

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

## GOT 'EM COVERED!



**WSIX**  
TV  
316,000  
WATTS

**WSIX**  
AM  
5,000  
WATTS

**WSIX**  
FM  
9,000  
WATTS\*  
\*SOON 30,000

*IN THE NASHVILLE MARKET,*

ONLY WSIX

Can Fire 3 Barrels At One Time...

*You can't miss with coverage like this!*



**WSIX, Nashville, Tenn.**

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

### WHICH ROAD FOR TV SHOW CONTROL?

Trend is toward more net control, but some see a shift back to agencies and clients

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### AFL-CIO puts 70% of p.r. budget into air media

Page 38

### Babies—\$1½ billion ad headache

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### SPECIAL SECTION: N A B Convention supplement

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When **KSTP-TV** says  
"GO OUT AND BUY IT"...

**people  
go out  
and  
buy it!**

*Represented by*

**Edward Petry & Co., Inc.**

*The Original Station Representative*

**KSTP** television  
CHANNEL

**MINNEAPOLIS · ST. PAUL**

**100,000 WATTS NBC**

**A GOLD SEAL STATION**

**5**



-ever talk to a  
lighthouse keeper?

**50,000 WATT CKLW** does . . . every day!

(There are 290 of them between Thunder Bay Light in Northern Lake Huron and Dunkirk Light near Erie, Pa.), and we talk to **hundreds of thousands** of other housekeepers, too — the ones with dresses, husbands, children — and shopping budgets!

Check your latest audience composition reports against ratings in the **DETROIT area**. Your next step will be to call on an East/man.

**CKLW — 50,000 WATTS**, now, more than ever, a must buy in the Great Lakes region.

An RKO General Station

**CKLW**

Robert E. Eastman & Co., Inc.  
National Radio Representative

Essex Broadcasters  
Guardian Building



## A SALE OF TWO CITIES

WSPA-TV sells the Spartanburg-Greenville SUPERMARKET! From its central tower location on Paris Mt.® near Greenville, WSPA-TV blankets the rich industrial areas in and around these twin cities. Over a quarter of a million TV homes in this area are directly influenced by WSPA-TV . . . it is an important part of their daily lives.

This section of the thickly populated Southern Piedmont is nationally recognized as the Big Market of today, and the Giant Market of tomorrow . . . WSPA-TV programming is tailored to serve and sell the Progressive Piedmont.

# WSPA-TV

SPARTANBURG, S. C.

CBS in the  Piedmont  
Channel 7

The only CBS-VHF Station Serving  
the Spartanburg-Greenville  
SUPERMARKET

National Representatives:  
GEORGE P. HOLLINGBERY CO.

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# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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# CHANNEL 5 WROC-TV AUDIENCE GROWS!

Leads New York State's 3rd largest market with 31.5% more homes reached than station X.

TOTAL TV HOMES REACHED:	
WROC-TV	327,200
Station X	248,800

NBC-ABC · CHANNEL 5 · ROCHESTER

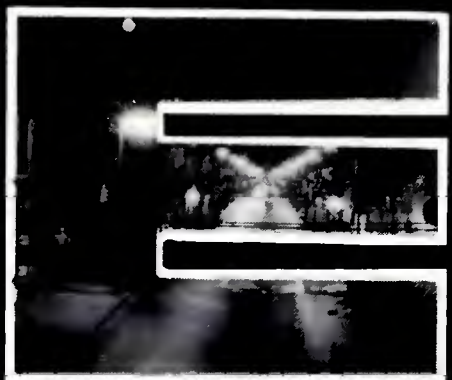
*Represented by*



*The Original Station Representative*



WROC-TV, Buffalo, N.Y. • KFMB-TV, San Diego, Calif. • WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif. • WNEP-TV, Scranton - Wilkes-Barre, Pa.  
WGR-AM, WGR-FM, Buffalo, N.Y. • KFMB-AM, KFMB-FM, San Diego, Calif. • WROC-FM, Rochester, N.Y.  
Transcontinent Television Corporation • 380 Madison Avenue, New York, N.Y. • YUkon 8-2121



**TOM ATKINS REPORTING**  
**FORT WAYNE'S No. 1 NEWS SHOW**  
**NOV. ARB RATING**

**wpta**  
 abc

# NEWSMAKER of the week

*The naming of E. K. (Joe) Hartenbower as chairman of NAB's Television Code Review Board comes at a time when the board is undertaking the most active policing operation in its history. He will preside over an enlarged body of seven members and replaces Westinghouse's Don McCannon.*

**The newsmaker:** No board chairman of the Television Code has ever faced the armful of problems that nestles within the purview of Midwest broadcaster Joe Hartenbower. In addition to warding off legislative and public relations blows emanating from the nation's capital, he has set as his target the job of luring the more recalcitrant video outlets (mainly those in small markets) into embracing the industry's catechism of proper conduct.

Hartenbower, who is vice president and general manager of Meredith's Kansas City broadcasting complex (KCMO-TV-FM, KOMO), is not unaware of the intricacies of convincing the industry's less fortunate brethren that by-passing undesirable commercials (and the income thereof) will redound to the benefit of all.

But Hartenbower says the problem is not as tough as it sounds.

In the first place, he feels that getting non-subscribers better acquainted with the code and its operations will accomplish a great deal. Secondly, he is convinced that the amount of income loss involved is not great.

Code operations will hit a new high in activity in the coming year. New personnel will beef up the Washington and Hollywood offices and a new office will be opened in New York. Monitoring will be more extensive than ever and more emphasis will be placed on the (audio) taping of programing.

The New York office will permit better liaison with the networks and throw code personnel into closer contact with advertisers and agencies (and vice versa). This latter kind of intimacy has been growing during the past year. Hartenbower attests as chairman of the Code's subcommittee on personal products that a published set of recommendations bearing on the proper presentation of such brands on the air received wide circulation among admen.

Hartenbower has been with the Kansas City stations since 1941. Previously, he worked for the H. K. McCann Co. (predecessor of McCann-Erickson), NBC and ABC.



*E. K. (Joe) Hartenbower*

# HORACE GREELEY

## could have been "Editor in Chief" of WPTR

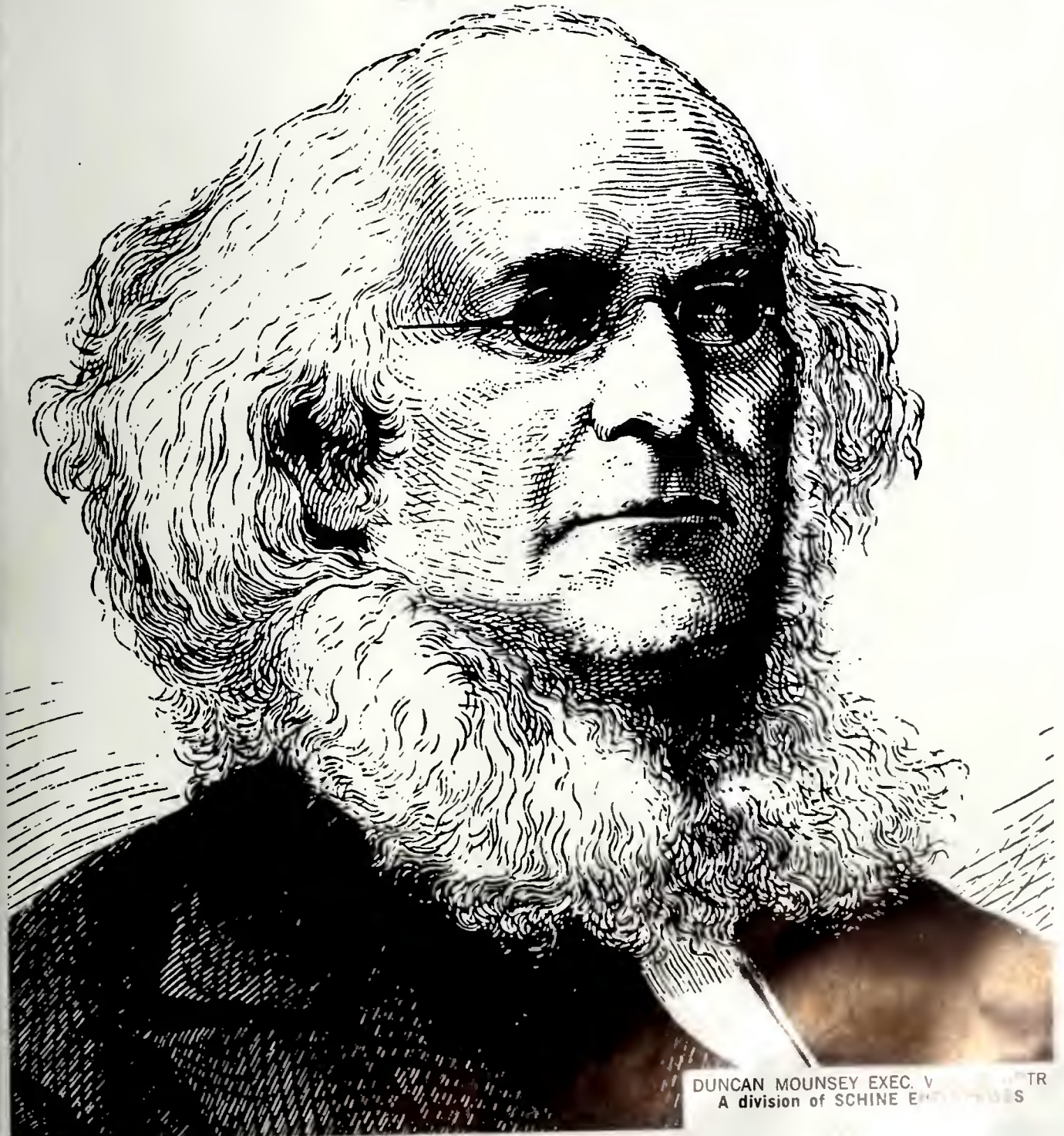
Because he, too, aimed to be a vital force in the community he served. The medium was different but the thinking was the same. As a broadcaster of news—  
itself—as a popular music station—but over and above all as a spokesman for the local populace in every worthwhile project that furthers its needs, WPTR is GRASS ROOTS RADIO AT ITS BEST.

Perhaps it's why WPTR has more local advertising than

the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

**WPTR** 50,000  
PEOPLE WATTS  
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse.  
Right up there with Hooper, too. Represented nationally  
by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. WPTR  
A division of SCHINE ELECTRONICS

# AND RUN

SEEKING  
**FREE SITES**  
**HONEST ADERS**  
**OPPORTUNITY FOR ALL**

**WE 16. 8 A.M.**

State Harmon.

## **\$1000** **REWARD**

For the arrest  
and conviction of

## **BLACK M...**

DEPARTMENT OF JUSTICE  
FEDERAL BUREAU OF INVESTIGATION  
WASHINGTON, D.C.

John



In response to the demands of  
television viewers and sponsors  
for something fresh...something new...  
something above the ordinary,  
SCREEN GEMS presents —

# TWO FACES WEST

Starring CHARLES BATEMAN in the Dual Role of the Brothers January

An intriguing theme...an exciting new personality —  
as resourceful as Paladin, as formidable as Matt Dillon  
...in a setting full of the rugged action of a Western  
(still TV's most popular programming category\*).

39 Half Hour Films for Regional and Local Sponsorship

For further details, contact:

**SCREEN**  **GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.  
NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

\*The second February Nielsen shows that the nation's top 3 programs are Westerns.

**R**  
**E**  
**S**  
**U**  
**L**  
**T**  
**S**



Sign of a  
Satisfied  
Advertiser  
on San Antonio's...

Channel  
**K 12**  
**O N O**  
tv

ABC Television in San Antonio...  
the Greatest Unduplicated Live  
Coverage in South Texas!

Represented by  
**THE KATZ AGENCY**

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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WITHIN A STONE'S THROW  
OF COMMUNICATIONS ROW!

*One of New York's  
most desirable locations*

**MADISON AVENUE  
AT 52nd STREET**



*A Bigger and Better*

*Berkshire*  
**HOTEL**

Just steps from anywhere...  
now with 500 individually decorated  
rooms and suites — and  
completely air conditioned.



*The magnificent new*

**BARBERRY**

17 E. 52 St.

Your rendezvous for dining  
deliberately and well...  
open every day of the week  
for luncheon, cocktails,  
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



SPONSOR • 2 APRIL 1960

# Conversation at the Conrad Hilton (Suite #2200)

"What's new at Adam Young?"

"Stockton-Sacramento"

"KRAK?"

"How'd you guess?"

"You're ideal for each other. Say, they have a great area story, don't they?"

"First on the latest Area Pulse. And going to 50,000 watts on or before April 10, with new, fresh and exciting programming."

"When do you start?"

"You mean when did we? April 1."



## ADAM YOUNG INC.



Representing effective radio stations from eight key centers:

**NEW YORK**  
3 East 54th St.  
New York 22, N. Y.  
PL 1-4848

**CHICAGO**  
Prudential Plaza  
Chicago 1, Ill.  
Michigan 2-6190

**ST. LOUIS**  
915 Olive St.  
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MAin 1-5020

**LOS ANGELES**  
6331 Hollywood Blvd.  
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HOLlywood 2-2289

**SAN FRANCISCO**  
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San Francisco 6, Calif.  
YUkon 6-5366

**DETROIT**  
2940 Book Bldg.  
Detroit 25, Mich.  
WOODward 3-6919

**ATLANTA**  
1182 W. Peachtree  
Atlanta 26, Ga.  
TRin y 3-256

**NEW ORLEANS**  
Charles Ave.  
New Orleans 13, La.

## Religion

"Faith of Our Children"  
(Sundays, 1:30-2:00 pm)

has won four consecutive  
Emmy Awards as  
the most outstanding  
children's program  
in Los Angeles.

A warmly inspiring  
half-hour of  
Bible reading, prayer,  
pantomime skits  
and comedy sketches  
with religious themes,  
"Faith of Our Children"  
is known throughout  
Southern California  
as "TV's Sunday School."

Choir direction  
and production  
is provided by  
visiting ministers,  
while the  
program's "teachers"  
have ranged over  
a multitude of Hollywood's  
most highly regarded  
leading ladies.

Among them:

Dale Evans,

Anne Baxter,

Gale Storm,

Jeanette MacDonald

and June Lockhart.

Connie Haines currently  
fills the role,  
to the delight  
of children and adults.



This is one of a  
broad range of programs  
designed to entertain,  
enlighten and inform  
KRCA's vast viewing public  
... to reach the few  
as well as the many  
... to provide something  
of interest for  
every television taste.

## KRCA

NBC Owned  
Channel 4 in Los Angeles

# and everything

## Relaxation

"The Giroux Show"

(Monday through Friday,  
4:40-6:00 pm)

is sparked by versatile,  
personable Lee Giroux.

A gifted interviewer,  
he constantly attracts  
top names from  
the entertainment  
and sports worlds  
to his program.

Recent guests have included:

Carl Sandburg,  
Sammy Davis, Jr.,  
Lowell Thomas,  
Gene Krupa,  
Rosemary DeCamp  
and Carl Reiner.

At the other end of  
the roster,  
some of his "off-beat"  
guests have included  
doubles of Eisenhower,  
De Gaulle and Khrushchev.

The spontaneity of  
his *live* interviews  
is entertainingly balanced  
by two half-hour  
"Award Theatre" film dramas—  
and the sum total  
is thoroughly relaxing fare  
to end the busy  
householder's afternoon.

Lee Giroux is  
strictly for fun,  
and a most welcome sight  
for Southern California viewers.



This is one of a  
broad range of programs  
designed to entertain,  
enlighten and inform  
KRCA's vast viewing public  
to reach the many  
as well as the few . . .  
to provide something  
of interest for  
every television taste.

# KRCA

NBC Owned

Channel 4 in Los Angeles

in between...

Don't bury your head

# BUY NEGRO RADIO

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend AFTER taxes! 80% of their money is spent on consumer items alone. Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by BOTH Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!



### Personal Letter

An Advertiser's dream is a captive audience pre-conditioned to buy his product. The nearest thing to this is Rounsaville Radio—100% programmed to the Negro audience. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! A proper part of your budget must go to Rounsaville Radio or you miss this market! We are one of the oldest and largest broadcasters in Negro Radio.

**HAROLD F. WALKER**  
V.P. & Nat'l Sales Mgr.

### FIRST U. S. NEGRO-PROGRAMMED CHAIN FIRST IN RATING IN SIX BIG MARKETS

**WCIN** 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

**WLOU** 5,000 Watts — Louisville's only all Negro-Programmed Station!

**WMBM** 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

**WVOL** 5,000 Watts — Nashville's only all Negro-Programmed Station!

**WYLD** 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

**WTMP** 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

**BUY ONE OR ALL WITH GROUP DISCOUNTS!**



## ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

**ROBERT W. ROUNSAVILLE** **HAROLD F. WALKER**  
Owner-President V.P. & Nat'l Sales Mgr.

**JOHN E. PEARSON CO.** **DORA-CLAYTON**  
Nat'l Rep. Southeastern Rep.

## Sponsor backstage

### Convention outlook: far from bright

It is easy to predict that this year's convention of the National Association of Broadcasters upcoming at Chicago's Conrad Hilton Hotel 3 through 6 April will be a grim one. (This is being written 12 days before.) The 1,000 or more broadcasters in attendance will be keenly aware that the horrendous pace of the sound and sight communications business killed their association leader on the afternoon of 8 March.



They will know that Harold Fellows should have slowed down years ago, and could not. Many of them, if not all, inevitably will translate this into the direct, personal conviction that they, too, should slow down. And most of them, if not all, will realize that, like Hal Fellows, they cannot.

They cannot for the same, simple reason that Hal Fellows could not. Never in its history has the broadcasting business been in greater jeopardy on more levels than at present. Never has the industry needed the full, dedicated effort of its best men as it does today. And, even as in the case of Hal Fellows, if it costs some of them their very lives, the industry will get this all-out service from its leaders. I have had the privilege of observing and working with many men in a number of industries, and I say unequivocally, that I know of no men in any other industry, as dedicated to their business' welfare as broadcasters.

To dramatize—if any dramatization were needed—one phase of the industry's crisis, the chairman of the Federal Communications Commission John Doerfer, of course, was forced to resign his post in the very same week that a heart attack destroyed Hal Fellows. It is not the intention, here, to discuss the Doerfer case except to say that in Chairman Doerfer the industry was dealing with an FCC chairman who was outspoken in his belief in the freedom of broadcasting, and in his opposition to program censorship by the Government or any other body.

Frederick Ford, the new chairman, in the statement he made when he was appointed to the job, said: "... There are more problems facing the Commission today than at any other time in history. The problems at times seem insoluble. The Commission, however, is composed of dedicated . . . qualified men, who will continue to apply their long experience, knowledge and ability to the solution of these problems. . . ."

### Dedicated yes, but pretty muddled

I do not doubt the dedication and the experience, knowledge and ability of the Commissioners. But one of the Commission's earliest pronouncements, that dealing with stringent and totally technical

enforcement of Section 317 of the Communications Act, really baffles me.

Is it possible that each time a station plays a phonograph record, an announcement will have to be made that the record was given to the station free by the Acme Distributing Corporation, or the Jones Music Publishing Company, or Sam Fleet, a record exploitation man working independently for Kitty Gurgle, the singer on the record? Is it possible that when a station plays a band from an LP, which it received as a subscriber to a record company LP service, the station will have to announce: "We received this LP at a nominal price as subscribers to the Superb Record Company LP subscription service"? Or will one blanket pre-show or post-show announcement, as used to be the case with transcribed programs, suffice?

No responsible broadcaster could possibly object to strict enforcement of the Communications Act. As a matter of fact most of my broadcaster friends have been hoping for many months that specific clarification of all foggy sections of the Act would be forthcoming. Perhaps Chairman Ford will address the broadcasters at the 3 April Convention and shed light on this and many other matters of far greater importance. Industry leaders, I'm certain, will be hoping that Chairman Ford will find some way of shedding light on his, and the Commission's position on the FCC responsibility in the programing area.

#### Cannot compromise with censorship!

On the very evening of the day, Thursday, 10 March, John Doerfer turned in his resignation in Washington, General David Sarnoff, chairman of the board of the Radio Corporation of America, at the 20th Anniversary dinner of the Radio and Television Executives' Society in New York, told the guests that the one error broadcasting could not afford to make was to submit to government censorship of programing.

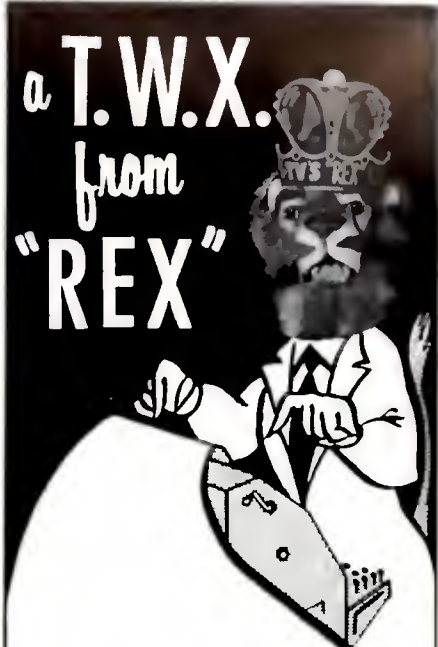
One of the primary demands of the day, said the general, was to resist any direct or disguised censorship, and to defend the freedom of broadcast communications, hard won over a period of many decades. The general said there is no such thing as a "little" censorship. Either you have censorship, said he, or you don't.

#### Veteran broadcaster needed

If no new head of the National Association of Broadcasters is appointed by convention time, the conclave will, of course, be rife with speculation as to who Hal Fellows' successor will be. One school of thought, at the moment, is urging that a non-broadcaster person of stature be appointed. Another school is in favor of one of several veteran broadcasters. With all due respect to Hal's predecessor, Judge Justin Miller and his forerunner, Neville Miller, both non-broadcasters, I'm all for having a top broadcaster in the job. Bob Swezey and Joe Ream are two of those who have been suggested, and I believe either would do a tremendous job. The industry would be lucky to get one of them.

I'm looking forward to seeing them and the other members of the 14-man group of us who went to Europe in 1945, at our annual reunion. The convention, as I said, will be a grim one, but getting with my old colleagues once again will brighten it somewhat, if only for a few hours.

And I want to say how happy and proud I am that SPONSOR is dedicating this convention issue to Hal Fellows. It's one more nice tribute to a fine man.



**a T.W.X.  
from  
"REX"**


**C-O-M-M-A-N-D-I-N-G  
L-E-A-D-E-R-S-H-I-P**  
on all viewing fronts!

**WREX-TV continues to  
dominate Rockford and  
Area Viewing . . .**

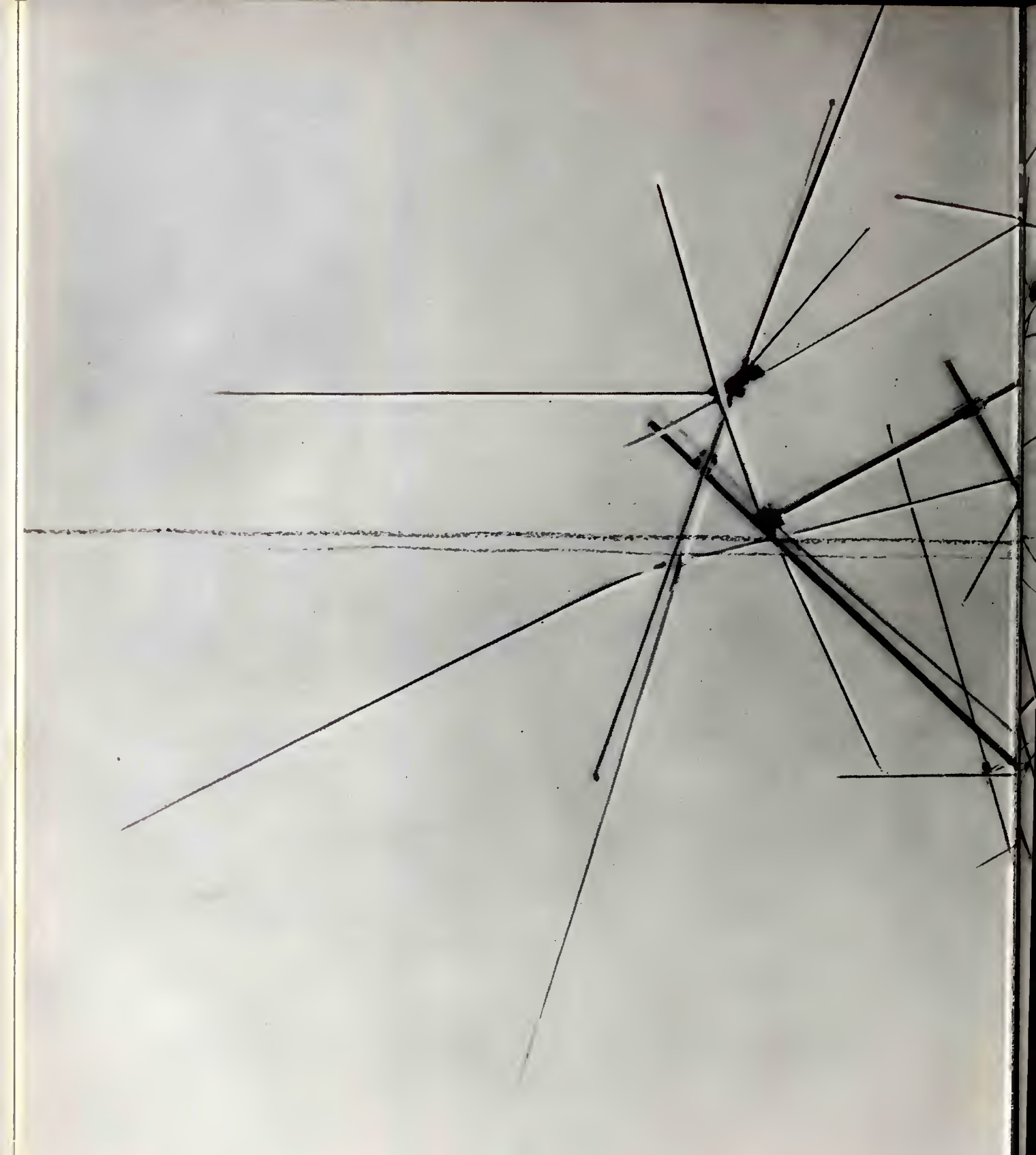
- **AT NIGHT**  
45 of the Top 50 Shows . . .
- **IN THE DAYTIME**  
All 20 of the Top 20 Shows
- **TOP WESTERNS**  
7 of the Top 8 Shows
- **TOP FAMILY SHOWS**  
5 of the Top 5 Shows
- **TOP SPORTS,  
SYNDICATED FILM,  
MOVIES,  
PUBLIC SERVICE.**

\*Source ARB Oct. 25 - Nov. 21, 1959

**IN FACT . . . All Day and  
All Night! . . . Every Hour  
of the Week is "Good  
Time" on . . . WREX-TV**

 **J. M. BAIER**  
Vice Pres.-Gen. Mgr.

**WREX-TV  
channel 13**

An abstract graphic design featuring a light gray background with a complex network of black lines. The lines are of varying thickness and orientation, creating a sense of movement and depth. A prominent horizontal line crosses the middle of the page, with several other lines intersecting it and extending towards the right side. The overall effect is that of a technical drawing or a network diagram.

**delivers the  
largest audience  
in Washington**





For the past two years, WRC-TV's average share-of-audience (ARB) has been the highest in the Washington area. The range and quality of WRC-TV programming is responsible for this impressive record—a record of audience delivery that makes WRC-TV the most productive advertising buy in its 57-county coverage area! Is this special delivery working for you? NBC owned • channel 4 in Washington • sold by NBC spot sales **wrc-tv**

# the prestige independent with network advertisers!

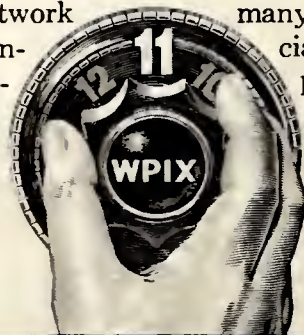


THE PROCTER & GAMBLE CO.  
GENERAL MOTORS CORP.  
BRISTOL-MYERS CO.  
GENERAL FOODS CORP.  
CHRYSLER CORP.  
AMERICAN AIRLINES, INC.  
COLGATE-PALMOLIVE CO.  
R. J. REYNOLDS TOBACCO CO.  
WARNER-LAMBERT  
PHARMACEUTICAL CO., INC.  
UNITED AIR LINES, INC.  
GENERAL MILLS, INC.  
NATIONAL BISCUIT CO.  
U. S. RUBBER CO.  
BROWN & WILLIAMSON  
TOBACCO CORP.  
FORD MOTOR CO.  
THE COCA-COLA CO.  
GENERAL CIGAR CO.  
BORDEN'S  
TRANS-WORLD AIRLINES, INC.  
VICK CHEMICAL COMPANY  
P. LORILLARD CO.  
BEST FOODS  
U. S. TOBACCO CO.  
TEXACO CANADA LIMITED  
KELLOGG COMPANY  
MILES LABORATORIES, INC.  
THE AMERICAN TOBACCO CO.  
CANNON MILLS, INC.  
INTERNATIONAL SHOE CO.  
FIRESTONE  
GULF OIL CORP.  
STERLING DRUG, INC.  
LEVER BROTHERS CO.  
AND MANY, MANY MORE

WPIX-11 carries more minute advertising from the top 25 national spot advertisers than any other New York television station.\* Leading advertisers select WPIX-11 for the "network look" of its programming, its Nielsen-proved quality audience and the guaranteed good company of other national advertisers. Your product message will never appear with "mail order" or

over-long commercials—because WPIX-11 does not accept this kind of advertising. Only WPIX-11, of all seven New York TV stations, offers you so many opportunities to place minute commercials in such a productive selling atmosphere during the prime nighttime hours!

Where are your 60-second commercials tonight?



**WPIX** new york

\*Broadcast Advertiser Reports

# SPONSOR-SCOPE

2 APRIL 1960

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SPONSOR  
PUBLICATIONS INC.

The fall selling situation at CBS TV and NBC TV can be compared to a storekeeper so immersed in seeing that his displays are just right that he's oblivious of the customers clamoring out front to get in and spend their money.

In other words, these two networks are having a hard time getting their schedules on track and the agencies a still harder time trying to explain to their clients they can't give them even an inkling of what's in store for them showwise come next season.

The networks' explanation: (1) they're waiting for lots of slow-arriving pilots before freezing the schedule; (2) they want to avoid the chaotic business of in-and-out-again slotting of both programs and orders; they'd prefer to see what's pitted against them on the opposition networks. (The Hollywood strike hasn't helped.)

Meanwhile agencies are hearing this **plaint from NBC salesmen: We can't tell you anything yet; the program department's taken over and all we can do is wait.**

But back at the ABC TV ranch the die is pretty well cast. Witness that Wednesday 7:30-8:30 sale of Hong Kong to Kaiser, plus continuation of at least half of Maverick.

If the odds are long enough, you can get a bet on Madison Avenue that the Pepsi-Cola account (estimated at \$13-15 million) will go to a dark-horse agency.

One dark-horse frequently mentioned is Norman-Craig-Kummel, which last year billed altogether about \$30 million.

Buying activity in national spot tv the past week was rather skimpy, but consistent with the traditional slide-off for this time of the year.

Among the activists: Lever's Lipton tea (SSCB); Duncan Hines' deluxe angel food cake (Compton); Carter's Pills (Bates); Bufferin (Y&R); Brown & Williamson's Kentucky King cigarettes (Bates).

A particularly extensive buyer of spot radio this week: Bristol-Myers' Trig (BBDO).

Behind the Purex Co.'s \$3-million buy on NBC TV is this bit of strategy: if you can't compete in ad dollars with your giant competitors try to look bigger than you are by aligning yourself with multiples of big things like daytime and nighttime specials.

The Purex tv spectrum, as mapped out by Edward H. Weiss: participation in seven daytime specials, a like number of nighttime specials and 26 daytime quarter-hours over 52 weeks. (Offbeat note: a customer finally for NBC's daytime specials.)

What has suddenly become a dubious, if not dangerous, area of advertising: the dry dog foods.

The vets are raising demurrers about the artificial coloring of certain brands.

In light of what the Reader's Digest (JWT) has to say about the medium in the same issue under the heading of Must Tv Bring the Bathroom into the Living Room?, there's sardonic flavor in this:

A major stations group this week put a for-adults-only restriction on the spot tv blurb for the Digest article. Too Tired to Love.

In other words, the commercial must be aired after 11 p.m.

## SPONSOR-SCOPE *continued*

Chalk this up as another instance of what can happen in the confusion over national vs. local rates in radio.

BBDO was in the process the past week of drumming up availabilities for Gallo wine.

At the same time stations in the east were getting calls from the advertiser on the West Coast about placing schedules at local rates.

Robert E. Eastman & Co. has moved into tv representation on both a group and individual basis via a separate sales organization, Eastman TV.

The Eastman thesis, in a nutshell:

(1) Since spot tv buying today is limited to the top 50 markets, it's necessary that the stations in the smaller markets get to the decision-maker with a group proposition that would offer added coverage at low wholesale CPM.

(2) With this door opened, Eastman TV could ferret out at the same time specific sales problems and suggest individual station buys to cover these needs.

Buyers of national spot tv may find themselves in an exceptionally tight market this fall because, in addition to those heavy toy campaigns, there'll be politics.

Never before have these two sources of saturation met in the medium.

What can be expected: gift advertisers moving into the medium in August in larger droves so as to be sure they're solidly entrenched during October.

The average tv home devoted 17 hours and 17 minutes to the batch of 81 network specials telecast between September and 31 January this season.

On the basis of 45,200,000 homes, Nielsen estimates that this is equivalent to 1.7 billion viewer hours, or about 500 million people seeing two Broadway shows each.

To avoid inequitable distribution of its spots in say, a 12-plan buy, Compton has submitted to tv stations what it deems a reasonable and realistic system for late evening participations.

The gist of the plan: (1) everybody on a show using a rotation system be given identical message placement, regardless of tenure; (2) no freezing of anybody for a prolonged period in either the first or latter half; (3) every advertiser gets maximum audience weight in as short a time as possible—that is, two weeks.

Compton figures that there's flexibility in its system, which is particularly necessary because of competitive problems. Also that the position of any one advertiser in any one week is unimportant, providing in the following week he's so spotted that the average ratings over two weeks is equivalent to the program's average rating.

Here's an example of how Compton would schedule advertisers A, B & C:

Commercial Position	Position Rating	Approximate Time	Positioning in successive weeks					
			I	II	III	IV	V	VI
#1	12.0	11:15 p.m.	A	—	C	—	—	—
#2	12.0	11:35 p.m.	—	—	A	—	C	—
#3	11.6	11:35 p.m.	—	—	—	—	A	—
#4	11.2	11:55 p.m.	B	—	—	—	—	—
#5	10.8	11:55 p.m.	—	—	B	—	—	—
#6	10.4	12:15 a.m.	C	—	—	—	B	—
#7	10.0	12:15 a.m.	—	C	—	—	—	B
#8	9.6	12:35 a.m.	—	—	—	B	—	—
#9	9.2	12:35 a.m.	—	B	—	—	—	—
#10	8.8	12:55 a.m.	—	—	—	—	—	A
#11	8.4	12:55 a.m.	—	—	—	A	—	C
#12	8.4	1:10 a.m.	—	A	—	C	—	—
Average rating:			10.2					

NBC TV has apparently drawn a sales policy distinction between one class of nighttime spot carrier and another for the fall.

Buyers of **Laramie** and **Bonanza** will have to enter into 13- or 26-week contracts if 20-minute segments are involved and the two allowable commercial minutes will have to be used each week.

In the instance of other spot carriers, such two minutes may be spread over two weeks and the term of obligation will be catch-as-catch-can.

Because of the promotion's success last year, **Alcoa** is repeating its weekend buys (10 spots weekly for 10 weeks) on **Monitor** this spring and next fall.

NBC Radio affiliates again can garner added revenue by selling adjacent spots to local builders, architects and suppliers.

Confidence seems to be on the rise among the top rank agencies that CBS TV will water down its new rules on commercial positioning before the fall.

The greatest resentment can be found among the creative fraternity. Echoing the theme of a recent Frank Stanton speech attacking programing control, the creative gentry holds that CBS' attitude toward commercials strikes at the very heart of the freedom of agencies and advertisers.

They warn that the strictures can hurt the sponsorship of public affairs programs, since the rules, if enforced, can tend to weaken the advertiser's message.

The uncommonly rough weather across the country in March proved somewhat of a boon to average sets-in-use: it was up over March 1959 and specifically 6% over this February.

Average sets-in-use at night for the past two months as measured by Trendex:

MONTH	1960	1959
February	56.2	59.1
March	59.5	59.1

Looks like the **Peter Lind Hayes** series, one of P&G's new starters for the fall, will wind up on NBC TV.

The other, **Lincoln Jones and the Law**, will likely find a berth on ABC TV.

The **Hayes** show was sold at \$51,000 net for originals and half that for repeats. while **Jones** came in at \$48,000 net for originals.

P.S.: CBS TV is reported to have passed up P&G's offer of the **Hayes** show.

NBC TV's big gift package for affiliates at the NAB meeting: four one-minute spots in prime evening time for spot sale during the 1960-61 season.

Where these spots are to be will be determined after the network has frozen its fall night-time schedule.

CBS TV has yet to decide what it will do for its affiliates in a similar vein.

Look for **Alcoa** to put its tv emphasis next season on tv specials, spending around \$3 million for 10 of them out of the **Talent Associates** shop.

It'll also break away from the **Goodyear** alternate arrangement and sponsor, in addition to the specials, an alternate half-hour or hour show.

Even then **Alcoa** will be running behind **Kaiser's** commitment in tv dollars for a weekly hour and alternate half-hour, which, at list prices, would come to around \$11-12 million, time and programs.

## SPONSOR-SCOPE *continued*

From the viewpoint of selling strategy nothing in air media is as volatile as daytime network tv.

Take the latest philosophy current at CBS TV: daytime has become strictly a matter of pricing, with the buyer far less concerned with programing than how he comes out on the end discount.

However, CBS seems determined to sell daytime strictly in quarter-hour units with the buyer required to use two minutes of his commercial time in each quarter-hour as contrasted with ABC's policy of permitting the advertiser to scatter his commercial minutes any way he elects.

An example of CBS' adamant attitude: it turned down an offer of a five-minute weekday strip on a program that's still wide open.

The burgeoning personnel turnover in the big agencies—management's No. 1 headache—keeps pushing the cost of supervisory people into higher and higher brackets.

Account supervisors range between \$30-45,000 and the salaries of crack media group heads is not very far under this range.

To put it gently, a high grade media supervisor these days is considered pretty much on a money par with a heavyweight account executive.

The competition in tv programing qualitative research keeps getting hotter: Trendex is introducing a new variation in its continuing audience measurement service this fall.

The plan: It will ask 200-300 reached during a polling period what they liked about a show they said they were watching. In three or four weeks those who responded favorably will be called again and asked whether they still tuned in that program.

Should the answer be in the negative, the prober will try to find out if it was because they found the show no longer to their liking and why.

The objective: To arrive at the basic reasons why a program is holding or losing its audience.

If you're a buyer of participations in late-night feature films, you may get an insight into audience trends from this Nielsen comparison of ratings and (shares):

MARKET	1959-60	1958-59	1957-58
New York (Jan.)	10.6 (33)	13.5 (40)	14.4 (42)
Los Angeles (Dec.)	4.1 (24)	6.2 (25)	3.6 (21)
Chicago (Jan.)	9.6* (24*)	8.4 (20)	7.0 (23)

\*Moved to earlier time in '59-60.

Beer and beverages ran away with the field as the eight "most effective" radio commercials of 1959 were honored Thursday at RAB's National Radio Advertising Clinic.

The winners in alphabetical order are Budweiser (D'Arcy), Coca-Cola (McCann-Erickson), Ford (JWT), Nescafé (Esty), Northwest Orient (Campbell-Mithun), Pepsi-Cola (K&E), Schlitz (JWT), Winston (Esty).

Selection of the winners was by a 300-man ad panel.

DuPont (BBDO) solved its specials problem for next season when CBS TV this week agreed to take a maximum of eight of them—the client had figured on 10. CBS also gave DuPont the Friday 10:30-11 p.m. slot for the June Allyson series.

Remaining entertainment specials that CBS will take: 14.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 55; News and Idea Wrap-Up, page 110; Washington Week, page 105; SPONSOR Hears, page 108; Tv and Radio Newsmakers, page 120; and Film-Scope, page 106.



WE'RE BUSIER THAN EVER  
IN THE LAND\* OF

# Profitunity

\* The big, rich, 26-county  
WFLA-TV sales area.

Everyone is selling more of everything in the Land of Profitunity! And with good reason! In the big eight years, 1950-1958, population in this 26-county market is up 61%; retail sales have rocketed 131% and food sales an amazing 146%!

Get your share of this great profit opportunity—spot your service or product on WFLA-TV—dominant in the Land of Profitunity!

For all the facts, write us today.

Figures from Sales Management 1959 Survey of Buying Power.



NATIONAL REPRESENTATIVE: BLAIR-TV

# CAN GIL HODGES BEAT WILLIE MAYS?

You'll see when the top  
home run hitters of today  
meet in direct competition.

*GOING! GOING! GOING!*

**GRABBED BY:** CONSOLIDATED CIGAR in Green Bay, Milwaukee, Rockford and other midwest markets, SCHLITZ BEER in Albany, Ga., INTERNATIONAL HARVESTER CO., in Savannah, Greenbay, Tampa-St. Petersburg, STAGGS-BILT HOMES in Phoenix, JOHN LABATT, LTD., OF CANADA in Buffalo, Rochester, Erie, Watertown . . . and many others!

**SNAPPED UP BY:** WALB-TV, Albany, Ga., WBAL-TV, Baltimore, WLW-T, Cincinnati, WSAZ-TV, Huntington-Charleston, WLW-C, Columbus, O., WLW-D, Dayton, WLW-I, Indianapolis, KPLC-TV, Lake Charles, WCCO-TV, Minneapolis, WAVY-TV, Norfolk, WJAR-TV, Providence, WROC-TV, Rochester, WDAU-TV, Scranton-Wilkes-Barre, WSJV-TV, South Bend-Elkhart, WICS-TV, Springfield, Ill., KFSD-TV, San Diego, WEEK-TV, Peoria, KLIX-TV, Idaho Falls, WLUC-TV, Marquette, Mich., WAGA-TV, Atlanta, KTVE, El Dorado-Monroe, La., WSYA-TV, Harrisonburg, Va., WJAC-TV, Johnstown, Pa., WLOF-TV, Orlando, KETV, Omaha, WTVW, Evansville, KTVH, Wichita-Hutchinson-Great Bend, KTVE, Ft. Smith, Ark., WTVY, Tampa-St. Petersburg, WREX-TV, Rockford, Ill., WTIC-TV, Hartford, WRVA-TV, Richmond . . . and many others!



AT THE  
**NAB** Convention  
April 3-6

**VISIT** Ziv-UA's  
Hospitality  
Suite 2300  
Hotel Conrad  
Hilton, Chicago

**DISCOVER** how to get  
Winter Profits  
in the  
Summer Months!





Now Baseball's Greatest "Long Ball" Sluggers

**GO TO BAT FOR YOU!**

**MICKEY MANTLE · HANK AARON  
FRANKIE ROBINSON · KEN BOYER  
ROCKY COLAVITO · DUKE SNIDER  
GUS TRIANDOS · EDDIE MATHEWS**

and many others star in  
**THE BIG AUDIENCE-WINNER OF 1960**

# **"HOME RUN DERBY"**

**ALL THE EXCITEMENT OF BASEBALL'S BIGGEST MOMENT!**

The new power  
in TV programs!



**ZIV-UNITED ARTISTS INC.**  
488 Madison Ave., New York 22, N. Y.



# BLURRED

## OR HEARD?

The message is clear. People—adult people, particularly—listen to the CBS Owned Radio Stations, the persuasive voices of seven of America's top ten markets. Active, alive listeners choose the C-O's because their programs are directed to listeners—not to the fringe consciousness of people with their minds on other matters. Locally-produced programs include live music, comedy, opinion forums, special events, education, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music. This is responsible broadcasting. It gets a responsive audience. And generates response to your advertising!

**THE CBS OWNED RADIO STATIONS C-O**

REPRESENTED BY CBS RADIO SPOT SALES.

WCAU, Philadelphia; KCBS, San Francisco; KNX, Los Angeles; WEEI, Boston; WCBS, New York; WBBM, Chicago; KMOX, St. Louis



# 49th and Madison

## Our fm leaders

In view of your continuing interest in fm, I think the following will interest your readers.

According to a survey conducted on behalf of radio station WFLM in Fort Lauderdale, Florida, one-third of all homes in Broward County have fm radio reception available. Broward County comprises Fort Lauderdale, Hollywood and Pompano Beach and this survey indicates a significant growth in fm listenership. In August of 1958 the fm penetration was only 20%. Other facts brought out in the survey include: homes with children have a higher incidence of fm radio ownership than childless homes . . . homes which have one or more occupants at work show a higher saturation than do retirement homes . . . and over half of all fm radio sets in Broward County are located in homes where the breadwinner is a supervisor, proprietor, or member of a profession.

Robert A. Hinners  
station mgr.  
WFLM  
Fort Lauderdale

\* \* \*

I hope you will be interested in our fm promotion which we started under the prodding of the Sarkes-Tarzian ad in SPONSOR and the NAB publication *FM-Emphasis*.

Warren is a town of 15,000 population. WNAE is a daytimer and WRNN is our means of full-time coverage via fm. WRRN has been broadcasting a full day's schedule since 1948. Everything of importance in Warren is broadcast on WRRN. Over 52.5% of Warren homes have fm, but in spite of the relatively high set ownership, WRRN usually loses money. Our aim in this campaign is to make every home an fm home.

In the last three weeks 4,100 people have written us cards stating "I Want an fm Radio." To satisfy this

demand we bought 200 Sarkes-Tarzian fm radios and have placed them on consignment at cost with 16 dealers. They began to sell the first day—even before our advertising began.

We thought you'd like to see a copy of our five-point fm promotion.

David Potter  
general mgr.  
WRRN  
Warren, Pa.

## Excellent treatment

I have just had an occasion to read the 5 March issue of your very excellent magazine SPONSOR. The excellent way in which you handled our client's story (Gamble Stores) on their big, special promotion is very gratifying, to say the least, and for this we want to thank you and tell you how much we appreciate your efforts. I think that television history was really made with this project and the way you handled it will certainly help tell the trade about this historic move.

One thing that we might have missed up on in this story and that might warrant a mention in an upcoming issue of SPONSOR is the tremendous job that WCCO-TV did in setting up the entire stage for this project. Without the cooperation of WCCO-TV—particularly Sherm Headley, assistant manager of the station—the entire project would not have been possible. He performed yeoman service in getting things done that were otherwise thought to be impossible.

John M. Lamb  
BBDO  
Minneapolis

**WNJR**  
1st in new york  
dec. negro pulse  
(BASED ON U. S. CENSUS)

# KJEO-TV

Central California's  
#1 Prime Time Station  
with proof from the  
viewers themselves:\*

## Channel

# 47

Fresno

\*ALL 7 DAYS  
A WEEK

DELIVERS MORE  
VIEWER HOMES  
FROM 6 to 10 P.M.!

(Source: Current ARB with 34.8 Rating)

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.

**KJEO**  
channel 47

Fresno, California

J.E. O'Neill — President  
Joe Drilling — Vice President  
and General Manager  
W.O. Edholm — Commercial Manager  
See your H-R representative **H-R**

**TO CALL  
POLICE  
USE THIS  
PHONE**

**OUT OF  
ORDER**

The story broke early in January with indications of blatant corruption in the Chicago Police Department. First to be undone: a group of patrolmen accused of sponsoring their own thief. Expose followed expose, flushing dishonest policemen and irresponsible higher-ups. All newspapers and radio and television stations in Chicago duly reported these developments.

WNBQ Television and WMAQ Radio, Chicago's NBC stations, went further. Shortly after the first shocking discovery, the stations' "City Desk" programs devoted their full energies to a penetrating examination of the scandal's cause and effect. Every week since, these Sunday programs have continued the search by interviewing law enforcement authorities and persons directly concerned with the issues.

"Shadow On Our City," a WNBQ documentary series, scheduled in prime time, focused on the political use the scandal has been put to and developed some stunning revelations and startling conclusions. Regular newscasts continued to provide valuable insight that helped Chicago's citizens take intelligent action to meet the situation.

The Chicago Daily News' appraisal of these efforts typifies critical response:

"WNBQ has put its TV competition to shame with its special coverage of the police scandal. WNBQ has performed a vital, responsible public service."

Chicagoans now can look forward to a completely reorganized police department . . . and a happier, healthier community. And WNBQ and WMAQ can look with pride upon a bright new chapter in a long history of public service programming.

**WNBQ/WMAQ**  
CHANNEL 5 670 ON THE DIAL

NBC OWNED STATIONS IN CHICAGO

# WPTF Delivers \$½ BILLION FOOD Market



**SALES** Only eleven metropolitan markets exceed the WPTF area food sales of \$541,043,000.

**POPULATION** 3,179,000

**DISTRIBUTION** A & P, Colonial Stores, Winn-Dixie, and Piggly Wiggly serve 215 supermarkets from their Raleigh warehouses. Also ... 12 major wholesalers, 17 food brokers, reps of most major food manufacturers, and warehouses or processing plants for Swift, Armour, Wilson, Kraft Foods, Jesse Jones, Continental Baking, Ward Baking, American Bakeries... all located in Raleigh.

**AD COVERAGE** WPTF is the only single medium that reaches all of this food market. Over 50% of the homes listen to WPTF (NCS#2)



## WPTF

**50,000 WATTS 680 KC**  
NBC Affiliate for Raleigh-Durham  
and Eastern North Carolina  
R. H. Mason, General Manager  
Gus Youngsteadt, Sales Manager

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

## Timebuyers at work

**Nick Imbornone**, McCann-Erickson Advertising U.S.A., New York, feels that representatives can help buying in a few respects: 1) Appointments. "I don't understand what some reps have against making appointments. It would save them a half hour in the waiting room, and help the buyer better organize and plan his day." 2) Visiting Fireman. "We welcome station men, but want specific information from them that'll help us better understand the market and the station. Many drop by with reps to say 'hello' and are totally unprepared with anything new." 3) Getting down to business. "Most rep salesmen have great personalities and I have nothing against small-talk and a joke or two—but in the midst of a hectic schedule, time is of the essence." 4) Basic Information. "Some reps run to extremes. Either they come in with little or no information, or dump elaborate folders on your desk that would take weeks to go through. There's a happy medium—valid research findings, simply presented, and not obscured by puff promotion."



**Marie Coleman**, Donahue & Coe, Inc., New York, points out that while most buyers are strongly against rate-cutting because of the unfair advantage which may be gained by overly hard-driving agencies, it is the discounting station that ultimately suffers. "One station undersells, it's almost impossible for it to resume former standards. It's like a runaway inflation—where it stops no one knows." For one thing, Marie says, it cuts down the dollar volume of the station. Second of all and most important, it's an admission that the facility is not worth the going rate. "Beyond that there's the tacit implication that all of the previous advertisers, who paid card rate, had overpaid and were therefore cheated. And make no mistake, other advertisers will find out about it, they always do. This is a business with no secrets. In some industries rate-cutting is either accepted or countenanced, but in broadcasting, where stations sell an intangible, integrity is an essential element of good business."



**IN  
BALTIMORE  
DO  
AS  
THE  
NATIVES  
DO!**



**MORE "NATIVE" MERCHANTS BEAT THE DRUM ON  
W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!**

*WITH Is First In Baltimore with more local advertisers than any other station.* Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers... men who really know the market: buy WFFH and Baltimore buys you!



Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest.



SPOT-BUYING  
FACTS NOT ON  
THE RATE CARD  
ABOUT WBZ-TV  
BOSTON

# THE MOST

*of any Boston TV station*





# NEWSCASTS

and look at these other facts about WBZ-TV! ■ Most local air personalities – more than any other Boston TV station. ■ Most national advertisers of any Boston TV station – 193 compared to 148 for the second-place station. ■ Public service programming – 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.\* ■ Most awards of all Boston TV stations.

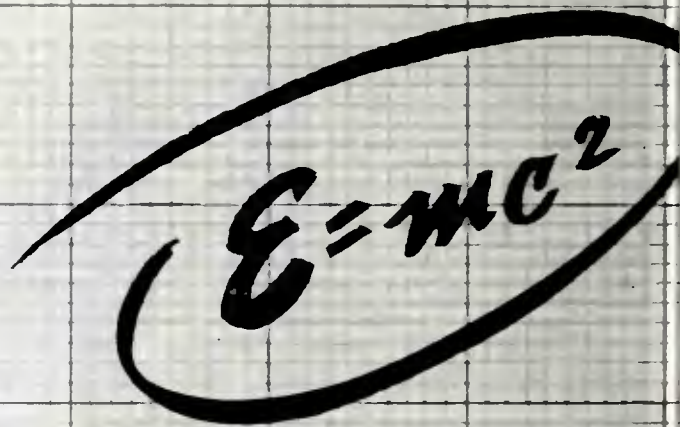
*That's why in Boston, no TV spot campaign is complete without the WBC station*

ARB  
represented by Television Advertising Representatives, Inc.

WBZ-TV WESTINGHOUSE BROADCASTING COMPANY, INC.



**WBZ-TV**  
**BOSTON**


$$E=mc^2$$

*(Just a matter of Relativity)*

- WBTV-Charlotte is FIRST TV Market in Entire Southeast with 595,200 TV Homes\*
- WBTV Delivers 43% More Television Homes than Charlotte Station "B"\*\*

\**Television Magazine—January 1960* \*\*NCS =3

## LET'S COMPARE MARKETS!

WBTV-CHARLOTTE	595,200
ATLANTA	571,500
MEMPHIS	483,800
LOUISVILLE	459,000
MIAMI	434,900
BIRMINGHAM	425,100
NEW ORLEANS	381,900
NASHVILLE	344,400
NORFOLK-PORTSMOUTH	339,700
RICHMOND	271,000



JEFFERSON STANDARD BROADCASTING COMPANY

# WBTV

CHANNEL 3 © CHARLOTTE

# TV PROGRAM CONTROL— WHERE IS IT HEADED?

Right now the trend is toward tighter network control but some admen expect agencies and clients will ask for a lot of it back after skies clear again in Washington

That old football known as "tv show control" has bobbed loose again, only the players can't quite decide who should pick it up and run with it. Some agencies feel inclined to carry it, if for no other reason than to impress their paying clients. Others would gladly pass it to the networks, at least until things cool off on Capitol Hill. The networks appear ready to take the pass since it gives them a tactical advantage in strengthening program line-ups, but at the same time they can't quite trust those referees from Washington who threaten to get into the game themselves.

What further compounds the confusion is that there is something semantically wrong with the word "control." It has been

## HOW NETWORKS CURRENTLY STAND ON SHOW CONTROL

**ABC** *Except for Rifleman which is licensed to P&G, this network has all its other night net tv programs licensed to itself (99% control, according to ABC). Net feels this gives tactical advantage in being able to move shows around for strong blocks, and at same time eliminate danger of an agency or client moving a show to another network.*

**CBS** *Here, 11 evening shows are wholly owned by the network: Small World, Twentieth Century, Ed Sullivan, Dennis O'Keefe, Red Skelton, The Millionaire, Rawhide, Person to Person, Hotel de Paree, Gunsmoke and Have Gun. Owned jointly by CBS and producers are: Garry Moore. Jack Benny, I've Got a Secret, Twilight Zone, Perry Mason.*

**NBC** *Three shows in the nighttime line-up here are wholly controlled by the network. They are: Bonanza, World Wide 60 and Sunday Showcase. These are developed and produced entirely by NBC personnel. 10 others are "partially controlled" — that is, produced in outside studios but with full script and casting control held by the net*

kicked around so long—ever since the heyday of radio—that today it means many things to many people.

“This thing they call ‘program control,’” an adman told SPONSOR, “might better be called ‘degree of influence.’”

An agency, for example, may “control” a tv show, but the network continuity department has the say on whether they’ll air it or not. On the other hand, a network may “control” a show, but if the sponsor objects to it he may force a change in script or even stay off the show. (This was the case recently when client 7-Up passed up sponsoring one episode of ABC TV’s *The Untouchables* to which it objected).

But the word in the news is “control.” So here is the outlook for it.

- The drift is toward less control by clients/agencies and more control by networks.

Reasons for this are obvious. Fewer clients are able to sponsor programs all by themselves due largely to costs that have rocketed far beyond old network radio days when agencies moved in to show control.

With co-sponsorships, it is getting

## WITH THESE THREE SHOWS THE AGENCY IS



**SUNDAY SHOWCASE:** NBC TV owns this show completely. It was developed and is now produced entirely by NBC personnel. Above: shooting the recent drama, *The American*.

increasingly hard to match up alternate sponsors within the same agencies. Here is where you run into such problems as a show controlled by the “agency of record,” which is responsible for a show it controls and the

agency of the alternate sponsor who buys into the show.

Then there is the trend toward longer shows—an hour or more—developed and produced by networks which are sold in the multiple-sponsorship market. Besides this, few agencies are equipped to develop shows, even in conjunction with freelance producers, that are better than the shows the networks produce—or are even acceptable at the net.

An example of this trend is ABC TV which, in the upcoming 1960-61 season, admits to being 99% in control of its full night line-up and, having licensed to itself every single program except *The Rifleman* which is licensed to P&G. There are some agency people who find flaws in the tally; they refuse to believe that some “degree of influence” on the “controlled” properties is not exercised by the agencies and advertisers who buy them. “They haven’t surrendered such fringe control as script acceptance or the right to object to some part of the show or some doubtful talent,” an agencyman recently reported to SPONSOR.



**HANDS OFF:** Sponsor Standard Oil of New Jersey insisted on clause divorcing itself from any form of show control on *Play of The Week* on WNTA-TV, N. Y. Here, actor Per Sjostrand, producer Lew Freedman and Bud Wilds, control.

## LEFT STANDING OUTSIDE—LOOKING IN



**WALT DISNEY PRESENTS:** ABC TV claims complete jurisdiction over this program, as it does over all but one of its others. *Tomorrow the Moon* was its title



**RED SKELTON SHOW:** CBS TV is sole owner of this program and 10 others. Above, from Christmas show

NBC TV claims only three night tv shows as wholly controlled: *Bonanza*, *World Wide 60* and *Sunday Showcase*, ten others (including such segment-sales types as *Riverboat*) are "partially controlled"; that is, NBC TV has script and casting approval at the producing studio. The remainder of the network's vehicles are produced outside by packagers working with agencies, but a representative of NBC TV's programming department is on the sets whether they're being shot in New York or on the West Coast. Before any show is aired on NBC TV, Ross Donaldson, director of script services, has read the script (and maybe penciled in changes) or previewed the films. "The trend next year," said Donaldson, "is definitely towards more NBC developed and produced programs."

But this still doesn't mean that the sponsor has nothing to say. "Control" comes in many packages; a lot of contracts, for example, give sponsors the right to okay scripts in advance.

At CBS TV, 11 of its nighttime programs are wholly-owned network properties. These are: *Small World*, *Twentieth Century*, *Ed Sullivan*, *Dennis O'Keefe*, *Red Skelton*, *The Millionaire*, *Rawhide*, *Person to Person*, *Hotel De Paree*, *Have Gun, Will*

*Travel and Gunsmoke*. Then there is the co-produced fare (owned by CBS and an outside producer) such as: *Jack Benny*, *Garry Moore*, *I've Got a Secret*, *Twilight Zone* and *Perry Mason*. The rest of the CBS TV schedule is "controlled by advertisers—with, of course, sanction of the net's continuity department.

Probably nothing sums up better the trend toward more net control than the fact that last spring SPONSORSCOPE estimated that ABC controlled 65% of its regularly scheduled shows and that the network's own claim for next season is 99%.

Why are networks eager to assume more control? For one thing, they feel it lifts the creative and artistic standards of its productions. Certainly no better example of this "creative freedom" can be found than the non-network *Play of The Week* (produced by NTA, aired on indie WNTA-TV, N.Y.C., and now being sold to stations in other markets). In the New York market, the two-hour show has been bought for full sponsorship by Standard Oil Co. of N. J. (OB&M). M. J. Rathbone, president of Jersey Standard, said, "At Jersey Standard's own request, one clause of our contract specifies that we will have no voice in the subject matter, script, production techniques or cast of each

week's play. This is a hands-off policy that we have traditionally followed in our long sponsorship of daily newscasts." The result has been a ratings-topper and critic captivator.

But the creative is only one side of network interest in controlling their shows. If a network owns the show, then the sponsor can't take it away and put it on another network. (Example: last year, the agency and client took *Father Knows Best* from NBC, gave it to CBS.) Nor can an agency and client use a show they don't control as a club to bludgeon favors (such as fatter discounts) out of the network.

"Unless a network is the owner of its shows," Julius Barnathan, ABC TV vice president, told SPONSOR, "it is in the untenable position of being open to raids." In other words, if several major advertisers suddenly decided to pick up their marbles and leave, they could almost wipe out a net's whole schedule.

The other big advantage a net finds in controlling its own programs is the fact that it can shift them around at will, like so many chess pieces, to form strong blocks of programming that can attract advertisers. But if, in the middle of such a block, is a show that is owned by an adver-

(Please turn to page 98)



**MEANY MEETS MORGAN**—AFL-CIO head, George Meany, faces ABC radio commentator, Edward P. Morgan. Labor sponsors Morgan newscasts, exercises no authority or censorship over material and has sometimes been target of Morgan verbal lashing on controversial issues

## HOW AFL-CIO BUDGETS FOR P.R.

- ◆ Biggest chunk (\$475,000) of p.r. fund goes to radio, as labor begins second decade of news sponsorship
- ◆ Federation uses soft-sell, promotes image with newscasts that reach an estimated 4.6 million listeners daily

**T**he AFL-CIO gets a hearing five evenings a week in the library of former Secretary of State, Dean Acheson.

At 6:55 p.m., Monday to Friday, the library doors open. Then Mr. Acheson, or a visitor like Justice Felix Frankfurter, announces to the guests, "It's time for Morgan." Five minutes later the doors close and all who have chosen to join Acheson spend the next 15 minutes in silence listening to the AFL-CIO sponsored newscaster, Edward P. Morgan.

Though the ritual may vary, the

end is the same in nearly 1.3 million homes across the country. Morgan has a loyal following, and the Federation a receptive audience for its messages.

The evening doesn't end at 7:15 for the labor group. At 10 p.m. they sponsor the 5-minute *Vandercook and the News* and reach 1.1 million homes. This means that the total number of home impressions amassed by the AFL-CIO via 20 minutes of ABC radio network news averages out to 2.4 million (or 4.6 million listener impressions), every day, five days a week, 52 weeks a year. The cost-per-

1,000 homes impressions: \$.36.

The figures take on added significance because labor is reaching the kind of audience it's after. AFL-CIO broadcasts are heard by more men than women (58%-42%) and 70% are between the ages of 18 and 49. The percentage of non-union listenership has been increasing over the years, and today stands at 57%, which highlights the public relations job being done by radio in creating a favorable climate for organized labor among non-union personnel. This is one of the main objectives of the campaign. Radio cuts across income boundaries; the broadcasts draw nearly equal representation from all income levels. Leading citizens like James Thurber, Norman Cousins, Senators John Kennedy, Wayne Morse, William Proxmire and Hubert Humphrey served to round out the broadcast audience profile and lend

it literary and legislative distinction.

Labor's infatuation with radio began over a decade ago with the AFL's sponsorship of the Frank Edwards newscasts on Mutual. Edwards, a staunch supporter of union causes soon became associated in the public mind as "the voice of labor." The AFL pulled no punches in its commercials. They were hard-hitting, and unabashedly hard-sell.

The second great labor organization, the CIO, joined the radio ranks in September of 1953. However, the CIO attacked the problem of creating a favorable image in a different way. Their stated objective was "to dispel the notion that all unions do is go on strike," by affirming a "what's good for America is good for organized labor" policy. The choice of the CIO was John W. Vandercook, a liberal commentator with a cultured voice and subdued manner. Commercials were kept at a low pitch, informed rather than persuaded. Whereas messages on the Edwards show were often calculated to rally union members behind the parent organization, the CIO never aired a commercial that was keyed solely to its constituents. Today's approach to commercials and newscasts is basically a continuation of the CIO soft-sell formula.


On 5 December 1955, the AFL and CIO joined forces to become a single Federation. The newscasts were maintained, but in a new format. Morgan, who had previously replaced Williams, remained in the 7 p.m. slot on ABC, while Vandercook moved to 10 p.m., the current labor line-up. The five-minute Vandercook show, abbreviated as an economy measure, holds the key to Federation strategy. A sponsored newscast, it has no commercial. There are opening and closing mentions of the sponsor's name, unembellished by any message. The AFL-CIO feels that the good will engendered by sponsoring a responsible newscaster is of sufficiently great value in itself. Within the five-minute frame, time is of the essence. The more time allowed for Vandercook's comment, the more valuable a public service the show becomes, i.e., the greater benefit derived by the sponsor from his association with it. Thus a commercial, in this instance, would

only detract from the Federation's over-all objective.

The Federation exercises no censorship of material selected by the newscasters. On 18 November 1959, the AFL-CIO devoted the middle commercial on the Morgan show to stating just this: "The only acceptable news commentator is independent . . . free to report and comment on news as it happens. We believe in a democracy where people must be able to count on accurate and unbiased news. Mr. Morgan's views are strictly his own. The sponsors know them only when we hear them on the air."

Morgan, underscoring the point, proceeded to blast certain of the trade unions he believed were proceeding too slowly with integration.

The AFL-CIO backs up its sponsored newscasts with two 15-minute public service radio shows carried by several hundred stations on a sustaining basis. (For tv aspect see box below.)

The group strategists (Al Zack, p.r. director; William Flannery, radio coordinator; Morris Novik, radio/tv consultant) anticipate for AFL-CIO a second radio decade as rewarding as the first. 

## LABOR'S ALSO ON TELEVISION



**ON THE JOB**, camera crew shoots footage for AFL-CIO produced 15-minute public service feature, *American Work*, aired by 85 television outlets on a sustaining basis

# NEW OUT-OF-HOME RADIO DATA

What is the truth about auto radio? Is it being over-sold or undersold? Is it a valuable factor or just a bonus?

Here is how timebuyers view out-of-home audiences and what is being done by services to up their price tags

"In the spring," to paraphrase the poet, an adman's fancy often turns to thoughts of summer radio. Contingent with this fancy looms the significance of out-of-home audiences—in cars, at vacation spots, beaches, playgrounds.

The only questions: Is the out-of-home audience being adequately measured? What factors do agencies apply in appraisal of out-of-home? How have advertiser attitudes changed in evaluating radio away from home?

Media research head for one of the top 10 agencies in air media told SPONSOR, "Good judgment plus the Nielsen pocket piece is pretty much our yardstick for out-of-home. Whether Nielsen, The Pulse or Hooper, this is the formula of just about every major agency in putting a value on out-of-home radio."

A timebuyer for another "Top-10'er" said, "One must never forget that the out-of-home audience changes by time of day and by market. It's also well to remember that the audience composition varies along with these other factors. If Junior has the car in the evening, chances are rock-'n-roll is tuned in; when Dad's driving to work, it's likely to be a regular morning show. It's highly unlikely that a housewife ever listens to a soap opera in her car on the way to the shopping center (this may have had something to do with the fading away of radio soapers). On weekends, it's a pretty safe bet that a 'magazine' show such as NBC's *Monitor* gets a hearing. These are all factors that must be considered along with the actual 'auto-plus.'"

"If there's any fault to be found with measurement of out-of-home radio," another media analyst said, "it's that the sample is small and radio ratings themselves are low."

Still another agency media man had this to say to SPONSOR: "It's becoming more and more prevalent among timebuyers to regard out-of-home radio as a significant element rather than simply a bonus. They may do their analyses for the most

## NIELSEN FIVE-MARKET AUTO PLUS

New York. (NSI, August 1959)		Homes Using Radio (%)	Auto Plus (%)
SUNOAY	8:30- 9:00 pm	3	117
SATURDAY	8:30- 9:00 pm	4	74
MON. — FRI.	7:30- 8:00 am	16	28
SUNOAY	7:30- 8:00 am	5	9
New Orleans (NSI, August 1959)			
SATURDAY	11:30-12:00 pm	1	130
MON. — FRI.	6:00- 6:30 am	2	89
MON. — FRI.	7:00- 7:30 am	6	56
MON. — FRI.	10:30-11:00 am	15	11
Philadelphia (NSI, August 1959)			
SUNOAY	3:30- 4:00 pm	4	130
SUNDAY	8:30- 9:00 pm	3	115
MON. — FRI.	4:30- 5:00 pm	8	64
MON. — FRI.	12:30- 1:00 pm	12	20
Chicago (NSI, July 1959)			
SUNOAY	8:30- 9:00 pm	3	100
SATURDAY	6:00- 6:30 am	3	38
MON. — FRI.	4:30- 5:00 pm	10	51
MON. — FRI.	8:30- 9:00 am	20	15
Los Angeles (NSI, July 1959)			
SATURDAY	7:00, 7:30 pm	8	56
SUNOAY	5:00- 5:30 pm	10	45
MON. — FRI.	7:30- 8:00 am	15	42
MON. — FRI.	9:00- 9:30 am	16	12

Source: Nielsen Station Index.



# SPARK NEW BUYER QUESTIONS

part on the basis of in-home listening, but are throwing more weight to the out-of-home audience."

The radio rating services have been more than cognizant of all of these attitudes in the industry. They know there's a vast, profitable audience of radio listeners out there on highways and beaches, and they know that the advertisers also know this. No matter how this audience is measured—by personal interviews, telephone coincidental, meters, or surveys at parking lots, supermarkets, and traffic lights—that it is one that counts.

For one thing, there is no more captive an audience than one in a sedan on a long haul over the highway. For another, this audience is a particularly valuable one for certain clients, especially advertisers of gasoline, motor oils, automotive parts such as mufflers and seat covers, soft drinks, beers, cigarettes and other items sold along highways.

Since it was first explored, out-of-home listening has been shown to pick up every year which is hardly surprising with more than 80% of the cars being equipped with radios and the boom in portable sets that has come about through transistors. Last summer, The Pulse, Inc. found that out-of-home listening continued on the upgrade, adding about 30% to the in-home summer audience.

New York proved highest in o-o-h level between 6 a.m. and midnight. Boston, San Francisco and Los Angeles were next in line (see chart).

At the A. C. Nielsen Co., J. K. Churchill, vice president, said, "Auto listening, nationwide, is now continuously measured as a separate activity. Because of its comparability to family listening, we customarily treat this as a 'plus' to in-home listening with an average value ranging from 25% to 50% or more of in-home listening depending on the season." (Sometimes it ranges to 100%, but it must be remembered that out-of-home listening is highest when in-home listening is lowest, and vice versa).

"We elected to refrain from publi-

cation of any of those findings, but have been guided in our developmental work by what we found."

Churchill then made these basic points: "More passengers per car seem to cut back reliance on radio as a 'companion.' Higher road speeds and open windows means higher noise levels and less radio. Longer

average runs mean pre-set tunings aren't the most effective station selectors. 'At work' listening is a real toughie (all loud-speaker music isn't radio; some is wire music)."

Whether it's getting its full due or not, out-of-home radio is getting a much longer look by media men today than ever before.

## PULSE AUTO PLUS IN 26 MARKETS

Market	Homes Using Radio	Homes with o-o-h Listening	Total Audience	% Added by o-o-h Listening
ATLANTA	15.2	4.5	19.7	29.6
BALTIMORE	13.4	4.3	17.7	32.1
BIRMINGHAM	15.5	4.5	19.0	29.0
BOSTON	16.4	5.6	22.0	34.1
BUFFALO	16.4	4.7	21.1	28.7
CHICAGO	16.1	5.0	21.1	31.1
CINCINNATI	13.0	4.5	17.5	34.6
CLEVELAND	14.0	4.3	18.3	30.7
COLUMBUS, OHIO	16.3	4.4	20.7	27.0
DETROIT	14.3	4.7	19.0	32.9
FORT WORTH	15.6	4.7	20.3	30.1
HOUSTON	16.7	4.5	21.2	26.9
KANSAS CITY	16.8	5.0	21.8	29.8
LOS ANGELES	17.9	5.4	23.3	30.2
MIAMI	18.5	4.8	23.3	25.9
MILWAUKEE	17.3	5.2	22.5	30.1
MPLS.-ST. PAUL	17.1	4.3	21.4	25.1
NEW ORLEANS	16.0	3.6	19.6	22.5
NEW YORK	16.3	5.7	22.0	35.0
PHILADELPHIA	17.8	3.9	21.7	21.9
PITTSBURGH	15.6	4.4	20.0	28.2
ST. LOUIS	16.9	4.6	21.5	27.2
SAN DIEGO	16.8	5.1	21.9	30.4
SAN FRANCISCO	18.4	5.5	23.9	29.9
SEATTLE	17.8	4.6	22.4	25.8
WASHINGTON	15.1	4.6	19.7	30.5
<b>Average, 29 Markets</b>	<b>16.4</b>	<b>5.0</b>	<b>21.4</b>	<b>30.5</b>

Source: The Pulse, Summer 1959. Figures on "homes using radio" cover 6 A.M. to midnight, Sun.-Sat. Figures % of radio families surveyed.



HOUSE FOR SALE gets tv pitch from veteran broadcaster Cy Newman, who originated *House Detective* show now moving properties in six markets

## Full-page real estate ads on tv

✔ *House Detective*, tv's answer to real estate page, hits \$100,000,000 in New York, \$1,250,000 in Richmond

✔ Extensive photography, along with announcer's full discussion of details arouses home-buyer interest

**N**ewspapers are facing a keen contender for their long-safe real estate ad dollars.

A dramatic demonstration of tv's ability to sell homes currently is underway in six markets, with a seventh to be added this month. It's *House Detective*, a local live or taped, program that brings the real estate page to tv on a grand scale and has registered documented sales of over \$100,000,000 during a six-year run in New York, and more than \$1,250,000 last year in Richmond, Va. The show's

packager, Cy Newman, is certain that the actual figures—and they're entirely attributable to tv—are considerably higher.

The show offers large screen projection shots of each property's exterior plus conventional size close-ups of exterior and interior. Its announcer furnishes viewers with complete financial information, a description of the areas, facilities and directions on how to get there. He also discusses techniques in buying and taking care of a home, often inter-

viewing experts in the field on these subjects.

Gross billings for the six stations now carrying *Detective* total about \$4,500 per week. They are WCYB-TV, Bristol, WAVY-TV, Norfolk, WRVA-TV, Richmond and WDBJ-TV, Roanoke, all Virginia; KCOP (TV), Los Angeles; KGNC-TV Amarillo, Tex. The added starter, 23 April, is WUSN-TV, Charleston, S. C.

Each locality has its own announcer-salesman, hired through Newman's H.D. Productions, who is provided with office space and clerical help by the station. In addition to doing the show, he is in effect a station time salesman, but only for *Detective*.

Favorite time period for the show, though other slots are also used, is  
(Please turn to page 101)

# Babies: \$1½ billion ad headache

- ✔ Baby products have unique market problem: number of mothers and babies is limited though constant
- ✔ There's a maximum of 20 million infants, babies under 5 years for a growing number of manufacturers

Advertising pros view the baby market with mixed feelings. They like to work in it because the market is constant—though small—and because consumption never diminishes. But they look longingly at their adult-product confreres who have marketing pluses unknown to baby marketers.

For example, most consumers switch brands with ease and frequency—and one of advertising's first tasks is to encourage them to do just this. Not so in the baby market, however, where—the experts say—once a mother has selected a brand she sticks with it through the babyhood.

Most manufacturers use advertising to increase their product consumption. But, again, this isn't the case with baby items. A baby can consume just so much applesauce, dispose of a fixed number of diapers, absorb a certain quantity of lotion and oil.

So baby marketers are confronted with (a) a fixed market of 20 million infants and babies, at a maximum, and (b) a mother who is loyal to a single brand. This, to most of these baby marketers, means their task—and that of advertising—is to increase their share of the market rather than the market itself.

The market, limited though it may be, is nevertheless gigantic.

Last year consumers spent an estimated \$1½ billion on just four major product lines aimed at babies—foods, toiletries, toys and apparel.

SPONSOR uses as a working classification of a "baby" any infant or youngster up to five years of age—a total of 20 million (see chart, next page). Many products in the baby market, however, have limited use even in this five-year span. Infant items are seldom used more than 18

months, two years at the outside.

The world's "population explosion" is rapid and huge, but the U. S. pace is far slower and more predictable. For the past two or three years, the annual births have hovered around the four million mark (up from about three million, however, a scant eight years ago). Projections indicate the continuing growth in births will be moderate (see chart, next page). Between 1960 and 1965, pro-

jections indicate the annual birth rate will go from 4.3 million to 4.9 million, a gain of 600,000.

Despite this fairly static market of babies and mothers, most national advertisers manufacturing baby products are adding to their lines. And they're finding competition moving in with new, similar products. The giants in each product line heretofore may have battled only one major competitor for share of market, but from here on in it looks as though most will see several companies fighting with them.

Baby product manufacturers, particularly those in the food and toiletries lines, have long since taken this selling tack: They move in fast in trying to reach the pregnant woman and/or the new mother. To do

**NATIONAL DISTRIBUTION** is one of the advertising problems. Gerber and Heinz, in food business, are only two companies with all-U.S. outlets. Most baby products are regional



this they carry on extensive sampling, issue hospital "kits," contact nurses, doctors and pediatricians, advertise in baby books, work closely with drugstores and supermarkets. A company with an established name in other product lines—such as Heinz and Playtex—tries to carry over the established name value and reputation to the baby line.

All of them work diligently at the local retail level to gain distribution and favorable store space. A heavy cost item for the baby food companies is the tradition of them paying for field crews, who stock and service food store shelves, clean them, keep inventory and rotate competitive brands according to the store manager's blueprint. This is an expensive and time-consuming need, because the average major baby food company puts out from 60 to 80 (in the case of Heinz, 110) different varieties.

And, as a v.p. of Young & Rubicam said, "This stuff moves like greased lightning! The average woman buys 10 bottles or jars at a time, sometimes even 20 or 30. As a result the store shelves have to be restocked frequently."

The three product groups which have the biggest sales in the baby market are toys, food and drugs and toiletries. Toys alone, (see chart, page 46) average a \$26 per capita annual investment for a total of \$525 million. Cereals, canned and jarred baby foods and milk modifiers and formulas account for another \$338 million, with toiletry products representing a sales gross of \$149 million.

With the exception of toy companies, baby product manufacturers traditionally have used baby books, the romance books, Sunday supplements and other print media. In recent years, toy companies have gone heavily into television, and the clients making other baby items are also moving in this direction.

Among toy company tv sponsors: Marx, Mattel, Remco, American Character Doll, Hassenfield Brothers, Ideal, Lionel, Gilbert, Transogram, Structo and Emenee. (Some of their toy products, of course, are sold for youngsters beyond the baby classification.)

An analysis of March network tv schedules reported by Leading National Advertisers—Broadcast Adver-

tisers Reports, indicates this summary of baby product usage for eight clients.

1. Beech-Nut Life Savers, through Young & Rubicam, has bought *Operation Daybreak* on ABC TV, with one-minute commercials slotted in six daytime programs rotated Monday through Friday from 12:45 to 4:15 p.m. for its baby foods and juices. (A BAR spot report on the New York market, for the week ending 26 February, shows a total of 51 announcements, of which 40 were for baby foods and one for juices.)

2. Colorforms, through Kudner is buying Monday and Thursday segments of CBS TV's morning children's entry, *Captain Kangaroo* (spot tv supplements).

3. Johnson & Johnson, through Young & Rubicam, participates in ABC TV's *Operation Daybreak* with minutes in seven programs, five daytime and two nighttime, ranging out Monday through Friday and on Sunday from 12:45 p.m. to 10:15 p.m.

4. Mennen, through Grey Advertising, buys a Thursday showing of *I Love Lucy* on CBS TV.

5. Mattel, through Carson, Roberts, sponsors its own *Matty's Sunday*



**DRUGSTORES** and supermarkets are top outlets for baby items. Big sellers are Playtex (International Latex) Dryper diaper, pants, which use heavy spot tv schedules. Account supervisor is Bernard Lewy, Reach, McClintan

**MARKET STRATEGY** for new network tv campaign is planned by Mennen and Grey Advertising executives. The buy: *I Love Lucy* on CBS TV for three baby items. L. to r., Charles Dentinger, ad mgr.; Irving Kiem, mdsg. mgr.; Robert S. Zimmern, v.p. and a.e.; Mitchell Sherman, a.e.; Paul Minor, tv producer; James Schisgall, a.e.; Robert Smith, product mgr.; Al Howard, copy group supvr. Despite heavy-up in tv, most of sales impetus hits at local level with personal contact involving mothers-to-be, mothers, medical professionals, druggists, etc.



# HOW BIG IS THE BABY MARKET?

## A. NUMBER OF BABIES, BY AGE AND SEX

Source: Toys and Novelties publications, Jan. 1959 figures

AGE	TOTAL	BOYS	GIRLS
Infants	4,060,000	2,070,000	1,990,000
1 and 3	8,280,000	4,235,000	4,045,000
3 and 4	7,849,000	4,020,000	3,829,000
<b>TOTAL</b>	<b>20,198,000</b>	<b>10,325,000</b>	<b>9,864,000</b>

## B. WHAT IS THE NATIONAL BIRTH-RATE TREND?

Source: PARENT'S magazine (based on Current Population Reports)

Only eight years ago the annual birth rate was three million babies. For the past three years, the number of babies born annually has leveled off near the four million mark. Here are six-year projections for new births:

1960	4,330,000	1963	4,578,000
1961	4,411,000	1964	4,665,000
1962	4,494,000	1965	4,934,000

## C. HOW MUCH MONEY IS SPENT ON BABY PRODUCTS?

(Annual figures, with sources noted.)

TOYS <sup>1</sup>	\$525,000,000
APPAREL <sup>2</sup>	15,390,000
FOOD <sup>3</sup>	338,300,000
Infant cereals	26,840,000
Canned baby foods	250,720,000 <sup>3A</sup>
Milk modifiers and formulas	60,740,000

DRUGS, TOILETRIES <sup>4</sup>	153,970,000
Infant suppositories	3,590,000
Baby powder	20,520,000
Oils and lotions	15,290,000
Shampoos	3,010,000
Nursing bottles	12,320,000
Nipples, pacifiers	7,500,000
Pants	48,670,000
Cotton swabs	13,250,000
Bottle sterilizers	7,130,000
Bottle warmers	4,840,000
Baby food warmers	3,350,000
Disposable diapers, liners	8,640,000
Scales	1,110,000
Baby Aspirin	4,750,000

1. Source: Toys and Novelties publication, projected from per capita expenditure of \$26 to the 20 million youngsters four years old and less. 2. Source: Infants and Children's Review. 3. Food Publications Inc., 1958 figures. 3A. Includes glass packs. 4. Drug Topics, 1958 figures.

Funnies for youngsters on ABC TV.

6. Pet Milk, through Gardner Advertising, advertises its processed milk products on CBS TV with *Red Skelton* on Tuesday night and *Edge of Night* Wednesday afternoon.

7. Gerber, through D'Arcy, on behalf of its baby and junior foods and

juices, picks up the Friday portion of *I Love Lucy* on CBS TV.

8. H. J. Heinz, through Maxon, allots between 25% and 30% of its allowable commercial mentions in its NBC TV program schedule to the baby line. It has eight daytime shows on Wednesday and Thursday, rang-

ing from 10:15 a.m. to 3:45 p.m.

The pattern in this network run-down quickly emerges: baby product advertisers in the main wait daytime tv. Why?

William H. Parshall, advertising manager of Heinz, gives the answer:

(Please turn to page 102)



**NIGHT RADIO** often has different copy approach. Duncan Mounsey, l, exec. v.p.-g.m., WPTR, Albany, N. Y., who highlights results on page 39, records commercials for Saratoga Vichy with Monty Wooley

## NIGHT RADIO ROLLS UP MORE SALES SURPRISES

- ❖ Here's a follow-up to SPONSOR's 23 January story on the comeback of nighttime radio on net, local levels
- ❖ Albany station details wide variety of sponsors and sales successes after dark, expects 10 p.m.-6 a.m. sellout

**M**any advertisers are well aware of the fact that their budget allocations by market are stretched significantly with the purchase of nighttime radio. But some clients and their agencies, caught up in a full tv sweep, sometimes forget temporarily how the cost, reach and impact of nighttime hours can help them.

For this reason, SPONSOR asked a station which has pioneered nighttime radio in a large metropolitan market—one which is also tv-saturated—to outline some of the diversity of advertisers, radio techniques and results which the sponsors of post-10 p.m. time periods represent. The spokesman: Duncan Mounsey, executive vice president and general manager of WPTR, Albany, N. Y.

Some of his sponsor vignettes appear on the next page. How successful is nighttime for advertisers? He thinks the answer lies in the fact that he expects to be completely sold out from 10 p.m. until 6 a.m.

Why use night radio when, presumably, people are watching television, getting ready to retire or asleep? Because, says Mr. Mounsey, a significant number of them are listening to radio. He contends, "The audience that a national advertiser may lose at night, because of fewer sets in use, is probably very largely offset by the coverage factor."

In his opinion, "Radio's audience composition has a constant level of listeners at all times, and national products are sold everywhere. With

today's rapid transportation, large retail chains and radio's massive accumulative audiences, the important factor is not so much when you reach them or who they are but that you reach them again and again."

Because of lessened costs during the nighttime hours, extra frequency is available to the sponsor. And, in the opinion of some night buyers, the receptivity to their commercials is enhanced because the "night people" have fewer distractions and a more radio-concentrated attentiveness.

An added factor in many industrial areas is the number of persons working late hours or on night shifts. In a sizeable market, the potential number of listeners plays a more significant part in the scheduling of radio announcements. Still another cost advantage is the availability of frequency discounts and lowered per-announcement costs when daytime is supplemented with nighttime.

A growing number of sponsors acquire discounts as well as needed frequency by slotting commercials around the broadcast clock. ❖

## SOME NIGHTTIME RADIO CLIENTS AND RESULTS

• **AT 3 A.M.**, a station announcer aired a "lucky house number" offering free trip to Florida if winner called within 30 minutes. In 16 days, there were 14 winners.

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• **STEEFEL'S CLOTHING** stores started in radio with a *WPTR* schedule and continue vertises). They expanded original pre-10 p.m. with the station (the only one on which it ad-announcement schedules to a 14-hour span starting at 3 p.m. and ending at 11 a.m. the next day. This broadcast plan was made after a fire which caused considerable water and smoke damage. Thirty-eight 30-second announcements in this time period resulted in a complete sellout of the special merchandise offer by 10 a.m. the next morning. The advertising continues despite a rate hike of 250%.

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• **MORRIS KAPLAN**, owner of *Airway Motors*, a Chrysler-Plymouth-Imperial dealer in nearby *Rensselaer*, airs 100 announcements weekly on *WPTR* at the rate of 50 after 10 p.m. spread over a seven-day schedule. In his initial schedule on the station, Mr. Kaplan ordered 50 announcements weekly from midnight to 6 a.m. This sponsor reported sale of 108 cars in eight days in August, a gross of more than \$300,000 at a time when other dealers were having difficulty in moving any cars. Last October, the sponsor was completely sold out of stock and scoured the state for more '59 models. (Former newspaper money is now tv.)

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• **UTICA CLUB BEER**, a *WPTR* sponsor since last summer, bought saturation schedules between 11 p.m. and 1 a.m. In December, when beer sales were down, this brand showed an increase of 18% in the station's coverage area. It used only this one station, and since then has signed for 52 weeks and a 24-hour, seven-day a week air schedule.

• **CONERTY PONTIAC** of Troy last week bought a post-midnight-only package of 13 commercials weekly for four weeks in the midnight to 6 a.m. slot. One reason for the buy: a check of all automotive service shops indicated many listeners to post-midnight radio. (Station usually has six car accounts.)

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• **SANFORD L. LEACH**, vice president of *Kay's Drugs, Inc.*, Schenectady, bought a 55-announcement nighttime schedule over a three-day period. His theory: "It was an investment in our own business, and it was returned three-fold in just one night!" The "sell-a-thon" netted, among other results, the sale of a \$200 camera at 5 o'clock in the morning. The campaign copy theme: "Do your shopping after midnight; avoid the crowds." Station supplied the sale copy.

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• **IN A PUBLIC SERVICE** effort, *WPTR* aired an announcement of the local post office that 130 part-time adult male employees should not report to work at midnight because there was no work for them. Five mentions on an hourly news show between 6:30 and 11:30 p.m. resulted in 65% of the workers learning the news, not reporting for work.

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• **M. A. ROSENHEIM**, president of *Ac-teen, Inc.*, which manufactures *Politeen* (acne medication) used this one station only and post-midnight radio to introduce the product to the market. He attributed to *WPTR* "a higher per capita sale for the product than for any market in the country," and termed it "particularly gratifying" because Midwest markets usually show the highest per capita sales. Crediting success to "sales efficacy" of the station, he said inquiries had come from wholesalers in New England in response to *WPTR* even though no advertising was aired at or scheduled in that area.



# **TOP PRO GOLF**

**FIRST RERUNS OF ABC-TV  
"ALL-STAR GOLF" NOW AVAILABLE  
FOR LOCAL SALE**



## DEC. 1959 RATINGS MARKET BY MARKET

Albuquerque, N. Mex.....	9.3
Augusta, Ga.....	15.3
Baltimore, Md.....	16.0
Birmingham, Ala.....	15.9
Boston, Mass.....	9.0
Cadillac—Traverse City, Mich.....	12.8
Charleston, S. C.....	13.8
Cleveland, Ohio.....	8.7
Columbia—Jefferson City, Mo.....	17.5
Columbus, Ohio.....	9.4
Dallas, Tex.....	10.5
Davenport—Rock Island—Moline, Ill..	11.3
Des Moines—Ames, Ia....	13.6
Detroit, Mich.....	8.3
Durham—Raleigh, N. C....	9.3
Evansville, Ind.— Anderson, Ky.....	16.1
Fresno, Calif.....	11.0
Grand Rapids— Kalamazoo, Mich.....	10.2
Greensboro—Winston- Salem, N. C.....	12.5
Houston, Tex.....	11.2
Jackson, Miss.....	17.4
Jacksonville, Fla.....	20.1
Johnson City, Tenn.— Bristol, Va.....	17.3
Kansas City, Mo.....	11.0
Louisville, Ky.....	18.0
Milwaukee, Wisc.....	9.3
Nashville, Tenn.....	14.7
Norfolk—Portsmouth— Newport, Va.....	25.3
Omaha, Nebr.....	14.4
Philadelphia, Pa.....	9.3
Pittsburgh, Pa.....	11.3
Portland, Ore.....	10.6
Richmond—Petersburg, Va.....	11.3
Rome—Utica, N. Y.....	19.6
Salt Lake City—Ogden— Provo, Utah.....	11.6
San Antonio, Tex.....	15.0
San Francisco— Oakland, Calif.....	9.8
Santa Barbara—San Louis Obispo, Calif..	20.1
Savannah, Ga.....	15.0
Shreveport, La.....	15.0
Sioux City, Ia.....	11.5
Tulsa, Okla.....	9.7

One hour of action-packed thrills—  
catching millions of viewers at the  
height of their golf enthusiasm!

Built-in sponsor loyalty  
during the big sportswear,  
beverage, outdoor living and  
spending season.

Released market-by-market  
just two weeks ago... 42 top  
markets already closed.

For details—wire or call

**WALTER SCHWIMMER, INC.**

FRanklin 2-4392

75 East Wacker Drive, Chicago 1, Illinois

# TELEPULSE

# RATINGS: TOP SPOTS

Top 10 shows in 10 or more markets: 16-22 Dec., 4-17 Jan. 1960 TITLE, SYNDICATOR, SHOW TYPE	National average	7-STATION MARKETS		5-STA. MARKET	4-STATION MARKETS						Atlanta	Balt.	Boston	Buffalo	C.
		N. Y.	L. A.	Seattle	Chicago	Detroit	Minneapolis	St. Louis	San Fran.	Wash.					
<b>Sea Hunt</b> ZIV (Adventure)	19.0	9.2 wabc-tv 10:30pm	12.7 krea-tv 10:30pm	25.7 king-tv 7:00pm	25.0 wnbq-tv 9:30pm	24.4 wjbk-tv 10:30pm	19.2 wtcn-tv 9:30pm	17.5 ktuf-tv 10:00pm	25.9 kron-tv 7:00pm	10.9 wmal-tv 7:00pm	16.2 wsb-tv 7:00pm	9.0 wbal-tv 10:30pm	15.7 wbdh-tv 10:30pm	21.9 wkbw-tv 10:30pm	1.0 wktv-tv 7:00pm
<b>Mike Hammer</b> MCA (Mystery)	18.5	22.7 wrcs-tv 10:30pm	15.9 krea-tv 10:30pm	10.2 king-tv 10:30pm	19.5 wgn-tv 9:30pm	5.5 cklw-tv 9:00pm		18.5 ksd-tv 10:00pm	16.5 wrc-tv 10:30pm		15.9 wlv-a 10:30pm			19.2 wkbw-tv 7:00pm	1.0 wktv-tv 9:00pm
<b>Death Valley Days</b> U. S. BORAX (Western)	18.8	12.7 wrcs-tv 7:00pm	13.4 krea-tv 7:00pm	25.7 king-tv 7:00pm	16.2 wgn-tv 9:30pm	13.5 wwj-tv 7:00pm	25.2 wcco-tv 9:30pm	15.2 ksd-tv 10:30pm	17.7 kplx-tv 10:30pm	16.5 wrc-tv 7:00pm	18.5 wsb-tv 7:00pm		20.9 wbnac-tv 7:00pm	19.9 wben-tv 7:00pm	1.0 wktv-tv 7:00pm
<b>Whirlybirds</b> CBS (Adventure)	17.3	4.2 wpix 7:00pm	4.7 khj-tv 7:30pm	19.2 komo-tv 7:00pm	14.5 wgn-tv 9:00pm	7.7 wxyz-tv 11:00pm	18.2 wtcn-tv 9:30pm	22.0 ksd-tv 10:00pm		9.9 wtop-tv 7:00pm	21.5 wsb-tv 7:00pm		16.9 wbnac-tv 7:00pm	17.9 wben-tv 7:30pm	1.0 wktv-tv 6:30pm
<b>U. S. Marshal</b> NTA (Western)	16.8	5.4 wabc-tv 7:00pm	2.9 ktiv 7:00pm	4.5 ktnt-tv 6:30pm	16.5 wgn-tv 9:00pm	18.0 wwj-tv 10:30pm		17.7 ksd-tv 10:00pm	14.5 kgo 7:00pm	14.4 wrc-tv 7:00pm	20.5 waga-tv 10:30pm	12.0 wbal-tv 10:30pm	20.9 wbnac-tv 10:30pm	16.0 wkbw-tv 10:30pm	1.0 wktv-tv 10:30pm
<b>Lock Up</b> ZIV (Drama)	16.6	6.2 wrcs-tv 7:00pm	12.4 kabc-tv 7:00pm	4.9 komo-tv 10:00pm	13.9 wnbq-tv 10:00pm	10.2 wjbk-tv 7:30pm	21.5 kstp-tv 9:30pm	20.7 ksd-tv 9:30pm	19.9 kron-tv 7:00pm		14.7 wlv-a 10:30pm	14.3 wbal-tv 7:00pm	17.4 wbdh-tv 10:30pm	19.2 wgr-tv 10:30pm	1.0 wktv-tv 19:00pm
<b>Shotgun Slade</b> MCA (Western)	16.5	11.6 wrcs-tv 7:00pm		3.3 ktnt-tv 8:00pm	9.5 wgn-tv 10:00pm	14.4 wwj-tv 10:30pm			11.2 kgo 6:00pm	13.2 wtop-tv 7:00pm	10.7 wlv-a 7:00pm	18.3 wmar-tv 7:00pm	19.2 wbnac-tv 7:00pm	14.5 wgr-tv 7:00pm	
<b>This Man Dawson</b> ZIV (Adventure)	16.2	4.7 wpix 9:30pm	4.4 kabc-tv 7:00pm	11.5 kro 7:00pm	14.2 wgn-tv 9:30pm	10.2 wjbk-tv 7:00pm	15.5 kstp-tv 9:30pm	20.4 ksd-tv 10:00pm	16.5 kplx-tv 7:30pm	10.5 wtop-tv 7:30pm	14.7 wsb-tv 6:30pm		17.7 wbnac-tv 7:00pm	19.5 wben-tv 7:00pm	1.0 wktv-tv 10:30pm
<b>Bold Venture</b> ZIV (Adventure)	16.1	12.3 webs-tv 7:00pm	9.8 ktiv 9:00pm	19.4 komo-tv 6:30pm	11.5 wgn-tv 8:30pm	8.5 wtcn-tv 9:30pm	14.2 ktvi-tv 10:00pm	19.5 kron-tv 6:30pm	16.2 wrc-tv 10:30pm		15.9 wsb-tv 7:00pm	15.8 wbal-tv 7:30pm	11.2 wbnac-tv 10:30pm	16.9 wgr-tv 10:30pm	1.0 wktv-tv 10:30pm
<b>Manhunt</b> SCREEN GEMS (Mystery)	15.7	5.6 wnew-tv 7:30pm	9.7 krea-tv 7:00pm	17.4 king-tv 7:00pm	10.9 wgn-tv 9:30pm	13.7 wjbk-tv 10:30pm	11.2 kstp-tv 10:30pm	15.2 ktvi-tv 10:00pm	19.7 kron-tv 6:30pm		16.0 wsb-tv 7:30pm		13.0 wmal-tv 6:30pm	19.0 wgr-tv 7:00pm	1.0 wktv-tv 10:30pm

### Top 10 shows in 4 to 9 markets

<b>Coronado 9</b> MCA (Adventure)	18.1		7.9 krea-tv 7:00pm					20.9 ksd-tv 9:30pm						17.2 wkbw-tv 10:30pm	
<b>Rendezvous</b> CBS (Drama)	17.6							13.4 ktvi-tv 10:00pm			10.5 wsb-tv 6:30pm		20.2 wbnac-tv 10:30pm	25.2 wben-tv 9:30pm	
<b>Gray Ghost</b> CBS (Adventure)	16.0			9.5 kro 6:30pm						16.7 wrc-tv 7:00pm				1.0 wktv-tv 7:00pm	
<b>Grand Jury</b> NTA (Drama)	15.1	7.1 webs-tv 7:30pm			15.4 wnbq-tv 9:30pm		19.5 wcco-tv 7:00pm				13.3 wlv-a 10:30pm			23.5 wben-tv 10:30pm	
<b>Little Rascals</b> INTERSTATE (Misc.)	14.7	7.4 wabc-tv 6:00pm	14.0 khj-tv 7:00pm							8.9 wmal-tv 6:00pm					
<b>Tombstone Territory</b> ZIV (Western)	14.5		5.4 kabc-tv 7:00pm		9.5 wbbk 10:00pm	15.5 wxyz-tv 7:00pm					14.9 wlv-a 7:00pm			20.2 wgr-tv 10:30pm	
<b>Flight</b> CNP (Adventure)	14.4	4.6 wpix 7:30pm			12.9 wgn-tv 6:00pm				7.9 ktvi-tv 7:30pm	10.9 wtlg-tv 7:00pm				1.0 wktv-tv 10:30pm	
<b>American Civil War</b> WESTINGHOUSE (Documentary)	14.2								9.5 kplx-tv 7:30pm			16.3 wjs-tv 7:30pm	16.9 wba-tv 7:30pm		
<b>Vikings</b> UAA (Adventure)	14.2		5.2 kabc-tv 7:00pm	25.0 komo-tv 7:00pm				18.7 ksd-tv 9:30pm						13.2 wgr-tv 7:00pm	
<b>State Trooper</b> MCA (Adventure)	13.3	2.9 wpix 10:00pm	4.2 khj-tv 8:00pm				17.9 kstp-tv 10:30pm			7.0 wmal-tv 6:30pm	10.9 wlv-a 6:30pm		21.7 wbnac-tv 7:00pm	13.2 wben-tv 7:00pm	
<b>Trackdown</b> CBS (Western)	13.3	2.9 wpix 10:00pm	9.4 ktiv 8:30pm	17.5 komo-tv 6:30pm			8.9 kmsp-tv 9:00pm		10.5 kgo 7:00pm	9.2 wmal-tv 6:30pm	11.5 wsb-tv 6:30pm			18.5 wkbw-tv 10:30pm	

\*In Washington Copter Patrol was used for Whirlybirds.  
Films listed are syndicated, ¼ hr., ½ hr. and hr. length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Blank indicate film not broadcast in this market 16-22 Dec., 4-17 Jan. While net shows are fairly stable from one month to another in markets in which they are shown, this is to much lesser extent with syndicated shows. This should be borne in mind when analyzing rating trends from one month to another in this chart. Classification as to number of stations.

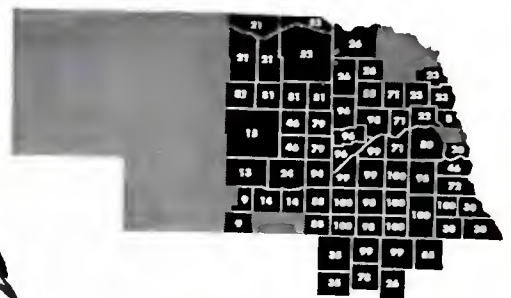
# LM SHOWS

3-STATION MARKETS				2-STATION MARKETS		
Col.	Milw.	New Or.	Phila.	Birm.	Dayton	Prew.
22.2 bns-tv 9:30pm	20.2 wsh-tv 9:30pm	25.9 wdsu-tv 9:30pm	19.7 weau-tv 7:00pm	24.3 wbrc-tv 9:30pm	20.5 wlv-d 10:30pm	19.3 wpro-tv 7:00pm
28.2 bns-tv 0:30pm		21.5 wwl-tv 9:30pm			29.8 whio-tv 8:30pm	
25.9 bns-tv 9:30pm	16.2 wtmj-tv 9:30pm	26.2 wdsu-tv 9:30pm	17.0 wrcv-tv 7:00pm	19.8 wbrc-tv 10:00pm	26.8 wlv-d 7:00pm	21.5 wjar-tv 7:00pm
23.2 vtrn-tv 7:00pm	18.3 wtmj-tv 9:30pm	25.2 wdsu-tv 10:00pm	13.9 wacu-tv 6:00pm	32.3 wbrc-tv 7:30pm	22.8 whio-tv 7:30pm	21.5 wpro-tv 7:00pm
21.9 vtrn-tv 0:30pm	10.5 witi-tv 6:30pm	17.9 wdsu-tv 10:00pm	19.5 wfl-tv 10:30pm	33.3 wbrc-tv 7:30pm	27.3 whio-tv 7:00pm	19.3 wpro-tv 10:30pm
14.5 wlv-e 0:30pm	16.2 wsh-tv 9:30pm	23.2 wwl-tv 7:30pm	16.9 wrcv-tv 7:00pm	29.0 wbrc-tv 9:30pm	24.8 whio-tv 10:30pm	17.5 wjar-tv 7:00pm
	17.8 wtmj-tv 9:30pm	17.9 wdsu-tv 10:00pm	20.5 wrcv-tv 7:00pm	26.8 wbrc-tv 9:30pm	26.3 whio-tv 7:00pm	23.8 wjar-tv 10:30pm
24.2 bns-tv 9:30pm	11.2 wtmj-tv 10:15pm	20.5 wdsu-tv 10:00pm	18.2 wrcv-tv 10:30pm	20.3 wapi-tv 7:00pm	27.3 whio-tv 7:00pm	22.3 wjar-tv 7:00pm
15.2 wlv-e 9:00pm	13.7 wsh-tv 9:30pm	19.0 wdsu-tv 10:30pm	24.2 wrcv-tv 10:30pm	22.5 wapi-tv 9:30pm	21.3 wlv-d 10:30pm	
12.5 wlv-e 7:00pm	19.7 wtmj-tv 9:30pm	20.4 wdsu-tv 10:00pm		20.3 wapi-tv 9:30pm	26.3 wlv-d 7:00pm	
	19.9 wdsu-tv 10:00pm			27.3 wapi-tv 7:30pm		
	18.9 wwl-tv 10:00pm					
10.5 wlv-e 0:30pm				20.8 wbrc-tv 5:00pm		
				28.5 whio-tv 6:00pm		
9.9 wlv-e 7:00pm				20.8 wlv-d 7:00pm		
				29.3 wbrc-tv 7:00pm	19.3 wpro-tv 7:00pm	
8.9 vtrn-tv 6:00pm						
18.5 vtrn-tv 7:00pm				23.5 wapi-tv 7:00pm		
				31.5 wbrc-tv 8:30pm		



YOU'RE ONLY  
**HALF-COVERED**  
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

**KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA\***

Gunsmoke . . . . . 98,000 homes  
 Father Knows Best . . . 86,500 homes  
 6:00 p.m. News . . . 84,400 homes  
 10:00 p.m. News . . . 74,400 homes

\*November Lincoln NSI

Hunt around Nebraska all you like; you'll find just two big television markets. One is in the extreme East where *three* top TV stations beckon to your budget.

The other big market—Lincoln-Land—is acknowledged to be KOLN-TV country, with no serious challengers in sight. Latest Nielsen credits KOLN-TV with *65,500 TV HOMES* during prime 6 to 9 p.m. viewing time. Compare this figure with that of ANY Omaha station!

Avery-Knodel will give you all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

*The Felzer Stations*  
 WKZO-TV — GRAND RAPIDS-KALAMAZOO  
 WKZO RADIO — KALAMAZOO-BATTLE CREEK  
 WJEF RADIO — GRAND RAPIDS  
 WJEF FM — GRAND RAPIDS-KALAMAZOO  
 WWTV — CADILLAC, MICHIGAN  
 KQNTV — LINCOLN, NEBRASKA  
 Associated with  
 WABD RADIO — PEORIA, ILLINOIS  
 WMBD-TV — PEORIA, ILLINOIS



## KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER  
 COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET  
 Avery-Knodel, Inc., Exclusive National Representatives

**TV NEWS from M&A ALEXANDER!**

TELEVISION'S BIGGEST ATTRACTION!  
**"AT WAR WITH THE ARMY"**  
 starring  
**MARTIN & LEWIS!**  
 Available to you for  
 the biggest ratings ever!

Call, Write or wire . . .  
**M & A ALEXANDER PRODUCTIONS, INC.**  
 Hollywood:  
 6040 Sunset Boulevard, Hollywood 4-3414  
 New York City:  
 Larry Stern, 141 East 55th Street, PLaza 5-5266

Nielsen's own. Pulse determines number by measuring which stations received by homes in the metropolitan area of a given market. Each station itself may be outside metropolitan area of the market.

# How do you promote a 'good music'

**Station men agree soft-sell is important in promoting 'good music' station. Here they discuss sales, promotion, and audience building**

**Sol Hurwitz, director of promotion,**  
*WGMS, Washington, D. C.*

"Good music"—defined for this purpose as "classical," "semi-classical" and "show" music—can be enjoyed by everyone. Its appeal is uni-



*Program guide is effective tool in promotion*

versal. Therefore, a station that programs "good music" should take every opportunity to show its audience—and its advertisers—that "classical" music is fast becoming "popular" and profitable.

Concert managers and impresarios have long since realized the value of aggressive promotion to popularize their attractions. According to BMI, Americans continue to spend more money at the concert music box office than they do for baseball. The potential audience is without limit. There is no reason why "good music" radio promotion cannot be directed at a mass audience and still be worthy of the musical product that is for sale.

Everyone likes birthdays, holidays, dogs, and the first day of spring. These subjects lend themselves to program ideas that are highly promotional—"Beethoven's Birthday," "Music for Dog Days," "Hallowe'en Music," and "Music for the Vernal Equinox." If you broadcast stereo, there are enormous promotional opportunities for "Stereo Spectaculars," such as a complete stereophonic broadcast of the "Messiah" on Christmas Day: live concert broadcasts in stereo; and local premieres of outstanding stereophonic recordings.

A close rapport with musical organizations—symphony, opera society, musical schools—will give you many opportunities for publicity ties ("WXXX will broadcast tonight's concert."), adding to the cumulative effect of your call-letters' exposure.

The program guide is one of your most effective promotional tools. A sizeable growth in subscriptions is, indeed, an indication that your listening audience is growing. The guide's make-up should reflect the personality of the station. Too often program guides are drab and lifeless. A lively sense of humor in cover art and editorial material will attract new subscribers and increase the rate of renewals. An "arty" journal of musical pedantry can only limit your readers. When circulation reaches a respectable size, use the space for advertising but keep ads "clean" and consistent in size. Free ads should reward the advertisers whose billings are substantial.

Don't forget the people in your own "family"—especially your sales staff and your national representatives. Every news item, staff change, or printed piece that you publish will give them a clearer picture of your identity as a "good music" station, and will help them to produce the sales that keep "good music" on-the-air.

**Thomas P. Chisman, president and gen. mgr. WVEC radio/tv, Norfolk, Va.**

You might say that "good music" is its own best promotion and probably accomplishes more to create an audience than any amount of publicity or promotion. But, like most things that are worth spreading the word about, it takes a great deal of time for the word of mouth publicity about a good music station to have sufficient effect on the type and numbers of people who are addicted to good music.

Consequently at WVEC we use a variety of media including newspaper ads and billboards to promote our "good music" schedules. We use a prestige approach in all our adver-

tising as to the type of music we program and the type of audience for which we program.

However, our main promotional efforts for our good music station are of the educational variety. One of the prime targets for our educational experiments in instituting a taste for good music are the teenagers. We realize that during their high school days they probably don't dig our programming. However, the teens don't last very long and we feel that if we can instill at least a feeling of interest in them at the start, when their tastes change as they become mature, we stand a good chance of creating a "good music" fan.

To promote the WVEC type of programming in these areas we advertise in the local high school papers to introduce the kids to our "good music" concept. We infiltrate—and I use the word advisedly—the teen-age sock hops by supplying the clubs, schools, church groups and other teen organizations with rock 'n roll records. Inasmuch as we don't use any rock 'n roll on WVEC we have an abundant supply to furnish these groups. We also supply them with some good standard records and the only stipulation is that they use some of the standards as well as rock 'n roll stuff. This has been an effective way to introduce them to worthwhile music.



*Our main promotional efforts are educational*

Promoting a station such as WVEC into an influential good music station has not been easy but it has been done, and the type of audience that a station such as ours delivers cannot be matched for loyalty or buying power. And these are two big factors that have paid off handsomely for our station's advertisers.

# station?

**Dickens J. Wright**, president, WPAT, Paterson, N. J.

I don't think it is possible to view promotion as an entity in itself, as something separate and apart from



*Promote with consistent "good music" programming*

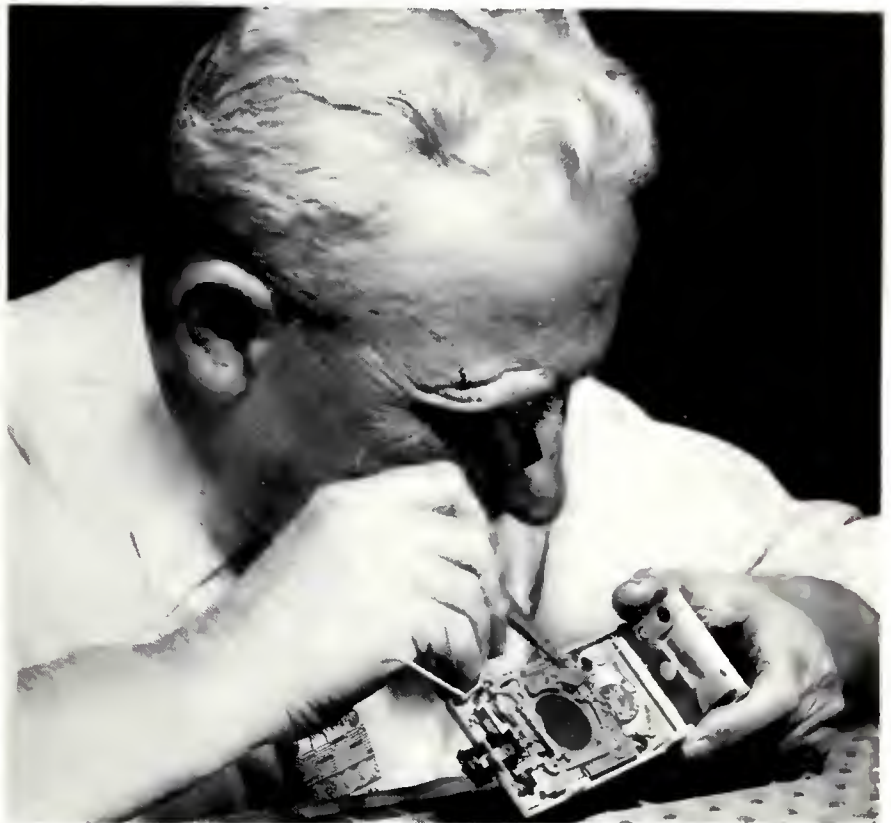
the many elements which together create a successful good music station. I consider it inseparable from the whole; very much a part of good programming and the consonant commercial policies which make good programming possible. And so I would say that the first and most important step in the promotion of a good music station is consistent good music programming. For a station is, to the listener, only its sound, and on it, will succeed or fail. You can "promote," advertise, spend hundreds of hours and thousands of dollars, but the final test is in that initial twist of the dial when the listener first tunes you in. If he doesn't like what he hears, it isn't likely that he'll stay.

If you have consistent "good music" programming and consonant commercial policies you will have an audience and if you have your audience, your major promotion job is done for the audience attracted to a good music station is a stable one. Equally important, you have an audience that believes in your station and buys the products advertised on your station. There remains for your sales promotion one important job: to quietly claim the attention you have earned.

The best promotion is the most honest reflection of your station. It can be no more and no less than a mirroring of your station's "image," the visual symbol of your station's sound. To do this, it must relate directly and at all times to the whole.

*(Please turn to page 97)*

## Throughout the World A famous name for QUALITY is ROCHESTER'S EASTMAN KODAK



Intricate camera assembly in Kodak's Apparatus and Optical Division

In the vital ROCHESTER, N. Y. area

# The QUALITY Radio Station is ...



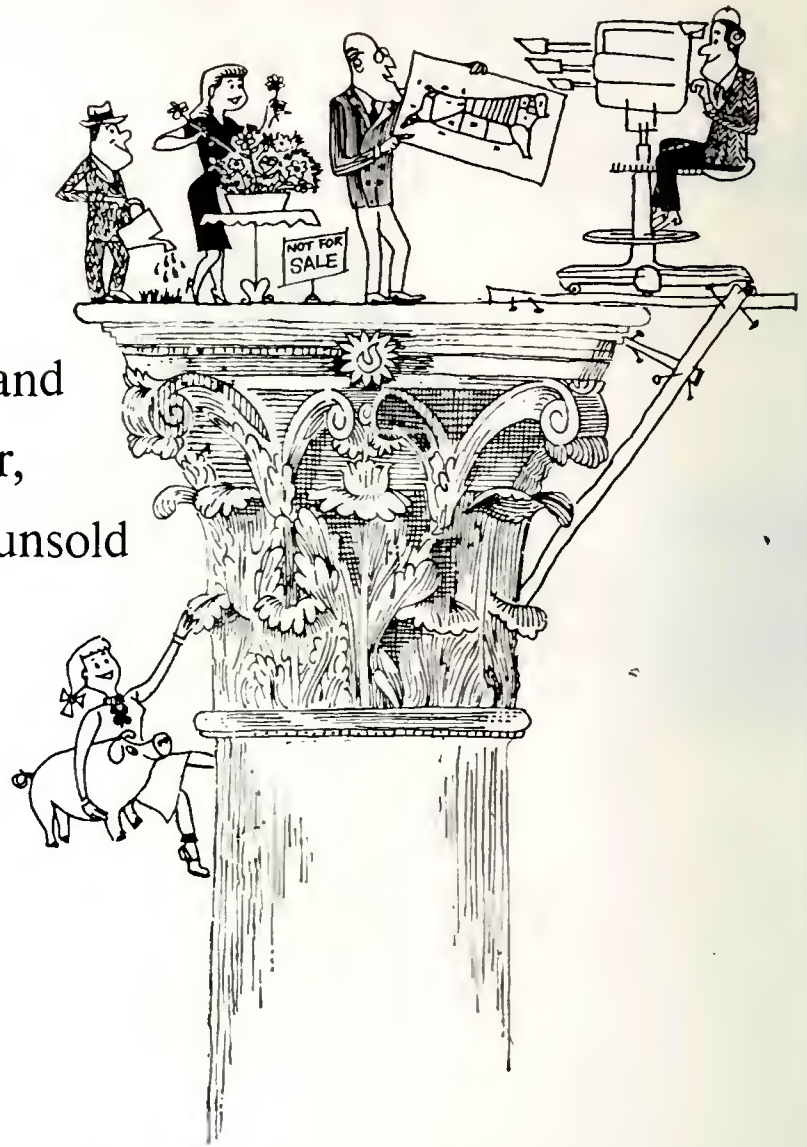
**AM-TV**  
BASIC CBS ROCHESTER



REPRESENTATIVES: EVERETT MCKINNEY, INC.  
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Five years and  
1,250 telecasts later,  
this program is still unsold

*(That's the way we want it.)*



**S**OME PROGRAMS become “public service” because they can’t be sold. Others become salable because they render genuine service. WISH-TV’s Farm & Home Program is in the latter category. Because commercial sponsorship might create problems for its participants, the program is “sold” only to its audience.

Since 1955, for five days a week from 1:15 to 1:30 p.m., the Marion County Agricultural Agent, or the County Home Economist, or faculty members of Purdue’s agricultural extension service, or assorted combinations of agents, economists, professors and 4-H Clubbers, have gathered at WISH-TV to inform and entertain an impressive—and impressed—audience (38.4 share in an important 4-station metropolitan market).

What goes on? A turf prof. has held forth on improving the breed—of turf. Flower-arranging produced many requests for instructions—and the station never smelled so good. Cookie decorating sat well with our audience (1,500 requests) and staff (57 cookies demolished). The work of county agents, Purdue University extension services, 4-H clubs and other organizations, is widely publicized. Without stars, without artifice, the Farm & Home Program is wholesome, straightforward—and deep in the affection of its viewers.

The program *serves*. That’s the Corinthian key to good community relations. We suggest that viewer confidence so built may help establish a receptive atmosphere for our clients’ commercials.

*Responsibility in Broadcasting*

**THE CORINTHIAN**

National and regional buys  
in work now or recently completed

## SPOT BUYS

### RADIO BUYS

**Champion Spark Plug Co.**, Toledo: Campaign for its spark plugs kicks off this month for seven weeks in about 45 markets. Traffic minutes are being used primarily, frequency probably around 17-18 spots per week per market. Buyer: Bob Gorby. Agency: J. Walter Thompson Co., New York.

**Drug Research Corp.**, New York: Introducing in Southern markets this month Posi-Tan for women, following its success with Man-Tan. Day minutes of varying frequencies are being bought. Buyer: Beryl Seidenberg. Agency: Kastor, Hilton, Chesley & Clifford, New York.

**Tidewater Oil Co.**, Eastern Div., New York: Going into Eastern markets with a short campaign for Flying-A gasolines. I.D.'s are being scheduled for two weeks, frequencies depending on market. Agency: Foote, Cone & Belding, Los Angeles.

### TV BUYS

**Standard Brands Incorporated**, New York: Schedules start this month in about 38 markets on Chase & Sanborn regular coffees. Run is for four weeks using prime time I.D.'s, light frequencies. Buyer: Carrie Senatore. Agency: J. Walter Thompson Co., New York.

**Colorforms, Inc.**, Norwood, N. J.: Supplementing *Captain Kangaroo* schedule with spots in kids shows for its boxed construction toys. Announcements start 15 April in a number of top markets. Average three to four per week per market. Buyer: Mal Murray. Agency: Kudner Agency, New York.

**Block Drug Co., Inc.**, Jersey City: New activity on Polident begins late this month in 15-20 markets. Schedules are for seven weeks, day and late night minutes. Buyer: Allan Reed. Agency: Grey A.A., New York.

**Dow Chemical Co.**, Midland, Mich.: Day and fringe night minutes and 20's are being scheduled in several Midwestern markets to test Handiwrap, a new transparent wrapping paper. Campaign is for an indefinite period. Buyer: Inez Aimee. Agency: Norman, Craig & Kummel, New York.

**American Chicle Co.**, Long Island City, N. Y.: About 10 markets pick up nighttime minutes for Dentyne Gum. Run starts this month for 13 weeks. Buyers: Frank McHugh and Bill Keeler. Agency: Dancer-Fitzgerald-Sample, New York.

**Franwill Industries**, Indianapolis: Spending \$250,000 this year in 147 markets to promote its new freeze-at-home popsicle, Pi-A-Pop. Bulk of the budget is going into shows with kid appeal, and schedules of 60's start for 13 weeks from mid-April on a staggered basis. Buyer: Walter Bagot. Agency: Randall & Bogat, Indianapolis.



**KOTV**  
TULSA (H-R)



**KHOU-TV**  
HOUSTON (CBS-TV Spot Sales)



**KXTV**  
SACRAMENTO (H-R)



**WANE-TV**  
FORT WAYNE (H-R)



**WISH-TV**  
INDIANAPOLIS (H-R)

**WANE-AM**  
FORT WAYNE (H-R)

**WISH-AM**  
INDIANAPOLIS (H-R)

# STATIONS

## RADIO RESULTS

### FOREIGN CARS

SPONSOR: Mountcastle Import Motors

AGENCY: Direct

**Capsule case history:** When Mountcastle Motors, Nashville's first car import dealer, switched to handling the Fiat exclusively, it relinquished five established foreign car lines to other dealers. Thus it found itself in the position of competing with the market it had built up itself for these cars over an eight-year period. The first few months 75% of sales were outside of the Nashville area due to backing of some locally based insurance companies, but it was important to develop local sales too. Local newspapers failing, it tried to spot schedule on WKDA five days before Nashville's auto Sale-O-Rama—in which the dealer did not participate. Result: 14 cars were sold. Since then, using radio has resulted in an average of 40 cars a month being sold in Nashville. Now the No. 1 dealer in the South, local sales account for 65% of volume. Most of the advertising budget is in radio, and Mountcastle has a TFN contract with WKDA.

WKDA, Nashville

Announcements

### FOOD MARKETS

SPONSOR: Boy's Market

AGENCY: Di

**Capsule case history:** Boy's Market food stores ran a test scheduled on KFWB, and made it as difficult as possible for a station to pass. During the 9:30 a.m.-3:30 p.m. period on a Wednesday, it ran announcements of a banana special. No other advertising was used to make sure of the accuracy of the test, and the only way a listener could take advantage of the special price was to mention KFWB at the checkout counter. Spots were scheduled for only one day and listeners had to take advantage of the sale on the same day. Immediate impact was necessary for the advertising to promote itself and it did with phenomenal results. One Boy's Market store alone reported that 300 people had mentioned KFWB going through the checkout counter. The client was very satisfied with sales produced by the test, and felt that KFWB's d.j. personalities gave the one-day campaign the impetus it needed in the competitive Los Angeles market.

KFWB, Los Angeles

Announcements

### WORK CLOTHES

SPONSOR: William-Dickie Manufacturing Co.,  
B&J Department Store

AGENCY: Direct

**Capsule case history:** The Williamson-Dickie Manufacturing Co., Fort Worth, manufacturers of work and casual clothes, had a problem in introducing its "Guaranteed Work Pants" to the Asheville, N. C., area. W-D wanted to get its line carried by the B&J Department Store, and offered the store co-op money for a radio campaign. One hundred spots were placed on WISE, Asheville, partly e.t.'s and partly live. "We started in February trying to sell the highest-priced work clothes B&J ever sold," Lloyd Prichard of W-D reported. "With business at the lowest ebb of the year in Asheville, we honestly didn't expect much in the way of retail sales. We were content to think we could tell the Dickie story to future buyers of work clothes." However, to W-D's surprise, sales skyrocketed, and the store came up with 165% reorders on the basic stock. "The results were outstanding, and we certainly plan to move more merchandise on WISE," Prichard said. "It opened the market to us."

WISE, Asheville

Announcements

### MUSIC STORES

SPONSOR: Walker's Music Store

AGENCY: Di

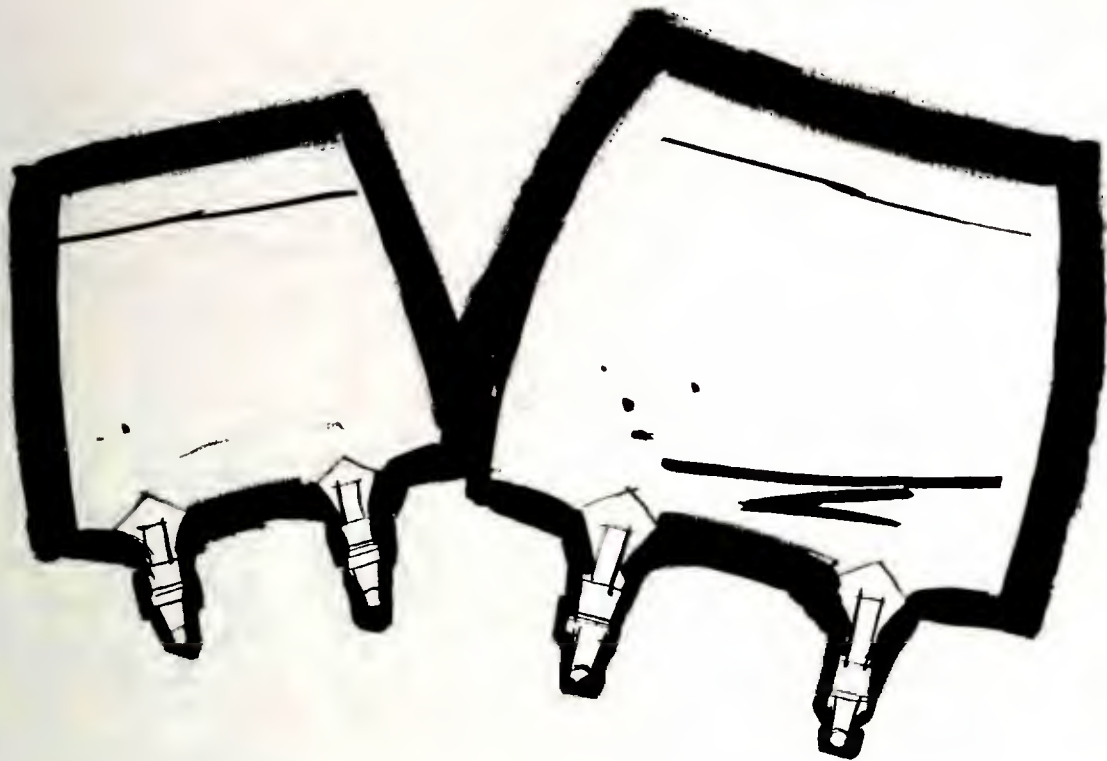
**Capsule case history:** Walker's Music Store, Omaha, which sells records, radios and phonographs, placed a two-weekend schedule on KBON to promote its record department. No other radio advertising was used. Schedule for twenty 30-second spots on Friday, 15 on Saturday. Store pitched a sale on all long-playing albums at \$3.09, and a 7.99 r.p.m. single record or album for one cent when purchased with another single record or album at regular price. Results: Over 1,200 customers bought records in the store on the first day alone, and total sales increased many times over normal weekend not only on records, but on radios and phonographs as well. "For the purpose of planning future promotions we tried, as best as we could, to measure advertising," Store owner Jack Walker reported. "We'd say that out of 10 people heard about the sale on radio. Certainly the bulk of our advertising budget will go to KBON in the future. We know how effectively it reaches Omaha."

KBON, Omaha

Announcements



## Audience Profile #6



331,034 WWDC housewives  
are in the *prime buying*  
age group of 25 to 49—  
17.5% above the total sample  
Washington, D.C. average.\*

*A most pleasing “young to  
middle-aged spread” for you!*

\*PULSE Audience Image Study—July, 1959




# WWDC Radio

*... the station that keeps people in mind*

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

*And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR*



the **HOTTEST** radio station in St. Louis

**KWKK**

STILL **NO. 1**

\*PULSE and HOOPER

the **HOTTEST** radio buy in St. Louis

vice president:

**William L. Jones, Jr.**

\*JAN.-FEB. '60

National Rep:  
**HEADLEY REED**

# SPONSOR

THE MAGAZINE RADIO / TV ADVERTISERS USE

the  
lion's  
share  
in  
March

	Average Audience Ratings*
<b>ABC-TV</b>	<b>20.8</b>
NET Y	20.0
NET Z	18.3

ABC TELEVISION 

Source: Nielsen 24-Market TV Report, average audience, 7 nights, 8-10:30 PM, average for 4 weeks ending March 20, 1960.

## NAB CONVENTION SPECIAL

*spin SPONSOR'S  
wheel of fortune*

*hospitality rate\**

**1106**

**CONRAD HILTON**

\*including applicable taxes and gratuity

**FUTURSONIC PRODUCTIONS, INC. PRESENTS**



# TIME CHEX

TAKE TIME TO MAKE MONEY... WITH TIME CHEX, ANOTHER **FIRST** FROM FUTURSONIC! FUTURSONIC PRODUCTIONS HAS CREATED WHAT REPRESENTS A FIRST IN MEDIA PRODUCTION. THE FABULOUS **TIME CHEX — 145 TIME BREAKS** IN MUSICAL JINGLE FORM. THESE ARE NOT MERELY "STOCK" TUNES OR TIME SIGNALS, BUT MUSICAL JINGLES GIVING THE SPECIFIC TIME **EVERY FIVE MINUTES OF EVERY HOUR ON THE FIVE MINUTE MARK — 1:05, 1:10, 1:15, ETC.** — 24 HOURS AROUND THE CLOCK. ■ NOW, HERE'S HOW THE **TIME CHEX** CAN MAKE **MONEY** FOR YOU: OFFER THEM AS CAMEO PROGRAMS TO YOUR LOCAL ACCOUNTS... PARTICULARLY, PRESTIGE ACCOUNTS SUCH AS BANKS SAVINGS AND LOAN ASSOCIATIONS, AND THE LIKE. THE **LONGEST** JINGLE IS ONLY **8 SECONDS** IN LENGTH, SO THERE'S PLENTY OF TIME FOR COMMERCIAL COPY. THE LOCAL ADVERTISER GETS TOP NOTCH PRODUCTION AND YOUR STATION GETS A NEW EXCLUSIVE PROMOTION AND **INCREASED BILLING!** ■ BUT, WHETHER YOU USE THE **TIME CHEX** AS A DIRECT REVENUE BUILDER OR AS A STATION PROMOTIONAL IDEA, **PLEASE ACT PROMPTLY!** THIS MATERIAL IS SOLD ON AN EXCLUSIVE BASIS TO ONLY ONE STATION IN EACH MARKET! **WHILE AT THE N. A. B.** VISIT THE FUTURSONIC HOSPITALITY SUITE AND AUDITION THIS AND OTHER OUTSTANDING STATION PROMOTIONAL MATERIAL. ■ NEWEST **TIME CHEX USERS:** CHICAGO-WJJD/PITTSBURGH-WEPP/CINCINNATI-WSAI/BOSTON-WCOP/SAN ANTONIO-KONC MONTREAL, CANADA-CKGM. THE SOUNDS OF TOMORROW... TODAY. FUTURSONIC PRODUCTIONS, INC. RI 8-9525 • 3101 ROUTH • DALLAS, TEXAS

# SPONSOR'S NAB CONVENTION ISSUE

*This special issue is dedicated to*  
**HAROLD E. FELLOWS**



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## Index to SPONSOR's Convention Special

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- *An Industry in Action* ..... Page **6**

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- *What the Film Syndicators Are Showing*..... Page **12**

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- *Equipment Exhibitors* ..... Page **25**

# HAROLD E. FELLOWS

**"L**eadership, therefore, in a world so fashioned requires unusual qualities of patience, forbearance and firmness."

When Harold Everett Fellows spoke these words last year, at the opening of the 37th annual NAB Convention, he was referring to the kind of leadership which he urged on all broadcasters, large and small, in today's complex world.

But few descriptions apply more perfectly to the qualities which Hal himself brought to his arduous and doubly responsible job as president and board chairman of the NAB.

Unusual patience, unusual forbearance, unusual firmness—Hal had them all—and broadcasting is stronger today because this tough-fibered New Englander was willing to give his last full measure of devotion to the industry he loved.

His death, of course, was a soldier's death.

Everyone who knows the tremendous physical and nervous pressures under which Hal Fellows worked, the mounting problems and critical Washington climate which were his daily and unremitting fare, recognizes that he literally laid down his life for the cause.

Under such circumstances, it was scarcely surprising that the news of Hal's passing brought both a sense of shock and a sense of shame to his many friends in the industry.

It seemed to most of us that we had asked more than any one has any right to ask of any man.

Yet Hal Fellows, himself, would have been the first to deny this. In his NAB Convention speech last year he said:

"So long as there are human beings there will be human struggle—a never-ending search for self improvement, a never-ending hope that one generation might foster a more pleasant prospect for the next."

Harold Everett Fellows lived and worked and fought and died with this hope. And his dream was always "the future glory and service of this great system of broadcasting."

We owe it to Hal to make his dream come true. 





# AN INDUSTRY IN ACTION

**M**uch has been made of the frailties of the broadcast industry, little of its virtues.

*What is the true measure of the industry? How responsive is it to the need for reform? Does it face up to its responsibilities? Does it represent a force for good?*

*The broadcast business has been so mauled and battered in recent months that it is virtually impossible for most people to get a proper perspective. We've asked broadcasters, advertisers, legislators, regulators to give us their impressions of what's being done by the industry to answer its critics. We get nothing but blurred answers.*

*For the benefit of the foregoing, and others, SPONSOR presents AN INDUSTRY IN ACTION, a concise chronological wrap-up of the more important constructive actions, considerations, and recommendations made by the industry during the last six months. We leave it to you to draw your own conclusions.*

**6** October 1959—House Committee on Legislative Oversight opens Washington hearings on quiz show fix

This date, less than six months ago, marked the real beginning of the period called "radio, tv scandals" and a period of anti-industry criticism.

As disclosures to the Harris Committee captured headline space in newspapers and other print media, all branches of the industry moved promptly to take necessary housecleaning steps. Here is the record of each of the major groups.

## **1. The NAB Record**

16 October 1959—NAB President Harold E. Fellows announces that the industry's own self-regulatory organization is prepared to set up additional safeguards in the NAB Tv Code if necessary to prevent quiz show rigging.

NAB Tv Code Review Board Chairman Donald H. McGannon announces he will propose amending the Code at the next Board meeting to "



# E D I T O R I A L

## So much — not so little

In the 1950's a dynamic new force catapulted into the lives of practically every man, woman and child in America. It revolutionized their living habits, changed their outlooks, opened up new vistas on the world and on themselves.

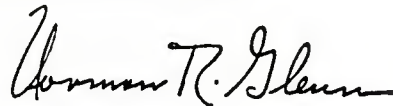
Television accomplished all this in an incredibly brief span. And the industry which wrought the miracle resembled a roaring mining camp during that turbulent time. There was no opportunity for careful planning, no chance for refinements. All the pressure was for growth and expansion.

The wonder is that the television industry could do so much so well and so soon.

But it was inevitable that someday television would have to stop, tear down some of its hastily built shacks and rebuild on a more permanent basis. That day came, forcibly, with the quiz scandals, the attacks on programing and commercial practices.

Now the broadcasting industry is building better. And uncomfortable as the present period may be, thoughtful industry leaders welcome this opportunity to take stock, clean up, and establish the industry on more solid foundations.

The record speaks for itself.



bit an abuse of the public acceptance and trust."

30 October—NAB President Fellows, speaking before the Atlanta Lions Club, says "The seriousness of this matter is self-evident and has been candidly acknowledged by our industry's leaders. We have said that we will seek to insure, through self-regulatory processes of our own standards of good practice . . . that such an incident will not take place again. We will do this."

10 November—Fellows emphasizes to broadcasters that strict adherence to the Code is the "salvation" for the American system of broadcasting. He adds, "I have heard it said that the 'entire industry' is not responsible in this case and should not be held responsible. No matter how you may feel about this deplorable circumstance, I submit that the entire industry is responsible, by the

very terms of the license under which it operates."

18 November—NAB Tv Code Review Board, at close of its two-day Los Angeles meeting, announces it has framed amendments in both the advertising and programing sections of the Code which it will present to the NAB Tv Board for approval.

In a tape-recorded, closed-circuit telecast to the nation's tv stations, carried by all three networks, the Tv Code Board makes a strong appeal for 100% Code membership and adherence.

27 November—Code Board Chairman McGannon, in a letter to Sen. Warren Magnuson, answers in detail questions about the effectiveness of self-regulation. He says, "I believe without reservation that the Tv Code can and will work . . . the Code can be the broadcasters' version of the Canons of Legal Ethics and prove, in

turn, an efficient basis of self-regulation."

4 December—The NAB Tv Board approves new Code provisions to protect the public from rigged quiz shows, deceptive advertising and "payola."

9 December—NAB President Fellow appoints a 12 man task force of broadcasting executives and NAB staff members to deal with legal and ethical issues facing tv and radio.

14 December—Task force holds its first meeting, reports that 302 tv stations are subscribers to the Tv Code, an increase of 12% in one month.

16 December—NAB Standards of Good Practices Committee recommends that teeth be put into the voluntary code of conduct for the nation's radio broadcasters, and suggests industry enforcement powers.

4 January 1960—The NAB Radio Board approves amendments, by bal-

loting, to the Standards of Good Practice for Radio Broadcasters to guard against "payola" and other deceptive practices.

*5 January*—NAB announces 372 of the country's 518 operating tv stations are now subscribers to the Tv Code.

*26 January*—President Fellows, in testimony before the FCC, warns against government control of radio/tv programs as more dangerous to the American people than to broadcasters themselves. He says such control would tend to limit programs to the "choice of the few" rather than the desires of the many."

*5 February*—E. K. Hartenbower, Tv Code Review Board member, pledges continuing cooperation of the Board with networks, stations, FTC, FCC, Better Business Bureaus and advertisers to "stamp out any commercial deception" on the air.

*24 February*—Conference of Presidents of State Broadcaster Associations unanimously adopts resolutions opposing governmental control of programing, and requiring that advertising copy must conform to the NAB Codes.

*4 March*—Tv Code Review Board recommends to the NAB Tv Board that Code activities and staff be expanded.

*10 March*—NAB Radio Board votes to allow stations, not members of the NAB, to subscribe to the

Standards of Good Practices for Radio Broadcasters.

Radio Board also approves in principle recommendations to put teeth into the enforcement of Good Practices Standards, which had been operated on an honor system basis. Enforcement procedures to be worked out by the Standards of Good Practice Committee and NAB staff.

*10 March*—NAB Tv Board enlarges the Code Review Board from five to seven members. E. K. Hartenbower named Chairman of expanded Code Board.

New Code Review Board Office to be opened in New York, and personnel and activities of the Code's Washington and Hollywood offices to be expanded.

*11 March*—NAB Board of Directors votes to continue the Task Force set up to aid in preparing testimony and setting strategy in regulatory and legislative matters affecting the industry.

*21 March*—NAB's three-man Policy Committee, appointed to carry out the Association's policy functions following the death of President Fellows, acts on FCC interpretation of Sponsor Identification requirements.

Committee directs NAB staff to file a petition with the FCC to stay the effectiveness of the Commission's public notice, pending rule making proceedings.

Involved are many established in-

dustry practices which "fall entirely within the business field of station operations."

## 2. The Network Record

Paralleling NAB actions during the six months since the Harris Committee began hearings have been the energetic activities of the tv networks.

Most of these have centered at CBS and NBC. None of the quiz shows under fire were scheduled on ABC TV, and this network has refrained from instituting new policies, regulations and personnel changes on the same scale as its competitors.

On the matter of program responsibility, however, ABC TV has taken substantially the same stand as NBC TV and CBS TV.

On 1 February 1960, ABC TV President Oliver Treyz, testifying before the FCC, stated, "ABC assume full responsibility for any material broadcast over its facilities, and if deception exists in any program broadcast by us, regardless of the source from which it is obtained, it is our responsibility to see that the deception is eliminated before the programing reaches the American public."

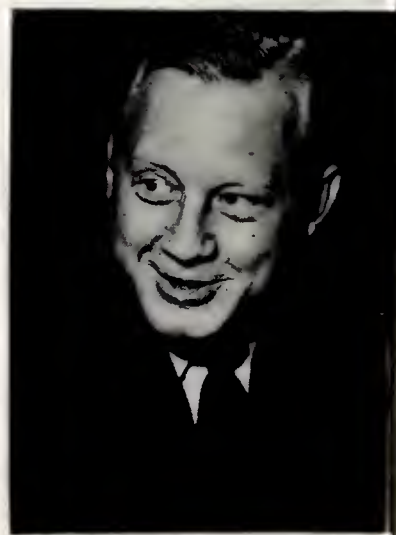
At CBS, reactions to the quiz program disclosures produced radical changes in program policies and procedures. A summary of the CBS moves follows:

*16 October*—Dr. Frank Stanton

**Five of the top  
Industry Leaders  
who have sparked  
reforms for tv  
and advertising  
in recent months**



Donald H. McGannon  
Chairman, Tv Code Review Board



Dr. Frank Stanton  
President, CBS

resident of CBS, speaking in New Orleans before the Radio Television News Directors Association, announces that network will no longer carry programs whose "major appeal is the winning by contestants of large sums of money or lavishly expensive prizes."

Result of the CBS decision is the removal of five and a half hours of sponsored programs per week, some highly rated.

**6 November**—Stanton, testifying before the House Committee on Legislative Oversight, says "We have not done all we should have done," reveals that drop of big money game shows was only the first step in formulating "new general rules covering all program areas in order to assure that programs will be exactly what they appear to be."

CBS President also announces new study of problem of objectionable commercials.

**13 November**—CBS receives confidential proposal (given also to NBC and ABC) by Sig Larmon, board chairman of Young and Rubicam, which calls for "Joint Committee of Distinguished Citizens to study tv, and suggest reforms."

**16 November**—Stanton, replying to Larmon, turns down proposal. Says, "We think that television must, itself, clean its own house. . . . Matters strictly our responsibility must be dealt with by us alone. In discharge

of this duty I can assure you we are moving along as rapidly as we can."

**NOTE:** ABC TV also turned down the Larmon proposal. NBC TV accepted it, but withdrew acceptance after Larmon declared the plan could not work except with three-network support.

**17 November**—James T. Aubrey, Jr., president of CBS TV announces new program regulations governing stricter standards for game and contest shows, announcements of pre-rehearsals of interview and discussion programs, and announcements specifying when all or any part of a program is pre-recorded. Included in the new regulations is the so called "canned laughter" provision for labelling such laughter as "technically produced" or technically augmented."

**30 November**—Stanton issues new policy statement to CBS employees covering "certain aspects of commercial bribery and payola." Policy forbids acceptance or payment of "anything of value" to influence business or program decisions.

**30 November**—Sig Mickelson, president CBS News, issues counterpart to Aubrey memo, explaining application of new rules to radio and tv programs produced by CBS News.

**2 December**—Joseph H. Ream, newly appointed v.p. in charge of Program Practices, announces new CBS policies governing credits and identifications. Regulations forbid

credits to manufacturers or suppliers of prizes or gifts, and other identification of manufacturers or brand names "except where reasonably necessary for the interest, reality, or suitability of program content."

**14 December**—V.p. Ream outlines working procedures and standard announcements to implement new program regulations.

**29 January 1960**—Stanton, testifying before the FCC, outlines new plans for information, cultural and educational programs on CBS. Also explains CBS rules governing "advertiser participation" in programing. (No participation in news, documentaries and other programs dealing with public affairs; limited participation in serious dramatic shows.)

**3 March**—V.p. Ream announces new standards governing acceptance of commercials on CBS TV. Special rules set for commercials on news programs, and for promotion of headache and cold remedies, antacids, bathroom tissues, foundation garments, laxatives and other personal products.

**3 March**—Herbert A. Carlborg, CBS Director of Program Practices announces new regulations governing position of commercials in news and entertainment programs. Limitations set on number of times main body of program may be interrupted,

(Please turn to page 78)



Robert W. Sarnoff  
Chairman of the Board, NBC



Donald S. Frost  
Chairman of the Board, ANA



Robert M. Ganger  
Chairman of the Board, AAAA

# THE MAJOR CONVENTION SUITES

(List may be incomplete because of additions and changes which were made after presstime.)

## NETWORKS

ABC Radio & Tv	CH 2320-2325*
CBS Radio & Spot Radio	CH 1806
CBS TV	CH 2305A-2306A
Keystone Bdcstg. System	CH 804, 805, 806
Mutual Bdcstg. System	CH 2306 Skyway Suite
NBC Radio & Tv	BI 508 Presid'l Suite
NTA Film Network	BI
Storer Broadcasting Co.	CH 1005 A
Westinghouse	CH

## REPRESENTATIVES

Am Radio Sales	Sh
Avery-Knodel	BI 1108-09
E. M. Beckjorden	EH 2508
Charles Bernard	Ambassador East
John Blair	Drake
Blair Tv Assoc.	Drake
Bolling	CH 1100
Branham	CH
CBS TV Spot Sales	
Henry I. Christal	CH 1306
Robert E. Eastman & Co., Inc.	EH 2704
Everett-McKinney	EH 2811
Forjoe & Co.	Congress
Gill-Perna	CH 1300
Harrington, Righter & Parsons	BI 709
Headley-Read	CH 700
George P. Hollingbery	CH 1600
Hal Holman	CH 1023
Bernard Howard & Co.	CH
H-R Reps	EH 3510-11-12
Katz Agency	EH 3803
Jack Masla Co., Inc.	CH
Daren F. McGavren Co.	EH
The Meeker Co., Inc.	CH 1700
National Tv Station Reps.	CH 1218A
NBC Tv Spot Sales	BI
NBC Radio Spot Sales	BI
John E. Pearson	EH
Peters, Griffin, Woodward, Inc.	BI
Edward Petry	CH 1400-01
Radio-Tv Reps.	CH 1105A-1106A
Paul H. Raymer	EH 3704
Tv Adv. Reps.	Drake

Tv Stations, Inc.	CH 2022A-2023A
Venard, Rintoul & McConnell	CH 210
Walker-Rewalt Co., Inc.	EH
Grant Webb	CH
Adam Young	CH 220

## RESEARCH - PROMOTION

Amer. Research Bureau	CH 90
BAR	CH 718
Community Club Services	CH 210
C. E. Hooper	EH
A. C. Nielsen	CH 100
Pulse	CH 2106

## TRADE ASSOCIATIONS

RAB	CH 15
TvB	CH 8
TIO	CH 819

## MUSIC-RADIO SERVICES

ASCAP	CH
Harry S. Goodman	CH 1105A-1106A
Jingle Mill	CH
Lang-Worth Feature Programs	CH 25
Charles Michelson	CH
Programatic Bdcstg. Service	CH 6
SESAC	CH 120
World Broadcasting System	CH 19

## NEWS SERVICES

AP	CH
Radio Press	CH
UPI	CH

\*Hotels are abbreviated as follows: CH, Conrad Hilton; BI, Sheraton-Blackstone; EH, Executive House; S, Sheraton



# WHO'S WHO IN FILM AT NAB

These syndication men will attend the convention to call attention to their new programs and repeat play availabilities, plus feature films and cartoon offerings

**S**yndicators will have hospitality suites at the NAB convention this year, following the pattern which began in 1959.

Gone for a second year are the signs of showmanship which terminated in 1958—at the invitation of the NAB itself. But film men will still attract considerable interest with their personal presence en masse plus a display of new and recent products.

The total amount of new product to be seen this year will be below the level of previous seasons simply because less new products are being made. But several new programs will be seen, as well as a number that

have been introduced in the past few weeks.

Probably CBS Films will have more new shows than any other syndicator. It will have these three: *Brothers Branigan*, *Rogue For Hire*, and *Deputy Dawg*. Recent product at the convention will include Ziv's *Home Run Derby*, ITC's *Interpol Calling* and *Sweet Success*, and NTA's *Assignment Underwater*.

If any programming vogue can be predicted for this year's convention, it may be the revival of short children's animations. There has been fresh interest in production of this type, and it is of specific interest to

stations, since it is intended for integration within local children's programs which stations schedule around live hosts.

There may also be more interest this year in off-network reruns and in syndication repeats than in past seasons. This is traditionally an important activity for stations and syndicators. It may receive more attention in the partial eclipse of new products.

Theatrical products released for television will also play a part in this year's convention activities. Several distributors will be considering feature films, cartoons and short subjects.

## ABC FILM SYNDICATION

CH 1705-06

1501 Broadway  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Henry G. Plitt, pres.; Howard Anderson, v.p. sls.; William Clark, v.p. West. div.; Stan Smith, East. div. mgr.; Richard C. Hurley, cent. div. mgr.; Mike Gould, regional sls. mgr. cent. div.; John MacMahon, sls. rep.

**HIGHLIGHTS:** This year ABC Film Syndication convention items will include many of their well-known film series. Such shows as *People's Choice* with Jackie Cooper and Frank Lovejoy in *Meet McGraw* will be presented. *Adventures of Jim Bowie*, *Court of Last Resort* and *26 Men* will also be on the program.

## CBS-TV FILM

CH 2319-16

545 Madison Avenue  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Sam Cook Diggs, adm. v.p.; Robert Lewine, v.p. programs; Fred Mahlstedt, dir. of oper. dom. and intl.; James Victory, acct. supvr.; James McCormick, acct. supvr.; Walter Scanlon, mgr. merchandising; Henry T. Gillespie, mgr. Chi. off.; William Perkinson, mgr. L.A.; James Throsh, mgr. Atlanta; George Diederick, mgr. St. Louis; H. Roy Marks, mgr. Boston; Edward Hewitt, mgr. S.F.; Barr Sheets, mgr. Det.; Carter Ringlep, mgr. Dallas

**HIGHLIGHTS:** CBS will introduce three new series at the convention: *The Brothers Brannagan*, starring Mark Roberts and Steve Dunne, *Rogue for Hire*, with Jerome Thor, and a Terrytoons cartoon *Deputy Dawg*. Of the known features will be *The Honeymooners*, *Rendezvous*, *Whirlybirds*, and others.

## ZIV-UA, INC.—ECONOMEET

CH 2300-01

488 Madison Avenue  
New York City

**REPRESENTATIVES AT THE CONVENTION (ZIV-UA):** M. J. Rifkin, exec. v.p. sls.; Robert W. Friedheim, admin. v.p.; Len Firestone, v.p. synd. sls.; Edward J. Broman, v.p. regional sls. mgr.

**FOR ECONOMEET:** Peter Weiss, v.p. and gen. mgr.; Dick Lawrence, div. sls. mgr.; Ken Joseph, div. sls. mgr.

**HIGHLIGHTS:** Jerome Courtland stars in the *Viking* series (UA Synd. Sl. Div. of ZIV-UA synd. sls. dept.) Walter Barnes and others will be featured in these sea adventure episodes. Economeet will feature its currently running series of *Harbor Command*, *Highway Patrol*, with Broderick Crawford; *Science Fiction Theatre* and *West Point*. The power hitters of both baseball leagues will be viewed in Ziv's latest syndicated show. Called *Home Run Derby*, it's a world championship homer contest.

## INDEPENDENT TELEVISION CORP. (ITC)

488 Madison Avenue  
New York City

**REPRESENTATIVES AT THE CONVENTION:** William Dubois, v.p. cent. div.; Carl Russell, Midwest sls mgr.; Stanley Levey, mgr. special projects

**HIGHLIGHTS:** Charles Korvin appears in *Interpol Calling*, new half hour film being presented by ITC. *Sweet Success*,

(Please turn to page 74)

SET SAIL  
FOR  
HIGH RATINGS  
WITH.....

**135**  
*hilarious*  
**M·G·M**  
**Cartoons**

*featuring*

**BARNEY BEAR  
CAPTAIN & THE KIDS**

**SCREWBALL SQUIRREL · BOSKO · LITTLE CHEESER  
and other favorites**



BOSKO

SCREWBALL SQUIRREL

LITTLE CHEESER

CAPTAIN & THE KIDS

Rich rating rewards are yours when you dip  
into this fabulous treasure chest of M-G-M cartoons ... featuring a host of

laff-a-minute favorites created by such top-flight  
animators as Tex Avery and Hanna & Barbera.

Every M-G-M cartoon offers top-quality,  
full animation, more visual excitement, more  
hilarious situations, and more fabulous sight gags.

Watch these ratings zoom when one youngster  
tells another that your channel is programming  
these fun-packed M-G-M cartoons!

CONTACT US AT THE  
**NAB CONVENTION**  
ROOM 2406, CONRAD HILTON HOTEL

**MGM·TV**

division of Metro-Goldwyn-Mayer Inc.  
1540 Broadway—New York, N. Y.





it's  
results  
that  
COUNT



You'll get better results than you bargained for when you use an Eastman Represented Station. You'll be placing your client's message on top radio facilities in most of the top markets in America. Solid stations run by able and creative management—people who know the pulse of their listeners and how to hold their loyalty. And every Eastman gets this full story to as many executives involved in the buying of time as it is humanly possible to reach. But it's results that count. So here they are. In 1959 the Eastman Represented Stations increased their total national billing 44% over the year before. We'd say the combination has paid off handsomely for every one concerned.

**EASTMAN REPRESENTED STATIONS GET RESULTS.**

Come up and see us at Executive House — Suite 2704



**robert e. eastman & co., inc.**  
representing major radio stations

<b>NEW YORK:</b> 527 Madison Avenue PLaza 9-7760	<b>CHICAGO:</b> 333 N. Michigan Ave. Financial 6-7640	<b>SAN FRANCISCO:</b> Russ Bldg. YUkon 2-9760	<b>DALLAS:</b> 211 North Ervay Bldg. Riverside 7-2417	<b>ST. LOUIS:</b> Syndicate Trust Bldg. CENTral 1-6055	<b>LOS ANGELES:</b> Taft Building HOLlywood 4-7276	<b>DETROIT:</b> Book Building WOOdward 5-5457
--	---	---	---	--	--	---

Dallas WEPP—Pittsburgh WAAB—Worcester WRIT—Milwaukee KWKY—Des Moines WCOL—Columbus, Ohio WPTR—Albany-Schenectady-Troy

## FILMS

(Continued from page 70)

Jack Douglas effort, will also be available at this year's convention. *Jeff's Collie*, (the re-run of *Lassie*), *Ding Dong School*, and *Four Just Men*, among others, will be part of the show.

---

### MCA-TV

CH 2400

598 Madison Avenue  
New York City

**REPRESENTATIVES AT THE CONVENTION:** David V. Sutton, v.p. film synd. div.; Wynn Nathan, v.p.; Lou Friedland, v.p.; DeArv Barton, v.p.; Jim Stirton, v.p.; Bob Greenberg, v.p.

**HIGHLIGHTS:** Attention-getters at the MCA-TV suite will be three new film series. Thirty-nine half hours available for each of the following: *Shotgun Slade* starring Scott Brady, Edmond O'Brien in *Johnny Midnight*, and *Coronado* with Rod Cameron. *State Trooper*, *Mike Hammer*, and *Kit Carson* will also be shown.

---

### MGM-TV

CH 2406

1540 Broadway  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Richard A. Harper, dir. of synd. & feature film sls.; Richard Yates, sls. rep.; Paul Mowry, sls. consultant; Charles Alsup, Western sls. rep.; Monroe Mendelson, promo. mgr.

**HIGHLIGHTS:** This year, MGM will concentrate its interests on films from its library. On the agenda will be 135 cartoons. More specifically, viewers will see *Barney Bear*, *Captain and the Kids*, and 101 *Pete Smith Shorts*. Although from the library, these films are new to the market.

---

### NATIONAL TELEFILM ASSOCIATES

BL

10 Columbus Circle  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Harold Goldman, exec. v.p.; Jonny Graff, v.p. Eastern sls.; Marty Roberts, dir. of promo.; Oliver A. Unger, pres.; Eli Landau, chairman of the board; Marvin Lowe, acct. exec. Chi.; Allan Ash, acct. exec. Chi.

**HIGHLIGHTS:** National Telefilm Associates will be highlighting two film programs this year at the convention. *The Play of the Week*, a two-hour long series will be one of the offerings, featuring different stars in each episode. *Assignment Underwater*, a new half hour show, is the second program to be featured.

---

### SCREEN GEMS

CH 2500

711 Fifth Avenue  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Robert Seideman,

dir. synd. sls.; Stan Dudelson, synd. sls. mgr.; Pierre Marquis, dir. ad. & sls. planning; Dan Goodman, Eastern sls. mgr.; Dick Dinsmore, Western sls. mgr.; Robert Newgard, Midwest sls. mgr.; Frank Parton, Southern sls. mgr.; Don Bryan, Southern sls mgr.; William Young, North Central sls. mgr.

---

### JAYARK

BL

15 East 48th Street  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Harvey L. Victor, v.p. & gen. sls. mgr.; William Vidas, sls. rep. Midwest; Cranshaw Bonner, sls. rep.

**HIGHLIGHTS:** Jayark will center its attention at the convention this year on two film series. One for the children, *Bozo The Clown*. Stars such as Gary Cooper, James Cagney, Barbara Stanwyck, and Lili Palmer can be viewed in the *Blockbuster Features*, the second series which is being highlighted.

---

### TRANS-LUX TV CORPORATION

CH 1906

625 Madison Avenue  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Richard Brandt, pres.; Richard Carlton, v.p. sls.; Leo Brody, Eastern div. sls. mgr.; Jack J. Brown, Midwest div. mgr.; Murray Oken, West div. mgr.

**HIGHLIGHTS:** Trans-Lux will feature four prints from its film series *The American Civil War*. These, by name, will be: *Antietam*, *Night of the Assassins*, *Appomattox* and *The Battle of Gettysburg*.

---

### STERLING

6 East 39th Street  
New York City

**REPRESENTATIVES AT THE CONVENTION:** Elliot Abrams, gen. sls. mgr.; Bob Schlessel, Midwest sls. mgr.

**HIGHLIGHTS:** This year at the NAB convention, Sterling will be presenting two film series. The first featured show is a cartoon series entitled *Captain Sailor Bird*. Comedians, *Abbott and Costello*, will appear in their old films as the other highlighted program.

---

### MODERN TALKING PICTURES SERVICE INC.

CH 2119-A

3 East 54th Street  
New York City

**REPRESENTATIVE AT THE CONVENTION:** Ralph J. DeCoro, gen. mgr. of operations

**HIGHLIGHTS:** Modern Talking Picture Service will be centering its attention at the convention this year on one hundred new titles for the television market.

from

**GATES**

THE NEW  
SENSATIONAL

**Carritape**

**The Cartridge Tape Unit  
You've Been Waiting For!**



**Carritape**... the tape transport and playback unit of an entirely new system, designed to give the advanced broadcaster the ultimate benefit from magnetic tape cartridges.

**Carritape**... with reproduction quality equal to first class professional tape equipment. While **Carritape** will perform essentially all programming duties, it is especially suited for superb reproduction of announcements, production effects, themes, and the top tunes of the week.

**Carritape**... offering split-second operation. Several **Carritape** units may be cross connected to give completely automatic programming segments. This is the answer for those who desire interspersed automatic and live or manual programming from the same equipment. One switch converts a **Carritape** system from manual to automatic

(and vice versa) operation in a split second. The precision operation of **Carritape** allows the unit to be stopped and started between syllables without noticeable wow. It also permits consistently tighter cueing on the start of any programming segment than can be obtained with other similar equipment.

The system includes, in addition to **Carritape** the Recording Amplifier, 4-channel Switcher, Remote Panel and other accessory items.

Developed and manufactured *exclusively by Gates*, the **Carritape** is an excellent partner for the famous Gates Spot Tape Recorder, where even greater versatility is desired.

For complete information, write today for Bulletin CT-603 ... yours for the asking.

**GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in:  
HOUSTON, WASHINGTON, D.C.

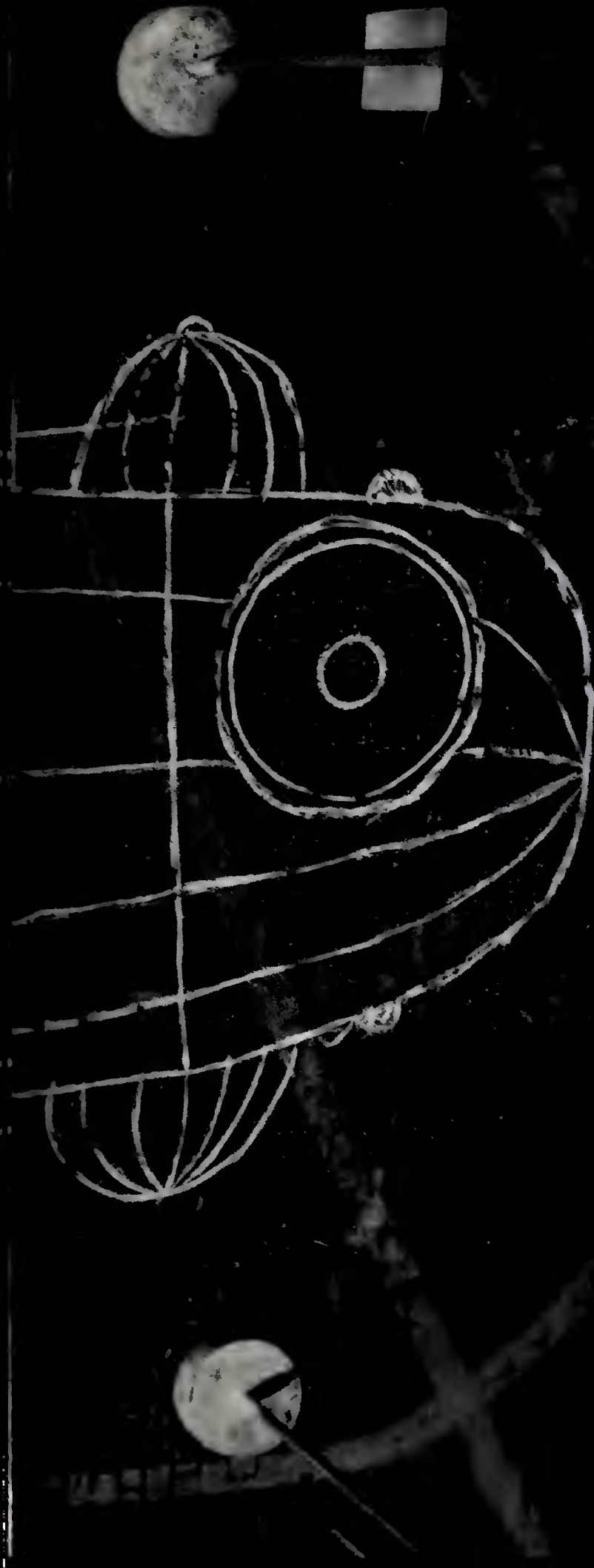
International division:  
13 EAST 40th STREET, NEW YORK CITY

In Canada:  
CANADIAN MARCONI COMPANY

**GATES**

**HARRIS  
INTERTYPE  
CORPORATION**





# FROM THE SIDEWALKS OF NEW YORK TO THE VALLEYS OF THE MOON...

New York gets ALL the news on WRCA-TV. From Brooklyn to Bangkok... from Manhattan to Mars... wherever the news is made, whatever makes the news, New Yorkers get it all, get it fast via channel 4.

The story behind the story: people—the award-winning reporters, commentators and technical crews who man the world's largest broadcast news organization.

Chet Huntley and David Brinkley... Gabe Pressman, whose beat is the entire New York area... John K. M. McCaffery, whose "Eleventh Hour News" commands the largest audience of any local daily news program in the world... Ken Banghart and Bob Wilson... Bill Ryan and Leon Pearson. In millions of New York homes these names are synonymous with News.

And they're backed-up by a staff of over 500 located in seven permanent domestic and ten foreign NBC News Bureaus where the advanced techniques of electronic journalism are blended with an old-fashioned determination to deliver the whole story first.

The months ahead will be *newsworthy* months—crowded with political conventions, with meetings at the Summit, with journeys into space and with thousands of events, big and little. Watch for it all...

Where News Comes First on...

**WRCA-TV • 4**

NBC in New York

## INDUSTRY

(Continued from page 67)

and on number of commercial "positions."

At NBC the record of the past six months shows comparable activity though NBC and CBS have differed in their approach to the problem:

**5 November**—NBC President Robert E. Kintner, testifying before the House Committee on Legislative Oversight, discusses background of quiz program problems, says that hearings of the Harris Committee "gave the public and also NBC the first established evidence of quiz show rigging."

He discloses that NBC has taken new steps to "detect, root out and prevent dishonesty on our quiz shows." These include a spot check of former contestants by professional investigators, extension of security provision to cover all audience participation programs, revision of program package contracts to include representations or warranties of honest conduct, and affidavits from all NBC executives in any way connected with quiz shows.

Kintner also announces that a new, special, professionally equipped investigatory unit has been set up at NBC, under the supervision of ex-FBI official Jerome Doyle, as temporary head. The new unit, says Kintner, will become a regular permanent part of NBC.

To provide a deterrent to possible future wrong doing, Kintner proposes Federal legislation, making rigging of broadcast contests a criminal offense, and offers a preliminary draft of such legislation.

**29 November**—In a newspaper advertisement, signed by Kintner and NBC Board Chairman Robert W. Sarnoff, the network offers a five-point "Statement on Television." The statement includes the following, "NBC assumes complete responsibility to the public for what appears on the NBC Television Network," and says, "We will crack down on improper practices, wherever they may appear, in programing or advertising."

**30 November**—James A. Stabile appointed v.p. in charge of NBC's new Department of Standards and Practices. Stabile's operation to include policy review of program and

advertising standards, analysis of all radio/tv program practices, and management supervision of Continuity Acceptance Department.

**4 December**—In first directive, Stabile announces NBC will take direct control of arrangements to obtain prizes for any program on its facilities. Identification of prizes to be made in strict accordance with NAB Tv Code.

**16 December**—NBC policies regarding payola restated in new directives from Department of Standards and Practices. "Any NBC employee who acts in contravention of the foregoing . . . shall be subject to discharge forthwith."

**30 December**—Ernest Lee Jahncke Jr. named NBC Director, Standards, John A. Cimperman, Director, Practices.

**26 January**—Department of Standards and Practices issues new directives covering identification of recorded program material, and handling of news programs, interviews, and editorial opinions.

**2 February**—NBC sends copies of NAB Broadcast Standards and Tv Code to network and outside program executives, producers, directors, stresses need to abide by these standards and gives special emphasis to tv's obligation to the child audience.

**2 February**—NBC President Kintner, addressing a special meeting of the ANA, discusses steps taken by the network to "eliminate any questionable or borderline practices which may have developed over the past ten years of tv's tremendous growth," notes that 90% of NBC TV circulation is represented by stations who are Tv Code members.

**26 February**—Kintner and Sarnoff, in a letter sent to advertising agencies and clients, summarize NBC steps taken on quiz shows, free plugs, and other unethical practices, as well as tightening of standards governing claims, demonstrations. NBC pledges support for Tv Code, and cooperation with FCC, FTC, ANA, AAAA, and the Attorney General's office.

### 3. The ANA Record

The Association of National Advertisers, an organization of 650 leading companies, including nearly all of the nation's top tv advertisers began action on the current broadcast

crisis at its annual Fall Meeting at Hot Springs, Va.

**8 November**—ANA Board of Directors meet in special session, draft statement of advertiser responsibilities in tv.

**9 November**—ANA Board Chairman Donald S. Frost of Bristol Myers announces to membership, "It is our responsibility as advertisers to see that every aspect of tv with which we are connected meets our obligation of fair play to the public."

NAB members urged, individually to begin an immediate review of their own commercials and programs using a simple test. "Would we be willing for the public to be fully apprised of all the facts and circumstances concerning a particular program or commercial?"

**5 January**—ANA, after series of conferences with FTC, FCC, NAB and others, announces plans for an unprecedented special membership meeting to deal with what President Paul West calls a "serious situation affecting all advertising."

**2 February**—ANA special meeting in New York hears Earl W. Kintner Chairman FTC, Robert Kintner President NBC, James T. Aubrey President CBS TV, Donald H. M. Gannon, Chairman NAB Tv Code Review Board, Robert M. Ganger, Board Chairman AAAA, and others outline the "crisis in confidence" which threatens tv and advertising.

ANA members, in closed session vote for three-point program of action to 1) promote better working relationship with the FTC, 2) establish continuing liaison between national advertisers and media agency organizations which have initiated self-regulatory procedure 3) establish an Advertising Advisory Council of "Elder statesmen" to guide and advise the industry in building the credibility and acceptability of advertising.

**1 March**—ANA publishes "Let's Face It: Rules of the Road to Honest Advertising" by Gilbert S. Weil, Association counsel, as guide for advertising in preparing and evaluating the copy.

*Note: For a continuation of the record and a list of actions taken by the AAAA and other groups, see next week's SPONSOR.*

*"Where else!  
CBS Films, Suite 2319\*.  
First-class entertainment  
is their specialty."*



\*AT THE CONRAD HILTON: YOU'RE INVITED!

EconomeeTV

78  
Fact-Based  
Half Hours!



Host-  
Narrator  
TRUMAN  
BRADLEY

## SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings . . . Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco . . .

**27.4**

EconomeeTV

Citizen!  
Communist!  
Counterspy!



Starring  
RICHARD  
CARLSON

## I LED 3 LIVES

From the secret files of a counterspy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy . . .

**24.9**

EconomeeTV

Action!  
Gallantry!  
Excitement!



Starring  
The Corps  
Of Cadets

## WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay . . .

**26.3**

# SMASH RE-RUN RATINGS

## AND RESULTS..

for stations and  
advertisers!

EconomeeTV

Glorious as  
our country's  
history!



Starring  
The U. S.  
Midshipmen

## MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont-Port Arthur 24.8, Charlotte . . .

**28.7**

EconomeeTV

Mystery!  
Thrills!  
Romance!



Starring  
KENT  
TAYLOR

## BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . .

**25.2**



Economee TV

America's  
Favorite  
Family Show!



Starring  
MACDONALD  
CAREY

## DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh . . .

**26.8**

Economee TV

78  
High-Rated  
Half Hours!



Starring  
DAVID  
BRIAN

## MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore, 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham . . .

**21.3**

## CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

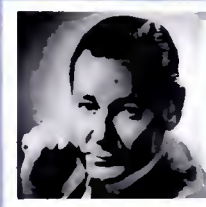
# Economee TV

A DIVISION OF ZIV-UNITED ARTISTS, INC.  
488 Madison Ave., New York 22, N.Y.

AT THE NAB Convention, we'll see you at our Hospitality Suite **2301** Hotel Conrad Hilton, Chicago April 3-6

Economee TV

Action and  
suspense . . .  
romance and  
humor!



Host  
HERBERT  
MARSHALL

## TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio . . .

**32.5**

Economee TV

Great new  
stars in  
each show!



Host-  
Narrator  
ADOLPHE  
MENJOU

## FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham . . .

**31.3**

Economee TV

For 4 Years  
TV's Unquestioned  
#1 Series!



Starring  
BRODERICK  
CRAWFORD

## HIGHWAY PATROL

156 half hours of the series whose incredible first run shattered every possible record! Riding high in rerun now with ratings like these: Shreveport 34.4, Fort Wayne 28.7, New York City 19.2, Knoxville . . .

**42.7**

# BIG 6 FOR '60

6 modern approaches to one old broadcasting problem  
*finding the right music at the right price.*

**SESAC RECORDINGS** announces the new all-LP music  
Program Service, brilliantly produced on hi-fi recordings and featuring the great  
names of the industry. Six different purchase plans to choose from. Outright  
ownership. Your choice of albums. New releases.

Popular, jazz, classical, country and western, religious, band music, and the  
"DRUMMERS"\* – SESAC's all-new recorded sales starters, station promos and  
production spots.

To see and hear and learn about the Big Six purchase plans, visit the SESAC  
Hospitality Suite 1206A at the Conrad Hilton Hotel during the 1960 NAB  
Convention.

\* Trademark

**SESAC INC.** THE COLISEUM TOWER  
10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.



EXAMINING new projector are Cellomatic's pres. Milt Rogin (L), exec. v. p. Tom Howell

# EQUIPMENT EXHIBITORS

Here's who's showing what at the Convention and where you'll find the many new technical items on display

## ADLER ELECTRONICS, INC.

EXHIBITION HALL—SPACE 24

1 Le Fevre Lane  
New Rochelle, N. Y.

*Representatives at convention*

- Ben Adler,
- Alfred Strogoff
- Stanley Lapin
- Emanuel Strunin
- Edward Galuska
- Henry Shapiro
- Mel Berstler
- John Klindworth
- L. A. Wallace
- Robert Sinks
- Willard Colvin
- Arthur Turner
- Roy Bright
- Joseph De Bragga
- James P. Quinn
- Don Carmichael
- Martin Silver

*Products*

Adler (RT-3) Heterodyne Repeater—economical tv microwave system or multihop inter-city relays, TV-STL and remote pickups. Features include 10-watt output, no demodulation, crystal-controlled frequency stability and operation in the 2 kmc range.  
Adler (UST-10, RA-7) 10-watt and

100-watt Translators are economical, FCC approved systems for extending tv station coverage to unserved areas. Translators now rebroadcast more than 100 vhf and uhf stations.

Adler (UST-100) 100 watt UHF TV Transmitter serves communities with locally originated programs plus network programing picked up off-the-air. This low power transmitter also can serve as the main station of multi-channel ETV systems.

Adler Unitized UHF Antennas—rugged, compact transmitting antennas for tv translator systems and originating tv stations.

Adler (VCA-1) Low Noise Preamplifier for use with translator and microwave systems in weak signal areas.

## ALBION OPTICAL CO.

NORTH HALL—SPACE 39N

1410 No. Van Ness Ave.  
Hollywood 28, Calif.

*Representatives at convention*

- Benjamin Berg
- Arthur Challinor
- M. Stechly

(Please turn to page 86)



## QUEENS

Whether she's—wife—mother—or daughter—every home has at least one and not since good Queen Bess has she wielded such power. The household—her kingdom, her scepter, your checkbook. These Queens have become the country's main purchasing agents, spending or influencing the spending of 84% of the country's retail spendable income. She controls well over 60% of the nation's wealth... and over 35 million belong to a club—including school and church organizations. This club activity is their window on the world in general and their own community in particular. Aggressive—determined and loyal, they're waiting right now to be top salesmen and merchandisers for you and for your Station's clients—through CCA. Three ladies is a good hand. Multiply by several thousand and you'll win every deal, if you put your money on clubs! Community Club Awards, 20 East 46th Street, New York 17, N. Y.

There are four other cards in this hand... giving your station an unbeatable combination of public service and promotion.

See us at the convention for the full story.

SUITE 2106 Conrad Hilton Hotel







# The daytime picture was never brighter!

Latest safaris into Nielsen Country continue to bring back very bright figures indeed—for ABC Daytime TV. Look close and you can see a 25.0 Share of Audience. You can see 2.3 million homes being reached by ABC per average minute during the noon to 4 p.m. program block.

The same programming strategy that's been catapulting ABC-TV into No. 1 position week after week has been paying off during the day, too. In the last six months, ABC's Share has jumped by 38%, its average audience by 86%.

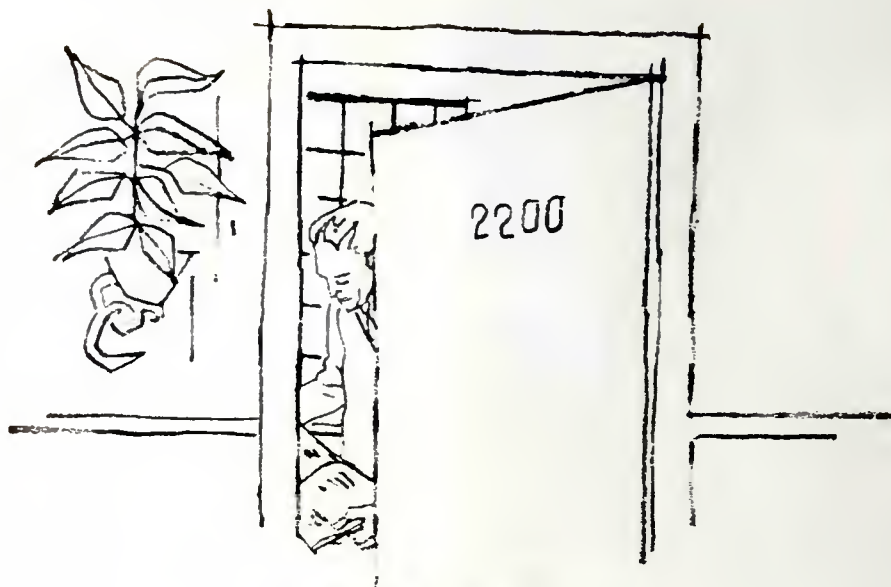
And this is a *special* audience. A younger audience with larger families. Three out of four ABC homes are in this market of real consumers...these people who respond most actively to the fun and games of a Beat the Clock starring Bud Collyer, or take the cheerful zest of a Gale Storm Show... the edge-of-your-sofa excitement of a Restless Gun... the fun and frolic of a Love That Bob starring Bob Cummings or, for that matter, a Who Do You Trust?

There's another bright figure in this ABC success story. That's ABC Daytime's CPM of \$1.10.

For as little as \$7,633 per 1/4 hour, a sponsor gets everything. He gets time, talent, the *works*.

All in all, a very choice chartful of reasons why sponsors like Lever Brothers, Mastic Tile, General Foods, Renuzit, Johnson & Johnson, Vitamin Sales Co., Dreemore, Restonic Mattress, Toiletries, American Red Ball, and Beech-Nut: all continue to choose ABC Daytime TV.

**WATCH ABC-TV IN '60**  
(more people will)



The  
search  
ends

What's troubling you about your present station representation?  Creativity?  Manpower?  Enthusiasm?  Research?  Aggressiveness? Do these words describe the kind of rep you're looking for? Well, the search can begin to end for you during the NAB convention,

in  
suite  
2200

of the Conrad Hilton, where Adam Young, Steve Machcinski and Jim O'Grady would like to say Hello, and tell you the performance story behind our recent growth news: More manpower, more space, more facilities.



**ADAM YOUNG INC.**  
**YOUNG TELEVISION CORP.**

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES  
SAN FRANCISCO • DETROIT • ATLANTA • NEW ORLEANS

## EQUIPMENT

(Continued from page 83)

### Products

Fixed focus and variable focal length lenses for television and motion pictures manufactured by Taylor, Taylor & Hobson. English Cooke Speed Panchro. Ortol, Varo lenses. Studio and outside broadcast lenses. Servo controlled variable focal length lenses.

### ALFORD MFG. CO.

EXHIBITION HALL—SPACE 25

299 Atlantic Ave.  
Boston 10, Mass.

### Representatives at convention

Harold H. Leach  
Thomas E. MacKenzie

### Products

Television broadcast antennas, mixers, coaxial switches, vestigial sideband filters, rf measuring instruments.

### ALTO FONIC TAPE SERVICE INC.

NORTH HALL—SPACE 45N

4067 Transport St.  
Palo Alto, Calif.

### Representatives at convention

D. Allan Clark  
Walter Merila

### AMPEX CORP.

EXHIBITION HALL—SPACE 32

934 Charter St.  
Redwood City, California

### Representatives at convention

George I. Long, Jr.  
Robert L. Sackman  
Phillip L. Gundy  
Neal K. McNaughten  
Charles P. Ginsburg

### Products

Ampex VR-1000B videotape recorder for black and white recording. Ampex VR-1000B videotape recorder with color conversion accessory. Marconi Mark IV image orthicon television camera channel and associated equipment. Ampex VR-1000B videotape recorder with switchable 405.525 and 625 line standards. Ampex VR-1000B videotape recorder with Ampex INTER-SYNC interlocking accessory. Solid state vertical interval video switching equipment.

# BLURRED

## OR HEARD?

message is clear. People—adult people, particularly—listen to the CBS Owned Radio Stations, persuasive voices of seven of America's top ten markets. Active, alive listeners choose the C-O's because their programs are directed to listeners—not to the fringe consciousness of people with their ears on other matters. Locally-produced programs include live music, comedy, opinion forums, special reports, education, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to this is the unique strength of the CBS Radio Network, with its schedule of star personalities in drama, comedy, complete news coverage and analysis, public affairs and great live music. This is responsible broadcasting. It gets a responsive audience. And generates response to your advertising!

**THE CBS OWNED C-O RADIO STATIONS**  
**PRESENTED BY CBS RADIO SPOT SALES**

Philadelphia; KCBS, San Francisco; KNX, Los Angeles;  
Boston; WCBS, New York; WBBM, Chicago; KMOX, St. Louis



ment. Ampex models 300,351 and 352 professional audio recorders in rack, console and portable mountings.

### BAUER ELECTRONICS CORP.

NORTH HALL—SPACE 38N

1011 Industrial Way  
Burlingame, Calif.

#### Representatives at convention

Fritz Bauer  
Paul Gregg  
Duncan Peckham

#### Products

1000 250 watt and 5000 watt am transmitters.

### BOGEN-PRESTO DIV.

SIEGLER CORP.  
NORTH HALL—SPACE 46N

Route 4 and Forest Ave.  
Paramus, N. J.

#### Representatives at convention

Thomas L. Aye  
Lawrence E. Epstein

#### Products

Tape and disc recorders. Amplifiers and turntables.

### CATERPILLAR TRACTOR CO

ENGINE DIV.  
LOWER LEVEL LOBBY—SPACE 36

Industrial Engine Plant  
Peoria, Ill.

#### Representatives at convention

C. U. Stone  
R. V. Bradley  
D. E. Shoupp  
B. P. Bessert

#### Products

Diesel and natural gas electric sets for primary or standby power.

### CELLOMATIC CORP.

NORTH HALL—SPACE 37N

756 7th Ave.  
New York 19, N. Y.

#### Representatives at convention

Thomas B. Howell  
Milt Rogin  
Ernest Vetter  
Owen Zapel  
George Headon  
William E. Walsh

#### Products

Cellocomatic projectors. new composite animation projector.

### COLLINS RADIO CO.

EXHIBITION HALL—SPACE 34

855 35th St. N.E.  
Cedar Rapids, Iowa

#### Representatives at convention

E. S. Gagnon  
H. O. Olson  
B. V. Hite  
F. C. Gebhardt  
R. E. Richards  
C. H. Smith  
E. J. Maloney  
F. H. Damm  
R. M. Winston  
E. G. Randolph  
J. M. Haerle  
J. H. Speck  
C. P. Glade  
T. W. Sharpe  
E. C. Whitaker  
E. L. King  
E. J. Powell  
J. F. Stanbery  
H. W. Hepler  
G. R. Schneider  
F. P. Wallace  
G. M. Bergmann  
L. H. Leggett  
R. N. Edwards  
D. W. Hoisington  
R. J. Henry  
J. A. Chenoweth

#### Products

Am and fm broadcast transmitters, phasing equipment, antenna tuning equipment, speech input consoles, custom studio desk, remote amplifiers, remote control equipment, limiting control equipment, limiting amplifier, turntables, microphones, loud speakers, tape recorders, automation equipment, miscellaneous accessories.

### CONRAC, INC.

EXHIBITION HALL—SPACE 23

19217 East Foothill Blvd.  
Glendora, Calif.

#### Representatives at convention

W. J. Moreland  
R. M. Alston  
J. G. Jones  
C. A. Nichols  
K. Williams  
P. Wickham

#### Products

Monochrome video monitors-audio-video receivers for "off-the-air" monitoring and rebroadcasting.

### CONTINENTAL ELECTRONIC MANUFACTURING CO.

A Subsidiary of Ling Altec Electronics, Inc.  
4212 So. Buckner Blvd.  
Dallas 27, Tex.

EXHIBITION HALL—SPACE 33

#### Representatives at convention

James O. Weldon  
W. M. Witty  
Thomas B. Moseley  
Mark W. Bullock  
Vernon Collins  
Richard P. Buckner  
Ray Tucker

#### Products

Am broadcast transmitters a transmitter remote control equipment

### CONTINENTAL MFG., INC.

NORTH HALL—SPACE 41N

1612 California St.  
Omaha 2, Neb.

#### Representatives at convention

Ray B. McMartin  
Leonard Hedlund  
Ray Unrath  
Bob Farnsworth  
Bruce Trimble

#### Products

Fm multiplex receivers, fixed frequency receivers, custom designed receivers and monitors, audio amplifiers—1/2 w and up, am-fm tuner, stereo amplifiers, radio intercom systems.

### DAGE TELEVISION DIVISION

THOMPSON RAMO WOOLDRIDGE INC.  
Michigan City, Ind.

EXHIBITION HALL—SPACE 3

#### Representatives at convention

Allan Finstad  
J. L. Lahey  
Wells Chapin  
Lloyd Matter  
William Elmendorf  
Joseph W. Alinsky

#### Products

Television cameras, studio camera control equipment, transistorized sync. generators, portable television systems.

### ELECTRONIC APPLICATIONS INC.

EXHIBITION HALL—SPACE 6

194 Richmond Hill Ave.  
Stamford, Conn.

#### Representatives at convention

John Costello



Ruus M. Skee  
Vincent J. Skee

#### **ducts**

EMT 940 turntable, EMT/rever-  
ation unit, EMT special cables,  
T wireless micr. system, NAGRA  
3 portable tape recorder, AKG and  
T studio and field microphones,  
G dynamic headsets, shock-proof  
r. stands, STELLAVOX miniature  
e recorder, SIEMENS & Halske  
del U-71 peak volume indicator  
em, EMT fm operations relay re-  
vers.

### **FAIRCHILD CAMERA AND INSTRUMENT CORPORATION**

EXHIBITION HALL—SPACE 9A  
580 Midland Ave.  
Yonkers, N. Y.

#### **Representatives at convention**

Herbert M. Oshan  
Gerard J. Morio  
Richard Goldberg  
Charles J. Sass  
Edward Curry

#### **ducts**

Cinephonic 16", processor F-316.

### **FOTO-VIDEO ELECTRONICS, INC.**

EXHIBITION HALL—SPACE 19  
36 Commerce Rd.  
Cedar Grove, N. J.

#### **Representatives at convention**

A. J. Baracket  
Joseph Carris

#### **ducts**

High definition film equipment  
completely modularized, transistor-  
vidicon camera, movie—slide—  
que multiplexer. High definition  
tv cameras with all-modular built-  
aperture and phase corrector and  
ble-cascade pre-amplifier, and  
at panel video composite level  
er. Complete line of utility and  
fessional monitors all with plug-in  
dules, 8", 14", 17", 21", 24", and  
in both portable and rack-mount-  
design. All-transistorized power  
plies, 3 ampere and 0.5 ampere  
ulators and silicon 25 ampere and  
mpere power rectifiers. All-tran-  
sistorized, completely modular sync  
erator, EIA interlaced closed cir-  
unit in 3½" of rack space. Com-  
e broadcast EIA sync generator  
ack-mounted and portable design  
transistorized module design—  
ght less than 10 lbs. Complete

video test centers combining mono-  
scope cameras, keyed video signal  
generators, bar-dot generators, sync  
generators, camera control units, as  
provided by Foto-Video to the Bell  
System, U. S. Air Force and to FAA.  
Foto products — The only complete  
line of tv light boxes for monochrome  
and color and complete sets of tv test  
slides, transparencies, opaques, and  
16mm film.

### **GATES RADIO COMPANY**

EXHIBITION HALL—SPACE 2

123 Hampshire St.  
Quincy, Ill.

#### **Representatives at convention**

P. S. Gates  
L. J. Cervone  
Ed Wilder  
N. L. Jochem  
John R. Price  
Gene Edwards  
Tom Humphrey  
Franz Cherny  
Frank Grasett  
Robert Hallenbeck  
Wallace Warren  
Abe Jacobowitz  
Stanley Whitman  
Joe Engle  
Reck Morgan  
Richard Spruill  
Wm. Moats  
London England  
Urlin Whitman

#### **Products**

Am-fm-tv broadcast transmitters,  
audio systems, automatic systems for  
both full time and spot programing,  
spot tape recorders, transcription  
turntables, frequency and modulation  
monitors, remote amplifiers, leveling  
amplifiers, plus other representative  
broadcast equipment.

### **GENERAL ELECTRIC CO.**

COMMUNICATION PRODUCTS DEPT.  
TECHNICAL PRODUCTS OPERATION  
EXHIBITION HALL—SPACE 31

Electronics Park  
Syracuse, N. Y.

#### **Representatives at convention**

R. L. Casselberry  
Harold B. Towlson  
J. Wall  
C. J. Simon  
C. H. Jensen  
A. F. Carul  
M. R. Duncan  
Charles H. Lake

#### **Field sales representatives**

J. H. Douglas  
W. G. Broughton  
R. W. Cochran  
H. H. Condo  
L. F. Page  
E. H. Platt  
J. M. Comer, Jr.  
T. F. Bost, Jr.  
V. H. Russell  
R. E. Lauterbach  
H. W. Granberry  
J. F. Watter

#### **Products**

New (3) I-O color camera, new  
I-O, b&w camera, vidicon cameras  
(film and live), new b&w continuous  
motor film projector, relay switching  
system, transistorized sync genera-  
tor, new b&w calibration monitor,  
audio console-transistorized, new re-  
mote audio amplifier-transistorized,  
full-sized section of vhf helical an-  
tenna, complete line of audio equip-  
ment, portable and rack mounted  
2000 mc relay, 10 kw low & high  
channel tv transmitter.

### **GENERAL ELECTRONIC LABORATORIES, INC.**

EXHIBITION HALL—SPACE 35

18 Ames St.-195 Massachusetts Ave.  
Cambridge, Mass.

#### **Representatives at convention**

Victor W. Storey  
B. T. Newman  
Sal Fulchino  
Paul Day

#### **Products**

15,000 watt and 1,000 watt fm  
transmitters with fm multiplex excite-  
rs including main channel exciter,  
subchannel generator and power sup-  
ply mounted in cabinet as a complete  
integrated system.

### **GPL DIVISION OF GENERAL PRECISION, INC.**

EXHIBITION HALL—SPACE 26

63 Bedford Rd.  
Pleasantville, N. Y.

#### **Representatives at convention**

N. M. Marshall  
E. J. Manzo  
L. L. Pourciau  
A. F. Brundage

#### **Products**

New high resolution film  
chain, studio & rack mount vidicon cam-  
era chains, video recorders, sync  
generators, video switchers, 35mm

telecast projectors, video & pulse distribution amplifiers, standard monochrome vidicon film chains, tv projection systems.

### THE HARWALD CO., INC.

EXHIBITION HALL—SPACE 12

1245 Chicago Ave.  
Evanston, Ill.

#### *Representatives at convention*

Robert Grunwald  
Richard Wallace  
Howard Bowen  
Paul Browder  
Sam Caldwell  
Maurice Dalton  
Ray Short

#### *Products*

Manufacture and distribute 16 mm film inspection equipment, 16 mm motion picture projectors including continuous projectors, 2x2 continuous slide projectors with related accessories.

### HUGHEY & PHILLIPS, INC.

EXHIBITION HALL—SPACE 30

3200 No. San Fernando Blvd.  
Burbank, Calif.

#### *Representatives at convention*

H. V. Claeson  
J. H. Ganzenhuber  
H. J. Geist  
R. L. Lang  
F. J. Little, Jr.

#### *Products*

Manufacturers of 300 mm beacons, obstruction lights, photo-electric controls, beacon flashers, special junction boxes, microwave tower light control and alarm systems, tower lighting isolation transformers, and complete kits for: tower lighting, sleet melter power and control.

### INDUSTRIAL TRANSMITTERS & ANTENNAS, INC.

EXHIBITION HALL—SPACE 11

235 Fairfield Ave.  
Upper Darby, Pa.

#### *Representatives at convention*

Bernard Wise  
Eliot Baker  
Clyde Heck, Sr.  
Stanley Friedman  
Robert Jordan

#### *Products*

Fm broadcast transmitters, fm multiplex equipment, remote control equipment, remote pickup equipment, fm relay equipment.

### KAHN RESEARCH LABORATORIES, INC.

EXHIBITION HALL—SPACE 5

81 South Bergen Place  
Freeport, N. Y.

#### *Representatives at convention*

Leonard R. Kahn  
Kenneth B. Boothe

#### *Products*

The Kahn Model STR-59-1A stereo exciter-driver system permits compatible stereophonic broadcasts over a single am transmitter and for the first time a practical method is offered for stereo reception on two standard am receivers. When used with any standard am transmitter, the system produces two independent sidebands individually modulated by each stereo channel. Upper or lower sidebands can then be demodulated by conventional am detectors without inherent distortion and with marked improvement in audio fidelity. Thus, stereophonic reception is achieved by simply placing two standard receivers approximately six feet apart and tuning them to the respective upper and lower sidebands. When single receivers are tuned to the carrier in the normal am manner, both stereo channels can be received compatibly without loss of program balance. It offers the desired mass appeal of an all-am system, plus the unique advantage that the public has nothing to buy to be introduced to stereophonic broadcasting on the widest possible scale. It is expected that special receivers with single-control tuning and other improvements would be introduced later by various receiver manufacturers once the system is adopted. Installations include CJAD, Montreal; the major power station in Mexico City; and Radio Rumbos and Radio Continente in Caracas, Venezuela.

Compatible single-sideband adaptors for am broadcasting transmitters. This new and thoroughly proven technique doubles effective transmitter power, greatly improves audio fidelity in average home receivers and reduces adjacent and co-channel interference. Transmitters require no engineering modifications, and reception is fully compatible on all am receivers.

Symmetra-peak, model SP-58-1A, a passive network widely used by broadcasters as an economical way to increase coverage range of am, fm and tv voice transmissions. Voice

modulation increases of up to 4 dB plus improved performance of AGC amplifiers and limiters, is provided.

### KLIEGL BROS.

EXHIBITION HALL—SPACE 17

321 West 50th St.  
New York 19, N. Y.

#### *Representatives at convention*

Herbert R. More  
James Jewell  
David Safford  
Wm. Morris

#### *Products*

Kliegl Bros. manufactures a complete line of tv lighting fixtures, accessories, wiring devices and light selection and control equipment for monochrome and color telecasting. The new and revolutionary SCR semiconductor dimmer using the silicon controlled rectifier will be featured. Assistance in the planning of lighting and associated facilities is available.

### LUMITRON DIVISION

METROPOLITAN ELEC. MFG. CO., INC.

EXHIBITION HALL—SPACE 15

2250 Steinway St.  
Long Island City, N. Y.

#### *Representatives at convention*

Jim Connolly  
Tony Dituro  
Paul Shapiro  
Jim Shelley  
Charles Shevlin

#### *Products*

Light control systems, dimmer controls, studio lights, switch gear, panels, boards, bus ducts, main service supplies, LO-OHM switches, Pressur-Tite switches.

### MACKENZIE ELECTRONICS INC.

EXHIBITION HALL—SPACE 98

145 West Hazel St.  
Inglewood 3, Calif.

#### *Representatives at convention*

Louis G. MacKenzie  
Wayne W. Graham  
Norman Ostby

#### *Products*

Multi-channel program repeat automatic announcing machines.

### MINNEAPOLIS-HONEYWELL REC. CO.

EXHIBITION HALL—SPACE 10

Wayne & Windrim Aves.  
Philadelphia 44, Pa.

# LOWEST cost per thousand

## WIBW-TV PROVES IT



You have to buy  
Topeka to  
cover the rich,  
growing 38-county  
Topeka Market. Get  
the facts from your  
Avery-Knodel man.

### LOWEST COST PER THOUSAND

The November Topeka ARB Report proves WIBW-TV is an outstanding spot and network buy, day or night. YOU GET WHAT YOU PAY FOR ON WIBW-TV.

\* Lowest cost per thousand for CBS-TV nighttime and daytime programs when compared with five other CBS affiliates in Kansas and Missouri (November 1959 ARB)

# WIBW-TV

## CHANNEL 13

## TOPEKA

### CBS

### NBC

### ABC

Division of Stauffer-Capper Publications

**Representatives at convention**

George W. McKnight  
Gustave Ehrenberg

**Products**

Transmitting station automatic logging equipment and remote control automatic logging equipment.

**MINNESOTA MINING & MFG. CO.**

MAGNETIC PRODUCTS DIV.  
NORTH HALL—SPACE 40N

900 Bush Ave.  
St. Paul 6, Minn.

**Representatives at convention**

D. E. Denham  
W. H. Madden  
D. T. Windahl  
C. L. Alden  
B. A. Holmberg

**Products**

"Scotch" Brand magnetic tapes and related products.

**MIRATEL, INC.**

NORTH HALL—SPACE 47N

1088 Dionne St.  
St. Paul 13, Minn.

**Representatives at convention**

William S. Sadler  
H. E. Kurzweg  
N. C. Ritter

**Products**

Television video monitors and Citizens Band radio transmitters-receivers. Conelrad receivers. Regulated power supplies and audio-controlled relays. Program failure alarm.

**PROGRAMATIC BROADCASTING SERVICE**

A DIVISION OF MUZAK  
EXHIBITION HALL—SPACE 1

229 Park Ave. S.  
New York 17, N. Y.

**Representatives at convention**

John Esau  
Robert H. Prater  
Robert E. Fender  
Gus Webber  
David Bain  
Joseph W. Roberts

**Service**

Automatic broadcast equipment music programming service. Programmatic will be showing its complete, fully automatic radio programming service in action. Sold and or leased as a complete package-equipment and

adult music programming-Programmatic engineering and sales representatives will demonstrate how commercials and complete prerecorded local programs (along with network cut-ins, if desired) may be automatically integrated into virtually any type of broadcast schedule.

**RADIO CORP. OF AMERICA**

INDUSTRIAL ELECTRONIC PRODUCTS  
EXHIBITION HALL—SPACE 21

Front & Cooper Sts.  
Camden, N. J.

**Representatives at convention**

T. A. Smith  
C. H. Colledge  
A. F. Inglis  
E. N. Luddy  
J. P. Taylor  
E. C. Tracy  
M. A. Trainer  
V. E. Trouant  
J. W. Wentworth  
H. W. Wyllie  
P. Bergquist  
P. A. Greenmeyer  
J. L. Grever  
E. T. Griffith  
J. E. Hill  
A. M. Miller  
D. Pratt  
W. B. Varnum  
R. B. Houston  
C. F. Strawley  
B. K. Kellom

**Standard products engineering**

L. E. Anderson  
T. J. Boerner  
J. E. Dilley  
H. E. Gihring  
T. Gluyas  
H. N. Kozanowski  
A. H. Lind  
F. R. McNicol  
J. H. Roe  
H. W. Westcott  
J. E. Young

**RCA broadcast and television products**

Monochrome and color television equipment, uhf and vhf television transmitters, am fm transmitters, television tape equipment, audio equipment, monitoring equipment and test equipment for am, fm and tv stations. Television mobile equipment, tv cameras, control room equipment, am, fm and tv antenna systems, transmission line, tower lighting and accessories. Radio and tv station automation equipment. Microwave relay equipment.

**RADIO CORP. OF AMERICA**

TUBE DIV.  
EXHIBITION HALL—SPACE 21

Harrison, N. J.

**Representatives at convention**

H. C. Vance  
J. E. Kelly  
R. E. Johnson  
R. E. Lawrence  
G. Dymacek

**Products**

Electron tubes and semiconductor devices.

**RAYTHEON CO.**

EQUIPMENT DIV.  
EXHIBITION HALL—SPACE 1-A

225 Crescent St.  
Waltham 54, Mass.

**Representatives at convention**

Len Walker  
Ray Kendall  
J. J. Sedik  
Hugh Bannon  
A. F. Conrad  
H. J. Geist  
Duane Crawford

**Products**

KTR microwave television re systems for remote pick-up or S applications. 7,000 and 13,000. Portable and rack-mounted for NT color and simultaneous audio. T program audio channel units for plication to existing systems. Mic wave waveguide accessories includ antennas, waveguide, diplexers, et

**SARKES TARZIAN, INC.**

EXHIBITION HALL—SPACE 18

East Hillside Dr.  
Bloomington, Ind.

**Representatives at convention**

Biagio Presti  
Dan Meadows  
Neff Cox, Jr.  
Wendell Fuller  
Gene Keith  
Bill Tarr  
Miles Blazek  
Don Bower  
Roy Hackmeyer  
Lewis Hildinger  
Robert McCoy  
Charles Moore  
Nubar Donovan  
Charles Tudor  
Richard Huffman  
George Morel  
Hubert Huffman  
Valdemar Fagerlie  
Ted Rhodes  
Henry Cronin  
Lynan Abbott

Charles Clapham  
Mark Tarzian  
Jack Roden  
Morrell Beavers

#### ducts

Heterodyne microwave relay, tv transmitters, complete tv station cages—including studio equipment, tv studio equipment, including: large orthicon cameras—vidicon studio cameras—vidicon film cameras—video switchers—master monitors—video generators, audio equipment.

### SCHAFER CUSTOM ENGINEERING

EXHIBITION HALL—SPACE 14

235 South Third St.  
Burbank, Calif.

#### Representatives at convention

Paul C. Schafer  
L. Paul Comstock, Jr.  
Tom Magowan  
James Brown  
Raye Smith

#### ducts

Automation—automatic program-tape cartridge recorder/player, remote control equipment.

### STANDARD ELECTRONICS

EXHIBITION HALL—SPACE 28

Lakewood Rd.  
Farmingdale, N. J.

#### Representatives at convention

V. H. Zillger  
T. Campbell  
Reed Haythorne  
Jimmy Evans  
L. R. Taylor  
Joe Ewansky

#### ducts

Exhibiting—All new space-saving equipment, 250 watt fm transmitter stereo or multiplex, 5 kw fm transmitter for stereo or multiplex, 1 kw fm amplifier and transmitter, fm—stl units, fm—mtl units, fm/am/—audio console, fm Serrosoid® replacement modulator for fm/fm stereo and multiplex use—for modernizing Western Electric and other old-fm transmitters, fm Serrosoid® replacement modulator for modernizing DuMont tv transmitters. These equipments contain features well accepted by the broadcasting industry, well known by the standard electronics line of tv equipment such as patchover, space saving, economical operation, low tube cost long tube life.

### TELECHROME MFG. CORP.

EXHIBITION HALL—SPACE 20

28 Ranick Dr.  
Amityville, L. I., N. Y.

#### Representatives at convention

J. R. Popkin-Clurman  
H. Charles Riker  
E. B. Herman  
Dave Chapman  
Don Dudley  
S. S. Krinsky  
Ray Wulfe

#### Products

Telechrome will demonstrate a number of its latest equipment with extensive applications in the fields of color tv, broadcast equipment, three new types of studio cameras, video transmission facilities, testing and telemetering, with a complete line of transistorized power supplies featuring: 1. Model 490A. Special effects generator with joy stick control for wipes and matting. For use in monochrome and color tv with live video tape film programming. 2. New 4½" image orthicon camera, studio vidicon camera, 3-V color camera, featuring fast warm-up, super stability, low-light level sensitivity. 3. Model


1008A. Vertical internal test signal keyer. New signal for testing and control during programming monochrome and color tv. 4. Model 1003D. Video transmission test signal generator—the only portable and standard rack mounting unit which produces multi frequency bursts, stair steps, modulated stair step, window signals, including composite sync. The precision test signal generator produces composite television wave forms for measuring amplitude vs. frequency, differential amplitude vs. amplitude, dynamic linearity, differential phase vs. amplitude, high frequency transient response, low frequency phase or streaking, smears, mismatches, etc., of individual units, amplifiers, cables, etc., in all parts of the tv system from the studio thru all local facilities, including the transmitter. Portability makes the model 1003D ideal for checking facilities anywhere designed for video tape testing. 5. Model 1005SA1. A new high quality portable sync generator, featuring magnetic core binary counters, delay line governed. 6. Model 1073D1. Sin<sup>2</sup> window generator—a new portable test unit which produces a new type of wave form for testing

## WORLD FAMOUS

### MOHAWK MIDGETAPE PROFESSIONAL 500

#### HIGH SPEED

#### POCKET TAPE RECORDER



Used by NBC - CBS and numerous radio and TV stations, for recording in the field.

Records anything it hears and plays it right back in unbelievable broadcast quality.

Special built-in "VU Meter".

Weights only 3 lbs.

THE PEER OF POCKET TAPE RECORDERS... MIDGETAPE IS AMERICAN MADE.

"Science Fiction" accessories available for confidential recordings.

For literature, or free demonstration in your office, write Dept. B.

NO ELECTRICITY REQUIRED

OPERATES ON ONLY 1 BATTERY

ALL TRANSISTORIZED

*Mohawk...*  
business machines corp.  
944 halsey street brooklyn 33, new york  
manufacturers

any part or all of a tv pulse system for amplitude and phase characteristics "go-no-go" indication simplicity. 7. Model 1007B. Portable video transmission test signal receiver for precise measurement of differential phase and differential gain.

Other featured equipment will be the chromoscope (Vector display) which provides differential phase measurements to .01°, envelope delay curve tracer, chromolizer (portable color signal generator), and new polaroid camera equipment for checking and recording differential phase, multi burst, amplitude and window signals.

### TELECONTROL CORP.

NORTH HALL—SPACE 44N

1418 W. 166th St.  
Gardena, Calif.

#### Representatives at convention

John W. Doering  
Leroy Jorgenson

#### Products

Video-audio distribution systems, studio video switching systems, master control switching systems.

### TelePrompTer CORP.

EXHIBITION HALL—SPACE 22

311 W. 43rd St.  
New York 36, N. Y.

#### Representatives at convention

Irving B. Kahn  
Hubert J. Schlafly  
William Sargent  
E. J. Spiro  
Ted Atwood  
Joseph Munisteri  
Ted Boismeuau  
Joe Kovalchik  
Brad Macy

#### Products

Manufacturers and suppliers of equipment and services for television stations and networks, motion picture studios, public speakers, conventions and group communications. Products and services to be displayed include: 1. The TelePrompTer Model V cuing equipment, featuring selector dual hand control, ring control, foot pedal, tellens adapter and new accessories. 2. The new TelePro 6000 rear screen projection system with 65 slide-per-minute changer, short throw, complete remote control, dramatic light power, new automatic dower. 3 New single contact 12 channel TeleMation Automation of pre-set effects through

TelePrompTer equipment. Space-saver. 4. Various control modules.

### TELESCRIPT-CSP, INC.

EXHIBITION HALL—SPACE 8

155 W. 72nd St.  
New York 23, N. Y.

#### Representatives at convention

Robert Swanson  
Curt Howard  
Peter Jackson  
Trig Lund

#### Products

Tv studio prompting equipment, rear screen projectors, edit pulse visualizer, polarization effects kit. Orbiters.

### TELEVISION SPECIALTY CO.

DIV. OF FEDERAL MFG. & ENG. CORP.

NORTH HALL—SPACE 43N

1055 Stewart Ave.  
Garden City, N. Y.

#### Representatives at convention

Howard Ryder  
John Schlageter  
Lawrence Scheu

#### Products

Television specialty company kine-scope recording cameras; transistorized 16mm S-O-F newsreel cameras, with portable power pack; 16mm film inspection equipment; 35mm cameraflex movie cameras.

### TOWER CONSTRUCTION CO.

EXHIBITION HALL—SPACE 16

2700 Hawkeye Dr.  
Sioux City, Iowa

#### Representatives at convention

M. M. Lasensky  
C. A. Wright  
G. S. Chesen  
A. C. Tilton

#### Products

Towers, am, fm, tv, microwave erection service.

### U. S. ARMY

NORTH HALL—SPACE 42N

Office, Chief of Information  
Washington 25, D. C.

### UTILITY TOWER CO.

EXHIBITION HALL—SPACE 4

3140 Northwest 38th  
Oklahoma City, Okla.

#### Representatives at convention

C. E. Nelson  
Jerry Nelson  
V. G. (Bud) Duvall  
Nathan Sholar

### Products

Radio tower manufacturing and erection

### VISUAL ELECTRONICS CORP.

EXHIBITION HALL—SPACE 27

356 W. 40th St.  
New York 18, N. Y.

#### Representatives at convention

James Tharpe  
Pat Gallagher  
Morris Mayers  
Bert Kupperman  
Cecil Grace  
Jim Sims  
Felix Bonvouloir  
Wayne Marcy  
Dick Witkovski  
A. R. Hopkins  
A. W. Greeson, Jr.  
Al Kallman  
L. C. Radford, Jr.  
Leo Darrigo  
Robert Jonschur  
Robert Richards  
Mrs. Jess Rafsky

#### Products

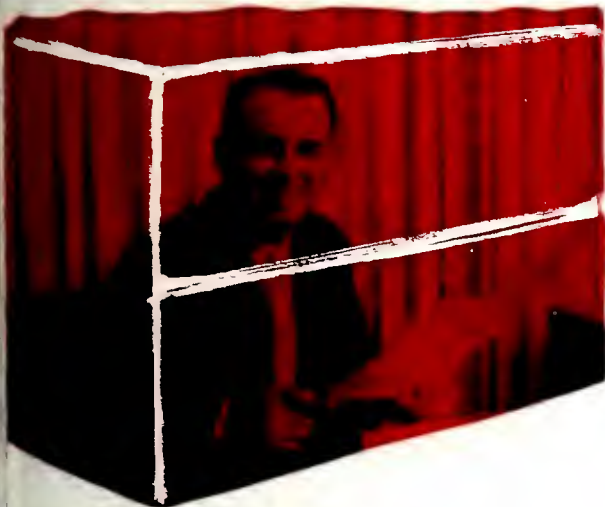
Program automation for video audio systems featuring the "super equipment from specialist manufacturers" which Visual sells nationwide. Visual Electronics' nationwide sales of field engineers will be on hand demonstrate equipment for all broadcast needs in the following categories: *Tv area*—visual automation systems, TARC switchers and plug-in waveform monitors, power sources, transistorized power supply systems, Mackenize program repeater, FAVAG master studio clock system, GPL high resolution vidicon film, CONRAC picture monitor, EASTMAN 16mm tv projector, Smith-Florence Faultfinder, Program transmission line, Decca weather radar, Superior self normalizing video jack, Dynair video and R. F. distribution equipment.

*Am area*—Continental transmitters and remote control systems, broadcast electronics Spotmaster, Alterdio console, microphones, Nems monitors, field strength meter, Deffectone tape recorder.

*Fm area*—GEL transmitters, multiplex exciters, audiomation players for background music, Browning multiplex receiver equipment.

# Interview: Gene Fitzgerald

Penick & Ford Advertising Manager tells why he chooses  
 WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations

**WLW-I**  
 Television  
 Indianapolis

**WLW-D**  
 Television  
 Dayton


**WLW-C**  
 Television  
 Columbus

**WLW-T**  
 Television  
 Cincinnati

**WLW-A**  
 Television  
 Atlanta



Crosley Broadcasting Corporation a division of *Arco*



**“Who’d think you could  
do it 720 different ways  
in 720 minutes!!!”**

**“MUSICAL-TIMECASTER” . . . the greatest innovation  
in radio programming since jingles . . . at C.R.C.’s studio  
at the Sheraton-Blackstone**

- your own customized jingles sing the time
- automatically cues the tape to the exact minute

Commercial Recording Corporation  
P. O. Box 6726 3104 Maple, Dallas 19, Texas  
Tom Merriman, president • Bob Farrar, vice president  
Dick Morrison, vice pres., gen. sales mgr.



**PONSOR ASKS**

*Continued from page 53)*

Don't expect it to substitute for good programming. It can't. But it can and should convey the specialness, the quality of your programming. If it can do this, it will have done its job.

**W. M. Sanger, Jr.,** *promotion manager, WQXR, New York*

Every once in a while, someone will say to me, "I wouldn't think you'd have to promote WQXR."




*We tell advertisers how we are different*

"Doesn't everyone know about it?" It is true that WQXR is widely known, both along Madison Avenue and among a vast number of literate radio listeners in and around New York. Yet there are still misconceptions about WQXR. You could gather from the fore-

going that perhaps our promotion—at least our sales promotion—is designed to educate. Well, perhaps it is. We think we are different from other radio stations and we like to tell advertisers why we think so and why our kind of broadcasting and our kind of audience is valuable to them. We know that our classical music format appeals to people who have higher incomes and better education and who thus represent an important segment of the rich and huge New York market. And we believe this audience can best be reached through

certain techniques that have proved successful for many WQXR advertisers.

While our promotional "story" may be different from that of many stations, the techniques we use in disseminating it are quite standard. We issue a regular flow of direct mail brochures, research material and press releases; we use some trade paper advertising, and we are constantly asked by our sales staff to prepare presentations for specific accounts. In all of this, we hammer hard at the theme of WQXR's "uniqueness."



**Meet**  
**McGAVREN T-V**  
*Television Station Representatives*

NEW YORK • CHICAGO • DETROIT  
SAN FRANCISCO • LOS ANGELES • SEATTLE

FOR FACTS ABOUT NATIONAL SALES  
*... ask the man who knows!*

at the  
**EXECUTIVE HOUSE**

**DAREN F. McGAVREN, President**  
**JOHN JOHNSON, Executive V.P.**

N.A.B. CONVENTION  
April 3rd thru 7th

the nation's  
finest  
commercial  
atmosphere

A  
HIGHLY-RATED  
PRESTIGE  
BETTER MUSIC  
STATION



**WPBC**

Adult Radio

MINNEAPOLIS - ST. PAUL

William V. Stewart, President

Nationally represented by  
**Daren F. McGavren Company**

## PROGRAM CONTROL

(Continued from page 37)

there's a danger that it might be removed and topple the others.

There are really only two things that might be said against network control: (1) That it encourages Washington to breathe still harder down network necks, and (2) that the past track record for wholly developed and produced net shows hasn't always been the greatest; they frequently bomb or fail to sell out.

Agency/sponsor interest in con-

trolling a show goes back many years to the days when practically every big network radio show was the chattel of a JWT, BBDO or B&B. Agencies bought scripts, cast and produced shows, wrote talent contracts, publicized stars. Radio networks sold time, supplied studio facilities.

The pattern—or at least the desire for this pattern—followed into tv when it came along. But as tv shows became more spectacular and much more expensive, agencies began relinquishing more of their "control" to

the networks (or bought packages from producers) as an easier way to get quality shows without having to turn into production colossi.

Actually the whole idea of agency show control was a sharp departure from advertising practices and radio brought it about. In magazines, the advertiser was responsible only for the space he bought—for the editorial content of the page around him. In radio, he suddenly became responsible not only for commercials but for the entertainment that surrounded them. A lot of clients and agencies liked the idea and still do. In a recent *TV Guide* story, Chuck Crowley, tv manager for Du Pont, said, "We consider our programs to be our personal calling cards to the public and we feel we want to be able to say what is on those cards." Many other advertisers and agency men are reluctant to give production reins to a network or a side producer. But in recent years there's been a drift toward control shared by sponsors, nets, producers.

The present climate in Washington, however, has raised the issue again. Now it appears many agencies and advertisers would be glad to see the nets take over the biggest share of control—including answering questions from Congress. But here, where a schizoid tendency slips in.

"Once the gale in Washington blows itself out," one advertiser says, "for how long do you think agencies will want to see nets in virtually full control? You can't force advertising from the budget equation, and everyone likes to get a pat on the back. Remember, many an agency has built quite a reputation through picking or 'controlling' a high-rated tv program. They can lose their bargaining power with a client if the network gets show credit. The client may not ask that old 'So whattaya do for your 15%?' question."

Other advertisers expressed some doubts about agency willingness to let the nets run too far with the budget. Not only may they lose credit for a hit show, but they risk considerable money on a flop. For too long, agencies have been identified in the trade with tv shows, and even if they shout loudly that they had nothing to do with the production of a net-controlled show, they are in danger of being partly blamed for it anyway.

## Now . . . for the First Time, Every Independent Station Can Own the All-New

# Cellomatic®

### ANIMATION PROJECTOR



Model 45: one of three revolutionary new models.

**N**OW YOU CAN HAVE live, on-the-air or taped animation . . . quickly, easily . . . without costly motion picture film . . . as used successfully by all the national networks since 1954. Cellomatic's new projector, to be shown for the first time at the NAB Convention, brings this equipment within every TV station's budget . . . for newscasts, commercials, weather shows, sports round-ups and general programming. Be sure to see our exciting demonstration at the Cellomatic Booth!

## See our Full Line of Animation Projectors at NAB--Booth 37N

**Cellomatic** CORPORATION  
756 Seventh Avenue • New York 19, New York  
Leaders in Audio-Visual Equipment

*We of BMI are proud to receive this honor...*

## AN APPRECIATION

FOR TWENTY YEARS BROADCAST MUSIC, INC. HAS HELD WIDE OPEN THE DOOR OF OPPORTUNITY FOR AUTHORS, COMPOSERS AND PUBLISHERS OF ALL TYPES OF MUSIC.

IT HAS SOUGHT THEM OUT IN EVERY CORNER OF THE COUNTRY.

IT HAS NURTURED THEM, AND ENCOURAGED THEM, AND ABETTED THEIR DEVELOPMENT IN EVERY HONORABLE, MEANINGFUL MATERIAL AND SPIRITUAL MANNER.

AND IN SO DOING, BROADCAST MUSIC, INC. HAS IMMEASURABLY ENRICHED ALL OF AMERICAN MUSIC.

AS MUSIC PUBLISHERS, AUTHORS AND COMPOSERS WHO WERE THUS ENABLED TO MAKE OUR OWN INDIVIDUAL CONTRIBUTIONS TO THE MUSICAL WEALTH OF OUR NATION AND THE WORLD, WE, ON THE OCCASION OF BROADCAST MUSIC, INC.'S 20<sup>TH</sup> ANNIVERSARY, HEREBY EXPRESS OUR DEEPEST APPRECIATION TO BMI AND ALL ITS OFFICERS, DIRECTORS AND EMPLOYEES.

FROM THE FAMILY OF

**B. M. I.**

MUSIC PUBLISHERS, AUTHORS AND COMPOSERS

FEBRUARY 9<sup>TH</sup>, 1960

**BROADCAST MUSIC, INC.**

589 Fifth Avenue

• New York 17, N. Y.



**BABIES**

(Continued from page 45)

"We think we're reaching new mothers as soon as they're home from the hospital. They're not running around or doing too much housework for a while, and we've scheduled commercials to run once every hour between 10:15 and 3:45."

The Heinz tv package was bought only seven weeks ago, and accounts for about 25% of the total ad budget. Heinz and Gerber are unique in their distribution in that both are national. Most of the others are regional. This is why network patterns aren't as suited as spot to many companies.

Clapp's baby foods, for example, still relies most heavily on "personal" contact at the local level and on print. It's a regional brand but has two unique advantages over the competition, says Frank L. Henderson, v.p. and account supervisor at SSCB.

"We're a penny less than competitive brands, and we're the first baby food on the market (1921)."

The marketing problem he sees: "Isolating the actual prospect—the pregnant woman or the new mother—in buying the coverage of any me-

dium." He sees a considerable waste, but suspects that much circulation which seems to be waste is actually contributing to sales by influencing the mother. In his opinion, the supermarket is the most influential outlet.

The drugstore, of course, is the best retail outlet for the toiletries and sundries manufactured for babies. One of the biggest items—accounting for about \$57 million a year in sales—are diapers and baby pants. One of the biggest producers is Playtex, handled by Reach, McClinton, agency.

Some of the special marketing problems, as outlined by account supervisor Bernard M. Lewy: "Only about 20% of all women use diaper services, and this is our potential market. But a diaper service is usually less expensive than constant use of our Dryper would be (some \$3 a week), so we stress use of these disposable diapers while traveling." Playtex and Johnson & Johnson dominate the disposable diaper market, with about 45% of the sales for each. Kleinert is top seller in the pantie field.

Playtex, owned by International Latex, uses heavy spot tv in more than 100 major market areas only,

supplemented with occasional radio—all scheduled on a barter basis with stations. Why tv? Mr. Lewy answers: "We prefer daytime, when we reach almost all of our prospective if they're reachable by any medium. And it gives us a greater spread."

Mennen Co. is using tv for the first time with a daytime net scheduled (see chart, page 45) aimed at young women, pregnant women and mothers with *I Love Lucy* on CBS TV.

Mennen's account supervisor at Grey agency has scheduled commercials for the lotion, powder and oil with copy carrying strong emotional appeals. In his opinion "Women in the early stages of pregnancy are still involved with their own needs. They're concerned about the loss of the figure, whether they still attractive. But about the seventh month of pregnancy they switch their focus of attention to the baby, and are concerned with its needs and future." The latter stages of pregnancy are when he thinks the strongest sales appeal can be made.

In Mennen commercials written to play down the actual reminders of hospitals and the birth process, they emphasize mood and the happiness after the baby is born. Women proaching childbirth "are tense and anxious, and they don't like to be reminded of it," he says.

Mennen also attempts to establish a company image "of quality product and authority as a manufacturer in the baby care field, of a feeling of humanity and charm. We want women to accept the fact that our baby products do more than just perform the functions expected of them and to think they have built-in product performance advantage." And tv seems the best medium for getting the message across because "readers aren't necessarily viewers and we're trying to reach as many young women as possible at the most efficient cost with an exciting, dramatic message."

There are common themes in both the print and the broadcast copy for most of these baby product companies. Response and attentiveness is always high in pictorial presentation of babies themselves. Also, most of the companies combine product sell with subtle hints on how to care for a baby (Heinz), humor (a Dryper jingle by Playtex, keyed to "How I am"), mood (Mennen).

**yes, No. 1**  
in DENVER

**KBTv** CHANNEL **9**

\* 6 out of the top 10 programs are on KBTv!  
Greatest share of audience from 3 P.M. to sign off!  
Greatest number of homes reached from 3 P.M. to sign off!

The figures are in... and they conclusively prove that for the second straight rating period... Channel 9 is the top station with Denver TV viewers.

Great ABC-Television network shows, powerful local programs combine with KBTv's "perpetual promotion" to place Channel 9 in this number one position.

**HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTv?**

\* Nielsen Station Index For Denver February 1960

**KBTv** THE FAMILY STATION CHANNEL **9**

Call your P G W Colonel

Denver, Colorado  
JOHN C. MULLINS, President  
JOE HEROLD, Station Manager

Carbonated fun, sizzling excitement, pulsating public service...these are the ingredients which give Crowell-Collier stations that frolicking, effervescent sound... a sound of complete freedom of expression devoid of impediments that bind creativity so necessary to keep a radio station dominant in its market.

Crowell-Collier fun-excitement-public service programming is aimed at the warm, fun-loving hearts of the people. No attempt is made to cover up the natural, warm feeling generated by Crowell-Collier air personnel.

This freedom of expression then is the element which provides the fun-excitement-public service... the distinguishing facets of Crowell-Collier programming.

## UNINHIBITED



**KDWB**  
**MINNEAPOLIS/ST. PAUL**  
 John M. McRae, Gen. Mgr.  
 Natl. Sales Reps  
 Avery-Knodel, Inc.

**KEWB**  
**SAN FRANCISCO/OAKLAND**  
 Milton H. Klein, Gen. Mgr.  
 Natl. Sales Reps:  
 The Katz Agency, Inc.

**KFWB**  
**LOS ANGELES**  
 Robert M. Purcell, Gen. Mgr.  
 Natl. Sales Reps:  
 John Blair & Co.

*"first in contemporary communication"*  
**CROWELL-COLLIER BROADCASTING CORPORATION**

Robert M. Purcell, Director

From 5:30 to 10:00 a.m., WRC's Al Ross gives Washington listeners what they want. Ross' early morning music and news program "Your Timekeeper," consistently attracts the largest morning audience in the Capital area. And WRC goes right through the day providing the special sounds of local news, adult music, regular traffic and weather checks . . . plus . . . nation-wide and world reports from the largest broadcast news organization in the world. Result: WRC delivers the buying public throughout the metropolitan coverage area. The Capital wakes . . . and stays . . . with WRC because WRC is tuned to THE SOUND OF THE SIGNAL. WRC • NBC OWNED • 980 IN WASHINGTON, D. C. • SOLD BY NBC SPOT SALES

SOURCE: NSI, WASHINGTON AREA, DEC 1964

## Washington wakes to WRC Radio



# WASHINGTON WEEK

2 APRIL 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Politicians as a rule don't like polls hence there shouldn't be any surprise in the announcement of the Harris Legislative Oversight subcommittee that it's laying a foundation for probing tv rating methods.

The group has hired the American Statistical Association to study the soundness of the various rating system and the ASA, in turn, has hired three outside experts.

Says Harris: it appears that networks program their prime time in line with program ratings and so it is **vital to find out how accurate they are in measuring the audience.**

Meantime the Harris subcommittee keeps working on bills to (1) initiate a code for regulatory agencies; (2) regulate networks; (3) make it more difficult to sell stations; (4) to get at payola, plugola and the rigged quiz situation.

P.S.: Nielsen wired Harris that the experts must visit its Chicago plant.

**If you've wondered what positions can be expected from new FCC commissioner Edward K. Mills, Jr., the profile in that regard, for the moment, is rather misty.**

It's assumed, however, that after he's ploughed somewhat into the job his views on issues facing the commission will be easier to assess.

These are the impressions gathered from what Mills has said so far in interviews:

- He's firmly **against censorship and holds that self-regulation is the best way to obtain program improvement**—thus agreeing with all his colleagues.
- He favors a stern attitude toward malpractices and off-the-record approaches to commissioners.

As of now, he speaks in about the **same terms as the majority and if it turns out that this is where he stands, his 15-month term will bring no changes in FCC direction.**

Democrats are apt to be satisfied that Mills term runs out next June, this allowing the one legally valid switch, in the event they take over the White House.

**Rep. Emanuel Celler, chairman of the House Judiciary Committee introduced a bill to make payola a federal crime.**

Another bill would give the FCC authority to issue conditional one-year licenses to stations which offend.

**The FCC moves quietly ahead with its slightly tougher attitude, even in advance of a formal decision on its own powers to intervene with respect to station programing.**

Now another station, KDB, Santa Barbara, Cal., has had its license renewal held up for failure to match program performance with promise. Two of the four Boston stations held up principally on payola allegations also had the program issue raised.

**The networks, some multiple owners and some individual stations joined in unanimous protest to the FCC over the payola and plugola directive.**

The FCC holds meetings on whether the ukase went too far or whether it should be held in abeyance temporarily, pending hearings.

The industry said the FCC's goal of **eliminating the malpractices was laudable but that the commission is going too far.** Free records, payments of trip expenses of station personnel for people merely hoping the stations will consider a development newsworthy, payment of remote expenses, etc., are all customary business practices and not reprehensible, it was argued.

# FILM-SCOPE

2 APRIL 1960

Copyright 1960

SPONSOR  
PUBLICATIONS INC.

The first golf series to go into syndication is Walter Schwimmer's **Top Golf**: repeat plays of **All Star Golf** are coming off ABC TV.

Seven stations have signed so far for three years of the syndicated series, 26 episodes series. They are: WOR-TV, New York; KHJ-TV, Los Angeles; KTVU, San Francisco; WXYZ-TV, Detroit; WMAL-TV, Washington; WTPA-TV, Harrisburg, and KLYD-TV, Hershey, Pa.

CBS Films has sold its **Robert Herridge Theater** series to the Australian Broadcast Commission (6 stations) to start 1 July—which is the height of the winter season in Australia.

This, the first sale on the complete series, unravels an unusual sales pattern for a show. **An international sale prior to a domestic one.**

The deal is for two runs of 26 episodes.

Previously, individual episodes were taken from the series for sales in Germany, Sweden and Denmark.

Sara Lee foods (C&W) has picked up half-sponsorship of **Play of the Week** on WGN-TV, Chicago, to introduce a new frozen chicken product.

Their strategy appears to be this: Use a quality show to sell a high-price brand.

Sara Lee, incidentally, sells its bakery line fresh in Chicago and frozen in other markets. **The new product will be the first frozen item it will sell in Chicago.**

Westinghouse will announce at the NAB convention that it is making available a series of media promotion spots to all stations without cost.

The film spots, a series of animations in 10, 20 and 60 second lengths, have the theme of using tv to promote tv.

Intercontinental TV has put its second mobile tape recorder to work in Europe.

One unit will produce tape in Rome for the **Today** show while another is in Paris, Munich, Salzburg and Venice for the **Pat Boone Show**.

MCA's **Johnny Midnight** scored a number of ratings successes in premieres the past few weeks, demonstrating that midseason starts aren't necessarily a handicap to a new show.

The show has already premiered in around 30 markets; the first three ARB reports received are the following:

CITY	STATION	RATING	SHARE
New York	WRCA-TV	21.8	33.9%
Cleveland	WJW-TV	16.7	32.3%
Portland, Ore.	KGW-TV	23.0	40.4%

What's unusual about the New York ARB above is that **Johnny Midnight's** first rating was the highest syndication score in the market, traditionally a very tough one for syndication ratings because of seven-station competition.



Syndication's continuous need for shows that can deliver a masculine audience is being met by Ziv's Home Run Derby at the moment.

The sports series, now sold in 87 markets, lists among its advertisers Consolidated Cigar, International Harvester, and several breweries, including Schmidt, Schlitz and LaBatts. (For details, see FILM WRAP-UP, page 114.)

## COMMERCIALS

NTA-Telestudios is the latest company to introduce a system for pre-testing commercials and tv programs.

TAR—Television Audience Research—is the name of the new method, which will utilize in-home testing. Research analysis will be done by Blankenship, Gruneau & Ostberg.

NTA-Telestudios intends to make the service available to the entire industry and claims higher validity for it than present testing services provide.

William Van Praag has pointed an admonitory finger at agency producers for some of the commercials difficulties in recent months.

His statement was: "If the agency producer could have performed in his proper capacity, the industry might not be subject to the unfavorable publicity and the FTC hassle it is experiencing today."

These remarks were disclosed through Marc S. Asch, executive v.p. of Van Praag, at a talk last week before the Chicago Agency Broadcast Producers Workshop.

Eastman Kodak is introducing film devices which apply broadcast developments directly to the consumer market.

A new 8 mm sound projector, although designed for home use, may be applied to very inexpensive business films and presentations—or for making low cost copies of 16 mm films.

Still another possibility is introducing sound in the 8 mm home cartoon market, a field that several syndicators have already entered.

The new device utilizes a magnetic recording strip on 8 mm film.

Midwest commercials production is getting a boost from a talent directory on video tape made by Giantview TV in Detroit.

Some 100 local actors, actresses, models and announcers appeared on sample reels designed to expedite casting and encourage local production.

This talent directory, said to be first of its kind, will be available to agencies and film producers 15 April.

Robert Lawrence Productions has extended a blanket invitation to its commercials talent to use its executive dining room.

The idea behind the move is to allow agency men to meet the people who actually perform their commercials before the cameras.

Several performers—accustomed to the idea of having to appear to promote products that they sell—inquired if they'd have to wear special costumes, but were surprised to discover the arrangement is strictly informal.

The dining room has become a conversation piece within the trade.

# SPONSOR HEARS

2 APRIL 1960

Copyright 1960

SPONSOR  
PUBLICATIONS INC.

The agency business has cooked up a new quip to describe the morale in shop where an important account or two are shaky.

It's this: They're walking around with their resumés in their pockets.

The recital of this past week's episode may serve to prevent any more telegraphed business inquiries going, in error, from NBC TV to ABC TV.

ABC got one from an agency, marked "attention: Don Durgin," asking what was available 10 p.m. Monday, Wednesday or Friday, with the program to be mutually acceptable.

Durgin got a call from one of his former ABC sales associates thanking him for giving him a hand on the sale.

In withdrawing from the Pepsi-Cola account sweepstakes, NL&B may have had other cause than it was bucking a tough field.

A Michigan Avenue speculation: Mars, Inc., NL&B's recent addition, may be planning to enter the carbonated beverage field in a stroke toward product diversification.

Tv program titling appears to be going more and more avidly for digits; there'll be at least six shows with numbers in their titles on the air this fall.

The sextette: Route 66, Surfside 8, 77 Sunset Strip, 21 Beacon, Rescue 8 and Coronado 9.

Libby-Owens-Ford (F&S&R) will hold off making any tv commitments for next season until it's settled its embarrassment with the FTC.

It had to do with charges that those distortion-proof commercials were taken through open auto windows.

You can now wisecrack about Madison Avenue being inclined to function in an "ivory tower" and be close to the truth, in one respect: McCann-Erickson.

The agency's heavy-thinking and dreaming offshoot, John Tinker & Partners, is located in the Waldorf-Astoria Towers.

There they quarter in intellectual isolation, pondering out problems, ideas and campaign basics. The translation into action is done elsewhere.

Don't be surprised if NBC TV outfoxes ABC TV AND CBS TV in the area of football.

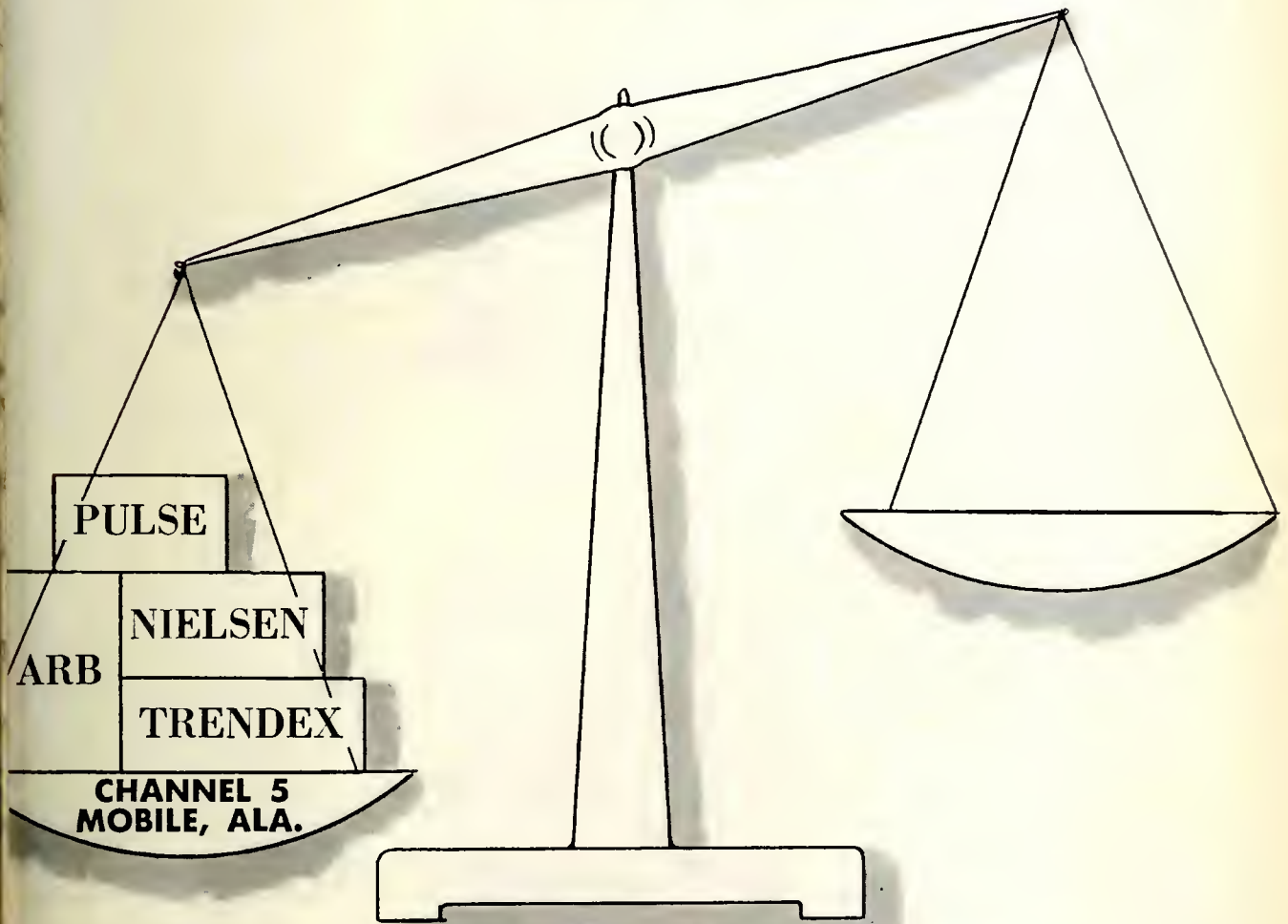
Two coups that NBC is working on: (1) the Big 10, and perhaps Notre Dame also breaking away from the NCAA-ABC package and going with NBC this fall; (2) getting the rights to the Baltimore and Pittsburgh NFL games—which are not in the CBS nine-team deal.

ABC TV, yielding to the expected pressure, has been liberally passing out rate raises to affiliates. Notes an ABC official: "even when these increases go into effect this fall we'll still have a \$10,000 differential under NBC and CBS per nighttime hour and a lower cost-per-thousand."

On The Gulf Coast

# THE BIG ONE

Takes the *Measure*



# WKRG-TV

CHANNEL 5 MOBILE, ALA.

*Call Avery-Knodel, Representative,  
or C. P. Persons, Jr., General Manager*

# NEWS & IDEA WRAP-UP

**LEADING THE WAY** with the first mobile video tape operation of any local tv station in Philadelphia, WCAU-TV set up unit to record Gene London's visit, astride elephant, to zoo



**HOOFING IT** at KYW (Cleveland's "Kick Up Your Heels" party, which introduced the station's "Big K" promotion to agency executives) are (l-r) bandleader Sammy Kaye, songstress Kitty Kallen, Eve Riecz, Wyse Adv. Agency media director and Big Wilson, station personality



The reason Jacob L. Barowsky gives for disposing of his phenomenally successful Adell Chemical (Lestoil, Lestare) is simple: the inheritance tax.

He figures his family and relatives would have to pony up at least \$1.5 million for such taxes, if the plant remained in their hands.

Under the outright sale to the New England holding company, Standard International, Barowsky retains management control as long as he elects.

The sale price was not disclosed. Adell's tv outlay last year: about \$13.5 million.

Shulton reports that it's already lined up 72 stations for its documentary, *Race for Space*.

It's shooting for 95 stations.

The hour film is to be aired a week of 24 April.

Budweiser, out of D'Arcy, St. Louis, is planning a big May ad

**ON-THE-SPOT COVERAGE** is functioning new telesign in South Bend's Times Square erected by WNDU-TV. In addition to newscasts, sign will be used for co-op advertising.



**MAKING TV STAR SALESMAN** was discussed at recent Mpls. Adv. Club meeting. Halsey Barrett (sec. from l), dir. tv sales of Katz Agcy. With him (l-r) Phil Hoffman, v.p.-g.m. (WTCN, Twin Cities); Dave Abner, Katz; Bob Fransen, WTCN-TV sales



ne promotion, again using the theme, "Pick A Pair Of 6-Packs." Major market radio and tv will be used, along with billboard and magazines. The entire promotion is based on point of purchase displays. This promotional pattern has produced outstanding results for Budser in the past: In 1957 the campaign sold 13 million 6-packs; in more than 20 million.

**Campaigns:**  
**Comstock Foods** has a spot radio campaign scheduled in North Ohio to promote its **Complete Fillings**. The promotion, to run four weeks, covers 36 announcements per week on WHK, Cleveland; 15 spots per week on WERE, Cleveland; and 25 spots per week on WPD, Toledo and WAKR, Akron.  
**Chun King Corp.** is doubling its previous ad budget and is spending \$3 million on its present advertising and merchandising campaign to introduce its **American-Oriental** products line. The campaign, which began two weeks ago, uses spot tv in 34

major markets. In addition to the spots, tv stations are running newspaper mat advertisements calling consumers' attention to the commercials. Agency: BBDO.

• **Kitchens of Sara Lee**, Chicago, will use one of the largest ad campaigns in its history to introduce its new frozen main course, **Chicken Sara Lee**, to the Chicago area. Beginning next week, the product will be promoted via a strong tv and radio spot campaign using leading local personalities on each of the stations.

**FTC notes:** Eversharp and its agency, **Compton**, have been charged, by the FTC, with using deceptive tv commercials for Schick safety razor which "unduly frighten prospective purchasers of competitive razors" . . . **Chemway Corp.** has given discriminatory discounts to favored retail purchasers of its Lady Esther cosmetics, according to an FTC charge.

**Trade pact:** Bulova's wholly-owned subsidiary, **Bulova International,**

**Ltd.**, has entered into an agreement with **Citizen Watch Co., Tokyo** for the Japanese firm to (1) produce for Bulova movements and complete watches for sale in the U.S. and Canada, and (2) become sole marketing agent in Japan for watches made by Bulova in the U.S. and Switzerland.

**Kudos:** The first annual Merit Award Presentations of the **New Haven Advertising Club** went, last week, to Bon-Core Wine for local tv advertising; A. C. Gilbert Co. and High Standard Manufacturing Co. for national tv advertising; and to Chippewa Bus Co. and J. Johnson & Sons for radio advertising.

## AGENCIES

**Benton & Bowles** is spreading its media department authority. At one fell swoop top media man Lee Rich this week appointed three assistant media directors. They are: Alan Harnell, Samuel Haven and Paul Roth.



**PLIPPING ITS WIG** with 1/4 million volts, electrostatic generator on stationhouse Bdcstg.'s Lob 30 series bowing this week, is demonstrated (l-r): pdc. Ben Park, host Hugh Downs, scientist Dr. John Coltman

**BAT** for spring baseball training activities at Dodgertown, WTVT (Tampa-St. Petersburg) cameraman video tapes highlights of warm-ups and intra-squad games telecast on CBS *Sunday Sports Spectacular*



**CHEESE+CAKE=CHEESECAKE!** And that's what they had at WANE's (Ft. Wayne) 12th anniversary party, thanks to combination of pretty Nancy Cowan, station's prom. secty., and decorated party cakes



**Agency appointments:** The Stromberg-Carlson Division of General Dynamics, from the Rumrill Co., to **D'Arcy** for their commercial products and electronics divisions . . . **Afga, Inc.**; **Armour Alliance Industries**; **Mobay Products Co.**, and **Otto Milk Co.**, to **Ketchum, McLeod & Grove** . . . **Carlson Products Corp.**, producer of plastic pipe, to **Carr Liggett Advertising**, Cleveland . . . **United Packers, Inc.**, Chicago packers of Red Crown canned meat products, to **M. M. Fisher Associates**, Chicago.

**In process of merging:** **Anderson & Cairns** and **James Thomas Chirurg Co.** Joint billings: about \$12 million.

**Kudos:** **Ayer & Gillett Advertising**, Charlotte, N. C., walked off with 10 of 24 possible places in the recent Advertising Institute competition held in Charlotte.

**They were named v.p.'s:** **William Nagler**, at Y&R, Chicago . . . **John Fogarty** and **Wilfred Lusher**, at BBDO . . . **Joseph Stone**, at McCann-Erickson (U.S.A.) . . . **Michael**

**O'Connor**, at Foote, Cone & Belling, Chicago . . . **Alton Farber**, Mayer & O'Brien, Chicago.

**Add to admen on the move:** **Ralph Trieger**, to director of media at R. Jack Scott, Chicago . . . **Douglas Manson**, former New York advertising executive, has opened a personnel agency, bearing his name, New York . . . **Howard Fisher**, Tracy-Locke Co., Dallas . . . **Ramond Reiss**, to director of media for MacManus, John & Adams . . . **Marie Fitzpatrick**, to the Chicago office of Y&R . . . **Harold Platt**, account supervisor for Purex Corp. and **Armella Selsor**, to media supervisor at Edward H. Weiss & Co., Chicago . . . **E. A. Stockmar**, media supervisor at Wade Advertising, Chicago . . . **Marvin Seline**, assistant account executive at Earl Ludgin & Co., Chicago . . . **George Mott**, account executive, SSCB.

# From *Seventh* to *Second*

**in just 6 months!**

. . . that's the story of KSDO's phenomenal climb to top-rankings in the wealthy San Diego market!

**2ND.** in Total Audience\* — **FIRST IN ADULT AUDIENCE** — commanding the attention of tens of thousands of discriminating, higher-than-average-income San Diegans who buy what they want, and can afford it!

KSDO's tasteful programming surrounds your sales message with the quiet dignity and believability that creates genuine desire . . . promotes sales . . . assures you of a big share of San Diego's multi-million dollar annual shipping bill!

\*Hooper—Jan-Feb, 1960

**TO SELL ALL OF SAN DIEGO,  
YOUR RADIO BUY  
MUST INCLUDE**

*Fine Music*

FOR THE NATION'S  
19TH MAJOR MARKET\*



**GORDON BROADCASTING COMPANY**

KBUZ, Phoenix, Arizona • KSDO, San Diego, California • KBUZ-FM, Mesa, Arizona

"America's First Family of Fine Music Stations"

5000 watts at Aisle 1130  
Second at Broadway • San Diego, California  
Represented Nationally by Daren F. McGavren Co.

# KSDO

## ASSOCIATIONS

Some of the features and meetings scheduled at the NAB convention in Chicago 3-6 April include:

- A full program of radio assemblies to kick-off Monday, with NAB v.p. for radio John Meagher presiding at the opening session.

- A Distinguished Service Award from the **Broadcast Pioneers** to be presented to former President Harry S. Truman on Tuesday during a banquet in the Grand Ballroom of the Conrad Hilton Hotel.

- A **Fm Day** program, to be held Sunday in the Waldorf Room of the Conrad Hilton. NAB fm radio committee chairman Ben Strou (WWDC, Washington) will preside.

- An annual membership meeting of the **Association of Maximum Service Telecasters** to be held Sunday in the Bel Air Room of the Conrad Hilton.

**In memoriam:** The Broadcasting Executives Club of New England will name its annual scholarships to Harold E. Fellows Memorial Scholarships in honor of the recently-deceased NAB chairman . . . The Tennessee Association of Broadcasters has made a contribution to the American Heart Association, Wash



# SARRA INC.

SERVES AGENCIES  
LARGE AND SMALL  
WITH  
QUALITY

CREATIVE QUALITY  
PRODUCTION QUALITY  
REPRODUCTION QUALITY

TELEVISION COMMERCIALS



PHOTOGRAPHIC ILLUSTRATIONS

BUSINESS FILMS

200 East 56th Street, New York 22, New York . . . MUrray Hill 8-0085

16 East Ontario Street, Chicago 11, Illinois . . . WHitehall 4-5151

ington office, in memory of Hal Fellows.

The nominated officers for the Radio and Tv Executives Society include: president, **Richard Salant**, CBS; 1st v.p., **Robert Teter**, PGW; v.p., **Ernest Jahnce**, Jr., NBC; v.p., **David Moore**, TTC; secretary, **Mary McKenna**, Metropolitan Broadcasting; and treasurer, **Edward DeGray**, ABC Radio.

## FILM

The syndication market for sports programming, hitherto deprived of a full share of attention, has been moving into the spotlight in recent weeks.

Two of the sports shows now being sold in syndication are these:

- **Walter Schwimmer's Top Pro Golf** (see FILM-SCOPE, page 106).
- **Ziv-UA's Home Run Derby**, now sold in 87 markets.

**Sales:** Latest *Home Run Derby* sales are to WJAR-TV, Providence; KLIX-TV, Twin Falls; WLOF-TV, Orlando; WAGA-TV, Atlanta; KTVE, El Dorado; KFYZ-TV, Bismarck; KDIX-TV, Dickinson; KETV, Omaha; WTVW, Evansville; WEAU-TV, Eau Claire; KTVH, Wichita; KMID-TV, Midland; KFSA-TV, Ft. Smith; WTVY, Dothan; WTIC-TV, Hartford; KOLO-TV, Reno; WRVA-TV, Richmond; WTOG-TV, Savannah; WTVT, Tampa, and WLUK-TV, Green Bay.

The Ziv-TV research unit has also prepared a study of sports in tv.

**More sales:** MCA's *Johnny midnight* sold to Joseph Schmidt Brewers in two South Dakota markets, Gateway-Key-Little Markets in Kentucky, Parks Men's Wear in Oklahoma, Coca-Cola Distributors in Alabama, and Pfeiffer Brewing in three markets in Michigan, Indiana and Ohio; specific markets and stations were not disclosed.

**International:** The first purchases of U. S. tv film programs by the new commercial station in Hobart, Tasmania (Australia) are a group of 12 Screen Gems shows including *Dennis the Menace*, *Huckleberry Hound*, *Father Knows Best*, *Man From Blackhawk*, *Rin Tin Tin* and *Rescue 8*.

**Trade note:** CBS Films scheduled sales meetings in New York for that staff, and in Chicago for all other salesmen on 31 March and 1 April.

**Production:** Screen Gems will co-produce *Sinbad the Sailor* with Charles Schneer Productions; the half-hour series will be filmed on location in England.

## NETWORKS

CBS TV Network will now have access to Paramount Pictures Corp.'s Hollywood production facilities.

The network, after signing an agreement with Paramount last week, is now planning to begin use of these facilities with the filming of *Gunsmoke* and *Have Gun, Will Travel* for the new season.

ABC TV is offering a new public affairs series for sale: *Campaign Roundup*.

Scheduled for Sundays, 4:30-5 p.m., the series begins this week and runs through 6 November. It'll report and analyze the trends and developments among the Republican and Democratic parties in key areas across the country.

**NBC's answer to "plugola":** NBC has proposed that the FCC institute a rule-making proceeding to clarify its stand on sponsor identification for free records and the like. In the interim, the network is planning to purchase all records it acquires for use on its networks and owned stations.

CBS TV v.p. of sales administration **William Hylan** is sending to clients, agencies and prospects a letter comparing the circulation, attention and advertising investments on tv with newspapers and magazines.

**Network tv sales and renewals:** **R. J. Reynolds** (Esty) and **Helene Curtis** (McCann) this week assume alternate-week sponsorship of *To Tell The Truth* on CBS TV. . . **Du Pont** (BBDO) has renewed the *June Allyson Show* for a second season on CBS TV, effective late September. . . **Kaiser Industries** (Y&R) has purchased the hour-long *Hong Kong* se-

ries to be scheduled next fall on ABC TV Wednesdays, 7:30-8:30 p.m. . .

**Best Foods** (GB&B) in two weeks will alternate with Kellogg, on *Dennis the Menace* over CBS TV.

**Network tv sports sales:** American Express Co. (B&B) and Travelers Insurance (Y&R) will co-sponsor the *Masters Golf Tournament* on CBS TV 9-10 April. . . **Phillies Cigars**, a renewal order, will sponsor half each of the 50 *Major League Baseball* telecasts on NBC TV during the 1964 season. . . **Falstaff Brewing**, Colgate State Farm Mutual Insurance Co. and General Mills will again sponsor the *Game of the Week* on CBS TV this season.

**Network radio sales:** Metropolitan Life Insurance Co. (Y&R) will sponsor one-quarter of *News on the Hour* over the entire NBC Radio network beginning 2 May.

**New network affiliate:** WHDH-TV Boston, currently an ABC TV affiliate, joins CBS TV at the end of the year.

**This 'n' data:** NBC TV plans three special programs to cover Princess Margaret's wedding, to be sponsored by the **Frigidaire** division of General Motors. The first telecast tentatively scheduled for 21 April. **Capitol Cloakroom**, CBS Radio's oldest continuous public affairs interview program, celebrates its 13th anniversary this week. . . **Kudos:** CBS president **Dr. Frank Stanton** presented with the Award of Merit from the Industry Film Producers Association.

**Network personnel notes:** **Frederick Schluhmann**, to director of production services for ABC TV. **Ralph Mann**, to director, NBC talent and contract administration.

## RADIO STATIONS

**WBBM**, Chicago, seems to have been tossed in the towel for its separate fm operation.

After two years of lone fm experimentation, the CBS o&o decided to go back to duplication.

Sales were fairly good for the firm, with some blue chippers such as Buick, Steinway piano, Cinz-





# LIKE FATHER...LIKE SON?... in the Land of Milk and <sup>M</sup>Honey?

Not on your life! In the past 30 years, the Wisconsin "Hayseed" has made way for the well-educated, well-heeled, well-dressed business man whose profession is farming.

It's storybook stuff, this market of ours! . . . scores of small cities and thousands of big dairy farms - 400,000 TV families.



# Meet DAREN F. McGAVREN Co.

*Radio Station Representatives*

NEW YORK • CHICAGO • DETROIT  
SAN FRANCISCO • LOS ANGELES • SEATTLE



FOR FACTS ABOUT NATIONAL SALES  
...ask the man who *knows!*

at the  
**EXECUTIVE HOUSE**

DAREN F. McGAVREN, President  
RALPH GUILD, Executive V.P.

N.A.B. CONVENTION  
April 3rd thru 7th

A Part of *Every*  
*Community Project* \*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that *must* be reflected in audience response to advertising carried.

\* Five full ½ hours of local public service programming each week.

**WTHI-TV**  
CHANNEL 10 CBS - ABC  
**TERRE HAUTE**  
INDIANA

Represented Nationally by Bolling Co.

and a few national airlines as sponsors. The fm advertisers are given the choice of switching to am or cancellation.

**RAB** is planning what it terms the largest and most comprehensive series of Area Sales Clinics in the nine-year history of the event.

The first of these clinics will be in New York, 20 April. From there they'll fan out over the next month to include 52 meetings in 35 key cities in the U.S. and Canada.

**On the fm front:** Neighborhood fm stations in the Chicago area are turning more to live personality shows to serve the needs of their communities.

The latest of these is radio/ty personality Art Hern who starts his own hour-long show on **WNWC**, Palatine, this week. The show will feature local news personalities, suburban, social and economic affairs and issues.

#### Ideas at work:

- **ESP contest:** Jack Remington, d.j. at **WKRC**, Cincinnati, is offering \$1,000 to the listener who can guess what he's thinking. The idea: Remington has written, sealed and vaulted a familiar quotation and daily, on his afternoon show, he takes a few minutes on the air to think about it, word for word. If the quotation is not identified over a four-week period, part of the money is turned over to charity and a new quotation-contest gets underway.

- **Taking a railroad for a ride:** **KEX**, Portland, Ore., recently came to the aid of the zoo's attempts to construct a three-mile recreational railway. The problem: to raise more money after an intensive two-year campaign. The idea: station staged and promoted a community dance, held simultaneously in three different ballrooms. As a special headliner attraction, recording star Jimmie Rodgers headed a 45-minute show at each of these dances. Result: Station raised \$3,000 for the Portland Zoo Railway.

- **Buried treasure:** Art Ford, d.j. on **WRCA**, New York, a few weeks ago launched an informal contest seeking unusual items. The winner, chosen last week, brought in a can of 50-year-old cocoa recently sal-

vaged from food supplies originated near the South Pole in 1910 by famous Antarctic explorer Captain Robert F. Scott. Some of other items offered Ford: a two-man submarine for \$100,000; a circus fleas dressed in Mexican costume and a slightly-used trolley car.

- **Dial Your Voice** game on **KXOK**, St. Louis, turned in these results to the recording game aired on the station during a four-week period: 92,798 listeners called the station to record their voices; 88,391 listeners called back to identify their voices (which were aired over **KXOK** at a rate of 14 per hour, 18 hours a day) and 338 listeners identified their voices within a specified time period and were awarded major prizes.

**Not in the line of duty:** Night beat newswoman Louise Flint, **K-FIV**, Modesto, Cal., last week participated in the news thuswise: drunken gunman, holding two children as hostages, told the police surrounding him that he'd only release them to a woman. Mrs. Flint volunteered, approached the armed man and after speaking to him, was allowed to return the unharmed children to the circle of patrol cars awaiting her.

**This a 'n' data:** **WILK**, Will Barre, last week joined the campaign to raise money for a new ambulance. Within five hours after an appeal station's Jim Ward, some \$1,100 was donated... New feature: **WCZ**, Pittsburgh, this week initiates its helicopter traffic service... **KCV**, Lodi, Cal., as part of "Community Service Week" sponsored open house to acquaint the residents with its facilities... **KMPC**, Hollywood, running 200 travelling bus displays to promote its "Most Happy Radio" campaign... **WWLP**, Springfield, Mass., celebrated its seventh anniversary on the air with a special St. Patrick's Day party... Selling exposure: **WKNB**, West Hartford, Conn., has its salesmen, who usually cover the area in private automobiles now equipped with station vehicles which double as mobile news units and prime merchandising machines... Anniversary note: **Exposit**, Fish Grotto this week signed its 33rd year of consecutive advertising on **KYA**, San Francisco.

# DETROIT...

you know where  
you're going with

# WJBK-TV



**LECTED**  
a  
**LANDSLIDE**  
/ your  
est customer  
ne woman  
ewer)

The 1960 Presidential race understandably is a major topic of conversation in Detroit as elsewhere. But in daytime television in Detroit, women viewers already have voted overwhelmingly for WJBK-TV. According to Nielsen's latest two-month figures, it's Channel 2 almost 2 to 1 over the closest competitor, with proportionately lower cost per thousand.

Nielsen November-December 1959, 9 a.m. through 5 p.m. Station Share of Women Viewers.			
<b>WJBK-TV</b>	45.7%	Station B	18.9%
Station A	24.8%	Station C	10.6%

Call KATZ  
for the complete  
"Tabulation of  
Women Viewers"

**STORER STATION • CBS • CHANNEL 2**

To celebrate its fourth anniversary, **KHFI-FM**, Austin, will air a full day of programs from the BBC.

**Kudos:** To **WFIL-AM-TV**, Philadelphia, out of Atwood-Richards, first award for outdoor advertising campaigns using 24-sheet poster and painted bulletins from the eighth annual Local Outdoor Advertising Contest Awards.

**Station staffers:** **Jerry Flesey**, to general manager of **KOIL-FM**, Omaha . . . **Chris Lane**, to director of operations for **KYA**, San Francisco . . . **Bob Leach**, to head sales development at **K-EZY**, Orange County . . . **Jay Schiller**, to research manager of **RAB** . . . **George Beavers**, account executive, **WCBS**, New York . . . **Wes Giles**, account executive, **WHLI**, Hempstead, L. I. . . . **Edward McCann, Jr.**, regional account executive, **WTAG**, Worcester . . . **George Kieffer**, account executive, **KCMO-FM**, Kansas City . . . **James Babb, Jr.**, to regional sales manager and **Clay Morgan**, to the sales staff, **WBT**, Charlotte, N. C. . . . **Arthur Sakelson**, to the sales staff at **WBBM**, Chicago . . . **Don Hoyle**, to account executive, **KBON**, Omaha . . . **George Stump** and **John Pearson**, to program directors, respectively, of **KCMO-FM-AM**, Kansas City . . . **John March**, to sales representative, **KYW**, Cleveland . . . **Harry William**, to sales and **Bob Vaughn**, to program manager, **WSUN**, St. Petersburg, Fla.

## REPRESENTATIVES

The firm of **Torbet, Allen & Crane, Inc.** has been set up on the West Coast to take over representation contracts of stations previously served by the **Robert Allen Co.** and the **Duncan Scott** radio and tv division.

TA&C will serve **Venard, Rintoul & McConnell's** radio and tv clients in the 13 western states, while the eastern and midwestern offices of **VR&McC** will represent the new firm's stations in their areas.

Present TA&C operations include station properties in 25 states.

**FM Unlimited**, a Chicago fm-only rep, is planning to get into program syndication.

The reason: professionally produced programs on tape will enable both fm stations and their advertisers to offer specific features of special interest to their customers and prospects.

It will also provide tangible opportunity for merchandising and promotion—highly impractical now with so many of the stations using a straight music format and thus tending to sound alike.

Full details of the fm radio program syndication are to be revealed during the special fm convention in Chicago, 2-3 April.

**Avery-Knodel** is distributing a region-by-region guide enumerating qualitative market characteristics.

The study, designed primarily for the food and drug spot advertiser, pin-points pertinent data about the leading supermarket and drug chains in each market.

**Rep appointments:** To **Weed Radio Corp.**, **WHYE**, Roanoke, Va.; **KLRA**, Little Rock; and **KUTI**, Yakima . . . To **Robert E. Eastman & Co.**, **WNOR**, Norfolk, Va. . . . To **B-N-B, Inc.** **Time Sales**, **KORK**, Las Vegas, for West Coast representation.

**Rep appointments — personnel:** **Joseph Aley**, to radio account executive, and **Leif Line**, to the promotion and research department at **The Branham Co.**

## TV STATIONS

Middle-income homes account for 40% of tv viewing, reports TvB in a special study garnered for the Bureau by Nielsen.

Some other highlights of the study:

- 31% of homes have an adult with a year or more of college. These higher-education homes account for 32% of tv viewing.

- 23% of homes are large-family homes, and account for 30% of all tv viewing.

- 34% of homes are young homes (head of household under 40) and

are responsible for 40% of tv viewing.

**Nielsen** is now sending to the tv umnists, a brochure dubbed *Measuring Tv's Audience*. Reason: to cate them about tv ratings.

**Ideas at work:**

- **See color in the dark:** **WJTV**, New Orleans, televised what calls the first outdoor night broadcast, made during the Mardi Gras. For it, station used General Electric's new "see-in-the-dark" super-sensitive camera tube, known as the type GL-7629.

- **Aiming for the hit parade:** The theme music from the *Alcoa Presents* tv series, sponsored by **Aluminum Co. of America (FSR)** is pressed on a long-playing record which will be released for sales through record shops across the country.

**Tv station acquisition:** **KSTV**, Salinas-Monterey and **KSTV**, San Luis Obispo, to **The Harron-Gordon Gray** group, \$3.1 million. The Harron-Gray group own **WKTU**, Utica; **WKAL**, Raleigh; and **World Broadcasting System**, New York.

**Progress report:** **WPIX**, New York, reports 1959 as the biggest revenue year in its 12-year history. The figures: gross revenues were 19.2% over 1958 with net profits before taxes increasing 23.4%.

**This 'n' data:** **TvB** is planning 17 Sales Clinics, devoted to local advertising, to open 3 May in **Greenville, N. C.** . . . **Top Ten Dinner Party**, syndicated live tv series renewed for 26 weeks by **Royal Cola** and **Castleberry Food** on **WATV**, Augusta, Ga. . . . Anniversary note: **WDSM-TV**, Duluth, Minn., celebrating its sixth year with a planned tour, dinner and party for all couples in the area married during the first week of March.

**On the personnel front:** **John Ferguson**, program director and sports director of **WBRZ**, Baton Rouge, elected the outstanding sportscaster of the year in Louisiana by the **National Sportswriter-Sportsman Awards Committee** . . . **Michael Shan** joins **WISN-TV**, Milwaukee, as account executive.

in the PITTSBURGH AREA

# Take TAE and See

how you can buy blindfolded  
and reach more homes for your  
money during peak viewing  
hours. See your Katz man for a  
demonstration. Or write WTAE  
for free "Blindfold Kit."

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**



ABC TELEVISION



**WANT ACTION?  
FOLLOW ME!**

I'll flash your sales message to 73,496 square miles of the U.S.A. at one crack. It's the huge market called KELO-LAND. No one tv station could possibly reach it all—but my television booster hookup does. When your message beams on KELO-tv Sioux Falls, it beams simultaneously throughout 103 counties of South Dakota, Minnesota, Iowa, Nebraska, North Dakota. Remember—one rate card, KELO-tv, delivers it all. You get this tremendous action at lower cost-per-thousand.

**KELO-LAND**

**KELO-tv** Sioux Falls and boosters  
**KDLO-tv** Aberdeen — Huron — Watertown  
**KPLO-tv** Pierre — Valentine — Chamberlain

Represented by H-R  
 in Minneapolis by Wayne Evans & Assoc.

**Tv and radio  
NEWSMAKER**



**John H. Mitchell**, v.p. in charge of AM-TV, San Francisco, has been appointed manager of the Central American TV network. He joined ABC in 1953 as v.p. in charge of WBKB, Chicago. Later, Mitchell became v.p.-general manager of WABN, N.Y. In 1954 he was assigned to the ABC TV Network, and, in 1956, he was named special assistant to AB-PT president Le Golden. In his new post, Mitchell will be in charge of the network which includes stations in five Central American countries.

**Bryan Houston** has been elected president of Fletcher Richards, Calkins & Holden. He succeeds Fletcher D. Richards who will continue in the active management of the agency as chairman of the executive committee. Houston had been vice chairman of the board and general manager of the agency since the merger of Bryan Houston, Inc. with FRC&H last July. Previously he had been chairman of the board of Bryan Houston. Earlier, Houston held key executive positions with Y&R, L&N and Pepsi-Cola.



**Ralph W. Beaudin**, general manager of KQV, ABC Radio in Pittsburgh, joined ABC Radio in Chicago, in the same capacity. (ABC recently acquired full ownership of WJZ-TV, a stock purchase from Prairie Farmer Publishing Co.) Prior to joining KQV, Beaudin was manager of WBNY, Buffalo. Earlier, he had been with the sales departments of KOWH and KOIL, both Omaha stations. Succeeding Beaudin as KQV general manager: John Gibbs. He was formerly program and sales coordinator for the Pittsburgh station.

**Alfred J. Jaffe**, special projects editor of SPONSOR, has been named managing editor. He has been with the publication for nearly eight years, starting as a senior editor. A journalism graduate, Jaffe had a varied newspaper career on three dailies—the *Philadelphia Record*, *Atlantic City Daily World* and *Brooklyn Eagle*. He also spent some time free-lancing as a magazine writer. Jaffe holds a B.S. in journalism from Temple University in Philadelphia, and an M.S. in journalism from Columbia University.





# OH, THEM GOLDEN OXEN!

*(and sheep and hogs, too!)*

Allow us to introduce three traveling representatives of the Kansas City Livestock Yards. These beauties and their fellow beasts still come about as close to being worth their weight in bullion as anything on the market.

To talk to this \$400,000,000 market, and the thousands of cattlemen who ship to the Kansas City market, the Kansas City Livestock Yards spends a major portion of its advertising budget on WDAF Radio.

When you want to reach these thousands of stockmen with nearly a half billion dollars to spend (and the other folks with two billion to spend), don't you think you should use WDAF Radio, too?



**WDAF 610 RADIO • SIGNAL HILL • Kansas City, Mo.**

A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC. / REPRESENTED BY HENRY I. CRISTAL CO., INC.



## The seller's viewpoint

*Are you using outdated facts in buying two-language markets? Too many timebuyers are, says Jack Roth, manager, KONO, San Antonio, Texas, and need to update this information in order to make wiser station buys. Roth believes that the time has come to re-evaluate the two-market situation "according to present day facts." Here's a frank, logical statement which challenges the other side of the two-language picture, expressed by Sterling Zimmerman, KUNO, Corpus Christi, Texas, in our issue of 6 February*



### UNI-LINGUAL? BI-LINGUAL? DING-A-LINGUAL?

**T**he many radio stations that broadcast in a market's "second" language loudly proclaim that to reach this "hidden" audience, an advertiser must use their facilities. And well they should tell the world about it—it's their living. It may even be true in some markets. But it's time to re-evaluate this situation according to present-day facts. To do so, let's not quote the myriad listening figures available to everyone, instead let's take a simple, logical approach.

In San Antonio (and south Texas) consider that one of the oldest Spanish-language daily newspapers in the United States (*La Prensa* of San Antonio) went out of business not long ago. First, it went to a weekly, then it stopped publication altogether. More recently, a wealthy south Texas oilman bought it for a plaything, but it is now being published as a bi-lingual (every news item written in both English and Spanish, side by side). There is no other Spanish language newspaper in San Antonio.

Consider that now only 3 of the 14 downtown and suburban "four-wall" movie theaters in San Antonio show Spanish language films; another went out of business recently; and while another recently opened its doors, it's open only on weekends. Out of 18 drive-in movies in San Antonio, only 3 show Spanish language movies. One of these is closed for the winter. And both of the other two show English language movies as their second feature! All this in the midst of the best movie business San Antonio has ever known!

Consider that the only Spanish language television station in San Antonio (albeit a uhf) has reduced its entire programming schedule to two hours, 15 minutes a day.

Consider that according to the most recent Hooper, the

three Spanish language San Antonio radio stations had a combined audience of 4.3%. (One of the three had a few listeners to rate.)

So, what it boils down to is this: The Spanish speaking population is now almost completely bi-lingual! They read English newspapers, go to English movies, watch English television, and listen to English radio.

Of the many reasons why this is so, here are two important ones that you should know:

1. Since just before World War II, it has been against the law in Texas to speak Spanish in a Texas classroom except when teaching Spanish as a language. (There they have to learn English.)

2. During the war, the Latin male became highly Anglicized due to his being in the Service.

To summarize, the only age group of Latin Americans in San Antonio not now highly Anglicized are the very old ones! And it is, therefore, no longer necessary for an advertiser to buy a foreign language station to completely cover the market in this city. One of the reasons we know that Latins listen to English language radio is that on our station's phone-in contests, a high percentage has Latin names. (This is where the "ding-a-lingual" in the title of this article comes from—in case you were wondering!)

When you're buying San Antonio, and most Southern markets, you can buy dominance of all segments of the market by buying the Anglo stations.

It may be that this is happening to two-language markets all over the country. Checked your buys recently?

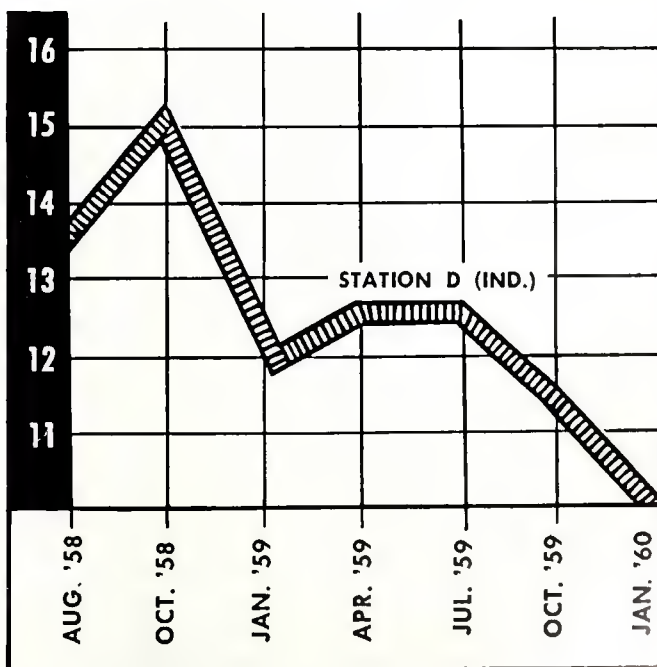
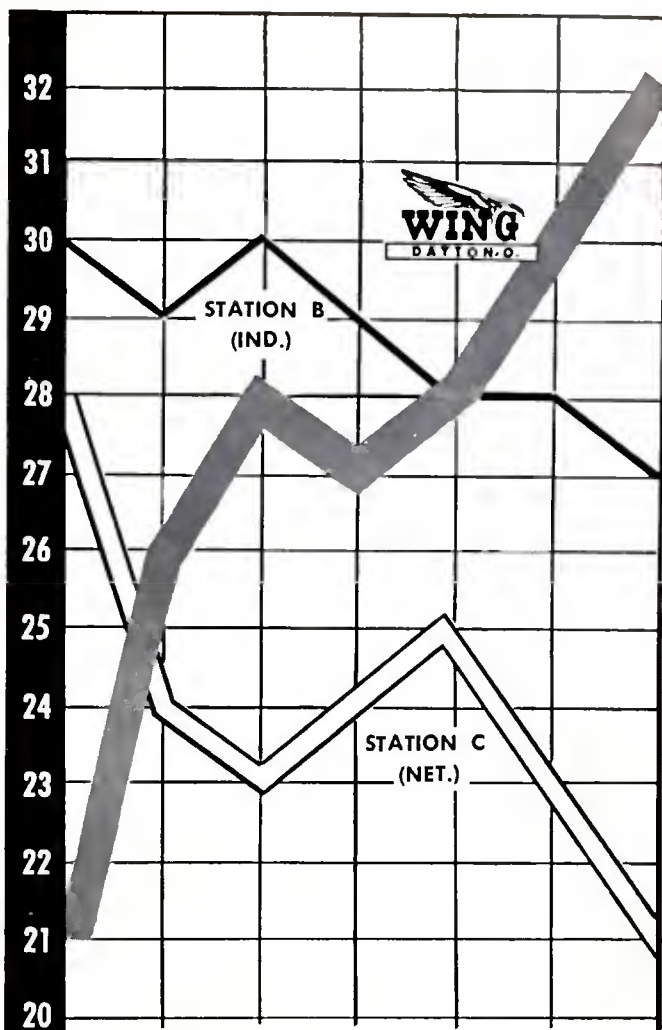




have you checked  
our pulse lately?

# WING in DAYTON

delivers more audience according to Pulse than any other station in Dayton ever has. Pulse for January, 6 AM to Midnight, shows WING with 32% of the audience, and—as the graph to the right illustrates—WING is the only Dayton station with a consistent upward trend over the past year and a half. Hooper Index for December-January, 7 AM to 6 PM, shows WING with 29.8% of audience. Next closest station has 21.3%. Get the facts TODAY from your East/Man or General Manager Dale Moudy.



robert e. eastman & CO., Inc.



national representative

Stations WCOL, Columbus; WIZE, Springfield, Ohio; WEZE, Boston; and WKLO, Louisville are also AIR TRAILS stations.

# SPONSOR SPEAKS

## The new FCC Commissioner

The nomination by President Eisenhower of Edward K. Mills Jr. to fill the unexpired term of John C. Doerfer on the Federal Communications Commission occasioned some mild hosannas in the print media.

According to the newspapers, Mills is a severe critic of the "crime, corn and commercials" in current radio and tv, though, admittedly, he has no first-hand knowledge of the broadcasting industry.

We, however, are far more impressed with the Mills reputation for integrity and hard work, and with his view that government commissions should follow the same canons of ethics observed by the judiciary.

These are qualities which are valuable both to the FCC and to the industry. We welcome Mr. Mills' nomination, and trust that the newspapers have greatly exaggerated his supposed hostility to the air media.

## Radio's timeliness

At a round table meeting of the Radio and Television Executives Society in New York last week, D. C. Marschner, sales promotion and advertising manager of Shell Oil, made an important, and sometimes forgotten, point about radio as a modern marketing tool.

"Radio," said Marschner, "is the most timely of all advertising media."

This factor of timeliness, of being able to reach prospective customers at or near the time when they are making actual purchases, gives radio a big edge in selling gas, oil, tires and other automotive products.

Timeliness counts, too, in advertising all food and grocery items. Test after test proves radio's superlative ability to reach housewives at close to supermarket shopping periods.

Modern radio is a powerful medium because it is local, personal, economical, universal. And don't forget to add—it is the most *timely* kind of advertising in existence.



**THIS WE FIGHT FOR:** *An end to the "paperwork jungle" which still surrounds too much spot radio and spot tv buying and selling. Spot must free itself of needless and costly forms, procedures and organizational red tape.*

## 10-SECOND SPOTS

**Captive audience:** New York people, long accustomed to cut out the middle of presentations or views, got a surprise the other when Westinghouse Broadcasting premiered its new science tv series The Four Seasons restaurant. Seated in the screening room, they watched fascinated as the screen came down—*completely blocking off the door*

**Magic:** From *N. Y. Herald Tribune*—"Bay Shore, L. I., Mar. 14—E-time Edward McBride, a patient of the Southside Hospital, pressed a button on his spray can of air freshener, the channel changed on his remote-control tv set." *At last! A thinning man's spray can.*

**Visiting fireman:** Visiting Chicago for an NAB Convention, a South station manager dropped into a barber shop for a shave and manicure. The manicurist looked good to her. "Honey chile," he said to her, "what you all say to you and me settin' to this here town tonight?"

"But, sir," said the manicurist, "I happen to be married."

"Well," the broadcaster said, "just tell your husband you're going to be late tonight."

The manicurist thought it over and replied, "You tell him. He's shaving you."—Lou A. Wilson.

**Post-Paddy:** Random sampling on March off Madison Ave. In Garden City, N.Y., WLIR-FM went WLL on commercials for the "Long Island Railroad" . . . A N.Y.C. morning paper carried heading "Irish Parade Likely to Get Good Weather" (it snowed and poured rain) . . . an adman wit came up with "I dreamed I marched in the St. Patrick's parade in my Erin Go Bra"

**Using the bean:** Louisville, grocery store managers received the following letter recently: "Within the next few days, you will receive an envelope from Radio Station W which will contain Nescafe C Beans. . . . If you are the lucky recipient of an envelope containing 43 beans . . . you will be awarded a new Sunbeam Shavemaster Shaver with the compliments of Nescafe WINN . . ." *We got 44 beans. We throw one away and collect?*

“WEAU-TV sells to one of the richest farm areas in the country, where thousands of farm families and more than two million cows create a constant demand for drugs, machinery, equipment and buildings to keep Wisconsin’s richest industry growing.”



Hollingsbery man-in Minneapolis, see BILL HURLEY



*“The Big Cheese”*

*Sells the rich Wisconsin farm market on*

**WEAU-TV**  
**EAU CLAIRE**

# a sunday punch...

you can use

## every day...

In Jacksonville, only WFGA-TV programs the best of two great networks . . . NBC AND ABC . . . to give Jaxons the finest in television viewing. By combining the top shows from both networks, WFGA-TV gives the viewers what they want to see — when they want to see it.

That's why more and more viewers in the total television area are making the switch to WFGA-TV. And as we grow so grows the demand for products advertised with us. As a result, more advertisers are using our top programming to give their sales a Sunday Punch to the growing Jacksonville market — a market you can't cover without . . .



# WFGA-TV

JACKSONVILLE, FLORIDA

The Best of NBC and ABC . . . Call Peters, Griffin, Woodward, Inc.