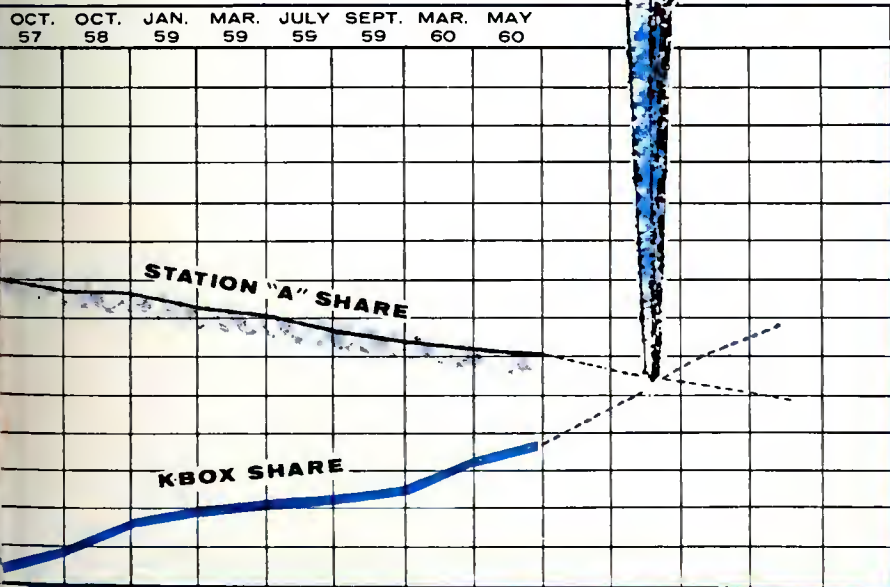


SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



SUCCESS STORY OF A TOBACCO GIANT IN TV

Brown & Williamson's cigarette volume has tripled in 10 years with big air spending
Page 33

Frank Pellegrin's dream for RTES: global influence

Page 40

What video tape means to local stations

Page 42

Timebuyers of the U.S.— Part II: Calif.

Page 45

Buy **K-BOX**... the Dallas tiger now!

JOHN F. BOX Jr., Managing Director

The Balaban Station serving Dallas

Sold nationally by The Katz Agency, Inc.

A Texas Quadrangle Station.

K-BOX
Dallas

KONO
San Antonio

K-NUZ
Houston

KXOL
Ft. Worth

Parker Daggett, General Manager

DIGEST ON PAGE 4

FIRST IN
"ON THE JOB"
LISTENING!

IN PHILADELPHIA
WIBG
HAS
27.9%
SHARE OF AUDIENCE
IN BUSINESS
ESTABLISHMENTS

For the third consecutive year, WIBG is the number one choice for listening among Philadelphia business establishments . . . 111% greater adult audience appeal than the second station, according to C. E. Hooper, Philadelphia Business Establishment Survey, March, 1960. Another reason WIBG is first in quality and quantity audience.

A STORER QUALITY
RADIO STATION

represented by
The KATZ AGENCY, INC.



FM Quality Music Stations

The New Dimension In Radio In Major Markets

These are your Quality Music FM Stations

- Delivering the largest single Quality market in America
- The Fine Music audience, most influential, most efficient and most responsive.

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening averages 3 hours per day, 4 days per week.

Responsive: Quality Music audiences are pace setters at the stage of acquisition and are able to buy. Quality Music advertisers have found this audience to be most responsive to well-directed appeals.

Low Cost: Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

KDFC

SAN FRANCISCO

San Francisco's pioneer Quality Music Station serving the Bay Area continuously with Quality Music programs since 1947. KDFC transmits from a higher elevation than any other FM station, 1260 feet, resulting in the highest fidelity signal in Northern California. Advertiser acceptance is proved by more than 50% of all advertisers have been using KDFC two or more years.

WLDM

DETROIT

Detroit's pioneer Quality Music Station since 1949 WLDM originated Quality Music programs for Detroit's radio audience. Now more than 807,048 homes within a sixty mile radius listen to WLDM almost exclusively on an average of 3.1 hours per day.

WKJF

PITTSBURGH

For 12 years Pittsburgh's pioneer Quality Music Station. WKJF-FM is the leading FM station in the Pittsburgh district. It covers 12% more families than any other FM station. 42% of the 192,047 FM homes in the Pittsburgh metropolitan area listen regularly to WKJF.

National Representative — WALKER-RAWALT COMPANY, INC.

New York
34 Madison Ave.
New York 17
Murray Hill 3-5830

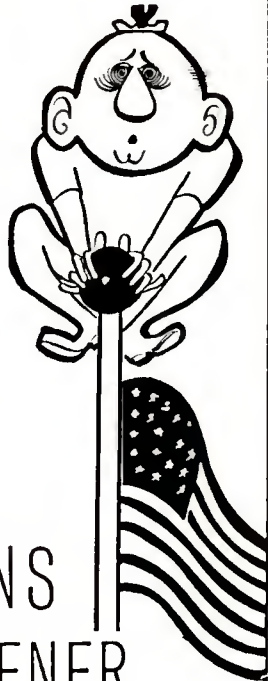
Chicago
360 N. Michigan Ave.
Chicago, Ill.
Andover 3-5771

Boston
100 Boylston St.
Boston, Mass.
Hubbard 2-4370

Los Angeles
672 S. Lafayette Park Pl.
Los Angeles, Calif.
Dunkirk 2-3200

San Francisco
260 Kearney St.
San Francisco, Calif.
Exbrook 7-4827

BALANCED
PROGRAM-
MING . . .



MEANS
LISTENER
LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- The news and information station
- The variety station
- The network station
- The family station

KTRH

50,000 WATTS — 740 KC

— CBS —

HOUSTON, TEXAS

Represented by Peters,
Griffin and Woodward, Inc.

© Vol. 14, No. 32 • 8 AUGUST 1960

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS US

DIGEST OF ARTICLES

B&W's tv success story

33 How Brown & Williamson, with 85% of its \$32 million ad budget in doubled its share of the cigarette market in 10 years. First of two p

Report on Canadian pay tv

37 Part Two of the special on-the-spot report of Toronto Telemeter reprinted from CANADIAN SPONSOR, tells story of it's growth and probl

Brewer cashes in on radio's visual power

38 Brewer calls on spot radio to do lion's share of new package introductory clicks with 26-market campaign using 30-40 spots per week per sta

Frank Pellegrin's dream for RTES

40 Profile of the retiring president of the Radio-Tv Executives Society helped spark the global growth of the 20-year-old trade associa

What video tape means to local stations

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44 Fm families lead nation's average in income, higher education, but power and professional occupations, according to recent Politz su

Timebuyers of the U.S. (Part II)

45 Here is the second installment of radio/tv buyers, media executives, their accounts. Part I appears in SPONSOR's 14th annual *Air Media Bu*

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Audit of Circulations Inc.

BPA

SPONSOR PUBLICATIONS INC. combined with TV. Executive, Editorial, Circulation Advertising Offices: 40 E. 49th St. (49 & Madison) New York 17, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUPERIOR 7-9863. Birmingham Office: 3617 8th Ave. South. Phone: FAirfax 2-6528. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLLYWOOD 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$8 a year. Canada & other Western Hemisphere Countries \$12 a year. Other Foreign countries \$11 per year. Single copies 40c. Printed in U.S.A. All correspondence to 40 E. 49th St., N. Y. 17, N. Y. MUrray Hill 8-2772. Published weekly by SPONSOR Publications Inc. 2nd class postage paid at Baltimore, Md.

©1960 Sponsor Publications Inc.

The commercial is the payoff



HOLD THAT VIEWER!

C-clamps, the cabinetmakers call them. And "see"-clamps are what every television commercial needs—but doesn't always get. Something to pin the viewer to his seat. Something so interesting, so convincing and persuasive, that the impulse to buy is generated then and there. . . . Here at N. W. Ayer & Son we are always shooting for such commercials. The record indicates that our aim has been pretty good. **N. W. AYER & SON, INC.**

in Madison, Wis.

you buy MORE

with

WKOW

* **MORE**

listeners per home

* **MORE**

adults per home

* **MORE**

homes per week

(cumulative 9 AM-6:30 PM)

11 County

* **AREA PULSE**

Mar., 1960

In Madison, Wis. where the city income per family is \$8,345 and in the 11 county Pulse area of 117,800 radio homes, WKOW, 10,000 watts at 1070 Kc., delivers a powerful selling sound to mature people who can buy.

For detailed analysis
call Headley-Reed.

WKOW RADIO
WISCONSIN'S MOST POWERFUL RADIO STATION

NEWSMAKER of the week

A revised advertising and marketing set-up will be one of the consequences of last week's merger of Lestoil's home agency, Jackson Associates, with The Sol Sackel Co. President of the new Sackel-Jackson Co., Inc. will be Sol Sackel.

The newsmaker: Last week's merger of Lestoil Products house agency, Jackson Associates of Holyoke, Mass., and The Sackel Co. of Boston, puts a new face into Lestoil and Lestare's battle with the giant soap firms. Sol Sackel, who will be president of the Boston-based Sackel-Jackson Co., Inc., has assured SPONSOR that the Lestoil account "will continue to spend at least at its present rate in television." He said that Lestoil, 95% of whose ad budget has been spot tv, "recognizes that tv built the company to its present position and it will be the mainstay of our advertising plans now and in the future—without any question."

The agency merger comes just a few weeks after Adell Chemical Co. was absorbed by Standard International Corp. and renamed Lestoil Products, Inc. The Sackel Co. had been billing under \$2 million. But with the \$9 million addition of Lestoil, Sackel-Jackson starts off with an estimated \$11 million base from which it will make an effort to attract other varied clients. For the present, however, the agency's main interest is in facilitating Lestoil's proposed national distribution for its liquid detergent and bleaches.



Sol Sackel

"Lestare is being introduced on the West Coast in the near future on a Los Angeles-Sacramento-San Francisco tv special," Sackel said. "This is our first foray west of the Mississippi." He indicated "a complete re-evaluation of the whole media structure, including buying policies and programming, is now in progress. And there is a definite possibility that radio will be used—both spot and network—in certain areas of the country to aid in the distribution drive."

Sol Sackel served in the infantry in Germany and on Army newspapers during the late World War II years, then came home to work with Music Corporation of America in New York in the advertising and publicity department. In 1947 he joined the Bolta Co. as director of advertising and merchandising. During his tenure there, Lawrence, Mass., plastics firm's business went from less than \$2 million to \$25 million. When it was absorbed by General Tire and Rubber in 1954, he stayed for a year, then formed his agency.

Daniel H. Hogan, Jr., president of Standard International Co. is an old friend of Sackel's since their days together at Bolta. The Sackel Co. had handled Standard's Everedy Co. Sackel is expanding his staff to handle Lestoil, which grossed \$25 million in 1959.

IN AUGUSTA, GEORGIA



YOUR
PRODUCT'S
BEST
FRIEND
IS

The FRIENDLY Group's

WRDW-TV

CHANNEL
12



IN AUGUSTA:
Robert E. Metcalfe—TA 4-5432
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally: Avery-Knodel, Inc.

Everybody breaks par with WRDW-TV in Augusta, "Golfing Capital of the World", where you can tell and sell more than a Million people with 721 million to spend. For Augusta, Georgia's second city, is now one of the nation's top 100 INDUSTRIAL MARKETS where new industry has invested \$110 million dollars in the past 20 months. New facilities of Continental Can, S. H. Kress, General Electric, Glassine Corp. and Owens-Corning Fiber-Glass have joined the billion dollar Du Pont plant in this rich area where WRDW-TV is your product's best friend.

Member The FRIENDLY Group



John J. Laux, Exec. Vice-President

WSTV-TV

CHANNEL 9

The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

John J. Laux, Managing Dir.—AT 2-6265
Represented by Avery-Knodel, Inc.

STEUBENVILLE-WHEELING

KODE-TV

CHANNEL 12

28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.

D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.

JOPLIN, MISSOURI

WRGP-TV

CHANNEL 3

More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — OX 8-1505
Represented by H-R

CHATTANOOGA, TENNESSEE

WRDW-TV

CHANNEL 12

Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.

Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.

AUGUSTA, GEORGIA

WBOY-TV

CHANNEL 12

A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.

Roger Garrett, General Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.

CLARKSBURG, WEST VIRGINIA

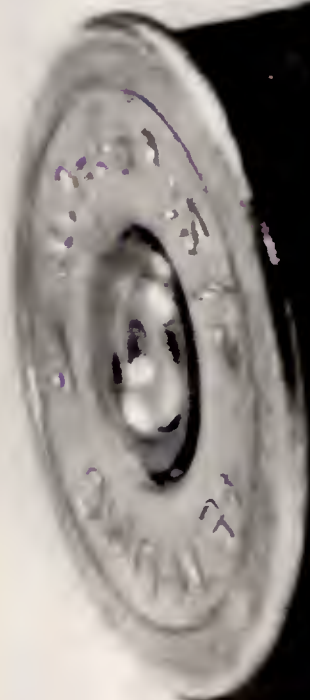
RENEWED!

BY BALLANTINE BEER IN
27 MARKETS: TV'S HIT MYSTERY AND ADVENTURE SHOW
FOR SECOND YEAR!



**SHOTGUN
SLADE** STARRING
**SCOTT
BRADY**

39 ALL-NEW HALF HOURS ON FILM
TOTAL OF 78 NOW AVAILABLE FOR
REGIONAL AND LOCAL SPONSORS



Shotgun Slade is the "detective on horseback" series that combines *both* of TV's great audience appeals. Roaring adventure...thrill-a-minute mystery. And it gets double-barreled results—big and fast! Its big-name star, Scott Brady, became a top, two-fisted TV personality in a matter of weeks. Its excitement sold on sight. Shotgun Slade has proved its selling power. No wonder regional sponsors like P. Ballantine & Sons, Brewers, are ordering up a second smash year!

**IT SHOT RIGHT INTO
THE "TOP 10" LOCALLY
AND NATIONALLY—
AND STAYED THERE!**

A double-barreled winner with that big audience look. Just check ARB for March, 1960...

RANK* IN MARKET	RATING	SHARE
#1 in Boston, WBZ-TV	21.9	41.0%
#2 in Oklahoma City, KWTW	31.8	50.6
#2 in Jacksonville, WJXT	33.1	56.8
#1 in Phoenix, KOOL-TV	19.9	32.6
#2 in Charleston, S. C., WUSN-TV...	48.3	71.9
#3 in Omaha, WOW-TV	24.9	41.4
#9 in Philadelphia, WRCV-TV	17.2	44.4
#2 in Portland, Me., WCSH-TV	32.2	61.1
#5 in Baltimore, WMAR-TV	16.9	40.1
#3 in Fresno, KJEO	22.6	49.8
#1 in Binghamton, WBNF-TV	41.5	89.8
#5 in Baton Rouge, WBRZ	35.8	59.6
#7 in New Orleans, WDSU-TV	20.9	61.1
#8 in Miami, WTVJ	26.0	51.3
#7 in Albany-Troy, WRGB	20.7	44.7
#2 in Amarillo, KVII-TV	22.9	37.5
#8 in Burlington, WCAX-TV.....	29.0	53.3
#5 in Harrisburg, WGAL-TV.....	25.2	35.4
#1 in Chico-Redding, KVIP-TV	35.8	61.1
#5 in Birmingham, WBRC-TV	34.5	58.8
#1 in Bristol-Johnson City, WJHL	32.5	57.7
#5 in Savannah, WTOG-TV	28.5	50.5
#5 in Tampa-St. Petersburg, WTVT...27.8	27.8	50.5
#10 in Knoxville, WATE-TV.....	23.6	49.1

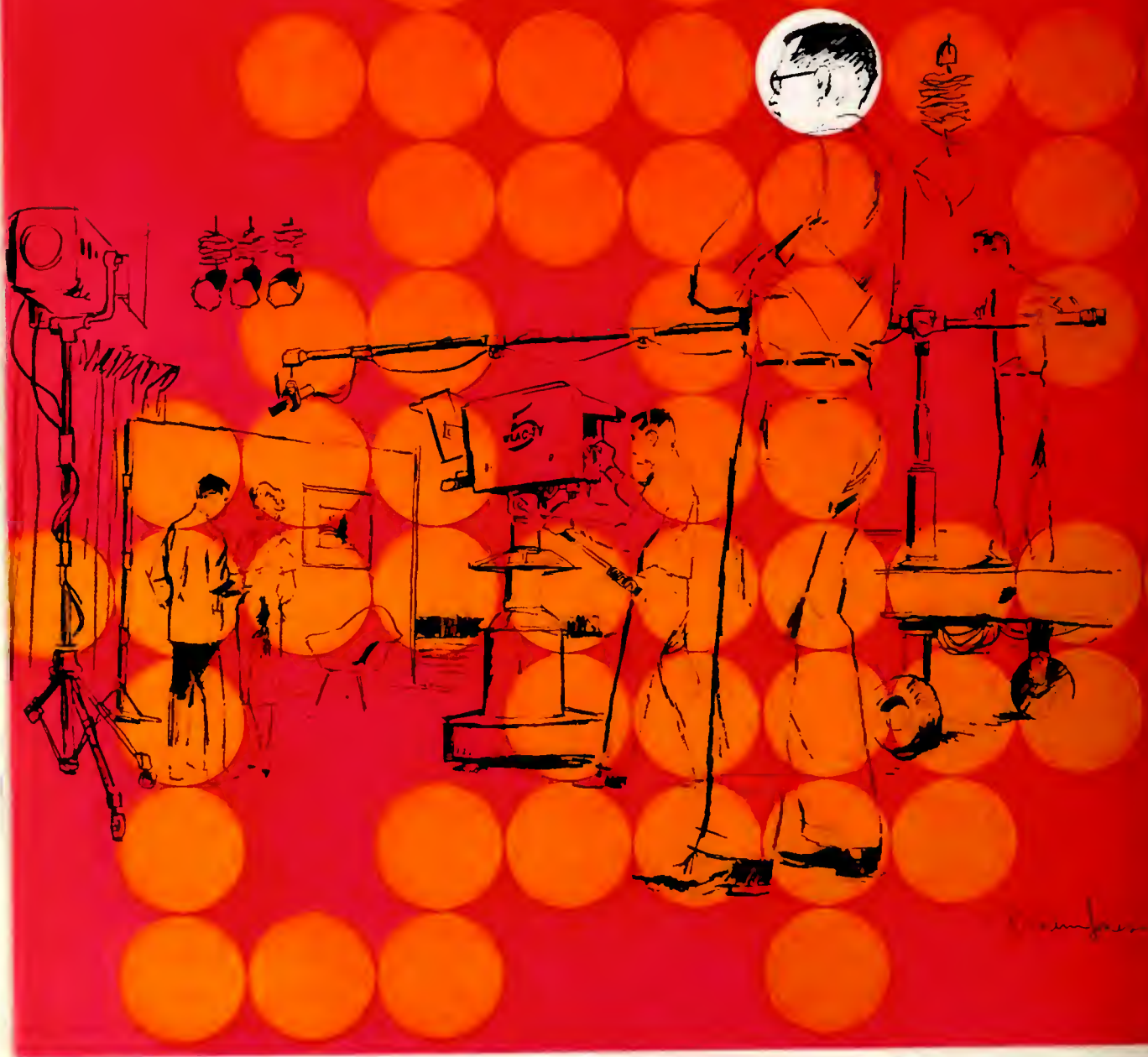
Sorry — no room for all the others! Better write, wire or phone your MCA TV film representative today.


**among all syndicated shows*

produced by **revue** studios

mca
TV FILM SYNDICATION

598 Madison Avenue, New York 22, N. Y., PLaza 9-7500
and principal cities everywhere



Ever wish you could get in there and do the whole job yourself? Then you'd get what you want; then it would come out right. But you can't do it all yourself. And at WLAC-TV *you don't have to*. We learned a long time ago we needed the right people—on the mike, at the camera, behind the desk—to do the job the way it should be done. Having the right people is one way WLAC-TV wins so many awards—and audiences.  of course.

WLAC-TV the "way" station *to the central south*
 nashville

Ask any Katz man—he'll show you the way!

SPONSOR

WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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Harold Platt

Secretary-Treasurer
Gene Couper Glenn

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Senior Editor
Harold Pinkerton

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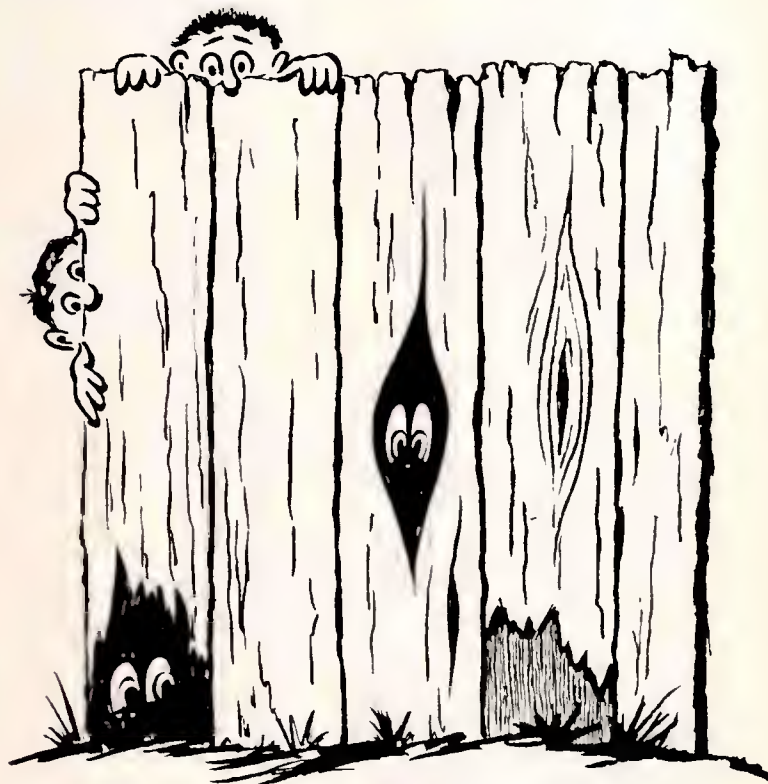
CIRCULATION DEPARTMENT

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Harold Markey

ADMINISTRATIVE DEPT.

Harold Massimino, Assistant to Publisher
Harold O. Paperman, Accounting Manager
Harold George Becker; Anne Marie Cooper;
Harold Noel Crocco; Syd Guttman; Wilke
Harold Irene Sulzbach; Dorothy Tinker;
Harold Tomadelli

Ever Have The Feeling That
Someone Is WATCHING You?



WE Have It ALL THE TIME!

And both "Dr. *Nielsen" and "Dr. *ARB"
say it's not a psychosis, but a FACT!

We're being watched seven days
a week by the MAJORITY of TV
viewers in the rich Rochester,
New York, area! — By folks who
can afford to BUY your product!

*Nielsen Survey, April 10, 1960
Rochester Metropolitan Area.

*ARB Report, March, 1960
Rochester Metropolitan Area.

CHANNEL 10

ROCHESTER, N. Y.

(WVET-TV • WHEC-TV)

EVERETT-Mc KINNEY, INC. • THE BOLLING CO. INC.

YOU MISS

1
2

THE SIX
BILLION DOLLAR
**WHEELING-
PITTSBURGH**
MARKET WITHOUT

WW
WW
CBS
V
50,000 WATTS RADIO
A

ONLY 50,000 WATT NETWORK STATION IN AREA

the **STORER** *station*
backed by 33 years
of responsible broadcasting
CALL BLAIR

| by Joe Csi

Sponsor backstage

Broadcast seminars: a change of heart

It was only a couple of months ago that I, myself, took the first week of a four-week American Management Association course. Having spent the last 25 years learning to be an executive the hard way, that is by trial and error, I was extremely favorably impressed with the tremendous progress which has been made and continues to be made in developing management as a science.

Over the years I have seen a number of junior and even senior executives in the broadcasting business as well as in other businesses who had taken various management courses. My considered opinion of the benefits of such courses was that they tended to make poor executives out of as many people as they had helped. After participating for the full first week of the AMA course, however, I have become a devout believer in seminars of this kind. I am convinced that when they fail to do their job, it is due to the lack of intellectual capacity of the student rather than to the basic idea of a scientific approach to executive development.

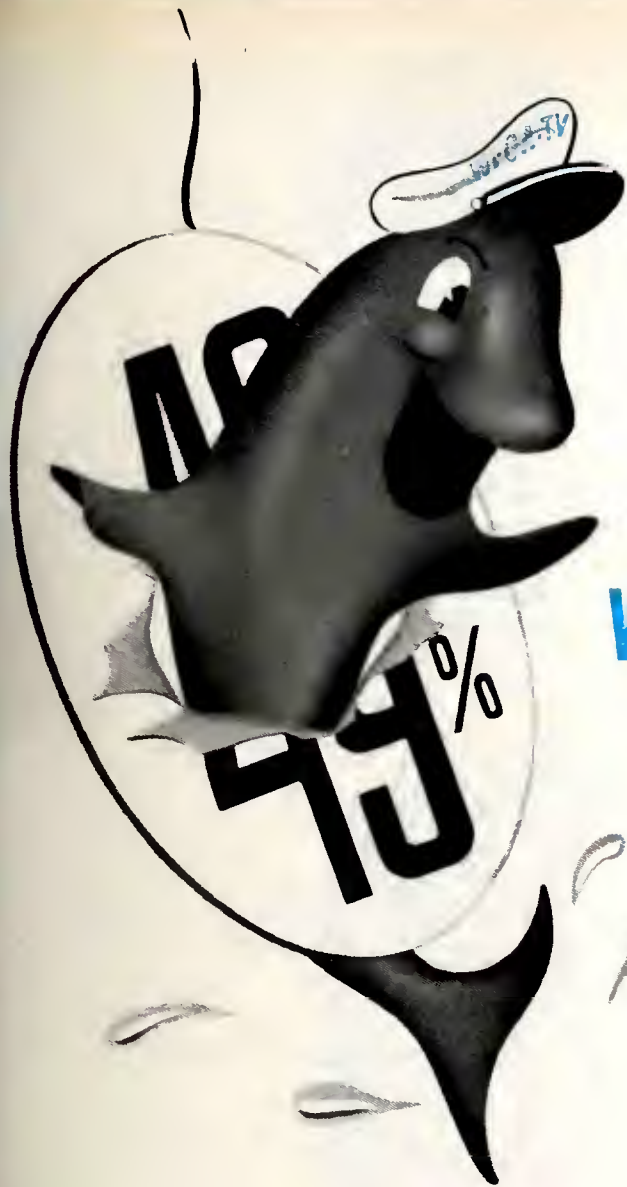
NAB's continuing contributions

All of the foregoing is an introduction to the present theme, which is that I am extremely happy to see that the broadcasting industry has decided to set up a continuing and permanent series of training seminars for top radio and television executives. This development follows two consecutive years in which the National Association of Broadcasters has sponsored seminars at the Harvard Graduate School of Business Administration in Boston.

My old friend, Clair McCollough, head of the Steinman Station and the guiding light of the NAB's policy committee, who spoke at the just concluded seminar—as he has sparked so many other worthwhile broadcast industry projects—has just announced that the NAB would sponsor a third seminar at Harvard next year, and that from that point on a more or less fixed curriculum for executive training would be worked out.

Sixty-three students attended the just concluded course, which took the form of two full weeks of lectures, debates, and general sessions running from 6 a.m. through midnight every day. The administrator for this seminar was William Gormbley, Jr., assistant dean in charge of Advanced Management at Harvard. The NAB's vice president, Charles Tower, handled the organization of the project. The student body included executives from just about every conceivable size and kind of market, ranging from towns like Hannibal and Kirksville, Missouri—from which communities James Jae, Jr., of KHMV and Sam Burke of KRIK, respectively, hailed—all the way to metropolitan centers like Detroit, Boston, San Francisco, etc. The report

(Please turn to page 15)



**WHAT
A JUMP
FOR A
3 YEAR OLD!**

*WFGA-TV reaches new heights
with a 49% share of
Jacksonville audience*

The latest Nielsen for Jacksonville (March) shows WFGA-TV delivers a 49% metro share-of-audience 9:00 a.m. to mid-night, Sunday through Saturday. And it's the same with every new rating—WFGA-TV keeps climbing, keeps capturing more viewers in this rich market!

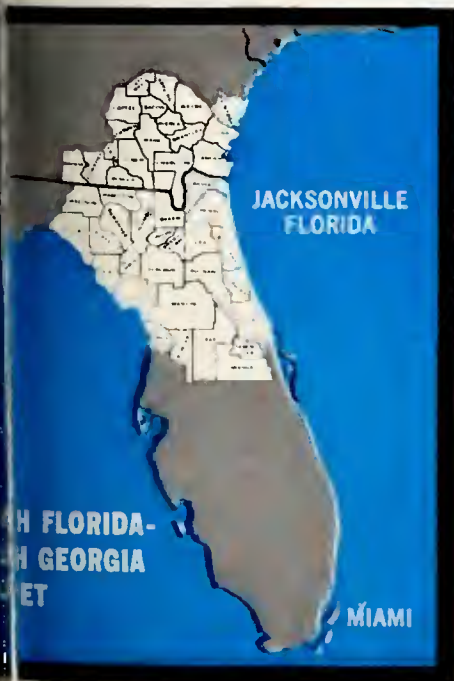
If you want your message to pull sales in Jacksonville, see your PGW Colonel for full details on WFGA-TV!

WFGA-TV

JACKSONVILLE  



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ
WLOR-TV
WFGA-TV
(Affiliate)



WON'T SHRINK



WON'T STRETCH



ALWAYS STAYS THE SAME

TV too...

film does

le

impossible!"

to show something that can't happen—really can't happen? Want to show the "No!"—emphasize the "Yes!"? Chemstrand Nylon did it brilliantly by visually squeezing a whole long sequence into a few film reels.

adaptable! . . . That's the way with film!

film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides optical effects you've always dreamed for high-polish commercials; (3) assures you the coverage and penetration which market saturation requires.

For more information, write Motion Picture Film Department CHEMSTRAND KODAK COMPANY Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. German, Inc.
Agents for the sale and distribution of
Kodak Professional Motion Picture Film
Fort Lee, N.J., Chicago, Ill.,
Hollywood, Calif.

ADVERTISER:
The Chemstrand Corp.

ADVERTISING AGENCY:
Doyle Dane Bernbach, Inc.

PRODUCER:
Transfilm-Caravel, Inc.



Sponsor backstage (Cont. from p. 12)

representatives from those three cities in the order named were Jim Schiavone, WWJ-TV; Jim Allen, WBZ-TV; Charles Kinsely and Lou Simon of San Francisco (Kinsely from KHSL and Simon from KPIX).

At the seminar Clair followed through on the same theme he hammered home to the industry in general last April at the NAB Convention in Chicago. He reminded the student broadcasters that they have a responsibility to serve the community as well as their own business operations and that they must participate in the continuing battle to keep government control out of programming and other areas which would seriously damage the free system of broadcasting. He again reminded them that responsible industry members individually and in groups, are acting to preserve their essential freedom, while at the same time cleaning house wherever it proves necessary.

It is interesting to note that at the conclusion of the fortnight the broadcaster-students adopted a resolution asking the NAB to study all conceivable methods for broadcasters to assist the nation in its difficult psychological warfare with the U.S.S.R. Clair and Charlie Tower told the group that the trade association would start work on such a project promptly.

Despite competition, public service is understanding

I am sure Clair and a number of participants in the seminar were aware that a good deal of programming has been carried on and continues to be carried on by broadcasters all around the country which can easily be considered an important part of broadcaster efforts to aid America in its psychological battle with the Russians. The U. S. Information Agency just recently commended 18 radio stations, which have developed programs transmitted over the Voice of America intended to give the world a wholesome and honest idea of what America is like. Here, again, the stations ranged from those in small markets like Peoria (where WMBD is working on a documentary showing how a town which is primarily a railway center functions), to WFIL in Philadelphia, which did a patriotic documentary called *Fourth of July*, 1960, transmitted by the Voice on that date.

I have said this on previous occasions, but I don't think it can be said too often: I am continually amazed that broadcasters, in the main, manage to do such an exceptional public service job on local, state, and national levels, while operating with financial success in a ruggedly competitive industry—and that they are so consistently clobbered by critics and government agencies for their pains.

Congrats!

Inasmuch as I have the space I will take the opportunity to extend best wishes to a cluster of my friends who have made or are making important career changes:

To Leonard Reinsch on his extremely important appointment, on leave from heading up the Cox stations, as communications consultant to Senator John Kennedy.

To Ted Bergman on his appointment as vice president in charge of advertising for Revlon.

To Howard Barnes on his appointment as director of programs and administration for CBS TV, Hollywood.

And, if anybody is looking for one of the best sales executives in the tv-film business, just check me on Phil Williams.

WPIX

the
prestige
independent

NETWORK PROGRAMM

AIR POWER • CODE THREE • SAN FRANCISCO BEAT •
SHOTGUN SLADE • TRACKDOWN • THIS MAN DAWSON
THE CALIFORNIANS • THE HONEYMOONERS • MR. ADAMS
MEET MCGRAW • DEADLINE • BOLD VENTURE • COLON
SILENT SERVICE • FLIGHT • PANIC • POLICEWOMAN
IT'S A GREAT LIFE • INTERPOL CALLING • YOU ARE
HIRAM HOLLIDAY • MIKE HAMMER • BOLD J



WPIX-11 IS THE "Network Station" for Spot Advertisers in New York! Audiences have learned to expect network quality entertainment *every* night on WPIX-11. Advertisers know that of *all seven* New York stations only WPIX offers so many opportunities to place *minute* commercials in *prime evening time* in such network quality programming. And Nielsen has *proved* that WPIX audience incomes, home ownerships, jobs, etc. are *the same* as on the leading network station! You'll never find "mail order" or over-long commercials on WPIX-11. You *will* find important looking programs only the best advertisers and a proved quality audience...on a station that has a healthy respect for the rate card. *Where are your 60-second commercials tonight?*

WORK AUDIENCES

... recently studied his entire New York sample, both Audi-
 Recordimeter-Audilog homes, and found "no significant
 between the kind of people who watch wPIX 11—New York's
 independent station—and New York's leading Network station.
 "WPIX AUDIENCE PROFILE" study provides a direct com-
 parisons for the prime qualitative categories of: FAMILY
 HOME OWNERSHIP • AUTOMOBILE OWNERSHIP • SIZE OF
 OF HOUSEWIFE • OCCUPATION, HEAD OF HOUSEHOLD
 1:00 PM, seven nights a week. Qualitatively they are equal.
 states: "NONE OF THE COMPARISONS YIELDED A SIG-
 DIFFERENCE!"

NETWORK ADVERTISERS

The Procter & Gamble Co. • General Motors Corp. • Bristol-Myers Co.
 General Foods Corp. • Chrysler Corp. • American Airlines, Inc. • Co-
 gate-Palmolive Co. • R. J. Reynolds Tobacco Co. • Warner-Lamber
 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 Co. • 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 • Gul
 Oil Corp. • Sterling Drug, Inc. • Lever Brothers Co. • and many more



WPIX

new york

The ONLY New York independent
 qualified to display the
 SEAL OF GOOD PRACTICE.

Here's a Tiger for Sales in Baton Rouge..



WAFB TV Roars Anew from Channel 9

Channel 28, the U.H.F., that won awards in 25 of 26 merchandising competitions —

NOW IS UNLEASHED ON V.H.F.

TO SELL YOUR PRODUCTS TO MORE PEOPLE!

The basic BEST of CBS... plus the PICK of ABC, top film shows and top local shows. Add merchandising that has won WAFB-TV national recognition many times... merchandising that follows through 'til you've won the market. THESE ARE THE REASONS YOU'LL WANT TO MAKE WAFB-TV the hinge on which you'll swing your marketing in this billion dollar-PLUS market.

Now sending a brilliant new picture into 268,400 TV homes in Louisiana and Mississippi. Now reaching far out from its rich Baton Rouge hub to carry your sales story throughout this vital Central-Gulf-Coast area.

WAFB TV 9 **BATON ROUGE**
CHANNEL 9 **LOUISIANA** 

*goes farther — sells more — in one
of the nation's fastest growing markets*

Get Full Information from... **BLAIR Television ASSOCIATES INC.**

*Most significant tv and radio
news of the week with interpretation
in depth for busy readers*

SPONSOR-SCOPE

8 AUGUST 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Other national advertisers may find something to conjure with in the reasons that American Chicle (Bates) has found for going back to spot tv on an appreciable scale.

In recent years Chicle has been siphoning a greater share of its money into network and away from spot.

As Chicle ad manager R. L. Harris phrased it in SPONSOR-SCOPE last week **the imbalance of network vs. spot has been "cramping" the company's ease of maneuver in dealing with markets where the per capita potential was greater than others and putting the pressure on behalf of particular brands.**

What it all adds up to: whereas spot has been getting a relative trickle of Chicle's tv money, it'll be back to where it used to be: 40% spot and 60% network.

National spot radio buys were beginning to shape up for the fall out of New York in particular last week.

They included: Sylvania (Geyer); B. T. Babbitt (Geyer); Continental Baking (Bates); Blue Bonnet Margarine (Bates); Woolite (Charles & Daniels); Hamilton Watch (Ayer); Continental Oil (B&B); Sunshine Biscuits (C&W); Apple Growers Assn. (Hoyt).

Coming to life in radio after a sustained layoff: Sinclair Refining (Geyer).

Tv reps in New York, Chicago and Minneapolis were the recipients of a lively flow of new business action last week.

The flurry, most of them consisting of short-term campaigns, included:

New York: Post Toasties (B&B); a new P&G paper product (DFS), four day and two night minutes; Fleischmann's Margarine and Royal Desserts (Bates), day and night minutes, plus 20s; Lavis (Morse), minutes; Corn Products (L&N), day 20's and night ID's; Bumble Bee Tuna (Manoff), 10 weeks of minutes; Handy Andy (K&E); Peter Paul (DFS); Brylcreem (K&E).

Chicago: Campbell's Pork & Beans (NL&B); Quaker Puffed Wheat and Puffed Rice (Compton); One-a-Day Vitamins (Wade); American Bakeries (Y&R); Miller Brewing (Mathisson).

Minneapolis: General Mills' Betty Crocker products (Knox Reeves); Chun King (BBDO).

JWT's bringing an ancient family staple back to spot radio: Scott's Emulsion.

It will run for a total of 23 weeks, split into two flights.

Another radio placement of the past week is **Travelers Insurance**, out of Y&R.

A possible rich source of spot tv revenue for the fall is Bristol-Myers' Bufferin, which when the spending was at its peak was Y&R's No. 1 brand.

What supports the expectation: Anacin, Bufferin's No. 1 price competitor, has been **steadily increasing the pace of its own tv advertising.**

Schlitz (JWT Chicago) could be allocating a huge chunk of its tv money to spot, because it may find it too late to get what it'd like in network.

The brewer has been looking one thing after another over without being able to make a decision.

A few weeks ago, for example, it had an option on a piece of the American Football League from ABC TV and **got into a hassle over placement of the commercials.** While this was going on, Pabst (K&E) took a quick look and wrapped up the same segment.

SPONSOR-SCOPE *continued*

Tv stations shouldn't take this as a cue for worry, but if they look at the order they've been getting this summer they'll note that the trend away from 20's on the national front has been increasing rather than abating.

Some reps figure that the buys made so far this summer have been 70-80% day and night fringe minutes. Also, that the fall won't see this much different, particularly in view of the fact that NBC is making so many minutes available to its affiliates, both in day time chainbreaks and within nighttime programs.

The trend, as reported out of Chicago, has given rise to another pattern: split budgets. Because of the availability of good minutes on all stations in a market, the advertiser doesn't have to buy only one station to achieve low discounts and CPMs.

In some rep quarters it's believed that the foregoing pattern may have a lot to do with the fact that new radio orders for the fall have been slow in taking off.

They recall that last year when the situation in nighttime minutes became tight not a few national advertisers turned to radio.

And for some of them the switch turned out so fortuitously that they're sticking with the medium. Like Florists Telegraph Delivery and Congoleum-Nairn, both out of KM&J

The Katz Agency is recruiting the help of its tv stations in a drive to drum up more interest in spot among the big three in Detroit.

The Katz message: pressure your local dealers more about the virtues of spot in selling their cars so that the feedback from the field will spur some action.

Westerns can still claim they're responsible for the biggest chunk of regular nighttime programming expenditure on the three tv networks.

SPONSOR-SCOPE has estimated what the advertisers' bill for programs would be for the 1960-61 season, provided the three networks were to achieve a sellout, and found that the breakout by type in terms of percentages of the total were these:

Westerns, 20%; suspense-crime, 16.4%; situation comedy, 15.6%; adventure, 13%.

Again providing there was a sellout, the collective bill for talent to network advertise would run to over \$6 million weekly, as per the following estimates:

PROGRAM TYPE	NUMBER OF SHOWS	WEEKLY TALENT COSTS
Situation comedy	25	\$950,000
Westerns (1 hr.)	8	690,000
Western (1/2 hr.)	14	570,000
Suspense (1 hr.)	10	790,000
Suspense (1/2 hr.)	5	210,000
Anthology-drama (1 hr.)	4	310,000
Anthology-drama (1/2 hr.)	7	290,000
Quiz-game-panel	8	260,000
Adventure (1 hr.)	7	640,000
Adventure (1/2 hr.)	4	160,000
Comedy-variety	6	520,000
Musical-variety	4	450,000
Public affairs	7	180,000
Sports	3	90,000
Total	112	\$6,100,000

SPONSOR-SCOPE *continued*

Credit CBS Radio with being the first to try to sell a commercial announcement linked to a program promotion.

The offer is being made strictly to Arthur Godfrey sponsors: for \$7,500 they can have 60 30-second commercials per week, which will be linked to 30-second promos spotted throughout the CBS schedule.

These promos will plug Godfrey's show. He'll also do the commercials.

ABC TV is working on a further simplification of its ratecard and the results should be available during this week.

Meantime, the network has set a price for its special pre-Christmas package of daytime minute participations: \$66,000. There'll be an announcement a day for 30 weekdays. **They'll snake their way through the schedule so that one will appear in practically every show.** Estimated reach: 16 million different homes. Home impressions: 61 million.

All three tv networks last week made a pitch for that \$3-million Simoniz budget on invitation from the new agency, DFS.

Each, acting on cue, talked about both day and nighttime participations.

According to CBS, the agency made it the No. 1 choice to the client.

Apparently daytime tv has got what it takes to overcome the cutback of such stalwarts as P&G, Lever and Colgate (the last has just done a me-too), if Eastman (JWT) makes a good example as an antidote.

Eastman has bought nine additional daytime minutes, making 12 altogether, per week on CBS TV. The order runs until the end of the year. Eastman divisions affected are Kodak and fiber.

The buy was one that the agency played close to the vest; **in other words, it didn't shop around,** figuring that Eastman's vested discounts on CBS precluded the need.

Even the Disney show on ABC TV has gone the way of the spot carrier.

One of its initial participants: Scripto (Donahue & Coe), which will be spending about \$350,000 in tv for six weeks in a pre-school campaign.

Other participants: Luden's (Mathes); General Mills; Dow; Brillo.

ABC last week also brought in Derby Foods (McCann-Erickson) **for 80-odd nighttime minute participations,** including Disney, running from late September to June.

Burlington's hosiery division is doing something in tv to counter the runaway business that Mojud has been enjoying in the support hose field.

Burlington's buy: a flock of minute participations on network shows, the bill adding up to around \$400,000.

Mojud's Supp Hose is spending at the rate of \$2 million, using spot in flights in 40 markets and Jack Paar.

Daytime network tv is beginning to find there's plenty of gold in other than those package goods hill—if you go digging for it methodically.

Besides Eastman Chemical and Kodak, the past week saw Proctor Electric (Weiss & Geller) join the daytime ranks.

The Proctor commitment on NBC TV: **30 quarter-hours in seven shows between mid-September and mid-December; plus co-sponsorship of a Jerry Lewis special.**

It's all primarily directed at the Christmas buying trade.

Billings altogether figure around \$450,000.

All that JWT would say about the uproar its Ford Dealer Association pec-
caused by asking radio stations to change from a national to a local rate card was this:
"We'll wait and see how many stations are agreeable to our proposal."

What ignited the reps as well as stations was the fact that the business had been run
for years at the national rate and the agency was fully aware of the wide-flung pol-
among stations that limited the retail rate to service and used car dealers.

Watch for the petroleum giants to make huge changes in merchandising
advertising concepts during the second half of this year.

The reason: Almost all of them are going transcontinental. That means reorgan-
and reorientation of their marketing on a grand scale.

Significance of the trend for air media: the merchandising programs will have
national contour but the dealer support will still be dealt out on a selective basis.

You can find a number of the tire, battery and auto accessories accounts wh-
reflect the uneasiness that's hit their field by shopping around for new agencies

The cause of this disturbance: the epochal changes that have been taking place in
automotive market as a whole and triggered by the compact trend.

The basic problem that tires, batteries and accessories are groping to solve: a mar-
ing philosophy that will bring them into consonance with the Detroit revolution.

One such account also said to be shopping: Electric Autolite, which spends
\$3 million. It had been a traditional Chrysler supplier.

Michigan Avenueites can take cheer from this turn of events:

Compton, New York, is sending an account team headed by Bert Upson to handle
newly acquired Alberto-Culver business out of Chicago.

Chicago agency men had been concerned by agencies snatching off midwest accounts
moving them to their New York lairs.

There could be a straw in the wind here: six Tulsa radio stations have got toget-
for a cooperative campaign to sell the market and their medium.

Some years ago they did a similar job. They now feel the time is ripe to document
latest facts, techniques and successes.

Gross time billings for the three tv networks collectively were up 10%
June and 8.9% for the first six months as compared to the year before.

New 1960 figures: ABC TV, \$11,948,700, plus 33.8%; CBS TV, \$22,004,107, plus 3%
NBC TV, \$18,959,323, plus 5.4%. For the first six months: ABC TV, \$76,950,570,
25.3%; CBS TV, \$138,292,384, plus 5%; NBC TV, \$120,992,398, plus 4.8%.

The demand for participations in local tv kid shows has become so great
beverage mixes have had to content themselves with the company of three or four fellow p-
ucts within the same hour.

As a result, if they get as much as a 10-minute separation they consider themse-
as doing well.

What aggravates the problem, of course: the most popular syndicated films h-
been corraled by a single station in a market and all the beverages and beverage m-
want to get on that station.

For other news coverage in this issue, see Newsmaker of the Week, page
Spot Buys, page 30; News and Idea Wrap-Up, page 66; Washington Week, page 59; SPON-
Hears, page 62; Tv and Radio Newsmakers, page 74; and Film-Scope, page 60.

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2,
most effective selling agent put in television. Thousands
rely on KPRC-TV and only KPRC-TV to stimulate
sales. Only KPRC-TV—the station for people who
like results.

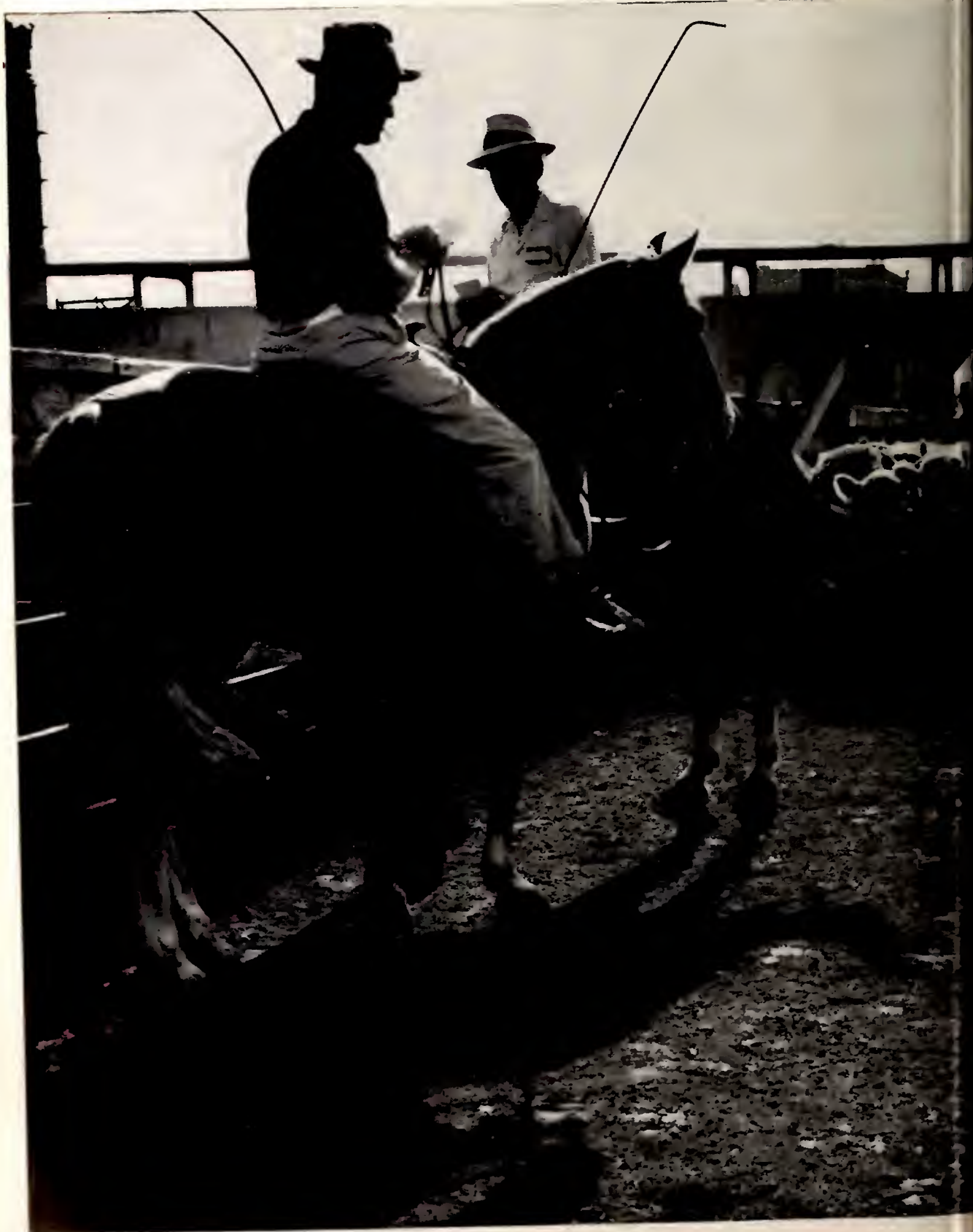


Courtesy of
Dial

Aren't you
glad you use
Kprc-TV!

(don't you wish nobody else did?)

In Chicago



the Union Stock Yards, which opened for business on Christmas day, 1865, is the largest cattle market in the U. S., serving 400 packers from 38 states—currently trading at the rate of \$860,000,000 a year! Here, Monday through Friday, direct and exclusive livestock reports are broadcast over WGN radio.



In Chicago
WGN
RADIO

*reaches more homes
than any other
Chicago advertising medium . . .
first in farm service
in the Midwest*



WGN IS CHICAGO

Quality • Integrity • Responsibility

1ST

IN **TOLEDO**
FOR 33 YEARS!

WWSB

RADIO

FD

the **STORER** station
backed by 33 years
of responsible broadcasting

CALL KATZ

Timebuyers at work

Jean Cury, media director, Shaller-Rubin, Inc., New York, feels that for accounts which are national in scope but tend to buy regionally on a market-by-market basis, spot tv can prove to be most effective. "At least that's what our experience indicates. Spot tv acts a kind of 'tangible yardstick,' for through the medium we can control and make the most efficient use of our budget. We have a proprietary drug account that wanted about 10% penetration into the national market. The account went into some 12 markets on a test basis, using spot almost exclusively. In every instance a sharp sales rise ensued, proving the efficacy of the medium selected, and the account has now expanded into other leading markets with a major spot tv push. I'm sure that this isn't an isolated example." Jean also points out that smaller budget advertisers needn't shy away from spot tv. "There's no reason for spot tv to be considered as only available to the advertisers with a big budget. The limited budget advertiser who pays scrupulous attention to media considerations, particularly to scheduling, audience delivered, and station programming, will usually get exceptional value



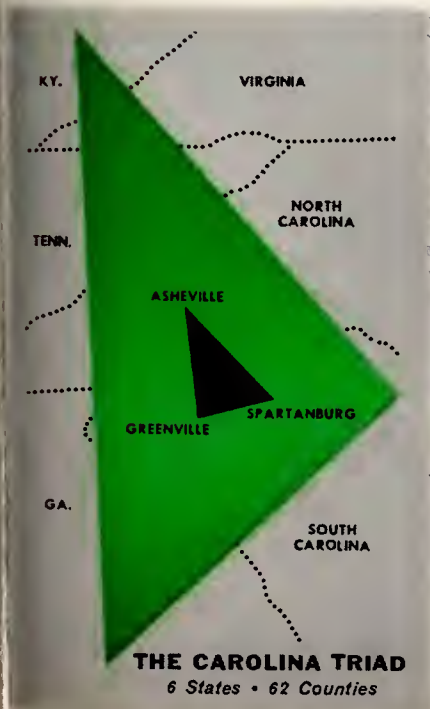
Carol Ross, Mohr & Eicoff, Inc., New York, feels that it's generally a good idea for timebuyers to take a fairly thorough look at some of the material provided by stations and their representatives. "One of the reasons why I specify 'generally' and 'some' is because 'some' of the material I receive is badly prepared and, on occasion, inaccurate.



For instance, I can remember receiving a promotion piece which rated a particular station as 'Number 1 in the most recent survey.' But, check as I might, I was unable to find out just when this 'most recent' survey was made, or just who made it. Perhaps this is an extreme case, but it points up the issue. Certainly this kind of thing doesn't do the station in question any good at all." Carol points out that there's another side to the picture as well. "Naturally each station utilizes material that is slanted to make it look best. But often, simply by checking over the pieces sent by various stations in the same market you can come away with a pretty accurate notion of the current market situation



WLOS-TV... King of the Carolina Triad!



WLOS-TV reigns supreme in this rich, six-state area . . . ranks *first* in every day part!

Every day of the week, from 9 a.m. to midnight . . . an average of 34,000 homes per quarter-hour! That's what WLOS-TV delivers, according to the March ARB for Greenville-Asheville-Spartanburg. And that's 108.6% more homes than station "C" and 21.4% more than station "B"! So if you're looking for coverage, for audience, for impact, make sure your message goes out to the Carolina Triad from the South's highest tower, WLOS-TV. Get the complete story from your PGW Colonel.

WLOS-TV



Serving
GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprise



Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.



WTVJ
WLOS-TV

WFCA-TV
(Affiliate)

Wmca

PRO FILE!



Roger Turner



■ The American child is nurtured in the belief that success may be attained by emulating H. Alger. Sixteen year old R. Turner was no exception. He read the great man's words, "...T'was on Lake Erie's broad expanse, one bright mid-summer day, the gallant steamer Ocean Queen swept proudly on her way..." A sober lad, Roger packed his bag and joined the crew of a Lake Erie ore-boat. There is merit in teaching the young, for Roger Turner became Vice-Commodore of the Virgin Island Yacht Club and for six years sailed the Caribbean sea lanes. But success comes hard and Turner achieved his rewards through four years of carpentry at Yale, maintaining the rank of PFC in the Marine Corps and managing a bakery. As an executive of Radio Press International, his singular talents enabled him to be appointed Assistant to the President of the Straus Broadcasting Group where he now explains FCC memoranda with nose aquiver for a fresh breeze from the East.

THE STRAUS BROADCASTING GROUP

wmca
NEW YORK AM Radio Sales

wbny
BUFFALO ■ Jack Masla & Co., Inc.

rpi
RADIO PRESS INTERNATIONAL



49th and Madison

Profitable reading

In the April 30 issue of SPONSOR, page 52, you reported the success WING. Dayton, Ohio, had with a promotion for the Necchi-Elna Sewing Machine dealer. They ran a spot schedule asking listeners to send in a 1946 penny.

We wrote to WING in Dayton and they were kind enough to send us the continuity, after which we presented the idea to the Pittsburgh Necchi-Elna dealer.

Because of the success in Dayton, he bought the idea and scheduled 50 one-minute announcements over a 10-day period. Because of a larger market area, we hoped to receive more than 2,644 pennies reported by WING. Three days after the last announcement was on the air, we counted a total of 7,843 pennies.

The dealer was simply amazed at radio's ability to do this job since he too, like the Dayton dealer, had run a comparable promotion in a local newspaper at a cost of about double that of the radio campaign, and the newspaper response was approximately 5% of the radio response. It has made the dealer a firm and steady user of radio and given us a success story that will result in many new schedules.

So a great big fat "thank you" to WING for reporting it to you and a double dose of "thanks" to you for reporting it in SPONSOR.

Philip B. Hirsch
general manager
WEEP
Pittsburgh

Not cricket!

"Sponsor-Scope," page 22 of the 25 July issue, says that some rep has evolved a way of taking his stations "off the spot" when the distributor of a national product offers them a schedule at local rates.

His plan, as outlined, will do more

than take them off the spot. It will, in time, take them right out of the spot business.

This opportunistic scheme is to wait until the local rate offer has been made to the station, after which the rep calls the agency to explain that when its commission has been added the saving to the client will be negligible.

If the agency says "In that case we will place the business at national rates through you," everything thinks is okay.

But if the agency reacts negatively, he quickly tells his station that he can't get the business so it had better tell the distributor it was only kidding about charging the legitimate national rate.

Most reps don't operate that way and those who do, together with some stations as "cooperate" in this kind of catch-if-catch-can procedure are violating the simplest management fundamentals. Also they are doing a great deal of harm to the broadcasting industry at a time when it needs to demonstrate that it has sound principles and at least the minimal testinal fortitude necessary to live up to them.

Presumably this rep believes that to follow good practices and ethical standards will mean a loss of business and commissions. As a majority of stations and goods reps know, that beliefs couldn't be more wrong.

I would recommend to the rep mentioned in your story, and to his stations, that he establish and maintain some operating principles which command the respect of the agencies and accounts with whom he does business. He will do more of it and probably sleep better too.

Hanque Ringg
consultant
N. Y. C.



BIG LIFT for BIG CITY TRAFFIC

WSB Radio's helicopter reports keep Atlanta motorists moving

Hovering high above busy traffic lanes, WSB's helicopter reporter alerts rush-hour motorists to driving hazards, bottlenecks, offers advice on less congested routes. The whirly-bird augments WSB's already well-established auto traffic patrol, and adds more strength to this station's over-all news service in the public interest.

It is the kind of service that saw WSB making a clean sweep of the Georgia Associated Press Broadcasters Association Radio News Awards for 1959 — "Superior" in all news categories, and a total of nineteen awards for WSB and WSB newsmen. No other Georgia station has ever received such outstanding recognition.

WSB Radio

The Voice of the South / Atlanta



Associated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO, WHIO-TV, Dayton.

WTHI-TV
the
Number One
single station
market
in
America!

WTHI-TV is a single
station market of
217,400 TV homes.

An advertising dollar
on WTHI-TV delivers
more TV homes than
many dollars in a
multiple station
market.



WTHI-TV
CHANNEL 10
TERRE HAUTE,
INDIANA

Represented by THE BOLLING CO.

National and regional buy
in work now or recently complete.

SPOT BUYS

TV BUYS

Avon Products, Inc., New York: Campaign for its cosmetic line begins 29 August in over 150 markets. Schedules are for 14 weeks using day minutes and fringe night 20's, 10-12 per week per market. Buyer: Lee Petry. Agency: Monroe F. Dreher, Inc., New York.

Otoe Food Products Co., Nebraska City, Nebraska: Schedules for Morton House canned foods begin mid to late August for 10 weeks. Day and fringe night minutes will be scheduled in 20-25 markets. Agency: Compton Adv., Chicago.

Standard Brands, Inc., New York: Joint placement for Fleischmann's Margarine and Royal Desserts begins 29 August in a number of markets. Day and night minutes and chainbreaks run for 7 weeks. Buyers: Bob Kerrigan and Bob Decker. Agency: Ted Bates & Co., New York.

Warner-Lambert Products Division, Morris Plains, N. J.: New activity on Bromo-Seltzer starts 29 August in about 25 markets. Schedules of fringe night minutes are for 15-18 weeks. Buyer: H. Davis. Agency: BBDO, New York.

Columbia River Packers Assn., Inc., Astoria, Ore.: Thirteen-week schedules for Bumble Bee Tuna start 22 August in 20-25 markets. Day and fringe minutes and 20's are being placed, five to 10 per week per market. Buyer: Shirley Weiner. Agency: Richard K. Manno Inc., New York.

Robert Hall Clothes, Inc., New York: About 160 markets get schedules 28 August to promote its fall clothing line. Campaign runs through 17 December with the bulk of schedule fringe night minutes 10-20 per week per market. Media director: Jim Hackett. Agency: Arkwright Adv. Co., Inc., New York.

Paper Mate Co., Chicago: A two-week back-to-school campaign for the Capri Mark III pen starts 4 September in about 60 markets. I.D.'s are being used, around 15 per week per market frequency. Buyer: Pat Chambers. Agency: Foote, Cone & Belding, Inc., Chicago.

RADIO BUYS

Ray-O-Vac Co., Madison, Wis.: Campaign for its auto battery starts 8 September in the top markets. Fairly heavy frequencies traffic minutes will run for 30 weeks. Agency: H. H. Monk & Associates, Inc., Rockford, Ill.

C. F. Mueller Co., Jersey City, N. J.: Planning a campaign for Italian food products to start in September for 33-34 weeks. Day minutes, 10-25 per week per market, will be bought using about 10 stations to a market. Buyer: Jeff Fine. Agency: DCSS, New York.

ONLY THE SUNSHINE
 VERSUS SOUTH FLORIDA
 BETTER THAN
 WTVJ

In South Florida, the nation's fastest-growing area-market, WTVJ—among all media—delivers the largest daily circulation! Only WTVJ will give your schedule complete coverage of this dynamic growth area. Obtain the facts of WTVJ's exclusive, total coverage of South Florida from your PGW Colonel.

**SOUTH FLORIDA
 IS THE NATION!
 POPULATION GROWTH
 1960**
 (U.S. Census Estimate)
**IN THE PRIMARY COUNTIES
 UP 122%**
 (Dade, Broward, Palm Beach)
**COUNTY SOUTH FLA.
 UP 108.3%**
Population 1,699,149

WTVJ



SOUTH FLORIDA



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

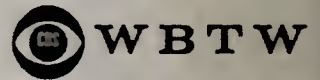


WTVJ
 WLOS-TV

WFGA-TV
 (Affiliate)

**This is just one of the
faces of Florence**

Florence has more than beauty.
Florence has the vitality of the new South,
the scope of fertile fields, the energy of
industry. And Florence has WBTW, a
television station whose signal unifies an
area of 215,000 tv homes, wraps up a
significant market for advertisers.



Florence, South Carolina

*Channel 8 • Maximum power • Maximum value
Represented nationally by CBS TV Spot Sales*



A Jefferson Standard Station affiliated
WBT and WBTW, Charlotte.



PART I OF TWO PARTS



AGENT AND AGENCY: William S. Cutchins, pres. of Brown & Williamson and William H. Kearns, chmn. of executive committee, Ted Bates

B&W: TV SUCCESS STORY

In 10 years Brown & Williamson has doubled its share of the cigarette market, now sells 52 billion cigarettes a year. 85% of \$32 million budget goes to tv in titanic industry battle of brands, packages and ad themes

LOUISVILLE, KENTUCKY
 Last week in an abrupt change in strategy, Brown & Williamson, largest of the country's six giant tobacco companies, broke out a brand series of tv commercials for Vice—"The Thinking Man's Cigarette." American tv viewers who, for the two years have been playing the proxy game—"Are you an archaist? No, I deliver bundles for a wash laundry."—were confronted

with tv spots in which the Thinking Man's role had been cut to a minimum (mainly first frame introduction) and the bulk of the commercial plugged full of typical, hard sell Ted Bates copy—"Viceroy's got it at both ends."

To the average cigarette smoker, perhaps, the B&W copy switch was something less than earth-shaking.

But to eagle-eyed admen at R. J. Reynolds, American Tobacco, P.

Lorillard, Philip Morris, Liggett & Myers, and their agencies it was another significant move in the turbulent battle of the brands which has shaken the tobacco industry in recent years and completely revolutionized the nature of the cigarette business.

With cigarette sales for 1960 expected to top 1959's all-time record of 453 billion, the six tobacco titans are locked in a no-holds-barred struggle in which all old precepts and practices have long since gone by the board and the rules are changing daily.

Their battle ground, of course, is television, by far the No. 1 cigarette ad medium. Last year the tobacco companies poured over \$106 million into net and spot tv, and the 1960 total should be considerably higher.

Significantly, the violent upheavals in the tobacco business have coincided almost exactly with the advent of the "tv era" of modern advertising.

Back in 1949 when the cigarette companies were appropriating a cautious \$3 million in the new video medium (compared to a \$24 million investment in network radio) three brands—Camel, Luckies and Chesterfield—accounted for 73% of all U. S. cigarette volume.

By last year, with tv tobacco expenditures at 35 times the 1949 level, the business had become drastically "segmented." More than 30 brands—regulars, kings, filters, menthols—were scrambling for the market and none had more than a 14.4% share.

In the midst of this wild Donnybrook, each of the six major companies has known its headaches, heartaches, flops, and successes.

But nothing more clearly and dramatically explains the shifting character and new tv-orientation of the industry than does the 10-year record and present-day strategies of the youngest member of the group, Brown & Williamson of Louisville, Kentucky.

The B&W challenge

Almost exactly 10 years ago, in its issues of 6 November and 20 November 1950, SPONSOR presented a comprehensive two-part explanation of Brown & Williamson's expert and successful use of radio.

Last week SPONSOR returned to Louisville for another visit at the huge, sprawling, red brick factory that Raleigh, Kool, and Viceroy built.

A comparison of our 1950 articles and our 1960 notes shows these fascinating highspots:

- 10 years ago the Brown & Williamson ad budget totaled \$3 million.

This year it will top \$32 million

- 10 years ago 90% of the company's ad expenditures were in radio. Today tv is getting between 80% and 85%.

- 10 years ago B&W was looking back on record 1949 sales of 16.6 billion cigarettes. Today it can point to a 51.8 billion total for 1959.

- 10 years ago the company was marketing four cigarette brands—Raleigh, Kool, Viceroy, Wings. Today it is selling 10 different varieties—Raleigh regular, Raleigh filter, Kool regular, Kool filter, Viceroy, Wing Life, Belair, Kentucky Kings, and Maurier.

- 10 years ago B&W had carved out a 4.7% share of the U. S. cigarette market. Today it has more than doubled its share—to 10.6%.

Obviously this is a record of which B&W president William S. Cutchins



WHY B&W HAS INTRODUCED THREE NEW BRANDS IN THE PAST YEAR

In the picture above Brown & Williamson president William S. Cutchins explains the "segmentation" that has taken place in the cigarette business in recent years.

Ten years ago regular size non-filter brands controlled 90% of the market. Today more than half of all cigarette sales are in filter brands, and king size, non-filters account for another 19%. In addition, there has been a sharp increase in the demand for menthol types—both medium and light.

To capture this highly segmented market, B&W has, within the past 12 months introduced three new cigarette brands—Life (high filtration) Belair (light menthol), and Kentucky Kings (all tobacco filter).



be very proud. (Ten years ago, as the company's v.p. for advertising he chief SPONSOR on B&W ad strategy.)

But to get the full significance of the Louisville success story, it is necessary to dig beyond the bare facts and figures and explore three rich areas:

1) The kind of company that B&W—its unique history and position in the industry.

2) The "marketing revolution" that has shaken the tobacco business in the last decade, and its effect on advertising practices.

3) The hard-hitting tv policies and strategies worked out by B&W and its agencies, Ted Bates and Keyes, Madden & Jones.

In this first of two articles on B&W SPONSOR presents a discussion of points 1) and 2). Next week we'll explain the B&W tv structure, and how it operates.

B&W started with a depression

Though B&W roots in the tobacco business extend back nearly 90 years, the company was not incorporated in its present form until 1927, and it didn't hit its stride until the great depression of the 1930's.

In those unhappy, apple-selling days the price of regular cigarettes was 15¢ a pack. And for thousands of jobless and near jobless 15¢ was much too much.

B&W defied the industry by bringing out a 10¢ cigarette, Wings, and building it into a volume brand.

It followed the 1930 introduction of Wings with other strong evidence of its down-to-earth, grass roots thinking. In 1931 it introduced the first blended cigarette tobacco, Target, for smokers who rolled their own. In 1932 it developed and marketed roll your own kits, another B&W first.

Also in 1932 it began packing premium coupons with Raleigh, the first and only major brand to develop a premium program (and still highly successful after 28 years).

B&W followed these breaks with traditional tobacco marketing by introducing two other innovations, designed to have great significance nearly a score of years later.

In 1933 it brought out Kools and became the first to popularize a menthol flavored brand. In 1934 it in-

B&W PROGRESS—1950 vs. 1960

In November 1950 SPONSOR published a two-part story of the success of Brown & Williamson, then a heavy user of net and spot radio. Here is a then-and-now comparison of the tobacco company's status.

	1950	1960
Cigarette sales (billions)	16.4*	51.8*
Share of market	4.7%*	10.6*
Ad budget (millions)	\$3	\$32
% in air media	90%	85%
No. of brands marketed	4	10
Brands	Raleigh, Kool Viceroy, Wings	Raleigh (regular, filter), Kool (regular, filter), Viceroy, Wings, Life, duMaurier, Belair, Kentucky Kings.

*Wooten estimates. Sales and share of market figures cover preceding years—1949 and 1959.

roduced Viceroy, first of the important filter cigarettes. At the time, the industry, and many of the big New York agencies which served it, were inclined to sneer at the B&W efforts as trivial and unimportant.

The power struggle between American's George Washington Hill, and his rivals at Reynolds and Liggett & Myers held the spotlight, and to many unimaginative admen the only unsolved question about the tobacco business was (and forever would be) "Will Camels or Luckies grab first place this year?"

B&W, however, ignored the gibes and pursued its own independent policy of seeking specialized cigarette markets.

In its advertising practices too, it struck out on its own. An early (1930) user of radio, it really hit its radio stride and developed its air media patterns in 1938 when Freeman Keyes, then president of Russell Seeds, now board chairman of Keyes, Madden & Jones, persuaded B&W to try a low-budget radio program over WLW to promote Bugler cigarette tobacco.

Plantation Party, with a \$400 weekly talent tab, increased Bugler sales 500% in 13 weeks, and B&W was off and running on a policy of hard-hitting low cost radio.

Between 1938 and 1949, B&W had a succession of economy-budgeted shows—*Uncle Walter's Doghouse*, *Red Skelton* (when he was an unknown) *People Are Funny*, and many many more.

Such independent, realistic, and creative marketing and advertising strategies began to pay off as the infant B&W company gradually inched its way into a market dominated by giants.

They are still characteristic of the Louisville firm today—an important aspect of the B&W image.

W. S. Cutchins, who took over as B&W president in 1958, tells this to his staff, "Bring on the new ideas, new brands, new tastes, new advantages. This generation not only will accept new things, it demands them."

Since Cutchins assumed the presidency, B&W has re-designed every one of its packages and cartons, and within the last 12 months has introduced no less than three new national brands—Life, Belair, and Kentucky Kings.

B&W cashed in on a revolution

But B&W's healthy sales rises in the past 10 years cannot be fully understood without a close, hard look at the marketing revolution which rocked the entire tobacco industry

**COUPON
SNOWSTORM:
35 MILLION
A MONTH FROM
RALEIGH
BUYERS**



Oldest of B&W cigarette brands is coupon-laden Raleigh which carved out a small but solid segment of the market and is still going strong.

- Raleigh's big initial success with its couponing program came in Depression-ridden 1930's. When wartime shortages forced abandonment of premium offers, Raleigh sales dropped 75%. Resumption of couponing in 1949 doubled volume in less than a year.
- Today B&W is redeeming Raleigh coupons at the rate of 35 million a month, a 13% rise over 1959.
- Raleigh, which is handled by Keyes, Madden & Jones, gets tv promotion via B&W's stable of network and syndication programs.
- Coupon redemption is charged up as advertising expenses; this year will top \$3 million.
- Because of the continued health of the coupon program, B&W is bringing out a new expanded premium catalogue with nearly 300 items—the first major changes in couponing procedure since World War II. Most popular B&W premium: electric perculators.

during this same 10-year period.

One phase of it began in the early 1940's when American Tobacco introduced king size Pall Mall. As usual, industry conservatives sneered that the king size was an "unimportant novelty; it'll never catch on."

But Pall Mall, almost without competition in its early years, did catch on, and by the end of the 1940's had chiseled out such a sizeable hunk of the cigarette market that every other manufacturer began scurrying to get out both king size and regular brands.

A somewhat similar toppling of traditional thinking came a few years later when Marlboro scored with its flip-top box. From that point on there was no such thing as a single standard package in the cigarette field.

But the real hammer blow which shattered the industry's rigid marketing patterns fell just as the decade of the '50's was beginning.

This was the publication in *Reader's Digest* and other print media of lurid stories purporting to link cigarette smoking with lung cancer.

In the resultant country-wide scare, sales of regular cigarette brands sagged while filters, until then a comparatively unimportant part of the market started to climb spectacularly. And B&W, securely set with a well-established filter brand in Viceroy, began to cash in on the medical scare.

Sales of mentholated cigarettes, particularly those with filters, also started to move. And B&W's Kool chalked up significant gains.

The cigarette industry, which less than 10 short years before had seemed firmly rooted in an imperishable cement of single-size, single-package, and single-tobacco blend marketing had suddenly become fragmented, segmented business.

As the '50's progressed, the segmentation became even more acute. As B&W president Cutchins pointed out, smokers today have their choice of non-filter cigarettes in regular king size, filter cigarettes with varying degrees of filtration, menthol cigarettes with medium or mild menthol in filter or non-filter types, and wide variety of packages.

This breaking open of the market offered special opportunities to an aggressive, and imaginative manufacturer, like B&W, which had built its business on appealing to specialized tastes.

B&W taps new outlets

In addition, the 1950-1960 period completely revolutionized old patterns of cigarette distribution, and again B&W benefited.

Following World War II the mushrooming supermarket industry began to emerge as a major factor in the sale of cigarettes.

Whereas tobacco and drugstore had been the mainstays of cigarette marketers, supermarkets more than doubled their volume in the '50's and today are easily the most important single type of cigarette outlet.

John W. Burgard, v.p. in charge of advertising, told SPONSOR last week that B&W estimates that at least 50% of all their sales are through supermarkets alone (not including other grocery outlets).

Tobacco stores, which once dotted likely corner locations in every major U.S. city, are now fading almost entirely out of the picture. And other distribution outlets have not shown any significant gains.

Vending machines, for instance, account for 15% of the total U.S. cigarette sales, almost exactly the same share they held in 1950.

For the tobacco industry the shift to supermarket selling has produced a number of rather startling changes.

Take carton sales, for example. According to Burgard at least 66% of B&W's sales through supermarkets are done by the carton, and the proportion

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REPORT ON CANADIAN PAY TV

▶ Toronto Telemeter test still has many headaches, unsolved problems, despite enthusiasm of backers

▶ Here is the second part of a special on-the-spot report, prepared by editors of CANADIAN SPONSOR

TORONTO
 Growth of the Trans-Canada Telemeter system in Etobicoke has been slow because of the many minor technical problems encountered, and certainly not for any noticeable lack of subscribers willing to pay the \$5 installation fee and the cost of programs. Subscribers generally claim they are laying out this money for a good reason: no commercials. Naturally the amount of money they drop into the coinbox is a much clearer guide to their acceptance of Telemeter than they themselves can express. They accept the pay-as-you-

view coin system of Telemeter, whereas the bill-at-the-end-of-the-month systems failed in three U.S. tests. As far as subscribers are concerned, Telemeter is still basically television; in other words they aren't awed by it. They accept it as an extension of tv that brings them entertainment not available on commercial tv. They don't complain about the price. The fact that the films are uninterrupted by commercials seems much less important to them after a few months than it did when they originally signed up for the service.

This apparent weakening of sub-

scribers, initial anti-commercial attitude, expressed to CANADIAN SPONSOR in general terms, is supported by an Etobicoke study undertaken by Young & Rubicam Inc. of New York. One question asked was: Would you rather pay 50¢ for a film with commercials if you could also get the same film without commercials for \$1? Some 75% of the respondents said they would prefer to pay the lower cost with commercials, if the film was interrupted only once. . . .

Etobicoke is rated as definitely, modernly, keep-up-with-the-Joneses middle class. If the expensive and well-kept houses and high-rise apartments leave any doubt, its contemporary buildings don't. The inhabitants of this post-war area earn and spend a lot of money.

Gene Fitzgibbons is gradually succeeding his father as the operational head of most of the FPCC empire, which includes Trans-Canada Telemeter, three tv stations (CKCO-TV, Kitchener, CFCM and CKMI, Quebec City), a chain of 329 theatres and allied service companies. He explained that Etobicoke was chosen because it is considered a tough market to crack. "If Telemeter can be a success here," he said, "it is likely to be successful in almost any area."

The reasoning is that middle-income people have diversified interests, and the money to afford them. Therefore their tv viewing is a bit less than the national average, and more selective. Presumably, then, they have fewer leisure hours to spend with Telemeter, even though they can readily afford the price.

Fitzgibbons and Bill Crampton, manager of Telemeter operations, now seem confident that Etobicoke households can pay for their tv viewing. The real question now is will they continue to spend their *time* on these films. Due to the predominant characteristics of this area—money and leisure—these Telemeter executives anticipate a marked decline in paid viewing during the summer months because of competition from cottages and travel. However, there is no con-

LEADING UP the Trans-Canada Telemeter pay tv test in the Toronto suburb of Etobicoke are Gene Fitzgibbons and Bill Crampton. They picked the test site because of its 'tough market' reputation on the assumption that if it succeeds there, it will prove good elsewhere



crete evidence of such a decline yet.

Technical considerations also make Etobicoke an interesting test suburb. Since there are fewer private households per acre in the better income districts, it costs more to bring the coaxial cables to each home. Therefore, if the assumed difficulties of getting these people to pay to watch non-commercial tv can be overcome enough to cover the relatively high cost of feeding the service to their sets, Telemeter will loom as a big money-maker.

Etobicoke offers another advantage for testing purposes. It contains a significant district of lower income households that provide a convenient comparison with the others. The technical costs of providing Telemeter service to these denser areas is a bit lower, and the limited amount of "discretion spending" these people have may be offset by the dominant position that tv viewing has reached in their leisure-time activities.

The Telemeter people believe they have a proper distribution of coin boxes among the lower-middle and upper income groups, and among apartment dwellers and home owners. . . .

Broadcasters seem confident that not all of the Telemeter viewing will be at the expense of commercial tv. It is axiomatic that the addition of a new medium tends to create some new audience for itself, and to this limited extent Telemeter seems to qualify as a new medium. This is borne out by evidence from another quarter: Telemeter films, at least according to Famous Players, are not damaging the box-office receipts of Etobicoke community theatres, even though they are often presented after their Telemeter runs. (Other theatre interests are unconvinced; they fear the worst from pay tv.)

The effect of Telemeter seems to be that its films induce Etobicoke people to spend more time in front of their tv sets. . . . Telemeter will undoubtedly make subscribers' commercial tv viewing much more selective, and tend to concentrate it on the types of programs tv does well but which Telemeter doesn't offer. Observers think this should favor news and "the big shows" on commercial tv, but hurt the westerns and situation comedies.

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KRUEGER CASHES IN

- ▶ Newark brewer clicks with a spot radio campaign introducing the new shortnecked bottle in 26 markets
- ▶ New England campaign, 30-40 announcements per week per station, gets solid results with non-visual spots



The brewery that was first with cans and quart bottles now leads the way in its region with the "glass can," and spot radio is doing the lion's share of the new package's introduction, a job usually assigned to visual media.

G. Krueger Brewing of Newark, N. J., last spring came out with a new short-necked, easy-to-handle, 12-ounce throw-away bottle in New England. Century-old Krueger bills about \$600,000 over-all, with the New England budget going to a 26-market spot radio drive there, its main assignment to put over the new bottle. The remaining dollars are divided between outdoor and newspaper, to add visual dimension to the campaign.

Though it's too early in the peak beer-drinking season for long-range conclusions, the client has watched the new "glass can" catch on "dramatically," hoisting the over-all Krue-

ger sales curve in New England along with it. So gratified has Krueger been with glass can sales that it has begun packaging its ale the same way.

Krueger and its agency, Ellington & Co., set up a spot radio schedule that calls for an average of 30 spots a week per station. They concentrated in the early morning and late afternoon peak listening hours during the week. For the summer months, weekend exposure is included to reach the heightened outdoor audience. The campaign is underway late April and the end is nowhere in sight.

All of the commercials are minute. They are divided into thirds, opening with a recorded jingle and closing with jingle tag and company identification, while the middle 20-second slot goes to live copy. "Thanks to radio's flexibility we're able to tailor part of our message to individual

ON RADIO'S 'VISUAL' POWER

set conditions without producing hundreds of different e.t.'s," points John Healy, account executive at [unclear] ton.

In moving from the transcribed jingle to live copy we maintain continuity by playing the jingle softly for the middle 20 seconds of the e.t., as background for the copy," Healy continues. "And with arrangement we combine the advantages of a jingle with the local announcer's personal following in the community."

Here's the state-by-state breakdown of Krueger's New England station lineup, selected largely on the basis of person consultation with individual dealers familiar with local conditions:

Maine: WABI, WLBZ, and WGUY, Bangor; WCOU, Lewiston; WJTB, Portland; WFAU, Augusta; WJLT, Caribou, and WRUM, Rumor.

Vermont: WCAX, Burlington; WY and WWSR, St. Albans; WJTB, Rutland; WWRJ, White River Junction; WCFR, Springfield; WSKI,

Montpelier, and WTWN, St. Johnsbury.

Massachusetts: WHDH and WHIL, Boston; WSPR, Springfield, and WHAI, Greenfield.

Connecticut: WPOP, Hartford.

New Hampshire: WTSN, Dover; WWNH, Rochester; WKCB, Berlin; WFEA, Manchester; WHEB, Portsmouth; WTSV, Claremont; WLNH, Laconia, and WKNE, Keene.

The jingle promotes the Krueger name while live copy is devoted primarily to the new glass can. Tune for the jingle is "The Happy Wanderer," a catchy German song which is a natural for beer lyrics and is familiar to many Americans from the recent past when it was popular in this country.

In the copy, emphasis is on convenience of the new bottles. It asserts that they stack more easily and take up less refrigerator space than beer containers of other shapes. The catch-phrase "thrifty throwaway" is used for the new bottles. There is indirect sell against conventional cans with the statement that "pure

glass safeguards that Krueger true beer flavor."

Krueger Brewing also produces Ambassador beer, which is advertised on spot radio in northern New Jersey. One segment of that campaign is geared to the more than 189,000 boat owners estimated to inhabit the coverage area of WVNJ, Newark. That station worked out a special program feature for Ambassador, designed to reach these boats, 72% of which are said to be radio equipped, with portable radios assumed to be aboard many of the other vessels.

In cooperation with the Coast Guard, WVNJ broadcasts sea and surf reports, weather information, and boating and sailing bulletins 20 times each weekend. The five-minute programs are sponsored by Ambassador beer, which receives opening and closing credit plus a one-minute spot announcement. In addition, the station issues emergency reports on nautical conditions, which also are billboarded for Ambassador as part of the special package. ◆

AT SEA keep abreast of weather and surf conditions via reports from WVNJ, Newark, sponsored by Krueger's Ambassador beer. Check Coast Guard teletype (l to r): John Healy, Ellington; Cmdr. Norman Horton, 3rd Coast Guard Dist.; Norman Flynn, Broadcast Time Sales





BREADTH OF BROADCASTING is reflected in RTES membership of 1,136 executives from every phase of industry. Among leaders (fr to r): Merle Jones, CBS TV pres.; John Karol, CBS TV v.p.; retiring RTES pres. Frank Pellegrin, H-R Reps.; Gen. David Sarnoff, RCA bd. c

Frank Pellegrin's dream for RTES

- ◆ Retiring president of the 1,336-member Radio-TV Executives Society helped spark its global growth
- ◆ World communications centers are U. S. and New York and RTES there is industry's most focal point

The "most important communications organization in the entire world" is the Radio-Television Executives Society, in the opinion of retiring president Frank E. Pellegrin. And it's doubtful that any of the

club's 1,136 members in all 50 states or incoming president Richard Salant of CBS would disagree with him. They, too, envision the Society as a growing global force in television and radio and in their many related fields.



FAMILY LIFE blends with work of RTES president, as here when Eleanor and Frank Pellegrin attend RTES formal dinner dance



RECREATION TIME for Pellegrin includes the first annual RTES Fun Day summer outing initiated last year, repeated this July

The RTES, marking its 20th of professional activity this year moving outward and upward in three basic directions, says Pellegrin. • It's recognized as a truly national organization, despite its geographical location in New York. Why New York? "Because New York is the world capital of tv, radio, advertising."

• The group has gained distinction and stature throughout the world, "a world which recognizes U. S. as the acknowledged broadcast leader despite significant innovations in such countries as England, and Japan."

• RTES is "the only organization spokesman which works for absolutely everyone who has anything to do with broadcast." The range includes — for example — accountants, engineers, lawyers, financiers, and public relations people. These splinter groups are in addition to people comprising the bulk of the membership — network and station executives, program producers, writers, artists, public and public relations people.

The club, in this past year

Pellegrin's stewardship, has had many new milestones (see box, page) and dreamed up still more for the future. The biggest dream: construction of what may be a \$1 million headquarters building which will have screening rooms, broadcast equipment, audition studios, 24-hour message service, offices, lunch, dining rooms and bars, conference rooms—all for the use of the expanding membership in every part of the Union.

is broadening concept of the RTES function—for the industry as well as for its individual members—reflected in the past year's program as planned and sanctioned by officers and the board. There were key speakers discussing a wide range of topics—from Britain's broadcast system to the space age and beyond. But this added stress on a wide scope, high-level subjects is added to a continuing nuts-and-bolts effort to encourage members to become better professionals in their

Frank Pellegrin is a 28-year broadcast veteran with executive experience in the most vital and developing areas of tv and radio. For the past decade, he has centered his creativity in management and sales on station representation, as he is partner, executive vice president, and secretary of R Reps (both the radio and tv companies).

his own company (of which he is founder in 1950) and in the Broadcast Pioneers and Station Representatives Assn., he has contributed to growth patterns which combine practice with theory. He thinks of practice—the many work-a-days seminars, luncheons, discussions which long since been proven unique and successful. The theory or the "how to grow in" now involves the various areas of industry, public, and personal responsibility, in his opinion. Pellegrin's life is a reflection of the total responsibility he accepts in each of these three areas. He has special interests in four radio stations—"none of which will ever be replaced by H-R!" and in the past year has worked as a station manager, sales, and program executive. His public activities range from being a director of the U. S. Junior Chamber of Commerce to work-deputy chief of the volunteer



INCOMING PRESIDENT Richard Salant (r), CBS v.p., strives with Pellegrin (l), and other board members to implement growth of 20-year-old RTES in more dramatic ways. One plan: \$1 million headquarters in N. Y., serving as world broadcast 'home'

5 'FIRSTS' SET BY RTES LAST SEASON

- 1 Gold Medal Award:** For the first time in its history, RTES established an annual award to the person who contributed most significantly to the development or welfare of broadcasting. The first cited: Brig. Gen. David Sarnoff, board chairman of RCA. Presentation was made at the club's first formal dinner dance, attended by some 800 persons. The networks cooperated on entertainment

- 2 Legislative committee:** The new committee designed as its continuing objectives: (1) to provide information on relevant legislative issues; (2) to cover debates on appropriate legislative matters; (3) to contribute program suggestions involving legislative considerations. One reason for the committee's formation is that more than 40 bills suggesting government control of broadcasting and/or advertising have recently been introduced in Washington

- 3 European trip:** Fifty-seven club members and members of their immediate families junketed to Europe for a three-week chartered plane trip costing about half of the usual plane fare. The plan was so successful that other flights may be added this year

- 4 Old-timers' Day:** More than 500 guests turned out for this first, the season wind-up luncheon in May, when Arthur Godfrey was guest of honor. The room was filled with long-known people in advertising, tv, radio, and related fields. The nine monthly luncheons attracted an attendance of 3,907 persons

- 5 Veterans' hospital:** The new Veterans' Hospital Radio and Tv Guild committee works with hospitalized veterans, supplying scripts and basic broadcast equipment and materials for program production within these hospitals. The shows are entertainment for the patients as well as important therapy and instruction aids

fire department in suburban Pelham.

Despite his day-to-day proficiency in the complex of advertising and broadcast, he is helping RTES to expand horizons beyond the immediate sphere. This past season, he sent a letter to every station manager in the country suggesting his station "put on a new public face."

Concerned with the introduction to Congress of more than 40 bills threatening advertising and broadcast control, Frank Pellegrin suggested an up-beat positive approach rather than a defensive negative one. He recommended that stations take their own airtime, on a regular basis, to tell listeners and viewers of the services they perform in behalf of the public.

"Image making," he says, "is a vital public relations problem for our industry today. I think the directors of RTES have helped the cause enormously in sanctioning imaginative and progressive steps which indicate to the public the wonderful things which the industry has accomplished."

He envisions RTES as a world and national headquarters for everyone in broadcast. "Washington is the political capital, and the home of the FCC. Hollywood is the film and talent center. But New York is the capital of the broadcast world, and the center of business for advertisers and their agencies who support tv and radio.

"RTES members, whether resident or non-resident, know we are the only organization in which everyone—all the fragments within the industry—has an active, voting membership. The splinter groups, themselves, have their own specialized representation: stations and networks with the NAB, the TvB, RAB. Film producers, agencies, advertisers, engineers, attorneys, producers—all have an association representing their immediate job functions. But no group other than RTES truly represents every facet of this complicated business!"

Frank Pellegrin is as much of a composite man as RTES is a composite association.

He's a hard-driving executive and salesman extraordinary, who in 10 years has launched H-R into the upper-echelon among station representative organizations. Starting with five persons, the company now has a

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WHAT VIDEO TAP



TEEN-AGE DANCERS who cannot be in studio at airtime are pre-recorded on video by WBAP-TV, Fort Worth, for color show, *Teenage Downbeat*. At left, m.c. Tom Mu

➤ 11 tv stations report their experiences with equipment in programing and commercial operat

➤ Some call it big boon to local sales; others st operating economies, quality control, and tv flexib

What are the most important uses a station can make of its video tape equipment? This was the question which Peters, Griffin, Woodward, Inc. posed to its stations to set flowing a useful interchange of information.

Of 11 stations polled in the survey, no two gave exactly the same response. Some were enthusiastic toward tape, and others showed signs of disappointment. But there were three recurrent areas of usefulness for tape which Peters, Griffin, Woodward stations reported: making local commercials, extending the reach of local news staffs, and reducing crew costs.

The uses of tape which were included the following: producing store commercials, preparing animation at a fraction of film, obtaining guests and performers who could not appear at airtime, to tapes, saving operational crew competing with newspapers in using a "tearsheet" or test comic enhancing public service programs and extending the range of local operations.

The mood of the station met by this comment by Y. Kearn, station manager of KEN San Antonio. "Here's how v

A CELEBRITY such as Lynda Lee Meade, Miss America, can squeeze interview with Howard of daily 'Panorama' on WDBJ-TV, Roanoke, into a busy schedule thanks



MEANS TO LOCAL STATIONS

o tape recording after two years' experience with it. Revolution in telecasting: no. Open sesame to new business: no. Useful tool, pending flexibility and quality control: yes." Earl concluded, "I will not say that I ever land new business because of VTR, but in our experience to date the aspect of taping is over-stated. Video does better broadcasting and easier telecasting because of it."

Video tape's usefulness in obtaining guests and performers who are not available at airtime was noted by Phil Wygant, promotion director of WBAP-TV, Fort Worth.

James S. McMurry of WSIX, Nashville, reported that the station's new JVC VTR 1,000-C machine had been used extensively for experimental commercials even though it had not recently been acquired by the station.

Johnita Taylor, in KPLR-TV's promotion department in St. Louis, cited the use of video for news programs, community services, and sports specials and educational programs possible through tape.

KFDM-TV, Beaumont, was enthusiastic about the "tearsheet" flexibility of tape commercials. Through video tape's ability to record, erase, and re-air, the retailer is offered "a chance to present his products exactly in the manner which he wishes and if he does not res, he can deliver the sales message himself," said Matt M. Johnson.

Richard Robertson, promotion merchandising manager of KRON-TV, San Francisco, pointed out that its commercials play all over the country. One test campaign was coordinated by the San Francisco station for a New York agency, Lee Field, Doner & Peck for Reiss and Sons Sized Underwear last fall.

Video tape's versatility in dealing with news was highlighted by Blake Brown of WDBJ-TV, Roanoke. He gave as evidence this comment by the mayor of Roanoke, Vincent S. Wheeler at a recent presentation on video tape for city council: "Personally, I think it is one of the finest things in television. You can make statements at the convenience of both the speaker and the station people."

As early as June," reported assistant manager Sherman Headley of

HERE'S WHAT STATION MEN ARE SAYING ABOUT VIDEO TAPE

"Revolution in telecasting: no. Open sesame to new business: no. Useful tool, providing flexibility and quality control: yes."
(KENS-TV, San Antonio)

Curly Broyles Color Show is "taped in color at the guests' convenience". . . Teenage Downbeat gets "out of town dancers unable to be on the program live due to school hours" . . . ministers do an entire week of Daily Bible readings in one taping. (WBAP-TV, Fort Worth)

On semi-animated commercials "we realized a film effect and produced the commercial for 12 to 15% of film costs." (WSIX, Nashville)

"We taped a complete show within one of St. Louis' largest department stores . . . we were the first station in St. Louis to make tape an integral part of our operations." (KPLR-TV, St. Louis)

"Video tape without a doubt is the biggest boon to the securing of local sales developed so far in television. The reason for this tremendous sales aid is that television now has the answer to the newspaper tearsheet." Four retail accounts formerly exclusively newspaper are J. C. Penney, Kress, Howell Liquidating and Goodyear Service Stores. (KFDM-TV, Beaumont)

"Many commercials taped in our studios now play all over the country, as well as here, for our own convenience." (KRON-TV, San Francisco)

"We find it far more practical than film or 'live' for news department use on stories in depth, debate or forum type programs." One program did the impossible; it showed nine city council candidates together. (WDBJ-TV, Roanoke)

"We are able to utilize a crew already on duty and do not have to put a second crew on overtime for Sunday afternoon." (WCCO-TV, Minneapolis)

"Our Project 7 series with special programming on alcoholism, the Jet Age, the Seattle Art Museum, juvenile delinquency and the Fifth Amendment—would not have been possible without VTR." (KIRO-TV, Seattle)

WCCO-TV, "although the political season was just getting underway, we had many excited and hopeful comments about video tape from candidates and their representatives."

A panel of local law enforcement and religious leaders discussed capital punishment for a KIRO-TV, Seattle special program which was later presented immediately before the execution of Caryl Chessman. Before VTR, such a program would have

been impossible, stated Bob Gordon.

KMBC-TV, Kansas City, uses video tape effectively to reduce weekend crew costs on feature film programs which have live hosts. Gregory Grave, monster-of-ceremonies for *Shock*, tapes his Saturday appearance in advance, saving the station \$122.81 per week. Pre-taping the host also results in a \$160 weekly saving for *Impact Theater*, reported manager M. E. Greiner, Jr.

FM SCORES IN POLITZ SURVEY

- ✔ Study for Heritage Stations in five major markets indicates 30.3% of all U. S. homes are fm equipped
- ✔ Fm families lead nations average in incomes, higher education, professional occupations, and buying power

A recent fm survey by the well-known firm of Alfred Politz Media Studies has been going the rounds of the agencies in recent weeks, attracting a lot of enthusiastic comment.

Prepared at a reported cost of \$20,000 for the Heritage Stations, it throws an important new light on fm's qualitative audience.

According to Politz findings in five of the nation's top markets (Los Angeles, San Francisco, San Diego, Portland, Ore., and Seattle), 30.3% of households in these markets are now fm equipped.

These households, says Politz, listen to fm at an average of three hours and 22 minutes on a weekday, as com-

pared to an RAB reported average one hour and 59 minutes for am.

The Politz report reveals that fm audience is comprised largely high-income, two-car families as well as a greater percentage of college educated people. The survey also shows that a larger percentage of household heads in the fm listening families hold down professional, managerial, sales, and clerical positions. The costly report points out too that major appliance owners are predominant among the fm devotees.

The detailed facts of the Politz study have been released to advertising agencies in San Francisco, New York City, and Chicago where offices of the recently organized Heritage Stations Representatives are located. The survey results were backed by a clear presentation of the advertising potential of their fm stations by company rep men.

SPONSOR checked with agency men who had witnessed the presentations and discovered that almost without exception, enthusiasm for the Politz survey ran high. "It took me out of the mystery class," said one agency official. Previous attempts shed light on the size of fm audience, their buying and living habits, but "been so badly done before" according to another agency spokesman.

Richard P. Jones, J. Walter Thorpe, son director of media, termed it a giant step forward."

Strong interest in fm as a selling implement was also evidenced by several of the agency men. Roger B. Stead, MacManus, John & Adams media buyer, who praised the survey as "the most thorough analysis I have ever seen in spot broadcasting!" indicated that he had advertisers interested. Sheldon Boden, chief time buyer for Norman, Craig & Kump, considers the Heritage Stations week package deal offer an "excellent plan," and claims that it would be a "quick sell," one with much appeal to the "blue-chip advertisers." Boden bolsters his interest by adding that he was "interested enough to ask for a general proposal."

Other agencies, although strongly interested, are not so pioneer-minded. They prefer to wait and see.

HIGH POINTS OF POLITZ FM FINDINGS

Alfred Politz Media Studies conducted its fm survey for Heritage Stations in Los Angeles, San Francisco, San Diego, Portland, Ore., and Seattle. According to the Heritage study (which reportedly cost \$20,000) these fm audience buying and living habits emerged.

FM REACHES:

- ✔ **Almost twice as many high-income families**
43% of fm families report annual incomes of over \$7,000, compared with only 27% for total U.S. household.
- ✔ **A third more fm household heads with college education**
49% of the heads of fm families attended college. For the U.S., as a whole, the figure is 33%.
- ✔ **A third more managerial, sales, clerical, household heads**
For fm, the percentage in these professional categories is 54%; for the U.S., the figure dropped to 40%.
- ✔ **More "two-car families"**
A third more fm families own two cars—32% as compared to 23% of all U.S. households.
- ✔ **Almost three times as many major appliance owners**
43% in fm households own automatic clothes dryers; 49% own food freezers. Total U.S. household figures are 16%, 18% respectively.
- ✔ **One-fourth more households which improved homes**
In the fm families, 53% made some home improvements during the past year as compared to the U.S. household total of only 40%.
- ✔ **One-fourth more larger households**
In fm households, 58% of the families have three or more people. In non-fm households, the figure for comparable family size is 46%.

TIMEBUYERS OF THE U.S.: Part II

The listing below is the second part of a roster covering most of the men and women in U.S. agencies connected with the buying of national radio/tv.


The complete listing includes five parts representing agencies in 19 major cities (plus a few others) possible for placing more than 90% of the total national spot business.

Part I, consisting of New York and Chicago, was published in SPONSOR's 14th annual edition of Air Media Basics. The listing below is Part II covering California (Los Angeles, San Francisco, plus Beverly Hills, Hollywood) to be followed in succeeding issues by the remaining cities and states as follows: 15 August, Part III, Georgia (Atlanta), Louisiana (New Orleans), Massachusetts (Boston), Michigan (Detroit); 22 August, Part IV, Minnesota (Minneapolis and St. Paul), Missouri (Kansas City and St. Louis), Ohio (Cincinnati and Cleveland); 29 August, Part V, Pennsylvania (Philadelphia and Pittsburgh), Texas (Dallas and Houston), Wisconsin (Milwaukee).

Because of the popular demand for reprints of this valuable listing in 1957, a handy pocket piece listing Timebuyers of the U.S., as published in SPONSOR and Air Media Basics will again be reprinted and soon available at \$2 per copy.

Basis of the listing is the winter-spring 1960 edition of Time Buyers Register, published by James M. Boerst's Executives Radio Research Service of Larchmont, N. Y. The Register is published semi-annually and has been in existence for nine years. Material from the Register herein is used with the publisher's permission.

SPONSOR has updated personnel and account names from various sources, including (1) answers to a questionnaire sent out to agencies by SPONSOR, (2) published information in SPONSOR's "Wrap-Up" section and (3) miscellaneous sources.

Within each city, agencies are listed alphabetically. The listing includes media department executives, accounts and buyers who handle the accounts, as well as addresses and telephone numbers of the agencies. 

Part II: Timebuyers of California

BEVERLY HILLS

COWEN, MORTON HERBERT

10 S. Reeves Drive, Beverly Hills, Calif.
Interview 6-1031

Morton H. Cowen

GIE, BOOTH & WEST, INC.

147 Wilshire Blvd., Beverly Hills, Calif.
Interview 3-1770

E. F. "Ted" Baillie, tv-radio dir.; Anona

Danielsen, Charles Ross

Bunker (Schwinn bicycles), Baillie;
Open Cars Corp., Baillie; Harry Wilson
(Schwinn bicycles), Baillie

LINEN & NEWELL, INC.

133 Wilshire Blvd., Beverly Hills, Calif.
Interview 1-7221

John T. Davies, media dir., timebuyer

Chair, Div. of General Dynamics; Con-
struments, Div. of Convair; Dyna-
Div. of Convair; Granny Goose, Hut-
& C., E. F., McCormick Tea, Norden
United Aircraft Corp.; Meritplan In-
surance Co.; Paramount Film Distributing
Reynolds Decorative Foil Div. of Reyn-
olds Metals Co., Stardust Hotel (Las
Vegas), Warner Bros. Merchandising Div.,
Four Clark's Desert Inn (Vas Vegas)

OGILVY, BENSON & MATHER, INC.

9033 Wilshire Blvd., Beverly Hills, Calif.
Crestview 5-6165

PFLAUM, STANLEY, ASSOCIATES

8693 Wilshire Blvd., Beverly Hills, Calif.
Olympia 2-0332

Gwen Schultz, Stanley Pflaum

Mission Pak Company (fruits), Schultz,
Pflaum; The Mission Folk (gift items),
Schultz

RECHT & COMPANY, Advertising

177 South Beverly Drive, Beverly Hills,
Calif. Bradshaw 2-8091

Bab Recht, Som Jacoby, Frances Shooker

C & C Wilshire Club Beverages (soft
drinks), Recht; Hoehn Chevrolet (Chev.
dlr.), Jacoby; Whiz Kids (automobiles).
Recht; Hub Furniture Stores (chain).
Recht; System Shoes (chain stores).
Shooker; Ther-a-Pedic Pacific (mattress
mfr.), Shooker

SCOTT, M. B., INC.

8350 Wilshire Blvd., Beverly Hills, Calif.
Olive 3-5330

Nancy Atterbury

Volney V. Brown (investments), Burton

Motors, Courtesy Chevrolet (San Jose),
Danny McGroo (automotive), Leanse Auto
Supply, Mercedes Benz of Hollywood, Mer-
cedes Benz of the Valley, Nerney Ford,
Nick Wall & Associates (horse races),
Summit Motors (automotive), Radio Church
of God—"The World Tomorrow"

HOLLYWOOD

BRAND, MICHAEL, ASSOCIATES

12138 Victory Blvd., N. Hollywood, Calif.
Poplar 2-6211

Michael Brand, pres.; Anne Gloss, time-
buyer

CAMPBELL-MITHUN, INC.

1213 Hollywood Taft Bldg., Hollywood
28, Calif. Hollywood 2-0715

Paul E. Morgan, v.p., gen. mgr.; Mar-
guerite Manning, office mgr.; Evan
Prose, media supervisor; D. H. Renberg,
marketing research mgr.; E. P. Andrews,
tv & radio prod. mgr.; Jone Baker, tv &
radio prod. mgr.; R. I. Preston, C. P.
Packard, account executives

(This is a service branch office. For ac-

counts and buyers see listings in Minneapolis and Chicago.)

Theo. Hamm Brewing Co. (Western Div.),
Scudder Food Products, Inc.

GENERAL ADVERTISING AGENCY, INC.
7033 Sunset Blvd., Hollywood 28, Calif.
Hollywood 3-5128

Ralf M. Spongler, Ston Brown, Jim L. Cox

LA ROCHE, C. P., & CO., INC.
.6269 Selma Ave., Hollywood 28, Calif.
Hollywood 9-3656

Arthur White, v.p.; Ruth Fredericks,
medio dir.; Thar Halmes, tv prod.; Mau-
rice Gorrett, acct. exec.

Bekins Van & Storage Co., Disneyland

ROSS ROY, INC.
1680 N. Vine, Hollywood 28, Calif. Holly-
wood 9-6263

Thomas F. Scatt, v.p.; Beulah Stoinback
Dodge Div., Chrysler (trucks), The Honey
Co., Inc., Prepared Prods., Inc.

SHAY ADVERTISING AGENCY, INC.
1610 Argyle Ave., Hollywood 28, Calif.
Hollywood 4-1158

Jean G. Shoy
Wedgewood Holly Appliance Co. (ranges)

SMALLEY & SMITH, INC.
6600 Sunset Blvd., Hollywood 28, Calif.
Hollywood 6-2404

Helen Sullivan
Germain's, Lyon Van & Storage Co.

LOS ANGELES

ADAMS & KEYES, INC.
712 S. Curson Ave., Los Angeles 36,
Calif. Webster 8-3781

Nancy Fritz
Ambassador Hotel, Coconut Grove (nite-
club), Scandinavian Airlines System, White
Rock Bottlers Co. (soft drinks)

ALBER, R. H., COMPANY
439 N. Larchmont Blvd., Los Angeles 4,
Calif. Hollywood 9-8273

Pauline Hogen, v.p.; Fred L. Allen, acct.
exec.

Christian Science Comm. on Publication
For Southern Calif., Allen; Christian Sci-
ence Radio Comm. of Los Angeles County,
Allen; Gospel B'casting Assoc. (Evangelical
talks & publications), Hogen; Unity
School of Christianity (radio talks & publi-
cations), Hogen

ATHERTON MOGGE PRIVETT, INC.
8467 Beverly Blvd., Los Angeles 48, Calif.
Olive 3-9870

Jane Leider, medio dir.
Barbara Ann Baking Co. (bread, cakes),

Calif. Consumers Corp. (prime frozen fruits
and vegs), Jerseymaid Milk Prods. Co.,
Luer Packing Co. (meats), Pacific Cracker
Co., Pacific Hawaiian Prods. Co. (Hawaiian
Punch & Golden Punch), Pomona Paper
Products, Inc. (Marcal napkins & Kitchen
Charm waxed paper), Seven-Up Bottling
Co. of Los Angeles (Seven-Up soft drink),
J. E. Coberly, Inc. (Opel, Jaguar cars),
XLNT Spanish Food Co.

**BATTEN, BARTON, DURSTINE &
OSBORN**
5820 Wilshire Blvd., Los Angeles 36,
Calif. Webster 8-3188

Bruce Doll, medio dir.; Hol Bollmon,
Jock Cullen

De Soto Dirs. of Los Angeles & Orange
Counties, Cullen; Los Angeles Times &
Mirror News, Cullen; North Am. Aviation
(employment), Cullen; Rexall, Cullen;
Western Airlines, Cullen & Bollmon

BECKMAN, KOBLITZ, INC.
915 N. LaCienega Blvd., Los Angeles 46,
Calif. Oleander 5-7850

Albert Buffington, radio-tv dir.; Sontro
Dare, timebuyer

BERGHOFF ASSOCIATES, INC.
511 N. LaCienega Blvd., Los Angeles 48,
Calif. Olympia 2-2850, Oleander 5-7536

Jerry Berghoff, pres. & timebuyer; Stello
Gorcio, medio & publicity dir.; Howard
Miller, ort dir. & acct. exec.; Morold
Ross, exec. v.p., radio-tv timebuyer, acct.
exec. & talent buyer; Frank Portnoy, re-
search dir.

Alladin Plastics (housewares), Baby Line
Furniture Co., Beverly Mfg. Co. (plastics),
Bra-NV Brands (brassieres mfg.), Certified
Chrome Furniture Corp. (mfr. of chrome
dinettes), Coast Novelty Co. (equestrian
equip.), Downey Imports (foreign car
distrib.), Duplex Distribr. Co. (straw dis-
penser), Extension Drawer Support Co., D.
Feinman & Co. (brassieres), Filon Plastics,
Inc. (reinforced fiberglass panels), Gram-
mersy Corp. (bldg. develop.), Harker-Husted-
Coughlin (media rep. firm), Hornsby & Mc-
Kinley (housewares), Jaysie Mfg. Corp.
(shutters), Kernels Cigar Co., Max Factor,
Inc., Foreign Div. (cosmetics), Modern
Foods Alliance (Food-Tone suppl.), Nava-
jo Furniture Industries, Plasti-Maid Corp.
(plastic housewares), S & S Steel Prods.
Co. (trailer mfg.), Bob Sorenson Chevrolet
(new car dlr.), Stanley Chevrolet Co. (new
car dlr.), St. Andrews Corp. (tract devel-
opers), Sunkist Growers, Inc. (institutional
div. only) (fresh oranges & lemons), Vine-
land Furniture Co. (mfr. tableware, stools,
etc.), Woodruff Investment Co. (mortgage
and fatcory loans)

BOGERTS, INC., THE
842 Seward St., Los Angeles 38, Calif.
Hollywood 3-6871

E. V. Bogert, Mrs. Zepha Bogert

Cal-Dak Co. (housewares), Mrs. Zepha
Bogert; California Kitchens (kitchen
ning), E. V. Bogert; Family Record
(planned portraiture), Mrs. Zepha Bo-
Los Angeles Home Furnishings Mart (e
for home furnishings exhibitors),
Zepha Bogert; Miller's Honey Co., E
Bogert; Pandora Co. (closet access
E. V. Bogert; Stanthony Corporation
tilating hoods & barbecue equip.), E
Bogert; Thalco (fiber glass process).
Bogert

CARLSON, MILTON COMPANY
3540 Wilshire Blvd., Los Angeles 5,
Dunkirk 8-9464

Ruth E. Johnson
Circus Foods, Inc., Breakfast Club C
Desmond's, Hacienda Hotel, Inter-Am
S.D.A. (religious Spanish), L. B. La-
tories, Inc., The Laymen's Hour, Sou-
Calif. Plastic Co., Stationers Corp., Su-
or Optical Co., The Voice of Prophecy
ligious)

CARSON, ROBERTS, INC.
8811 Alden Drive, Los Angeles 48,
Bradshaw 2-8366

Beverly Plotkin, Barbara Freeman
Gough Industries (MG Austin Healy
ris Morris Minor/Sprite), Mattel
Max Factor: men's div. only (men's v-
ries)

**CONSOLIDATED ADVERTISING
DIRECTORS, INC.**
8762 Holloway Drive, Los Angeles
Calif. Olympia 2-2331

Bentley Morriss, Mitchell Neal
Sawyer Schools of Business (Speedway
Shorthand instruction), Morriss; West-
College of Music (instruction), Morriss

D'ARCY ADVERTISING COMPANY
3540 Wilshire Blvd., Los Angeles 5,
Dunkirk 5-3171

Merritt Willey, Jae Peterson, Del V
ler, Jock McQueen, Thomas Lucas,
Hutson, Morilyn Burn
Aerojet-General Corp., Peterson & Hut-
Anheuser-Busch, Inc. (Budweiser), W
& Burn; Butter-Nut Foods Co. (Butter-
coffee), Eastmon, Lucas, Hutson; Ge-
Tire & Rubber Co., Winkler & Hutson

**DAVIS, JOHNSON, ANDERSEN &
COLOMBATTO**
2301 W. Third St., Los Angeles 5,
Dunkirk 8-2111

Beth Broberg, medio dir.
Bandini Fertilizer Co., First Western
ings & Loan, Glendale Federal Sav-
Loan, Muller Bros., Sears Roebuck
area)

DONAHUE & COE ADVERTISING,
3243 Wilshire Blvd., Los Angeles 5,
Dunkirk 1-2221

les J. Helfrich, media dir.; Joy Har-
media buyer

a Beta Food Markets, Inc. (chain),
ay Bakeries, Inc. (cookies), Metro-
wyn-Mayer (motion pictures), Louis
ii Foods, Inc. (salad dr.), Pioneer
gs & Loan Assn., Preco, Inc. (power
ies), Security First National Bank

CLE DANE BERNBACH, INC.

9 Wilshire Blvd., Los Angeles 48,
lif. Olive 3-8080

ld M. Feld, Jerry Sachs, media dirs.
etition Motors, Inc., Great Western
gs & Loan, Holly Sugar, Lawry's
s, Inc., Sav-On Drug Stores (chain),
Fine Foods, Wilshire Oil Co. (gaso-
oil, etc.)

ER IN WASEY, RUTHRAUFF & RYAN,

5 Wilshire Blvd., Los Angeles 36,
lif. Webster 1-1211

el Bullis, supv. b'cast. media; Leslie
W work, Dorothy Sutton, Pat Hipwell
's Milling (Friskies dog & cat food),
Hi-ell; Albers Milling (cereals), Wall-
wo; Albers Milling (feeds), Wallwork;
Arna Brewing Co. (A-1 beer), Sutton;
abornia Bank, Bullis; Carnation Co.
orporated & instant), Wallwork; Carna-
o.Co. (Simple Simon fresh milk & ice
re.), Bullis & Wallwork; Consolidated
Corp. (Dutch Masters), Bullis; Frito
Inc., Sutton; Pacific Finance Co., Sut-
L. Rose & Co. (Rose's lime juice),
Bus; Union Oil Co., Bullis; Van Camp
Se Food Co. (Chicken of the Sea tuna),
Sun; White King Soap Co., Hipwell

ECTE, CONE & BELDING

0 Wilshire Blvd., Los Angeles 17,
lif. Modison 9-3611

Ge; Duckwall, Bernice Levitas, Al Os-
ri Lydia R. Reeve, Gene Vaslett
uck's Downtown (dept. store), Reeve &
Leas; Hughes Aircraft Co. (employ-
ment), Ostrin & Levitas; Lockheed Air-
Corp. (inst.), Ostrin; Purex Corp.,
bleaches, deterg.), Duckwall, Reeve,
Leas; Stauffer System (reducing salons
& me plan), Reeve & Levitas; Sunkist
ayers (shelf, frozen & fresh), Duckwall
Leas; Tidewater Oil Co. (gasoline &
Vaslett & Levitas

FILER & SMITH & ROSS

25 Wilshire Blvd., Los Angeles 5,
lif. Dunkirk 5-2211

Ec Timmons, media dir.; Harmon O.
Non, radio-tv dir.; Shirley Crowder,
H-ne Sellery, Marguerite Sowaal
G. Appliance Co., Sowaal; General Pe-
um (Mobilgas), Sowaal; Kal Kan
s (dog foods), Crowder; McCulloch
. (chain saws), Sellery; Occidental
Insurance Co., Sowaal; Pacific Ocean
Crowder; Pacific Tile & Porcelain

Co., Sowaal; Plymouth Dirs. Assn. of So.
Calif., Crowder; System Development
Corp., Crowder.

GLENN ADVERTISING, INC.

6399 Wilshire Blvd., Los Angeles 48,
Colif. Olive 3-9030

Raymond E. Prochnow, Jon Franklin Byk,
Cynthia Palmer, Barbara Husserl

Associated Prods., Inc. (Dry-Concrete-Mix),
Prochnow; Clipper Fireworks Co. (Red
Devil fireworks), Byk; Foam-O-Chemical
Co., Prochnow; Gebhardt's Chili Prods.
(canned foods), Prochnow; L B Laborato-
ries (hair preparation), Byk; Lee-Tex Rub-
ber Co. (plastic products for advertising),
Byk; Micro-Lube (oil additive), Byk; A. E.
Nugent Chevrolet (new cars), Prochnow;
RAC Automotive (auto. air conditioners),
Byk; Real Estate Underwriters, Inc., Byk;
Sakrete, Inc. (Sakrete), Prochnow; Su-
perior Macaroni Co., Byk; Ventura Proces-
sors (Coastal lemonade), Prochnow

HEINTZ & CO., INC.

611 Wilshire Blvd., Los Angeles 17, Calif.
Modison 9-3181

Mrs. Kay Ostrander, media dir.

Knudsen Creamery Co., Metropolitan Sav-
ings & Loan Assoc., Signal Oil & Gas Co.

HIXSON & JORGENSEN, INC.

3540 Wilshire Blvd., Los Angeles 5, Colif.
Dunkirk 8-3121

Harriett M. Weigand

Arrowhead & Puritas Waters (bottled drink-
ing waters), Beaute Vues Corp. (Nutri-
Tonic hair preparations), Carrier Corpora-
tion: Day & Night Div. (water, space and
forced air heating, air conditioning), Payne
Furnace Div. (forced air heating, air con-
ditioning); Challenge Cream & Butter
Assn., Cinch Products, Inc. (cake mixes),
Citizens National Bank of L. A., Coffey-
Holt Products, Inc. (Drizzle Boots), Down-
ey Fertilizer Co. (Red Star plant foods &
fertilizer), General Controls Co. (automatic
controls), Kierulff & Co. (Motorola & Web-
cor Div.), Knickerbocker Plastic Co. (toys),
Lincoln Dirs. Assn. (So. Calif., Ariz., Ne-
vada), Mac's Super Gloss Co. (auto pol-
ishes), Real Gold Co. (citrus concentrates,
wine vinegar), Richfield Oil Corp. (petrole-
um prods.), Voit Rubber Corp. (rubber
covered sports equip.)

HONIG-COOPER & HARRINGTON

304 S. Kingsley Drive, Los Angeles 5,
Colif. Dunkirk 8-3301

June L. Kirkpatrick, Sylvia Goodfriend,
Bernard Brennan

American Beauty Macaroni, Goodfriend;
Bu-Tay Products (Blue Rain Drops, George
Super Cleaner, Diaper Sweet), Kirkpatrick;
Farmers Insurance Group (insurance),
Goodfriend; Hoffman Electronics Corp.
(tv sets, radio-fm), Kirkpatrick; Hospital
Service of S. Calif. (insurance), Good-

friend; Interstate Bakeries Corp. (Weber's
bread, Log Cabin bread), Kirkpatrick;
Kerr Glass Mfg. Co. (home canning equip),
Kirkpatrick; Sturdy Dog Food, Inc.,
Kirkpatrick; The Squirt Company (Squirt),
Kirkpatrick; Thrifty Drug Stores, Inc.
(drug chain), Goodfriend; Von's Markets
(food chain), Goodfriend; James O. Welch
Co. (candies), Kirkpatrick

IRWIN, HOWARD M., & ASSOCIATES

2806 W. Seventh St., Los Angeles 5, Colif.
Dunkirk 9-1219

Howard M. Irwin

United States Borax & Chemical Corp.
(Ureabor, Borascu & Polybor-Chlorate weed
killers, DB Granular, Benzabor)

LEE & ASSOCIATES

8237 Beverly Blvd., Los Angeles 48, Calif.
Webster 3-9349

Leo Pearlstein, H. H. Roberts

Calif. Turkey Advisory Board, Pearlstein;
Rold Gold of California, Pearlstein; So.
Calif. Poultry Co. (Poppy Brand turkeys),
Pearlstein; Superior Honey Co., Roberts;
Willardson Co. (Norbest turkeys), Pear-
lstein

LITTLE & COMPANY

3719 Wilshire Blvd., Los Angeles 5, Calif.
Dunkirk 9-1267

Gayb Little

Adohr Milk Farms, Inc. (dairy prods.), Ol-
son Brothers, Inc. (eggs)

MAC MANUS, JOHN & ADAMS, INC.

6399 Wilshire Blvd., Los Angeles 48,
Colif. Olive 3-6130

Donald E. Jones, v.p.; Helen Marshall,
Betty Craddock

McCANN-ERICKSON, INC.

3325 Wilshire Blvd., Los Angeles 5, Calif.
Dunkirk 5-3301

Paul Davis, media dir.; Mary Kay Cain,
Bill Belcher, assoc. media dirs.

Adolph's, Ltd. (meat tenderizer), Cain;
Auto Club of So. Calif., Belcher; Bell
Brand Foods (potato chips, peanut butter),
Cain; Bond Stores (men's & women's cloth-
ing), Belcher; Coca-Cola Bottling Co. of
Los Angeles, Cain; Gordon's Bread Co.,
Cain; Marineland of the Pacific, Belcher;
So. Calif. & So. Counties Gas Cos., Cain;
U. S. Borax & Chemical Co., Davis

MC NEILL, MC CLEERY & COCHRAN

505 S. Hobart Blvd., Los Angeles 5, Colif.
Dunkirk 5-7341

C. Russell Zeininger

Arthur Murray Dance Studios (dance les-
sons), Mode O'Day Clothing Stores
(dresses), Phillips Discount Houses (dis-
count mdse.), Silverwoods Clothing Stores
(dept. store), Tom Sawyer Foods (nuts,

potato chips, etc.), Weston Biscuit Co. (cookies)

MELTZER, RICHARD N., ADV., INC.
7461 Beverly Blvd., Los Angeles 36. Calif.
Webster 8-2993

Marsha Kinder
American Bldg. Maintenance Co. (janitorial service), Chrysler Motors Corp. (Simca Div.)

NEALE ADVERTISING ASSOCIATES
8462 Sunset Blvd., West Los Angeles 46. Calif. Oldfield 6-0500

E. G. Neale, pres.; Ted Neale, Jr., sec'y-treas.; Henry Gerstenkorn, acct. exec.
Builders Emporium (hdw. stores), Neale; Descoware Corp. (cooking utensils), Neale, Jr.; Flex-Straw Co., international, Gerstenkorn; Maryland Pacific Paper Co. (Party-Pak ice cream cones), Gerstenkorn; Prudential Savings & Loan Assn., Neale, Jr.

NKR ADVERTISING, INC.
5420 Jillson St., Los Angeles 22. Calif. Raymond 3-4879

N. K. Rosenblatt
Wallace Machinery Co. (Caterpillar & John Deere construction & farm equipment)

REACH, MC CLINTON & CO., INC.
6434 Wilshire Blvd., Los Angeles 48. Calif. Olive 3-9610

Harry W. Will, v.p., gen. mgr.; William Banning, Blanche M. Graham
Berlitz Schools of Languages (L.A.), Banning & Graham; Prudential Ins. Co. of America (WHO), Witt & Graham; WKNB (Div. of Beacon Broadcasting Co.)

ROBINSON, FENWICK & HAYNES, INC.
1111 Wilshire Blvd., Los Angeles 17. Calif. Huntley 2-2050

Robert C. Neuman, media dir.; Dorothy Skidmore, timebuyer
Breast-O'-Chicken Tuna, Inc., Calif. Dried Fig Advisory Board, Dept. of Water & Power (L.A.), Fradelis Frozen Food Corp., Loma Linda Food Co., Packard-Bell Co. (radio-tv sets), Western Fed. Savings & Loan Assn.

ROCHE, ECKHOFF & ASSOC.,
8721 Beverly Blvd., Los Angeles 48. Calif. Oleander 5-7670

Mary Bray Burns, media dir.; Frank Roche, Irving Eckhoff, Chas. Quigley, Carl Schroeder
Caliente Race Track, Eckhoff & Roche; California Shopper, Eckhoff; Elec. Equipment Co. (Rislon), Eckhoff; 51st District Agric. Assn., State of Calif. (Valley Fair), Eckhoff; Ginger Beer Co., Quigley; Hotel New Yorker, Roche; Ice Follies, Eckhoff; Standard Car Leasing, Eckhoff; Waikiki Biltmore Hotel, Honolulu, Roche

SAUSSY, WALKER, ADVERTISING, INC.
1717 N. Highland Ave., Los Angeles. Calif. Hollywood 3-5161

Jane Nelson
Macmillan Royal Scot Division, Macmillan Oil Co. (Royal Scot motor oil), Nic-L-Silver Battery Co.

STEBBINS, BARTON A., ADVERTISING
3142 Wilshire Blvd., Los Angeles 5. Calif. Dunkirk 8-8131

Art Gudelman, Nat Jeffras, E. R. Nathan
Certified Grocers (coffee), Gudelman; Kerr's Sporting Goods, Nathan; Signal Oil Co. (gasoline), Gudelman; Vogerall Prods. (pharmaceuticals), Jeffras

STRAUS, J. M., ADVERTISING AGENCY
451 North LaCienega, Los Angeles 48. Calif. Oleander 5-7691

Martin Schwager
Kaynar (Lady Ellen Pin Curl Clips), Kaynar (Pony Pin-up—Coated Elastic Band)

THOMPSON, J. WALTER, COMPANY
6505 Wilshire Blvd., Los Angeles 48. Calif. Olive 3-0300, Teletype LA 142

Miss Eileen Henriquez, Mrs. Joy Chaplin, Ralph Starkweather
Boyle-Midway (household, garden aids), Chaplin; Calif. Lima Bean Advisory Board, Chaplin; Douglas Aircraft Co., Inc., Starkweather; Ford Dirs. Adv. Assn., So. Calif., Henriquez; The Garrett Corp., Starkweather; Home Decorating Assn., Chaplin; Jos. Schlitz Brewing Co., Chaplin; Shell Oil Co., Chaplin; Tuna Research Foundation, Chaplin; Yellow Cab Co. of Los Angeles, Henriquez

TILDS & CANTZ, ADVERTISING
8833 Sunset Blvd., Los Angeles 46. Calif. Oleander 5-9270

Alan M. Berger, media dir., timebuyer
Global Van Lines, House of Sight & Sound, Lloydwagen Automobiles, National Paint & Varnish Co., Sally Shops of Calif.

WELSH-HOLLANDER ADVERTISING
350 S. Alvarado St., Los Angeles 57. Calif. Dunkirk 9-1171

Henry W. Welsh, A. M. Hollander

YOUNG & RUBICAM, INC.
611 Wilshire Blvd., Los Angeles 17. Calif. Madison 6-7641

George Allison, media dir.; Julie Herrell, Norman Rosen, timebuyers; Ruth Baker, Morylinda S. Miller, Richard Le-Boeuf, asst. buyers
American Home Foods (Chef Boy-Ar-Dee & Dennison), Herrell; Capitol Records, Rosen; Goodyear Tire & Rubber, Herrell; Hunt Foods (tomato prods., canned fruits & vgs.), Rosen; Pepsi-Cola Bottling Co. of L.A., Herrell; Ohio Match, Herrell; So. Calif. Edison, Herrell; Union oil (print only), Allison.

WANK & COURT & LEE INC.,
424 Waverly, Palo Alto, Calif. The port 3-2479

Doherty Bros. (Ford cars), Dry Mix Pro Co., Inc. (cements and adhesives for yourself market), Hillsdale Garden Apartments

SAN FRANCISCO

ADKINS COMPANY, THE
333 Kearney St., San Francisco 8, Exbrook 2-7867

A. L. Adkins

BATTEN, BARTON, DURSTINE & OSBORN, INC.
120 Montgomery St., San Francisco. Exbrook 7-1122

Betty Share, Frances Lindh, Mary E. beth Leober

Burgermeister Brewing Co., Lindh; U. Peach Advisory Board, Share; Food Dairies, Share; E. & J. Gallo Winery, ber; M. J. B. Co. (coffee, tea, rice), Sh Pacific Gas & Elec. Co., Share; Pacific & Tel., Share; Spreckels Sugar, Sh Standard Oil Co. of Calif., Share; S Bakeries, Inc., Share; U. S. Steel—O hia-Geneva Div., Share

BOLAND ASSOCIATES
755 Sansome St., San Francisco 11. C Yukon 2-2960

Rita M. Rea, media buyer
Anso Corporation (San Miguel beer)

CAMPBELL-EWALD CO.
235 Montgomery St., San Francisco. Calif. Exbrook 2-0145

Bernice Rosenthal
Oakland Zone Chevrolet Dirs. Assn., P Area Travel Assn.

COMPTON ADVERTISING, INC.
703 Market St., San Francisco. C Garfield 4-4854

Kay Shelton
Guild Wine Company, IXL Food Corp., Puritan Preserve Co. (jams & jellies)

CUNNINGHAM & WALSH, INC.
1660 Bush St., San Francisco. Prospect 6-2600

Jerry Gilley
Contadina Foods Corp. (tomato paste, pizza mix), Crown Zellerbach Corp. (and "Chiffon" paper prods.), Crocker-glo National Bank, Fresh Calif. B Pears, Sonny Boy Co. (flavored drink)

DANCER-FITZGERALD-SAMPLE, IN
920 Russ Bldg., San Francisco 4. Douglas 2-5107

Patricia Riney, timebuyer
Calif. Cantaloupe Advisory Board, state Bakeries (Rocky Mt. Div.), S (Please turn to page 51)

THE THOUGHT FOR THE DAY IN THE MORNING
 THE THOUGHT FOR THE DAY AT NIGHT



NO MATTER WHAT **TIME** IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

KVTV each day begins and ends with "the thought for the day." Between these thoughts—between sign-on and sign-off—KVTV dominates the Sioux City audience.* Because of the daytime-nighttime dominance of CBS, selected ABC shows and outstanding local productions, KVTV has more of your Sioux City customers viewing. Indeed, between "the thought for the day" in the morning and at sign-off, a lot of careful planning and editing goes into every KVTV program.

*Nielsen, Feb., 1960



KVTV

CHANNEL 9 • SIOUX CITY, IOWA
 CBS • ABC



**PEOPLES
 BROADCASTING CORPORATION**

- KVTV Sioux City, Iowa
- WNAX Yankton, South Dakota
- WGAR Cleveland, Ohio
- WRFD Columbus, Ohio
- WTTM Trenton, New Jersey
- WMMN Fairmont, West Virginia

THE PICTURE HAS CHANGED IN MEMPHIS

Most nights the biggest
audiences watch WHBQ-TV

The picture has changed where it
counts most—during prime time...

Neilsen: WHBQ-TV FIRST Sun-Sat 6 PM to Midnight
(4/60) 6 to 9 P.M.— 37% Share
9 P.M. to Midnight—39% Share

ARB: WHBQ-TV FIRST Sun-Fri 6 PM to Midnight
(3/60) Sunday— 40% Share
Mon.-Fri.—36.5% Share



WHBQ-TV
MEMPHIS • An RKO General Station

Represented by H-R Television
CHANNEL 13
The Mid-South's Most Powerful TV Station

NIGHT TIME IS THE RIGHT TIME IN MEMPHIS



BUYERS OF THE U.S.*inued from page 48)*

ions, Geueral Mills (Drifted Snow
-Perfected flour, La Pina flour), Ster-
urniture Co., Tri-Valley Packing Assn.
d fruits & vogs.)

LYN-GUGGENHEIM

Montgomery St., San Francisco 4,
f. Sutter 1-5564

an F. D'Evelyn, Richard F. Guggen-
Kenneth D. Shupe, Frank J.
singer, Pen Jahnsan, Ellie Stern,
ia Fulton

MUS & COMPANY, LTD.

Bush St., San Francisco 8, Calif.
on 2-4080

nce J. Hage, Jayce Pope
r-Anglo National Bank, Hage &
Fireman's Fund Insurance Co., Hage;
Peabody (investment banking),
Reynolds & Co. (investment bank-
Hoge

DURSTINE, INC. (CALIF.)

Stockton St., San Francisco 11,
f. Exbrook 7-0456

Jane Dahlgren, media dir.
e Co. of No. Calif. (oil additives),
Meal Co. (cereal, bread), Wine Ad-
Board of Calif.

E, CONE & BELDING

Montgomery St., San Francisco 4,
f. Sutter 1-2355

Stensan
Dog Food Co., Hawaiian Pineapple
td. (Dole prods.), Rolley, Inc. (Sea
Suntan Lotion), Tanfastic Suntan
Lano Garde Hair Dressing, Baby
Ski), Southern Pacific Co. (transpor-
), Wilson & Geo. Meyer & Co. (peat
fertilizers)

KELTON, JEAN SCOTT

5 Market St., San Francisco 3, Calif.
ndike 2-0232

Scatt Frickelton
ical Contractors Assn., Gas Appliance
f Calif., North Calif. Elec. Bureau

HELD, HOFFMAN & CONNER, INC.

Broadway, San Francisco 11, Calif.
field 1-0575

Babbitt, Inc. (Vano Liquid Starch,
Triple-Action Cleaner, Dura Plastic
, So-Kleen), Belfast Beverages, Kay
ers, Girard's, Inc. (salad dressings),
s (Northern Calif.), Old English Pet

Food, Rough Rider, Inc. (clothing),
Schweppes (U.S.A.) Ltd.—Western Div.,
Smiths (men's stores)

GUILD, BASCOM & BONFIGLI, INC.

130 Kearney St., San Francisco 8, Calif.
Yukon 2-6040

Mary Ferriter, Marcellee Fuller, Lyndon
Gross, Peg Harris, Rad MacDonald,
Dianne Rabinson
Chougherty Packing Co. (Farm John ham,
bacon, sausage and weiners), Ferriter;
Mary Ellen's Distributing Co. (jams, jel-
lies), Grass & Fuller; Mother's Cake &
Cookie Co., Grass & Fuller; Ralston Purina
Co. (Rice Chex, Wheat Chex, Corn Chex,
Ry-Krisp, Hot Ralston), Harris, McDan-
ald, Rabinsan, Ferriter; Tidy House Prod-
ucts (household prods.), Grass & Fuller

GRANT ADVERTISING, INC.

405 Montgomery St., San Francisco, Calif.
Exbrook 2-6275

Francis J. Knarp
Dr. Pepper (soft drink), Dodge-Plymouth
(motor cars), First Western Bank & Trust
Co., Mercantile Acceptance Corp. (financ-
ing), Pacific Air Lines

HOEFER, DIETERICH & BROWN, INC.

414 Jackson Square, San Francisco 11,
Calif. Yukon 2-0575

Wallace C. Riddell, media dir.; Ray Mc-
Namara, asst. media dir.
Calif. Physicians Service (health ins.),
Dyna-Vite Products Co. (vitamins), Marin-
Dell Milk Co. (dairy foods), S. Martinelli
& Co. (apple cider, juice), The Shasta Wa-
ter Co. (soft drinks), Tuttle Cheese Co.,
cottage cheese)

HONIG-COOPER & HARRINGTON

1275 Columbus Ave., San Francisco 11,
Calif. Orduway 3-4469

Jahn W. Davis, media dir.; Clarice Mc-
Creary, timebuyer

Avoset Co., Bank of Calif., C & H Sugar
Refining Corp., Clorox Chemical Co., Den-
alan Company, G & D Wine & Vermouth,
Interstate Bakeries, Inc. (Blue Seal), Sun-
nyvale Packing (Rancho Soup and Aunt
Penny's Sauce), United Vintners, Inc.
(Italian Swiss Colony and Petri Wine),
Wells-Fargo Bank, Yellow Cab Co.

JOHNSON & LEWIS

433 California St., San Francisco 4, Calif.
Douglas 2-0050

Miss Jan Brown, media buyer
American President Lines, Bank of Amer-
ica, Blitz-Weinhard Co. (Blitz beer), Calif.

Wine Assn. (Elcven Cellars wine, FI wine,
Aristocrat brandy, Red Rooster wine), The
Langfield Co. (frozen foods; Donald Duck
orange juice, River Valley vogs.)

KENYON & ECKHARDT, INC.

620 Market St., San Francisco 4, Calif.
Exbrook 7-0900

Ruth Pauer

Mercury-Edsel-Lincoln Dlrs., Western Re-
gion (automobiles)

KNOLLIN ADVERTISING AGENCY

391 Sutter St., San Francisco 8, Calif.
Sutter 1-6110

(Address material direct to Agency)
Golden Nugget Sweets (candy), Manning's,
Inc. (coffee, restaurants), San Francisco
Fed. Savings & Loan

LANG, RAYMOND I., ADVERTISING, INC.

116 New Montgomery, San Francisco 5,
Calif. Yukon 2-5208

Raymond I. Lang, Estelle Griffin

Alioto's Restaurant, The Lanai Restaurant,
Scott-Atwater Calif. Co. (outboard motors
distributor), Villa Chartier Restaurant,
Villa Motor Hotel

LENNEN & NEWELL, INC.

248 Battery St., San Francisco, Calif.
Yukon 2-7878

Miss Jeanne Malstram

Emporium (various prods.), Foster's Lunch
System, Ltd., Granny Goose Foods (potato
chips and corn chips), Langendorf United
Bakeries (Butter-Nut and Hollywood
breads), Regal Brewing Company (Regal
Select beer), Stokely-Van Camp, Inc., Fro-
zen Food Div. (Pictsweet, Stokely's Finest,
Van Camp Casseroles), Tiedmann & Mc-
Morran (Sun-Blest Foods), Trader Vic's
(Dressing & Tomato Bongo)

MC CANN-ERICKSON, INC.

114 Sansome St., San Francisco 4, Calif.
Yukon 1-2262

**Allen G. Jones, media dir.; Frank Rega-
lada, Marian Manahan**

American Trust Co., Ampex Audio Com-
pany, Ampex Corp. (recruitment), Calif.
Packing Corp. (Del Monte foods), Calif.
Spray Chemical (Ortho prods.), Coca-Cola
Bottling Co. of Calif., Diamond Walnut
Growers, Inc., Georgia-Pacific Corp., Gold-
en Grain Macaroni Co., Lucky Lager Brew-
ing Co., National Lead Co. (Pacific Coast
Div.)

(Please turn to page 58)

How can department stores most effectively use

Max Hess, president, Hess's Department Store, Allentown, Pa.

We have used broadcasting effectively for over 25 years. I have seen the volume in our store increase from something like a million dollars during my first year as president in 1935 to the current pace of more than \$30 million a year.

Since we are firm believers in devising promotions to bring customers



Promotion on institutional basis aimed at reaching distant areas

into his store, the broadcast medium has been used primarily on an institutional basis. To accomplish this, our sales promotion manager, Wayne Holben, who heads up our committee on media use, has developed the theory of "saturation penetration" for the broadcast medium. When we plan a specific campaign, we write in special material for broadcast with the stress on complete saturation. We have found 10-second, 20-second, 30-second, and minute spots most effective for our department store when we can concentrate the spots in definite time periods.

We schedule certain spots to reach the housewives and we schedule other spots to reach the teenagers, and others to reach the males. We must use this method in order to reach the broad-based audience of the broadcast medium, since Hess's is a complete department store and has its appeal for the broad mass of people.

Ours is a mass-distribution operation on the retail level and we use the radio and television stations to reach out into areas not covered by our local area newspapers for additional coverage.

We have experimented in the past with various types of programs. We

used a 15-minute segment three times a week on television for a time; we used a daily 10-minute "interview celebrity" show on television for a time; and we used a "Mr. and Mrs." duo on radio for quite a time.

We make no pretense at Hess's of knowing all the answers on how to use the broadcast medium to best advantage. But we do appreciate the help that we get from our radio and television stations in planning effective campaigns for us.

Quite frequently we let the managers of these stations select the times for the airing of our messages, feeling that they know best what audience they have at specific times.

We know the tremendous power exerted by television. We are made abundantly aware of this whenever we schedule a personal appearance for a television personality—and the contrast is quite obvious when we have a personal appearance by a new tv celebrity from another walk of life. Though we may advertise the personal appearances in the same way, the television-created personality will outdraw the celebrity from stage, the recording field, and even screen, at times, and most assuredly from the world of literature and other arts.

Hess's has attracted people from all over eastern Pennsylvania when we have announced that Hugh O'Brian of *Wyatt Earp* fame, or Roger Smith of *77 Sunset Strip* fame, or James Garner of *Maverick* or Clint Walker of *Cheyenne* will be visiting in our store, as they have in recent weeks.

Yet, at other times, when we have advertised other celebrities from other fields, we sometimes get a "So what?" reaction and the traffic into the store isn't appreciably increased thereby.

We know the power of the broadcast medium and we use it whenever and wherever we can to promote our total store because we try to create an image that will give people the

desire to come see us and shop Hess's in Allentown.

J. Thomas Goswick, national coordinator, WAVY-TV, Norfolk, Va.

Success stories are to be found practically any industry and commodity for the public at large. Some have been in broadcast media almost since its inception, but it is those who have been slow to repeat its benefits because they felt radio and television was not for them. This is the case in department stores. It seems that they have always been because of their huge inventory, it was not practical to pour money into broadcasting. Some have tried and failed miserably where others have had tremendous success.

We can only discuss those who are most familiar to us and point out what we think is the proper formula. There are those stores who purchase one tv spot a week at any time of the hour, regardless of rating, and stand around the empty aisles of their stores wondering where the customers are. Even two or three spots a week in prime time will not do the job unless they are practically willing to give away the store. The pointed example of good use of television is best illustrated by what our largest store in our area did on



Frequent schedules emphasizing sales and store hours

occasion some time ago. They purchased nearly every available tv time we had to offer including 15-minute, 20's and 10's. In the past, they would illustrate some exceptional bargain and then mention the name of the sale, the hours the store would be open and other necessary information. Of course, in

roadcast?

they were limited to the I.D.'s chainbreaks, but it was simply formula of complete saturation from sign-on to sign-off. The day, crowds were waiting for doors to open and store officials told us that this was one of the largest single sales days in their history. This is not the end of the story because it so happens that this took place less than two weeks before Christmas when department stores normally expect a slump in sales. It simply goes to show what can be done.

It is not to imply that to be successful, a department store or any advertiser for that matter has to purchase the entire day's availabilities of advertising to have a sales success. It simply means that department stores must reach all audiences, and they cannot do it on one or two spots a week. A consistent schedule must be followed following the practice anyone can use in buying television or radio, by knowing what audience is being reached, and this is easily determined, the message is repeated over and over so that it becomes practically indelible in the minds of the potential consumer. Department stores are not like grocery stores with multitudes of items to sell. We currently have on our station a large supermarket which runs six five-minute news and weather shows per week during the daytime, when the female audience is high. They augment this with one 30-minute program in the afternoon that reaches the family audience since they know that men do a lot of shopping and they catch up on the news programs. They now tell us that their sales are up tremendously over the previous year when they had no television and their advertising is unchanged with the exception of this addition. Would a department store be unwise to follow the same formula? I think not.

(Please turn to page 73)



TODAY...THE EFFECTIVENESS OF A RADIO STATION IS MEASURED BY THE AMOUNT OF GOODS IT SELLS. And in Sacramento, KXOA sells more cars and related products because it reaches, influences and appeals to more people. Rated *first* by both Pulse* and Hooper*, the right combination of personalities, programming, promotions and power keep KXOA on top throughout the prosperous Sacramento Valley, now 20th in Retail Sales per Household (SRDS). KXOA sells more of everything because it reaches and influences more people.

KXOA—First in Sacramento, California's Capital



NATIONAL REPRESENTATIVES: DAREN F. MCGAVREN CO., INC. SOUTH: CLARKE BROWN CO. Affiliated with KAGO (formerly KFJI) Klamath Falls, Oregon. Rep. Paul H. Raymer Co.

*Pulse—March '60

TV RESULTS

RESTAURANTS

SPONSOR: Hi-Boy Drive-In

AGENCY: Direct

Capsule case history: When George T. Adbow, an engineer by trade, entered the drive-in business, he first analyzed the best method to advertise a new restaurant of this type in the Springfield, Mass., area. He decided tv would give him the impact he needed and that WWLP's syndicated film strips, feature movies and late news would give him the audience he wanted. Placing most of his ad budget on WWLP, he bought one-minute spots in these segments using taped commercials that feature shots of food, the restaurant interior, and action shots of activity around the restaurant. He appears himself in some, but mostly capitalizes strictly on the restaurant. Now, after a year on WWLP, his restaurant is one of the most successful restaurant operations in the area. "My advertising on WWLP has been responsible for most of the drive-in's traffic," he said, "and I am now planning a new drive-in for Springfield using basically the same promotion techniques scheduled again on WWLP."

WWLP, Springfield, Mass.

Announcements

FOOD

SPONSOR: Weimer Packing Co. & Nickles Baking Co. AGENCIES: Gutman Adv. & Griswold Eshelman

Capsule case history: An unusual advertising effort between a baking company and a meat packing company over WTRF-TV has paid off for both advertisers and resulted in a two-way promotion that gives each continuing tv exposure and joint point-of-sale. Weimer Packing Co. and Nickles Baking Co. of Wheeling, needed a Thursday night showcase, and WTRF-TV cooperative sponsorship of the 30-minute syndicated show *Four Just Men*. They decided to give it a try, with each sponsoring the show alternate weeks, but using integrated film commercials that show Nickles' frankfurter roll and Weimer's frankfurter. Commercials alternate product emphasis. This is followed through with cross-plugs in point-of-sale displays in the stores. Results: Both Bill Foose, Weimer sales manager, and Nickles manager Emile Snyder, report that the WTRF-TV campaign has been one of their most successful years, with sales up in all territories.

WTRF-TV, Wheeling

Programs

NEW AND USED CARS

SPONSOR: Ben Alexander Ford Show AGENCY: L. C. Cole

Capsule case history: "In the 15 years I've been in the advertising agency business I've never seen such substantial results produced so fast," said Katherine Doyle Spann, v.p. of L. C. Cole Co., *The Ben Alexander Ford Show*, on KTVU San Francisco, went on the air 29 April this year, sponsored by Ben Alexander Ford. Prior to the show's debut, the dealer's normal Saturday business was four or five cars. On 30 April, the agency sold 14 cars. Business continued at a rapid pace and reached a new peak 7 May following the 6 May show. The pattern continued with a minimum of cars sold each Saturday. The newest record was 19 cars, used and nine new, sold 4 June. The nine new cars represented more than the combined sale of two other major dealers in the area. "Without exception," Spann said, "purchasers said they came because of the show on KTVU." All sales came when business was slow, proving that the right advertising and medium can overcome buyer resistance.

KTVU, San Francisco

Program

SEWING MACHINES

SPONSOR: Singer Sewing Machine dealer of Charlotte

AGENCY: Direct

Capsule case history: When the Singer Sewing Machine dealer in Charlotte recently embarked on his first tv campaign, he got results that should go far in making him a permanent tv advertiser. In April, store manager Sam Thomas purchased a 25-Plan of minute and 10-second announcements on WSOC-TV, Charlotte. The schedule was for only one week and was part of a national Singer sales promotion. The "Singer Sale-A-Thon," as the promotion was called, produced such results that all-time highs were established in traffic and sales at the Charlotte store. The dealer was completely unprepared for the volume of business that came during the one week campaign. "If we'd anticipated this, we'd undoubtedly have sold much more merchandise," Thomas said. "Until I used WSOC-TV I never fully realized tv's selling power." Singer rewarded Thomas and his assistant with an all-expense paid trip to Bermuda.

WSOC-TV, Charlotte

Announcements

Vincent Price
...teut melodrama



Pet O'Brien
...hardhitting action



June Lockhart
...gay romance



Peter Lorre... suspense-laden intrigue

Charles Ruggles
... rollicking comedy



Charles Coburn
... tongue-in-cheek farce



Harry James
... jazz drama



Everett Sloane... Western adventure



BRAND-NEW:

Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions
of Americans, **ITC** now proudly
brings to television first run,
for the first time, the

6 BEST OF THE POST”

The “best” known stars of Broadway and Hollywood appear in stories carefully selected by the Editors of the Saturday Evening Post from the works of famed “POST” authors like MacKinlay Kantor . . . James Warner Bellah . . . Stephen Vincent Benet . . . Conrad Richter . . . Kay Boyle . . . Andrew Tully . . . as ITC adds the dimension of television to the finest in popular fiction — “Best of the Post.”

**INDEPENDENT
TELEVISION
CORPORATION**



488 Madison Avenue • New York 22 • N. Y. • PLaza 5-2100

ITC OF CANADA, LTD. 100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

TIMEBUYERS OF THE U.S.

(Continued from page 51)

MELTZER, RICHARD N., ADV., INC.
3100 Russ Bldg., San Francisco 4, Calif.
Yukon 2-5877

Barbara Cochran, Marsha Kinder
American Building Maintenance Co. (janitorial contractors), **Cochran & Kinder**; Chrysler Motors Corp. (Simca sales), **Cochran**; Chrysler Corp. of Canada, Ltd. (Simca merchandising office), **Cochran**; Franco-Italian Packing Co., **Cochran**; The Gray Line, Inc. (tours), **Cochran**; Holiday Lodge (motel), **Cochran**; Langendorf United Bakeries, Inc., Holsum Div. (bread), **Cochran**; Riekey Enterprises (restaurant & motels), **Cochran**

FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

58 Sutter St., San Francisco, Calif.
Yukon 1-2250

Doris E. Williams

Boothe Leasing Corp., Consolidated Freightways, Inc., J. A. Folger & Co., W. P. Fuller & Co. (glass and bldg. prods.), Golden West Broadcasters (KSFO), Grand Teton Lodge Co., Guittard Chocolate Co., Morris Plan Co. of Calif., Pureta Sausage Co., Safeway Stores, Inc. (Lac-Mix instant milk, Captain's frozen sea foods), Yuba Consolidated Industries (corporate advertising)

THOMPSON, J. WALTER, COMPANY

320 California St., San Francisco 4, Calif.
Garfield 1-3510

Mrs. Frances Austin, chief timebuyer;
Miss Eleanore Nelson, timebuyer
Calif. Raisin Advisory Board, Ford Dealers Adv. Assn., Kraft Foods Co., Pan Am. World Airways, Safeway Stores, Inc., Scott Paper Co., Shell Chemical Co., Shell Oil Co.

WEINER & GOSSAGE, INC.

149 California St., San Francisco, Calif.
Yukon 2-2700

J. J. Weiner

Bel-Air Frozen Foods (Whitney Frozen Food, Div. of Safeway Stores), Paul Masson Vineyards (wine)

WYCKOFF & ASSOCIATES ADVERTISING

140 Geary St., San Francisco 8, Calif.
Yukon 6-1352

Miss Jeanne Heath, media dir.; **Claes V. S. Wyckoff, Alan M. Shearer**
City Federal Savings, Rose Exterminator Co. (San Francisco, Detroit, Cincinnati), Thrift Federal Savings & Loan

CANADIAN PAY TV

(Continued from page 38)

The Telemeter system has several advantages over commercial tv when it comes to grabbing audience. It can use top films less than three months after they have been released for theatrical showing in Canada. By paying for them on the same percentage-of-gross basis that theatres do, Telemeter offers the distributor and producer more for a film than a comparable tv station could, and it collects more than any comparable station could get from sponsors. It is now transmitting color films in color; 88 subscribers have color sets.

Similarly Telemeter is in a good financial position to get special films, such as the blow-by-blow coverage of the Patterson-Johansson fight from TelePromTer. If Telemeter expands throughout the continent it could easily promote, produce and transmit top entertainment attractions; it may even outbid commercial tv for those top shows that sponsors have made famous (as feared by U. S. networks).

Theoretically the potential is boundless as long as the stream of coins is big enough. Crampton has several ideas involving the Telemetering of stage shows, and live productions featuring top personalities. . . .

Because it is not a form of broadcasting, Telemeter is so far unencumbered by regulations governing program content. It could transmit films that have not felt the snip of censors' scissors; it could accept liquor, beer and wine advertising; but it doesn't. Nothing compels it to carry any Canadian-content programs or perform public service; yet it does.

During this tender trial period, Telemeter's Fitzgibbons and Crampton know that their system is being studied by more than businessmen. They realize that "sooner or later there will be regulation." The definition of commercial broadcasting wouldn't have to be stretched much to bring it within the realm of the Board of Broadcast Governors' jurisdiction. That's why the telemeter heads have stuck strictly to Ontario censor board rulings, why they have taken live transmissions of community programs, and why they've written a few careful rules of their own.

For example, "adult entertain-

ment" and "restricted" films, labeled as such by the Ontario censor board, are always shown after 10:30 p.m. for a single performance. Curious enough, these films do not seem to be doing nearly as well on Telemeter as the more general entertainment films. "Anatomy of a Murder" and "Peyton Place" are the only two "adult" films for which percentages have been released. They share the distinction of being the lowest-rated viewer attractions so far. Consequently, these films may remain a small part of the total films on Telemeter, and might eventually be relegated to channel C, so A and B can be used for better paying shows. . . .

"Anti-commercialism" is definitely not Telemeter's stock-in-trade. The system has not carried any commercials yet (it does use industrial films on channel C without charge), but Fitzgibbons has his eye on the possibility of commercials for the future. If subscribers mistakenly believe that with Telemeter they can get rid of commercials forever, that is not Telemeter's fault. They have only been promised that films they pay for will not be interrupted by commercials, and even this never appears as a major selling point in Telemeter promotion. . . .

Crampton's experience with Telemeter has taught him one thing about commercials, many of which he produced during his four years as a producer with MacLaren Advertising: "We've got to stop shouting at these people and beating their ears with mumbo-jumbo."

This indicates that if and when Telemeter "goes commercial," its commercials may very well be quite different from the types now common in commercial tv. . . .

Telemeter's future plans are indefinite until International Telemeter and its parent company, Paramount, have complete results of the test in Scarborough, another Toronto suburb, has been mentioned as the new Telemeter centre in Canada, and IT has announced plans for setting up a system in London, Eng. In the U.S. Zenith's Phonevision system is fighting for the right to carry out a broadcast test in Hartford, Conn. Plans to make the Telemeter color boxes (wholesale price \$100 each) in Canada are being worked out. ◆

WASHINGTON WEEK

8 AUGUST 1960

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The FCC dropped the first shoe: It is now official that stations will have to take affirmative steps to discover what their communities need by way of programing, and thereafter to program according to those needs.

The other shoe will be the important one. That will come after the August recess, and in the form of specific directives to stations along with new license and construction permit application forms.

Action taken at the final pre-recess meeting merely set out overall regulatory philosophy.

It was a step taken as others have been in this same general line of action. It went as far as a unanimous vote would permit.

There was a single dissent. But that was commissioner Rosel Hyde complaining that the FCC was just wasting time restating what had been true since 1927, and setting down rules to which he felt the NAB had agreed. He thought that the FCC should have waited until it was ready to put specific programing dictates into effect. In other words, he dissented only because he wanted **both shoes dropped at once**, and the industry can take no comfort from it.

Rather, the industry can mourn the loss of T.A.M. Craven, last holdout against the proposition that the Commission has a duty to consider overall station programing.

Main jolt in the overall pronouncement appeared to be a directive that **stations consult the public, community leaders and civic organizations** on their ideas as to how the station should be programed.

This was not entirely rescued by a statement to the effect that stations would be considered within their rights if they balanced their own obligation to operate profitably against the ideas which might be heard.

Set out also were 14 specific areas of desirable types of programs. Whether or not there was any significance in it, **entertainment was listed last**. The FCC indicated there could be more desirable types than the 14 listed, but said no one station would be expected to conform to "a rigid mold or fixed formula."

The stations will be required to consult with all those people and thereafter to concoct a narrative explaining why they plan to program as they plan.

It is possible to find cheer in the strangest places:

The FCC made it quite clear that it would count a sponsored public service program just as cheerfully as a sustaining one.

The policy directive contained a clear statement to the effect that it is possible to turn out better public service programs with the aid of sponsors than without them.

This overturns a long-held idea that sponsorship somehow turns a program into something less laudable. Present application forms list sponsored as well as sustaining time, indicating that a station could be judged by the amount of time it gives away. **This will no longer be the case.**

Next step will be the drafting of a new application form, with space for that narrative account of public service. The 14 program categories, by the way are: (1) local expression (2) development and use of local talent (3) children (4) religious (5) educational (6) public affairs (7) editorialization (8) political (9) farm (10) news (11) weather-market (12) sports (13) minority groups (14) entertainment.

FILM-SCOPE

8 AUGUST 1960

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Electric Auto-Lite (Grant) has joined the bandwagon of major automotive advertisers (Ford, Chrysler) now searching for good syndication time.

Auto-Lite batteries wanted to put ABC Films' *The Racers* on ABC TV but couldn't find the half-hour it wanted and will now try for national spot placement in 80 or 90 markets.

What's new in the automotive bandwagon is the size of the companies: Until recently smaller companies like Studebaker, Volkswagen, and Renault, and individual dealers were the biggest syndication users in their field.

Goodyear International (Kudner) has placed what's probably the largest single overseas tv film order so far with a U.S. distributor.

It purchased all of Latin America except Cuba from International Television Programs (ITP), the international arm of Ziv-UA, for *Man and the Challenge* at an estimated price of \$150,000 for selective time placements.

The buy involves full sponsorship in 14 countries and alternate weeks with Chase Manhattan Bank in Puerto Rico. All dubbings are Spanish except Portuguese for Brazil.

Goodyear's buy, largest in tv so far by any advertiser in Latin America, might set the example for other American companies which actively sell there but still use little or no tv.

Remember Markham! may become the rallying cry of stations fending off their 10:30 p.m. time periods from possible network recaptures.

Schlitz (JWT) had the experience last year on Saturday at 10:30 p.m. on CBS TV trying to uproot established syndicated series and feature film shows but (although it was slowly moving toward the market list it needed) it abandoned the effort, switching *Markham* finally to an earlier hour on another night.

MCA's *Shotgun Slade*, just renewed for a second year by Ballantine, has contributed evidence to debunk the idea that a show can't get good ratings in a mid-season (January or February) start.

Here are 11 cities where the show premiered the first two months of 1960 to go on to rank locally among syndication top tens in April to June ARB's:

CITY	RATING	SHARE
Baltimore	10.4	36.0%
Boston	12.2	37.1
Madison	29.6	57.0
New Orleans	17.1	55.3
Omaha	23.7	52.3
Portland, Ore.	15.8	50.6
Pittsburgh	30.3	66.7
Louisville	20.5	64.6
Detroit	13.2	36.6
San Diego	17.3	34.9
Miami	18.9	44.5

Symptom of the new optimism of tv film men: a flurry of moves by tv film veterans toward new companies which make and sell film from Hollywood.

Here are two such cases:

- **Edward Small**, former head of TPA, started Television Artists and Producers Corporation (TAPC) to make, package and finance film. Headquarters are at Samuel Goldwyn Studios in Hollywood; Bruce Eells leaves UA-TV to serve as executive v.p.
- **Harold Goldman**, ex-NTA executive v.p. formed Television Enterprises Corporation (TEC) to distribute new properties from Hollywood.

CBS Films has made record deals in Australia for two new CBS TV shows, Bringing Up Buddy and Pete and Gladys, and a four station, 15-program package sale worth \$475,000.

The 15 syndicated and network shows sold to TCN (Sydney), HSV (Melbourne), BTQ (Brisbane), and ADS (Adelaide) represent probably the **biggest tv film deal ever made in Australia by a U. S. distributor.**

(For details, see FILM WRAP-UP, p. 68.)

UPA is booming in Burbank thanks to Hank Saperstein's seven-year contract with Kellogg's (Leo Burnett) to produce Mr. Magoo for national spot placement in the U. S. and Canada.

The first year calls for **26 half-hour segments costing around \$1.8 million.**

Ziv will spend \$500,000 a week to produce seven half-hour and one full hour series next season, an increase of 22% over last year.

Five of the eight shows are for syndication: Dangerous Robin, Lock Up, Sea Hunt, Tombstone Territory, and This Man Dawson.

Incidentally, **Dangerous Robin is now sold in 84 markets**, including 41 of the top fifty. (For latest sales, see FILM WRAP-UP, p. 68.)

The commercials field is bursting at the seams with anticipation.

Here are four expansion moves made this week:

- **Benton & Bowles** created a West Coast production office and placed Maximilian B. Bryer in charge as supervisor.
- **Pelican Films**, a New York animator, is spilling over into live-action production with Marc T. Statler heading up the new area.
- **Music Makers** installed itself in new, expanded quarters at 6 West 57th St., New York.
- **Producing Artists**, New York commercials house, enlarged its scope via production working agreements in Hollywood with Charles Cahill and in Toronto with Peterson Productions.

Pictafilm, Inc. is capitalizing on the time and cost savings inherent in its patented Pictafilm machine to point out semi-animated effects to clients requiring rapid and low budget commercials or presentations.

Slides for the process are produced in New York and final production is done in Toronto, Canada.

Robert Kahn, a Venice prize winner, just left CBS TV to join Pictafilm in New York as account executive and producer.

SPONSOR HEARS

8 AUGUST 1960

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The report persists that Lehn & Fink will pull away its Dorothy Gray business from McCann-Erickson come December.

This would be a sequel to the loss of the L&F proprietaries which have just been placed with Bates and Geyer.

Gray now bills around \$1.5 million. A new hair product would raise the ad figure to \$2 million.

(For genesis of L&F's peeve (against McCann) see 28 May SPONSOR-SCOPE, p. 21)

To show you that company treasurers live in a little world of their own, mirror the qualms of competition:

ABC TV's treasury department last week called the parallel office at NBC TV to find out how a certain client was paying his bills.

It appeared that ABC Sales was trying to get the business, but the exchequer wanted to make sure first that the prospect's credit was good.

If George Storer exercises his option to buy WINS for \$10 million, it will have taken him somewhat over 25 years to establish himself in the New York market.

Storer tried it back there in the early '30s via a lease and option to buy he had with Donald Flamm for WMCA. Fresh out of Toledo, Storer worked hard but it didn't go.

Incidentally, Elroy McCaw got WINS for \$450,000 from Crosley Broadcasting which paid \$1.3 million.

Media directors would prefer, for obvious reasons, not to have it that way, but more and more agencies are recruiting their account aides from the ranks of timebuyers.

Observed a member of agency management: "A good efficient timebuyer is usually a good operator, knows how to get along with a group of colleagues and people generally and has the sort of gumption to make the right impression in client contacts."

Some veteran admen have a feeling that the rate of account switching would not be what it is if agencies spent more time "living with" their accounts.

The recent nature of the business, they point out, has tended to diminish the personal relationship and treat the account as a cold business proposition.

Clients, they say, still like to see the president of the agency occasionally, and even get an invite to the home of somebody in top agency management.

A clan that continues to proliferate on the fringes of air media advertising despite the fact that it's still a sellers' market, are the bargain chasers.

Their chief stock in trade: they (1) have no qualms about nudging the sellers away from card rate; (2) can smell a piece of distress merchandise from miles off; (3) exercise an inordinate amount of patience in waiting for the psychological moment to move with a deal. In other words, they pride themselves on being able to get it cheaper.

Included among these operators are two rubber companies, a covey of cosmetic makers and two New York agencies, one of them far up in the middle brackets.



YOU MAY NEVER LIVE IN THE OLDEST CASTLE* —

BUT... WKZO-TV Gets Results "Fit For A King" In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(February, 1960)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
on. thru Fri. a.m.-Noon	59,600	37,800	61%	39%
on-3 p.m.	73,900	57,200	56%	44%
a.m.-6 p.m.	68,000	61,600	52%	48%
on. thru Sat. p.m.-9 p.m.	158,200	90,600	63%	37%
a.m.-Midnight	130,500	67,700	65%	35%

WKZO-TV is the "palace royal" for advertisers in Kalamazoo and Grand Rapids (two of America's 51 fastest-growing city-markets) and in Greater Western Michigan, one of America's 20 largest television markets!

Every day, WKZO-TV carries news of your product to more of the market's 600,000 television homes than *any other station*. WKZO-TV delivers an average of 70% more homes per quarter hour than Station 'B,' Sunday through Saturday, 6 p.m.-9 p.m. (NSI—February, 1960).

For all the rest of outstate Michigan worth having, add WWTW to your WKZO-TV schedule. *If you want it all, give us a call!*

Oldest fortified castle in the world is at Gomdan (Kingdom of Yemen, Arabia) dating prior to 100 A.D.



The Fetzer Stations
 WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WKZO RADIO — KALAMAZOO-BATTLE CREEK
 WJEF RADIO — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 WWTW — CADILLAC, MICHIGAN
 KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

TELEPULSE

RATINGS: TOP SPOTS

Top 10 shows in 10 or more markets. Period: 18 April-15 May, 1960 TITLE, SYNDICATE, TYPE	National average	7-STATION MARKETS		5-STA. MARKET	4-STATION MARKETS						Atlanta	Balt.	Boston	Buffalo
		N.Y.	L.A.	Seattle	Chicago	Detroit	Minpls.	St. Louis	San Fran.	Wash.				
Mike Hammer MCA (Mystery)	17.7	3.4 wPIX-TV 10:00pm	16.2 KRCR-TV 10:30pm	12.3 king-TV 10:30pm	24.3 wgn-TV 9:30pm			13.2 ksd-TV 10:00pm	10.5 wrc-TV 10:30pm		14.0 wlv-a 10:30pm		17.5 wnac-TV 7:00pm	17.7 wkbw-TV 10:30pm
Huckleberry Hound SCREEN GEMS (Cartoon)	17.6	12.7 wPIX-TV 6:30pm	14.9 kttt 7:00pm	25.3 king-TV 6:00pm	19.3 wgn-TV 7:30pm	13.9 cklw-TV 7:00pm	21.0 wcco-TV 6:30pm	11.2 kplr-TV 6:00pm	14.3 ktvu-TV 6:30pm	16.2 wtlg-TV 7:00pm	12.0 wsb-TV 6:00pm		14.5 wnac-TV 6:30pm	
Lock-Up ZIV (Drama)	16.9	6.2 wrcr-TV 7:00pm	14.2 kabc-TV 7:00pm	16.0 komo-TV 10:00pm		17.2 wjbk-TV 7:30pm	17.5 kstp-TV 9:30pm	21.5 ksd-TV 9:30pm	14.8 kron-TV 7:00pm		11.3 wlv-a 10:30pm	13.8 wbal-TV 7:00pm	20.4 whdh-TV 10:30pm	19.0 wgr-TV 10:30pm
Sea Hunt ZIV-UA (Adventure)	16.7	21.6 wrcr-TV 10:30pm	11.9 krcr-TV 10:30pm	10.3 king-TV 7:00pm	14.8 wgn-TV 9:30pm	23.7 wjbk-TV 10:30pm	8.5 wten-TV 9:30pm	15.8 ktvi-TV 10:00pm	25.3 kron-TV 7:00pm	8.2 wmal-TV 7:00pm	16.3 wsb-TV 7:00pm	14.8 wbal-TV 10:30pm	12.5 whdh-TV 10:30pm	14.5 wkbw-TV 10:00pm
Quick Draw McGraw SCREEN GEMS (Cartoon)	15.7	10.0 wPIX-TV 6:30pm	10.4 kttt 7:00pm	29.3 king-TV 6:00pm	19.3 wgn-TV 6:00pm	14.9 cklw-TV 6:30pm		9.2 ktvi-TV 6:00pm	17.3 ktvu-TV 6:30pm	14.2 wtlg-TV 7:00pm	9.3 wsb-TV 6:00pm		13.5 wnac-TV 6:30pm	
Death Valley Days US BORAX (Western)	15.5	11.3 wrcr-TV 7:00pm	14.4 krcr-TV 7:00pm	14.0 king-TV 7:00pm	7.8 wgn-TV 9:30pm	15.5 wxyz-TV 7:00pm	27.0 wcco-TV 9:30pm	13.9 ksd-TV 9:30pm	16.5 kpix-TV 10:30pm	13.2 wrc-TV 7:00pm	16.0 wsb-TV 7:00pm	13.3 wnar-TV 6:30pm	16.9 wbz-TV 7:00pm	13.9 wben-TV 7:00pm
U. S. Marshal NTA (Western)	15.4	5.7 wabc-TV 6:00pm		3.8 ktnt-TV 6:30pm	10.3 wgn-TV 9:00pm	18.0 wwj-TV 10:30pm	5.9 wten-TV 9:30pm		11.3 kgo-TV 7:00pm	10.9 wrc-TV 7:00pm	16.3 waga-TV 10:30pm		24.4 wnac-TV 10:30pm	
Tombstone Territory ZIV-UA (Western)	15.2		8.7 kabc-TV 7:00pm		10.3 wgn-TV 10:00pm	17.5 wxyz-TV 7:00pm		9.5 ktvi-TV 6:00pm	12.3 kgo-TV 7:00pm		14.8 wlv-a-TV 7:00pm		13.5 whdh-TV 6:30pm	15.2 wgr-TV 10:30pm
Whirlybirds CBS (Adventure)	15.2	3.7 wPIX-TV 7:00pm	8.4 khj-TV 7:30pm	26.8 komo-TV 7:00pm	10.3 wgn-TV 9:00pm	8.7 wxyz-TV 11:00pm	9.7 wten-TV 6:00pm	12.2 ksd-TV 10:00pm		11.5 wtop-TV 7:00pm	22.0 wsb-TV 7:00pm	9.3 wnar-TV 6:30pm	21.5 wnac-TV 7:00pm	18.2 wben-TV 7:00pm
Shotgun Slade MCA (Western)	14.8	10.3 wrcr-TV 7:00pm		4.8 ktnt-TV 6:30pm	5.5 wgn-TV 10:00pm	18.5 wwj-TV 10:30pm		13.0 ksd-TV 10:00pm	10.3 kgo-TV 7:00pm	14.9 wtop-TV 7:00pm	12.8 wlv-a-TV 7:00pm	16.8 wnar-TV 7:00pm	18.9 wbz-TV 7:00pm	15.7 wgr-TV 7:00pm
This Man Dawson ZIV (Adventure)	14.8	6.3 wPIX-TV 9:00pm	3.9 kabc-TV 7:00pm	15.8 kro-TV 7:00pm	10.5 wgn-TV 9:30pm	8.2 wjbk-TV 7:00pm	16.5 kstp-TV 9:30pm	18.7 ksd-TV 10:00pm	13.0 kpix-TV 7:30pm	8.9 wtop-TV 7:30pm	13.3 wsh-TV 6:30pm	12.3 wbal-TV 7:00pm	17.5 wbz-TV 7:00pm	19.5 wgr-TV 7:00pm

Top ten shows in 4-9 markets.

Pony Express CNP (Adventure)	13.4		8.9 kttt 7:00pm		9.3 wgn-TV 9:00pm		7.9 ktvi-TV 6:00pm	10.3 ktvu-TV 7:00pm	11.2 wtop-TV 7:30pm	10.3 wlv-a 6:30pm			18.9 wkbw-TV 10:30pm	
Race For Space SCHWIMMER (Misc.)	12.4		4.3 kttt 9:00pm	15.0 king-TV 9:00pm	9.3 wgn-TV 9:00pm		14.3 kstp-TV 6:00pm	7.5 ktvu-TV 9:00pm					12.8 whdh-TV 7:30pm	
26 Men ABC (Western)	11.8		7.9 kttt 7:00pm		10.8 wgn-TV 8:30pm	9.2 wxyz-TV 7:30pm				11.0 wlv-a 6:30pm			21.9 wgr-TV 7:00pm	
Vikings UAA (Adventure)	10.1		5.2 wabc-TV 6:30pm	5.4 kabc-TV 7:00pm	10.3 wgn-TV 8:00pm		17.0 ksd-TV 9:30pm							
Gray Ghost CBS (Adventure)	11.3								13.9 wrc-TV 7:00pm		6.9 wnar-TV 11:30pm			
Little Rascals INTERSTATE (Comedy)	11.0		5.5 wabc-TV 6:00pm	13.2 khj-TV 7:00pm		6.0 wxyz-TV 9:30am			10.6 wmal-TV 6:00pm					
Rendezvous CBS (Drama)	10.9		16.2 wrcr-TV 10:30pm	4.6 kabc-TV 7:00pm		10.3 wgn-TV 8:30pm		9.9 ktvi-TV 10:00pm					14.4 wbz-TV 10:30pm	
Flight CNP (Adventure)	10.5		3.6 wPIX-TV 7:30pm	7.7 krcr-TV 6:30pm		6.8 wxyz-TV 11:30pm			6.8 ktvu-TV 7:30pm	10.0 wtlg-TV 7:30pm				
Peoples Court GUILD (Drama)	10.5				3.3 ktnt-TV 8:00pm		8.2 wwj-TV 7:00pm		6.3 kron-TV 4:00pm				13.9 wgr-TV 6:00pm	
State Trooper MCA (Adventure)	10.5		8.0 wPIX-TV 7:30pm	3.7 khj-TV 8:00pm	3.8 ktnt-TV 6:30pm	12.8 wgn-TV 9:30pm	13.0 kstp-TV 10:30pm			5.7 wmal-TV 6:30pm			19.5 wnac-TV 7:00pm	14.4 wben-TV 6:00pm

On Copter Patrol was used for Whirlybirds.
 For information on program length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. This is based on the period from April 18 to May 15, 1960. While net shows are fairly stable from one month to another in markets in which they are shown, this is not true of all shows. This should be borne in mind when analyzing rating trends from one month to another in this chart. Classification as to number of markets is based on the number of markets in which the show was shown during the period.

AM SHOWS

STATION MARKETS				2-STATION MARKETS		
St.	Milw.	New Or.	Phila.	Birm.	Dayton	Prov.
3	21.0	20.8	23.4	27.3		
tv	wisn-tv	wvl-tv	wcau-tv	whio-tv		
pm	9:30pm	9:30pm	10:30pm	8:30pm		
3			16.5	27.3		
tv			wcau-tv	wapi-tv		
pm			7:30pm	6:30pm		
3	17.0	20.3	15.5	27.5	23.5	20.3
tv	wisn-tv	wvl-tv	wrcv-tv	wbr-tv	whio-tv	wjar-tv
pm	9:30pm	7:30pm	7:00pm	9:30pm	10:30pm	7:00pm
3	24.0	19.3	15.5	28.0	16.3	14.0
tv	wisn-tv	wdsu-tv	wcau-tv	wbr-tv	wlv-d	wpro-tv
pm	9:30pm	9:30pm	6:00pm	9:30pm	10:30pm	7:00pm
0			9.9	24.8		
tv			wcau-tv	wapi-tv		
pm			5:00pm	6:30pm		
3	18.3	15.0	14.2	20.0	24.3	15.0
tv	wimj-tv	wdsu-tv	wrcv-tv	wbr-tv	wlv-d	wjar-tv
pm	9:30pm	9:30pm	7:00pm	10:00pm	7:00pm	7:00pm
3		10.8		25.3	24.0	20.3
tv		wdsu-tv		wbr-tv	whio-tv	wpru-tv
pm		10:00pm		7:30pm	7:00pm	10:30pm
0		11.3	14.9	25.0	27.3	19.3
tv		wvl-tv	wfil-tv	wapi-tv	wlv-d	wjar-tv
pm		10:00pm	10:30pm	9:30pm	7:00pm	7:00pm
3	19.5	20.3	11.2	18.8 19.8		
tv	wimj-tv	wdsu-tv	wear-tv	whio-tv ksd-tv		
pm	9:30pm	9:30pm	6:00pm	10:30 10:00pm		
0	18.3	14.3	13.9	28.8	20.3	
tv	wxix-tv	wdsu-tv	wrcv-tv	wbr-tv	wjar-tv	
pm	9:30pm	10:00pm	7:00pm	9:30pm	10:30pm	
0	15.8	17.3	14.0	21.8	19.8	20.3
tv	wimj-tv	wdsu-tv	wrcv-tv	wapi-tv	whio-tv	wjar-tv
pm	10:15pm	10:00pm	10:30pm	7:00pm	7:00pm	7:00pm
			30.3	30.3		
			wbr-tv	wbr-tv		
			7:30pm	7:30pm		
3		15.7		23.6		
tv		wfil-tv		wjar-tv		
pm		7:30pm		10:30pm		
			20.3	20.3		
			wbr-tv	wbr-tv		
			6:00pm	6:00pm		
3	6.8					
tv	wisn-tv					
pm	6:30pm					
			19.8	19.8		
			whio-tv	whio-tv		
			6:00pm	6:00pm		
	10.3					
	wvl-tv					
	10:00pm					
			27.0	27.0		
			wbr-tv	wbr-tv		
			7:00pm	7:00pm		
			20.8	20.8		
			wjar-tv	wjar-tv		
			10:30pm	10:30pm		

GASLIGHT



KSDO has no comparable competition in the San Diego area . . . more listeners stay tuned to KSDO, the only station scheduling consistently Fine Radio — Full Time. GASLIGHT PREVUES, 10:00 am - 2:00 pm, with the News in Depth broadcast at 12 Noon, together with GASLIGHT REVUE for late evening listening, gets outstanding results for sponsors. KSDO listeners appreciate uninterrupted quarter-hour programming of fine music . . . with advertising limited timewise — screened tastewise.

Best Fine Radio Buy In The Booming-Buying Southwest

KSDO

RADIO

Sold nationally by Daren F. McGavren & Co.

The Gordon Broadcasting Company
KSDO San Diego AM KBUZ Phoenix AM and FM

own. Pulse determines number by measuring which sta-
received by homes in the metropolitan area of a given mar-
ation itself may be outside metropolitan area of the market.

NEWS & IDEA WRAP-UP

SALES STORY emerged from the recent Annual Sales Seminar for Balaban executives which was held in St. Louis. Among the 28 attendees at the three-day meeting were speakers (l-r) John Box, Jr., managing director, The Balaban Stations; Harry K. Renfro, v.p. and radio/television director, D'Arcy Advertising, St. Louis; and Warren Boorum, v.p., RAB, New York



MISS WAMPUM GIRL—in reality Collette Dauphinais—who participated in K-GUN-tv's (Tucson) recent Wampum campaign covering many markets, is shown passing out Wampum Injun Corn Chips on the East Speedway in the El Rancho Market to two curious young observers



The executive committee of the Advertising Federation of America issued a statement of policy in connection with jibes made by Democratic advisors at advertising.

Among the points made by the statement:

- The anti-advertising thinking would not be taken seriously by supporters of our economic system.
- There should be no official campaign organized at the national level to answer the politicians.
- If any serious protest were made at this time, it would merely increase advertising's potentiality as a whipping boy.
- It would be more appropriate to continue the policy of correcting improper political attitudes toward advertising at the "grass roots" level.

Warner-Lambert is mulling a spot radio campaign.

It's a Blair group buy, submitted by way of Lambert & Feasley.



WHOLEHEARTED enthusiasm for this half-scale Model T is evinced by Bob Bissell of Cole & Weber, winner of car in KEX (Portland, Ore.) contest for gray flannel set. Handing over keys; station's traffic gal Betty D.

Campaigns:
The Dumas Milner Corporation mapped out a spot tv campaign for **Perma Starch** (Gordon Best) with a budget of \$165,000. The campaign: the one-minute spots on NBC TV's *From These Roots* for eight weeks. This will be coordinated with a local campaign starting in Detroit (35 spots) **WWJ-TV**, **WJBK-TV** and **WLW-TV**, and additional markets presently being set up.

Analysis 'n' data: **Ward Baking Co.** will purchase **Farmhouse Frozen Foods** . . . **General Foods** announced the acquisition of **California Vegetable Concentrates** and four foreign firms . . . **General Foods** also reports it spent near \$110 million on advertising during 1960 fiscal year ending 31 March—14.6% over previous year:

Financial report: **General Mills**, for the fiscal year ended 31 May, reports gross sales of \$537,818,000 and earnings of \$11,515,000. These figures took a dip compared to 1958-59 period. Net earnings per share of

common stock were \$1.46 as compared to \$2.26 last year after adjustment for a three-for-one split.

Strictly personnel: **E. Burke Giblin** and **Arthur E. Larkin, Jr.**, elected v.p.s at **General Foods** . . . **Ralph M. Watts**, joins **Borden Foods Co.** as v.p. in charge of product marketing—he comes from **Stokely-Van Camp** . . . **Stanley Weiler**, appointed brand manager, **Alberto-Culver's Tresemme' Creme Hair Color Division**—was with **Clairol** . . . **Bernard Katz** promoted to national field sales manager, retail division, **Alberto-Culver** . . . **Manning M. Exton**, named director of marketing, **Stokely-Van Camp**.

AGENCIES

The merger process in the agency world picked up pace the past week. Three of them were consummated and one, **Kelly-Nason** with **Ellington**, was in the discussion stage.

For details of these merged operations see below.

Initial repercussion from the merger of media and programming authority at Benton & Bowles: Ollie Barbour has resigned.

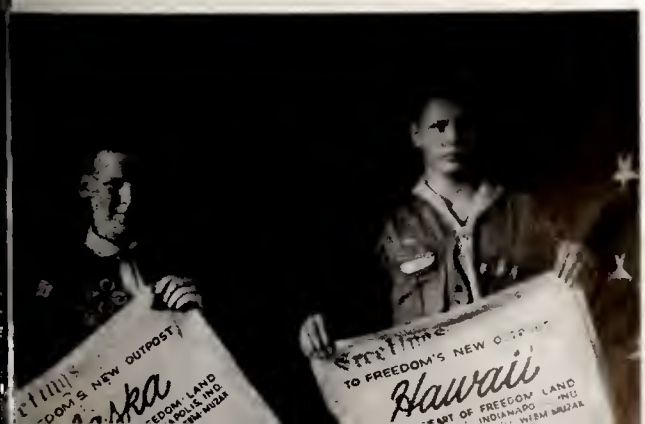
His title: v.p. in charge of tv programming. Barbour's been with the programming department for 13 years, coming in during the **Walter Craig** regime.

Agency appointments: **Grand Union** to **Kastor Hilton Chesley Clifford & Atherton** from **L. H. Hartman** . . . **Diamon Deb** to **Adams & Keys**, Los Angeles . . . **Penick & Ford's Swel Frosting Mix** and **Davis Baking powder** to **Grant** from **Samuel Croot** . . . **Pacific Telephone/Northwest** to **Guild, Bascom & Bonfigli** from **BBDO** (**BBDO** retains **Pacific Telephone**) . . . **Waitt & Bond** for its **Blackstone**, **Haddon Hall** and **Yankee cigars**, to **Daniel & Charles** from **Cairns & Chirurg** . . . **The Mitchum Co.'s Esoterica** to **Cohen & Aleshire** for a special campaign . . .



NEW BROADCASTING CENTER for **WSAV** radio and tv allows Savannah station to beam its programs from tallest tower in the Coastal Empire area. Effective with switchover, the station becomes three times more powerful

WELCOMING OUR TWO NEWEST OUTPOSTS are these **WFBM** stations' freedom scrolls, signed by thousands of Indianapolis residents displayed here by two cooperating Boy Scouts. Formal presentation scrolls will be made by Scouts to governors of Alaska and Hawaii



BATHING BEAUTY? Depends on who's lookin' at **Heidi** modeling yellow polka dot bikini for **WING's** (Dayton) bikini contest. Though not a prospective winner, Heidi here earns a star's attention from station's (l-r) **Betty Chapman**, **Marcia Martin**, **Jack Wymer**, **Dale Moudy**, **Don Sailors** and **Stan Scott**



CROSBY & CLOONEY

When Bing and Rosemary signed for their weekday program, *Variety* wrote: "CBS Radio Still Makes Like Show Biz." It's this network's tradition, of course. One that attracts audience... sells for sponsors. Here, Bing and Rosemary join personalities like Arthur Godfrey, Art Linkletter and Garry Moore to offer personal salesmanship unequalled elsewhere. In radio, this is the kind of company you keep...

ONLY
ON CBS
RADIO

This 'n' data: WBC took 400 agency people on a junket through New York's latest amusement park, Freedomland . . . FS&R has a counter gladhanding symbol to Burnett's apples: a blue flower to be worn as a boutonniere

New Branch: Weston Associates, Manchester, N. H., has opened an office in Woodstock, Vt. with Stewart Wark as v.p. and manager.

Mergers: The Sackel Company, Boston, and Jackson Associates, Holyoke, have combined to form **The Sackel-Jackson Company**. Executive offices, with Sol Sackel as president, will be in Boston . . . Ross Roy and Brooke, Smith, French & Dorrance have merged and will be known as **Ross Roy—B.S.F.&D**, with combined billings of \$25 million. Ross Roy will be chairman of the board and Walter C. Ayers, president, of the new Detroit agency . . . Wilten Advertising joined forces with Ridgeway-Hirsch and will go under the heading **Wilten Division of Ridgeway-Hirsch**. The St. Louis based agency will have Casper Yost as president and Max Wilten as v.p.

Talking merger: Ellington & Co. (\$14 million) and Kelly Nason (\$4 million).

Admen on the move: Paul E. Funk, elected v.p., McCann-Erickson . . . C. Peter Frantz, appointed manager, creative review committee, Leo Burnett . . . Raymond F. Ruffley, named v.p., DFS . . . Robert E. Riordan, appointed v.p. and director of marketing and research, D. P. Brother . . . William V. Humphrey, to director of public relations, Robert Haas, from Fletcher Richards, Calkins & Holden . . . Don Kreger, to tv commercial producer and writer, Gardner . . . Martin Barsky, named account executive and radio-tv director, Enyart & Ross, Los Angeles . . . Stanley M. Heggen, made assistant media director, Aubrey, Finlay, Marley & Hodgson, Chicago . . . David W. Nysten, to account executive, DCS&S.

FILM

Twentieth Century Fox Tv will begin to rival Warner Bros. as a

supplier of network films to ABC TV this fall by virtue of its third sale, **Rocky Point**.

The show will be a 20th C. F. TV co-production with ABC TV.

Rocky Point will also mark the tv debut of yet another Hollywood producer: Jerry Wald.

Sales: Sixty Paramount Pictures features to WTOP-TV, Washington . . . CBS Films' Brothers Brannagan, now sold in 82 markets, purchased by WTMJ-TV, Milwaukee, and KIMA-TV, Yakima . . . MCA's *Shotgun Slade* renewed for a second year by Ballantine in 27 markets and by stations WKRG-TV, Mobile; KOOL-TV, Phoenix; KCSJ-TV, Pueblo; KFSD-TV, San Diego; KVIQ-TV, Eureka; KVIP-TV, Redding; KGRA-TV, Sacramento; KBOI-TV, Boise; KXLY-TV, Spokane; KTNT-TV, Tacoma; KTSM-TV, El Paso; KSYD-TV, Wichita Falls, and WLW-A, Atlanta . . . Sterling's *Chatter's World* to all six Triangle stations plus WCCO-TV, Minneapolis; WEEK-TV, Peoria; WISC-TV, Madison; KTVU, San Francisco; WTVY, Dothan; KCRA-TV, Sacramento; WHBQ-TV, Memphis, and WTVC, Chattanooga.

International: Ziv-UA's *Man and the Challenge* sold through ITP to Goodyear International (Kudner) for all Latin American markets (except Cuba): Mexico, Venezuela, Colombia, Peru, Argentina, Uruguay, Costa Rica, Dominican Republic, Panama, El Salvador, Honduras, Nicaragua, Guatemala, and Brazil . . . MGM-TV's *National Velvet* sold in Canada and Australia . . . CBS Films sold *Angel Hotel de Paree*, *Rawhide*, *Wanted—Dead or Alive*, *Perry Mason*, *Have Gun, Will Travel*, *Gunsmoke*, *Whirlybirds*, *Honeymooners*, *Our Miss Brooks*, *Annie Oakley*, *I Love Lucy*, *Buffalo Bill Jr.*, and *San Francisco Beat* to TCN (Sydney), HSV (Melbourne), BTQ (Brisbane), ADS (Adelaide); also new shows from next season on CBS TV, *Bringing Up Buddy* and *Pete and Gladys* were sold to ATN (Sydney), GTV (Melbourne), QTQ (Brisbane), and NWS (Adelaide).

Programs and producers: Harold Goldman forms Television Enterprises Corporation (TEC) . . . Edward Small starts Television Artists and Producers Corpora-

ion (TAPC) with Bruce Eells as executive v.p. . . . Russell Rouse and Clarence Greene to produce *Tangier* or Screen Gems . . . Glan Heisch to produce *Mr. Magoo* for UPA.

Commercials: Producing Artists of New York has formed production agreements with Charles Cahill of Hollywood and Peterson Productions of Toronto . . . Music Makers moves to 6-8 W. 57th St., N.Y.C. . . . Maximilian B. Byrer to Television commercial supervisor of Benton & Bowles in Hollywood . . . Pelican Films of N. Y. enters live action field . . . Bernard Block joins Transfilm-Travel as production supervisor of business and industrial films . . . Judd Collock of MPO Videotronics addressed the first of Keitz & Herndon's advertising seminars in Dallas, called Creative Departures . . . TCI Productions will do a series of tv spots for Standard Oil of Indiana (D'Arcy).

Strictly personnel: Lawrence B. Milford appointed assistant to Lloyd Erns. international chief of Screen Arts . . . Harry Stern appointed sales and merchandising general manager for Maurice H. Zouary . . . Frederick Hyman leaves UAA to form his own company, Americom Corp. . . . Herb Richek leaves UAA to join Seven Arts Associated as director of operations . . . Martin J. Robinson appointed v.p. of Television Industries, succeeding Erwin H. Rzes, who joins UAA as executive

Promotion: M & A Alexander Productions of Hollywood reports heavy mail response in a contest for its *T. Hush, Private Eye*, on KHJ-TV, Los Angeles . . . ITC reports high ratings for *Cannonball* in Philadelphia, Charleston, Sioux City, Charle, Yakima, Bismarck. Cincinnati, San Diego, Madison, and Saginaw-E. City.

Equipment: Ampex International has delivered 12 more tv recorders, boosting its total to 182 . . . Ampex anticipates heavy use of its recorders in coverage of forthcoming Rome Olymp

More sales: Ziv-UA's *Case of the Dangerous Robin* to Brown & Williamson (Ted Bates) WWJ-TV, Detroit;

KNXT, Los Angeles, and WBAP-TV, Fort Worth; also, to WTMJ-TV, Milwaukee; WJXT, Jacksonville; KGNC-TV, Amarillo; KERO-TV, Bakersfield; WLOF-TV, Orlando; WSJV-TV, South Bend; other sales to Trend House Furniture (Shell Adv.) on KNOE-TV, Monroe, and Carling Brewery on WICS-TV, Springfield, Ill.

NETWORKS

NBC TV's daytime sales unit has grossed about \$41 million between when it was set up in February and the end of July.

Around \$22 million of this involved new Business; the balance came from renewed contracts.

ABC TV will take orders for daytime regional minutes.

The shows available for regional buys: the *Texan*, *About Faces* and *Day In Court*.

For instance, a minute for the west coast only would cost \$400.

Network tv sales and renewals: Squibb Laboratories (Donahue & Coe) marketing unit will sponsor NBC TV's *People Are Funny* beginning 18 September . . . Colgate-Palmolive has purchased sponsorships in two hour-long NBC TV shows — *Dan Raven* (Bates) and *Outlaws* (D'Arcy) . . . Brown & Williamson (Bates) has bought participations on ABC TV's *Make that Spare* starting 8 October . . . Pal Injector Razor Blades (K&E) signed as a participating sponsor of *NFL Professional Football*, CBS TV . . . Kemper Insurance (Clinton Frank) will be an alternate sponsor on NBC TV's *Celebrity Golf* and has renewed *Chet Huntley Reporting*.

Network radio sales: Standard Oil Co. (Indiana) (D'Arcy) will sponsor ABC Radio broadcast of *College All Star Football Game*, 12 August.

Thisa 'n' data: Kennedy and Nixon have accepted ABC TV's offer of free time for a two-sided discussion of the campaign issues. They had previously given the nod to CBS and NBC. . . . Metropolitan's chairman and president, John Kluge, predicted the corporation will do more than \$40 million in sales this year and \$50



CAPITOL CLOAKROOM

Radio's oldest continuous public affairs series traces our legislative process. It was awarded a Freedoms Foundation Medal for creating "a better understanding of great fundamental American tradition." Listeners hear Presidents, Senators, Congressmen — those who help to make the law. In all radio, Capitol Cloakroom is the kind of company you keep . . .

ONLY ON CBS RADIO

million in 1961. . . . *Dimension*, one to three-minute radio program features, will be aired on seven CBS o&o radio stations beginning in September . . . **NBC TV's Project 20** received a citation from The Lincoln Sesquicentennial Commission for its production of *Meet Mr. Lincoln*.

New affiliations: The Hildreth stations in Maine are now affiliated with **Mutnal**. They are: WABI, Bangor; WPOR, Portland, and WAGM, Presque Isle.

Network personnel notes: **Irwin Klein** joined ABC International Division of AB-PT as program manager . . . he was with MCA . . . **Selig J. Seligman**, ABC v.p., will head a new AB-PT subsidiary production company . . . **Frank Telford**, appointed director of program development, west coast, NBC TV . . . **Peter J. Smith**, named producer, CBS TV Production Sales.

RADIO STATIONS

Six independently programed fm stations of Sacramento have formed the Sacramento Valley Fm Broadcasters Association.

Member stations include: KCRA-FM, KEBR, KHIQ, KJML, KSFM, KXRQ.

Officers elected: President, Louis Gerlinger, KJML; Treasurer, Orel Phillips, KCRA-FM; Secretary, Carl Auel, KEBR.

(See article, How Politz sizes up fm, page 14.)

Ideas at work:

• **Good Samaritan:** While many Long Islanders are combating traffic during the railroad strike, **WFYI**, Garden City, is playing traffic scout. The station's "Sky Patrol" spotted a seven-mile back-up during the morning rush hour and discovered that workmen were blocking two out of six lanes. John Frogge, newscaster, drove to the scene, learned that there was no emergency, wired Albany suggesting work be done between 10 a.m. and 4 p.m., and accomplished his purpose. Interesting sidelight: Highway department also ceased closing white lines at peak traffic

• **Hot air ball:** To celebrate its 10th anniversary, **KSTT**, Davenport,

Iowa, bought out the city's Municipal Stadium for an evening's festivities. A two-inning exhibition game between station personnel and the home team, fireworks, and a candle guessing contest highlighted the evening. The station depended entirely upon its own promotional announcements to advertise the event.

• **Air media's influence on a civic problem:** **WOR**, New York, was instrumental in bringing together the heads of two opposing factions in the recent Sanitation Department work stoppage. An early morning interview with the sanitation commissioner and a subsequent talk with the Sanitation Workers Union leader brought to light that the two parties had not yet met but were willing to waive protocol in view of the emergency. Two and one-half hours after the initial broadcast the meeting took place at City Hall.

• **Summer refreshment:** **WLCY**, Tampa-St. Petersburg, to help remind its listeners of other climes and give them a much needed break during soaring temperatures, broadcasts the cool sounds of a mid-winter blizzard once every hour. The station's also helping to prevent much discomfort by ringing a "turn over in the sun time" bell every twenty minutes.

• **There was a little girl:** **WINS**, New York, is searching for the prettiest little girl between the ages of two and twelve, for its "Little Miss Peacock" crown. The winner and her parents will receive a Las Vegas vacation.

• **She wore an itsy etc.:** On a little over 24 hours' notice **WPOP**, Hartford, d.j. Ray Somers designed and pushed a promotion with Newberry Department Store which drew over 700 listeners. Somers, who bills himself as *The Tune Tycoon*, via 15 spots on his evening show, advised his audience that the recording star Bryan Hyland would appear at the department store the following afternoon. A window display was quickly thrown together and the turn-out necessitated an extra force of police to handle the overflow.

• **Printing their own:** **WIBG**, Philadelphia, is distributing simulated currency to its listeners. The idea: each bill is affixed with a serial number which may be called by the station at any time. Holder of the bill is eligible for prizes.

This 'n' data: **KFSD-FM**, San Diego, recently celebrated its power boost from 33,000 to 100,000 watts . . . **KGMC**, Denver, has moved to its new facilities . . . **WCPO**, Cincinnati, conducted its second annual "Wornout Housewives Contest" . . . **Harry Jordan**, KING, Seattle, reporter, completed his 100th hour in the air broadcasting rush hour traffic reports . . . **CKCY**, Sault Ste. Marie, distributing "Business Is Good!" display cards to local merchants . . . **KGBS**, Los Angeles, now running on 50,000 watts . . . **KRAM**, Las Vegas, had its own news staff covering the conventions . . . **Northeast Radio Network** holding its 1960 affiliates meeting 24 August on the campus of Cornell University . . . Radio sport sale: Apollo Savings and Loan will co-sponsor the entire Notre Dame Football schedule on **WLS**, Chicago, with the Mennen Co. . . . **Northeast Radio Network** will broadcast all games on the 1960 Syracuse Football schedule to more than 20 cities in New York and Pennsylvania.

Station staffers: **John H. Pace** named general manager, **KDEO**, San Diego . . . **Lee Nichols**, appointed station manager, **KOOO**, Omaha . . . **J. D. Hill**, assumed active management of **KSSS**, Colorado Springs . . . **George Gilbreth**, named sales manager, **K-DAY**, Los Angeles . . . **Joseph A. Parry**, promoted to sales manager, **WNCN(FM)**, New York . . . **William R. Dothard**, appointed national sales manager, **WBCB**, Levittown, Pa. . . . **Gene Werman**, promoted to sales promotion and merchandising manager, **WCAE**, Pittsburgh . . . **Clifford Ford**, to sales staff, **WNBC**, New York.

REPRESENTATIVES

John Blair will be coming out shortly with some refinements and amendments to the Blair (radio) Group Plan.

The basic purpose: make it more palatable and easy to buy, with emphasis on the fact that Blair will also supply the commercial copy.

The plan involves the use of two or three stations in a market and the development by Blair of a copy plan form to go with the plan.

Arthur C. Elliot is joining Harrington, Richter and Parsons as eastern sales manager as of 15 August.

Elliot was one of a group of CBS Spot Sales executives planning to organize an independent reps organization.

Katz stations can now pick up major news stories breaking in their areas with Katz stations.

How it works: Katz provides a News Exchange Directory to its stations, containing a list of the Katz stations, news coverage area of each, the news personnel to contact, phone number of same and live or tape-to-telephone facilities available. A phone call will enable a station outside the news-breaking area to get the coverage it wants.

Very-Knodel is now distributing to all national advertisers and their agencies a study dubbed *The Denver Metropolitan Group - A 3 in 1 Sales Plan*.

The study, serving as a market and radio station guide, highlights the sales value of the group's stations: WJMN, Denver; KYSN, Colorado Springs; KGHF, Pueblo.

The report also analyzes the stations as to coverage, facilities, programming, audience and cost efficiency.

Rep appointments — stations: WYAO, Seattle, to John E. Pearson; WGUS, Augusta, Ga., WRFB, Tallahassee, WHIY, Orlando, WYAM, Birmingham, WSHE, Raleigh, WAXU, Lexington, and KJOE, Newport to Charles Bernard... WENO, Las Vegas, to Torbet, Allen

Crane for representation in western states... WHAY, New Britain; Hartford, WNAB, Bridgeport, and WDEE, Hamden-New Haven to New England Spot Sales for regional presentation... WMOU-AM-FM. Kettell-Carter for New England presentation.

New offices: H-R is opening two branches in the South: Bill McRae will head up the Atlanta-Dallas operations actively managing the Atlanta office and Robert Dalchau will be the helm in Dallas... Everett Kinney opened a Boston office with Charles Bell, Jr., as manager. Charles Bernard Co. has opened

a Chicago office with Julian Portman as manager.

TV STATIONS

Network affiliates have, according to reps, been able to salvage a goodly portion of the spots preempted by the airing of the political conventions.

In other words, there's been an easy disposition to accept makegoods.

Of course the washouts were the

accounts that make it policy to cancel out altogether in the event of pre-emptions.

TvB reports that 98 of the top 100 advertisers in 1959 used television: the two abstentions were liquor companies.

A newcomer to tv, American Cyanamid, which TvB had previously overlooked, expended \$100,000 for animal health products in rural markets. The company's plastic division and Formica subsidiary also used the medium for promotions.

47th TV MARKET IN THE NATION

\$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha... Minneapolis and St. Louis. 438,480 TV homes; almost \$3 billion in effective buying income; over \$1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness — WOC-TV offers the greatest amount of local programming — over 33 hours each week.



PRESIDENT Col B J Palmer
 VICE-PRES & TREASURER D D Palmer
 EXEC VICE-PRESIDENT Ralph Evans
 SECRETARY Wm D Wagner
 RESIDENT MANAGER Ernest C Sanders
 SALES MANAGER Pat Shaffer

THE QUINT CITIES

DAVENPORT } IOWA
 BETTENDORF }

ROCK ISLAND } ILL.
 MOLINE }
 EAST MOLINE }

PETERS, GRIFFIN, WOODWARD, INC.
 EXCLUSIVE NATIONAL REPRESENTATIVES



Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

TvB issued to its members a list, in index form, of department and specialty stores which are already using tv.

The names of buying offices, branches of chains, etc., and how the stores make use of the medium (spots or programs) are included in the index.

Ideas at work:

• **Something for the boys:** WAST-TV, Albany, in the past six months, has produced and presented five hours of live "entertaining" public service programs in prime evening time. The most recent, *Swing into Summer*, was produced to advise viewers how they might enable local under-privileged boys to attend summer camp. The program featured five musical groups, and broken up into small units, between the entertainment, were three filmed and live statements requesting the audience's aid. The service is dubbed "Entertainment—in the Public Interest."

• **Future artists of America:** WMCT, Memphis, viewers were treated to some unique station identi-

fications. The idea: the station has been running the best drawings promoting local and NBC shows received during the "Kiddies Id Drawing Contest." Over 10,000 drawings were submitted by small fry fans of the Looney Zoo show.

This 'n' data: **George Shannon**, WWL-TV, New Orleans, farm and agricultural director, elected president of the Louisiana Commercial Agriculturists . . . **WLOS-TV**, Greenville-Asheville-Spartanburg, N.C., distributes "good-will bills" to acquaint charitable agencies with what the tv efforts in their behalf would come to at cardrates. The bill is made out on standard station billing forms but carries a "complimentary" stamp . . . The FCC has assigned call letters **WNB-TV** to the first regular tv outlet in the U.S. Virgin Islands . . . **WROC-TV**, Rochester, has adopted a flat rate system . . . What happened with an independent station vs. political convention broadcast: **CKLW-TV**, Detroit, claims it got 37 or 47% of the total audience via feature films, representing increases from 98 to 236% over normal times.

Kudos: **KTVH**, Wichita, recipient of American Legion Annual State Award for Americanism . . . **KNOE-TV**, Monroe, La., awarded by the Louisiana Farm Bureau Federation for outstanding news coverage of agriculture.

On the personnel front: **Robert H. Dolph**, to manager of national and regional sales, Cascade TV . . . **Ben Shronshire**, appointed manager, KEPR-TV, Pasco-Richland-Kennewick, Washington . . . **Richard E. Reed**, named sales manager WLW-C, Columbus . . . **Bill Walker**, to national sales manager, WFGA-TV, Jacksonville . . . **Paul Raymon**, named local sales manager, WAGA-TV, Atlanta . . . **Frances I. Pierce**, to acting promotion director, KIRO-TV, Seattle . . . **James Gillespie**, appointed assistant promotion manager, KXTV, Sacramento . . . **William R. Williams**, joined promotion department, WWJ-AM-FM-TV, Detroit . . . **Larry McCann**, to account executive, WXYZ-TV, Detroit . . . **Harry Edwards**, to WPTA, Fort Wayne, as account executive.

BROWN & WILLIAMSON

(Continued from page 36)

portion of carton sales has doubled in the past 10 years.

Another change which the swing to supermarkets has produced is in the matter of advertising displays. With many markets carrying several thousand items it is virtually impossible to obtain sizeable cigarette displays in these outlets. The result has been a great emphasis on advertising support and, says Burgard, "Supermarket buyers are a sophisticated lot."

Today's chain buyer is not impressed with either the old "free goods" offers or with blue sky promises of "nationwide" ad campaigns.

According to Burgard, he wants to know "What will you do for me in Peoria?" And he wants his local market support detailed in specific terms—what stations, how many spots, how long will the campaign run?

Because cigarette salesmen are not dealing with an entirely different breed of customers in supermarket buyers and supermarket buying committees, it has meant that tobacco company sales forces have had to be completely reorganized—another phase of the '50's marketing revolution.

And for a young, vigorous expanding company like B&W, this reorganization has been easier than for some of the other majors.

The new, fastest selling medium

Add to these marketing and distribution upheavals of the past decade the emergence of what Burgard calls the "fastest selling ad medium ever devised" and you have a fair idea of the new forces at work in the cigarette world.

The impact of tv has been enormous. B&W's use of tv, as its primary marketing instrument, has made it a forceful competitor among the tobacco industry's "Big Six" as the 1959 Wooten figures show:

COMPANY	SHARE OF MARKET
R. J. Reynolds	28.1%
American Tobacco	25.8
Liggett & Myers	14.1
P. Lorillard	11.1
B&W	10.6
Philip Morris	9.5

Next week, as Part II of the B&W story, SPONSOR will outline the company's tv strategies, lineups, and agency operations.



INTRODUCING THE NEW
DRYDEN-EAST
HOTEL

39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
OR-go 9-3900

PONSOR ASKS

Continued from page 53)

In brief, plan your program of roadcasting and *give it a chance*. The biggest reason for failures department stores have encountered is they start something, and when the crowds don't follow, they cancel. It is very often the case with any advertiser, but will always pay off if they will stick to the formula recommended by the broadcaster who is in the business to make sure his clients are successful. If they are not, he is not.

Robert W. Ferguson, executive vice president & general manager, WTRF-TV, Wheeling, West Va.

There are so many ways a department store can utilize the broadcast medium to promote itself, its products and its over-all community good-



Campaigns centered around stores' service, reputation and quality of goods

...that it would take a manual to do them all.

However, what most department stores need before they should even attempt to promote their wares on television is a complete renovation of many of the outmoded advertising policies and concepts they still use. They have fallen far behind other retail organizations in the important areas of merchandising and product promotion because they have adhered to the principle of let's do what we did last year—providing it sold something.

Some department stores have resisted the trend to advertising on television because they really don't understand the medium. Yet the executives of the retail world who operate enormous merchandising empires have already shown the power of television advertising by the budgets they assign to it. Procter and Gamble, one of the world's most respected and copied industrial retail organizations, spends \$6 million in newspaper advertising, while over 90% of its \$100 million plus ad budget goes to television advertising.

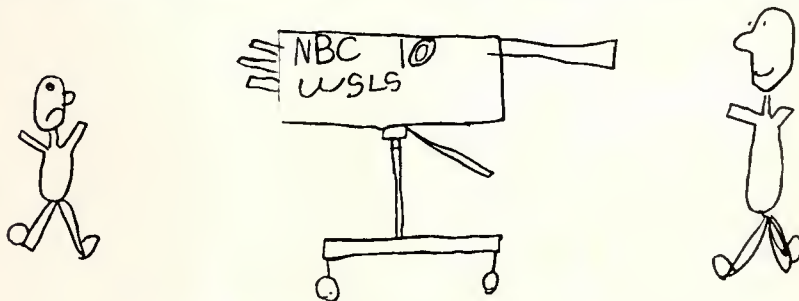
Many department stores have failed to grasp the fact that television is not an impersonal medium. The tv set is a family friend, watched by the family four to six hours a day. It is the housewives' companion, the children's delight and the master of the house's relaxation at the end of a tough day. And at all times it is an endless source of entertainment, information, and commercial influence. The selling power of tv to families has been demonstrated endlessly and has been recognized by the biggest advertisers in the world. When department stores

finally realize that last year's ad policies are as outdated as last year's styles they will reap the financial benefits that have been available to them since tv grew up.

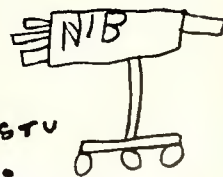
But to get back to the methods by which department stores can truly benefit by tv advertising. Most important they must understand that the best tv campaigns are those that are carefully planned and developed with consistency of exposure being the most important factor. Too many department stores think in terms of the one-shot, and many times tv one-

NOT A MADISON AVE. AD !

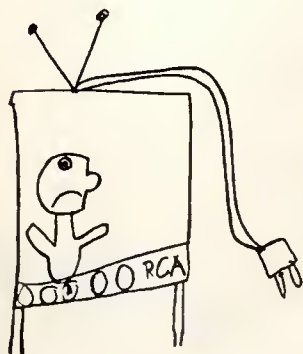
BUT AUTHENTIC DRAWINGS AND A LETTER BY A 6 YEAR OLD WSLs-TV VIEWER.



DEAR WSLs - TV
I ALWAYS WATCH MY STATION WSLs
BECAUSE YOU ARE MY BEST
FAVORITE. I LOVE UNCLE LOONEY
BOZO AND YOU ALL, MY MOMMY SAYS
YOU ARE THE BEST AND SHE WATCHES
YOU WHEN I SLEEP MY MOMMY
AND DADDY BUY WHAT YOU
SAY AND ME TOO ALL MY
FRIENDS WATCH TOO.



GOODBYE WSLs TV
I LOVE YOU.



WSLS-TV

Channel

10

ROANOKE, VIRGINIA

NATIONAL REPRESENTATIVES, BLAIR TELEVISION ASSOCIATES

shots pay off tremendously, if the department store builds a definite campaign centered about the store itself, its service, its reputation and the quality of its goods. When the time comes to do a special the impact would not only be more acceptable to the audience but the results would also be a sign of loyalty and belief in the store as a community member in good standing.

Today's department stores are making a major mistake when they avoid tv except for scattered special campaigns. They are ignoring the fact that today's tv stations, most of which are equipped with video tape machines, can give a live, exciting, and colorful touch to the products they want to highlight and can be produced with a minimum of time and effort. A strong and consistent campaign selling a department store's image, supplemented as desired with sales specials carefully planned, produced, and presented could not help but prove to be a tremendous sales volume booster for any department store.

Jon T. Caudle, promotion director,
W SOC-TV, Charlotte, N. C.

When you discuss the sales power of tv and ways to use it, you can't easily segregate department store advertising from that of furniture dealers, clothing stores, and other retailers in this category.

A fact remains, however, that bringing the department store into the television "fold" has required a lengthy educational process—one still incomplete in many markets throughout the country.

It's been said before—the retailer

should attempt not only to sell his goods, but to sell his company's "image."

To accomplish the first, Mr. Retailer can build in-store traffic through a one-time-only campaign, but to ac-



Focus attention on specific departments and seasonal events

complish both, year-round activity is essential. At the same time he should be concerned with creating, through television, a distinct personality for his store and communicating this image to the public.

This doesn't necessarily mean sponsorship or co-sponsorship of a weekly show and or the purchase of a 52-week spot schedule—although this would be ideal.

But it does mean that a couple of tv saturation schedules per month, over an extended period of time, will serve to constantly remind the viewer that Needleman's Department Store is the place to go for courteous service, ample parking, special sales, bargains, and various other goodies.

During a month when the sales events and special promotions aren't going on, the institutional angle should be exploited. The important thing is not to break the communication with the customers, lest the identity be lost.

This campaign should be set up to include 60-second and 10-second announcements logged predominantly in daytime spots. The 60's should be

live or on video tape whenever possible.

Obviously the commercial won't spotlight the special sales which should be conducted by the store on a monthly basis if feasible, promote special departments, focus attention on seasonal events, and create store publicity in general.

Merchandising support from the station would fit beautifully into such a campaign. These activities might include in-store appearances by station personality who performs on-the-air commercials, tie-in ads in newspapers, counter cards and window streamers, as well as special mailers to the department store's accounts.

PELLEGRIN

(Continued from page 42)

payroll of 110 working in 10 branch offices. Pellegrin is also a writer (fiction and non-fiction), with a long-time plan of going to France one day to settle down and write. He has been an outstanding leader wherever he's lived and worked—Omaha, St. Louis, Washington, Chicago, and New York—and has been recognized by the Roman Catholic church in the past four years as a member of the Cardinal's Committee of Laity.

Even though RTES duties were pressing in this past year (frequently absorbing five lunches and three dinners weekly, as well as daytime and weekend stints), he took delight in the challenge, the new personal associations and the accomplishments. He also took time out to work as a decorator in furnishing and planning the company's elegant new offices in the Seagram Building.

An unparalleled host and outstanding chef, he spent many an evening during his tenure entertaining RTES officers and members in his large Westchester home. He lives there with his wife, the former Eleanor O'Halloran and their three children, John David, 15, Daniel Stephen, 12, and Marie, 8.

They're looking forward to a busy and winter season when the man of the house will be home again. "As for that matter, so are H-R's relations!" This new season, station representation will be his "full-time business and his part-time hobby!"



Leading Dallas agencies place **KviL** among top 4 stations in total market and in top 2 for quality market!

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Tv and radio NEWSMAKERS



John Fulton has been elected president of WEAS, Inc., licensee and operator of WGUN, Decatur, Ga. He will also serve as administrative supervisor for radio stations KWAM, Memphis, WJIV, Savannah, and WWSN, Belle Glades, Fla. Fulton's responsibilities will extend to STARS, Inc., and STARS National, sales organizations, both interests of E. D. Rivers, Jr., chairman of

the board, WEAS, Inc. The new president has served as director of NAB and president of the Georgia Association of Broadcasters.

Win H. Ezzes has been elected executive vice president of United Artists Associated. He had been vice president and director of Television Industries' subsidiary, C&C Films. Ezzes will be responsible for the distribution of the feature film and cartoon library. The new executive vice president served as vice president in charge of sales for Flamingo Films for three years, and in 1955 was employed by Guild Films in a similar capacity. He joined C in 1956. Ezzes began his film career with United World Films.



Joseph C. Amataro, president of WIRE Broadcasting Company, has assumed ownership of radio station WIRE, Indianapolis. The NBC affiliate had been owned by the *Indianapolis Star and News*. Amataro is owner of WFTL, Fort Lauderdale, and part-owner of WESO, Southbridge, Mass. His 12 years of broadcasting and advertising experience include stints with NBC and

Wesley Griffin, Woodward. Amataro's plans are to continue the programming concept and further promote the local public interest features.

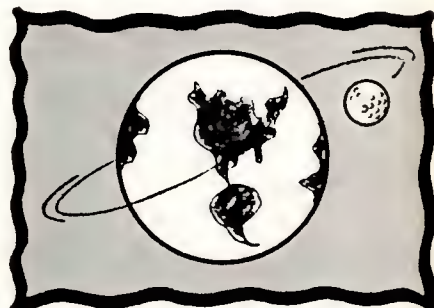
Ed Steele has been appointed general manager of WNTA AM and FM radio stations. He joined WNTA-TV last year as host of *The Ted Steele Dance Party* currently to be seen on the station six nights a week. Steele was an executive producer with General Teleradio from 1954 to 1959 and was at the same time musical director for Bethlehem Records. For four years prior to that, Steele was an executive producer with WPIX, New York. He is known for creating the first television dance program.



IT'S POWERful!



Best ball I've hit today!



May even go into orbit.



I wouldn't be surprised if it left the coverage area of powerful Channel 2.

Seriously, powerful Channel 2 does cover an impressive area in Eastern Maine. Combine it with sister station 6 in Portland and you save an extra 5% while you cover 2/3 of Maine's retail sales, plus 1/3 of New Hampshire's.

See your Weed TV man.

WLBZ-TV

2 NBC for BANGOR



MAINE BROADCASTING SYSTEM

WLBZ-TV, Bangor WCSH-TV, Portland
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

The seller's viewpoint

Country music, no longer limited in backwoods appeal, today is enjoyed by the largest portion of the population: the middle-class working people, maintains Carl Stuart, general manager, WESA, Charleroi, Pennsylvania. In fact, he states further, the majority of this class—the housewife, mill worker, fisherman, truck driver—is found in cities, large or small. An operation in any of the largely untapped metropolitan markets, which combined modern country music programing, good production and promotion, and good disk jockeys, could produce outstanding results for local, regional, and national accounts.



COUNTRY MUSIC: A GOLD MINE FOR CITY BROADCASTERS

No longer the toe-tappin', fiddle-twangin' music of the backwoods, country music has emerged from the darkness to become a highly commercial format for local radio. This modern "folk" music can be programmed to a vast consuming audience in any metropolitan city. The majority of country music listeners are the every-day working people of any city, large, or small—the housewife, mill worker, fisherman, truck driver—in short, the people the advertiser wants to reach, for these are the people who will buy his particular service or product. Here you find the immensity of the middle class—the time-payment buyers, the travel-now-pay-later American, the man who works for the dollar and the woman who spends that dollar. Here you find the largest portion of the populace, Mr. & Mrs. America.

In the majority of metropolitan markets today there is a vast untouched audience, a country music audience, and the consuming power of this audience totals many, many thousands of consumer dollars long unclaimed. There is a need for country music programing in many of the large metropolitan areas such as Cleveland, Ohio; Boston, Massachusetts; Hartford, Connecticut; New York City; Detroit; Chicago, Philadelphia; and countless other large markets throughout the country. A country music operation in any of these or large markets could find a vast untapped gold mine in a country music

format, plus a listening audience never dreamed of in a general market format. A country music station, however, will not produce ratings. This is one of the deterrent factors as far as securing national accounts are concerned. But, regardless of ratings it will produce results for local, regional, and national accounts.

No, today's country music listener does not care to listen to old-fashioned toe tappin', fiddle-twangin' music. He or she prefers the modern concept of modern folk music. Combine modern country music programing, good production and promotion, and good country music disk jockeys—men who know and love country music. With this combination a metropolitan area radio station could specialize in country music and reap the now hidden harvest, rather than struggle along with a policy that does not produce revenue, simply because everyone uses the same policy.

Country music today is a multi-million dollar business, located in less central sections of the country with a minute portion originating from the large metropolitan areas. Which means that the majority of metropolitan areas could support a country music operation to a degree that would make "country" music "city" music, and in the most profitable way.

Stop—look—and listen, metropolitan radio "Thar's gold in them thar' hills!"



USS

**A
peach
of a show...
“live”
all summer
long**

*We've got a bumper crop of shows coming up,
each one new, each one “live”*

U. S. STEEL HOUR

CBS NETWORK—ALTERNATE WEDNESDAYS

SPONSOR SPEAKS

What, no spot?

Month after month the newspaper advertising columnists of New York, Chicago, Los Angeles, and other advertising centers publish the ups and downs of national advertising volume by media as reported by *Printers' Ink* with the cooperation of McCann-Erickson.

If you judge by this monthly tally the national advertising media include newspapers, magazines, network tv, network radio, business papers, and outdoor. Forgotten are spot tv and spot radio. They aren't even mentioned.

We were of the opinion that TvB and RAB make spot figures available. Possibly a print-oriented publication can be excused for forgetting spot, or for failing to note that spot tv will hit around \$800 million in 1960; spot radio around \$170 million. These are whopping big national media.

These indices might more reasonably omit network radio, whose dollar totals are harder to come by and whose volume is only a drop in the bucket to either spot medium.

But leaving out spot tv or radio? That's like dropping New York or Texas out of the Union.

Negro Radio Association

Those hard-working Negro stations, who have done so well during recent years, banded together last week to do even better. The new group, consisting of 30 charter member stations, is formed to advance Negro radio programming, Negro public service, and to provide useful facts and figures for national advertisers.

We've watched Negro radio grow from a pup. Today national advertisers are making increased use of its facilities. The Negro Radio Association, headed by Francis Fitzgerald of WGIV, Charlotte, and backed by some of the big men of Negro radio, should give a good account of itself.



THIS WE FIGHT FOR: *Unceasing creativity in tackling the problems which face the industry—a never-ending search for better ways of buying, selling and programming radio and tv.*

10-SECOND SPOTS

Comestibles and the like: Among the winners in the recent First American Tv Commercials Festival and Forum was a spot produced for the American Dairy Association entitled "Remember the Alamo." *How about "The Pies of Texas are Upon You," for next year?*

Bye Bye Birdie: Heard about an agency mogul, who in his efforts to woo a new account, sent the ad manager a rare mynah bird that sang grand opera in four languages? When next the two met, the agency executive asked the prospective client how he liked the bird? "Delicious," he answered.

Tv, folkways division: With junior safely parked in front of the mechanical baby-sitter, a Wisconsin mother was moving cheerily through her household chores. As she bent down to retrieve a pair of socks, she received a resounding smack on her backside. Startled, she turned to find her young son smiling up at her.

"Don't you ever, ever do that again," she scolded angrily.

"But, Mommy," replied the youngster, "all the cowboys do that to their horses because they love them."—Pete Walch

Further folkways: "A husband, notes Sam Cowling, regularly heard on the ABC *Don McNeill Breakfast Club*, "is like a furnace—you have to watch them both or they'll go out."

Tv's reach: We watched as a young beatnik escorted a nun across Madison Avenue the other day toward the rear entrance of St. Patrick's Cathedral. As they reached the other side, we overheard the nun thank the young man for his kindness.

"That's all right," said the beatnik with a show of gallantry. "Like an old friend of Zorro's is a friend of mine."


Interference: A Cincinnati woman sued for divorce, complaining that her husband snored so loudly that he drowned out the tv set, even with the bedroom door closed. The divorce was granted. *TV Guide*

Trade-out: Dell's John Norman, who has a new twist for almost everything, says *he* has always managed to get a *New York Times* through his job.

Great. But what do we do for an encore?

We do it again. As we have week after week, rating period after rating period, in the most competitive markets, during the most hotly contested broadcast hours. That's what we do for an encore!


	3 Network Share of Audience*
ABC-TV	36.1
NET Y	35.3
NET Z	28.6

*Source: Nielsen 24 Market TV Report, average audience, week ending July 24th, 1960, 7 nights 8:00-10:30 P.M. Sun. through Sat. **ABC TELEVISION** 



ONE OF THE
MOST PROVOCATIVE
& FASCINATING IDEAS
OF ALL TIME—THE
INVISIBLE MAN
26 HALF-HOURS
NOW AVAILABLE
FOR SYNDICATION

FROM THE INSPIRATION OF
H. G. WELLS' GREAT CLASSIC COMES
THIS THRILLING NEW SERIES—BASED ON
THE STORY OF A SCIENTIST WHO ACCIDEN-
TALLY FINDS THE WAY TO MAKE HIMSELF
INVISIBLE! EACH HALF-HOUR IS EXCITING,
SUSPENSEFUL ADVENTURE—WITH SOME OF
THE MOST INTERESTING SPECIAL EFFECTS
EVER FILMED. FRESH FROM SUCCESS ON CBS.
A SHOW WITH A TREMENDOUS APPEAL FOR
AUDIENCES, AND FOR EVERY TYPE SPONSOR.
CALL WRITE OR WIRE FOR SPECIAL SCREENING
OF "THE INVISIBLE MAN."

OFFICIAL FILMS, INC.  **F**

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