

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

BORED...

with your
Advertising
Results?

Try
KISN

with **35.7%**
of the Audience in
GREATER PORTLAND*

More ¼ hour
firsts than
all other
Portland Stations
combined!
290 out of 300 —
April, 1960, PULSE

*JUNE-JULY, 1960, HOOPER

DYNAMIC RADIO IN DYNAMIC MARKETS

KISN - Portland
AVERY-KNODEL

KOIL - Omaha
AVERY-KNODEL

KICN - Denver
ADAM YOUNG

the Star stations

DON W. BURDEN — President

Seattle Rep. Feltis Dove, Dever Cannon, Inc.

RECEIVED
NBC
1960

SINGLE RATE: STILL A HOT TRADE ISSUE

In spite of SRA's one rate stand last week, industry continues to soul-search the problem

Page 29

Here's what tv's 'extra-urbia' means to admen

Page 32

Why Midwest is talking about Tatham-Laird

Page 36

New lineups show hike in net costs, hours—Tv Basics

Page 41

DISCONT ON PAGE 4



THE
Quality
TOUCH

Jewelry design by BELLOCHIO

From pencil sketch to exquisite finish, only the brilliance of the precious gems outshines the quality reflection of the master jewelry designer.

In this same 'quality touch' is possible on the very great television and radio stations. The important quality reflection is yours! Call today!

WFAA



TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Edward Peiry & Co., Inc.

The Original Station Representative

The Stars Shine Brightest On

WPEN

The Feature Station Of The Nation

SKYWAY
TRAFFIC
REPORTS

SIGNAL
95

5 MINUTE
NEWS
PROGRAMS

SAFE DRIVING
AWARDS

NEWS
HEADLINES

FOREIGN
NEWS
REPORTS

WPEN
GRIEVANCE
COMMITTEE

SPORTS
SCOREBOARD

FAMOUS
PHILADELPHIANS

WEATHER
REPORTS

These—and many more—are all 5 minute feature programs. WPEN continues to provide leadership in programming . . . just as we have always provided leadership in sales results.

We Were First To Introduce These Features — Another Reason Why

WPEN MAKES THINGS HAPPEN in PHILADELPHIA

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WPEN - Philadelphia; WSM - Cincinnati; WALT - Tampa

NASHVILLE'S
WSIX-TV

Now offers
"Live" as Life
Quality...with NEWEST
VIDEOTAPE*



**the fastest way to sell
the Central South**

Simplified, economical production . . . the quickest way to get your sales message across. In Tennessee WSIX TV offers you the latest model VIDEOTAPE* television — improved circuitry insures brilliant reproduction. Complete facilities for both recording and playback . . . or send us any tape that's been recorded on an Ampex VR-1000 for immediate scheduling.



© Vol. 14, No. 35 • 29 AUGUST 1960

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DIGEST OF ARTICLES

- Burning questions on the single rate**
- 29** SRA's plumping for one rate has cleared the air, but the industry is still soul-searching a problem that defies solution for some stations
- What tv 'power' means in extra-urbia**
- 32** CBS Tv Spot Sales study projects trends in income, population, sales, in city, suburbs and extra-urbia; highlights the reach of rival media
- Radio service 'shorts' ring suburban bell**
- 35** *Herald-Tribune* network reaches suburbia with quickie local, live features of interest to national advertisers seeking "editorial" identity
- Why Midwest is talking about Tatham-Laird**
- 36** Its billings have risen no less than 142% in five years and its media department under veteran George Bolas is a major reason for that rise
- Timebuyers of the U.S.: Part V**
- 38** Here is the fourth installment of buyers, media executives and their accounts in Philadelphia, Pittsburgh, Dallas, Houston, and Milwaukee
- Going steady: Canada Dry and spot radio**
- 39** Veteran spot radio advertiser credits long-time attraction to medium for its speed, flexibility, cost, and visual "color image" projection
- A preview of network tv's fall line-up**
- 41** View of net schedules this season will reveal such facts as hours devoted to show types, costs, comparisons. Included in section: Comparagraph

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**THE TOP
STATION
IN WESTERN
NEW ENGLAND**

**WWLP
CHANNEL
22
NBC**

SPRINGFIELD, MASS

TOP RATINGS*

TOP COVERAGE*

TOP MERCHANDISING*

**PLUS
BONUS COVERAGE**

**WRLP channel 32
BRATTLEBORO, VT.
GREENFIELD, MASS., KEENE, N.H.
* G. P. HOLLINGBERY HAS DETAILS**

NEWSMAKER of the week

Ward Quaal, vice president and general manager of WGN, Inc., last week led the Chicago Tribune's broadcasting subsidiary in its first acquisition of new property since its founding in 1924, taking over KDAL-AM-TV, Duluth-Superior. He is now reportedly negotiating for an outlet in Phoenix.

The newsmaker: When Ward L. Quaal took over the Chicago Tribune's WGN-AM-TV in August, 1956, he referred to them as "two sleeping giants. Now," he said last week, "they are awake, they are strong in business, quality, and promotion; and we felt we were ready to move."

WGN, Inc., moved last week, taking over KDAL-AM-TV, Duluth-Superior, from the Red River Broadcasting Co. for an estimated \$3 million, subject to FCC approval. Reports also have WGN, Inc., negotiating the purchase of a station in the Southwest, probably in Phoenix. While Mr. Quaal does not confirm this, he does not deny that "plans for expansion are in the talking stage, and you can expect some news soon."

Although the Tribune Co. was the first of the publishing groups to go into broadcasting—back in 1924, with tv added 24 years later—it is the last to expand. "With the radio station practically sold out and the tv station's position improving every day, when the KDAL opportunity came along, we felt we could move," he reported.

According to Quaal, "The vast resources of WGN and our parent company will be available if needed

to improve and increase the service and effectiveness (of KDAL-AM-TV) and to assure even greater success than they now enjoy." He credits that success to the present KDAL management and staff, and he said that the WGN people "look forward to working with them."

The 41-year-old broadcaster joined WGN for the first time as an announcer and executive the day after his graduation from the University of Michigan in 1941. That year he also became "the first commercial announcer on fm." He spent 1942-45 in the Navy, and returned to WGN to develop farm and public affairs programs. In 1949 he left to become director of the Clear Channel Broadcasting Service in Washington, and in 1952 joined Crosley Broadcasting Corp. as assistant general manager, rising to v.p. and general manager. Today he is active in community and industry affairs.

Quaal's broadcasting career actually began when he was just 16. After he was graduated from high school in his home town of Ishpeming, Mich., he waited two years before entering college and worked as an announcer, writer and salesman for WDMJ, Marquette, Mich. While at college he was an announcer at WJR, Detroit.



Ward L. Quaal

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES



COLE

the *Plus* of personalities



AGRESTA

LEE

BEAN

MAYES

NEWCOMB

CURRY

PATTERSON

WARD

AUSTIN

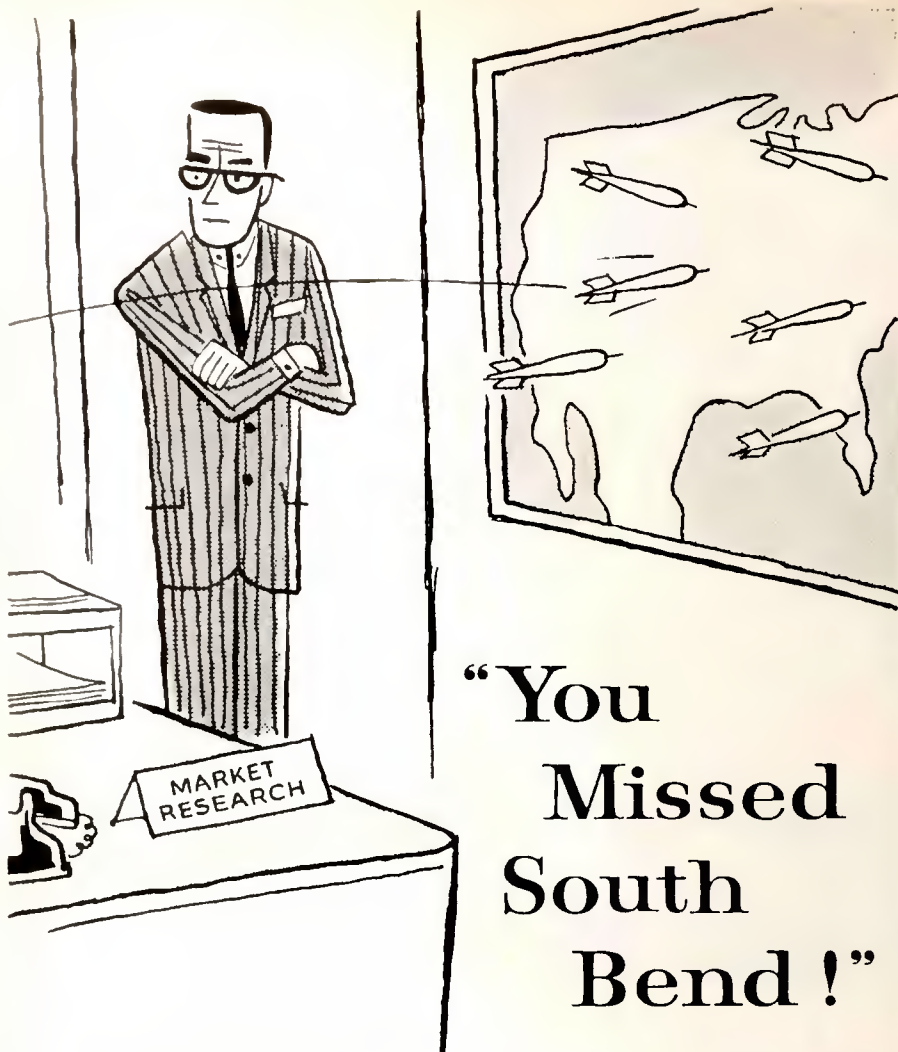
McLEAN

STAMPER

WBT radio personalities have a total of
203 years experience in radio; 128 years
on WBT. Their smooth, professional
performance creates the kind of reaction
you want - - among the people you want.

WBT adds up!

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE



“You Missed South Bend!”

The rules are explicit, George. You don't score in South Bend when you hit Chicago. Why, goodness, you're missing more than \$1.7 billion in buying income and \$1.1 billion in retail sales. Worse, though, you're forfeiting 915 thousand affluent customers who are burning to buy. In South Bend Metro alone, household income is \$7553, individual income is \$2246—highest in Indiana. And how they eat! Last year they devoured better than \$248 million in staples and goodies. Same with drugs, clothes and appliances. It's a big target, George.

And here's how to hit it—with one shot. Propel your product into this rich 15-county market with the distinctive voice of WSBT-TV. A full CBS schedule, peppered with top-rated local shows, accounts for WSBT-TV carrying 34 of the top 50 locally-favored programs, 12 of the top 12 and 14 of the leading 20. No wonder WSBT-TV gets 47.8% of the sets in use in this 3-station market. *This station pulls because it penetrates.*

Want the fine points? Call your Raymer man. He'll dart right over.

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

ONE OF CBS' HIGHEST-RATED STATIONS



Ask Paul H. Raymer, National Representative

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New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

©WB© WESTINGHOUSE BROADCASTING COMPANY, INC. **WBZ** BOSTON + WBZA SPRINGFIELD
REPRESENTED BY AM RADIO SALES 



Look
at
Boston's
new
pulse
!

NOW AVAILABLE.



JEFF'S COLLIE

THE THIRD YEAR

The most watched dog in America available as your watch dog...offering you the best sales protection a sponsor can have!

JEFF'S COLLIE

WATCHED BY MORE VIEWERS

NEW YORK (Sat., 6:00 P.M. WPIX)
4 stations

JEFF'S COLLIE is seen by

699,100 VIEWERS

89.4% MORE

than its closest competitor

KNOXVILLE (Thurs., 5:30 P.M. WATE-TV)
3 stations

JEFF'S COLLIE is seen by

53,495 VIEWERS

171% MORE

than its closest competitor

ARB/Jan.-April, 1960

BITING OFF LARGEST SHARE

SAN FRANCISCO (Fri., 6:30 P.M. KTVU)
4 stations

JEFF'S COLLIE gets 40.2% share of audience

45% GREATER SHARE

than its closest competitor

MIAMI (Sat., 9:30 A.M. WTVJ)
3 stations

JEFF'S COLLIE gets 63.6% share of audience

117% GREATER SHARE

than its closest competitor

ARB/Jan.-April, 1960

RUNNING OFF WITH TOP RATINGS

PHOENIX (Wed., 5:30 P.M. KPHO-TV)
4 stations

JEFF'S COLLIE **18.9** rating

Weather; Huntley-Brinkley 3.3

Phoenix Marquee 2.6

Roy Rogers 2.0

BAKERSFIELD (Thurs., 6:30 P.M. KERO-TV)
3 stations

JEFF'S COLLIE **21.5** rating

Comedy Theater 9.4

Spencer Tracy 7.4

Source: ARB/Jan.-April, 1960

ALREADY SCHEDULED FOR THIRD YEAR OF

JEFF'S COLLIE": Of course, New York, Knoxville, San Francisco, Miami, Phoenix and Bakersfield, and also Seattle, Cincinnati, Albany, Reno and Kansas City, Honolulu, Albuquerque, Salt Lake

City, Fort Wayne, Pueblo, Bismarck, South Bend, Lincoln, Portland, Ore., New Orleans and many other markets, big and small. All agree that JEFF'S COLLIE is their surest safeguard for increased profits in 1960-61! Wire or phone today to reserve JEFF'S COLLIE for your market.



INDEPENDENT TELEVISION CORPORATION

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

man, that **WSUN RADIO**
is strictly from
SQUARESVILLE!

I mean, man, for me it's
nowhere. Like there's no
real swingin' screamin'
announcers... none of them
crazy sirens, gongs and all
that cool noise. And the
music doesn't come on
with a crash and really rock
you. I mean, Dad, if you
want to be shook... like
really rattled... don't
listen to

WSUN RADIO
62

BUT...

If you want to reach the solid,
I mean the really solid, like
buyers...

"SUNNY" is the

#1 ADULT
WESTERN
STATION*



*LIKE
WEST FLORIDA,
MAN!

NO. 1 in adult listener-
ship 24 hours a day! And
WSUN delivers you the
Tampa-St. Petersburg
Market at the lowest cost
per thousand adult
listeners!

WSUN 620 KC

TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

by John E. McMillin

Commercial commentary

Why nostalgia for bologna?

My old but perennially effervescent friend Rod Erickson tossed a dirty smoking bomb at the rest of us radio tv columnists when he announced recently that he was quitting his column in *Ad Age* because "I have nothing more to say."

Rod, whose star-spangled peregrinations have included high-level stopovers at P&G, Y&R and Warner Brothers, feels that he has watched radio "fade away as a topic of conversation" and television become, with other media, "an old established business, unworthy of regular comment."

Hence, says Rod, after seven years of yakking, I quit. "The inkwell has run dry, and the fire has been banked."

Erickson, I weep for you.

The thought of your slumbering embers, your thin, frail, inkless pen is a great, great sadness.

Yes, on Madison and Michigan Avenues, at Hollywood and Vineland and along the Strip, we're all saying, "Look at poor Rodney and remember—'Youth's a stuff will not endure.'"

But chiefly, I am saddened by the reasons for your retirement. By your wistful memories of the "exciting days in the agency business when television was expanding in every budget and programing was based on judgment" and by your gloomy conclusion that now we all live in a "dried-up news atmosphere."

Rod I'm ashamed of you. For if there is one thing wrong with today's radio and tv it is the malignant and virulent "looking backwardness" which has gripped so much of the industry.

We both know it is nostalgia for bologna. And we all ought to see to hell with it.

Stein-sobbers and lager-snifflers

Seems like I can't pick up a magazine or a newspaper nowadays without running into somebody—John Crosby, or Marya Mannes, the boys at the Fund for the Republic—who is sobbing into a stein in beery teary recollection of tv's supposedly "Great Period" in the early '50's.

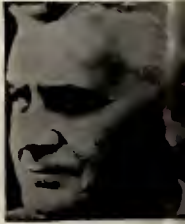
Kid, I am being constantly asked to shed a bitter tear for the passing of live tv, and the demise of those fabulous cultural masterpieces, *Studio One*, *Philco Playhouse*, *Playhouse 90*.

And you know what I think?

I think, regardless of the opinions of such intellectual giants as Serling, Tunick, and Chaikovsky, that 90% of the supposedly serious drama that appeared on those shows was plain poop and piffle.

There were a few good things, of course. But most of the time we were assaulted by the ravings of some dark, bushy-browed young man who had picked up a paper-backed volume on abnormal psychology.

(Please turn to page 14)



IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Peach orchards,
Stanislaus County

• Modesto, home of KBEE, is a peach of a farm market. The gross income of the average farm around Modesto is \$18,186 – almost 161% higher than the national average.* The home county (Stanislaus) is:

- first nationally in peach production*
- first nationally in milk exports*
- second nationally in turkey production*
- ninth nationally in total farm income*

The most effective way to beam your radio message into the prosperous Mo-

desto area is on KBEE, the Beeline station in Modesto.

As a group the Beeline stations cover a market whose retail volume exceeds that of Vermont, Maine, New Hampshire and Rhode Island combined. The five Beeline stations deliver more radio homes here than any combination of competitive stations . . . at by far the lowest cost per thousand.

(Nielsen & SR&D)

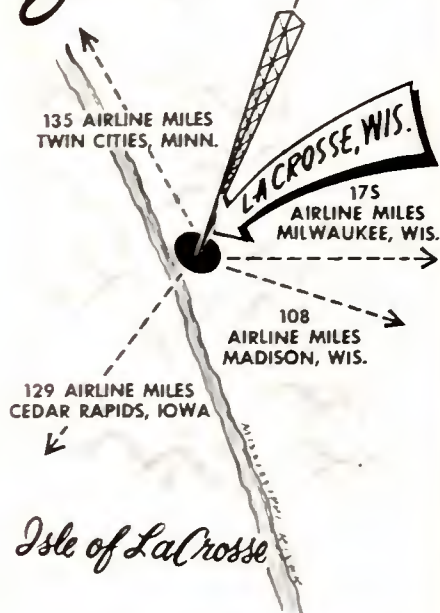
* Sales Management's 1960 Survey of Buying Power



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

WHY BUY *LaCrosse*



REASON NO. 1

The La Crosse Market is isolated by distance and pocketed in rugged terrain. For most of the 160,000 TV Homes (CBS Research) in this Tri-State Area (Southwestern Wisconsin, Southeastern Minnesota, Northeastern Iowa), WKBT provides the only consistently-dependable signal.

NBC ABC CBS

WKBT

LA CROSSE
WISCONSIN

250,000 WATTS

Represented by:

H-R TELEVISION, INC.
Harry Hyett Minneapolis

Channel
8

ogy at the nearest Whelan's drugstore, and was determined to beat into our heads the gospel of the Second Coming of Freud.

And then there are the Pat Weaver rememberers.

Critics like Marie Torre get all soft and gooey, recalling Pat as network tv's first, last, and only St. George, and a fire-breathing dragon of creativeness as well.

But I ask you seriously—was the *Today* show a staggeringly original idea? Or the *Tonight show*, or *Wide Wide World*? Or even the sainted "Magazine Concept"?

And can you remember the florid, frequently incomprehensible prose of some of those Weaver memos?

On the agency side there are the misty melancholiacs who dream incessantly of that Golden Era when agencies produced tv programs. "And it will happen again," they tell you truculently.

But, of course, to anyone with inside knowledge of agency management that ancient situation was always cockeyed. Agency production, as radio experience proved, is costly, haphazard, unsound, and wholly contrary to the real purposes of the agency business.

The only reason it was tried in the early days of tv was as window dressing—to dazzle untried, unsophisticated clients.

And it won't come back—no matter how loud the yelps.

Where do we go from here?

I think it is high time for all of us (and this includes you, Rod Erickson) to stop getting choked and dewy-eyed over a past which, let's face it, was often pretty dreadful. For as long as we're floating in hashish dreams of a radiantly non-existent long ago, we can't possibly see the bristling challenges, the awesome problems, and the dramatic conflicts which are building up in radio and tv today.

On the television side, the industry, after a period of brash, youthful experimentation, has settled down to commercial realities.

Program control in prime time periods has passed firmly and finally, from sponsors and agencies into the hands of the somewhat startled, and not fully prepared networks.

And the most exciting tv drama of the '60's is going to be whether ABC, CBS, and NBC have the brains, imagination, and manpower to handle the assignment, or whether they will fumble the industry into a decline. It is by no means a sure thing.

For, as we both know, a wholly disproportionate amount of network "thinking" has always been exclusively concerned with the actuarial chess game of shuffling rates, ratings, costs, and time periods around a schedule board.

And such talents, however commendable in a CPA, don't exactly fit one for running a great communications medium, any more than nine years as a v.p. of the Chase Manhattan bank teach you how to produce a great motion picture or build a Cadillac.

In radio, an equally exciting situation is developing. With the decline of the networks, power is wholly centered in stations and station groups, and the industry is in a state of healthy ferment.

The big radio news stories of the next 10 years will be concerned with the emergence of new radio leaders—who they are, where they come from, and what they do to build new vitality into a great but thoroughly reorganized medium.

No, Rod, we're not living in a period of "dried-up news." There are great days ahead. Better come on back and watch 'em.



ENHANCE YOUR SALES WITH **MUSIC FOR MATURE MINDS**

WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2½ million people . . . each with different tastes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of *beautiful music* . . . music for people of all ages . . . music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make *beautiful music* together with WBAL-RADIO.

Nationally represented by Daren F. McGavren Co., Inc. (SM) Associated with WBAL FM & TV **WBAL-RADIO, BALTIMORE**



YOU LEARN A LOT IN 33 YEARS

Storer Broadcasting Company has learned that responsible, responsive audiences are the keys to success in broadcasting. We've learned that the best way to develop such audiences is to operate in the public interest.

We've learned, too, that before you can sell a product or an idea, you first must earn your position within the community, both as a good neighbor and as a broadcaster of integrity.

For 33 years Storer stations have had responsible, responsive audiences. We are appreciative of this continued interest and confidence; and we will do everything within the bounds of good taste and highest community service to keep them.

STORER BROADCASTING COMPANY

33 years of community service

Radio

DETROIT...WJBK
CLEVELAND...WJW
TOLEDO...WSPD
WHEELING...WWVA
PHILADELPHIA...WIBG
MIAMI...WGBS
LOS ANGELES...KGBS

Television

DETROIT.....WJBK-TV
CLEVELAND...WJW-TV
MILWAUKEE...WITI-TV
ATLANTA.....WAGA-TV
TOLEDO.....WSPD-TV



FOR DEEP THINKERS

Timebuyer Yorick is returning from lunch. Preoccupied with latest Washington Nielsen*, he almost steps into a hole that a man is digging outside the agency. Curious, he asks the digger how deep the hole is (our people do anything for these problems).

"Guess," replies the artist, "my height is exactly five feet ten inches."

"Well, how much deeper are you going?"

"I am going twice as deep," replies his adversary, "and then my head will be twice as far below ground as it is now above ground." (Actually, the digger is a nuclear physicist whose analyst has prescribed diversionary exercise.)

How deep will the hole be when finished?

Dig up the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. Don't shirk just because you've already won—repeaters will receive additional VALUABLE prizes.

* June Nielsen shows WMAL-TV on top 6 p.m. to midnight, Sunday through Saturday. You don't have to dig to uncover this fact.

wmal-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

SPONSOR-SCOPE

29 AUGUST 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Don't be surprised if Detroit's media planning for the coming year has all the aspects of a hand-to-mouth operation.

The basic reason: the standard distribution strategy for the automobile business which has worked for 30-40 years isn't geared to the radical change in the dealer pattern caused principally by the compacts.

While the industry remodels its dealership structure, there's bound to be more or less confusion, or lack of strong planning. When planning is woozey, budgets become uncertain, and when budgets are subject to change, other than for normal factors, a company is reluctant to set up a planned media program.

In other words, this media uncertainty will be reflected in the national advertising out of the factory, the campaigns based on car allowances and right down to the local dealer's own and self-controlled advertising.

Judging from the introduction schedules of Detroit's 1961 lines, radio availabilities should be mighty tight between 1-15 October.

Incidentally, Pontiac is back to spot radio for the first time in three years: it'll use 15 IDs a day seven days a week.

The announcement schedule dates for the Detroit lines now shape up like this:

MANUFACTURER	ANNOUNCEMENT SCHEDULE DATES
Pontiac	1-9 October
Tempest	31 October-12 November
Cadillac	3-21 October
Buick	26 September-5 October
Chevrolet	3-14 October
Oldsmobile	26 September-22 October
Chrysler Corp., all models	1-15 October
Ford, all models	29 September tee-off

The Pan American Coffee Bureau (BBDO) is cutting loose October in tv with the biggest budget it's ever put into advertising.

It'll be on ABC TV in the daytime and in NBC TV spot carriers at night and along with that it will have two four-week flights in 30 spot markets at the rate of 15 spots a week.

Tv reps are keeping their fingers crossed anent General Foods' decision on how it wants to handle that next blitz on Yuban Instant Coffee.

Buying was suspended the past week after B&B posed the idea of reposing some of the Yuban weight in the form of network cut-ins, especially in the eastern area.

If the original strategy goes through, the spot campaign will start off with 4-6 announcements a week, go into a 60 announcement blitz for a couple weeks and then simmer down to the initial week's rote.

Starting date of the spot schedules as originally planned: 18 September.

(See 16 April SPONSOR, page 19, for report on original Yuban blitz.)

Animal foods gave national spot radio some action the past week.

The sources: Pet Foods (Bates) 50 spots over eight weeks starting 19 September and Casco Dog Food (Donahue & Coe), with most of the business concentrated in the north-east. Jell-O (Y&R) also did some buying.

SPONSOR-SCOPE *continued*

Revere Camera (KM&J) is revving up for heavy pre-Christmas saturation in the top tv markets starting early October.

Other tv activity out of the midwest: Old Milwaukee Beer (Gordon Best); Clabber Girl baking powder (Pollyea, Terra Haute); Daisy Manufacturing's B-B Guns (L. W. Ramsey); Swanson's Tv Dinners (Tatham-Laird) Goetz Brewing (J. W. Shaw).

Tv availability calls out of New York included: P&G's Ivory Bar (Compton); Continental's Wonder Bread (Bates); Birdseye (B&B); Sal Soda (Brooks, F&D); Helena Rubinstein (OBM); Beech-Nut Gum (Y&R).

Good and bad news emanating from Grey's P&G section.

The good: Downy fabric softener is being tested in several markets at the rate of 8-10 spots (tv) a week.

The bad: The Lilt Home Permanent tv schedules will cut off in one fell swoop. Affected are 100-odd markets. The reason given reps: something about a plastic container.

Added testing note: P&G's new heavy duty detergent in tablet form, Salvo (Burnett), shows no immediate signs of emerging from that stage as far as media sellers are concerned. Tulsa and Oklahoma City tv have been in use since June.

The Advertising Research Foundation has a pact with the Census Bureau to release the data on tv home penetration day-and-date, but here's how Nielsen estimates what the figure will look like (in comparison to last year):

PERIOD	METRO TV HOME PENETRATION	OUTSIDE PENETRATION
May 1959	91%	80%
May 1960	92%	85%

Note: Nielsen's estimate for metro plus grassroots homes is 87.5%.

West Coast affiliates needn't be surprised if the tv networks start feeling them out in the near future about moving the nighttime feeds back an hour to 6:30 Pacific time.

Seems that some of the late evening advertisers—U. S. Steel is a good case in point—are disturbed about the ratings they've been getting on the West Coast. They suspect that the living habits, particularly in the northwest, puts their shows at a disadvantage.

The six leading cigarette makers will start off the 1960-61 season with an aggregate commitment for 51½ commercial minutes weekly on the three tv networks at night.

An updating of their participation *per week*:

COMPANY	NO. SHOWS	NO. COMMERCIAL MINUTES	ESTIMATE EXPENDITURE
R. J. Reynolds	11	14½	\$450,000
Liggett & Myers	6	11	330,000
Brown & Williamson	7	8	250,000
American Tobacco	4	6½	220,000
Lorillard	5	7	210,000
Philip Morris	3	4½	130,000
Total	35	51½	\$1,590,000

NBC TV's adopted ABC TV's scatter plan for a couple of its daytime programs.

The shows: Dough Re Me (10-10:30 a.m.) and Here's Hollywood (4:30-5 p.m.). The three commercial minutes allowable per quarter-hour must be played off within two weeks and in the same show. Main objective: accommodate the small-budget advertiser.

SPONSOR-SCOPE *continued*

The average one-hour entertainment special during the 1959-60 season still pulled down not far from nine million homes.

Considering the fact that these included quite a number that didn't appreciably strike the popular fancy because of their content, you can't help admitting that type of tv continues to rate as a sound quid pro tool.

The average time and talent tab for an hour special is \$325,000. Use that as a base against nine million homes and you have a minute cost of \$6.50 per 100 homes.

SPONSOR-SCOPE singled out from the past season's huge melange of specials those that it deemed had straight entertainment appeal and asked Nielsen for a wrap-up of averages. The answer came out this way:

DURATION	NUMBER OF PROGRAMS	AVERAGE AUDIENCE
60 minutes	61	20.0%
90 minutes	32	17.6%
120 minutes	2	32.8%
Total & Average	95	19.5%
Average Homes		8,715,600

Mogen David Wine (E. H. Weiss) is spending around a couple hundred thousand on its Christmas promotion—in November and December.

The package: eight daytime quarter-hours and four nighttime commercial minutes.

ABC TV appears to be giving NBC TV's station relations an extra hard time as it seeks to clear for the fall nighttime schedule.

Where the needle is being applied with special delight: Calling attention to NBC affiliates to the fact that such back-to-back shows as Wells Fargo and Klondike and the Tall Man and the Deputy are not only partially sponsored but they all have tobacco accounts, which makes alternate week scheduling for them imperative.

ABC is also making capital over the fact that it's been able to deliver what it counts as 170 stations live for Peter Gunn, whereas NBC can drum up only 60 stations for the oppositely-scheduled Jackpot Bowling.

Still another ABC boast to NBC affiliates: it's been able to line up 165 live stations in behalf of the Law & Mr. Jones (P&G), which follows The Detectives and is pitched opposite NBC's Michael Shane.

However, ABC admits it's still got a big task on its hands clearing in such two-station markets as Louisville, Charlotte, Winston-Salem, Rochester and Syracuse.

Unquestionably the biggest sales coup of the week among the tv networks was the NBC TV \$7-million package to Beech-Nut Life Savers, Inc. (Y&R).

The commitment was at least a couple million dollars more than the account had riding with ABC TV and included three-quarter hours of housewife time a week, a quarter-hour of Saturday's Teen Age prom, minutes in Jack Paar, Shirley Temple and sundry nighttime shows and participations in Lone Ranger and Capt. Gallant.

Meanwhile back at the ABC ranch: (1) Alger B. Chapman, Beech-Nut board chairman, who's also on the AB-PT board, was bombarded with cables from Ollie Treyz in Europe and Leonard Goldenson in South America; (2) with Beech-Nut out, it was decided to drop Dick Clark's Saturday evening stint.

General Mills will continue this fall to get gratis double exposure on ABC TV's kid strip in the markets where the network has o&o stations.

The cities: New York, Chicago, Los Angeles and San Francisco. The weekend bonus is left to choice, Saturday or Sunday.

What makes this urgent: the weekday competition from the syndicated Three Stooges.

With Benton & Bowles having failed to make much headway with stations, P&G has now asked Compton to see what it can do about exploring the acceptance of two-minute tv commercials.

The product, as happened in the case of B&B, is being kept sub rosa.

Preliminary reaction as far as Compton is concerned, most of the stations that have indicated favorable disposition say they'll have to be restricted to late movies or half-hour syndication shows. Some would charge the 5-minute rate; others, the 10-minute rate. The two-minuters would involve a seven-market test.

Put the Frito Co. (Tracy-Locke) as heading for about \$1-million worth toward the precincts of spot tv.

It's been spreading the money among the radio networks.

Remington shaver (Y&R) estimates that it will get at least 300 million home impressions via Gunsmoke during the final quarter of 1960; in other words, when the messages will be hitting hard at the Christmas trade.

The basis of the estimate: seven major broadcasts, 21 messages, 16 million homes per broadcast. Multiply them and you get 336 million home impressions. The cost for these impressions, incidentally, will be about \$750,000.

(See 15 August issue for estimate of home impressions directed at Christmas trade for the various electric shavers.)

The Schick spot tv facet of the holiday trade campaign starts via B&B the week of 12 September.

It'll be for weeks at the start, using night minutes.

The Katz Agency would be happy if the trade stopped using the term "network spot carriers" and refer to these vehicles as "network participation programs" or even network announcement carriers.

The rep firm thinks the attachment of the word "spot" to "network" is not only confusing but "makes for further misunderstanding of the broadcast spot medium."

Katz's plea recalls Paul Raymer's efforts back in 1948 to abolish the word "spot" and get people to refer to the medium as "selective" radio. The idea got nowhere.

Here's how the media pocketpiece Compton has put together for its account people estimates the average costs of U.S. network tv in terms of time plus talent.

First, the average for a night-time half-hour program:

NETWORK	NO. STATIONS	MINIMUM DISCOUNT	MAXIMUM DISCOUNT
ABC TV	185	\$109,646	\$ 95,741
CBS TV	200	118,563	107,837
NBC TV	190	116,285	102,444

The average cost for a daytime quarter-hour, time and talent, as distinguished between the straight quarter-hour rate and 25% of the hourly rate:

	STRAIGHT RATE		25% OF HOURLY RATE	
	No. Discount	Maximum Discount	No. Discount	Maximum Discount
ABC TV	\$19,203	\$12,521	\$12,940	\$ 8,764
CBS TV	28,886	22,290	18,991	14,868
NBC TV	28,864	20,955	18,978	14,035

(See 22 SPONSOR-SCOPE for Compton average costs for spot tv campaigns.)

For other news coverage in this issue, see Newsmaker of the Week, page 4; Spot Buys, page 49; News and Idea Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 86; and Film-Scope, page 56.



HAY WAGON, 1960 MODEL

...in the Land of Milk and ^MHoney

Ours is the land of bountiful living, where the average family stores "Hay" in Banks not Barns. We protect your confidence in us with these safeguards:

1. Channel 2 for those extra Counties.
2. CBS for the best in Public Service.
3. 400,000 TV homes for greener pastures.

In the Land of Milk and ^MHoney!

WBAY-TV

GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager • Represented by THE KATZ AGENCY

2



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

OPERATED BY THE BOLLING CO.

Reps at work

Vin Riso, NBC Spot Sales radio salesman, believes that timebuyers are giving greater weight these days to a variety of non-rating book criteria in making their station buys. "The increased demand for a wide range of information demonstrates their desire to study the whole station picture," he says. "Since I've always believed that the Freiden machine can only tell part of the story I'm delighted by this trend. One standard of judging a station's sales delivery that's receiving more attention is the number of local advertisers it attracts and holds. I think that national advertisers now realize that the presence of banks, new car dealers, retail stores, and other substantial local accounts is a real key to how effectively the station stimulates listeners to go out and buy," Riso remarks. "After all, local advertisers are the men-on-the-spot who judge advertising and sales by direct cause and effect. That's why agency men who keep one ear cocked to their radio spots and the other to the cash register's ring will discover in short order, not from ratings, but from actual practice, how well a station is doing the job



Bob Williams, Daren F. McGavren Co., N. Y., believes it's wise these days to guard against arbitrary definitions of radio format. "We hear stations described as "Top 40," "Middle Of The Road," "Good music," with the inference that because of this label a station should or should not be included in a spot radio campaign," he says.



"The truth naturally is that every station tries one format or another with varying degrees of success. Some good indications as to the quality of programming of a station are, of course, its ownership, particularly if it is a sister station of other proven properties, the quality of its news service, and the presence of any well-established personalities. Best of all, however, is the chance to listen to the station in relation to similar properties. At the McGavren Co. we have found enthusiastic response among buyers to our tape sessions, in which they can hear a number of stations, comment upon them, and compare them to programming of other properties. "In general, however," he sums up, "I'd say that our subject is much too complex for oversimplified categorization."



All going home to the same woman

the suburban woman — the most influential buyer in America. And who's getting to her? All four stations of THE HERALD TRIBUNE SUBURBAN RADIO NETWORK with their network staff, editorial knowledge and experience. Four stimulating, aware radio stations have the power to reach the woman whose world is on power-steered wheels, whose life is in motion from supermarket, to

cookout, to school meeting, to commuter express. Your commercials can put her finger on the starter for immediate buying because THE HERALD TRIBUNE SUBURBAN RADIO

NETWORK reflects her community in the entertainment and the advertising it carries. THE HERALD TRIBUNE SUBURBAN RADIO NETWORK offers unique powerful suburban coverage because it communicates directly and *without waste* to the land of the commuter family—and *specifically* to the woman who does 66⅔% of the buying. *It's time you were getting home to the suburban woman!*

Herald Tribune SUBURBAN RADIO NETWORK

595 MADISON AVENUE, NEW YORK, N. Y. • Represented nationally by THE BOLLING CO., 247 Park Avenue, New York, N. Y.

WGHQ
Hudson Valley

WVIP
Westchester



WVOX
Westchester

WFYI
Long Island

49th and Madison

Tv commercials films

As program director of the Advertising Club of Montgomery, I am interested in obtaining, if possible, films of the commercials entered in the First American TV Commercials Festival, sponsored by your organization.

If these films are available, I would appreciate very much your sending them to me. I would, of course, return them to you immediately after using them.

Carter Hardwick
managing director
WSFA-TV
Montgomery, Ala.

• Many ad clubs have already featured the reel of TV Commercials Winners as a special program. Requests for information on bookings should be directed to Wallace A. Ross, director, American TV Commercials Festival, 40 East 49th Street, N. Y. C.

Advertising Down Under

During the latter half of September, our Association will be holding our 9th Annual Convention at Wrest Point, in Tasmania, with about 120 delegates attending from all parts of Australia. As one of our exhibits we will have a display, "What the advertising manager reads."

From a recent survey of members, we have prepared a list of about 200 journals which are read by members, and we intend to display as many as possible of them at the Convention, together with relevant information about each of them. This proposal has been most enthusiastically supported, and your journal was one which produced a significant score in the survey. We would therefore ap-

preciate it if you would complete the enclosed card requesting information about your magazine and return it to us by airmail, so that it can be displayed with a copy of your publication. If possible, we would also like to have a copy of your most recent issue by earliest airmail, so that we can exhibit an up-to-date sample.

E. H. Evans
chairman-victorian executive
Australian Assn. of Nat'l
Advertisers
Melbourne

• SPONSOR is both proud and delighted to have been selected for this Association's exhibit, and has complied with Reader Evans' request for copies of the magazine.

Misquoted

In your issue of 8 August, "Sponsor Speaks," you state that spot television

We're ready with the

60-61

Championship

26 brand-new, full-hour films

featuring the world's greatest bowlers

the top-rated sports show in television

is not included in the monthly media reports prepared by McCann-Erickson and published by *Printers' Ink*. We are happy to say this is not the case.

As you will note in the most recent report published by *Printers' Ink*, 29 July issue, spot television is included, as it has been for some months. TvB spent a great deal of time working with McCann-Erickson and *Printers' Ink* seeking this addition.

Leon Arons
v.p. research
Television Bureau of Advertising
N. Y. C.

• If Dr. Arons will look back on the "Sponsor Speaks" piece, he will see that we did not state that the McCann-Erickson—*Printers' Ink* summaries omitted spot tv. We did protest that newspaper advertising columns, in reporting those tabulations, almost never present tv spot figures.

Welcome recognition

In the 8 August issue of SPONSOR, page 76, Carl Stuart, general manager, WESA, Charleroi, Pennsylvania, points out in his article, "Country Music: A Gold Mine for City Broadcasters," what several hundred members of the Country Music Association have been saying for a long, long time! Carl, who is one of our most respected and most aggressive mem-

bers, makes his point very well indeed, and SPONSOR is to be commended for giving his viewpoint such a prominent position for all to see. On behalf of the entire membership of CMA, I would like to thank you, and further would like to extend an invitation to broadcasters, station personnel, and other interested persons to join with us in our organized effort to give country music the commercial and cultural recognition which it should and ultimately will have.

Connie B. Gay
president
Country Music Assn., Inc.
Nashville, Tenn.

Left out

With regret, I noted in your newest excellent *Air Media Basics* that KRGV-TV was omitted from two important listings. Our RCA VTR unit was put in service in April of this year and we are most likely the *first* recorder station in the nation to mount this unit in a trailer that serves the dual purpose of a Mobile VTR as well as a precise portion of the station's projection room for studio operation. I am sure that we are the

first station in the great Southwest of the U.S. to have mobile VTR facilities.

We feel that we have accomplished a great pioneering effort, since the majority of the television stations in the United States are in small-to-medium markets and will, if they are fortunate, have only one video tape recorder in the house. Our modest effort is most successful client-wise, and since our market is made up of 31 cities and towns spread over an area of 4,226 square miles, we felt mobile VTR was a must in order to adequately serve our coverage area. Both commercially and special events-wise, it is reassuring to have our theories backed up with amazing successes.

As you may know, we recently sent SPONSOR an article (with pictures) concerning this unique achievement and are eager to share our experiences, both good and bad, with anyone to whom we may be of service.

Charles L. Brooks
station manager
KRGV-TV
Weslaco, Tex.

• We regret the unfortunate omission of KRGV-TV and, in addition to publicly noting it here, we have made note for its inclusion in the next *Air Media Basics*.

Bowling Series

er 100 stations give us a
"blank check" renewal every year—
If your market is open—

Walter Schwimmer

Write, wire or phone **WALTER SCHWIMMER, INC.**
75 East Wacker Drive • Chicago 1, Illinois
Phone: FRanklin 2-4392



Absinthe Frappé

*...Old
New Orleans
Favorite*



As served at Lafitte's Blacksmith Shop

WWL-TV... new New Orleans Favorite

Easy to make:

Fill 10-oz. tumbler with finely crushed ice. Pour in a dash of simple syrup, a dash of anisette and 1½ jiggers of any absinthe substitute, such as Herbsaint. Drip water over ice until tumbler is filled.

Voilà—frappé! If you prefer it served as a cocktail, remove ice.

Romper Room, WWL-TV's standout morning show, delivers the audience at the lowest cost-per-thousand of any kid show in the New Orleans market—even lower than afternoon kid shows.

It makes sound sales sense to catch the kids in the morning before mom goes to shop—not in the late afternoon, when she has already completed her day's shopping. ARB (April, 1960) shows Romper Room leading all competition with a 9 rating.

Represented nationally by Katz

WWL-TV


NEW ORLEANS

BURNING QUESTIONS ON THE SINGLE RATE

Should reps be paid for making pitches rather than selling time ?

Is the single rate a practical measure for all stations ?

Does it really cost more for a station to sell nationally than locally ?

ALTHOUGH SRA'S STAND IN FAVOR OF SINGLE RATE HAS CLEARED THE AIR, INDUSTRY CONTINUES ITS SOUL-SEARCHING ON THE ISSUE

Though the pronouncement by the Station Representatives Assn. in favor of the single rate cleared the air to some extent last week, the industry looks toward no immediate easing of what is probably the most frustrating and complicated headache in the business. But it has been busy asking itself a lot of burning questions.

As important as the SRA's let's-put-it-on-the-record action was, it was not expected to spur any

large-scale reaction from the stations. Nor was there any. The stations, of course, were not bound by the rep organization's stand. Many agency men regarded SRA's four-square recommendation as a public relations move to assure the buyers of radio/tv the industry is not dragging its feet on this critical issue. But admen also conceded the move put them in a better bargaining position with stations.

If anything, SRA's statement will intensify the

SINGLE RATE

soul-searching of the issue. The wide scope of the behind-the-scenes finagling and dealing on the part of both station and agency has opened a Pandora's box of doubts and questions—not the least of which has been a rock-bottom evaluation of the rep's function and his traditional commission system. Some of the industry's thinking stirred by the single rate

dilemma is spotlighted on these pages.

For example, it has even been suggested that if agencies continue circumventing the rep, the latter will have no choice than to resort to a new method of reimbursement (see Grant Webb's letter to an unnamed station). Assuming that any station requires a rep to sell itself—if not its time—Webb suggests the next move may be to make an arrangement to compensate the rep for the pitches

he makes on behalf of his stations.

It is not that Webb looks upon such an arrangement with favor, however. Like his colleagues, Webb favors one rate. It is his profound belief that the cost of selling local or national time is substantially the same. But, as merely one indication on how divided the industry is on the single rate question, the "Lament of the Unnamed Broadcaster" (see page 32), makes the unequivocal statement that selling

SINGLE RATE WILL 'WORK'— JOHN BOX, JR., OF BALABAN



Some time ago, John Box, Jr., managing director of the Balaban stations, announced that the group was going to the single rate. In this piece below he reviews the results. In a word—successful. Though some local business was lost, the net result was an increase in the grosses of all three stations. He urges others to benefit from his experience, argues strongly the single rate is the only way

The decision to take the Balaban stations to one rate was the subject of much discussion in the industry at the time. It was a decision predicated upon four months of study in the fall of 1958. We surveyed 17 major markets, some with two rates, others with three rates—and even one with stations having four rate structures.

Two of our stations were in cities (Dallas and Milwaukee) where rate deviation was rampant and the respect of agencies and clients for the broadcast media was declining in the face of wheeling-and-dealing by

(Please turn to page 50)

A FRANK LETTER FROM A REP TO A RADIO STATION MANAGER

Grant Webb, head of Grant Webb & Co., has been giving the single rate problem much thought. The letter below is a copy of an actual letter he sent to one of his stations, except that the names and call letters are fictitious. A striking section here concerns what would happen if all agencies dealt directly with stations. He doesn't, however, expect this situation to actually come about in radio



Mr. Jerry White, Manager
Radio Station KXXX
Denver, Colorado
Dear Jerry:

This refers to your letter about Blitz Beer. Let me review the facts to date on this solicitation. As you recall, Greg Macafee, our man in San Francisco, solicited the agency and quoted the national rate. The agency became interested. They asked the distributor in Denver to find out at what rate he could buy a schedule. You quoted the distributor the local rate. Greg Macafee

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nationally is decidedly more costly.

That the single rate can work is proved by the Balaban stations. Managing director John Box, Jr., illustrates at the left that the decision to take his stations to a one-rate basis has put up no barriers to their rising grosses. Box also makes clear that institution of the single rate was kin to removing a tremendous load from his salesmen's shoulders. There was no longer the need for justifying a rate structure. They could concentrate on "creative" selling, Box said, "secure in the knowledge that the advertiser knows he will be paying equal rates for equal services."

Not every station finds it as easy as the Balaban group to put the single rate structure into effect. It is torn between the Scylla of losing local business if the single rate is close to the national level and the Charybdis of losing considerable income if the rate is close to the local level. For a station with income fairly evenly split between local and national accounts, the dilemma must sometimes seem well nigh insoluble.

One of the stations that will take the plunge is WEJL, Scranton, which is owned by the *Scranton Times*. Its general manager, Cecil Woodland, wrote SRA's managing director Lawrence Webb on 18 August that the SRA decision "dispels the last vestiges of indecision on our part."

Woodland conceded that his aim to have a single rate card worked out by 1 October will produce a great many problems, but he is hopeful that the eventual gain will far outweigh the losses.

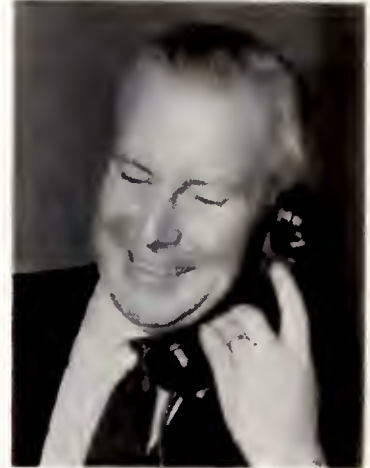
"One point which seems to make sense to us," wrote Woodland, "is that with the mobility of people today, even the smallest local merchant can profit from customers coming to town from our entire coverage area."

On the other hand, WHTG, Asbury Park, N. J., told the J. Walter Thompson people (which had asked for the local rate for the New York District Ford Dealers' Advertising Assn.) that its "rule of thumb" for distinguishing between local and regional-national accounts is that "if there are two or less places where the product or service can be obtained then the local rate applies." This rule, the station made

(Please turn to page 50)

8 POINTS DEFENDING THE STATION REP

Robert E. Eastman, who heads the rep firm of that same name, lists below eight values offered by station representatives. They are not enumerated, he told SPONSOR, in an attempt to justify the existence of the rep, but to point out what worthwhile qualities would be put in jeopardy if agencies' direct dealing with stations were carried to the extreme of causing economy injury and a reduction in the services



There is, of course, a considerable amount of difference in what representatives do contribute to the ultimate benefit of the advertiser. The representatives of the better broadcasting stations add a great deal of values which accrue to the client. Let me enumerate a few.

1. Development of better ways to use the medium. Prior to the advent of television a common pattern of buying radio time was "five spots a week." As television grew, an alert representative recognized that radio as a medium was changing. This representative realized that the old five-spots-a-week technique had become outmoded and his people developed "saturation plans" which utilized greater frequency and proved as a means of continuing to make the medium productive for the advertiser.

2. A knowledge of relative values. The representative is continuously exposed to multiple market situations. He relates his station in a given market not only to competitive stations in that market, but also to pertinent situations in other markets. This knowledge is passed along to the advertising agency and used to the benefit of the client.

3. The representative provides conscientious care in the handling and servicing of the advertiser's schedule. Even though the prime responsibility of the station representative is in representing his stations, he is also representing the advertising agency and the advertiser. He insists upon the best treatment for his accounts and he does this

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SINGLE RATE

THE LAMENT OF AN UNNAMED BROADCASTER

The piece below was sent to SPONSOR by a broadcaster whose identity is being shielded for obvious reasons. It details the theoretical (?) story of a broadcaster who beats a path to Madison Ave. with fairly expected results

The Golden Boys of Madison Avenue are out to slap radio, and for want of a better excuse, they have brought out the old boogeyman of rate cards again—what is national and what is local.

Now, let's get a few things on the line, so that our good friends along the Avenue of Expensive Dreams will understand what the radio broadcaster has in his mind about this one rate policy.

The average broadcaster does not own the must-buy station in his market. Our Mr. Broadcaster has a good middle-of-the-road property in a good middle-of-the-road market in these United States. And, as his acceptance with the audience finds favor, he is able to establish an equitable rate structure which proves to be profitable to local advertisers.

After a while, our neophyte broadcaster, in an effort to increase the volume of business he can do, looks around to find where all of those dollars come from that hit the local newspapers, the billboards and the tv stations. The answer is not too hard to come by—the Big Boys on Madison Avenue control the money.

And, Mister Broadcaster thinks, "All I have to do is grab the next plane to the big city and tell the Big Boys about my market and my station and I am made."

Oh, what a shock this poor, innocent babe in the woods has in store. You know what he found as well as I do:

Do you have a national representative? Well, get one so we can do business fast. Do you carry on a good barrage in the trade journals to keep us up-to-date on your station and market? That's too bad. Then, you must have some current promotion material that will fit in our files that will keep us informed. No? That's tough. What listener studies measure your market? You only subscribe to Heartbeat? That's a shame, because we only use Dealsome, and when that's not available we use a 1948 Hooker. Sorry we can't do any business with you today, your facilities just aren't up enough, nor is your audience dominant enough.

So, the poor sap looks around and lines up a rep. Some of his publishing contracts work out a reasonable schedule of space and a fairly good copy angle. He goes home and spends some money on promotion and research, buys all of the listener studies, and spends some more money on programing.

And what do you know? The first year he gets back almost 4% of the extra expense he has added. After five years and thousands of dollars spent in wooing the Golden Boys, he is making money at his national rate which is somewhat higher than his local rate, but by the time he has properly larged all the pressured expenses to the revenue he has gained, he finds it is a hard-come-by dollar. His own P-and-L show him that it costs more money to do business nationally.

Now, let's look at the one rate policy. Which shall it be—one rate established that makes the national rate identical to the local rate, or one rate that makes the local the same as the national rate?

Obviously, from the foregoing, our broadcaster would go broke if he sold nationally on the local rate. If, on the contrary, he uses his national rate as he standard, then he could sit back and watch his assured local business flitter out the window.

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WHAT TV

▼ CBS Tv Spot Sales report documents trends in income, population, and retail sales

▼ Print shows ad strength in central-city, but tv signal reaches suburbs, extra-urbia

Media planners will be presented with new evidence of television's superior reach early next month when CBS Television Spot Sales brings out a study called "Where's Everybody Going?"

They're going, the study says, to the suburbs and to "extra-urbia." But the report does not stop at that. It documents the shift of population, effective buying income, and retail sales away from the central city and to the outlying areas of the nation's top 15 markets. It then compares the coverage of newspapers and tv in each segment of the total market.

The coined "extra-urbia" is the key to the difference between this Market Statistics, Inc., study and predecessors in measuring relative reach. The top 15 markets in the nation are divided into city, suburban and extra-urban areas, with the last defined as "a fast-growing and vitally important area of today's market—located beyond the suburbs, all too often overlooked by advertisers and almost completely missed by metropolitan newspapers.

"It is neither exclusively rural," the report states, "nor totally urban. Instead, extra-urbia is a far-ranging combination of rural and exurban communities, together with numerous small, independent urban units which have their own community newspapers but are generally limited to only one source for television—the central city."

"Not only are we charting the mushrooming growth of these areas from 1950-59," said Bruce R. Bryant, vice president and general manager of CBS Tv Spot Sales, "but—of special interest to advertisers—we think we have the first authoritative study

POWER MEANS IN EXTRA-URBIA

of the direction it is expected to take during the coming five-year period."

Bryant pointed out that "as people go, so go their incomes," so that with this "money migration" two-thirds of the buying power in these areas is now located outside of the city proper. To reach them, he said, an advertiser must take advantage of "Telemarketing."

"Telemarketing" is the answer to what the report calls "unrealistic and outmoded" methods of reaching customers by "once-standard concepts of coverage such as 'metro area' and 'retail trading zone.'" It states, for example, that as standard metropolitan areas, the top 15 markets account for less than 35% of the nation's total retail sales. When measured as Telemarkets, they account for almost one-half of the national sales total. It suggests that spot television, "providing immediate impact throughout the entire market with the added benefits of market selectivity," is the medium to reach this one-third more people.

"Where's Everybody Going" asserts that in each of the nation's top 15 markets:

- Even two major newspapers combined cannot approach the coverage potential of a single television station.
- The bulk of newspaper circula-

tion is concentrated within the boundaries of the home counties.

- Metropolitan papers deliver relatively little circulation in the suburban areas and even less in extra-urbia.

Going from potential to actual audience reach, the CBS Tv Spot Sales study lists Nielsen figures based on 23,977,500 total homes to show that six nighttime spot announcements on one station in each of the 15 "Telemarkets" will deliver 2½ million more different homes than the combined circulation of the two leading papers in each market (adding a third paper, says CBS, basically adds duplication). Cost? About 19% less than a full-page advertisement in both newspapers.

Also, in each of the 15 Telemarkets, 36 daytime announcements cost 27% less than a full-page advertisement in the top newspapers in each area. The report adds that in one week the advertiser's message will reach a half-million more different homes, and the average tv home will see a total of four announcements.

And, over a period of four full weeks, those six nighttime spot announcements weekly will reach 87% of all homes in the 15 Telemarkets, and the average viewing family will be exposed to six announcements. Likewise, in a month, the 36 daytime

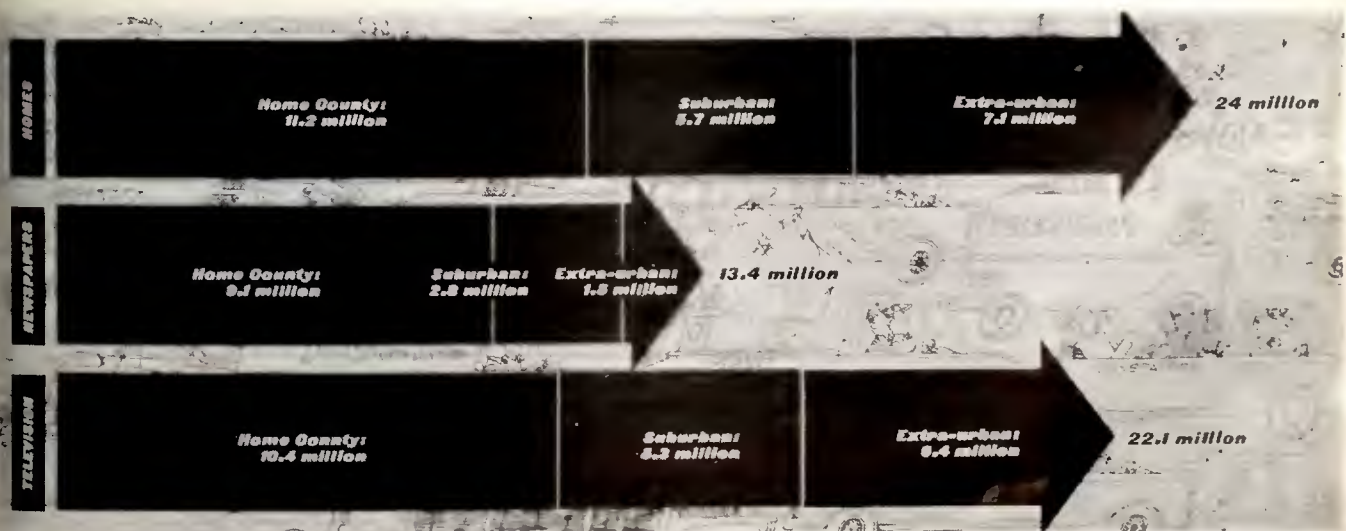
spots per week will reach 19 million homes an average of 12 times.

"The concept of Telemarketing is not a new one," said William R. Hohmann, director of sales promotion and research for CBS Tv Spot Sales. "But in three areas we have gone further than any previous research," he claimed.

Those areas are: (1) The tabulation and projection of population, marketing and media figures to 1965 for the top 15 markets; (2) the presentation of specific figures as to the size and significance of different segments (city, suburbia, extra-urbia) of each of the markets, and (3) the reliable tabulation of 1960 census figures on the shift in population from center-city to outlying counties, where they apply to media and marketing, available in this report on a county by county basis "for the first time."

The top 15 standard metropolitan area markets, although changes in population shuffled several individual positions, were collectively the same in 1959 as in 1950—with the exception of 15th place, Houston replacing Cincinnati. They are, in 1959 order, New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh, St. Louis, Washington, Cleveland, Baltimore, Minneapolis, Buffalo and Houston.

Some advertisers are already tak-



EACH AND POTENTIAL of top two papers vs. the CBS TV network station in the nation's top 15 markets indicate that two major papers combined cannot approach the coverage potential of one tv station. Also, city papers deliver little circulation in suburbs, even less in extra-urbia

ing advantage of Telemarketing. As Television Bureau of Advertising pointed out in a May, 1960 "sales development bulletin," several major tv users are defining their market areas not in the classic terms of metro areas but in terms of tv reach. TvB lists such advertisers as Robert Hall, Schaefer Beer, Bardahl, Maryland Club Coffee, Maypo Hot Cereal, Ralston Purina Dog Chow and Anheuser-Busch for Busch Bavarian Beer.

Anheuser-Busch's strategy was discussed in SPONSOR by Walter Reisinger, regional brands advertising manager ("How Tv Sets New Busch Distribution," 2 January 1960). "The tv signal defines our market," he declared. "In our new marketing area maps, the U. S. appears, not as a list of states or a ranking of metropolitan areas, but as a series of contiguous television markets.

"We now define a market not in terms of states or wholesale territories," he added, "but in terms of those areas most effectively covered by tv emanating from major population centers."

Another factor in Telemarketing's favor is the increase in newspaper space rates way out of proportion to the increase in circulation. In a report released last week by the Associ-



WILLIAM R. HOHMANN, director of sales promotion-research for CBS Tv Spot Sales

ation of National Advertisers, line rates (based on 5,000 lines) had increased 84% for dailies since 1946. At the same time, ANA revealed, rates per million circulation had increased 66% for dailies. The circulation increase: 11.1%.

Leading papers in the top 15 cities are actively promoting circulation in the suburbs, Hohmann conceded, but they cannot extend into extra-urbia because of established papers in those areas. Hohmann's study estimates

that it would take more than 50 newspapers, for example, to cover the area delivered by a single Los Angeles tv station. And extra-urbia is gaining not only in population, but in population with the maximum buying power.

As noted before, two-thirds of the buying power is now located outside of the city proper in CBS's study markets. Retail sales figures for extra-urbia show, the presentation notes, that as people and their buying power leave the city, more and more retailers establish suburban and extra-urban stores. During the past decade, urban retail sales in the top 15 markets grew only 22%, while far greater increases of 93% and 49% were being realized in suburbia and extra-urbia, respectively.

Effective buying income went up 94% in the suburbs and 70% in extra-urbia, according to CBS, and by 1965 will be up 163% and 106% over 1950. This compares to the city proper's rise of only 39% in 1959 and an expected 64% by 1965. "The suburban and extra urban retailing boom becomes all the more impressive," Hohman declared, "when we note that at the present time non-city food outlets do more than twice as much annual business as "downtown" stores;

TOP 15 MARKETS: THE GROWTH BEYOND THE CITY

		POPULATION (MILLIONS)	+	BUYING INCOME (BILLIONS)	+	RETAIL SALES (BILLIONS)	+
1950	CITY	25.6		\$ 43.8		\$ 31.2	
	SUBURBAN	20.2		\$ 34.2		\$ 19.2	
	EXTRA-URBAN	20.8		\$ 27.5		\$ 20.3	
	TOTAL	66.6		\$105.5		\$ 70.7	
1959	CITY	26.4	3%	\$ 60.9	39%	\$ 38.0	22%
	SUBURBAN	29.6	47%	\$ 66.2	94%	\$ 37.1	93%
	EXTRA-URBAN	24.7	19%	\$ 46.7	70%	\$ 30.2	49%
	TOTAL	80.7		\$173.8		\$105.3	
1965	CITY	28.5	11%	\$ 71.7	64%	\$ 46.0	47%
	SUBURBAN	34.8	72%	\$ 89.8	163%	\$ 48.8	154%
	EXTRA-URBAN	26.9	29%	\$ 56.6	106%	\$ 36.7	81%
	TOTAL	90.2		\$218.1		\$131.5	

Source: SPONSOR, Inc. Released by CBS Television Spot Sales

and non-city retailers account for 62% of all drug store sales, with a dollar volume increase of 100% over 1950."

George Titus, advertising manager of Woodward & Lothrop, Washington, D. C., department store, was quoted on the retailers' viewpoint in TvB's May bulletin. He explained that "in Washington the top circulation paper has about 60% family coverage in the heart of the city, but out in the fringes of the retail trading zone (important areas for our branch stores) the newspaper coverage dwindles sharply."

Discussing the situation in SPONSOR ("Why Retailers are Using New Tv Ad Patterns," 7 November 1959), Mr. Titus said simply that "Washington newspapers just don't cover our market—a downtown store, five branches and a branch to come. We needed coverage, impact, and an image builder that would reach the whole area." The answer: tv.

To show advertisers how big the Telemarket area is, CBS Tv Spot Sales has listed seven areas of increased "consumer potential" for the national manufacturer when the extra-urban area served by a central-city tv station is added to the traditional standard metro area.

In population, the standard metro areas of the top 15 markets comprise 31.3% of the nation. As Telemarkets, with extra-urbia added, they comprise 45.1%.

In number of households: Standard metro—32.5%; Telemarket—46.4%.

In retail sales: Standard metro—34.7%; Telemarkets—48.7%.

In effective buying income: Standard metro—38.1%; Telemarkets—52.1%.

In food sales: Standard metro—35.8%; Telemarkets—49.9%.

In drug sales: Standard metro—36.3%; Telemarkets—48.7%.

In automotive sales: Standard metro—29.7%; Telemarkets—43.6%.

"Where's Everybody Going?" will be mailed out early in September to 1,000 advertising executives at the nation's 100 leading companies and to top media and marketing executives in the major advertising agencies. A trade magazine ad campaign announcing its availability on request will be instituted by CBS Tv Spot Sales this fall and will run for a year. ▼



SUBURBAN 'Herald-Tribune' radio network of four New York-area stations is headed by Martin Stone (l), shown with 'Red' Motley, pres., U.S.C. of C.; Gustave Nathan, net gen. mgr.

RADIO SERVICE 'SHORTS' RING SUBURBAN BELL

The newest fad in fall radio buying is to slot a client's commercial within a short program feature rather than adjacent to it—and the airwaves are going to be chock-full of the quickie vignette this coming season.

So says Martin Stone, president of the *Herald-Tribune* radio network covering suburban New York, and his general manager Gustave Nathan. Their local effort, concentrated in a coverage area around four community radio stations, is being matched in popularity at the national level. ABC Radio, for example, presented to its affiliates last week a detailed blueprint which provides for 90-second "features," some of which are available for local sale (see "New Net Radio Plans Stir Stations," SPONSOR, 22 August, and also "Spot Radio Gains with 'Featurettes,'" SPONSOR, 25 July).

The four *Herald-Tribune* stations—WVIP, Mt. Kisco, *Very Important People*; WVOX, New Rochelle, *Voice of the People*; WFYI, Mineola-Garden City, *For Your Information*, and WGHQ, Kingston, *General Headquarters*—are slotting some 200 individual live or taped three-and-one-half-minute features daily. Network program director Richard K. Doan schedules these within three broad program frameworks—the *Early Bird* show from 6 to 9 a.m., *Midday Communique* from noon to 1 p.m. and *Sunset Communique* from 5 to 6 p.m.

Nathan says national advertisers and their agencies seem to prefer

to schedule their commercials within these short features rather than adjacent to them in order to gain an "editorial content" advantage with the suburban listener. The suburban market is broadcast to directly in these vignettes with, as examples, remote newsmen at the local train station reporting on train schedules, others discussing local theatrical events or traffic conditions or cake sales at socials.

National, as well as large regional or local advertisers, are buying into these three programs—morning, noon and afternoon—to get the advantage of accumulated audiences at discounted prices, says Nathan. He says this type of vertical buying throughout the day is coordinated with horizontal buying throughout the week to give clients the reach into suburbia which they seek.

Among the accounts participating in all three programs on the network: Schrafft's, Wanamaker's department stores, Western Oil Trades, Roslyn Savings Bank and Orange Crush.

Stone says both advertiser interest and actual buying have shown "a fabulous rise on the fall schedules," and that clients ranging across all product and service classes seem to be equally enthusiastic about the short program slots. One big reason: "We're catering to the suburban housewife, and she has very special interests different from those of central-city listeners." ▼

WHY THE MIDWEST IS TALKING ABOUT TATHAM-LAIRD

- Its billings have risen 142% in five years and its media crew under George Bolas is one of the key reasons
- A man of wide experience, Bolas has been both buyer and seller, recently sold a tv station he partly owned

The emergence of Tatham-Laird, Inc., as a potent factor in the economics of Chicago advertising is a topic of conversation here second only to sex, and the White Sox chances for the pennant this year. The talk around town should convince even the most hardened observer that T-L has a very rosy future, indeed, not to mention an impressive past.

Certainly nobody can dispute the Tatham-Laird accomplishment. In 1959 it was probably the fastest-growing agency of any importance in the country, increasing billings by 67%. Between the years of 1954 and 1959, the 14-year-old agency had a 142% billing increase—from \$13.9 million to \$34.6 million.

CHICAGO

A key figure in this billings zoom is George Bolas, director of media and one of the agency's three vice presidents. (The agency appointed v.p.'s for the first time last year—which should lay at rest that old saw that no client is happy unless his account man wears stripes.)

Bolas blandly ascribes the agency's rapid growth to "sound operating philosophies and outstanding personnel, along with the assignment of good products by foresighted, aggressive clients." There are undoubtedly some fascinating specifics hidden in that statement, but, be that as it may, the combination of new product assignments by clients and impressive new business achievements over the past year has brought T-L into



GEORGE BOLAS, v.p. and media director of Tatham-Laird. The agency has only three v.p.'s, all of whom were appointed last year

fourth place in Chicago-based agency billings. The three leaders are, in order, Leo Burnett, FC&B, and NL&B.

Bolas has attained the enviable position of knowing exactly what he's talking about when discussing radio, tv advertising, because there's scarcely a phase of industry operation in which he hasn't been directly involved.

First and foremost, he's an advertising strategist. He was an account executive (as well as assistant head of radio) at Blackett-Sample-Hummert from 1941 to 1947. He spent a year at FC&B prior to joining Tatham-Laird. In the broadcast field, he was assistant manager of advertising and sales promotion at NBC Central Division in Chicago from 1937 to 1941. He has been an innovator of new media techniques (Bolas originated the alternate sponsorship and cross plug devices). Currently, he is a broadcaster in his own right (president and 30% owner of WTVP, Decatur-Springfield, Ill.). The station has been purchased by Metropolitan Broadcasting, subject to FCC approval, for more than \$650,000.

Tatham-Laird's clients have racked up superlative records of achievement. Outstanding among these are Mr. Clean's position as No. 1 seller in the liquid cleaner field; Toni White Rain Shampoo's 14-month climb to a share of market that the next fastest growing brand took six years

TATHAM-LAIRD'S RAPID RISE

CHICAGO-BASED Tatham-Laird is probably the fastest-growing agency of any importance in the country. Its billings were less than \$14 million in 1954, rose to \$34.6 million last year. Of the latter total, \$22.1 million is in tv, \$2.22 million in radio, and \$10.3 million in print. Last year's total was 67% above 1958. Since last spring it has acquired business from Whitehall, Boyle-Midway, Mennen



TATHAM-LAIRD CLIENTS are in 23 network shows. Above, listening to pitch from ABC TV v.p. James Beach (standing) are, (l to r) Jack Ragel, media supervisor; Bolas; Phil Gore, media supervisor; John Singleton, media manager; Tom Lauer and Roy Boyer, media supervisors

to reach; Dristan, which in one year, has reached leadership in its market; Parker's T-Ball Jotter which holds first place in national ball-point sales; Campbell's Swanson brand, which is the leading seller in frozen dinners; and Sucaryl, which controls 67% of artificial sweetener sales.

About 65% of Tatham's current billings are in television. Here's how the billing profile breaks down: Of the \$34.6 million total, \$22.1 million is in tv; \$10.3 million in print; and \$2.22 million in radio.

Tatham-Laird's new business barrage began last spring, when a satisfied client, the Whitehall Division of American Home Products, awarded Dristan and Dondril to the agency. These were added to Whitehall's Koly-nos, which has been in the shop since 1957.

The Boyle-Midway division of American Home followed Dristan to Tatham, with Griffin shoe polishes, Easy-Off oven cleaner, and Easy-Off window spray. Only last month the agency acquired a substantial portion of the Mennen Co. business—Afta shave lotion, Speed Stick deodorant, Quinsana, Athlecin, and four new products.

Tatham-Laird declined to confirm the current trade rumor that there are at least two new accounts and several new products on the horizon for the near future. However, at SPONSOR presstime, significantly, the agen-

cy did not deny those same rumors.

Although its portion of Toni (White Rain and Prom), and the Brach candy account were resigned this summer, it is estimated by SPONSOR that billings from the rumored new business will more than double the \$2.4 million loss from the Toni and Brach resignations.

George Bolas and the Tatham-Laird media department are among the most enthusiastically discussed and highly respected media people in the Midwest. Reps and network salesmen consider the department highly professional.

Bolas indicates one reason why:

"We hate the word *timebuyer*," he says, "and we dislike to use that label here. Our buyers are called *broadcast managers*, because their duties are not merely confined to the buying of time. They take care of the day-to-day media activity on each account, but they aid in developing broad media strategy and the plans which assure its fulfillment."

Bolas, who was a varsity athlete at Chicago's Austin High School, and later a member of the University of Michigan's varsity football and baseball teams, (class of '36) still operates on the teamwork principle. He trains his people by giving them opportunities to take on additional responsibilities and assignments so they will be more valuable to the media team.

Most of the members of Tatham-Laird's media department, like Bolas, are professional media men. This is evidenced by the fact that of T-L's four media supervisors, their average tenure in media work is 10 years.

The broadcast managers' position of responsibility is one of the reasons why Chicago reps, and others like to work with the Tatham-Laird media department. "They can make fast decisions and have the authority to act in snapping up a good media opportunity when it is presented," said one rep.

But the buying philosophy of Tatham-Laird goes much deeper than the fast-buy theory. Summed up by Bo-

(Please turn to page 76)

T-L HAS NO 'TIMEBUYERS'

TATHAM-LAIRD has no 'timebuyers,' and it's not because the media department has set up an all-media buying system. The term is disliked at T-L, which prefers to call its radio/tv buyers 'broadcast managers.' Media director George Bolas explains the reason for this terminology is that buyers are not merely buying time. They are in charge of day-to-day media activity and aid in strategy decisions

TIMEBUYERS of the U.S.: Part V

Listed below is the fifth and last installment of a roster covering most of the men and women in U.S. agencies connected with the buying of spot radio and television time.

Part I, consisting of New York and Chicago, was published in SPONSOR's 14th annual edition of Air Media Basics. Part II, covering Los Angeles and San Francisco, ran in the 8 August weekly edition of SPONSOR, followed by Part III, 15 August, covering Atlanta, New Orleans, Boston, and Detroit, and Part IV, 22 August, covering Minneapolis, St. Paul, Kansas City, St. Louis, Cincinnati, and Cleveland. Part V, listed below, concludes Timebuyers of the U. S.

Because of the popular demand for reprints of this valuable listing (see picture at right) in 1957-58, another handy pocket-piece listing Timebuyers of the U.S., as published this year in SPONSOR and Air Media Basics, will soon be reprinted and available at \$2 per copy. The pocket-piece will contain up-to-date changes plus some additional cities. ▀



Part V: Timebuyers of Philadelphia, Pittsburgh, Dallas, Houston and Milwaukee

PHILADELPHIA

AITKIN-KYNETT CO., INC

1400 S. Penn Square, Phila. 2, Pa.
Locust 8-6700

Miss E. M. Gretz, Alan L. Babbe, John A. Accetta

Campbell Chain Co., Carling Brewing Co. (Black Label beer, mid-atlantic region), Fels & Co., First Camden National Bank & Trust, Girard Trust Corn Exchange Bank, Monroe Auto Equipment Co. (Monromatics and load-levelers), Mrs. Paul's Kitchens (frozen foods), Pennsylvania Refining Co. (Gumout), Pennsalt Chem. Corp. (household prods.), Tasty Baking Co. (baked goods), Walker Marketing Corp. (oil filters & silencers)

ARNDT, PRESTON, CHAPIN, LAMB & KEEN, INC.

160 N. 15th St. Phila. 2, Pa. Locust 4-4400

I. W. Marks, media dir.; Thelma Gardiner, timebuyer; Miss Terry Falgiatere, ass't.

American Viscose Corp., Buster Brown Textiles Co., John H. Dulany (frozen foods), Drexel Furniture Co., Fanfare Mushroom of Kennett Canning Co., Hanover Canning Co. (vegs.), Houbigant Sales Corp., Interstate Milk Producers Assn., Milk Distributors Assn. of Phila., C. H. Musselman Co. (apple sauce and apple prods.), Phila. Gas Works, Quaker Sugar, Renuzit Home Prods. (cleaning fluids), San Giorgio Macaroni Co., Seaboard Seed Co., South Jersey Gas Co., United Gas Improvement Co.

AYER, N. W., & SONS, INC.

West Washington Square, Phila. 6, Pa.
Walnut 5-0100

Jack Caverley-Smith, Mary Dunlavey, Derrick Dyatt, Edward Hardison, Dan Heller, Jack Hill, Paul Kizenberger, George McCoy, Martha Panella, Doug Parker, Arne Ramberg, Alice Wolf
American Optical Assoc., Ramberg; Am. Telephone & Telgraph Co., McCoy; Armco Steel, Kizenberger; Armour & Co. (consumer prods., dairy, poultry & margarine

div., Cloverbloom prods., additives-Dynafac, food service dept., frosted meats, general, Miss Wisconsin cheese, new products, special prods., poultry-Pan O'Gold, turkey, refinery div.), Panella; Armour & Co. (processed meats), Heller; Atlantic Refining Company, Coverley-Smith; Atlantic Refining Company (sport), Parker; Avondale Mills, Wolf; Blue Bell, Inc., Dyatt; Breck Shampoo, Heller; Bostitch, Inc., Hill; Cannon Mills, Inc. (towels, sheets), Dyatt; Cannon Mills, Inc. (hosiery, bedspreads), Hill; Carrier Corp., Coverley-Smith; Castle & Cooke, Panella; Caterpillar Tractor Co., Coverley-Smith; Chesapeake & Potomac Telephone Cos. (Maryland, Washington, West Virginia; yellow pages (all companies), Hardison; Chrysler Corporation (recruiting, MoPar), Dyatt; Container Corp. of Am., Kizenberger; Corning Ware (Pyrex), Ramberg; Crane, Coverley-Smith; DeBeer's Consolidates Mines, Ltd., Dyatt; E. I. DuPont de Nemours & Co., Inc. (dyes & chems., em-

(Please turn to page 80)

GOING STEADY: Canada Dry and spot radio

- Long-time spot radio advertiser attracted to medium's flexibility, speed, economy and color image projection
- Tremendous output of Canada Dry commercial copy points up varied ways bottlers put flexibility to work

A bulging section of J. M. Mathes' commercial copy library, tagged Canada Dry, quietly but forcefully backs up one reason for the bottling company's long-time devotion to spot radio: flexibility. And some 3,000 versions of the copy, turned out in something like three months, give concrete proof of the beverage company's continuous test of the medium's flexibility.

Flexibility, however, is just one reason why Canada Dry, who pio-

neered in radio advertising way back in the '20's, keeps coming back for more. There are other reasons, according to Mathes account executive John D. Orr.

Take speed, for one. In the case of Canada Dry, a company constantly battling for top place in a highly competitive industry, speed in getting the commercial message across to the people is of the essence. With spot radio, a local bottler can, via a phone call to the New York City agency,

muster up a commercial tailored to his individual needs, and have it on the air, all within a matter of hours, —in plenty of time to combat, or match, a competitor's offer. This valuable expediency cannot be met by any other advertising media, Mathes' Orr told SPONSOR.

Economy is another reason for the tremendous attraction of spot radio to Canada Dry. In comparison with other advertising rates, the low cost of spot radio package plans is better suited to the comparatively limited budgets of the 170 Canada Dry franchised bottlers.

Still another spot radio attribute is its "visual" quality. A visual color image of the beverage is created almost instantaneously as the announcer speaks. The word "orange" for example, immediately brings the color and taste of the product to the lis-

PLANS to continue Canada Dry's spot radio advertising campaign in coast-to-coast markets are studied by J. M. Mathes account executive John D. Orr (left) and Fred E. Bensen, Jr., advertising manager, Canada Dry Corp. Carbonated Beverage Div. Advertising money goes to 200 stations





LATEST Canada Dry commercials were approved last week by company adman Fred E. Bensen (left), shown here with two Mathes agency execs. L. E. Miller (center) and Albert Morrison

tener's mind. This appetite-appealing, and resultant sales stimulant, is lost in a black-and-white newspaper ad, says the account executive, who added that this "color appeal" was lost also on black-and-white tv. The effectiveness of this "word-picture" quality of spot radio has proved itself a major selling factor in all parts of the country where Canada Dry's 170 franchised and 19 company-owned bottlers are located.

The first-mentioned spot radio quality—flexibility—is also of tremendous importance to the individual bottlers who can promote their own local area preferences—or seasonal favorites—or inaugurate special sales, without infringing upon another bottler's territory.

The bottler's fondness for spot radio's flexibility is shared enthusiastically by Canada Dry's advertising manager, Fred E. Bensen, Jr., who claims that it "does a tremendous job for Canada Dry," and adds that this cannot be duplicated on network tv. Canada Dry, whose radio advertising branches out to cover some 200 of the nation's radio stations, first went on the radio back in the early '20's when it sponsored comedian Jack Benny's first radio show. As a matter of fact, the comedian's "honey" reputation was born in 1922 when it coincided with Canada Dry's nickel back offers.

An interesting "signs-of-the-times"

note might be injected here with the revelation that Jack Benny's salary "at that time" was a reported \$75.

Another early radio show sponsored by Canada Dry was *Information Please*.

Canada Dry's spot radio advertising last year was reported by RAB to have cost \$450,353. The radio stations which figured prominently in the share were selected after careful appraisal of ratings, announcer-personality appeal, and package offers. All research is handled for Canada Dry by a department of J. M. Mathes, the agency which has been handling the account since 1933. Agency officials work hand-in-hand with the individual bottlers in constructing an advertising campaign suited to their respective markets.

Mathes national account executive Orr, who assumed the agency post five years ago, told SPONSOR that tailored assistance is given each bottler.

The bottler is counseled in choice of advertising time in an effort to "get the most mileage" out of his advertising dollar, and in station selection. The Canada Dry franchised dealers who work on a co-op deal with the parent company also receive guidance in promoting the product from the account agency. Extra promotion comes in the form of specially contrived contests and other gimmicks to attract listeners—and Canada Dry customers. Contests and

promotion material are also designed by the agency.

The commercial copy, which encompasses literally hundreds of different Canada Dry messages highlighting the company's many products, emanates from Mathes' commercial copywriting department. Headed by chief copywriter George Adels, the department's copywriting speed is subjected to daily challenge by the growing demands of the Canada Dry bottlers.

Hurried requests often come in from regional bottlers asking for immediate delivery of copy. To promote a special price offer on one, or any number, of Canada Dry flavored soft drinks, or the old company standby, ginger ale. Copywriter Adels and his staff waste no time devising new commercial material—or revising copy already in the files.

"The variety of copy turned out by this department is evidence of the flexibility value of spot radio," says adman Orr.

Although molded to fit the myriad needs of the beverage company's far-reaching advertising program, the Canada Dry commercial follows something of a pattern: 15 seconds of musical introduction followed by 30 seconds of live copy. The closing goes back to the musical theme.

All manner of live commercials and e.t.'s of 60- or 30-second duration has been employed to promote Canada Dry's ginger-ale, flavored drinks, etc. The newest addition—Low-Cal—received a dialogue dissertation-type treatment with accompanying lip-smacking sounds.

A certain amount of merchandising is expected of the radio stations sharing in the Canada Dry promotions. Stations are asked to bolster the advertising program by mailing letters or cards to local retailers of Canada Dry products.

Canada Dry backs up its spot radio advertising with some newspaper advertising. It also sponsors the ABC network television show *Walt Disney*.

It isn't likely, however, that spot radio and Canada Dry will part company. That is, not according to Canada Dry adman Benson, who says "We always have and always will use spot radio."

NBC's early lineup opens fall season

Early schedules reveal programming changes adding up to more hours and higher costs for new season

The NBC Television network kicked off the fall season with an early, but not yet complete, schedule, bringing gradual end to summer television's repeat programming, low ratings, and disgruntled timebuyers. CBS is a close second, with many shows falling within the four-week comparagraph period (4 weeks ending 25 Septem-

ber). However, ABC introduced virtually no new shows.

Gathering from an early lineup of the three networks, show-types will be just about the same as last year with the exception of half-hour situation comedies and hour mysteries, which have almost doubled (for average costs and number of shows by pro-

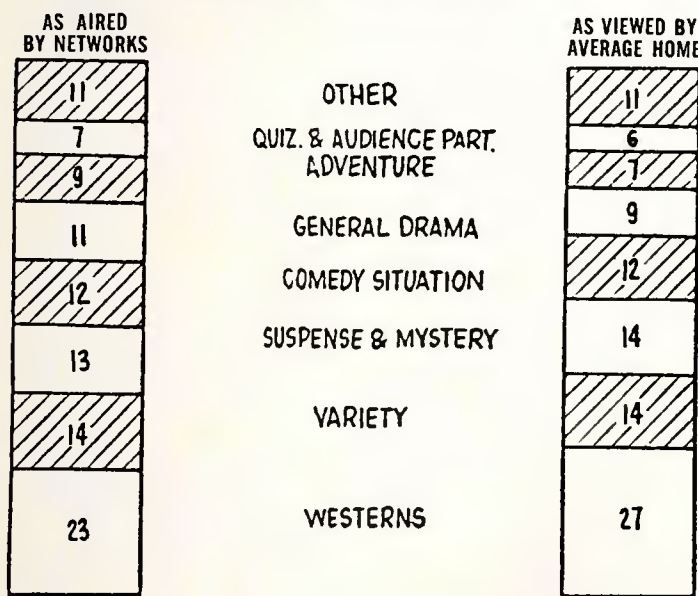
gram type see chart under 1).

For the third straight year the number of hour-long shows has increased with a total of 35 this season, compared to 27 last year. On the other hand, half-hour shows went from 75 to 67.

Other changes this season include a 10% increase in costs of hour-long shows with only a slight rise in half-hour shows.

The chart directly below, based on a Nielsen survey, shows viewing vs. aired time by net program types.

PERCENT OF EVENING TV VIEWING BY PROGRAM TYPE



Source: A. C. Nielsen, January

1. NETWORKS TV PROGRAM COSTS

AVERAGE COSTS[†] OF NETWORK SPONSORED PROGRAMS

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Half-hour western	14	Half-hour comedy*	24	Hour adventure	7	Hour mystery	10
\$40,500		\$38,250		\$90,714		\$88,900	
Hour western	8	Half-hour anthology drama	7	Half-hour aud. part.**	9	Hour variety	6
\$87,750		\$42,357		\$33,000		\$128,250	

[†]Average estimated total "list price" for 52-week buy. *Includes cartoon series. **Includes panel, interview and game shows.



2. NIGHTTIME

COMPAR

	SUNDAY			MONDAY			TUESDAY			A
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00		FYI sust	Meet The Press Manhattan Shirts (Daniel & Charles) I-L \$6,500		Summer Olympics (various times (8/29-9/12) Lorillard (L&N) Gen. Mills (Knox-Boeves) Sandura					
6:30		Twentieth Century Prudential (R-McC) D-F \$35,000	Time Present sust (L 9/11) People Are Funny! (9/18 S)		(Hicks & Griest) Sp-L \$2,200,000 (total package price) D Edwards Amer Home (Bates) N-L \$9,500††			No net service D. Edwards Am. Home (Bates) N-L \$9,500††		News Texaco (C&W) N-L \$6,500††
7:00	Broken Arrow sust (L 9/18) Walt Disney Presents! (9/22 S)	Lassie Campbell Soup (BBDO) A-F \$37,000	Overland Trail (7-8) Warner-Lambert (Lambert & Fesley) W-F \$34,500 (L 9/12)	John Daly News sust	No net service D Edwards Amer Home (repeat feed)		News Texaco (repeat feed)	John Daly News sust Expedition! (9/20 S)	No net service D Edwards Am. Home (repeat feed)	News Texaco (repeat feed)
7:30	Maverick (7:30-8:30) Kaiser Co (Y&B) Drackett (Y&B) Nozema (SSCB) W-F \$78,000	Dennis The Menace Kellogg (Burnett) Best Foods (GB&B) Se-F \$36,000	Overland Trail Shirley Temple! (9/18 S)	Cheyenne (7:30-8:30) Ralston (Gard.) Am. Chicle (Bates) Ritchie (K&E) Union Carbide (Esty) W-F \$82,500	Charlie Farrell Show (L 9/19) Am. Home (Bates) Se-F \$18,000 To Tell The Truth! (9/26 S)	Riverboat (7:30-8:30) Del Monte (McCann-E.) A-F \$72,000	Bronco (alt wks 7:30-8:30) B'n & Wman Chevrolet (C-E) DuPont (BBDO) Hagar (Tracy- Locke) W-F \$82,000	No net service	Laramie (7:30-8:30) Philip Morris (Burnett) Colgate (Bates) W-F \$65,000	Music Summ
8:00	Maverick	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	Music On Ice (8-9) sust (L 9/12) National Velvet † (9/18 S)	Cheyenne Johnson & J (Y&B) P&G (B&B)	The Texan (L 9/12) Brown & Wman (Bates) alt All State (Burnett) W-F \$37,000 Pete and Gladys! (9/18 S)	Riverboat	Sugarfoot (alt wks 7:30-8:30) Carnation (EWRB) Polk Miller (Ayer) W-F \$82,000	Peck's Bad Girl sust	Laramie Del Monte (McCann-E.)	Music Summ
8:30	Law Man B. J. Reynolds (Esty) Whitehall (Bates) W-F \$61,000	Ed Sullivan	Music On Ice Tab Hunter! (9/18 S)	Bourbon St. Beat (8:30-9:30) B'n & Wman (Bates) Alberto Culver (Wade) A-F \$80,500	Father Knows Best Lever (JWT) alt Boss! (JWT) Se-F \$39,000	Wells Fargo Amer Tobacco (SSC&B) alt P&G (B&B) W-F \$47,000	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$40,000	Dobie Gillis Pillsbury (Burnett) alt Philip Morris (Burnett) Se-F \$37,000	Gas Co. Playhse Amer. Gas Assn. (L&N) Dr-F \$14,000 alt wks NBC Playhouse sust (L 9/20)	Ozzie Kodak Quake Se-F
9:00	The Rebel L&M (DFS) alt P&G (Y&B) W-F \$43,500	G. E. Theatre Gen Electric (BBDO) Dr-F \$51,000	The Chevy Mystery Show (9-10) Chevrolet (Camp-E)	Bourbon St. Beat Reynolds Metals (L&N) Polk Miller (Ayer) Gen. Foods (B&B)	Spike Jones Show Gen Foods (B&B) MuL \$20,000	Peter Gunn Bristol-Myers (DCS&B) alt B. J. Reynolds (Esty) My-F \$38,000	The Rifleman Miles Lab (Wada) alt P&G (B&B) Ralston (Gardner) W-F \$38,000	Lighttrope (L 9/13) J. B. Williams Co. (Parkson) alt Am Tob (SSCB) My-F \$39,000 Special Program (9/20; 9-9:30) T B A	Richard Diamond (L 9/6) P. Lorillard (L&N) alt sust Thriller! (9-10; 9/13 S)	Hawai 9:30 Carto W-F (alt My-F
9:30	The Alaskans (9:30-10:30) L&M (Mc-E), Armour (FCB) Gen. Fds (B&B) Polk Miller (Ayer) A-F \$77,500	Hitchcock Presents (L 9/25) Bristol-Myers (Y&B) My-F \$39,000	The Chevy Mystery Show	Adv. In Paradise (9:30-10:30) Reynolds Metals (L&N) Chevrolet (C-E) Armour (FCB) A-F \$80,000	Celebrity Talent Scouts Gen Foods (B&B) VL \$32,000	Alcoa-Goodyear Theater (L 9/19) Alcoa (FSB) alt Goodyear (Y&B) Dr-F \$39,000 Dante! (9/26 S)	Colt .45 Whitehall (Bates) Brn&W (Bates) W-F \$18,000	Comedy Spot (L 9/20) Pet Milk (Gardner) alt S. C. Johnson (NL&B) Se-F \$14,000 Red Skelton Show! (9/27 S)	Arthur Murray Sterling (DFS) alt Block (Grey) (L 9/6)	Hawai Am (alt Haw (alt (C
10:00	The Alaskans Chevrolet (amp.-E.)	Lucy In Connecticut Lever (JWT) Se-F \$12,000	Loretta Young Tood (North) alt Warner Lam (Lam & Fesley) Dr-F \$49,500	Adv. In Paradise Gen Fds. (B&B) L&M (B&B)	New Comedy Showcase (L 9/19) Lorillard (L&N) alt Gen. Foods (Y&B) Se-F \$18,000 Hennese! (9/26 S)	Purex Specials (10-11) (L 9/12) Purex (Weiss) Dr-F \$225,000 Barbara Stanwyck Theatre! (9/19 S)	Alcoa Presents Alcoa (FSB) Dr-F \$35,000	Diagnosis: Unknown (L 9/20) (10-11) S. C. Johnson (NL&B) Polaroid (DDB) My-F \$40,000	M Squad (L 9/15) Am Tob (SSCB) A-F \$31,000 NBC Specials! (10-11; 9/20 S)	W-F Milk (alt Se-L
10:30	Johnny Staccato Alberto Culver (Wade) A-F \$11,500	What's My Line Kellogg (Borntatt) Sunbeam (Perrin Paus) Q-L \$32,000	No net service This Is Your Life! (9/25 S)	Ted Mack & The Original Amateur Hour J. B. Williams Co. (Parkson) V-L \$23,000	June Allyson DuPont (BBDO) Dr-F \$44,000 Presidential Countdown (8/12-10/31) Westinghouse (Ketchum-MacL)	Purex Specials Jackpot Bowling! (9/18 S)	No Net Service	Diagnosis Unknown Garry Moore Show! (9/27 S)	No net service	W-F

*at the per segment. Prices do not include sustaining, participat-
ing or co-op programs. Costs refer to average show costs including
talent and production. They are gross (include 15% agency commission)

†Fall programs beginning during this comparagraph time period.
‡They do not include commercials or time charges. This chart covers period
29 Aug.-25 Sept. Program types are indicated as follows: (A) Adventure
(Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr)

Leadership



Fred Hillegas
NEWS



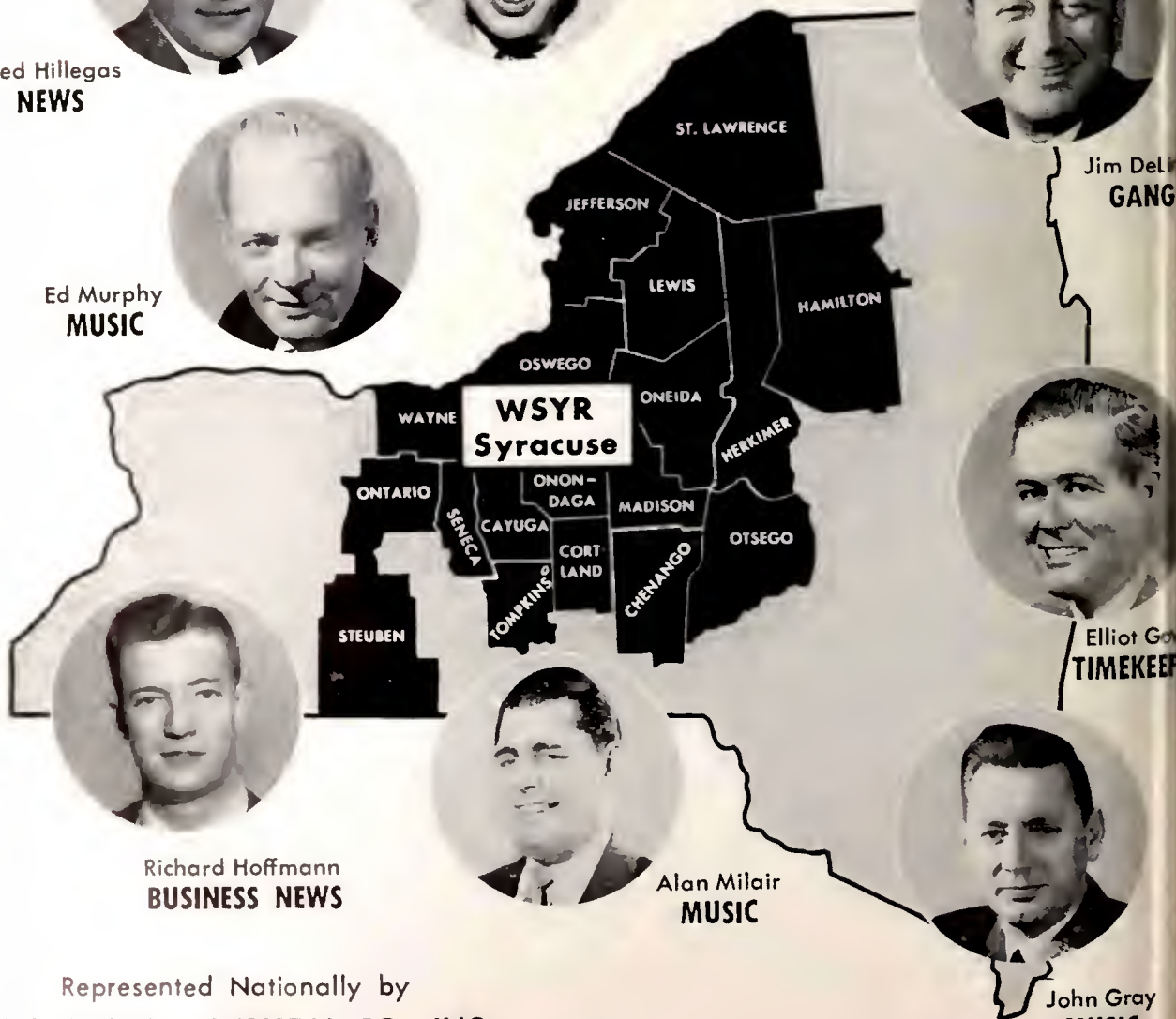
Joel Mareiniss
NEWS



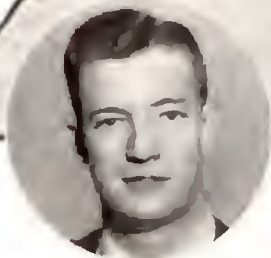
Jim Dell
GANG



Ed Murphy
MUSIC



Elliot Gow
TIMEKEEP



Richard Hoffmann
BUSINESS NEWS



Alan Milair
MUSIC



John Gray
MUSIC

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THE HENRY I. CRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

8 Counties, 471,290 Homes, 1.6 Million People, \$3 Billion Buying Power . .

**AND SELLS THESE
HOMES WITH
RADIO'S GREATEST
PERSONALITIES!**



Bill O'Donnell
SPORTS



Deacon Doubleday
FARM



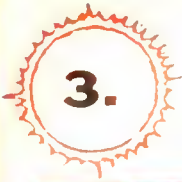
Carol Johnson
WOMEN

NBC in Central New York

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

The graphic features the station's call letters 'WSYR' in large, bold, white letters against a black background. Above the letters, it says 'NBC in Central New York'. Below the letters is a stylized illustration of the station's building. At the bottom, it lists the station's power (5 KW), location (SYRACUSE, N. Y.), and frequency (570 KC).



3.

DAYTIME

COMPAR

	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
10:00		Lamp Unto My Feet sust			December Bride sust	Dough Re Mi sust		December Bride sust	Dough Re Mi Jergens (L 8/30) alt. sust. sust.	
10:15									Play Your Hunch Colgate alt	
10:30		Look Up & Live sust			Video Village sust	Play Your Hunch Brn. & Wmsn. alt Whitehall Colgate		Video Village J. B. Williams sit sust	Hunch Colgate alt Hartz (9/6 S) Sterling alt Colgate	
10:45										
11:00		UN in Action sust			I Love Lucy sust	Price Is Right sust. Sterling alt Whitehall		I Love Lucy sust Gen. Mills alt sust	Price Is Right sust	
11:15										
11:30		Camera Three sust			Clear Horizon sust	Concentration Culver alt Lever Mennen alt Lever		Clear Horizon sust Scott alt Toul	Concentration Frigidaire Alberto Culver	
11:45										
12N										
12:15				Restless Gun sust	Love of Life sust Amer Home Prod alt sust	Truth or Consequences Miles P&G	Restless Gun Armour, J&J S. C. Johnson	Love of Life Gen. Mills alt Best Foods Amer Home	Truth or Consequences Nabisco alt sust Culver alt sust	Restless Lever,
12:30	Johns Hopkins File 7 sust.			Queen-Day (9/5 S) Hartz, Gen. Mills, Ex-Lax, J&J, Staley, Borden, Lever	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Culver alt sust. P&G alt sust.	Queen-Day (9/6 S) Hartz, Ponds, Hills, B-nut, Norema, Min- Maid	Search For Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt sust sust	Queen (9/7 S) Gen. Lever, A. Ponds, P.
12:45										
1:00	College News Conference sust			About Faces Min. Maid Whitehall	News (1-1:05) sust No net service	Ne net service	About Faces Sterling Drug, Lever, Gen. Mills, Armour, S. C. Johnson	News (1-1:05) sust Ne net service	No net service	About S. C. J. Lever,
1:15										
1:30										
1:45		Baseball Game of Week (part.) (1:45- concl.)	Frontiers of Faith sust		World Turns P&G Nabisco alt H. Curtis	Ne net service		World Turns P&G Sterling alt Carnation	No net service	
2:00				Day In Court Ponds, Sterling, Lady Esther Toni, S. C. Johnson	Full Circle sust	Jan Murray Show (9/5 S) sust sust	Day In Court Toni, J&J., B-Nut	Full Circle sust	Jan Murray Show (9/6 S) sust sust	Day In Ex-Lax, Whitehall
2:15		Baseball	TBA							
2:30			Major League Baseball Bayuk ¼ regional Burch ¼ regional	Gale Storm Ponds, Sterling, Beech-Nut	Art Linkletter Lever J. B. Williams Van Camp	Loretta Young sust P&G	Gale Storm Sterling, Ponds, Lever	Art Linkletter Scott alt Toni Kellogg	Loretta Young sust Gold Seal alt sust (9/20 S)	Gale Lever S. C.
2:45		Baseball								
3:00										
3:15	Open Hearing sust		Major League Baseball various sponsors	Beat The Clock Armour, Ex-Lax, S. C. Johnson	Millionaire Colgate	Young Dr. Malone Block (L 9/5) alt Gold Seal (9/19 S) P&G	Beat The Clock Lever, J&J, Beech-Nut, Lady Esther, S. C. Johnson	Millionaire sust	Young Dr. Malone P&G alt Plough (L 9/6) Sterling alt P&G	Beat The J&J, A. Staley, B. S. C. J. Dow-C.
3:30										
3:45			Major League Baseball	Who You Trust? Lever, Armour B-Nut, J&J S. C. Johnson Toni	Verdict Is Yours sust alt H. Curtis Amer Home alt sust	From These Roots sust Dumas Milner (L 9/12)	Who You Trust? Ex-Lax, Ponds Whitehall, Cocy Dow-Corning	Verdict Is Yours sust Scott alt Toni	From These Roots sust Dumas Milner (L 9/13)	Who You Beech-N F&J, Ex- Lax, La- Lever, M.
4:00										
4:15		Major League Baseball		American Bandstand Gen. Mills, Lever, Polk Miller, Western Tablet	Brighter Day sust Secret Storm Amer Home Prod	Comedy Theatre sust	American Bandstand Walch, Lever, Gen. Mills Western Tablet	Brighter Day P&G Secret Storm Gen Mills alt Scott	Comedy Theatre sust	Amer. Western Beech-N Armour,
4:30										
4:45			Pro Football (2-concl.; 9/25 S)	Amer. Band. Armour	Edge of Night P&G H. Curtis alt sust	Adventure Thea. sust Here's Hollywood (9/5 S)	Amer. Band. Toni, Hollywood Candy, Northam War., Plough Positan	Edge of Night P&G Sterling alt sust	Adventure Thea. sust	Amer. Gen. Mi Hollywe Vick O
5:00										
5:15	Matty's Funday Matral		World Champ. Golf Natl. Singles Tennis Champ. (5-concl.; 9/11) sust	American Bandstand oo-op			American Bandstand oo-op			Amer Band oo
5:30										
5:45	Loose Ranger Gen Mills	Face the Nation sust	No Net Service	Captain Gallant Gen. Mills			Rocky & His Friends Gen Mills Kool Aid			My File Gen. M Kool Aid

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH

The network schedule on this and preceding pages (42, 43) includes regularly scheduled programing from 29 Aug. to 25 Sept., include (with possible exception of changes made by the networks after presstime). Irregularly sched-

AGRA PH

29 AUG. - 25 SEPT.

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY			
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Bride Jergens (L 9/7) Block Drug (L 8/31)		December Bride sust	Dough Re Mi Gold Seal (9/22 S) sust Nabisco alt sust		December Bride sust	Dough Re Mi sust		Heckle & Jeckle sust Gen. Mills	Howdy Doody Nabisco alt sust sust	
Village Williams sust	Play Your Hunch Coty alt sust Colgate	Video Village sust	Play Your Hunch Colgate Miles alt Heinz	Video Village sust	Play Your Hunch Colgate alt sust Colgate alt sust	Mighty Mouse sust Colgate alt sust	Ruff & Reddy sust Gen Foods			
Lucy alt	Price Is Right Frigidaire alt Sterling Heinz alt Culver	I Love Lucy sust U. S. Steel alt sust	Price Is Right Lever alt sust Miles alt sust	I Love Lucy Best Fds alt sust Gerber alt Kodak	Price Is Right Lever alt sust Culver alt sust	Lone Ranger Gen Mills sust	Fury Sweets Co. Gen Foods			
Arizona to	Concentration Miles alt Gen. Mills (9/28 S) Nabisco alt Proctor-Silex (9/13 S)	Clear Horizon sust	Concentration sust alt Lever Heinz alt Whitehall	Clear Horizon Eastman Kodak alt sust	Concentration Miles alt Lever Lever alt Brn & Wmsn	I Love Lucy sust	Circus Boy Miles alt Nettle sust			
Life alt e Prod	Truth or Consequences Helms sust	Restless Gun Hill, S. O. Johnson Queen-Day	Love of Life sust Amer Home	Truth or Consequences Hartz (9/8 S) alt sust P&G	Restless Gun Lever Min. Maid	Love of Life Lever Gen Mills alt sust	Truth or Consequences Frig. alt sust P&G alt Whiteball	Lunch With Soupy Sales Gen. Foods	Sky King Nabisco	True Story sust Sterling Drug
For ew Light	Could Be You Whitehall alt sust Heinz alt sust	(9/8 S) Hartz, Tonl. Armour, BonAmI, Min. Maid, Ponds, Bordens, J&J, Sterling	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt Nabisco P&G	Queen-Day (9/9 S) Gen. Fds, Coty, Tonl, B-Nut, Ex-Lax, Armour, Dow- Coming	Search for Tomorrow P&G Guiding Light P&G	Could Be You Frigidaire alt sust P&G	Saturday News sust	Detective Diary Sterling Drug sust	
is sust ervice	No net service	About Faces Ponds S. C. Johnson Lever, Beech-Nut	News (1-1:05) sust No net service	No net service	About Faces S. C. Johnson Lever, Hill Bros. Armour, Ponds Sterling	News (1-1:05) sust No net service	No net service	No net service	Mr. Wizard sust	
Turns ing	No net service	As the World Turns P&G Pillsbury	No net service	World Turns Best Foods Gen Mills alt sust	No net service	No net service	No net service	No net service	No net service	
Circle	Jan Murray Show (9/7 S) sust	Day in Court Gen. Fds., Lever J&J, Coty, B- Nut, Sterling, S. C. Johnson	Full Circle Tonl alt sust	Jan Murray Show (9/8 S) Lever, Armour Proctor-Silex, (9/22 S) alt sust alt Heinz	Day in Court Lever, Armour Min. Maid, Tonl, B-Nut, Ex-Lax, J&J, S. C. Johnson	Full Circle Lever alt sust	Jan Murray Show (9/9 S) Nabisco alt sust Culver alt Block	Baseball Game of Week Falstaff, Colgate State Farm Ins. Gen Mills Sp-L \$8,000,000*		
Letter con ner	Loretta Young Nestle alt sust Frigidaire alt sust	Gale Storm Staley, Lever, J&J, S. C. Johnson	Art Linkletter Lever alt Drackett Pillsbury	Loretta Young Nestle alt P&G Heinz alt P&G	Gale Storm J&J, S. C. John- son, Armour, Gen. Mills	Art Linkletter Lever Bros Bauer & Black alt Armstrong	Loretta Young sust P&G alt G. Mills (9/30S)			
ire	Young Dr. Malone Plough, B&W, (L 9/7) Heinz, Jergens (L 8/31)	Beat The Clock Lady Esther, Gen. Foods, Knapp Monarch, S. C. Johnson	Millionaire Stand. Brands alt sust Drackett alt sust	Young Dr. Malone Miles alt Culver P&G alt Gen. Mills (9/29 S)	Beat The Clock Beech-Nut, Lever Armour, White- ball, Ponds	Millionaire Colgate alt sust sust	Young Dr. Malone Coty alt Mennen Sterling alt Nabisco From These			
Yours alt	From These Roots sust Brn & Wmsn. (L 9/7) Proctor-Silex (9/21 S)	Who You Trust? Ponds, Gen. Fds. Lever, B-Nut, Tonl, Armour S. C. Johnson	Verdict Is Yours Sterling alt Lever sust alt Amer. Home	From These Roots sust Jergens (L 9/8) alt sust	Who You Trust? Gen. Mills Stal- ey, S. C. John- son, Whitehall	Verdict Is Yours Gen Mills alt sust Lever	From These Roots Gold Seal (9/23 S) alt Dumas Milner (L 9/16)			
Day orm Prod	Comedy Theatre sust	Amer. Band. Lever, Gen Mills B-Nut, Welch Armour, Holly- wood Candy	Brighter Day Drackett alt sust Secret Storm Amer Home	Comedy Theatre sust	Amer. Band. Welch, Gen. Mills, Lever, Tonl, Posltan	Brighter Day Best Foods Secret Storm Amer Home Prod alt sust	Plough alt sust Comedy Theatre Proctor-Silex (9/23 S) alt sust Natl.-Amer. League Baseball Gillette Sp-L \$2,750,000*			
Light alt	Adventure Thea. Hartz (9/7 S) alt sust	Ame. Band. Northam-War- ren., Tonl, Posl- tan, Western Tablet	Edge of Night P&G Pillsbury	Adventure Thea. sust alt P. Silex (9/15 S) sust	Amer. Band. Armour, Albert Culver, West- ern Tablet	Edge of Night sust Amer Home alt Sterling	Adventure Thea. sust			
		American Bandstand oo-op		American Bandstand oo-op				Natl. Singles Tennis Champ. (5-concl., 9/10) sust		
		Rocky and His Friends Gen Mills Kool Aid		Rin Tin Tin Gen Mills Kool-Aid						

*These are package prices and include time, talent, production and cable costs.

led programs appearing during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; *Sunday News*

Special, CBS, Sunday, 11-11:15 p.m.; *Today*, NBC, 7-9 a.m., Monday-Friday, participating; *News* CBS, 7:45-8 a.m. and 8:45-9 a.m., Monday-Friday. All time periods are Daylight Saving.

FILM does the
"impossible!"



ALWAYS shoot in color . . . Eastman Color Film . . . You'll be glad you did.

or example, helping LESTOIL seek out and sell millions of housewives through brilliant, imaginative, instantly understood ANIMATION is possible only with film.

In fact, film—and film alone—does these 3 things for you: (1) gives you crisp, vivid animation; (2) provides high-polish commercials rich with optical effects; (3) assures penetration and coverage the world over.

For more information, write Motion Picture Film Department
ASTMAN 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 Eastman Professional Motion
Picture Films, Fort Lee, N.J.,
Chicago, Ill., Hollywood, Calif.



Advertiser: LESTOIL Inc.

Producer:

Robert Lawrence Animation Inc.

Advertising Agency:

Jackson Associates Inc.

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

Miles Laboratories, Inc., Elkart, Ind.: Schedules for Alka-Seltzer start 6 September in 75-100 markets. Placements of night minutes are set for 31 to 39 weeks, depending on market. Media associate: Andy Anderson. Agency: Wade Advertising, Inc., Chicago.

J. A. Folger & Co., Kansas City: Folger's Coffee campaign begins 5 September for 15 weeks. Prime 20's and I.D.'s are being used in moderate frequencies. Buyer: Frank Martin. Agency: Cunningham & Walsh, Inc., New York.

American Sugar Refining Co., New York: Fall activity on Domino sugar begins 11 September in about 50 markets. Schedules are for 13 weeks, day and night minutes and 20's. Buyer: Gerry Van Horsen. Agency: Ted Bates & Co., New York.

Parker Pen Co., Janesville, Wis.: Going into about 60 markets with a campaign to promote three new pens. Night minutes and 20's are being scheduled through the fall to hit both the back-to-schoolers and Christmas shoppers. Buyer: Mary Rodger. Agency: Tatham-Laird, Inc., Chicago.

Welch Grape Juice Co., Westfield, N. Y.: New schedules for Welch's Grape Juice begin 1 September in over 50 markets. Run is for six weeks using day minutes, 10-15 per week per market. Buyer: Shirley Weiner. Agency: Richard K. Manoff, Inc., New York.

R. T. French Co., Rochester: About 25 markets get schedules early September for French's mustard. Day and fringe night minutes and 20's, six to 12 per week per market, are set for 12 weeks. Buyer: Carrie Senatore. Agency: Benton & Bowles, Inc., New York.

Schick Inc., Lancaster, Pa.: Fall schedules for its new electric shaver start early September, in addition to network advertising. Prime and late night minutes are placed through Christmas in about 45 markets. Buyer: Tom McCabe. Agency: Benton & Bowles, Inc., New York.

RADIO BUYS

Nestle Co., White Plains, N. Y.: Mostly renewing on Nescafe Instant Coffee, in about 75 markets. Schedules start 26 September. 20-35 day and traffic minute spots per market per week. Buyer: Phil McGibbon. Agency: Wm. Esty & Co., New York.

Standard Brands Inc., New York: Schedules in about 40 markets begin at different times in September for Hunt Club Dog Food. Day and traffic minute placements of mostly six weeks are being bought, with a 50-60 per week per market frequency. Buyer: Connant Sawyer. Agency: Ted Bates & Co., New York.

Charles Gulden, Inc., Saddle Brook, N. J.: Short schedules for its mustard begin 29 August in about 20 markets. Moderate frequencies of day minutes and 20's are being used. Buyer: Doug Humm. Agency: Charles W. Hoyt, New York.

SINGLE RATE

(Continued from page 31)

clear, does not apply to the Ford dealers' group.

The widespread circumventing of the rep in local rate deals has not only cut him out of commissions (though, in some cases, special commission deals are made to compensate the rep) but has convinced the rep that he must, as never before, stress the value of his function in the broadcast advertising scheme.

On page 31 is one rep's summary of the values the station's sales representative offers to the business. "They are not enumerated," explains Robert Eastman, "as an attempt to justify our existence but rather to indicate worthwhile qualities which would be put in jeopardy if direct dealing and circumvention of the representative were carried to an extreme that might cause economic injury and, therefore, a reduction of the many extra services performed for the ultimate benefit of advertisers."

SINGLE RATE: BOX

(Continued from page 30)

stations with flexible rate structures.

To us at Balaban there was only one course of action: the adoption of a single rate standard was the only way to serve the best interests of agencies, advertisers, and the broadcast industry. We were warned by some agency executives and by many broadcasters that the one rate policy would cost us hundreds of thousands of dollars in business.

On the other hand we received vigorous support from our national representative (Robert Eastman) and advice and encouragement from outstanding industry figures (Harry Renfro, vice president and radio/tv director, D'Arcy Advertising) and leading editors (John E. McMillin, SPONSOR).

A year and a half later our month-to-month survey in all Balaban markets—all of which have stations with at least dual rate situations—indicates that our single rate standard has cost us not one account nationally and less than a dozen lost locally. More important, we know of several substantial national orders where the Balaban stations received the entire budget for the market simply because dominant ratings were backed up by a firm single rate policy.

This week we find backing, at least

in principle, by SRA. We applaud it, because in two Balaban markets, our stations are still the only one-rate facilities. In the period since the inauguration of the single standard the gross volume of WIL, St. Louis, has nearly doubled; KBOX, Dallas, gross has tripled and WRIT, Milwaukee, is up 40%. Our account executives are never plagued with the necessity of explaining rate differentials. They can devote their time to creative selling of the media secure in the knowledge that the advertiser knows he will be paying equal rates for equal services.

Balaban general managers and sales managers have called upon scores of advertisers and agencies to explain the importance of adherence to a single-rate standard and why we believe in it. I have pointed out that in many cases the highly skilled services of top advertising agencies are diminished for prospects buying their spot radio through local factors: that with a single rate system there is no need for subterfuge.

At the recent Balaban sales seminar in St. Louis the sales managers of the Balaban stations presented an account-by-account evaluation of their station's experience with the one rate policy. They reported that a salient selling point for local advertisers was to stress the inequity of vast rate differentials to the local advertiser. In many instances national rates were two and three times the local rate—but the Balaban men pointed out that so long as national spot was being bought for considerably more than local, no local advertiser could feel secure in the availability he held on a dominant major market station, that the one rate policy meant no penalty for them but simply meant they were insuring their availability situations.

Not until every broadcaster bases his rates on what he knows his product is worth—subscribes to one rate for like services, and makes up his mind to live with it—can he expect to achieve maximum success for himself and ultimate service to advertisers and listeners. Every broadcaster who adheres to the single rate standard will not only feel renewed respect for himself, but will make a major contribution to the entire industry. ▀

SINGLE RATE: WEBB

(Continued from page 30)

made a follow-up call on the agency. The timebuyer said he was buying

KXXX locally. I requested you to make the rate commissionable to us. You write that you have already quoted the local rate which is not commissionable to us or the agency. You ask Greg Macafee to solicit the agency again because it has not yet placed the schedule. Greg Macafee says he cannot justify this solicitation because you have quoted the local rate which is not commissionable to us.

Recently, a large agency in Philadelphia announced it was considering a plan to make all purchases of time directly from the station—and thus place no schedules through representatives. Frankly, Jerry, this doesn't worry me very much. *If all agencies do this, then the station managers' and the representatives' next move will be to make an arrangement for the station to compensate the representative for the pitches he makes on behalf of the station.* If the station has a salesman calling on the advertising agencies, that station is certainly going to make more national sales than the station which doesn't have any such salesman pitching it along Madison Avenue. Very few station managers will be content to let the agencies come to them.

But perhaps it would be well to put myself in the Blitz Beer timebuyer's position. My thinking would go something like this: Should I buy KXXX again this year? I would call in the representative for KXXX. Then I would let him try to convince me I should buy KXXX. If he did, then I would find out what rate I paid for the station last year. I would either call the station directly, or ask the distributor to find out at what rate he could buy the station. Then I would buy the station through whatever individual could get me the lowest rate on KXXX. That the representative was left holding the sack without any commission would not worry me. That's a problem for the representative and the station manager to solve, not me.

The position of the national advertiser and its agency is that it doesn't cost a radio station any more to broadcast a local spot than a national spot. And the national advertiser says he wants to get the same break as another advertiser. If he has to go to the station directly to do it, then that is what he says he is going to do.

(Please turn to page 74)

It's the
BIGGEST
45 MINUTES
IN
BUFFALO



MON. thru FRI.
5:15 - 6 P.M.
ON
WBEN-TV

Get
aboard
the

BIG MAC SHOW



Food, toys, candy, clothing — all youth-inspired items plus merchandise for adults get effective exposure in this new WBEN-TV late-afternoon entertainment package.

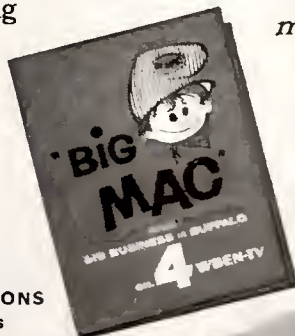
Youngsters revel in the kiddie acts, circus features and adventure segments. Adults enjoy the nostalgia of seeing big names of a bygone day.

From Warners' 2000-plus

get the facts
in our new

BIG MAC

brochure . . . from
HARRINGTON, RIGHTER & PARSONS
National Representatives
or write



library of famous featurettes, 210 are professionally integrated into daily programs of interesting variety.

THE BIG MAC SHOW can do a big job for you in Western New York. With back-to-school planning and holiday promotions coming up, *now's the time to make your move.* A good place is the BIG MAC Show on Ch. 4 — where your dollars always count for more.

WBEN-TV

The Buffalo Evening News Station



CH.
CBS in Buffalo
Affiliated with WBEN Radio

4

How can broadcasters woo newspaper advertisers?

Michael S. Artist, *prom. mgr., WAST, Albany, N. Y.*

A confirmed newspaper advertiser can be switched to television if the tv salesman knows his subject. That is not so much his knowledge of television but rather knowledge of the man's product. Most important of all, perhaps, knowledge of the distribution of the product.

WAST bases its sales pitch to newspaper advertisers on two basic points. The first of these is the word "action." That word is inserted into the tried and true phrase "a picture is worth a thousand words." What we say is, "an action picture is worth a thousand words." We can transmit that action picture into the home, which is, of course, a demonstration of the finest points of a product. The action picture is delivered to the audience that counts—be it male or female, adult, child or teenager. It is delivered while they are in the process of being entertained. A simple example for a teen-age product would be an adjacency or spot within *American Bandstand*. The advertiser is then demonstrating his product to a known and susceptible potential buyer. He is not buying a readership not interested in his product; neither is he buying only a possibility of exposure. Television, with its massive audience,



We emphasize coverage and "an action picture is worth a thousand words"

can pinpoint the exposure of a product to a far and greater and more measured degree than any newspaper.

Point two is the obvious fact—"coverage." In our case WAST covers 13 counties in parts of three states. Our metropolitan area, known as the Capital District, consists of three cities—Albany-Schenectady-Troy plus Saratoga County. Each of

these three cities has a daily morning and evening newspaper. To get newspaper coverage for a product in this area the advertiser must buy a minimum of four daily newspapers and probably all six. The buy of four newspapers would represent one in Albany, one in Schenectady, and both papers (this is required), in Troy.

To be even more specific let's take a mass consumer product. One of the main food chains in the East has approximately 90 supermarkets within WAST's coverage area. Of these 90 supermarkets only 16 are actually located in the three cities themselves—the main area covered by newspaper. What about the other 74 not delivered by papers?

This is a prime example of knowing the distribution of a product. This knowledge and an intelligent presentation of coverage and the action picture should make a convert out of even the greatest newspaper advocate.

W. Thomas Hamilton, *gen. mgr., WNDU-TV, South Bend, Ind.*

We take the approach that tv provides an entrepreneur with a way to extend his own personal face-to-face selling methods in his own place of business to all his prospects in their homes while they're in a receptive mood.

His own image (or that of his store), his own personal persuasion, his own beliefs in the merchandise he offers—all can be brought from his physical store location into the home by means of tv. We try to proceed from this point to the fact that tv does things that newspapers cannot do. These things are obvious but worth repeating. First, it can demonstrate with action both the items themselves and ideas about the items or store which are desirable. Second, tv can reach thousands of homes which don't even receive the local newspaper. Simply by running down the homes per county against the circulation of a newspaper, gaping holes in coverage are apparent. This is par-

ticularly true outside the city and metro area. I don't know about other cities, but in ours, the business that comes to South Bend from the perimeter of the trading area is extremely important both in quantity and quality of customers. We have obtained tv coverage studies by county to enable us to compare tv viewing to newspaper circulation.

We try to convince our prospects that, without too much imagination



Show that commercial is equivalent to full-page ad, plus action, personal sell

a spot on tv can be visualized as a full-page advertisement. If he ran a newspaper ad with 120 words of copy and 10 visuals, even discounting the lack of action and personal "sell," he would need more than a full page. And on tv he has no competition on the "full-page screen" while he's on for one-sixtieth of an hour. If he can't hold the attention of most of the viewers then the copy or the presentation is at fault. (Here is where video tape has been a great boon in selling print-orientated retailers and keeping them on the air.)

Finally, we concentrate on getting across the idea that television selling is intrusive and dynamic, while newspaper advertising is static—catalogue. Papers like to make hay of the fact that some surveys show people "prefer" newspaper advertising more than tv advertising. Sure they do—their eyes don't have to look at it! If the reader is on the market for the product and the price is right, he buys, otherwise who reads beyond the ad heading? But if everyone waited until a prospect felt like buying—what a mess we'd all be in in the business of advertising and selling!

These are the basic points, all of which we try to get across, not

once but over a period of time. We find that if the prospects believe these points before the sale is made we can keep them on the air long enough (through the first botched-up commercial and the first store sale that falls flat) to have them learn for themselves the value and power of television advertising.

Jack L. Sandler, v.p. of Storz Stations & gen. mgr. of WQAM, Miami

The question of how to get advertising dollars away from newspaper and into radio has been a sore spot with this broadcaster for many years, and I have been in radio for 21. Too often, a radio station is content to get a few surplus dollars after a heavy print buy is made. The answer in Miami came during the past two months.

A downtown business council of major stores called a meeting, to which radio was invited. Our cooperation in promoting a downtown Sale-A-Thon was asked. Under normal circumstances, my answer, and the answer of any radio executive, would and should have been, "no." However, a promise was made that, if the first event was successful, radio would get its fair share in the future.

So, for the umpteenth time, we took the bait and went all-out, including remotes and promo spots. It was not one-station job, but a combination of the four top radio stations in the market, which resulted in as many listeners as a combination of heavy print in the two leading Miami newspapers. The first Sale-A-Thon was a tremendous success because of radio's all-out cooperation. The second Sale-A-Thon was held this past week. This time radio got a little more money



Joint effort by top stations to sell radio to merchants' advisory boards

from the merchants' association, and for the first time, in addition, some of the merchants themselves placed budgets on the top three radio stations. The success of the second was phenomenal, as can be judged by the crowds and the increased volume of business done by the merchants.

(Please turn to page 78)



You've Got to Head for the Finish Line to be in the Money!

Your campaign will finish in the money if you start by buying broadcast IN Lexington. In all the world, only Lexington broadcasters effectively influence the \$445,793,000 retail purchases made by 559,200 people in the growing 30-county Lexington trading area. Get your share of \$657,165,000 consumer spendable income by buying broadcast IN Lexington . . . Don't head the wrong direction in planning your next campaign.

You Have to Buy LEXINGTON to Cover the Rich, Growing 30-County Central Kentucky Market



Get the Facts

FROM THE FABULOUS FIVE IN LEXINGTON
WBLG ★ WLAP ★ WVLK ★ WKYT-TV ★ WLEX-TV



Entire new TV series, "The Robert Herridge Theater," produced on Live Action "SCOTCH" BRAND Video Tape

"The Robert Herridge Theater" is an unusual half-hour television series offering special treatments of dramas, jazz and ballet. Produced for CBS Films by Mr. Herridge, all 26 shows have been reproduced exclusively on "SCOTCH" BRAND Video Tape.

Why video tape? Because it reproduced the "live" feeling of the original performances, eliminated fluffs, cut production costs sharply and made schedules more flexible. People throughout the television in-

dustry are turning to video tape for incomparable fidelity, speed and economy in recording TV specials, location and commercial programming.

Order your copy of "The Show Is On Video Tape," booklet of three television case studies in planning and production of a network commercial, a drama program and a local "spectacular." Send 25¢ in coin to cover mailing and handling to 3M Co., Box 3500, St. Paul 6, Minnesota.



MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



3M is a Registered Trademark of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. ©1960 3M Co.

WASHINGTON WEEK

29 AUGUST 1960

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SPONSOR

PUBLICATIONS INC.

The House made it official by means of a voice vote, in which no "nays" were heard: the broadcasting industry will be relieved of the need to grant equal time during the 1960 campaigns to presidential and vice presidential candidates.

After being passed by the Senate and then languishing in the House during the regular session of Congress, the bill went through under the suspension of rules procedure.

As soon as President Eisenhower signs the measure, the way will have been cleared for the free time already offered Nixon and Kennedy by the networks.

Two sets of eyes will be watching broadcasters for signs of unfairness, however. Despite the fact that the Senate Committee had long since set up a watchdog group to check on broadcasters, Rep. Oren Harris, chairman of the corresponding committee in the House, announced that his group would also conduct a probe.

The Senate subcommittee under Sen. Yarborough will check the manner in which broadcasters handle not only their presidential-vice-presidential freedom from Sect. 315, but will also probe on how the loosening of that section passed last year is affecting coverage.

Bogged down in the medical care situation after a long wrangle about minimum wage legislation, the Senate is still set to pass very quickly and with relatively little debate a bill to provide for FCC fines.

Some of the teeth of the bill were removed by Commerce Committee, as compared with the version passed by the House.

Overall, the measure provides for fines of up to \$10,000 for violations by broadcasters of the communications act and FCC regulations, at a \$1,000 per day clip. The House bill had no limit on the fines. The House bill also contained a provision for suspension of station licenses for periods of up to 10 days. The Senate group eliminated suspensions entirely.

The measure contains criminal penalties for payola-plugola and quiz show rigging and clarifies the sponsorship identification Sec. 317, so that stations can accept free records, props, etc., within reason.

The FCC came to the end of the trail in its attempt to get more vhf frequency space.

Plan was to get added space from the military to carve out either 25 or 50 competitive vhf channels, if necessary trading present tv uhf channels and vhf channels 2 through 6.

The military never did take to the idea, though it was only last week that the final turn-down was received by the Commission.

The FCC had a moribund proposal to shift all tv to the uhf bands or all tv in important sections of the nation—such as east of the Mississippi. This could now be reactivated.

And now the Federal Trade Commission is after guarantees which do not "conspicuously" reveal their limitations, with major emphasis on mention of guarantees on the air.

The FTC says limitations of time in a 10-second spot are not only no excuse, but represent an open invitation for the commission to prosecute. Conditions of a guarantee must be disclosed or the guarantee can't be mentioned.

FILM-SCOPE

29 AUGUST 1960

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PUBLICATIONS INC.

Look for a big upsurge in station syndication buying in the next few weeks. NBC affiliates, for example, have been waiting for final word on what their local schedule would be and now they have it.

There's more local time now available and final news of it is the green light for long-expected wave of local syndication spending.

Don't overlook specials in syndication: they're starting to take on some of the importance in programing of their network counterparts.

Just like network, syndication is starting to reach a formula of weekly bread and butter shows surmounted in some cases by special shows.

CBS Films' Robert Herridge Theatre, for example, is being programed like a special by Albany Savings Bank on W-TEN and by station KSL-TV, Salt Lake City, and WCBS-TV will likely do the same in New York this fall.

Feature film specials, out of UAA, have included Mark Twain, Noah's Ark and Olympiad Cavalcade this season.

Documentary specials have also been hot: WPIX, New York, has had several, including Russian Revolution, Adolph Hitler, and Berlin Crisis.

Note that entertainment, news, sports, and public affairs are the ingredients of both syndicated and network specials this season.

ITC's Best of the Post will be the first syndicated series to use a national magazine for premiere promotion and, of course, it's the Saturday Evening Post.

A double page ad for the show appears in the 27 August issue of the Post in select markets covering almost 55% of its circulation.

More ads are to follow shortly for audience promotion on the same basis.

Ziv-UA finds its still doing business in 1960 with 36 regional or national clients who've been steady customers for seven years.

They include: Sealtest, Wiedemann, Ford, Holsum, GE, IH, and Phillips.

Among 86 clients back for a fifth year or more are also: Carnation, Safeway, Kroger, Stroh, Iowa Electric, B&W, Pet milk, Moulson's, Household Finance, Swift, Child's Big Chain, and Lincoln Life Insurance.

Incidentally, Ziv-UA's Case of the Dangerous Robin is now sold in 126 markets. (For details, see FILM WRAP-UP, p. 64.)

Station syndication of local attractions on tape is flourishing.

WGN-TV, Chicago, for example, has lined up a number of stations for its 26 week long Great Music From Chicago series with the Chicago Symphony Orchestra.

The stations include KTTV, Los Angeles; KPLR-TV, St. Louis; KTVK, Phoenix; KFAA-TV, Dallas, and KPRC-TV, Houston.

NTA's \$4 million deal for 81 Twentieth Century Fox Pictures raises its library of features from that studio to 522.

Twenty-seven of the 81 new features are post-48's.

If you listen to both feature film men and station men talk about the post-'48's it hardly sounds like they're going on about the same subject.

Feature distributors insist that dominant late movie stations are dying to get new product and will pay top prices—and if they don't then the other stations trying to beef up their feature programing will pay a premium.

Station men are playing it cool, insisting the feature market is already sluggish in general and that they're interested only in pictures, not dates.

Drum-beating is a natural part of the feature film business, but in this case there's a brand new unknown involved: will the post-'48's command appreciably higher prices automatically by virtue of their relative newness?

Look for deliberate indifference on the part of station-buying groups as a tactic to forestall substantial price advances which, unlike the costs of half-hour series, they can't readily pass on to the advertiser.

The first federal action in the film field under the Landrum-Griffith Act is a case involving Animation, Inc. and IATSE Screen Cartoonist Local 839.

Animation's president, Earl Klein, charged he lost a UPA sub-contract because an IATSE agent pressured UPA by pointing out that Animation has no contract with Local 839. The NLRB regional office is looking into the complaint.

It's now possible to draw some conclusions from the ratings evidence of the top syndicated shows of the past season.

Below are Pulse's January to April 1960 four month weighted averages and April audience compositions for the top 25 shows.

Note that only one's an off-network run (Phil Silvers), but three were theatricals (Popeye, Three Stooges, Bugs Bunny), while three near the top were national spot (Death Valley Days, Huckleberry Hound, Quick Draw McGraw).

PROGRAM	DISTRIBUTOR	RATING	AUDIENCE COMPOSITION					TOTAL
			M	W	T	C		
1. Sea Hunt	Ziv-UA	20.1	85	94	15	32	226	
2. Death Valley Days	U. S. Borax	15.9	73	79	16	67	235	
3. Mike Hammer	MCA	15.6	85	87	12	18	202	
4. Huckleberry Hound	Screen Gems	15.3	52	57	17	114	240	
5. Popeye	UAA	15.1	31	37	17	115	200	
6. Quick Draw McGraw	Screen Gems	14.1	49	56	16	111	232	
7. Coronado 9	MCA	13.6	87	95	17	39	238	
8. Bold Venture	Ziv-UA	13.5	83	89	16	39	227	
9. Lock Up	Ziv-UA	13.4	81	92	15	36	224	
10. Shotgun Slade	MCA	13.3	77	81	13	62	233	
11. U. S. Marshal	NTA	13.3	79	85	11	9	184	
12. Johnny Midnight	MCA	13.1	87	93	13	8	201	
13. Phil Silvers	CBS Films	13.1	73	75	18	72	238	
14. Gray Ghost	CBS Films	12.9	71	75	17	58	221	
15. U. S. Border Patrol	CBS Films	12.6	81	88	17	43	229	
16. Rendezvous	CBS Films	12.5	78	94	14	19	205	
17. Three Stooges	Screen Gems	12.3	51	57	18	110	236	
18. Pony Express	CNP	12.1	69	74	18	79	240	
19. Rescue 8	Screen Gems	11.9	77	83	16	52	208	
20. Man hunt	Screen Gems	11.8	84	92	15	31	222	
21. Superman	Flamingo	11.8	49	55	16	112	232	
22. Tombstone Territory	Ziv-UA	11.7	73	79	16	57	225	
23. This Man Dawson	Ziv-UA	11.6	75	85	16	53	229	
24. Four Just Men	ITC	11.5	79	84	16	54	233	
25. Bugs Bunny	UAA	11.1	43	52	15	109	219	

SPONSOR HEARS

29 AUGUST 1960

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PUBLICATIONS INC.

The report persists that following the elections Sig Mickelson will resign as president of CBS News.

Cited reason: his policy and other differences with James Aubrey.

Burnett's Chicago lair has become so tight-lipped and spy-conscious that Prudential Building shoeshine boys are barred.

It's feared that they might carry out information from conversations they overhear.

Or even write a book: *I Was a Shoeblick At Leo Burnett.*

Tv department heads will yet learn that they can't question the judgment of the tv boss for one of the giant users of the medium.

Becoming a casualty is an agency department's program chief who after a recommendation of his had been rejected told a subordinate of that boss he thought it was still in the best interests of the client.

You can expect DuPont's billings—the account's No. 1 at BBDO—to reach the \$30 million level before long.

Also another division to come into tv, which now takes not much below half of DuPont's ad-promotional budget.

Blair's inclusion of copywriting as part of its radio group plan is somewhat of a throwback to the cocoon days of the advertising business.

Both N. W. Ayer and J. Walter Thompson started out as print reps and they found it advantageous to their interests to add the copy-preparation function.

It's strictly mythical but this bit of persiflage has been making the rounds of the Madison Avenue luncheon tables since the switch of the Shell account.

JWT's Norman Strouse in a phone call to OBM's David Ogilvy: You know that it doesn't pay in the long run to take an account away from the world's largest agency.

Ogilvy: We didn't take it away. They came to us and said they were in desperate need of creative help.

Look for P&G to buy into still another nighttime network show, though it's already linked to 10 of them.

It's required to take care, among other things, of Crest and Duncan Hines.

Farm accounts have been thrown into a dither by the animal population figures for 1958 just released.

For many such accounts it means readjusting the foci of their campaigns anent cattle, pigs and broilers.

On August 4, 1960, KHQ-TV - Spokane's first television station - began full power operation from its new antenna atop Tower Mountain.

This most modern of RCA installations beams the channel 6 signal - stronger than ever - from a point 2,150 feet above average terrain, 4,549 feet above sea level.

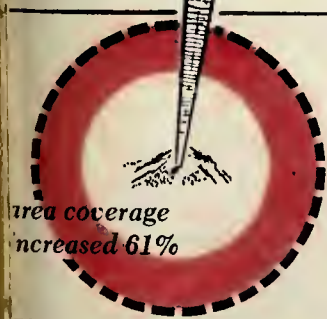
For viewers - and for advertisers - here's what KHQ-TV now offers:

- Service to 20% more TV Homes
- Improved signal for 30% of current Inland Empire TV Homes
- "City Grade" Area doubled - from 1,260 to 2,900 square miles
- Greatest U. S. coverage of any Spokane station.

Note:
Above performance figures based on estimates by George C. Davis, Consulting Engineer, Washington, D.C., and H. C. Bovay, Consulting Engineer, Spokane, Wash.

GREATEST U.S. COVERAGE OF ANY SPOKANE STATION

New 904' tower by DECO



ANTENNA HEIGHT	OLD	NEW
Above Average Terrain	941 ft.	2,150 ft.
Above Sea Level	3,143 ft.	4,549 ft.

KHQ-TV

SPOKANE, WASH. **NB**
CHANNEL 6 **C**

Represented by The Katz Agency, Inc.;
Art Moore and Associates,
Seattle, Wash., Portland, Ore.

BOTH KHQ RADIO AND KHQ TELEVISION NOW MODERNIZED THROUGHOUT WITH FINEST RCA ELECTRONIC EQUIPMENT

NEWS & IDEA WRAP-UP

THREE-YEAR PLAN is doing well for WLW-T's (Cincinnati) '50-50 Club' show, though it confused (l-r) Mrs. Delbert Sturtz, Mrs. Nolan Frye, Mrs. Arius Cook, Mrs. John Ballantyne, who traveled all the way from Columbus, only to be told by sta. receptionist Donna Lohmeier (far l), their tickets were for one year from now. Tickets are distributed once every three years



'THE ROARING' 20'S, new ABC TV series is occasion for gathering of (l-r) Norman Hendershot, ABC TV a.e.; Marilyn Chase, symbolizing famed era, Maurice Bale, pres., Harold F. Ritchie, Richard Kelly, v.p.-acct supv. Kenyon & Eckhardt. They met at N.Y.'s Park Lane Hotel



P&G and Lever are in hot competition for the Tuesday 10-10:30 p.m period on NBC TV, effective in January.

The period is expected to become available then since the network has tied it up for specials for the last 1960 quarter only.

Campaigns:

Carnation's special fall promotion includes the launching of an elaborate "Carnival" scheduled to run 1 October through 30 November. Cars and other prizes will be given away. The account's four tv network shows plus spot radio will be used.

H.I.S. Sportswear is spending \$10,000 on WINS, N. Y., to bear out its contention that "kids are hot for spot radio." The campaign, the manufacturer's first, will run through the end of autumn back-to-school clothes

IN THE BIG LEAGUE is Mutual Bdcstg. System who, this fall, will make available to its affiliates the Army-Navy-Air Force Academy football games. Teaming up on plans: Mutual's president Robert Hurleigh (l); asst. Frank Erwin (r); EWRR acct. supv. Robert David



buying season. Should the test pay off, H.I.S. will buy radio nationally. **H. J. Heinz's** new fall promotion mates soup and crackers. "You buy the soup, Heinz buys the crackers" slogan will be launched in food stores from coast-to-coast next month. Spot tv will be used.

Blumenthal Bros. Chocolate Co. will push their Goober and Raisinet confections on 30 tv stations in 21 markets this fall and winter for 20 weeks, using minutes.

Rapid Relays, Mansfield, Ohio, has mapped out a saturation radio/tv spot campaign to introduce a new automotive product. Heavy emphasis on one-minute spots in prime time, plus adjacencies to sports shows and evening newscasts and participations in newscasts and late movies are planned for 12 major markets. Extensive radio spots aimed at auto-radio listeners are also part of the program.

Great Atlantic Laboratories (Ingalls Associates) is scheduling an

intensive tv campaign in the New England area and New York for its product **Beau Jr.**, hair trainer and dressing for children.

Strictly personnel: **Joseph W. Durber** to Best Foods, a division of Corn Products Sales Company, as product manager . . . **Arthur C. Ericksen**, to Brown & Williamson Tobacco Corp. tv advertising dept.

Thisa 'n' data: **Cream of Wheat**, via BBDO, Minneapolis-St. Paul, is distributing a booklet to the trade containing facts, figures, illustrations and a plastic record which reproduces some past commercial songs and a preview of the fall and winter campaigns . . . **Promotion note:** Three young ladies are touring the U. S. as part of **Paper Mate's** 1960 Back-to-School Caravan—the gals are distributing booklets, giving tips on better penmanship, modeling, and mak-

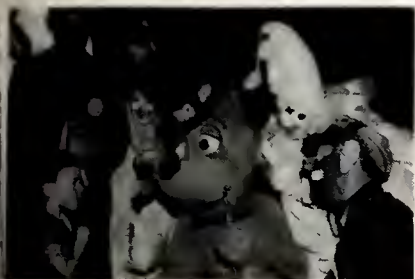
ing radio/tv appearances . . . U. S. District Court ruled against the second **Chemical Corporation of America** slogan "Remember! Where there's life, you'll find bugs—use Freewax." CC of A said it would appeal the decision if the injunction is made permanent.

AGENCIES

Fuller & Smith & Ross' resignation of the **Sterling Silversmith Guild** account was due to the co-op group's decision to take a virtual sabbatical from advertising.

The Guild has spent \$500,000 a year for a couple years in spot radio. The results were gratifying, but the contributors thought that for the coming year it might confine itself to some copy experimenting.

General Artists Corp., closely



CHEERING UP hospital children during the Seattle Seafair are **KING's KLOWNS** and **Huckleberry Hound**, aided by sta.'s d.j. **Frosty Fowler** (rear left). All in all some 500 youngsters were treated to a visit with the tv stars



'HERE'S PIE IN YOUR EYE,' says Little League leaguer to **KDKA-TV's Don Riggs** (back to camera). Pie-throwing, other antics marked sta.'s Junior-All Stars game at Forbes Field

MISS WASHINGTON OF 1960, in real life **Ruth Rea** (r center) and first runner-up **Mattie H. Granger**, are shown with agency judges of WWDC-sponsored contest (l-r) **Joseph Granda, Mc-E; Robert Kelly, Lennen & Newell; Al Long, John Blair; Henry Chadwick, John Blair; Ray Jones, Y&R; George Stapleton, Geyer, Morey, Madden & Ballard; Jack Accetta, Aitkin-Kynett**



"IT'S A FACT..."



*The Death of Socrates
Jacques-Louis David (1748-1825)*

**Houston is Sixth in the Nation ...
K-NUZ IS THE NO. 1* BUY
IN HOUSTON**

at the lowest cost per thousand!

*See latest Pulse or Nielsen



24 HOUR MUSIC and NEWS



**MEMBER OF
TEXAS QUADRANGLE**

**National Reps.:
THE KATZ AGENCY,
INC.**

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

**IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581**

identified with ad agencies over 27 years because of its representation of radio-tv stars, has been bought by a syndicate.

The syndicate, headed by Herbert Siegal, son-in-law of Ike Levy, radio pioneer, also owns a Fort Wayne brewery, Centlever.

Financial deal: \$750,000 in cash and a million dollars worth of stock in the brewery.

Mrs. Vivian Rockwell, widow of the GAC founder, Thomas G. Rockwell, held 68% of the stock.

Among the names agented by GAC: Perry Como, Peggy Lee, Nat King Cole, Bobby Darrin, Andy Williams, Steve Lawrence, Edye Gorme.

As Rockwell-O'Keefe the firm introduced to sponsored radio such names as Bing Crosby, Ruth Etting, Casa Loma Band, Connie Boswell, Tommy Dorsey, Ken Murray, the late Joe Penner.

Agency appointments: The Seebur Corp. to Keyes, Madden & Jones . . . New Nestle products, Keen, t K&E.

Mergers: Chambers Wiswell Shattuck, Clifford, & McMillan Boston with Grant Advertising Joint billing: over \$100 million . . . Brahms-Gerbert with Birnbaum-Wolf both Baltimore. Joint billing more than \$1 million.

New branch: Lennen & Newell Honolulu.

Admen on the move: M. D. Newman to account supervisor at Hall Co., Richmond, Va. . . . Dennis Clark to account executive, K&E, Los Angeles Div. . . . Thomas J. Pritchard to administrative manager, Dancer-Fitzgerald-Sample Dayton office . . . Edward J. Montague to program consultant, Hollywood office of William Esty Co. . . . Mrs. Elizabeth Harris to senior media analyst, media dept., K&E . . . William Benz to advertising manager Sterling Brewers Inc., Evansville, Ind. office . . . Allen Tolchard to Maxon, senior copy writer and acting copy dept. supervisor . . . William Casey, Tom Bateman, and Pierre Garai to Ogilvy



'WAGA-TV's EDITORIALS...IN THE TRADITION OF AMERICA'S FREE AND RESPONSIBLE PRESS...' ■ James C. Hagerty *Press Secretary to the President*

The inauguration in May of 1960 of telecast editorials twice each weekday evening on WAGA-TV brought to Atlanta's million-plus population the first "other voice" since the merger of the two daily newspapers more than 10 years ago. ■ In the words of President Eisenhower's Press Secretary . . .



James C. Hagerty

"The expression of varied opinions, supported by fact and conviction, can be a healthy addition to the intellectual development of a community." The "WAGA-TV Editorial" is another example of what Mr. Hagerty calls "... the fine public service activities being carried on by WAGA-TV." ■ A basic programming objective of WAGA-TV is "... to promote community betterment . . . the development of an active, informed citizenry . . . to cooperate with the recognized governmental, civic, charitable, religious, educational, and other agencies dedicated to these ends."

famous on the local scene...for public service

waga tv 5

THE STORER STATION IN ATLANTA

Bosch & Mather as copy supervisors. They were named v.p.'s: Beryl Seidenberg at Kastor Hilton Chester & Atherton . . . Saul M. Broun, senior v.p. same agency . . . Harry Bressler, Leo Burnett Co. . . Martin Kochring, Chicago. McCann-Erickson, Chicago.

FILM

UAA has taken a commanding lead of the post-1948 feature film distribution field and now has more than 400 of these recent pictures ready for tv.

Latest grouping of UAA pictures of post-1948 vintage are a group of recent UA features. *Boxoffice 26*.

In addition to its post-1948's, UAA has also released a total of 1500 pre-1948's for tv.

Sales: CBS Films' Robert Herridge Theatre to WCCO-TV, Minneapolis, and WTOL-TV, Toledo . . . Heritage Productions' *Gold Tip of the Day* to WGN-TV, Chicago; WHDH-TV, Bos-

ton; WMAR-TV, Baltimore; WKRC-TV, Cincinnati; KPRC-TV, Houston; CKLW, Detroit; KPLR-TV, St. Louis, and to an undisclosed Ohio automobile dealer . . . Ziv-UA's *Case of the Dangerous Robin* to Chicago & Suburban Retail Selling Association (BBDO) on WNBQ, Chicago; Lincoln Income Life Insurance (Fred R. Becker) on WLEX-TV, Lexington; 7-Up Bottlers on WDSU-TV, New Orleans; Des Moines Savings & Loan Association (Truppe, LaGrave & Reynolds) on KRNT-TV, Des Moines; Safeway Stores on KOB-TV, Albuquerque; Ira Young Auto Co. on KCEN-TV, Temple-Waco, Texas; Maxton Motors in Fort Wayne; to stations WJBF, Augusta; WMT-TV, Cedar Rapids; WOAI-TV, San Antonio; WRGB, Albany-Schenectady; WVEC-TV, Norfolk; KVOO-TV, Tulsa, and WLBT-TV, Jackson; also Brown & Williamson (Ted Bates) has extended its regional coverage into Chicago, Washington, Lexington, and Rochester.

More sales: *Telenews Daily Newsfilm* to KOVR, Stockton; KCPX-TV,

Salt Lake City; WFAA-TV, Dallas, and KFLY-TV, Lafayette; also Television sports or news reviews to National Association of Insurance Agents for Memphis, Chattanooga, Johnson City, and Knoxville; also to KFBC-TV, Cheyenne, and KTRK-TV, Houston . . . MCA's *Dr. Hudson's Secret Journal* to WNBC-TV, New York for daytime stripping, and also to WAGA-TV, Atlanta; WTVT, Tampa; WDBO-TV, Orlando; WGN-TV, Chicago; KABC-TV, Los Angeles; WAVY-TV, Minneapolis; WRC-TV, Washington; WHBQ-TV, Memphis; WLBW-TV, Miami; WCTV, Tallahassee; WDUB-TV, Lubbock; WBT-TV, Charlotte, and WKBW-TV, Buffalo. **Commercials:** Videotape Center appoints William J. McCauley as sales account executive, reporting to sales manager Herbert W. Hobler.

Strictly personnel: To UPA Pictures: Sam Weiss, layout, plus Gordon Ipsen, Gloria Wood, and Thelma Witmer, all in background department . . . Russ Raycroft named special consultant to Office Films . . . W. P. (Bill) Laffey to Telescreen Advertising unit of Screen Gems as account executive in charge of service and control . . . Richard V. Thuriot to Film Service Corporation of Salt Lake City . . . Phil Conway transferred from Cleveland to New York by MCA . . . NTA divides its sales zones into east and west, and v.p.'s E. Jonny Graff and Bern Tabakin are now in charge of each respectively.

Trade notes: MCA's first six months' pre-tax gross was \$6,515,541 compared to \$4,981,974, paying \$7.75 per share after preferred dividends compared to \$8.60 last year . . . Office Films appoints International Radio and Television Programs, Inc. as its exclusive European and mid-Eastern sales representative . . . Felix Cat Creations appoints Ed Tabakin & Associates as marketing consultants . . . Buckeye Corporation (Transfilm-Caravel and Flamingo) appoints Pan American Public Relations.

In Augusta, Georgia



YOUR
PRODUCT'S
BEST
FRIEND
IS

The FRIENDLY Group's
WRDW-TV

CHANNEL
12

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

For Rates and Avails

- IN AUGUSTA R. E. Melcalle, TA 4-5432
 - IN NEW YORK see Gaynar, OX 7-0306
- Represented Nationally by Avery-Knodel, Inc.

WSTV-TV

CHANNEL

The Best of CBS and ABC
STUBENVILLE—WHEELING

9

Represented by Avery-Knodel, Inc.

WRGP-TV

CHANNEL

The Best of NBC
CHATTANOOGA, TENNESSEE

3

Represented by H-R

WRDW-TV

CHANNEL

The Best of CBS and ABC
AUGUSTA, GEORGIA

12

Represented by Avery-Knodel, Inc.

WBOY-TV

CHANNEL

The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA

12

Represented by Avery-Knodel, Inc.

KODE-TV

CHANNEL

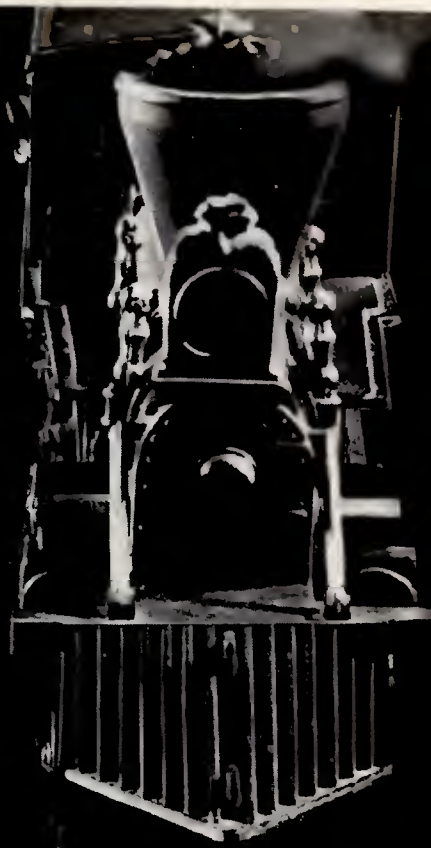
The Best of CBS and ABC
JOPLIN, MISSOURI

12

Represented by Avery-Knodel, Inc.

NETWORKS

NBC Radio scored its most profitable fourth quarter in sev-



WSPD-TV fills the gap...

To make sales tracks in the 2-billion-dollar Toledo market — covering 21 counties in Northwestern Ohio and Southern Michigan — you need WSPD-TV with its new 1000-foot tower sending your sales message to 444,400 homes. You can't afford to ignore

TOLEDO

A **STORER** STATION • Represented by The Katz Agency



**IN HANNIBAL-
QUINCY,
BRUCE,**

THE ONLY ONE IS
KHQA-TV

KHQA-TV AVERAGES—

- 20% MORE HOMES AT NIGHT*
- 50% MORE HOMES DAYTIME*

* ARB, Nov. '59

KHQA-TV
HANNIBAL-QUINCY

one of the

FORWARD

GROUP

Branham Co. National Reps.

years with a net sales tally (since 1 June) of \$5 million.

\$700,000 chunk was in renewals. The rest is new business.

News and sports shows like *Emphasis*, *News on the Hours* and *Monitor*, figured prominently in the sales surge. Advertisers who helped boost sales include Chevrolet Division GM (Campbell-Ewald); Vick Chemical (Morse International); Sylvania Electric (Kudner); Standard Brands (JWT); Formica (Perry Brown); Sunsweet Growers (Long Adv.); Time (Y&R); Hazel Bishop (R. B. Spector); International Harvester (Y&R); Buick Div. GM (McCann-Erickson); L&M Cigarettes (McCann-Erickson); K. J. Grass (Ed Weiss, Chicago) and MGM (Donahue & Coe).

Program notes: A two-hour long tv spectacular reliving the history of network radio and tv is being readied by NBC for fall showing. Tentative title: "35 Years of Broadcasting."

Personnel notes: Peter Reinheimer and Marshall H. Karp to ABC TV as assistant daytime sales managers . . . Eric Mart promoted to presentations writer ABC TV sales development department.

Kudos: Mutual Broadcasting president Robert F. Hurleigh, recipient of VFW Gold Medal of Merit as citation for outstanding contributions to communications . . . ABC newscaster John Daly awarded VFW Gold Medal of Merit "for his outstanding achievements in the field of newscasting."

This 'n' data: NBC's *Today* show will be officially tagged the *Dave Garroway Today Show* as of 15 September . . . Color tv now \$100 million business says RCA president John L. Burn in talk to Narda Institute last week.

PUBLIC SERVICE

The Television Information Office will play its part in making sure that critical circles are

aware of the role that the medium played in inaugurating the forthcoming public service debates between John Kennedy and Richard Nixon.

Among the TIO's plans: running ads in long-hair weeklies like the *Saturday Review of Literature*, with the copy captioned, *How to Pick a Candidate*.

(For details of Congressional action freeing broadcasters so that they can put on these candidates as they wish without violating the equal time rule see WASHINGTON WEEK page 55.)

Ideas:

- **Back to school stimulators**
- As part of a yearly campaign to encourage young people to return to school, WMCA, N.Y.C., recorded a series of spots by youthful entertainment favorites as well as Gov. Rockefeller urging them not to abandon their schooling. In addition, a special line has been installed at the station to answer questions phoned in by youngsters with educational problems.

- **WIND, Chicago**, took the stand for education by inaugurating "back to school" contest. Cash and merchandise prizes and recorded spot announcements by leaders in the civic, business, sports, and entertainment fields, adds impetus to the competition.

Also on the educational front:

- **WABC-TV, N.Y.C.**, has put out a booklet calculated to add poise and know-how to the aspiring political candidate who finds himself faced with a tv appearance. The handbook "School for Political Candidates" gives the politician a look at the technical aspects of programing and production.

Broadcasting education:

- **WWJ, Detroit**, to encourage more outstanding young persons to select broadcasting as a career goal presented eight \$1,000 scholarships to four of Michigan's leading universities.

RADIO STATIONS

WERE, Cleveland, is moving in to a new programing concept



THE
"BOX OFFICE 26"

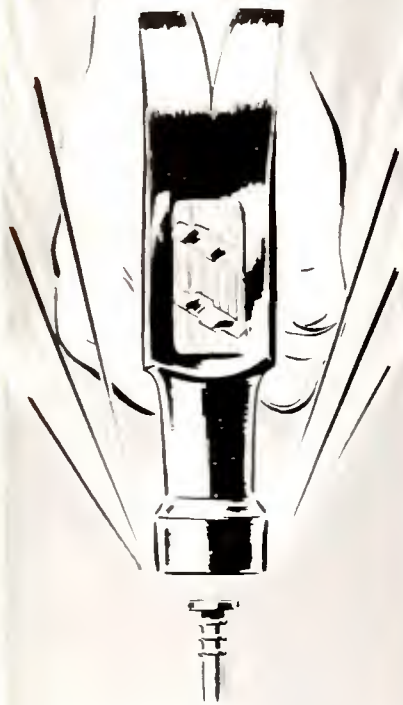
*26 superb feature films
from United Artists,
all from the new era
of motion pictures.*

U.A.U.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue. MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 400 S. Beverly Drive. CR 6-5886

nail down more sales



with
SAN ANTONIO'S
Channel
K12
ON
NO
tv

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

Represented by
THE KATZ AGENCY

which will furnish the station's personalities writers who can deal in satire, whimsy and humor.

The plan is to develop this crew of writers as rapidly as possible, fitting each one's creative bent and style of humor to the individual personalities.

The objective: mold a quality of programming that integrates the scripting elements and impose the sort of flexibility, which WERE's management thinks, does not stem from formula radio.

KNX Radio, L. A. will celebrate its 40th anniversary through the month of September.

The highpoint will be a series of special broadcasts during the week of 19-24 September.

Whether it's the time of the year or a fetching promotion idea can't help from spreading, the latest radio station rage is the Miss Yellow Polka Dot Bikini.

She's travelled around the station's area in a car also dubbed with polka dots and it's all tied in with a contest.

The contest: count the number of dots on the chick and the convertible and win cash prizes.

Among the stations working this promotion: WIL, St. Louis, and WKY, Oklahoma City.

Cigarettes, soft drinks, candies and gums are the biggest product spenders using radio to reach collegians, reports Keystone's College Network division.

Sidney J. Wolf, Keystone president, estimates the average college student today is spending \$2,000 annually on consumer goods in the college community.

Personnel moves: Frank Oxarart, Jr., named program, promotion and merchandising manager, KNX and the CBS Radio Pacific Network, Hollywood . . . Hank Guzik, appointed manager KSON, San Diego . . . Dave Wagenvoord, named general manager WWOM, New Orleans . . . Norman Darer, appointed manager, sales operations, WCBS, N.Y.C.,

effective Sept. 1 . . . New additions to KXJB and KSGO-TV, Fargo, N. D. staff: David J. Blackstead, operations manager; James R. McGuire commercial manager; Norman H. Larson, production manager; William D. Brouse, promotion and merchandising manager . . . Clyde Olsen, named sales manager KXGO Fargo . . . Sidney S. Spaner, appointed sales manager KRAK, Sacramento . . . Robert Conrad, named to post of director of programming and operations, WDTM, Detroit . . . Ralph Hess, Jr., appointed sales manager WDVA, Danville, Va. . . Joe Grady, named operations manager, WHAT, Philadelphia . . . Milton Komito named general sales manager WCKR-AM-FM, Parkersburg, W. Va. . . . Parker R. Daggett, appointed general manager K-BOX, Dallas . . . Donald Macfarland named sales manager WVIP, Mt. Kisco, N. Y. . . William E. Nichols, appointed manager KYA-AM-FM, San Francisco.

Kudos: Akron, O., WAKR Charlie Greer recipient of PG Disc Jockey Award. City-wide contest sponsored by The Firestone Tire & Rubber Co. . . . Boston, Mass. WBZ-WBZA's radio documentary "Anne Frank: The Memory and the Meaning" chosen by Broadcasting Foundation of America to compete for Prix Italia. The 55-minute long narration, the only radio documentary to be thus honored, was authored and narrated by WBZ radio's program host, Bob Nelson . . . To KYA, San Francisco, general manager Mortimer J. Wagner, a certificate of commendation from The Civic Committee of the State Dept., endorsed by President Eisenhower's People to People program.

Thisa 'n' data: WIL, St. Louis sponsored the third Annual Balaban Cup Race—a speedboat race produced by the St. Louis Outboard Driver's Association . . . WCCO Minneapolis, will construct new studios and offices in its present building . . . KNX, Los Angeles, has started construction of its new transmitter building . . . Bennett Cerf will tell 60 of his favorite stories for *Dimension*, the new program service being produced for the seven CBS



BOWLING IS BOOMING IN WNAX-570 "BIG AGGIE LAND"

... and WNAX-570 has had a big part in its growth and promotion. For the past eleven years, the Annual WNAX 6-State Bowling Tournament has been growing by leaps and bounds with entries topping the 16,000 mark this year. It's the biggest bowling event of its kind sponsored by a radio station.

The size of the WNAX 6-State Bowling Tournament reflects the vastness of "Big Aggie Land"—a

rich agricultural area spreading across six states in the Midwest's great Upper Missouri Valley. Its 2 1/4 million people spend \$3,000,000,000 a year. 80% of them listen to WNAX-570 three to seven times a week.

Bowling or broadcasting—WNAX-570 has the promotional know-how and the coverage to produce results.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa Yonkton, South Dakota
Represented by Kotz



PEOPLES BROADCASTING CORPORATION

WNAX, Yonkton, S. Dak.
KTVV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont W. Va.



stations— **Radio Press International** has added a daily stock market report to its voice news service . . . **Capital Cities Broadcasting** held its sixth annual "Day at the Saratoga Races" for more than 250 advertising and broadcasting executives . . . **WIBG**, Philadelphia, presented a check for \$1089.19 to the Philadelphia Olympic Committee as the result of a drag race between two of the station's personalities . . . **Keystone**, which is 20 years old this year, issued a fact sheet containing information on the various facets of its operation— Also released is **Keystone Farm Market Coverage** study No. 3 which claims that 77% of all U.S. farms are covered by the 884 radio stations which make up its Farm Network division . . . Employees of the four member stations of the **Herald Tribune Radio Network** have rejected an effort by the International Brotherhood of Electrical Workers for affiliation . . . **Knock on the Wall**, **KFI**, Los Angeles, marked its 1,500th broadcast . . . **WMGM**, New York, visited by the "Miss Rheingold" candidates—the girls recorded station

breaks and electioneering announcements . . . More than \$1.5 million was expended by beer companies in spot radio advertising in New York City from January to June, reports **Executives Radio Research Service** . . . **Sports notes: KSFO**, San Francisco, with exclusive broadcast rights to the University of California's football and basketball schedules, has announced that Tidewater Oil, Coca-Cola Bottling of California and Morris Plan will sponsor the events . . . **KWIZ**, Santa Ana, will broadcast 20 Orange County high school and college football games . . . **Anniversary notes: WTCN**, Minneapolis-St. Paul, celebrated its 35th . . . **WWVA**, Wheeling, marking its 25th.

Station acquisition: KYSN, Colorado Springs, purchased by **KYSN Broadcasting Company** from Kenneth Palmer, John Hunter and Robert Donner, Jr., for \$300,000. The sale was negotiated by Hamilton-Landis & Associates . . . **KOBY**, San Francisco, Calif., bought by Gordon Broadcasting Co., Inc., San Fran-

cisco, from Mid-America Broadcasters, Inc. Purchase price: \$700,000.

FM

Fm got another nice bit of recognition from Detroit: Oldsmobile has joined Cadillac as users of the medium this fall.

Like Cadillac, as related in 22 August WRAP-UP, Oldsmobile has bought the WQXR Network.

The Oldsmobile contract, brought in by the Paul Raymer Co., is for four weeks and starts 26 February.

H. Stilwell Brown has taken over the general management of the Concert Network, Inc.

Brown's authority includes management of CN's four o&o's in New York, Hartford, Boston and Providence.

Brown comes from the Northeast Radio Network (formerly Rural Network).

The first on-the-air tests of stereo fm radio have been completed.

The tests, conducted by EIA at the request of the FCC, measured the transmission and stereophonic reception of six stereo fm systems and also evaluated the compatibility of monophonic receivers to the broadcasts.

The data will be correlated and then presented for review by the NSRC coordination committee prior to submission to EIA for filing with the FCC.

How to retrieve a mailing list:

In a recent fire, **KCFM**, St. Louis, found its mailing list destroyed. Listeners were requested to send a card with their name and address in return for a cigarette lighter. In a 10-day campaign, over 2,200 cards were received. The station's competition during the period: Republican convention, ball games, the opera.

Fm Thisa 'n' data:

KDEN-FM has installed a new 5000-watt transmitter, and, as soon as FCC nods approval, will be transmit-

In Roanoke in '60 the Selling Signal is SEVEN . . .

Many people, much wampum, in Roanoke. Heap big voice is WDBJ-TV, serving over 400,000 TV tepees in Virginia, N. Carolina and W. Va.

Roanoke not get-rich-quick market, but plenty steady. Growing, too! That's why smart ad chiefs are going westem . . . Western Virginia, where they'll sell like sixty on seven.

In Roanoke, seven is WDBJ-TV. Maximum power, highest tower. Superior programming for braves, squaws and offspring.

ASK YOUR PGW COLONEL
FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia





**Ratings
confirm it...
there's a
big new picture
in
CHARLOTTE**

**WSOC-TV
OVERALL AUDIENCE
UP 30% IN
CHARLOTTE MARKET'S
STANDARD
SURVEY AREA***

**DAYTIME AUDIENCE
GAINS RANGE
45% to 77%***

**50.4% SHARE OF
SETS-IN-USE
IN METROPOLITAN
CHARLOTTE
6 PM-MIDNIGHT†**

**TOP SHOW
IN CHARLOTTE'S
TOP TEN—
4 OUT OF TOP 5
FOR WSOC-TV†**

**ARB—March over November
†ARB—March*

Things change. Those in the know saw it coming
a year ago. Now, ARB's latest special report on the
Charlotte market further substantiates the continuing
shift to WSOC-TV. See significant facts above at
right; let an H-R man tell you more. Meantime, get more
get more for your advertising dollar. Get on WSOC-TV,
one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

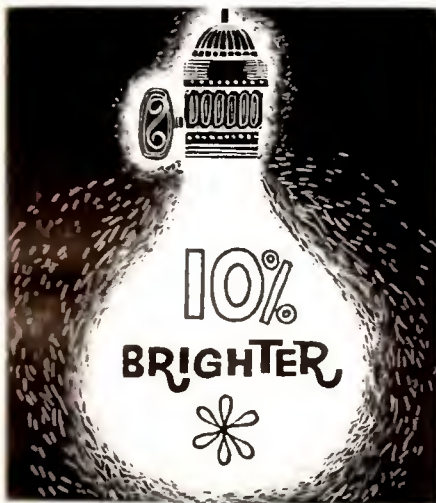
WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton



CBS

WHBF

RADIO and TELEVISION



*Picture, in the Oklahoma City Area!

KOCO-TV

abc 5

OKLAHOMA CITY

BLAIR TELEVISION ASSOCIATES
National Representatives

ting at 30,000 effective radiated power. **KDEN-FM** is part of the Heritage group . . . **WCLM-FM** recent power increase now places the station in the 60,000 watt category.

TV STATIONS

Ideas at work:

No charge: **WLW-I**, Cincinnati, showed its appreciation to civic groups for their cooperation in boosting the station's public service program by submitting to each, a time charge statement stamped "no charge."

On the wagon: **KLFY-TV**, Lafayette, La., took to the wagon with their latest station promotion by tossing a Prize Wagon Party. The idea: viewers were asked to register at PWP tie-in merchant stores for a weekly on-the-air drawing of 36 prizes. Grand prize to top the 13 week wagon party will be a Volkswagen station wagon camper.

How to win friends etc.: **KDKA-TV** and **KDKA**, Pittsburgh endeared themselves to 12 newspaper publishers and wound up with several thousands of free space in as many major newspapers with their zany baseball contest. Here's how: The station staged the comic game just prior to the Pittsburgh Pirates-Chicago Cubs game.

Movies and markets: **WCAU-TV**, Philadelphia, put 16 shopping centers to work in promoting their "fall film festival." The idea: posters heralding the station's fall film lineup were placed in windows of some 450 stores in shopping centers within **WCAU's** viewing range.

Kudos: **KRON-TV**, San Francisco, named a Press Awards Gold Metal winner for its "Tele-Log" publication . . . **WBAL-TV**, Baltimore, recipient of Governor's Citation for cultural and educational community contributions.

Thisa 'n' data: **WOR-TV**, N. Y. will debut color telecasts on its Million Dollar Movie, this fall . . . **WFBM-TV**, Indianapolis, counted color tv sets in use via phone survey

and came up with area score of 16,000 . . . **KAYS-TV**, Hay, Kansas, visited by Costa Rican radio advisor Mariano Quiros Gonzales.

Station acquisition: **KDAL** and **KDAL-TV**, Duluth, Superior, Red River Broadcasting Co., Inc., properties, to **WGN, Inc.**, for over \$3 million. (See Newsmaker of the Week, page 6 for more details.)

REPRESENTATIVES

Katz Agency making strong spot tv pitch to Detroit car makers.

So far, hand-tailored presentations have been made to top execs at Ford, Dodge and General Motors. Other major car manufacturers will be on the receiving end of stylized presentations geared to the study of each car's specific sales problem.

Spearheading the automotive drive are Halsey Barrett, Katz Agency director of tv sales development, and William Joyce, manager of Katz' Detroit office.

Rep appointments: **WYNG**, Warwick, R. I., to **New England Spot Sales**, for regional representation . . . **WFEA**, Manchester, to **Devney-O'Connell**, for national representation . . . **KFAX**, San Francisco, to **George P. Hollingbery**, for national representation . . . **WSJS** tv and **WSJS** radio, Winston-Salem, N. C., to **Peters, Griffin, Woodward, Inc.**, for national sales . . . **WEIR**, Weirton, W. Va., **WDNG**, Anniston, Ala., **WSKY**, Asheville, N. C., **WICK**, Scranton, Pa., **WJPR**, Greenville, Miss., **WWML**, Portage, Pa., **WTSC**, Fairmont, W. Va., and **WAPX**, Montgomery, Ala., all to **Spot Time Sales, Inc.**, N. Y., for national representation . . . **WXEX-TV**, **WLEE**, both Richmond, Va., and **WITH**, Baltimore, all to **James S. Ayers Co., Inc.** southern representation.

Personnel: **Henry Gulick** and **Jerry Warren**, to sales staff, **Bolling Co.**; **Jack Hetherington** named to represent Weed radio and tv stations properties in Missouri and Kansas markets.



**INSTANT
SALES**

**IN
SAN DIEGO
KFMB-TV**

**SENDS MORE
PEOPLE AWAY
FROM HOME (TO BUY)
THAN ANYTHING!**



KFMB 8 TV SAN DIEGO CBS

A
TRANSCONTINENT
STATION

Represented by
Edward Petry & Co., Inc.
The Original Station Representative



SINGLE RATE: WEBB]
 (Continued from page 50)

The position of our salesman—the representative—goes something like this: He is acting as a salesman for you. He is out hustling, trying to get business for KXXX. He wants his commissions on the sales he makes. If he convinces the timebuyer KXXX is a good station to buy, and then has the props kicked out from under him because the station has a high rate and a low rate card, and the time-buyer buys the station at the lower rate by talking directly to you, or negotiating through the Blitz Beer distributor in Denver—it seems to our salesman the reason he didn't make the sale is certainly not because he is incompetent.

You and we can reduce the number of problem cases such as this one if you and we quote the same rate to the account regardless of whether it is the agency, the company, or the distributor, and make the rate commissionable to us. Then Greg Macafee in San Francisco and all our salesmen in the other cities can hustle for you among advertisers who buy this way, knowing that if the sale is

made we will be compensated.

I realize you are in a competitive situation with other media and with other radio stations in your community. I know you have to quote rates competitive with other stations there. But if we don't work out an arrangement to receive commissions on the rate at which you sell your spots to national advertisers, then you are making it impossible for us to work for you. In my opinion, the cost of getting national business is just as much a cost of operating your business as is the local salesman's commission, or as is your electric bill.

Moreover, no one expects you to quote a rate on which you will lose money—if you are operating efficiently. You must study your costs, and you must know how much it costs you to run a spot on KXXX. You must decide what is a reasonable profit, add it to your other costs—and then quote the same rate to all advertisers.

I shall appreciate hearing from you as soon as you have come up with what you think is the best solution to this problem for KXXX.

Sincerely,
 Grant Webb

SINGLE RATE: EASTMAN
 (Continued from page 31)

because he simply wants to take good care of his business in order to help him secure more orders from the same agency and client.

4. **Promotion and merchandising.** Where extra services are available, the representative salesman vies to get all he can for his accounts in order to solidify his position, attain maximum results for the clients and get more business for himself.

5. **Promotional material.** The sales development and promotion departments of station representatives create and prepare a vast amount of material to better interpret their stations to the advertising agency, the client and, in some instances, the client's sales staff.

6. **Programing assistance.** Many station representatives, both in radio and television, have materially assisted their stations in improving program content to reach larger audiences. This important service has added considerably to the reach of the advertisers' dollars. Many of the leading station representatives make careful programing analyses and specific recommendations to certain stations which result in substantial rating increases. This in effect is an economy for the advertisers because it reduces their cost-per-1,000.

7. **Research consultation.** Much of the good interpretative research is executed for stations on the recommendation of their representatives. This benefits the advertiser by providing him with better yardsticks to determine his use of the station.

8. **Selling the medium.** The station representatives are constantly working at better ways of conveying the values of the spot medium to agencies and advertisers. Spot broadcasting is a potent marketing weapon which requires constant selling and interpretation, for the advertiser to use it most effectively and efficiently. ◆

SINGLE RATE: LAMENT
 (Continued from page 32)

Maybe there is another angle that he could use. He has seen in black-and-white that Golden Boy doesn't mind cutting the station representative completely out of the picture, so



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV

Channel 8
 Monroe, Louisiana


CBS • ABC
 A James A. Noe Station
 Represented by
 H-R Television, Inc.

Produced by American Oil Company's El Dorado, Arkansas refinery. Producers of Amoco unleaded gasoline and other quality petroleum products.



WAVE-TV Gives You 28.8% MORE HEADACHES!

(headaches your products can soothe, that is!)

 In any average week, at least 28.8% more people watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off. And ALL these extra families of course have their share of headaches, sweet teeth, yens for new automobiles, etc.!

WAVE-TV gives you *much lower costs per 1,000* than any other TV station in Kentucky.

These are FACTS. Ask us (or NBC Spot Sales) for the *proof*.



CHANNEL 3 • MAXIMUM POWER
NBC

LOUISVILLE

NBC SPOT SALES, National Representatives

...the... idea.

...time Joe Jones and ... him, in his local ... have written letters and sent ... asking his national manu- ... to place their advertising ... on our friend's station. Mr. ... now goes to Joe Jones and ... Joe that the one rate ... is right. Joe can ... his sales manager in the ... and ultimately have that ... direct by Joe Jones on a ... at local rates, thereby ... the national representa- ... and the Golden Boy and his ... Agency. This saves two ... plus the cost of all of these ... other items that are must-buys if he ... do business with the Big Boys.

One final thought that reverses the field

If national schedules were placed after Golden Boy had traveled thousands of miles, listened to hundreds of radio stations, dug into local markets and watched store counters for the movement of merchandise, the greatest change in the world would take place in the Ivory Tower.

TATHAM-LAIRD

(Continued from page 37)

las, here is the agency's media cred:

- The only reason for using any medium is to return a profit to clients.

- The agency is not interested in the number of people, only in the number of prospects.

- The agency is not interested in television programs for glamor or top ratings, but only to attract prospects, condition audiences, and provide the best showcase for product and product selling opportunities.

- Ideally, the agency likes to achieve these objectives at low cost-per-1,000, but will occasionally use tv where cost is above average, if other elements are desirable enough to offset disadvantages.

- Media men should be restless enough to create media solutions when necessary for marketing problems.

Although acknowledged in the trade as an innovator of new media techniques, George Bolas may not be remembered for some of his major contributions because, by now, they have attained such standard usage. He introduced the theory of alternate sponsorship for network tv in 1949. Here's how it happened: The marketing and merchandising situations involved in General Mills' Kix and Swanson's canned poultry that year required extensive television coverage. Budget limitations however, precluded the possibility of full half-hour sponsorship.

"Each client had approximately \$500,000 available for tv," Bolas explains, "but wanted and needed weekly exposure for a full 52 weeks. Because of these limitations, we approached ABC TV with the proposal that both clients be permitted sponsorship of the second half-hour of the *Ted Mack Family Hour* on an alternate week basis. We also asked the network to accept a crossplug arrangement between General Mills and Swanson."

The network expressed some concern that the stations might resent this approach, because of a conflict with their spot selling efforts. "But they finally accepted the order," Bolas says, "subject to short-term termination if station pressure became serious. As far as we know, stations raised no serious objections."

The three-minute commercial is also considered a Bolas-innovated

technique. This was originally used for Toni's Tame (a cream rinse) and required extra time. Here's how it worked: The agency purchased three one-minute spots in late movies and scheduled them to run continuously as a three-minute unit.


Tatham-Laird media "firsts" are equally unique in print. Among these: the first gatefold in a consumer magazine (in *McCall's* for Admiral, 1949); the first rotogravure insert designed and printed by the agency and inserted in daily newspapers (for Jelke, and later repeated for General Mills, 1951); the first *Life* editorial format (for Bendix, 1954); and the first half-page vertical comic ad (for Metro, for General Mills, 1956).

Bolas' agency experience, both at the account and media levels, as well as his stint with NBC, affords an unusually well-grounded base for successful station management.

"In my opinion," Bolas says, "the prescription for solving many of WTVP's ailments called for more and better programming, better promotional knowledge of cost accounting, plus better understanding of agency and advertiser needs and problems."

Attaining these goals required additional investment of approximately \$90,000. "To improve the facilities and to offer our advertisers better opportunity to make a fair profit on their WTVP investment, we increased the daily and weekend schedule, resisted the temptation to use second, third, and fourth-run films; we developed the station's personality and created a *family station* image; and we started a system of cost accounting which led to a change in the structure.

"Results to date indicate that an analysis of the situation was fairly accurate," Bolas continues. "In 3 months the station was in the black."



**INTRODUCING THE NEW
DRYDEN-EAST
HOTEL**

39th St. East of Lexington Ave.
NEW YORK

Small-size rooms • Terraces • New
furnishings newly decorated •
Cable TV or TV • FM radio • New
air conditioning • New
bathrooms • New
pantries • Choice East
Side location • A new concept
of service • Prompt pleasant un-
obtainable

Singles \$5 - \$22 Suites to \$60
Reservations by phone or lease

Robert Sarason, General Manager
ORegon 9-3900

EXPERIENCED RADIO NEWSMAN WANTED

with distinctive dramatic style to work fast-moving, independent station. Needs re-write, editorial and aggressive news-gathering ability. Send prospectus and audition tape immediately to:

JACK LAWSON, P.D.
KXOA Radio, P.O. Box 3094
Sacramento 15, California
or Phone: WAbash 5-2717

SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central
Surveys Study
(Feb. 1960)
Ask Katz
for the
facts

Most Watched Station . . . KRNT-TV!

- Most Believable Personalities . . . KRNT-TV!
- Most Believable Station . . . KRNT-TV!
- Most People Would Prefer KRNT-TV Personalities As Neighbors!
- Most People Vote KRNT-TV
- The Station Doing the Most to Promote Worthwhile Public Service Projects!

Nielsen
(Feb. 1960)
Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

ARB
(Mar. 1960)
Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

Ask Katz
about
Central Iowa
Advertisers

See for yourself the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV

DES MOINES

A COWLES STATION

In New York City

WLIB

has MORE

Negro programming

than ALL other

stations combined

COOL-OFF

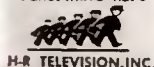
STIR
UP
SALES

BUY
WREX-TV

THE
HOT
BUY
EVERY
MONTH



GET THE FACTS
FROM OUR
PERSPIRING REPS



H-R TELEVISION, INC.

WREX-TV
CHANNEL 13 ROCKFORD



L. M. BASCH
Vice Pres. & Gen. Mgr.



after five previous years of operation in the red.”

Bolas’ first-hand experience with a tv station enriched his media director’s role, giving him greater understanding of problems facing broadcasters.

“I developed a healthy respect for the occasional necessity of passing up ratings and revenue in order to carry public service programs,” he says. “These are the shows that everyone wants, but nobody watches.”

Because of this, Bolas feels that the FCC’s recently adopted policy regarding sponsored public service programs should help improve the calibre and quality of these shows, which, in turn, will increase their audiences.

Of other industry problems he faced in the role of broadcaster, Bolas says, “I learned first hand, of the local advertiser’s tendency to look for quick results from a tv schedule. The retail advertisers—particularly department stores and supermarkets—expect instantaneous results. They tend to compare tv with a newspaper schedule. But perhaps most important, I learned that a uhf station can compete very favorably with the vhf’s.”

In his dual role of media strategist and broadcaster, Bolas has these suggestions for spot sellers:

“In my opinion, there are many ways to sell, but there is one approach that I consider more effective than any other. First, sell your market—its vitality, its potential. Then sell your medium—its merits, its audience, its special characteristics. But never run down your competitors.”

For the future of television buying trends, Bolas makes this forecast: “We believe network sales of participations have reduced the need for the corporate network program buys. This has done away with the semi-legislated buys that have forced second, third, and fourth products into a network show when the show was not necessarily the right vehicle (or even the right medium) for some of the products. We foresee less and less program buying in tv’s future, and more and more market buys. This will lead to the happy state of an ideal prescription for each product, rather than a family remedy for the entire corporation.”

And what’s in the future for agency media functions? Bolas feels they will become increasingly more important as times goes on.

“During the past few years,” he maintains, “media specialists have earned high-status recognition and the resultant increased compensation. In my opinion, the future will find top agency media personnel involved in more and more client contact—especially in the area of television. The important agencies will continue in their vital need for more media people experienced in both print and broadcast. The valuable media man of the future will also need a good background in the analysis and application of marketing to mesh with his media knowledge.”

SPONSOR ASKS

(Continued from page 53)

The answer then, is the formation of a strong group of top radio stations, working in conjunction with an honest merchants’ advisory board who will play ball all the way with radio and allow radio to show its ability, with radio cooperating in like vein. It will take a lot of hard work, much promotion and much cooperation, not only with the department stores and downtown merchants, but among ourselves. Since the downtown merchants look mainly to the major department stores, of which we have several in Miami, the easiest way to get a permanent budget from these stores is generally as outlined in this summary. We did it in Miami.

Harrol A. Brauer, v.p. & national mgr., WVEC-TV, Norfolk-Hampton, Va.

There are many approaches to the “television vs. newspaper” situation—there are many ways a television salesman can use to switch the newspaper advertiser to tv and successfully keep him on the air. However, should merely like to note four ways.

1. The department store, the supermarket, the credit furniture store, the




Advertiser is interested in sales; prove to him results others are getting

appliance store (speaking of a few local types), who have been accustomed to using a lot of lineage in the papers can easily delete a couple of columns of their ads, make said

Southern California enthusiastically responds to "The sound of music over the city of angels!"

In less than a month, over a thousand listeners from the second largest retail market in the U.S. sent enthusiastic congratulations to the *all new* KGBS! And more mail arrives daily—proving KGBS's tremendous audience is growing even larger.

New KGBS covers the Southern California market with 10 times the power! New, fresh style programming features smooth, familiar music balanced by news, weather and traffic briefs...at the "action spot" on the center of the dial—1020.



"... I want to tell you I think your station is the best I've heard and I've been listening to L.A. stations for four years now. The music is so entertaining. Your method of giving ads, news, etc., is restful and courteous!"

Apple Valley, California

"...Stumbled onto your station about a week ago while driving into LA from Malibu. My car radio hasn't been moved from 1020 since. My radio at home is now turned to the same spot..."

Malibu, California

"...This is to express the sincere thanks of the 60 employees in our organization. Our office radio is now left tuned to your station..."

Los Angeles, California

"...Selection of music is excellent and news on the half hour is appreciated. Our radio is tuned to KGBS most of the time now!"

Pacific Palisades, California

"...I like 't all, and especially the 50,000 watts. Please don't change anything I'll tell all my friends about you"

Riverside, California



KGBS

50,000 WATTS * 1020 ON THE DIAL

National Sales Representatives: Peters, Griffin, Woodward, Inc. • In Los Angeles: Dale Peterson, DUmkirk 8-2345, 338 S. Western Avenue, Los Angeles 5, Calif. • The all New KGBS Los Angeles — Another great Storer Station.

ads more effective and, at the same time, have a fairly good budget to work with in spot tv.

2. Unlike the newspaper, which is seen only if the subscriber hasn't had it first chewed up by the dog, gotten wringing wet by the rain, or scattered through the neighborhood by the wind, tv is brought directly into the homes at all times where sound and sight are wedded with motion to demonstrate any or all of the above-mentioned advertiser's products.

3. Just the other day I noticed two ads in a newspaper plugging the same identical tire by competitive firms. These ads ran next to each other on the same page. Both had big sales going on—one advertised the tire for \$9.90 and the other for \$9. This cannot happen on television.

1. A tv announcement is unto itself. The complete facilities of the station are working for that advertiser from beginning to end. There are no interruptions.

Of course results are what count, regardless of whether billboards, direct mail, matches, newspapers, sky-writing, or sandwich boards are used. Only tv can offer sound, picture and motion, and accomplish the most effective selling job.

TIMEBUYERS OF THE U.S.

(Continued from page 38)

employee relations), **Hordison**; E. I. duPont de Nemours & Co., Inc (Elastomers, photo prods., finishes division), **Coverley-Smith**; Electrical Cos. Advertising Program, **Dyott**; Farrington Mfg. Co., **McCoy**; First Pennsylvania Co., **Dunlovey**; French Lines, **Ponello**; Hamilton Watch Co., **Heller**; P. H. Hanes Knitting Co., **Hordison**; Hawaiian Telephone Co., **Hordison**; Hills Bros. Coffee, **Kizenberger**; Hilton Credit Card, **Wolf**; Illinois Bell Telephone Co., **Ramberg**; Industrial Distributor Sales, **Hill**; Insurance Co. of North Am., **Dyott**; International Correspondence Schools, **Kizenberger**; Howard Johnson Co., **Coverley-Smith**; Johnson & Johnson, **Wolf**; Knouse Foods Cooperative Inc., **Ponello**; James Lee & Sons, **Wolf**; Michigan Bell Telephone Co., **Wolf**; Million Market Newspapers, **Hill**; Moore Business Forms, **Kizenberger**; National Dairy (Sealtest) Prods. Corp., **Dunlovey**; Nicholson File Company, **Panella**; Ohio Oil Co., **Parker**; Peoples Drug Co., **Wolf**; Pharmaco (Feen-A-Mint), **Kizenberger**; Pharmaco (Chooz, Correctol, Rulid), **Panello**; Phila. Bulletin, **McCoy**; Plymouth, **Hill**; Polk Miller Prods., **Parker**; Sealtest Foods, Great Lakes Sales & Sons, **Hordison**; Sugar

Creek Creamery, **Panella**; Telechron — General Electric, **Wolf**; United Air Lines, **Ramberg**; Western Pine Assoc., **Hordison**; Whitman Chocolates, **Ponello**; Yardley of London, Inc., **Dyott**

BASSER, PHILIP B., ADV., INC.

241 N. 16th St., Phila. 2, Pa. Locust 7-7280

Philip B. Basser

Alsamite Paint Co., Carroll Ltd. (paint specs. & home products), Chelten Supply (Rueem home appls.)

BEARDSLEY, CHARLES F., ADV.

327 S. 17th St., Phila. 3, Pa. Penny-packer 5-2878

Charles F. Beardsley

CLEMENTS, THE, COMPANY, INC.

1601 Chestnut St., Phila. 3, Pa. Locust 3-0236

Katherine E. King, Alvin L. King

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

3 Penn Center, Phila. 2, Pa. Locust 4-3551

Rollo W. Hunter, dir. radio-tv (N. Y.);

Fronk C. Murphy, media dir. (Phila.);

Joon M. Donohue, timebuyer (Phila.)

Caloric Appliance Corp. (gas ranges), Devoc & Raynolds Co. (paint), Michael Flynn Mfg. (curtain walls, alum. windows, etc.), Keasbey & Mattison Co. (roofing & siding materials), Penn Mutual Life Ins. Co., Personal Prods. Corp. (Coets & Jonny Mop), Strawbridge & Clothier (dept. store), Sun Oil Co. (sunheat), Edw. K. Tryon Co. (hdw. distrib.), Western Saving Fund Soc.

FOLEY, THE RICHARD A., ADV. AGY., INC.

1528 Walnut St., Phila. 2, Pa. Penny-packer 5-6302

Alice L. Mooney

Abbotts Daries, Baltimore & Ohio RR, Beneficial Bank (savings), Bornot, Inc. (cleaners), Delaware Steeplechase & Race Assn., R. T. French Co. (Silvo silver polish, French's bird seed, Klix Dog candy), Inter-County Hospitalization, Reading RR, Mrs. Smith's Pie Co., H. E. Snyder Co. (White Ash cigars), John Wanamaker (dept. store)

FOX & MACKENZIE

1214 Locust St., Phila. 7, Pa. Penny-packer 5-9600

HILL, THE, AGENCY, INC.

Society Hill Bldg., Phila. 6, Pa. Market 7-0800

B. J. Kotz, C. C. Wootton

HOPSON ADVERTISING AGENCY

1528 Walnut St., Phila. 2, Pa. Penny-packer 5-7044

Howard G. Hopson, Raymond S. Denby

II, DAVIS B. HOPSON

Ellis Finance Co., Girard Investment Co., ICC Loan Co., Tri-State Finance, Wawa Dairies

LESSERAUX, H., ADVERTISING

1518 Walnut St., Phila. 3, Pa. Penn packer 5-5423

Richard S. Lesseroux

Bonded Trailers, Jiffy Enterprises (picture hangers), Liberty Food Stores, Roxy Au Co.

LEWIS & GILMAN, INC.

6 Penn Center Plaza, Phila. 3, Pa. Locust 8-3775

Evelyn R. Wolmsley, Peter Kondras

Breyer's Ice Cream, **Wolmsley**; Central Penn. National Bank, **Kondros**; Jac Reid's, **Kondras**; Keebler Biscuit Co., **Wolmsley**; Reading Anthracite, **Wolmsley**; Reliance Insurance Co., **Kondros**

ORODENKER, MAURIE H., ADV. AGY.

1038 Western Saving Fund Bldg., Phila. 7, Pa. Kingsley 6-3821

Maurice H. Orodenger

Badder & Snoke (Jarman shoe stores), Clock Tire Mart (auto. tires), Rapco (auto muffler Service)

RENNER, INCORPORATED

1530 Lombard St., Phila. 46, Pa. Kingsley 5-4512

S. Hording Lindhult

G. & W. H. Corson (Home-Crete ready-to-use cement and mortar mixes)

ROLLEY & REYNOLDS, INC.

2016 Sansom St., Phila. 3, Pa. Locust 4-4075

A. F. Byers, pres.

A. C. Mangels Industries (paints), W. Morhard Co. (hdw., housewares)

SELINGER, THE GERALD F., COMPANY

1 Belmont Ave., Bala-Cynwyd, Pa. Tribity 8-8300

Gerold F. Selinger, pres.; John P. Kim Florence M. Smith

Wm. H. Horn & Bro. (surgical hosiery), John Middleton (pipe tobaccos), Patterson Oil Co., Quickie Mfg. Co. (housewares), Schober Organ Corp. (electronic organs)

SHAPIRO, ED., INC., ADVERTISING

1831 Chestnut St., Phila. 3, Pa. Locust 4-2877

Elinor L. Brown, H. H. Shopiro

Hobby Industry Assoc. (hobbies & crafts), **Shopiro**; Honorbilt Prods. (mattresses), **Shopiro**; Locke Shoe Shop, **Brown**; Mutual of Omaha (insurance), **Brown**; Robert Silver's Gold Park, **Shopiro**; Totem Villa Lake Development, **Shopiro**; Wm. Pen Shop (gourmet foods), **Brown**

ULLMAN, THE, ORGANIZATION

1515 Locust St., Phila. 2, Pa. Kingsley 5-5470

William B. Chapman, radio-tv dir.

WEIGHTMAN, INC.

6 Penn Center Plaza, Phila. 3, Pa. Locust 4-3526

Leonard Stevens, radio-tv dir.

Allen Prods. Co. (Alpo dog food), Burry Biscuit Corp. (Burry cookies), E. B. Evans Inc. (dessert toppings), Foremost Kosher Sausage Co., Megs Macaroni Co. (Pent

Dutch noodles), Muntz Television, Penn Maid Dairy Prods., Phila. National League Club (Phillies), Spatini Spaghetti Sauce Mix, Univ. Ins. Agy. (auto ins.), Weldon Farms (Alba non-fat dry milk)

PITTSBURGH

BACHMAN, KELLY & TRAUTMAN, INC.

600 Grant St., Pittsburgh 19, Pa. Court 1-6565

Allegheny County Democratic Comm., Du-Bois Brewing Co., Johnstown Sanitary Dairy Co., Metropolitan Pontiac Dealers, Mock Seed Co. (grass seed), Penn. Dept. of Revenue. PGH Home Savings & Loan, Hotel Pittsburgher, Potter McCune Co. (Pomco foods), Yellow Cab Co.

CHAMBERS, W. CRAIG, INC.

513 Second Ave., Pittsburgh 19, Pa. Grant 1-8500

Harold A. McCay, W. Craig Chambers All Air Prods. Co. (heating and air conditioning). Chambers; First Federal of Pittsburgh. Chambers; Kapco Div., Summer Fertilizer Co., Chambers; Morrison & McCluan (frozen foods), McCoy; Chas. Raber & Co. (garage doors), McCoy; South Pittsburgh Savings & Loan, Chambers

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

W. S. Walker Division

Oliver Bldg., 5th Fl., Pittsburgh 22, Pa.

Robert B. Stevens, radio-tv dir.

Allegheny Ludlum Steel Corp., Blackstone Corp., Chemagro Corp., Niagara of Pittsburgh, Pittsburgh Consolidation Coal Co.

FELDMAN and KAHN, INC.

719 Liberty Ave., Pittsburgh 22, Pa. Court 1-2883

Wallace Feldman, media dir.

Du-Kane Supply Co. (plumbing whls.), Fierst Distributing Co. (Sandran floors), Hamburg Bros. (distr. RCA Victor, FCA Whirlpool), Penn Theater, Stanley-Warner Corp. (theatres)

GIBBONS ADVERTISING AGENCY

10 Wood St., Pittsburgh 22, Pa. Express 1-2160

Arthur D. Gibbons

DeWoody Co. (part-time office help), Dipraft Mfg. Co. (fiberglass bldg. panels), Houston-Starr Co. (distributors—Kitchen Aid dishwashers, home appls.), Marvin, Inc. men's retail shops), Masterwork Paint Co., Justus Mulert Co. (insurance agts.), Pgh. Assns. Ins. Agents, Shadyside Village shopping center), Surrey Shops (women's retail shops), Walters Mfg. Co. (kitchens steel furn.)

ETCHUM, MACLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa. Court 1-5100

Federick C. McCarmack, Jr.

alum. Co. of Am. (Alcoa Wrap & pkg.), Braun Baking Co., Bruner Corp. (water softener), Calgon Co. (water conditioner),

SPOT

AND

SPONSOR

HAVE

A LOT

IN COMMON

AND

SIX

OUT OF

TEN

COPIES OF

SPONSOR

GO TO

AGENCIES

AND

ADVERTISERS

Dairyman's Coop. Sales Assoc., The East Ohio Gas Co. Hope Natural Gas Co., Hospital Service Assoc. of W. Pa., Manufacturers Light & Heat Co., Natural Gas Cos. of Pgh. Ohio Fuel Gas, Peoples Natural Gas Co. Pittsburgh Brewing Co., Pittsburgh National Bank, Pittsburgh Provision & Packing. Reymier & Bros. (fruit punches & concentrates), Rubbermaid, Inc., Sealtest Foods Div., Nat'l. Dairy Prods., The Tappan Co., Thorofare Markets, Thrift Investment Corp., United Fuel Gas Co. (W. Va., Charleston), Vimco Macaroni Prods. Co., Westinghouse Elec. Corp. (industrial), Armour Alliance Ind., Molay Chemical Co., Otto Milk Co.

LANDO ADVERTISING AGENCY

197 Carlton House, Pittsburgh 19, Pa.
Atlantic 1-5887

Joseph C. Gusky, J. Fred Hedding, Jr.
Baker Brands (pastry fillings), **Gusky**; Bank of Millville, **Hedding**; Canyon Stone Co. (stone, alum. siding), **Hedding**; Dimling's Candy Shops, **Hedding**; Florists Assn. of Western Pa., **Hedding**; Hahn Furniture Co. (stores), **Hedding**; Kaufmann's Dept. Store, **Hedding**; Kay's Clothing (men's), **Hedding**; Kenny Ross Chevrolet, **Gusky & Hedding**; Koehler Beer, **Gusky**; Morse Sewing Centers, **Hedding**; Olympic of Pittsburgh (tape recorders, radio, phonographs), **Gusky & Hedding**; Penn Technical Inst. (trade school), **Hedding**; Roth Rug Cleaners, **Gusky & Hedding**; Sealy Mattress Sales Co., **Gusky & Hedding**; Sleep-Well Prods. Co. (bedding), **Gusky & Hedding**; Sterling Gasoline, **Gusky & Hedding**; Swift Homes (pre-cut homes), **Gusky & Hedding**; Telephone Answering Service, **Hedding**; The Tire Mart, **Hedding**; Treasure Island Shopping Center, **Hedding**; J. A. Williams Co. (distributors of Hamilton, Servel, Zenith), **Gusky & Hedding**; WTAE (tv station), **Gusky & Hedding**

MARSTELLER, RICKARD, GEBHARDT & REED

1932 Oliver Bldg., Pittsburgh 22, Pa.
Express 1-1616

Edward L. Dannelly, media mgr.

SYKES ADVERTISING, INC.

617 William Penn Place, Pittsburgh 19, Pa.
Grant 1-6120

R. W. Cooper, T. E. Morgan, M. Roberts, Harry G. Shaffer, Jr., Robert E. Wood

WASSER, KAY & PHILLIPS, INC.

121 Banksville Road, Pittsburgh 16, Pa.
North 3-1570

Alvin Roth

Coca-Cola Co. Pittsburgh, Country Belle Cooperative Farmers, Mark Lab., Inc., The Rosenbaum Co., Steam Aid, Inc., United Dairy (Wheeling)

WEISS, DORA C., ASSOCIATES

707 Ferrer Bank Bldg., Pittsburgh 22, Pa.
Pittsburgh 1-2722

Dora C. Weiss, Jane Ellen Ball

Banksville Shopping Center, **Weiss**;

Louis Hahn & Sons (florists), **Ball**; Pittsburgh Ceiling Tile, **Weiss**; Stephen-Richards Co. (dept. store), **Weiss**

WILLIAMS, JOHN R. C., ADV.

AGENCY

Investment Bldg., Pittsburgh 22, Pa.
Atlantic 1-3124

Jahn R. C. Williams, E. C. Little

Allied Block Chem. Co., Childcraft (educational publications), Cohen's Photo Service, Condon Bros. Co. (mfr. of brushes), Fabricated Products Co. (industrial fasteners), Flickingers Nursery (seeds, shrubs), Gape System (collectors), M. J. Greene, Inc. (engineering), Home Bldrs. Assn. of Metrop. Pgh., Home Sales, Inc. (real estate), Lighting Unlimited (lighting fixtures), Methods Engineering Council (management consultants), Modern Sound (inter-comm. system), Nickel, Frank A. (builder), Official All American Quarter Midget Association (midget car racing), Parents' Inst. (Parents magazine), Parklane Real Estate Co., Patterson-Emerson-Comstock (engineers), Pierce Mfg. (home reducing equipment), Pittsburgh Tube Co. (mfr. tubing), Pride Mfg. Co. (sink tops), Edward M. Ryan (builders), Starco Magnaphone Co. (telephone magnifiers), Style Builders (homes), Theatre Time Clock Co., U. S. Steel Homes (pre-fab houses), Univ. of Maryland Hospital, West Realty Co.

DALLAS

BLOOM, SAM, ADVERTISING AGENCY

521 S. Akard St., Dallas 2, Tex. Riverside 8-4736

Affiliated Food Stores, Glazers Wholesale Drug Co., Pest-Guard Prods. (bug proof shelf paper), Thema Prods. (Dial-A-Flavor milk additive, Quik-Fruit cereal topping), Zales Jewelers

BREDLOW, WARREN K., ADVERTISING AGENCY

2303 Alive St., Dallas, Texas. Riverside 7-1601

Warren K. Bredlow, Elizabeth Bredlow, Robert A. Charbeneau, Joyce Merrell

Auto Bath, McMurray's Personal Bookshop, Modern Olds (autos.), Vent-A-Hood (cooking ventilator), Straus Frank (room air conditioning)

DE JERNETT ADVERTISING AGENCY

300 Interurban Bldg., Dallas 1, Texas. Riverside 7-7071

Ira DeJernett, Burke Gilliam

L. A. Hill & Co. (canned foods), **Gilliam**; Padgett Bros. (luggage), **DeJernett**; Southland Life Insurance Co., **DeJernett**

GLENN ADVERTISING, INC.

620 Republic Bank Bldg., Dallas 1, Texas. Riverside 1-9851

Wilson Goss

Farm & Home Savings Assoc., Lone Starr Brewing Co. (beer), Oak Farms Dairy Co. (milk), Republic National Bank, Texas & Pacific RR

GRANT ADVERTISING, INC.

2003 Davis Bldg., Dallas, Texas. Riverside 1-3251

Dean W. Hulse, radio-tv dir.

Comet Rice Co., Dr. Pepper Co. (Dr. Pepper), Micro-Lube (oil & gas additive)

HEPWORTH ADVERTISING COMPANY

3403 McKinney Ave., Dallas, Texas. Randolph 2353

Winston Ball, Jr., S. W. Hepworth

Brockles Restaurant, **Hepworth**; Certified Credit Corp., **Hepworth**; Figaro Co. (Barberse Smoke, etc.), **Hepworth**; Hillcrest State Bank, **Hepworth**; Standard Food Co. (cookies), **Hepworth**; Wynnewood State Bank, **Ball**

MC CARTY, THE, COMPANY OF TEXAS, INC.

1500 Jackson St., Dallas, Texas. Riverside 1-1227

Lillian Haynes

Dallas Transit Co., Frigiking (car air conditioner)

RATCLIFFE ADVERTISING AGENCY

1911 Mercantile Bank Bldg., Dallas, Texas. Riverside 2-8035

Mrs. Wilda H. Wilson

First Federal Savings & Loan Assn., Mercantile National Bank at Dallas, Rauscher Pierce & Co. (investment bankers)

ROGERS & SMITH ADVERTISING

505 N. Ervay St., Dallas, Texas. Riverside 1-6044

Sheldon Kaplan, radio-tv dir.; Dorothy Cantrell, ass't.; Lois Mayer

T. W. Burleson & Son (honey), Colombo Pizza; Dallas Power & Light (utility), Island's Barbecue, Texas Hospital Service Ins. Co., Trans-Texas Airways, Wolf Brand Chili

SANDERS ADVERTISING AGENCY, INC.

5531 Yale Blvd., Dallas 6, Tex. Emerson 8-5873

Ott Horn, Robert McGuirk, John Pauling, J. M. Sanders

ARA Air Conditioners, **McGuirk**; Continental Trailways (bus transp.), **Pauling Sanders**; Figurette, **McGuirk**; Minnesota Paints, **Pauling**; Thermo-Fax (copy machines), **Horn**; Trailways Bus System, **Pauling & Sanders**

TAYLOR-NORSWORTHY, INC.

Dallas Federal Savings Bldg., Dallas, Texas. Riverside 2-8773.

Helen Barham, media dir.; Benjamin January, radio-tv dir.

Allied Finance Co., **January**; American Petrofina, Inc., **Barham & January**; Dallas Federal Savings & Loan, **January**; Deborn Stove Co. (heaters & coolers), **January**; Doran Chevrolet Co., **January**; J. E. Mitchell Co., **Barham & January**; State Fair of Texas, **January**

TRACY-LOCKE COMPANY, INC.

2501 Cedar Springs Road, Dallas, Texas. Riverside 8-4741

THE SPOT THAT REFRESHES

Emmett Kelly and Coca-Cola have teamed up to present one of the most refreshing, imaginative spot campaigns on television today . . . Another example of a big time product using a big time medium — spot television.

Coca-Cola bottlers buy spot because it meets specific sales climates. You don't have to be a giant like Coca-Cola to make spot work for **YOU**.

Call your nearest H-R man. He'll add a refreshing touch to your market-to-market ad campaigns.



*Television, Inc.
Representatives*



Ernestine Parker, dir. of media; Lowrence E. DuPant, radia-tv dir.; Paul Girard, timebuyer

Mr. Baird's Bakeries (bakery prods.), Borden Co. (southern div.), Champlin Oil and Refining Co., First National Bank in Dallas, Frito Co., Frito Co. (canned foods div.), Hagger Company (men's slacks), Imperial Sugar Co. (cane sugar), Jones-Blair Paint Co., Southern Union Gas Co. (natural gas), Wyatt Cafeterias, Inc., Southwestern Life Ins.

WORKMAN, TED, ADVERTISING, INC.

8800 Harry Hines Blvd., Dallas, Texas.
Fleetwood 2-4811

Ted A. Warkman, Iris Adams, Emerson Maok

HOUSTON

BLACK, A. S. & CO., INC.

1705 West Gray, Houston 19, Texas.
Jackson 6-3801

Maxine Wolfe

DUDDLESTEN, WAYNE, ASSOCIATES

4904 Travis St., Houston 2, Tex. Jackson
6-2879

Beverly J. Baird

Canterbury Builders, Houston Parade of Homes, KLM Royal Dutch Airlines, Lakeside Builders, Luke Johnson Ford, The Mayfair, Pace Setter Homes, J. L. Phillips Const. Co., Southwest Stereo & Hi Fi Show, Thermo-Roof, Inc., Wier Construction Co., World Trade & Travel Fair

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

5615 Fannin, Houston 4, Texas. Jackson
4-7531

Gordon Hill, Ted Keady, Mary Kay Mansell

General Elec. Co. (major appls.), **Mansell & Hill**; Texas State Optical (eye glasses), **Mansell & Keady**

MC CANN-ERICKSON, INC.

900 Lovett Blvd. Houston 6, Tex. Jackson
9-4991

Peggy Laving, Darathy H. McCarmick

George H. Dentler & Sons (pot. chips), Foley's (dept. store), Humble Oil & Refining (petroleum prods.), Paymaster Feed (livestock, hog and poultry feed)

RIVES, DYKE & COMPANY

2503 Robinhood, Houston, Tex. Jackson
6-2361

Earl Rives, Claude Henley, Tam Rogers, Jean Brawn, Sam Garner

Dow Il. Inc., **Brawn**; Metallic Bldg. Co. (pref. steel bldg.), **Henley**; Stewart & Stewart's Services (irrigation systems and industrial diesel engines), **Garner**; The National Bank of Commerce, **Ragers**; Sam White Oldsmobile **Brawn**

STEPHENSON, CLAY, ASSOCIATES, INC.

W. H.combe, Houston, Tex. Ma
1-2

Miss Helen Sanford

Advertisement Intents Incorporated. C-B

Southern, Inc., Duncan Coffee Co., Texsun Corp.

TROXELL AND ASSOCIATES ADVERTISING

2521 Tanglely, Houston 5, Texas. Jackson
6-4131

Robert E. German

Bruce Terminix of Houston (exterminating and pest control), Chair King (casual furniture), Handee Food Marts (drive-in grocery), Portrait Homes (small homes), Sanitary Farm Dairies (milk and ice cream)

MILWAUKEE

ANDREWS AGENCY, INC.

1037 North Astor St., Milwaukee 1,
Wisc. Broadway 3-5321

Ken Gredler, Bill Reeder, John Rohmlow

J. I. Case Company—Industrial and Utility Divs. (tractors & equip.), **Gredler**; Engine Power Co. (construction equip.), **Rahmlow**

CARNEY ADVERTISING AGENCY, INC.

238 W. Wisconsin Ave., Milwaukee 3,
Wisc. Broadway 2-3008

W. G. Carney, James Pearsan, Alex

Bruni, Muriel Anderson

COSTIGAN, JOHN F., INC.

1324 W. Wisconsin Ave., Milwaukee 3,
Wisc. Division 2-3055

Jahn F. Castigan, Dan Boldo, Anne Stravinski

Alemite Co. of Wisc. (gas & oil additives, lubricants), **Balda**; Bradford's Music Co. (pianos, organs, hi-fi, records), **Balda**; Consolidated Savings & Loan Assn., **Balda**; Donaldson Oldsmobile (dlrs.), **Costigan**; Door County Chamber of Commerce, **Costigan**; T. C. Esser Co. (mfr. & distrib. of paint, glass, wallpaper, mirrors), **Costigan**; Goldmann's Dept. Store, **Balda**; Mark Realty, Inc., **Costigan**; Merlin Motors, **Castigan**; Milwaukee Western Bank, **Balda**; W. H. Pipkorn Co. (bldg. materials), **Castigan**; H. O. Stenzel Co. (tires, batteries), **Balda**; Welfare Bldg. & Loan Assn., **Baldo**

CRAMER-KRASSELT CO., THE

733 North Van Buren St., Milwaukee
2, Wisc. Broadway 6-3500

Rager LeGrand, v.p. radia-tv; Laretta Mahar, radio-tv timebuyer

Assoc. Hospital Service (Blue Cross, Blue Shield), Evenrude Motors (outboard motors), First Federal Savings & Loan, First Wisc. National Bank, Frank Pure Food Co., Milwaukee Gas Light Co., Mirro-Aluminum Co. (cooking utensils), Schuster's (department stores), Wisconsin Telephone Co., WITI-TV

DONER, W. B., INC.

1324 W. Wisconsin St., Milwaukee, Wisc.
West 3-9315

Gilbert B. Breimeister

Badger Paint & Hdw. Stores, Brill's Stores for Men, Holson Food Prods. (foods in glass), Knippel-Selig Ford (cars), Ruby Chevrolet, The Grand (women's ready-to-

wear), WEMP (radio station), WISCO 99 Gasoline

FRANKLIN ADVERTISING, INC.

710 N. Plankinton Ave., Milwaukee 3,
Wisc. Broadway 6-3432

R. M. Darr

Harri Hoffmann Co. (Hoffco shoe dressings), Reed & Co. (auto equipt. warehouse), Piotrowski Furniture Warehouse

FROMSTEIN & LEVY

Empire Bldg., Milwaukee, Wisc. Broadway 6-8490

Earl K. Levy

Aluminum Industries (Viking windows), Kass, Inc. (stereophones), Manpower, Inc. (temporary help service), Rhea Mfg. Co. (tankettes)

GITTINGS, BERT S., ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wisc.
Broadway 6-5934

Vern T. Loustsen, Esther Block

Allis-Chambers Mfg. (tractor group), **Block & Laustsen**; Plankinton Packing Co., Div. of Swift, **Block**; Swift & Co., Feed Dept., (agric. chem. and hatchery divs.), **Block**

GRABIN-SHAW ADVERTISING, INC.

759 N. Milwaukee St., Milwaukee 2,
Wisc. Broadway 1-3144

George Grabin, pres.

KLAU-VAN PIETERSOM-DUNLAP, INC.

744 N. Fourth St., Milwaukee, Wisc.
Broadway 1-6780

Edward F. Ritz, v.p., medio; Ray A.

Heckenbach, oss't., medio dir.; E. H. Smith, Jahn Wussaw, medio buyers

Garst & Thomas Hybrid Corn Co., Hess & Clark (poultry and animal medicants, disinfectants, insecticides, rodenticides), Hy-Line Poultry Farms, International Minerals & Chemical Corp. (potash div.), North Central Airlines, Pioneer Hi-Bred Corn Co., Sohio Chem. Co. (chems. for agric. & industry), Thorp Finance Corp. (sales finance, loan, auction service, ins. agy.), Toledo Edison Co., Wisconsin Elec. Power Co., Wisconsin State Dept. of Agriculture

MARTIN, J. W., INC.

1249 N. Franklin Place, Milwaukee 2,
Wisc. Broadway 1-1898

J. W. Martin, W. A. Kromer

PAGE ADVERTISING AGENCY

7635 West Blue Mound Road, Milwaukee
13, Wisc. Bluemound 8-8990

Fronk H. Page, William Schwessinger

Automatic Car Wash, **Schwessinger**; Baumgartner Motors (automotive), **Schwessinger**; Big Shoe Stores (retail footwear), **Schwessinger**; Capitol Car Wash, **Schwessinger**; Jack Coe Pontiac, **Schwessinger**; Krause Oldsmobile, **Page**; Kuehn and Sons Rambler, **Schwessinger**; Norsan Products Co. (cleaner), **Page**; Quality Plymouth **Schwessinger**; Surrey Sales of Wisconsin (automotive), **Schwessinger**; Time Insurance Co., **Page**; U. S. Car Wash, **Schwessinger**; Ed Wehe Motors (automotive) **Schwessinger**; 1960 Milwaukee Automobile Show (prom.), **Schwessinger**

on the week
 following the convention,
 when all three networks
 were back in show business,
 here's what happened:

	Average Rating*	3 Net. Share of Audience*
ABC-TV	13.1	36.7
NET Y	12.2	34.2
NET Z	10.4	29.1

*Source: Latest rated week Nielsen 50 Market TV Report, average audience, week ending July 24th 1960, 7 nights 8:00-10:30 PM Mon.-Sun.

ABC TELEVISION 

FREE STOCK

IN COLUMBUS INDUSTRY!



ESTIMATE TV HOMES IN NEW

WTVM / Ch. 9

COLUMBUS, GA.

COVERAGE AREA!

WTVM moves to Channel 9 in September . . . with 316,000 watts power . . . broadcasting from a tower whose beacon is 1,760 feet above mean sea level . . . located 16 miles southeast of Columbus, Georgia.

We invite you to estimate the total number of TV homes we will cover! Closest estimate will receive 10 shares of stock in Tom Huston Peanut Company, Columbus! Every entry will receive a souvenir gift box of Tom Huston products!

All entries must be in Columbus not later than Sept. 15 in case of ties the entry with earliest postmark will win.

Write your estimate on a postal card, with your name and address. Send to Department "Wow!", WTVM, Columbus, Georgia.

CHANNEL 9



COLUMBUS, GA.

Call your
ADAM YOUNG
man for availabilities

Special combination rates on
WTVC CH. 9 Chattanooga, Tenn.
the 2nd night-time station
in Chattanooga!

Tv and radio NEWSMAKERS



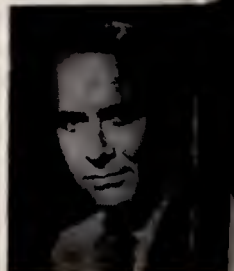
Jacques Biraben has been appointed director of sales for WOR Radio, New York, an RKO General station. He has been a member of the station's sales staff since 1956. Prior to joining the outfit, Biraben was sales manager for another New York radio station, WINS. Before that, the sales director was associated with the National Broadcasting Co., Spot Sales and Labor Relations. Biraben succeeds William M. McCormick, who last week was named president of RKO General's Yankee Network Division.

Forrest Owen has joined Wade Advertising's Chicago office as executive vice president. He had been vice president and general manager of the agency's Los Angeles headquarters. He was also named a director. Owen came to Wade in 1944 as its radio director and moved to the Los Angeles office two years later. In 1954, he opened up the New York offices for the agency, returning two years later to the West Coast office as v.p. and general manager. Paul McCluer will assume Owen's former position.



Jack Powers has been assigned to head up the newly created public affairs department of WXYZ Radio, Detroit. He comes to the AB-PT o&o station from New York, where he was involved in public crusades on the air. Powers first achieved national recognition in radio when he played an important role in the warning and rescue operation involved in hurricane Audrey of 1957. He has actively served the broadcasting industry 20 years in Buffalo, Providence, and New York. Powers is a member of Radio Pioneer.

Frederick Rice has opened a new advertising agency, Rice Associates, in Oakland. Most recently, he had been associated with Grand Auto Stores as advertising and sales promotion manager for the 15 stores. Rice's advertising agency stints in New York included Grey and Gumbinner. He was also associated with department stores, including six years as a divisional advertising manager with Abraham & Straus. Rice's advertising experience has involved copy, art direction, timebuying for radio and tv, and direct mail.



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.



The seller's viewpoint

"While 'a rose is a rose is a rose' is an accepted statement of literary fact, a radio station is a radio station is a radio station is a false premise," asserts Thomas S. Carr, vice president and manager, WBAL Radio, AM-FM, Baltimore, Maryland. However many different formulas are covered by stations, "a true radio station, in the full sense of the word, must have three basic dimensions if it is to serve its function in the community, justify its existence in accord with its FCC license, and operate to the advantage of its advertisers," he adds, proceeding to analyze each dimension individually.



THE THREE DIMENSIONS OF RADIO

Thousands and thousands of words have been written by media and agency people in the form of trade paper articles suggesting to broadcasters how their "sales pitch" should be conducted and indicating those values they consider to be important in any media buy. On the other hand, too few words have been written in behalf of the individual station that attempts to get its full story before the media buyer.

While "a rose is a rose is a rose" is an accepted statement of literary fact, "a radio station is a radio station is a radio station" is a false premise.

Radio stations cover many different formulas, philosophies, and sounds, but primarily a true radio station, in the full sense of the word, must have three basic dimensions if it is to serve its function in the community, justify its existence in accord with its FCC license, and operate successfully to the advantage of its advertisers.

These primary dimensions are: audience, impact, believability.

Every radio station concentrates on its audience strength, but this is not sufficient unto itself and, unfortunately, many timebuyers measure only this dimension, losing the other two—impact and believability—in the "fast shuffle of the dancing digits." Let us examine the three dimensions individually.

Audience: Obviously, the number of listeners is an extremely important factor—the larger the audience, the greater the exposure. The greater the exposure, the greater the possibility of volume sales.

Impact. Impact is simply the ability to be controversial with a saneness and logic that makes truth stand out in bold relief. This can be done through many facets such as editorial, radio shock treatment that is certain to add to the scene as well as high-level local interest to the station.

Believability. This third and equally important dimension is something which cannot be bought but must be

earned by the station over the years. Believability and integrity go hand in hand. Careful screening of advertisers and checking of the validity of claims, weeding out those which are marginal and known to be "not as advertised through the years" cannot help but develop a faith in the station.

Radio management recognizes that audience is always an important factor to a buy and that it is measured in many ways. Perhaps one of the most prevalent methods used is "cost-per-1,000" which is a long way from being foolproof. The "first leak in the bucket" results from the oversight and lack of concern on the part of a buyer for the other two dimensions of good radio, which sometimes they fail to consider to the degree they should. This, accordingly, hampers stations such as WBAL, which, believing as we do that the other two dimensions—impact and believability—are equally important, spend a great deal of time, money, and effort preserving and abetting these assets.

During the past several years radio has become virtually faceless because of the misplaced emphasis by radio people who insist on selling by using the old chestnut "we can give you a bargain—we can sell you the same thing for cheaper." This is the fault of radio management and, accordingly, management must correct it within the industry. All stations have news—all stations have music—most stations have sports, but the difference between the news on station A and the news on station B can be as great as the difference between black and white. The same holds true with music and sports.

I am not vain enough to propose that I know the answer to the prime question, "How can radio management capture the timebuyers' attention to the importance of including impact and believability in a time buy—that these are of equal value to size of audience?"

It is our hope that one day in the not too distant future the emphasis will shift from the "by the pound method of buying" to a more analytical type of buying.



WSJS-TV
WSJS-TV
WSJS-TV
WSJS-TV

Spend your time more profitably
in North Carolina where WSJS
television gives you grade A
coverage of more large cities
than any other station

WSJS television
Winston-Salem / Greensboro



HEADLEY-REED, REPS.

SPONSOR SPEAKS

Unfair requests by agencies

This past week we saw an exchange of correspondence between a leading Philadelphia radio station and one of New York's biggest ad agencies.

The agency had requested detailed data on the activities of one client's competitors in the Philadelphia market.

The station, politely but firmly turned down the request with the statement that it had "instituted a policy of providing no competitive information."

We applaud this bold and courageous stand.

The practice of demanding voluminous (and free) documentation of competitive strategies has outgrown all reasonable bounds, and become a severe operating burden on stations.

Moreover, as several station men point out, "most of these requests come from agencies who are not using our facilities."

There is nothing fair or right or just in such a situation. And we are confident that, in most cases, top agency managements are not aware that their junior executives are putting such pressures on media suppliers.

If competitive information is necessary for the conduct of a client's business, then let's have a system whereby the data is collected and paid for—honorably.

Otherwise, let's have no more chiseling demands.

Bob Eastman talks it up

Our hat is off to the representative firm of Robert E. Eastman & Co. for its new "Keep talking it up" campaign in behalf of spot and local radio.

Using the RAB's new "Radio Facts" pocket-piece, Eastman has embarked on a 52-week drive to popularize, through its stations and its own salesmen, one important radio fact per week.

Sample fact: "Spot radio, the dramatic expanding medium. Over 18 million new sets sold in 1959."

Points out the rep firm, "this is like getting a bonus circulation of *Life* and *Look* combined."

Such sharp, vigorous exploitation of radio's vivid facts won't help but increase interest, awareness, and sales for the medium. How about joining the Eastman campaign? ■

10-SECOND SPOTS

All right, already: Jack Sterling reported over WCBS, New York, that many of his Madison Avenue friends resented the harsh words said about the advertising business at the national conventions. Then he quoted still another critic: "The trade of advertising is now so near perfection it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question to these masters of the public ear whether they do not sometimes play too wantonly with our passions." The critic? Why, Dr. Samuel Johnson—in 1770.

Stampede to Jersey: One of our associate editors received the following letter—"We take great pride in inviting you to serve as a judge in the first annual 'Miss Teen-Ager' Contest the baby of the world's beauty competitions, which is being conducted at Palisades Amusement Park. The Grand Finals will be televised over WNTA-TV, Newark. Unlike other beauty competitions, the 'Miss Teen-Ager' Contest eliminates the bathing suit. . . ." *He should have finished the letter before he ran out!*

Campaign: John Kluge, pres., Metropolitan Broadcasting, is running for election on the Cocktail Party ticket after nomination by Klavan and Finch, his WNEW, New York, morning men. *Has the makings of an interesting floor fight.*

Tippling: In some of the fancier saloons, admen are not only asking for but *getting* a flaming martini. Formula: Pour Pernod atop the martini and then light it. *And away you go!*

Headline: From a Chicago newspaper: CLAIM TWO BATHS, POWDER ROOM PROVIDE STATUS *Relief, too.*

Cold turkey: Joseph Haas, writing in another Chicago paper, recommends this tactic for "cracking an addiction."

His "cold turkey" approach: Buy a 15-pound turkey, roast it, refrigerate and then vow you will not watch tv again until you have eaten the entire cold turkey by yourself. *Then you call the family repairman.*

OUTSTANDING VALUES

1885

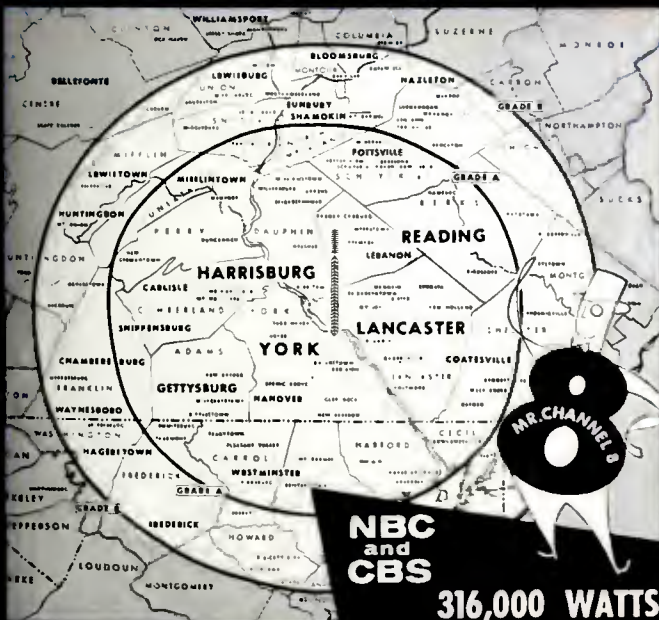


1960

WGAL-TV

Channel 8
Lancaster, Pa.
NBC and CBS

MULTI-CITY TV MARKET



Best buy in the Lancaster/Harrisburg/York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



**T
T
E**

ROCHESTER • WROC-TV, WROC-FM

BUFFALO • WGR-TV, WGR-AM, WGR-FM

SCRANTON—WILKES-BARRE • WNEP-TV

KANSAS CITY • WDAF-TV, WDAF-AM

BAKERSFIELD • KERO-TV

WDAF-TV CHANNEL 4

WDAF-AM 610 KC

KANSAS CITY, MO.

SAN DIEGO • KFMB-TV, KFMB-AM, KFMB-FM

Transcontinent Television Corporation is proud to welcome two stations known for distinguished broadcasting service in the Heartland of America: WDAF-TV and WDAF Radio, in the thriving Kansas City Market. These fine stations enhance the entire Transcontinent group: 12 stations, individual in operation, cumulative in experience, recognized leaders in their markets. Appreciating the confidence placed in them by corporations and their advertising agencies, Transcontinent stations serve them with quality programming tailored to meet the requirements of the individual community.

Each station draws upon the individual successes of the entire group and constantly improves through the intimacy of this association.

12 DYNAMIC STATIONS IN 6 LIVELY MARKETS



WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.

WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,

KFMB-FM San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn. The Original Station Represented

WDAF-TV, Kansas City, Mo. Rep. by Harrington, Righter & Parsons Inc. WDAF-AM, Rep. by Henry I. Christal Co.



TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17