

JUNE 27, 1960; FIFTY CENTS

Television Age

ew techniques, experience will improve convention coverage PAGE 25

andidates can, and often do, swing election with television PAGE 30

Will current fall-off in network billings be reversed soon? PAGE 32

NOW...

*New Sales Opportunities
in the*

SEATTLE-TACOMA AREA

KTNT-TV Channel 11

*has become affiliated
with the*

CBS TELEVISION NETWORK

A new expanded audience has been created in the rich Western Washington market. Find out about it! Ask your WEED TELEVISION man for choice availabilities.



Serving the Puget Sound area with full power • Studios in Seattle and Tacoma

this is.. Pittsburgh

HEART OF AMERICA'S INDUSTRIAL MIGHT,



which has been acclaimed throughout the world for its remarkable achievements and its continuing vitality . . .



and this is

the television station which, through its programming concepts, mirrors the vitality of more than FIVE MILLION PEOPLE in Pittsburgh and the Tri-State area with an effective buying income of NINE BILLION DOLLARS.

Represented Nationally By BLAIR-TV

JUNE 27, 1960

Television Age

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The lighter side

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"CANNONBALL" delivers the ratings

Source:
ARB
March
1960

FIRST
IN ITS
TIME PERIOD

PHILADELPHIA

3 stations
29.5 Rating
76.0% Share

CINCINNATI

3 stations
19.2 Rating
50.4% Share

SYRACUSE

2 stations
38.1 Rating
73.8% Share

CHARLESTON, S.C.

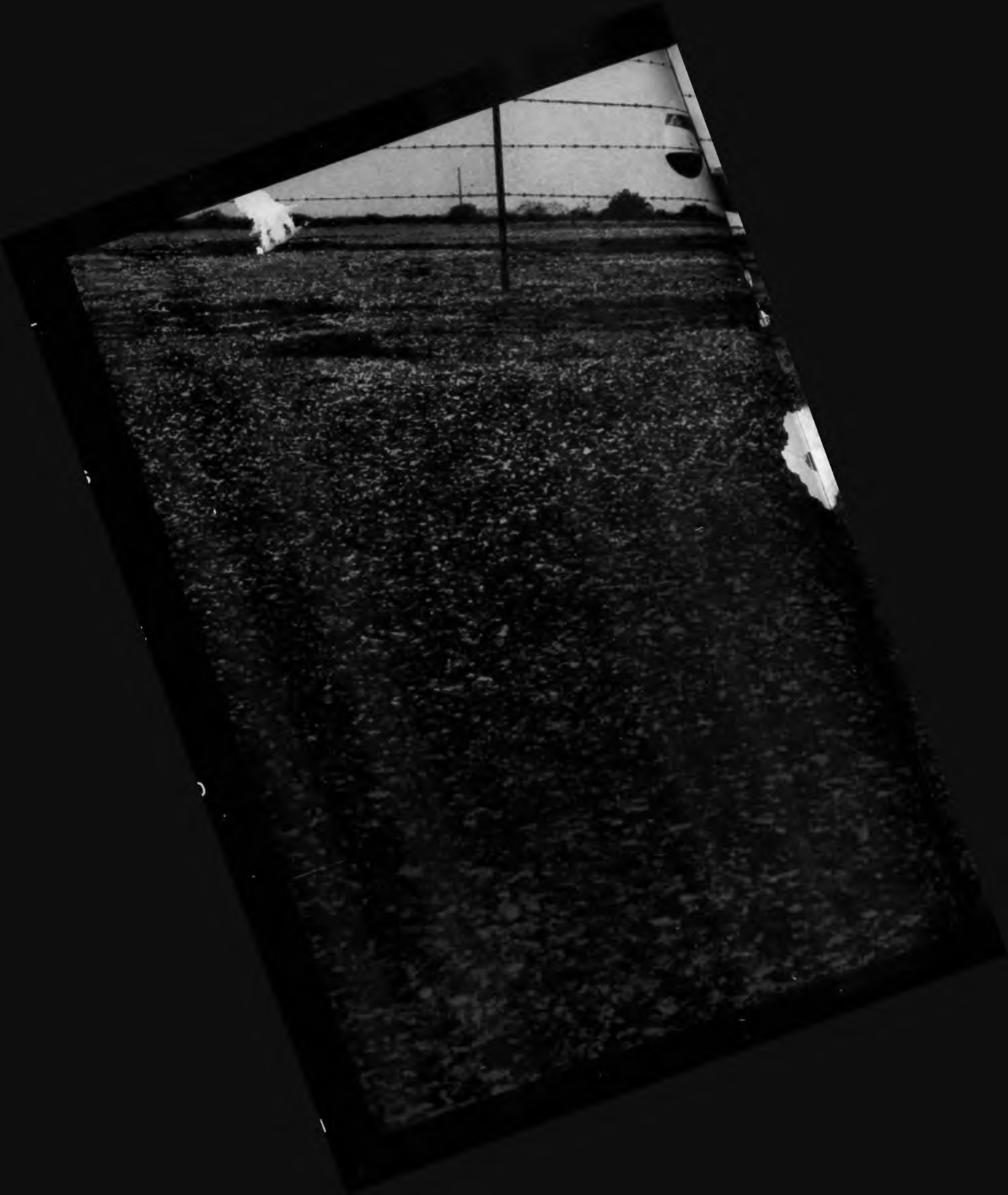
2 stations
43.0 Rating
73.8% Share

TOPS
EVERY OTHER
SYNDICATED
SHOW IN THE
MARKET!

INDEPENDENT
TELEVISION
CORPORATION



488 Madison Avenue • N. Y. 22 • PL 6-2100





HERE THEY COME!

Quick on their feet, quicker on the audience draw...the most excitement-charged team of private eyes ever assigned to catch the public fancy! It's CBS Films'

THE BROTHERS BRANNAGAN

Starring Steve Dunne and Mark Roberts in 39 all-new, all-action half-hours filmed on location in scenery-rich Arizona and California.

Reserve your sales area now

FROM CBS FILMS 

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"

*OFFICES IN NEW YORK, CHICAGO, LOS ANGELES,
DETROIT, SAN FRANCISCO, BOSTON, DALLAS, ATLANTA,
ST. LOUIS. IN CANADA: S.W. CALDWELL, LTD.*

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area ranking 11th in retail sales*—26th in TV households**. Your play—call Venard, Rintoul & McConnell, Inc.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV LANSING
JACKSON
BATTLE CREEK
CHANNEL 10

**SERVING MICHIGAN'S
GOLDEN TRIANGLE**

Associated with WILS—Lansing / WPON—Pontiac

Letter from the Publisher¹

Rate Structures

Rates have been the subject of animated discussion in the broadcast media since its very inception as a commercial enterprise, and for a very good reason: the rate structure is the focal point upon which television, or any other medium, is built. The economic function of the advertising agencies depends on a sound rate situation.

Therefore, some of the major agencies in the past few months have come forth with rate proposals for television. The most recent of these suggestions was made by Leslie D. Farnath, vice president in charge of media at N. W. Ayer, who met with the reps to encourage a single rate card. Recently, BBDO came forth with a proposal for summer rates. Several months ago, Ted Bates called the reps together for a meeting at which the agency felt that barter arrangements were undermining the national rate structure. At the time of that meeting, and since, barter deals have been on the way out.

But national-local rates continue to be television's knottiest instrumentality. Television, as the youngest of all media, has the opportunity to avoid the pitfalls older media have made and are making.

Definition and Adherence

The millennium, of course, is a single rate card, which many stations enforce and to which they adhere. In many other markets a national and local rate is economically logical. However, the big problem with a dual rate is the definition of what is local and what is national, and the strict adherence to these definitions. For, if the national advertiser is allowed to come into the market through the back door of local rates, the station in the long run is cutting down the individual as well as the total appropriation for national television advertising.

The newspapers have gotten themselves into a serious bind with local and national rate-card manipulations. In 1959 newspapers billed almost \$750 million in national lineage. An additional \$469 million was placed by national advertisers at the retail rate. This figure is increasing at an alarming pace, and newspapers have allowed these practices to go unheeded.

No one can blame an agency for trying to get the lowest rate for its client. This is a never-ending effort through one approach or another. As one media director put it, "I don't feel there is anything sacrosanct about rates. The price of steel goes up and down, so can rates. However, what we won't stand still for are a set of 'flexible' rates whereby through one device or other advertisers are getting a better shake than our clients." Some agency media executives have suggested that like products with general distribution—whether local, regional or national—earn the same rate.

No one can blame the station for adhering to a literal application of its rate card. If concessions have to be made to get business, then there is something basically wrong with the rate structure of the station, and its rates become subject to negotiation like the prices at a Turkish rug bazaar. If this happens, television stations will have no one but themselves to blame.

Cordially,

S. J. Paul

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This is a Television
Tape Recorder...

This is
WAVY-TV

Two RCA television tape recorders... Channel 10 production slings, close tight. They enable the WAVY-TV program department, at their... produce top quality commercial... grams; to insure the peak... vision viewing, and commercial...

By H-R

channel

WAVY-TV

STUDIOS AND OFFICES IN
NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.



*same
story!*

● *A once-in-a-lifetime special event or a regularly-scheduled adventure show—as different as can be, yet the same: they spell overwhelming leadership for Channel 2.*

Example: WCBS-TV's coverage of the wedding of Princess Margaret scored a royal 25.9 rating and a 60.9% share of audience. Despite an 11:15 pm start (well after the other New York stations), the WCBS-TV coverage averaged 72% more homes than the second station's prime-time showing, more than the next three stations combined! (Nielsen)

Another example: "Sea Hunt," one of New York's top-rated shows during a seventeen-month run on Channel 2 (31.2 average rating). When the show moved to another network station—same night, same time—ratings took an immediate plunge. Overnight, "Sea Hunt" lost three-quarters of its audience! The inevitable result: "Sea Hunt" is once more back on Channel 2, once more riding the popularity crest with a current 27.8 rating. (Nielsen)

Worlds apart? Of course. Yet both cases are part of the same familiar story. Year-after-year (as reported in 63 consecutive Nielsens), New York's largest audiences by far are tuned to...

WCBS-TV

CBS Owned • Channel 2, New York • Represented by CBS Television Spot Sales

In TV too...FILM does the "impossible"

HERE, THERE AND EVERYWHERE—all at once! Multi-image to show multi-use! That's the effect used to win the busy housewife in a brilliant 60-second Corning Ware TV film commercial. Multi-image produced economically . . . efficiently!

Want special effects? Film is your answer! Film—and film alone—can do 3 things for you: (1) provide high-polish commercials, rich with optical effects; (2) give you crisp, vivid animation; (3) assure penetration and coverage the world over.

For further information: Get in touch with Motion Picture Film Department
EASTMAN 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: Corning Glass Works—Consumer Products Division
PRODUCER: Audio Productions, Inc.
ADVERTISING AGENCY: N. W. Ayer & Sons, Inc.

444

Accuracy

... I wish to compliment you on the accuracy and conservative approach of your book. . . .

JOHN WALSH
Media Department
D. P. Brothier & Co.
Detroit

Wayne Article

... for the wonderful article about our agency in your May 30th issue, please know that the writer and his associates are indebted. . . . The article is beautifully written and so well presented. . . .

TUCKER WAYNE
Tucker Wayne & Co.
Atlanta

... we congratulate you on a fine publication which seems to become of more benefit to the advertising industry with every issue. . . .

MATTHEW CONNOR
Executive Vice President
Tucker Wayne & Co.
Atlanta

... our congratulations to TELEVISION AGE for consistently doing an outstanding coverage of the fascinating television medium. . . .

LEIGH H. KELLEY
Chairman, Executive Committee
Tucker Wayne & Co.
Atlanta

Children's Shows

I was very interested in the results of your recent survey of television's effect on children, particularly because we conducted our own survey of children's programs last year. Though our study didn't deal with specific shows, but rather was a general study of all programs on the air during children's hours, our results were very similar to yours. For instance, your figures show that 80.3 per cent found no specific program

upsetting to children, while 89 per cent of the women we polled approved of children's programming. . . . I would like your permission to reprint the results of your study in our Newsletter. . . .

PETER GOELET
National Audience Board
New York City

Fright—Or Excitement

... General Toy in the May 16th issue. . . . the contact for buying should be Elaine H. Hudson.

I would also like to comment on the extreme interest that we at Webb had in your article "Is Dennis Menaced?" As you know, we spend a major portion of our tv budget on children's programs, and a great deal of thought and consideration has been given to the content of the *Popeye*, *Three Stooges*, etc., shows in which we have been placing our spots. To my knowledge we have never received any complaints that the programs in which our commercials have appeared have frightened children. I must say that we have received complaints that they have excited children, but it is my opinion that children enjoy most those forms of entertainment that do excite them. If they were to stop "exciting" forms of entertainment, we would have to ban circuses, rodeos and games like hide-and-seek and bring an immediate halt to all birthday parties. . . . I am definitely against the gangster-murder type of shows that are programmed early enough in the evening to catch child viewers. . . .

BERNARD J. SCHIFF
President
Webb Associates
New York City

Directory Helpful

Find your Directory very helpful. We keep it among our "active" papers. A useful addition to it would be, for each station, the network affiliation. . . . However, it is fine as it is.

E. L. DECKINGER
Grey Advertising
New York City

'WILLY McBEAN and

IS THE BRAND-NEW AND



The Trojan Horse and the siege of Ilium,
Are spectacles that awe our Willy M.



The West's at its wildest when Willy heads out
With Buffalo Bill, the famed Indian Scout.

TRANS-LUX TELEVISION CORP.

625 Madison Avenue, N. Y. 22,
NEW YORK - CHICAGO - HOLLYWOOD

His MAGIC MACHINE'

VERY ORIGINAL TV CARTOON!

Willy McBean lives in a special children's world, full of fact, fiction, fantasy and fun! He roams the past, the present, the future, with all the great adventurers of all time! Yes—Willy is as wonderful as the imagination of a child. That's why this fresh new television program will capture the heart and mind of every boy and girl . . . and grown-ups who are young in heart.

260 episodes available January 1961



The bold adventures of a Viking,
Are very much to Willy's liking.



Back to the Stone Age our brave Willy went—
The creation of fire was quite an event!



Willy is wide-eyed, just look at him gawk,
When the Wright Brothers fly at Kitty Hawk.



What Willy finds in outer space,
Makes Halloween seem commonplace.

N. Y., PLaza 1-3110-1-2-3-4

For information, contact RICHARD CARLTON, Vice President In Charge of Sales

June 27, 1960, *Television Age* 13



DON'T BE A DROOPERT is now the safety slogan in the Cleveland market. Introduced as an animated TV symbol of channel 8's on-the-air public service campaign, the cartoon character of Droopert immediately became synonymous with traffic hazard. Cleveland city officials quickly adopted Droopert. Now, he has been *stenciled on sidewalks* of Cleveland's busy intersections. That's impact—action and influence.

YOU KNOW WHERE YOU'RE GOING WITH

WJW TV
CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

Syndication Promotion Idea: A Flop

What has happened to the idea of an industry-wide research and promotional organization for syndication which was urged so strongly just over a year ago? Predictably, exactly nothing. The idea was advanced last June by Les Dunier, vice president in charge of radio and tv for Mogul Williams & Saylor, Inc., in an open letter to 15 major film companies. He noted that spot announcement schedules are syndication's biggest competition and that programmers lose out because "as a group your research—if it exists at all—is primitive and archaic." Contacted last week, Mr. Dunier said that all 15 companies had responded affirmatively to his suggestion, but that they were apparently unable to get together—not a particularly unusually phenomenon in syndication. Mr. Dunier remains convinced that the need for such an organization still exists, "even more so today."

Transogram's Tv Toys

One of the largest users of spot tv in the past as far as number (about 90) of markets is concerned, Transogram Co., Inc., has set its items for the pre-Christmas push. To be featured in kid-show minutes beginning in September are Yogi Bear Ball Toss game, Scatter Shooter shotgun, Milk & Juice Bar and Little Play Nurse/Doctor medicine cabinets. Items spotlighted will vary from market to market. Adrian Price is the account executive on Transogram at Wexton Advertising Co., Inc., New York.

MGM-TV Joins Cartoon Craze

MGM-TV, flushed to its corporate scalp with the television success of its recently introduced cartoon package, is planning production of new cartoons—to be made specifically for tv. Characters and stories are being developed now to capitalize on the booming tv cartoon market. The Metro-Goldwyn-Mayer cartoons now in distribution are fully animated, as opposed to the more limited animation utilized in newer tv cartoons. However, it's understood that MGM-TV envisages limited animation for its planned tv cartoons, due to costs. The current package, consisting of 135 seven-nine minute episodes, was released two months ago and has been sold in 28 markets for a gross of over \$1 million.

Product For Hair on Air

Pomatex Co., Inc., maker of Pomatex hair dressing, is currently using spot schedules in New York "and a few other eastern markets," according to advertising manager Howard Secular. The brand is a fairly new tv customer, but has used radio dating back about 12 years. Video activity is confined to minutes and 20's primarily in daytime movies, but also in nighttime slots, to reach mainly women. Schedules are placed May-September

during the product's peak sales season. R. T. O'Connell Co., Inc., New York, is the agency, but most buying is done direct.

'Dawg' Bought By Lay Co.

CBS Films last week executed what is believed to be a first of sorts in the syndication field with its sale to H. W. Lay & Co., Inc., of *Deputy Dawg*, new television cartoon series. The transaction, covering 45 markets in the southeast for a fall start, marks the first time a major regional advertiser has invested in a new tv cartoon property on a large scale. Kellogg's, on a national level, pioneered in the field, but the larger regionals have pretty much stuck to live-action offerings. *Deputy Dawg*, produced by Terrytoons, has now been sold in 65 markets.

Stockings Swing to Spot

Following the lead of Supp-hose, Cameo and other stocking brands that have recently taken to video with gratifying results, Hanes Hosiery, Inc., moves into the medium this fall for a good-sized test. About eight or 10 markets will get strong schedules of minutes and 20's on film in women's daytime programs and evening slots, although president James R. Flanagan of the New York agency bearing his name stated that no definite commitments have been made. The schedules are planned to start in September and continue into December.

Nifty Folders Unfold Campaign

Reported "planning" in Spot Report, April 18, St. Regis Paper Co. has firmed up its pre-school spot campaign on better than 100 stations covering about 140 markets. Filmed minutes in and around kid shows will run daily to promote Nifty folders, a hardcover notebook binder. The item has been tested on tv for several years, primarily in southern markets, with significant success. About \$500,000 is budgeted for the three-week push that begins in late August and early September. Media supervisor Herman Braumuller is the buying contact at Cunningham & Walsh, Inc., New York.

CNP Sets Heavy Production Slate

One of the more bullish companies in television program production today is California National Productions, which has set a schedule of eight new entries covering just about every category. These include two syndicated properties—*R.C.M.P.* and *The Blue Angels*—and a second series of *The Lawless Years*, renewed on NBC-TV. In addition, CNP is developing several programs in a lighter vein: *The Jim Backus Show—Hot Off the Wire*, *Henry and His Claymates* (104 five-minute stories in animation) and *The Funny Manns*, described as a library of situation comedies for the junior set. Two unnamed series—a documentary-type western and a police drama—are also in the works.

KROC-TV

ROCHESTER, MINN.

**Now
Delivers**

95,124

**Tv
Homes**

Share of audience 9 A.M. to midnight **68.9**
(one of the highest ARB share of audiences in the U. S.)

POPULATION-UP 34%
RETAIL SALES-UP 75%

(source: U. S. census 1960 over 1950)

The way to reach this dynamic, fastest growing market in the state of
Minnesota is through KROC-TV.

Check all the facts with

Venard, Rintoul & McConnell, Inc.

**Channel
10**

KROC-TV



Rochester, Minnesota

network representative Elisabeth Beckjorden

Business barometer

Local billings were up in April over those in March, the only category of television business which showed such a gain.

The exclusive TELEVISION AGE Business Barometer report shows local totals up 1.2 per cent over those in March. April totals were 10.9 per cent ahead of the same month in 1959.

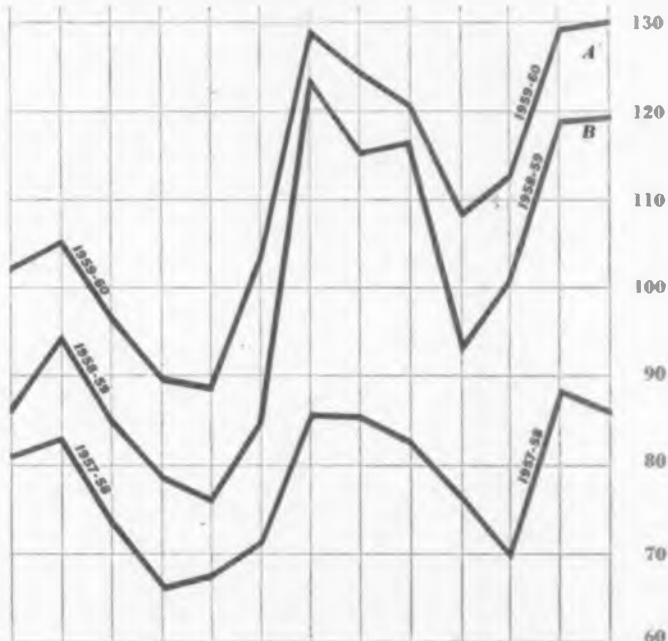
The 1.2-per-cent increase in billings between March and April is about average for the month, a check on earlier Business Barometer surveys indicates.

Only year in which the March-April increase was markedly greater was the first year in which TELEVISION AGE conducted the Business Barometer surveys—1954.

In that year the increase was 7.5 per cent. This large spring increase may be accounted for in part because of the immaturity of the medium at that stage of its development. Large increases from month to month in local billings were not unusual.

In 1955 the gain for the period was 1.7 per cent; in 1956 0.9 per cent and in 1957 0.8 per cent. In April 1958 the gain in business over that in March was 1.9 per cent, and last year, 1959, it was 2.6 per cent.

LOCAL BUSINESS
Apr. May June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr.



A April up 1.2 per cent over Mar.

B April 1960 up 10.9 per cent over April 1959

While the year-to-year surveys have not been conducted for so long a period, the 10.9 increase in local April business this year as compared with 1959 may be compared with the previous year. The 1959 April billings were 15.7 per cent ahead of local billings in April 1958.

The Business Barometer surveys are conducted nationwide, and the sample from which results are compiled includes stations in both large and small markets, located in all parts of the country.

Questionnaires used in the survey are returned to Dun & Bradstreet. That firm compiles percentages which are turned over to the editors of TELEVISION AGE.



Statistics are like icebergs. The numbers you see may be impressive, but it is often the footnote hidden below that carries the most weight.

Consider the next network trade ad you see. Examine closely the figures that support the headline's claim.

Are they based on less than half of all the nation's television families, or do they represent a true measure of nationwide audiences? (*We count the whole country—see footnote.*)

Do the statistics simply reflect an isolated week or

two, or do they span a longer, more meaningful period? (*We embrace the whole season—see footnote.*)

Do the numbers in big type report "total audience" ratings, which include all viewers who dip in and out of any program? Or are they "average-minute audiences," which more accurately measure how many television homes were tuned to your commercials? (*Our viewers stay put—see footnote.*)

Do the boundaries of "nighttime and daytime" include the full schedule of sponsored programs, or are



NATIONWIDE NTI AA REPORT NIGHT: MON-SUN 6-11 PM; I

some
or da
WI
that
Tele
most
...th
the s
...th
seco

It's the footnotes that count!

some time periods left out, foreshortening either night or day? (We work the longest hours—see footnote.)

When you do look into our footnotes, you will find that by all the measures that really count the CBS Television Network again this season broadcast the most popular program schedule in all television, with

- ... the greatest nighttime audiences: 16% larger than the second network and 17% larger than the third
- ... the largest daytime audiences: 20% larger than the second network and 65% larger than the third

... more of the most popular nighttime programs than the other two networks combined: 4 of the top 5, 6 of the top 10, and 11 of the top 20

... more of the most popular daytime programs than the other two networks combined: 3 of the top 5, 7 of the top 10, and 12 of the top 20

Which explains why advertisers, who can be counted on to read the fine print, continued to commit more of their budgets to the CBS Television Network than to any other single advertising medium.

SPORTS OCT I, '59 - MAY II, '60
W; DAY: MON - FRI 7 AM - 6 PM



The answer is—give your laboratory time and money to do the job right! Then all your release prints will be on the beam 100%.

It shouldn't happen to a dog!

Always shoot it on EASTMAN FILM. You'll be glad you did!



It didn't happen to this dog!

LASSIE, like many other top-rated filmed TV shows, is processed by Consolidated Film Industries. And at CFI, it soon becomes apparent that 40 years of experience and know-how make an important difference.

There is no such thing as a "cut rate" or "bargain" in laboratory film processing. The Eastman Kodak Company says, "The answer is—give your laboratory time and money to do the job right! Then all your release prints will be on the beam 100%."

For processing perfection... specify CFI.

cfi

CONSOLIDATED FILM INDUSTRIES
 959 No. Seward St., Hollywood 38, Calif.
 Hollywood 9-1441
 521 West 57th St., New York 19, N. Y.
 Circle 6-0210

LASSIE, a Peabody Award winner, is produced by Robert Golden for The Wrather Organization; Sherman Harris, Executive Producer.

Reprinted by permission of the Eastman Kodak Company

When is pay television not pay television? . . . page 21

Timebuyers find Crown stations' treasure . . . page 21

Spending of tv audience now measured page 109

Don't Pay: Participate

With a delicacy that would not be out of place in a minor character in an 18th-century drawing-room comedy, Irving Kahn, president of TelePrompTer Corp., last week introduced a new pay-television technique. Only it shouldn't be called *pay tv*.

"We prefer to call it *participation television*," Mr. Kahn said.

The TelePrompTer executive made this fine distinction because his patented device, called Key TV, allows the viewer to answer back electronically, and besides, not all Key TV programs will be telecast for a fee, he said.

The device, activated by a viewer in his living room with a key, is equipped with two buttons which can be used to answer questions asked him on his set in regard to particular programs and to opinion polls and the like. In addition, with the introduction of this mechanism, TelePrompTer became the first company to demonstrate unabashedly how pay television can become a major advertising medium—sponsored toll tv.

As H. J. Schlafly Jr., vice president, research and development, described it, the system "also lends itself to the merchandising of goods with the ability to demonstrate and order an item for subsequent delivery and billing." In Mr. Schlafly's words, a viewer could be offered goods on his pay channel and order them right from his easy chair—"a televised mail-order catalog. Or can you imagine the camera panning supermarket shelves? How easy can life get for the homemaker?"

Viewer response to each item could be recorded on the tape (Western Union teletype, which owns a large part of TelePrompTer) in a special box. Tapes are to be collected as often as is necessary. Collection and analysis of the records at present

will be done manually, but automatic data-processing systems are expected to be used later when demand is sufficient, Mr. Schlafly said.

With the data from the tape, he explained, a subscriber's record of charges for entertainment programs, answers to a quiz or questionnaire, the grocery list, or his rating of programs is evaluated. Billing would be done by a nationwide credit organization. In addition to this permanent written record, Key TV, says Mr. Schlafly, provides an immediate and instantaneous method for judging group acceptance and response on a percentage basis through an instantaneous participation indicator at a central control station.

TelePrompTer's key box (which fits with difficulty in the palm of the hand) serves as a control and activating unit. The paper tape is housed in a Tele-Recorder box located at the cable tap-off point outside each subscriber's home.

The system will be used this summer in two of the four cities where TelePrompTer owns community antenna systems—Liberal, Kan., and Farmington, N.M. The latter area will be used for educational and merchandising tests, and the former city will be used for entertainment and sports tests. A small prototype run of the devices has already been made.

TelePrompTer, incidentally, is not a stranger to home pay tv. It piped the recent heavyweight championship fight between Ingemar Johansson and Floyd Patterson to homes in 13 cities, in addition to another 230 theatre locations in the country.

Shades of Captain Kidd

June was the month for buried treasure for agency executives when the Crown stations (KING-TV Seattle, KGW-TV Portland and KREM-TV Spo-



Part of the winning team in the Crown stations' treasure hunt in San Francisco is shown racing down the steps of the county jail bearing the 100 fortune cookies which contained the clues for the next step in the hunt. Shown (l. to r.): Pat Ashby, BBDO; Gael Douglas, Long Advertising, and Ben Franklin, Guild, Bascom & Bonfigli. Mr. Franklin was the eventual winner of the automobile.



In Los Angeles (l. to r.) Terry Brady of Fletcher Richards, Calkins & Holden and Al Flor of EWRR are shown with Jim Neidigh, sales manager for KING-TV Seattle. Mr. Flor, winner of the Volkswagen, receive the keys from the station man.

kane) staged hunts across the country and winners took home prizes ranging all the way from Volkswagen automobiles to Polaroid Land cameras.

First hunt was in San Francisco, where more than 200 agency people, divided into teams of five, careened

(Continued on page 109)

- The capital ladies in the capital city make up their minds—and then their shopping lists—before the stroke of noon. In the pre-shopping hours...
- It's this distaff quirk that makes the following fact so significant...



*Washington
women
make up their minds
in the morning...*
and the greatest share are influenced by

WRC-TV

Between 7 am and 12 noon, Monday through Friday, WRC-TV attracts more women viewers than any other station in the Washington area.
Owned • Channel 4 in Washington • Sold by NBC Spot Sales • WRC-TV

Source: Washington A R B Jan.-April 1960



the case of the duplicate products



Not long ago one of the stations we represent had a worrisome (but not necessarily uncommon) problem on its hands. This involved the conflict between a new gasoline sponsor on the network and a long-term gasoline spot advertiser using a quarter-hour news strip in the early evening.

It might have cost the station considerable revenue. But an HR&P salesman resolved things quite handily. First, he worked out a switch for the spot advertiser to a later newscast. Then he took a non-conflicting sponsor from a competing station and put him into the earlier time. Finally, to round things out, another HR&P salesman signed up a third advertiser for a five-minute weather show made available by the shift.



Result: The station not only kept the original news strip sponsor but also added two *new* advertisers sponsoring ten programs a week!

CHALLENGES LIKE THIS aren't unusual at HR&P. That's one reason why we choose our salesmen for their creative ability and resourcefulness. Another is because — representing *one* medium only — we have no barriers to wholehearted creation of new business for the spot TV field.

Uniquely, you see, we can afford to be creative *both* ways — for the stations we represent, and for spot television alike.



*Burt Adams,
New York office*

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • LOS ANGELES

JUNE 27, 1960



Summer spectaculars



*New network techniques
added to past experience will make
convention coverage best yet*

What has happened to the old-time ward-heelers of American politics, those dispensers of patronage to the children of light? Answer: those who had the political bad sense to get caught in the unblinking eye of the television camera withered and died as though struck by poisonous rays—victims at the polls of an incredulous viewing public.

And what has happened to our political conventions of old, when invective, monotony and horseplay were inextricably bound up in an exhibition designed essentially for hardy professionals? Answer: the camera, and with it millions upon millions of potential voters,

brought reason, some semblance of decorum and perhaps an element of showmanship to the proceedings.

This convention year the television networks will again dominate the sessions as they did in 1952 and 1956, and indications to date are that these two summer “specials” will be better produced and better received than they ever have been.

In bringing these two political events to the American public the three networks will lose more money than ever before—approximately \$10 million in pre-emption time losses and in production costs even after current advertising



Doug Edwards will be a legman



McCormick and Beatty of NBC News



John Daly and other ABC newsmen go over convention plans

NBC's McAndrews and staff preview new coverage techniques



revenue is considered. It is noteworthy that even CBS-TV, which has its conventions fully sponsored (Westinghouse Electric Corp. for the third straight time), will be losing money — approximately \$2 million. Westinghouse will be investing \$6 million, but CBS-TV's losses in pre-emptions, combined with production costs, are expected to amount to about \$8 million.

ABC-TV at this writing had only one-twelfth of its convention coverage sold—to Twentieth Century-Fox—and its losses will probably amount to \$5 million. NBC-TV had half of its conventions sold—one sixth each to B. F. Goodrich Co., Lever Bros. and Brown & Williamson. Its losses will probably come to around \$3 million. In brief, even if additional sponsorships are found to bring the nut down slightly, coverage of the conventions will still cost network television millions of dollars.

Two factors insure viewers and advertisers a better show this year: new developments in the technical area (such as video tape) which allow more flexible and selective coverage, and more cooperative television-conscious national committees which

have tightened up their schedules (in Los Angeles, the Democratic convention will start on July 11 at 5 p.m. to coincide with 8 p.m. prime time in the east).

Leonard W. Hall, former chairman of the Republican National Committee, who considers television "a new and immensely valuable method for the candidate to reach the voter," tells a story (in *Politics U.S.A.*, Doubleday & Co.) which perhaps best illustrates why the committees are so tv-conscious.

Seeing is Believing

Mr. Hall, slightly alarmed and mystified several years ago by an increase in Democratic voting in Republican Maine, asked an old resident of that state what was going on up there. The reply: "Well, we can't do anything with this television. Our children were brought up to think that Democrats had horns. Now they see them on television, and realize some of them don't have horns a-tall!"

The presence or absence of horns, tails, fangs or telltale birth marks, however, will be made clear to still more viewers this convention year,

since the number of television homes has increased over the last four years—from 36.5 million in 1956 to 45.2 million early this year. According to a special A. C. Nielsen study done for Westinghouse Electric Corp. of the last convention (which will be discussed in detail later), the three-network coverage of both conventions reached 33.8 million homes, or 93 per cent of the potential viewing audience in 1956. Average number of time spent in convention viewing per home for all three networks, according to Nielsen: 16 hours and 18 minutes.

The tactical and logistic problems involved in bringing both conventions to these viewers appear, to the layman at least, as difficult and as complex as those encountered in the invasion of Normandy. Close to 1,000 network personnel — newsmen, announcers, editors, engineers, cameramen and the inevitable press agents—will descend on Los Angeles (where the Democrats will meet from July 11 to July 15) and on Chicago (where the Republicans convene from July 25 to July 28). Despite the pool, which is expected to be used 75 per cent of the time by all three networks,



Where the Democrats will convene in an anticipated free-for-all



CBS-TV's new "Transi-Talkies"



NBC's Huntley and Brinkley try out a mock-up of the booth they

ABC-TV will use its "creepy-peepey" camera



Anchor man Walter Cronkite

there will be an extraordinary amount of jockeying and knifing for exclusive stories in hotel suites and corridors, on the convention floor and in the streets.

As indicated already, the respective shows will be better than ever, but they will be only as good as the convention committees make them, and only as exciting as the news itself is—despite the impressive array of electronic gear brought to the scene. At present, indications are that the Democratic convention will be wide open and dramatic, and the Republican convention, now that New York's Gov. Nelson A. Rockefeller is offering Vice President Richard M. Nixon some opposition, might also be interesting from a news point of view. In brief, the conventions will be treated as live events, as running news stories.

Tape Helps Coverage

Tape will play two equally important roles in the conventions: on the one hand it will allow for simultaneous coverage of two breaking news stories (before, one would be lost), and on the other hand it will enable directors to pull away from monotonous proceedings to present recorded interviews and other side-lights to the sessions.

As Sig Mickelson, president of CBS News, has pointed out, "there will be fewer . . . boring moments. With video tape, which was not available in 1956, we will be able to record developments wherever they occur and switch to these segments whenever there is a dull moment within the hall. Thus the story we present will have more fluidity, and will be less bound by the actual convention schedule."

Despite the electronic limitations in 1956, the nation's viewers apparently considered the conventions fascinating television material, as the Nielsen study compiled for Westinghouse demonstrates. As previously noted, the three-network coverage of both conventions reached 93 per cent of the available homes at that time. Westinghouse, on CBS-TV only, reached 81.4 per cent of tv homes.

or 28.6 million, with its investment in both conventions. Average time spent per home with the Westinghouse-presented conventions: nine hours and 11 minutes.

With the 1956 Democratic convention only, Westinghouse reached 26.1 million tv homes, or 74.4 per cent of the total, for an average of five hours and 45 minutes per viewing home. The Republican convention, perhaps because its outcome was a foregone conclusion, produced slightly lower figures: 24.2 million homes, or 68.9 per cent of the total, for an average of four hours and 38 minutes per viewing home.

Comparing 1956 Coverage

Nielsen made a daytime-versus-nighttime comparison of the 1956 Westinghouse convention coverage. In the daylight hours Westinghouse reached 19.7 million homes, or 54.0 per cent of the total, with three hours and 30 minutes of average time spent per home. At night the advertiser reached 27.5 million homes, or 75.4 per cent of the total, with an average of seven hours and two minutes of viewing time per home.

Perhaps the most interesting figures to come out of the Nielsen study revolve around a comparison it made of homes using tv during the conventions, as against the previous report for the same time periods. Curiously, the Democrats were able to increase daytime viewing by a significant margin—from 17.9 per cent of tv homes to 21.1 per cent during their convention—but were unable to increase nighttime viewing (36.6 per cent of homes for the convention; 38.1 per cent for the previous period).

Opposite for G.O.P.

The Republican pattern was just the opposite: convention viewing fell off during the daylight hours from the previous period by .5 per cent (from 18.8 to 18.3). Nighttime figures showed an increase in homes using tv during the Republican convention: from 37.9 to 38.8.

In summary, the Nielsen study
(Continued on page 101)



booth they will use for both conventions

Tv and the ballot box

*Medium can, and often does,
swing election to winning candidate*

If American history books record nothing of the odd reluctance of one Alexander Throttlebottom to run for Vice President of the United States back in 1931, the omission is perhaps largely due to the fact that the closest Mr. Throttlebottom ever got to an actual smoke-filled room was the lounge of the Music Box Theatre in New York City.

In theatrical chronicles, however, Mr. Throttlebottom was indeed unwilling to be the running mate of John P. Wintergreen. Through six nights and two matinees a week for 441 performances he was terrified that his mother might find out he had become Vice President.

But this, of course, was a political eon ago. If George S. Kaufman and Morrie Ryskind were writing *Of Thee I Sing* today, such a satirical gibe would never occur to them. For while Mother Throttlebottom might conceivably have been unaware three decades ago of what had befallen her son, today the fact could hardly



escape her. Television has seen to that.

As a means of political communication television came of age with the national election of 1952, and its growth in this direction over the past eight years has been such that it can well be considered now as the major source of information for—and the

major influence on—the country's electorate.

The basic ability to pass on political information is not peculiar to tv alone, since a voter can read accounts of election campaigns, texts of speeches, progress of national conventions and so on in newspapers and magazines, or he can hear them on radio. But there is a second aspect of political coverage that is wholly unique to video: the voter is able to get a *personal* impression of a candidate for office; candidates come to the voter in the comfort of his living room and create a vital (or otherwise) presence in the home.

A survey conducted by Cunningham & Walsh at the time of the race between Nelson Rockefeller and Averell Harriman for governor of New York in 1958 is indicative of the role television now plays at the polls. Using a sample of 537 voters in four New York State counties—Nassau (suburban New York), Erie (Buffalo), Monroe (Rochester) and Onondaga (Syracuse)—the agency



examined not only the voters' impressions of the two candidates on the basis of their tv exposure but also the over-all impact of the medium on the ballot box.

Particularly revealing were the responses to the question, "What effect do you think television has had on recent political campaigns?": 86 per cent stated that tv has had positive effects; nine per cent felt that the medium has had negative effects, and 13 per cent were of the opinion that it has had little or no effect (percentages added to more than 100 per cent because some respondents made more than one comment).

During the campaign from which he emerged the winner, Mr. Rockefeller appeared in paid political broadcast time a bit less than twice as often and twice as long as Mr. Harriman, and he maintained a schedule of relatively frequent tv appearances up through the week-end before the election, while his opponent's appearances on the last week-end were at a minimum.

Governor Rockefeller appeared on television in New York City, Buffalo, Rochester and Syracuse a total of 198 times for an aggregate 1,550 minutes between Oct. 1 and Nov. 3. Former Governor Harriman's exposure totaled 107 appearances covering 850 minutes. (These appearances by both men were on political pro-



grams only and did not include film or tape shown as part of regular news shows.)

The responses from the C&W sample—whose vote of 63 per cent for Mr. Rockefeller and 37 per cent for Mr. Harriman closely approximated the actual 60-40-per-cent vote in the four counties covered—indicated that the impression a candidate makes can be judged, to a certain extent, by a voter's ability to remember what he saw and heard on television—the greater the impression, the more a voter will remember about the appearance.

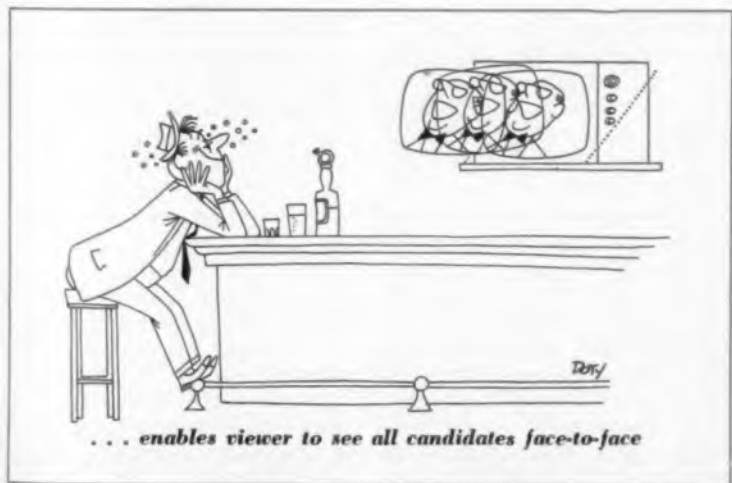
Mr. Rockefeller made a greater impression than his opponent on

those queried in the agency's study, and his tv appearances were more "memorable." Ten per cent of those questioned were unable to recall what they saw and heard of Mr. Rockefeller on video, compared to 19 per cent who said the same about Mr. Harriman.

Voters saw Mr. Rockefeller, according to the survey, as a dynamic, personable, handsome man with a great deal of personality, and during the campaign their attitude toward him, because of television, definitely became "more favorable." An almost complete lack of any negative impression of the man was expressed; what little there was of a negative reaction centered around the impression that he was inclined to be superficial or insincere.

The impression of Mr. Harriman, on the other hand, was restrained and qualified. Relatively speaking, there was little change in the surveyed voters' attitudes toward him because of tv, and there was little of the "excitement" evinced for Mr. Rockefeller. The sample's remarks about Mr. Harriman added up to a picture of a man who was capable and sincere but inclined to be stiff and uninteresting.

The apparently vast importance of the personal equation was perhaps
(Continued on page 36)





In the midst of British reserve, Korn Kurls



Is there nothing sacred?



Win Welpin discusses a commercial with the boss

Innocents abroad

Improvisation is the key that unlocks the problems of taping commercials overseas

Last year, when NBC-TV dispatched Dave Garroway and the *Today* troupe to Paris for a week of shows set against the pictorial blandishments of the French capital, not the least of which was Mlle. Brigitte Bardot herself, in person, not a motion picture, a contretemps arose at one point with the discovery that a prop vital to the taping of a commercial at the very plush Tour d'Argent restaurant was slightly missing.

Undaunted by the crisis and unfazed by the elegance of their surroundings, Garroway and company, through the beneficence of an unsuspecting management, drafted into substitute service a magnificent silver soup tureen

and, to the horror of the restaurant's *soigné* clientele, used it as a pot in which to boil a piece of carpet.

This demonstration of Yankee ingenuity in behalf of the stamina inherent in a du Pont rug fibre not only elicited from the onlooking natives the oft-evoked Gallic observation that *les Américains, ils sont fous* (which translates all too freely into "Americans are nuts"), it also represented the sort of thing that's apt to come up with monotonous regularity when doing live television commercials some three thousand miles away from Rockefeller Center.

Take another instance in Paris last year when the Garroway crew again

ran afoul of the unforeseen and this time precipitated a demonstration in the other and grimmer sense of the word. Seems the boys had set up their gear to tape a commercial in front of a shoe store on a side street and were all ready to roll, when the inevitable contingent of gapers descended on them.

This still posed no particular problem—until the proprietor of the *boutique*, uncharacteristically failing to appreciate the value of the free publicity, worked himself into a righteous swivet over the sidewalk mob which seemed to be effectively blocking entrance to and egress from his place of business. Hot words were



A new chariot in an old setting



Perry Massey sets up a commercial



Unexpected pitchman for Jockey shorts: Malcolm Muggeridge



Every place gets into the act

bandied about, sides were taken, Gallic tempers flared, and things were proceeding merrily and physically apace when the *gendarmerie* arrived and broke up the party.

Under the best of home-grown conditions, producing some two dozen live commercials a week for the Garroway stanza is somewhat less than a picnic, and when the normal headaches are compounded by doing it on foreign soil, perhaps something like a near-riot is par for the course.

But despite irate shopkeepers, soup tureens and several other unnerving moments encountered in Paris, *Today* went looking for production trouble again last April, this time in Rome—

two weeks after its companion piece at the other end of the NBC-TV broadcast day, *The Jack Paar Show*, had dared a similar fate in London.

The unsung heroes of these intrepid excursions are two men whose rich experience with such on-camera disasters as disintegrating shockproof watches, exploding aspirin bottles and snapped fishing rods has prepared them for practically anything in the line of sponsor duty: Win Welpin, commercial producer of *Today* since 1958, and Perry Massey, commercial producer of the Paar program since 1957.

The sessions commercially helmed by Messrs. Welpin and Massey have

a number of things in common. Each is a participating show which has achieved success and longevity in what can charitably be described as anything but prime time; each has more different advertisers than any other program on network television; each has a highly informal format that nevertheless requires careful pre-planning to tailor copy and block commercials to the specialized nature and the general mood and purport of the program. And on each of these shows it is the commercial producer who guides and integrates the day-to-day operations.

The ratio of film to live commercial

(Continued on page 102)

Daytime lag



Edward Bleier
NBC V. P. Daytime Sales



James G. Hergen
NBC Director Day Sales



Joseph Curl
CBS Daytime Sales Mgr.

Experts expect current fall-off in network billings to be reversed in coming months

Network daytime television billings have fallen off this year in the face of increases in audience—an unparalleled paradox in the short history of television. For the first time, it would appear that advertisers have turned away from a truly unusual television opportunity: bigger audiences at a more economical cost.

The present daytime revenue picture is expected to change radically this fall with new investments from established advertisers, as well as investments from advertisers who have discovered the values inherent in daytime. But the current situation is an inexplicable one—on the surface. What happened?

The answers, from network and advertising-agency officials, vary considerably, but one theme runs through all their talk: nighttime television this year has had an adverse effect on daytime.

For the record, the following are the most recent billings figures released by the Television Bureau of Advertising, figures which clearly indicate a fall-off in revenues. In the first quarter of this year daytime network gross time billings amounted to \$52,038,304 for the entire week, or

more than \$1.2 million less than the \$53,325,550 invested in the medium in the same period in 1959—in all, a fall-off of 2.4 per cent. The billings decline is most severe Monday through Friday, according to the TvB figures, when revenue decreased 6.1 per cent—from \$44,903,974 in the first quarter of 1959 to \$42,153,873 in this past quarter.

Curiously enough, TvB reports a healthy increase in week-end daytime billings, but not enough to offset the Monday-through-Friday losses. On Saturday and Sunday in this past quarter, day billings climbed to \$9,884,431, 17.4 per cent over the \$8,421,576 invested in the medium in

the first quarter of 1959 (see chart 3).

Another paradox in the complex daytime sales picture: the number of daytime sponsors has actually increased, but the average quarter-hours sponsored has dropped. This was documented for TELEVISION AGE some time ago by the A. C. Nielsen Co. (see chart 1), which made a comparison based upon the 2nd January-1st February NTI of each year.

Nielsen found that the number of daytime network sponsors had climbed from 54 in 1959 to 58 in 1960, while the average quarter-hour segments per sponsor dropped from 16.2 in 1959 to 12.5 in the early part

1. Number Daytime Sponsors Up, But Average Quarter-Hours

	Number Sponsors	Number Segments	Average Per Sponsor
1960	58	725	12.5
1959	54	874	16.2
1958	48	545	11.4

2. Number Sponsored Daytime Quarter-Hours

	1960		1959	
	9am-12-n	12n-4pm	9am-12-n	12n-4pm
<i>Colgate</i>	20.0	12.0	40.0	24.0
<i>General Foods</i>	—	19.2	—	73.9
<i>General Mills</i>	6.0	12.0	7.2	18.3
<i>S. C. Johnson & Sons</i>	—	4.0	1.0	4.0
<i>Kellogg</i>	—	8.0	—	8.0
<i>Lever</i>	21.0	51.9	26.0	41.7
<i>Miles Labs.</i>	6.0	8.0	4.0	8.0
<i>Procter & Gamble</i>	—	92.0	6.0	129.0
<i>Shulton</i>	—	4.7	3.0	—
<i>Sterling</i>	6.0	19.0	6.0	11.0
Total	59.0	230.8	93.2	317.9

of this year. This is in spite of the fact that the actual number of quarter-hours programmed in the daytime was less.

With Nielsen's aid, a select list of 10 major daytime advertisers was checked in an attempt to examine patterns of spending (see chart 2). The majority of these had cut back, some rather drastically, on their daytime network television spending. The decline in sponsored quarter-hours for just these 10 advertisers amounted to 121.3, a healthy slice of the total.

As the chart indicates, both morning and afternoon suffered cutbacks. In 1959 ABC-TV was programming mornings (it has since stopped), and so part of that decline can be attributed to its withdrawal, but not entirely. Those 10 advertisers contributed to a drop in that period of 34.2 sponsored quarter-hours (from 93.2 in 1959 to 59.0 this year in the 9 a.m.-noon period). In the noon-4 p.m. period those advertisers jointly accounted for a drop of 87.1 sponsored quarter-hours. A comparison: these big daytime spenders in 1959 accounted for 411.1 sponsored quarter-hours; today they account for 289.8 sponsored quarter-hours.

Most drastic change in daytime spending was made by General Foods

Corp., which dropped 54.7 quarter-hours, all of them in the noon-4 p.m. segment. Procter & Gamble cut its daytime spending by 43 sponsored quarter-hours, while Colgate-Palmolive lopped off 24 sponsored quarter-hours. Sterling Drug increased its

These figures do not especially alarm the respective daytime sales executives of the three networks. All three, for varying reasons, feel that a period of readjustment was inevitable. The start of a third daytime network—ABC-TV—in October of 1959 contributed to making that year an unusual one. Increased costs of nighttime forced several advertisers with combination buys to spend daytime money in the evening. The availability of minutes and relatively small segments in nighttime periods brought some low-budgeted daytime spenders into nighttime for the first time. Last year was a post-recession year when many advertisers increased investments in the face of a new boom; 1960 is a year when some of those sponsors turned back some of their money into profits—and they took it away from daytime.

Edward Bleier, vice president in charge of daytime sales for ABC-TV, offers four reasons for the changing picture in daytime television. Less money is going into daytime children's programming because of earlier starting time of nighttime programs affording certain advertis-

3. Network Television Gross Time Billings By Day Parts

January through March	1959	1960	% Change
Daytime	\$ 53,325,550	\$ 52,038,304	— 2.4
Mon.-Fri.	44,903,974	42,153,873	— 6.1
Sat.-Sun.	8,421,576	9,884,431	+17.4
Nighttime	103,193,878	119,804,271	+16.1
Total	\$156,519,428	\$171,842,575	+ 9.8

daytime spending in the early part of this year over the same period last year, as did Lever Bros. and Miles Laboratories, but these increases made no appreciable change in the over-all picture.

In brief: these random schedules show a decrease in quarter-hours sponsored of 37 per cent in the morning, 27 per cent in the afternoon, and 30 per cent over-all.

ers the opportunity of reaching the entire family at one sitting; increasing nighttime costs have depleted certain daytime budgets; daytime hasn't been sold properly, and "ABC-TV's emergence has made daytime a helluva competitive ball game."

Mr. Bleier says that "one reason there are less gross dollars in daytime is that rates have come down—

(Continued on page 103)

Ballot Box (Continued from 31)

the most significant thing brought out by the Cunningham & Walsh report. Of the voters queried, 36 per cent mentioned some type of "personal identification" with the candidate via television. Again, the singular aspect of tv in relation to the ballot box is that it provides voters with a type of personal appearance by those seeking public office. Since everyone cannot see or meet a candidate in person, voters evidently have come to rely on television as a more than adequate substitute.

Comments Support Tv

Some of the comments directly quoted in the C&W survey certainly bear this out: "tv gives you a chance to have more of a personal contact with the candidate"; "it gets the issues and the candidates before the people—just like a personal appearance"; "television has made a great change—now you can sit in your living room and have a candidate come out and state his platform"; "you can see the candidates and compare"; "the sort of personal contact which tv brings people helps them to select their candidate"; "tv has a terrific impact because you observe the person speaking—you can judge a person better by seeing him"; "it helps a lot to see the candidate and his family on tv—it adds a great personal touch"; "the missus voted for Rockefeller because she saw his opponent on television."

Apparently the old adage still holds true: seeing is believing. Voters obviously feel a need to see the candidates they are importuned to cast a ballot for or against, and with television they can see. And this visual "inspection" of a candidate evidently helps them judge the person and aids them in making up their minds pro or con.

That an efficacious use of television can swing an election for one candidate over his opponent has been demonstrated in a number of notable instances over the past few years. One of the most recent took place in Philadelphia last fall when Mayor Richardson Dilworth was waging his campaign for re-election.

Realizing the value of a sound television campaign, Mayor Dilworth purchased five 15-minute segments and 15 five-minute slots from WFIL-TV Philadelphia. The quarter-hours were used for live, remote originations—actual telecasts of street-corner question-and-answer sessions involving the mayor and a live audience. They were programmed once a week on the same night, in the 7:15-7:30 p.m. time period, over the last five Thursdays of the campaign. According to the mayor's press secretary, Cliff Brenner, "these programs were very effective because of their spontaneity."

The 15 shorter segments were studio-originated and were employed to outline various phases of Mayor Dilworth's platform, with each program devoted to a specific subject—taxes, housing, recreation, etc. These appearances, which Mr. Brenner noted as being "also highly effective from the point of view of continuity," were programmed Monday, Wednesday and Friday at 7:15 p.m. over the last five weeks of the campaign, with most of them done live. The scripts were also used as a.m. news releases and as fact sheets for the people working in the campaign.

Dark Horse Wins

In Florida, a comparative unknown, a political dark horse in every sense of the word, transferred almost all his campaign attention and advertising budget to WTVT Tampa and upset a powerful incumbent machine to become mayor of that city. The victor was Julian Lane, a successful businessman and former football captain.

G. William Gray of Hilton & Gray Advertising Agency, Inc., which directed Mr. Lane's campaign, laid most of the laurels for the victory in WTVT's lap. Said Mr. Gray: "At the beginning of the campaign we reasoned that, as a political newcomer, Mr. Lane would have to be exposed to thousands of people in a very short time. It was naturally impossible for him to meet these thousands of people personally, and so we turned to television and spent the bulk of our advertising dollars in this medium.

"We bought spot saturation schedules, five-minute speeches before WTVT's 6 p.m. news and half-hour programs on the eve of the primary and the run-off elections. But in our estimation the pay-off was in buying two-minute commercials within the station's *The Big Movie*, shown from 7 to 9 on Wednesday evenings. We had these movie spots for the last four weeks of the campaign, and they were tremendously effective. Every day during his normal campaign rounds Mr. Lane received dozens of comments from persons who said they had seen him on the film show."

The two-minute informal visits with Mr. Lane were taped by WTVT. Sometimes Charles Fuller, the candidate's television advisor, asked him questions about his background and experience; at other times citizens from the surrounding area gave viewers an objective look at the man they were supporting.

Massachusetts Example

The effective use of local television in conducting political campaigns has been further demonstrated during the past three years by a Springfield, Mass., public-relations agency, Joseph Napolitan Associates, Inc. In two major campaigns—both difficult, both successful—the firm used filmed and taped 10-second and one-minute spots and live, filmed and taped five-minute, 15-minute and half-hour programs to promote its candidates.

In the fall of 1957 frequent hard-hitting tv appearances assisted materially in the election of 32-year-old Thomas J. O'Connor Jr., who became the youngest mayor in Springfield's history after upsetting in the Democratic primary an incumbent seeking a seventh successive term.

Even wider television coverage was needed in 1958 when Napolitan Associates directed the campaign for Matthew J. Ryan Jr. in his successful drive to be elected district attorney for the Western District of Massachusetts.

In Mr. O'Connor's case, his age and youthful appearance made him a 1-to-3 underdog when he challenged Daniel B. Brunton, who had been mayor longer than any other person

(Continued on page 38)

Wall Street Report

SPECULATIVE ISSUES. The electronic surge in industry continues apace. As this column pointed out in recent issues, no matter which trend—bullish or bearish—dominates in the next year or two, the electronic industry will continue to be the area of greatest investor interest.

The attractiveness of the more established corporations in the field is undisputed. But the ever hopeful investor is frequently on the prowl for the more speculative issue that may suddenly blossom forth with new developments which will in a short period of time turn it into a profitable giant in the industry. The increasing demand for research and development to keep pace with the industry's demands and progress is, in many instances, forcing firms to come to the public when, without the pressure of the cold war or political tension, under normal conditions they may have taken much more time and probably less money to achieve their goals.

In recent months several of these issues—some directly connected to the tv industry, some not, and all speculative in investment character—have been offered to the public. It's worth taking a brief glimpse at them to gain some idea of the nature of the business.

CONTROL ELECTRONIC. Control Electronic Co., Inc., specializes in the design and output of "delay lines." These delay lines are used to delay electrical impulses and signals for very short periods of time (measured in millionths of seconds) and are used in radar and sonar systems, electronic computers, missile systems and various coding devices. In all these devices one signal must have a time relationship to other signals, and to achieve the proper time sequence the time delay is required.

Control makes a number of other highly sophisticated electronic items, including electrical filters, microwave equipment and directional-finding

equipment. However, the over-all mix of the company's product is such that Control, in its recent prospectus, was not able to evaluate its position in the industry. The company was organized in 1951 by Alfred C. Walker and Eugene S. Wendelokowski. Today it has 117 employees, of whom 11 are engineers, 13 designers, draftsmen, etc., and 79 engaged in direct production work. It has a one-story building at Huntington Station, Long Island, N.Y.

Control's income from sales for 1957 was \$101,749; for 1958, \$591,230, and for 1959, \$685,115. Profits for the three years were, respectively, \$8,272, \$49,744 and \$20,483. Control common was offered to the public at \$3 per share.

PRECISION CIRCUITS. Precision Circuits, Inc., has been in business for three years in the production of printed circuit boards. It was launched, quite simply, on the basis of a survey indicating that the Department of Defense needed smaller and more reliable transistorized electronic instrumentation, especially in missile-guidance systems, telemetering devices, measuring devices and the like.

Printed circuits replace the bulky conventional wiring in electronic assemblies by producing a pattern of copper lines on an insulating base material. The pattern of the copper

lines conducts the current, while the base material provides the insulation. In this process there is tremendous economy, production savings, weight saving and a higher degree of efficiency.

However, if the number of circuit boards to be produced is limited, the cost of production is high and a consequent drawback. Just how big the printed circuit market is at present cannot be determined, but Precision's management believes it enjoys about 10 per cent of the market for quality printed circuits.

Precision's sales in 1957 (a Sept. 30 fiscal year) were \$28,000; in 1958 they were \$188,568, and in

(Continued on page 109)



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the facts!**



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Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON

— ATLANTA

— CHICAGO

— BEVERLY HILLS

Ballot Box (Continued from 36)
in Springfield's 323-year history. The O'Connor cause seemed even more hopeless when a poll taken by Napolitan Associates in midsummer of '57 revealed that two out of three Democratic voters queried didn't even know who Tom O'Connor was. The problem, obviously, was to project Mr. O'Connor's experience — five years in the State Legislature—and leadership—class president all four years of his attendance at Amherst College—to Democratic voters in the primary, and tv was selected as the principal means of personal projection.

The tv schedule utilized a barrage of 10-second spots, a series of five-minute programs and one 15-minute debate. One 10-second spot was animated; it showed a bomb with a burning fuse exploding into "New Leadership—Tom O'Connor." The remaining spots (eight different ones were made) featured local people in various quickly identifiable situations (a typist, a grocer, etc.) urging Democrats to vote for Mr. O'Connor.

Saturation Spots

In this campaign, as in all others directed by Napolitan Associates, spots were used on a saturation basis, starting 10 days before voters went to the polls. At least five and as many as 12 spots were shown each day on each of Springfield's two television stations, WWLP and WHYN-TV.

The five-minute programs also started about 10 days prior to the election and were scheduled as close as possible to local evening newscasts. The candidate appeared personally on every program, hammering away at a different campaign issue each night.

The one quarter-hour program came when Mr. O'Connor debated the major issues with Mr. Brunton, a debate which the former clearly won. He went on from there to pile up a 2-to-1 victory in the primary, carrying every one of the city's 68 precincts, and then followed through with a similar television campaign in the pre-election period, ending up by swamping his Republican opponent.

The situation in Matthew Ryan's

bid for district attorney the following year was different and more difficult. The incumbent, a Democrat, announced in June that he would not be a candidate for re-election, thus throwing the race wide open, with no less than nine aspirants for the Democratic nomination and four for the Republican, and all but two or three of the Democrats conceded to have a fighting chance to win the nomination. Mr. Ryan's problem was to convince Democratic voters that he was the "best qualified" of the nine candidates from his own party.

Last Nine Days

Despite a flurry of activity by the eight other hopefuls, Napolitan Associates delayed launching Mr. Ryan's video campaign until the primary was only nine days off, and then saturated the airwaves with more than 100 10-second spots and eight five-minute programs.

This intensive drive reaped rich dividends. Mr. Ryan won in Springfield by 1,600 votes and finished second and third in Holyoke and Chicopee, respectively (the latter two cities are, along with Springfield, the largest in the area). As in the instance of Tom O'Connor, the same dynamic use of tv during the pre-November period enabled Mr. Ryan to defeat his Republican foe by more than 19,000 votes out of the approximately 220,000 cast.

"Potent Weapon"

Joseph Napolitan sums it up thusly: "Television can be a tremendously potent weapon in political campaigns, but only if it is properly utilized. In the hands of well-meaning but inexperienced amateurs, tv can be costly and ineffectual. But used right, no better medium exists for cutting across all levels of the socio-economic strata to reach the highest possible proportion of the voting public in the briefest possible time."

In Mississippi, Gov. Ross Barnett sustained serious injury when he was struck by an airplane propeller early in last year's gubernatorial campaign, and he turned to television and used it almost exclusively in his successful bid for the highest office in the state.

Beginning June 1 and running through the end of August, Governor Barnett used four one-minute spots in the 6-6:30 p.m. time segment, 11 10-second spots between 7:30 and 10 p.m., five five-minute programs between 6 and 9:30 p.m., six 15-minute speeches in the 6-7 p.m. time slot and three half-hour programs between 8 and 9 in the evening, all over WJTV Jackson. The entire tv campaign was handled by Mike Martinson for the Dobbs-Maynard Advertising Agency.

On the eve of the first primary WJTV was the originating station for a 12-station network that carried a 30-minute speech by Governor Barnett. Preceding the second primary the Capitol Broadcasting Co. outlet was the origination point for a 10-station chain relaying another half-hour telecast by Mississippi's chief executive.

Nevada Campaign

The present governor of Nevada, Grant Sawyer, was elected in 1958 after a vigorous campaign that included a great deal of television. His pre-election problem was a considerable one for someone seeking the state's highest political office: he was then the former district attorney of Elko County, but the bulk of Nevada's population is concentrated in two other counties, Clark and Washoe; without support from the latter two, or at least one of them, winning a state election in Nevada is a pretty tough proposition.

Mr. Sawyer had first come to public attention before he resigned his post as D.A. to run for governor when he brilliantly prosecuted a murder case. However, his name was all but forgotten by the time he started his campaign. To overcome the fact that he was an unknown, he bought a great amount of tv time and used it, not for spots, but for personal appearances and informal chats with his viewers.

Gifted with a fine speaking voice and a pleasant appearance, Governor Sawyer did well on video, and viewers of KLRJ-TV Las Vegas began to accept him as a candidate whom they knew. End result: the political unknown from the small Nevada county

(Continued on page 46)

Film Report

REEVES PUSHES ON

Eight RCA tape recorders are now in operation at Reeves Sound Studios, Inc., which is out to establish itself in the visual recording field in the same way it is operating in aural recording—by supplying facilities to producers.

At press time the company was installing mixing consoles which will allow producers to edit and intermix tape, film or live scenes, it is said, at the touch of a button. The bank of eight recorders (two of which are equipped for color) allows for mass reproduction of original tapes. According to Chester Stewart, vice president, these recorders have been

“operating to a limited degree, and we’ve done a modest amount of business already.” But Mr. Stewart noted that there were many kinks to be ironed out and modifications to be made before the studios are ready for full production. The original investment, made last fall, was said to amount to more than \$1 million.

SG FEATURE PATTERN

Screen Gems has developed an interesting sales pattern in its distribution of feature films. Apparently aware of the drawing power of recent pictures, the distributor has culled 13 post-'48 films from its most re-

cent package of 78 and is offering these as a separate group to stations.

These 13 films have been sold to two CBS-owned stations: WCBS-TV New York and WCAU-TV Philadelphia. All of them were foreign-made, obviating certain union difficulties associated with the distribution of post-'48 movies. Titles include *The Detective* (1955, with Alec Guinness), *The End of the Affair* (1955), *The Prisoner* (1956) and *1984* (1956).

BRANNAGAN SNAGS REGIONAL

One of the more important regional advertisers—Blue Plate Foods out of New Orleans—has made its fall programming commitment. The sponsor has signed for CBS Films' *The Brothers Brannagan* on an alternate-week basis for 52 weeks in 35 southern markets. Starting in October, the regional spread runs from Texas through Virginia.

A Wilbur Stark production, the series is about two brothers who run a private detective agency out of Phoenix. Approximately 20 half-hours are already completed, a factor which may have had some importance in the sale. Another important factor: the producer was never affected by Hollywood's labor troubles, and so can guarantee fall delivery to Blue Plate, which was being pitched eight other syndicated programs. Agency is Fitzgerald Advertising, Inc., New Orleans.

SELLING POWER

Does the product sell in spite of the commercial? Peter Cooper, executive vice president of Robert Lawrence Animation, raised that question recently in a seminar on *Creative Problems in Animated Commercials*, sponsored by Florman & Babb.

Mr. Cooper challenged the view that blatant commercials are effective sales tools. “The alleged success of those commercials is a comforting but false illusion of their creators. When people buy a product hurled violently through the television set into the living room, it is often be-

FILM SUCCESS St. Joseph Bank & Trust Co.

More and more local and regional advertisers in need of an “image” have turned to some of the more offbeat syndicated programs this year to establish themselves in their respective communities. The St. Joseph Bank & Trust Co. of South Bend, however, felt no need to invest in the usual image-type show: it purchased Screen Gems' *Manhunt*, a top-rated action-adventure series, to put across its story.

The series is telecast by WNDU-TV South Bend-Elkhart on Thursdays, 9:30-10 p.m., and has been first in its time slot. “*Manhunt* has certainly been a most successful vehicle for the kind of advertising we are trying to do,” says Fred J. Helmen, president of St. Joseph Bank & Trust. “It has stimulated employe effort throughout our whole organization. By using our regular department employes to do the commercials via WNDU-TV's videotape facilities, everyone in our organization has become much more aware of our advertising and feels more personally associated with our over-all promotional efforts. People in the bank are working consciously to provide the best in customer service.

“We have received,” says Mr. Helmen, “a great deal of comment about the show and our commercials, and we feel that we're getting across to



the viewers a good solid image of what our bank represents.” The series is sponsored by the bank on a major-minor basis, with Drewry's beer (which has it in 10 markets) as the alternate sponsor.

The program's ratings have been exceptional in many different markets. According to the March American Research Bureau report for South Bend-Elkhart, the series had a rating of 31.8, more than double that of the nearest competition.

Manhunt, produced in San Diego with the cooperation of that city's police department, is a detective show starring Victor Jory and Pat McVey. It has been sold by Screen Gems in more than 150 markets.

Advertising Directory of **SELLING COMMERCIALS**

American Airlines • Young & Rubicam



WONDSEL, CARLISLE & DUMPHY, INC., New York

Corn Chex • Mark Lustica Advertising



CONSUM FILMS, INC., Hollywood

P. Ballantine & Sons • William Esty Co., Inc.



NATIONAL SCREEN SERVICE CORP., New York

E. I. DuPont Company • BBDO



KLAEGER FILM PRODUCTIONS, INC., New York

Bissell • Clinton E. Frank



TELEVISION COMMERCIALS, INC., Hollywood

Eagle Pencil Co., Inc. • Shaller-Rubin Co.



WILBUR STREECH PRODUCTIONS, INC., New York

Chef Boy-Ar-Dee • Young & Rubicam



LARS CALONIUS PRODUCTIONS, INC., New York

Ford Dealers of S. Calif. • J. Walter Thompson



PLAYHOUSE PICTURES, Hollywood

cause the product is much better than the advertising. Increased sales in other cases can be attributed to limited competition, frequent exposures, tremendous audiences—and not to the offensive spots.”

Mr. Cooper urged agency executives and film producers to accept their responsibilities as experts and to further new and different ideas to their clients.

ZIV-UA PRODUCT PACE

Ziv-UA remains just about the only distributor to maintain a heavy release schedule in syndication. With the station time availability situation what it is, most syndicators have slowed up the release of new product, but Ziv-UA, if anything, may increase the number of programs it releases annually.

With the introduction of *Case of the Dangerous Robin* to the market-by-market route, the distributor has sustained its release pattern of six first-run productions a year. Rock Jason stars in the adventure series, which is about risk and insurance. First major sale was completed with Brown & Williamson, which ordered 32 major markets.

Other new Ziv-UA productions this year: a second series of *Lock Up* (which has already been ordered in 53 markets by American Tobacco), a new series of *Sea Hunt*, *Tombstone Territory*, *This Man Dawson* and *Tales of the Vikings*. (This schedule appears to be reflected in a recent Ziv-UA study which found that in the 12 months preceding the end of this past season the company's programs were viewed in 91.1 per cent of the nation's markets and on 88.3 per cent of its commercial stations.)

COMMERCIAL CUES . . .

In an attempt to stimulate more creative thinking in tv commercials production, Keitz & Herndon, Dallas production house, has initiated a series of quarterly sessions on “Creative Departures” for key executives of major southwest agencies and client organizations. First session, to be held July 8 in Dallas, will include demonstrations of some of the

more progressive and even futuristic tv commercials on the air today, as well as experimental production, according to L. F. Herndon of Keitz & Herndon.

In Hollywood, UPA Pictures has started on a program expansion in the creative and sales areas which is expected to result in the doubling of present output. Only a small part of the expansion affects theatrical product, according to Steve Bosustow, president, since "most of our new business has been coming to us in the form of television film and industrials."

Some recent UPA appointments: Verne Behnke, named sales manager for UPA Pictures and UPA Enterprises; Russ Raycroft, named eastern sales manager, and Bob Kemper, who handles sales out of Chicago. UPA recently signed an agreement with All-Canada Radio & Television, Ltd., under which it gains direct sales representation in Montreal, Toronto, Winnipeg, Calgary and Vancouver. . . . Format Films, after little more than half a year in operation, has had to move to new and larger quarters due to increases in business. The company's expanded quarters are at 4741 Laurel Canyon Blvd., North Hollywood.

The Agency Broadcast Producers Workshop of Chicago recently elected new officers for 1960-61. They are: Len Levy, North Advertising, Inc., president; Lincoln Scheurle, J. Walter Thompson, vice president; Bill Fisher, Henri, Hurst & McDonald, Inc., secretary, and Jack Leonard, George H. Hartman Co., treasurer. . . . Wardell Gaynor, staff cameraman for Robert Lawrence Animation, has been elected president of the Screen Cartoonists Guild, Local 841.

One of the more detached comments (from an agency producer) related to Elliot, Unger & Elliot's costly but apparently necessary decision to withdraw from tape production: "Their timing was just a little off."

Playhouse Pictures is producing six spots for the 1961 Ford (J. Walter Thompson) announcement campaign. Advertising copy will be

Advertising Directory of SELLING COMMERCIALS

G. E. Corp. • Mazon Agency, Inc.



KLAEGER FILM PRODUCTIONS, INC., New York

Humble Oil Co. • McCann-Erickson, Inc.



KEITZ & HERNDON, Dallas

General Foods • Young & Rubicam



PELICAN FILMS, INC., New York

Johnson & Johnson • Young & Rubicam, Inc.



ELEKTRA FILM PRODUCTIONS, INC., New York

General Mills • Dancer-Fitzgerald-Sample, Inc.



RAY FAYATA PRODUCTIONS, INC., New York

Massey-Ferguson Co. • Needham, Louis & Brody



PANTOMIME PICTURES, INC., Hollywood

Hoisum • W. E. Long Co.



HFN PRODUCTIONS, INC., New York

Melnor • Smith/Greenland



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COMING IN STRONG!



49.0 **Baton Rouge**
35.8 **Atlanta**
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28.2 **Denver**
30.8 **Davenport**
28.5 **Oklahoma City**
39.1 **Charleston**
43.0 **Birmingham**
30.5 **Roanoke**
20.8 **Boise**
24.2 **Milwaukee**
27.8 **Tampa**

And these are ratings!

WHIRLYBIRDS rates a rousing reception from the audience wherever it appears, currently landing a mighty 23.7 average rating in 89 ARB-rated markets.

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Advertising Directory of **SELLING COMMERCIALS**

Morning Milk • Harris & Love



BANDELIER FILMS, INC., Albuquerque

Mt. States T&T Co. • Rippey, Henderson, Buchnum



RAY PATIN PRODUCTIONS, Hollywood

Nutri-Tonic • Nixon & Jorgensen



TELEPIX CORP., Hollywood

Sohio • McCann-Marschalk, Inc.



ANIMATION, INC., Hollywood

along new lines, entirely different from past approaches. Playhouse, in conjunction with Freberg, Ltd., is also producing spots for the third phase of Kaiser foil's (Young & Rubicam, San Francisco) ad campaign, which will stress that the foil is now stocked by nearly all stores.

Animation, Inc., is producing a series of spots for Rainier ale (Miller, McKay, Hoeck, Hartung, Seattle) using completely new animation patterns and techniques. Spots will not use standard cartoon figures, but will be composed of symbolic etchings and patterns in high-style modern design.

PERSONNEL . . .

Ziv-UA has completed a realignment and expansion of personnel in both sales and production. Lewis Rackmil, one of the company's Hollywood producers, has been appointed administrator of the studio's west-coast operations and in that new post will deal with program production affairs.

Robert Knoechel, formerly chief accountant, has been appointed controller of the west-coast office; Don Guest, head of the production cost department, has been named budget director; Joe Wonder, production manager, has been promoted to executive production supervisor, and Bill Schwartz, assistant production manager, has been named production manager.

In the Ziv-UA sales area, James Packer, spot sales manager of the



MR. PACKER

company's eastern division, has been appointed sales manager of the northeastern division of the syndicated sales department. Jerry Kirby, formerly northeastern manager, has been appointed to the regional sales division of the national sales department to work with Ziv-UA vice president in charge, Ed Broman. Mr. Kirby covers east-coast territory.



MR. KIRBY

These promotions follow the appointment of six new account executives: Jim Bonfils and Woody Sloan, northeastern division; Ed Davis, south-

TV NEWS from M&A ALEXANDER!

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New York City:
Larry Stern, 141 East 55th Street, PLaza 5 5266

eastern division, and Carl Kozlik, Al Picinni and Jack Stuart, western division.

Shirlee Barish has been appointed a vice president of Official Films, Inc. In her new post Miss Barish takes on responsibilities in the area of selecting and acquiring new properties, as well as sales development and special sales projects. She



MISS BARISH

worked in the sales area for Official for several years. . . . Stockton Helffrich, director of continuity acceptance for NBC, has been appointed director of the New York office for the NAB Television Code Review Board. . . . David G. McLaughlin has been appointed sales manager for television in Canada of Warner Bros. Pictures Distributing Co., Ltd.

Eugene V. Klein has been elected vice chairman of National Theatres & Television, Inc., parent company of National Telefilm Associates. Mr. Klein has been a director of NT&T since February 1959. . . . Norman Felton, director of programs for CBS-TV, west coast, joins MGM-TV as director of programs on July 1. In his new post Mr. Felton, who reports to Robert M. Weitman, vice president in charge of television production at MGM, will work closely with producers, directors and writers of the various MGM tv projects.

Crosby-Brown Productions, sales arm of NAFI Corp., Broadcast Division, has transferred its headquarters from Hollywood to New York, indicating some optimism in the syndication sales activity of the organization. Pete Robeck, vice president in charge of sales, has been named head of the operation. Henry R.

Flynn has been appointed executive assistant to Kenyon Brown, president of the division, and James J. Rue has been elevated to vice president, research. Western sales will be headed by Ed Simmel.

TCF-TV has elevated Maurice Morton, business-affairs executive, to a vice presidency of the organization, and has named Charles Russell as producer of *Silent Investigators*, new series based on operations of the U.S. Post Office criminal investigation division. . . . Warner Brothers has re-signed E. L. De Patie to a new four-year contract as general manager of studio operations. . . . George Chandler has been elected president of the Screen Actors Guild, replacing Ronald Reagan, who resigned because he is entering into production activities.

SALES . . .

California National Productions, in a recent one-week sales period, sold its *R.C.M.P.* series to 19 stations, 18 of which had no available time slots when they bought the program. This response, says CNP vice president and general manager Herbert S. Schlosser, "confirms our theory that there is no such thing as a 'selling season' in syndication. While stations and sponsors do have schedules, starting dates and expirations to consider, they are always in the market for better programming."

(Continued on page 106)

**Advertising Directory
of TV SERVICES**

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Circle 6-9685-6-7-8

THEATRICAL HAULERS

for
Television, Radio
& Legitimate Theaters

Ballot Box (Continued from 38)

was swept into office.

Asked about television as a factor in his campaign, Governor Sawyer wrote that the medium "provides one of the most complete types of communication . . . it provides an opportunity for people to see and evaluate the individual for whom they will be asked to vote. I think that on this basis it is quite obvious that television is of prime importance in everyone's campaign . . ."

Edmondson Example

Another gubernatorial candidate had occasion to learn the truth of Mr. Sawyer's words—J. Howard Edmondson, governor of Oklahoma. In a brochure prepared by the Television Bureau of Advertising, Mr. Edmondson is quoted as saying: "When I began my race for governor [in 1958], we were limited in funds. We had to pick the medium that would serve us best and be most effective for the dollars we had to spend.

"We went to television as the principal and basic medium because with it we could reach more people, and we could reach them in their homes, where we could talk with the family collectively."

Until he tossed his hat into the ring, Mr. Edmondson was practically unknown to the Oklahoma electorate. He had been Tulsa County's district attorney, but he rarely sought or received the limelight. The political "experts" ignored him as a serious candidate for the state's highest office, figuring that his youth—he was 32 at the time—and lack of following were insurmountable obstacles.

Under the supervision of the Peter DeFelice Advertising Agency of Tulsa, Mr. Edmondson's campaign got under way quickly and dramatically. Sixty per cent of the campaign funds went into television, and Mr. DeFelice started off by placing simultaneous telecasts on all nine Oklahoma stations. A series of 15- and 30-minute question-and-answer programs was used by the candidate, along with appearances on news and interview stanzas. Three stations in

nearby Texas and Arkansas were utilized in addition to the Oklahoma outlets.

Meanwhile, W. P. Atkinson, the favorite among 10 opposition candidates for the nomination, was restricting his campaign efforts to the media used by successful politicians of the past. Mr. Atkinson made his first television appearance only a few weeks before the election and, in his own words, "I was practically speechless."

When the results of the primary were in, the "unknown" Edmondson had defeated his chief rival, Mr. Atkinson, 108,358 to 107,616. Under Oklahoma law, the small margin of victory made a run-off election mandatory. Realizing his error in not employing video, Mr. Atkinson told his constituents in a post-primary tv appearance, "As you know, I've spent practically no time on television. But I guarantee you, from here on out, I will be on television."

An additional statement from the second-place candidate was carried the same day by the *Tulsa Tribune*: "I've learned one thing. I now know the value of television, and I'm going to live on it. I'll match him [Mr. Edmondson] hour for hour."

Both candidates concentrated heavily on tv during the run-off (Mr. Edmondson spent \$16,402 for tv time, as against \$2,238 for radio and \$4,763 for print), but unfortunately for Mr. Atkinson, his decision to turn to television came too late. The youthful district attorney was voted Democratic candidate for governor (tantamount to election in normally Democratic Oklahoma) by an overwhelming 363,742 ballots to Mr. Atkinson's 158,780.

In scoring his sweeping victory, Mr. Edmondson carried 70 out of 77 counties; of the seven in which he lost out, four had no television coverage at the time. Said Jack L. Gourley, president of the Oklahoma Press Association and Governor Edmondson's publicity manager: "Without television, Mr. Edmondson would not have been a major candidate."

This year's November elections will find many another candidate reaching or retaining office on the

strength of a sound, effective television campaign, and toward that end the ABC Television network is instituting a unique plan: television coaching schools to aid the hundreds of candidates all over the country who will be using video in their campaigns this summer and fall—many of them for the first time.

The tuition-free schools, to be conducted by ABC-TV stations from coast to coast, will have as "faculty members" the news and production veterans of the stations' own staffs. The "curricula" of the coaching schools will include briefing local candidates for political office on the production of a tv program, with standard studio and remote procedures, instructing them on what television cameras do to people and how the cameras accentuate, as well as how special effects may be achieved.

In live demonstrations, with an actor or an ABC-TV station newsman enacting the role of the "example," the candidates will be shown the right and wrong ways to take cues, how to sit and stand and how to look at or away from a camera.

Groundless Worry

With the increasing—and successful—utilization of television by politicians, some apprehension has been expressed on various fronts that the power of the medium is so intense it could be used to win elections for unfit or unscrupulous candidates.

This worry has been dismissed as groundless by Lloyd G. Whitebrook, executive vice president of Kastor, Hilton, Chesley, Clifford & Atherton, New York agency which has handled Democratic committee campaigns for the states of New York, New Jersey and Pennsylvania. Admitting that tv can be a decisive factor in a political campaign, Mr. Whitebrook feels that its principal ability is to strengthen an image of a candidate.

"Television can clarify the image if it is blurred," he believes. "It can concentrate, focus, emphasize—but it cannot create an image. It cannot make a fat man appear thin, it cannot make an inarticulate man silver-tongued, and it cannot create sincerity where sincerity does not exist."

Television Age Network Program Chart—Nighttime

PM	MONDAY			TUESDAY			WEDNESDAY			THURSDAY	
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS
6:00											
6:15											
6:30											
6:45											
7:00		News Amer. Home	Texas, Huntley- Brinkley Report		News Amer. Home Philip Morris	Texas, Huntley- Brinkley Report		News Amer. Home alt	Texas, Huntley- Brinkley Report		News Amer. Home alt P. Morris
7:15	John Daly News	News		John Daly News	News		John Daly News	News		John Daly News	News
7:30		Kate Smith Show Whitehall								Steve Canyon	Invisible Man suit
8:00	Cheyenne		Riverboat (repeats)	Bronco alt Superfoot	Peck's Bad Girl		Laramie (repeats)	Music For A Summer Night	Reckoning Eso	Wagon Train (repeats)	
8:15		The Texas Brown & Wmson Allstate								Donna Reed Show Campbell Soup J. & J.	Playhouse of Stars suit
8:30		Father Knows Best Lever Scott	Tales of Wells Fargo (repeats) Am. Tob. alt P&G	Wyatt Earp P&G Gen. Mills	The Many Loves of Dobie Gillis Pillsbury Philip Morris	Wichita Town (repeat)	Ozzie & Harriet Eastman- Kodak Quaker	Men Into Space Amer. Tob.	The Prime Is Right (color) Lever & Spartan	Real McCoys P&G	Johnny Ringo R. C. Johnson P. Lorillard
9:00	Bourbon St. Best		Peter Gunn (repeats) Bristol-Myers alt R. J. Reynolds								
9:15		The Danny Thomas Show Gen. Foods		Rifeman	Tightrope J. B. Williams Amer. Tob.	Richard Diamond Lorillard (alt)		The Millionaire Colgate- Palmolive alt Singer Sewing Mach.	Tate Kraft	The Jeannie Carson Show P&G, Amer. Chicle	Zane Grey Theatre R. C. Johnson General Foods
9:30		The Ann Sethers Show Gen. Foods	Alcoa/Good- year Theatre (repeats) Alcoa Goodyear	Colt 45 Brown & Williamson Whitehall	The Comedy Spot P&G Milk S. C. Johnson	The Arthur Murray Party (repeats) (color) P. Lorillard & Sterling	Hawaiian Eye	I've Got A Secret K. J. Reynolds alt Bristol- Myers	Happy Kraft		Markham Schlitz Zemanski
10:00	Adventures In Paradise	Hennessey Lorillard & Gen. Foods		Alcoa Presents Alcoa		"M Squad" (repeats) Am. Tobacco				The Untouchables	
10:15			Purco Specials (repeats) (color & black) Purco		Diagnosis: Unknown		Wednesday Night Flight Brown & Williamson	Armstrong Circle Theatre Armstrong Coke-Tab U. S. Steel Hour U. S. Steel	This Is Your Life (repeats) P&G		Star Theatre
10:30	Ted Mack & The Original Amateur Hour Pharma- ceuticals	Jane Allynson Show Dupont							People Are Funny (repeats) Glenbrook alt Block Drug	Take a Good Look (out 7/14) Dutch Masters Clgars	To Tell The Truth
10:45											
11:00											
11:15											

Nighttime Index

Adventures In Paradise ABC M 9:30
Armour, Reynolds, Marwell
House, Chevrolet
The Alaskans ABC Sun 9:30
Armour, L&M, Chevrolet, DuPont,
Gen. Foods, Folk Miller
Alcoa Presents ABC Tu 10
Alcoa & Goodyear Theatre NBC M 9:30
Alfred Hitchcock Presents CBS Sun
9:30
Ann Sethers Show CBS M 9:30
Armstrong Circle Theatre CBS W 10
Arthur Murray Party NBC Tu 9:30
Bat Masterson NBC Th 8
Black Saddle ABC F 10:30
Carters, Chevrolet, Alberto-Culver
Bonanza NBC Sat 7:30
DuPont, P&G, RCA, Gen. Foods,
Eyrlecrom (W. Coast only)

Bourbon St. Best ABC M 9:30
Alberto-Culver, DuPont, Reynolds,
Brown & Wmson
Broken Arrow ABC Sun 7
Bronco ABC Alt Tu 7:30
Brown & Williamson, Carnation,
DuPont
Chey Mystery Show NBC Sun 9
Cheyenne ABC M 7:30
H. F. Ritchie, P&G, Halston,
Z&J, Amer. Chicle
Colt 45 ABC Tu 9:30
The Comedy Spot CBS Tu 9:30
The Danny Thomas Show CBS M 9
December Bride CBS F 9:30
Dennis the Menace CBS Sun 7:30
The Deputy NBC Sat 9
Diagnosis: Unknown CBS Tu 10
S. C. Johnson, Polaroid, Plym-
outh, Chemstrand
Dick Clark Show ABC Sat 7:30

Donna Reed ABC Th 8
The Ed Sullivan Show CBS Sun 9
Father Knows Best CBS M 8:30
G. E. Theatre CBS Sun 9
Gunsmoke CBS Sat 10
Happy NBC W 9:30
Have Gun, Will Travel CBS Sat 9:30
Hawaiian Eye ABC W 9
Carter, Whitehall, Amer. Chicle,
Ritchie
Head of the Class NBC F 8
Hennessey CBS M 10
High Road ABC Sat 8
Hotel de Paris CBS F 8:30
Invisible Man CBS Th 7:30
I've Got A Secret CBS W 9:30
Jeannie Carson Show ABC Th 9
John Daly & News ABC M-F 7:15
Johnny Ringo CBS Th 8:30
Johnny Staccato ABC Sun 10:30

Jubilee U.S.A. ABC Sat 10
Mayer-Ferguson, Folk Miller
Jane Allynson Show CBS M 10:30
Kate Smith Show CBS Mon 7:30
Kraft Music Hall NBC W 9
Laramie NBC Tu 7:30
A.R.L., Philip Morris, Colgate,
Del Monte
Leslie CBS Sun 7
Law of the Plainsman NBC Th 7:30
Am. Tobacco, Glenbrook, MGD
Lawman ABC Sun 8:30
Lawrence Walk's Dodge Dancing
Party ABC Sat 9
Leave It To Beaver ABC Sat 8:30
Loretta Young Presents NBC Sun 10
Love & Marriage NBC M 8
Lucy in Conn. CBS Sun 10
M Squad NBC Tu 10
Man & the Challenge NBC Sat 8:30

Notes: When participating programs and other programs have more than two sponsors, names of sponsors appear with alphabetical listing below chart.
ABC: 7/9,10,11,12,13,14,15 Democratic National Convention. Los Angeles various times; 7/23,24,25,26,27,28,29 Republican National Convention, Chicago various times.

CBS: 1960 Political Coverage 7/11-11/8/60 various times and days.
NBC: 7/4 One Lead Clear 10-11; 7/11 All-Star Baseball Game; 7/12 All-Star Baseball Game 1; 7/18 The Innocent Years 10-11; Sunday Music on Ice 8-9.

NBC	FRIDAY		SATURDAY			SUNDAY			PM
	ABC	CBS	ABC	CBS	NBC	ABC	CBS	NBC	
									6:00
							F.V.I. (sust)	Meet the Press Manhattan Shirts	6:15
								Time Present sust	6:30
Texas, Huntley-Brinkley Report		News Amer. Home alt P. Morris	Texas, Huntley-Brinkley Report				Twentieth Century Prudential		6:45
	John Daly News	News				Broken Arrow Mars	Lamie Campbell Soup		7:00
								Overland Trail (repeats)	7:15
Law of the Plainsman (repeats)			Play Your Nunch sust		Dick Clark Show Beach-Nut		Dennis the Menace Best Foods alt Kellogg		7:30
	Walt Disney Presents	Howlido							7:45
Pat Masterson (repeats) Sealtest Hills Bros. Coffin			Head of the Class sust		High Road—John Gember Ralston	Perry Mason (repeats) (color)	Maverick Kalam Drachett		8:00
Producers' Choice Bristol Myers & R. J. Reynolds	Man From Black Hawk Miles R. J. Reynolds	Hotel de Paris Liguori & Myers Carter			Leave It to Beaver Ralston	Wanted—Dead or Alive Kimberly-Clark Brown & Williamson	Man & the Challenge (repeats) H. J. Reynolds & Chamstrand	Lawman R. J. Reynolds Whitehall	8:15
Bachelor Father (repeats) Amer. Tobacco & Whitehall			Specials (color) various sponsors					Palmolive Eastman-Kodak	8:30
	77 Sunset Strip	December Bride Gen. Foods	Masquerade Party (color) Black Drug alt.		Lawrence Welk's Badge Dancing Party Dodge	Mr. Lucky Lover Brown & Williamson	The Deputy (repeats) Kellogg Gen. Cigar	The Ronel P&G L&M	8:45
Wrangler Ford							G. E. Theatre General Electric	Chevy Mystery Show Chevrolet	9:00
							Alfred Hitchcock Presents Bristol-Myers		9:15
You Bet Your Life (repeats) Lever & Pharmaceutical	Robert Taylor's Detective P&G	Twilight Zone Kimberly-Clark Gen. Foods	Moment of Fame Lever Bros. st. 7/29		Jubilee USA	Whitehall	World Wide '60 sust	Yeo Alcohols	9:30
	Black Saddle	Parson to Parson Carter alt Aldrete						Lucey in Conn. Lever	9:45
								The Lorretta Young Show (repeats) Toni alt Warner-Lam.	10:00
									10:15
									10:30
									10:45
									11:00
									11:15

Man From Black Hawk ABC F 8:30
 Man From Interopt NBC Sat 10:30
 The Many Loves of Dobie Gillis CBS Tu 8:30
 Markham CBS Th 9:30
 Masquerade Party NBC F 9:30
 Maverick ABC Sun 7:30
 Meet the Press NBC Sun 6
 Men Into Space CBS W 8:30
 The Millionaire CBS W 9
 Moment of Fear NBC F 10
 Mr. Lucky CBS Sat 9
 Music on Ice NBC Sun 8
 Music For a Summer Night ABC W 7:30
 News CBS M-F 6:45; 7:15
 Whitehall, Philip Morris, Carter
 Overland Trail NBC Sun 7
 A.S.R., Warner-Lam., P&G
 Ozzy & Harriet ABC W 8:30
 Peck's Bad Girl CBS Tu 8
 People Are Funny NBC W 10:30

Perry Mason CBS Sat 7:30
 Colgate, Parliament, Sterling,
 Hamm Brewing
 Parson to Parson CBS F 10:30
 Peter Gunn NBC M 9
 Play Your Nunch NBC F 7:30
 Playhouse of Stars CBS Th 8
 The Price Is Right NBC W 8:30
 Producers' Choice NBC Th 8:30
 Rawhide CBS F 7:30
 Wrigley, Nabisco, Mutual of
 Omaha, Philip Morris, Colgate
 Real McCoys ABC Th 8:30
 The Rebel ABC Sun 9
 Reckoning CBS W 7:30
 Richard Diamond NBC Tu 9
 Rickman ABC Tu 9
 Miles, Ralston, P&G
 Riverboat NBC Mon 7:30
 P&G, Del Monte, A.S.R.
 Robert Taylor's Detective ABC F 10

77 Sunset Strip ABC F 9
 American Circle, Whitehall,
 Ritchie, H. J. Reynolds
 Small World CBS Sun 6
 Specials NBC F 8:30
 Star Theatre CBS Th 10
 Steve Canyon ABC Th 7:30
 Sugarfoot ABC alt Tu 7:30
 Brown & Williamson, Carnation,
 DuPont
 Sunday News Special CBS Sun 11
 Take a Good Look ABC Th 10:30
 Tale of Two Cities NBC M 8:30
 Tate NBC W 9
 Ted Mack Amateur Hour ABC M 10:20
 Texaco, Huntley-Brinkley Report NBC
 M-F 6:45
 The Texas CBS M 8
 This is Your Life NBC W 10
 Tightrope CBS Tu 9
 Time Present NBC Sun 6:30
 To Tell the Truth CBS Th 10:30

Twentieth Century CBS Sun 6:30
 Twilight Zone CBS F 10
 U. S. Steel Hour CBS W 10
 The Untouchables ABC Th 9:30
 L&M, Armour, Carnation, 7-Up,
 Ritchie, Colgate, DuPont
 Video Village CBS F 9
 Wagon Train NBC W 7:30
 Ford, National Biscuit, R. J.
 Reynolds
 Walt Disney Presents ABC F 7:30
 Mars, Canada Dry, Ward Packing
 Wanted—Dead or Alive CBS Sat 8:30
 Wednesday Night Fight ABC W 11
 What's My Line CBS Sun 10:30
 Wichita Town NBC Tu 8:30
 World Wide '60 NBC Sat 8:30
 Wrangler NBC Th 9:30
 Wyatt Earp ABC Tu 8:30
 You Bet Your Life NBC Th 10
 Zane Grey Theatre CBS Th 9

ANOTHER WAY RCA SERVES
INDUSTRY THROUGH
ELECTRONICS



Now...pick an effect from more than 150 possibilities!



Here's the ultimate in convenience for selection and presentation of program effects—the all new RCA Special Effects System. Key circuitry for each effect is contained in plug-in modules. Any ten effects may be pre-selected—simply plug ten modules into the control panel. Each module has illuminated symbol showing the effect it will produce. Slide an effect out—slide another in—it's just that easy. You get just the right effect to add that extra **SELL** to your programs and commercials.

SIMPLIFIED CONTROL—Push-buttons put effects selection at your fingertips. Push the buttons below the illuminated symbol and you are ready to go "on-air." Wipes and transitions are controlled by a standard fader lever for simple foolproof operation.

UNLIMITED VARIETY—The complete complement of 154 special effects includes wipes, split-screens, picture insets, block, wedge, circular and multiple frequency patterns. In addition, the system will accept a keying signal from any camera source to produce a limitless variety of effects—inset letters, drawings, trademarks; self-keyed video insets, and traveling mattes.

THE BEST EFFECTS WITH LESS EFFORT—Mix color and black-and-white. Enjoy exceptionally clean transitions... the most exciting effects ever conceived! And get them with the least amount of effort possible.

Ask your RCA Broadcast representative for complete information. Or write to RCA, Dept. HE-278, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Ltd., Montreal



TM&©

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

JULY, 1960

Television Age Network Program Chart—Daytime

AM	MONDAY-FRIDAY			SATURDAY			SUNDAY			PM
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
9:00										1:30
9:15										1:4
9:30										2:0
9:45										2:1
10:00										2:3
10:15		December Bride	Dough-Do-Mi Nabisco Jergens		Huckle & Jackie Gen. Mills	Howdy Doody (color) Nabisco Cont. Bakinaz		Lamp Unto My Feet suit		2:4
10:30										3:0
10:45		Video Village	Play Your Month		Mighty Mouse Playhouse Colgate-Palmolive	Red & Ruddy (color) Gen. Foods		Look Up & Live suit		3:1
11:00										3:3
11:15		I Love Lucy	Price Is Right (color)		The Lone Ranger Gen. Mills	Fury Sweets Co. Gen. Foods				3:4
11:30										4:0
11:45		Far Horizons	Concentration		I Love Lucy	Circus Boy Nestle alt. Miles		Camera Three suit News 11:55		4:1
12:00										4:3
12:15	Rootless Gun part	Love of Life	Truth Or Consequences	Lunch with Sassy Sales Gen. Foods		Tree Story Sterling alt. suit	Johns Hopkins File 7			4:4
12:30					Sky King Nabisco					5:0
12:45	Love That Bob part	Search For Tomorrow P&G The Guiding Light P&G	It Could Be You (color)	Rootless Gun Sweets Co.	News With Robert Trout	Detective's Diary Sterling alt. suit				5:1
1:00										5:3
1:15	About Faces	1-1-55 CBS News					College News Conference			5:4

Daytime Index

About Faces ABC M-F 1
Ponds, Hills Bros., S. C. Johnson

Adventure Theatre NBC M-F 4:30

America's Bandstand ABC M-F 4
Armour, Beech-Nut, Foll Miller, Alberto-Culver, Post-it, Gen. Mills, Welch, Tost, Northam Warren, Vick, Lever, Plough, Hollywood Candy

A. The World Turns CBS M-F 1:30
Procter & Gamble, Carnation, Sterling, Pillsbury, General Mills, Standard Brands, Nabisco, H. Curtis

Baseball Game of the Week CBS Sat 2 & Sun 3

Beat the Clock ABC M-F 2
Lever, Beech-Nut, Drackett, Johnson & Johnson, Armour, Ex-Lax, Minute-Maid, A. E. Staley, S. C.

Johnson, Simoniz, Ponds

The Brighter Day CBS M-F 4

Camera Three CBS Sun 11:30

Campaign Round-up ABC Sun 3:30

Captain Gallant ABC M 5:30
Gen. Mills

CBS News CBS M-F 1

College News Conference ABC Sun 1

Comedy Theatre NBC M-F 4

Concentration NBC M-F 11:30
Alberto-Culver, Lever, Brillo, Frigidaire, Helms, Miles, Nabisco, Whitehall, Brown & Watson, Mennen

Day in Court ABC M-F 2
Johnson & Johnson, Gen. Foods, American Home Products, Beachnut, Armour, Ex-Lax, Lever, Drackett, Tost, Sterling Drug, S. C. Johnson, Ponds

December Bride CBS M-F 10

Detective's Diary NBC Sat 12:30

Dough-Do-Mi NBC M-F 10

The Edge of Night CBS M-F 4:30
P&G, Sterling Drug, Post Mill, Pillsbury, Nabisco, Armstrong, S. C. Johnson, H. Curtis, American Home

Face The Nation CBS Sun 4:30

Far Horizons CBS M-F 11:30
H. Curtis, Scott, Tost, Colgate

From These Roots NBC M-F 3:30
Brown & Watson, Plough, Jergens

Fraternity of Faith NBC Sun 1:30

Full Circle CBS M-F 2

Fury NBC Sat 11

Gale Storm ABC M-F 2:30
Armour, Ex-Lax, Beech-Nut,

Johnson & Johnson, Sterling Drug, Lever, Minute-Maid, Simoniz, S. C. Johnson, Ponds, Drackett.

Remont

The Guiding Light CBS M-F 12:45

Huckle & Jackie CBS Sat 10

House Party CBS M-F 2:30
Lever, Scott, Armstrong, Chicken of the Sea, Kellogg, Tost, Carnation, Pillsbury, Eater & Black, Hoover, J. B. Williams

Howdy Doody NBC Sat 10

I Love Lucy CBS M-F 11-11:30; Sat 11:30-12
Lever, Garber, Kodak, U. S. Steel, Gen. Mills

It Could Be You NBC M-F 12:30
Whitehall, P&G, Alberto-Culver, Nabisco, Miles, Brillo, Frigidaire, Procter Elac., Helms

PM	MONDAY-FRIDAY			SATURDAY			SUNDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
1:30									
1:45		As The World Turns							Frontiers of Faith sust.
2:00									
2:15	Day in Court part	Full Circle Tom Lever	Queen for a Day		Baseball Game of Week part.			Baseball Game of the Week Part.	
2:30									
2:45	Gale Storm part	House Party	The Lorotta Young Theatre						
3:00									
3:15	Beat The Clock part	The Millionaire	Young Dr. Malone				Open Hearing		
3:30									
3:45	Who Do You Trust part	The Verdict Is Yours	From These Roots				Campaign Round-up		
4:00									
4:15	American Bandstand part (to 5:30)	The Brighter Day P&G	Comedy Theatre						
4:30		The Secret Storm							
4:45		The Edge of Night	Adventures Theatre sust.					Face The Nation sust.	
5:00									
5:15							Matty's Funday Funnies Matiel		
5:30	Arties/- Cartoon Series								World Championship Golf
5:45							Lane Ranger Gen. Mills		

Johns Hopkins File 7 ABC Sun 12
Lamp Unto My Feet CBS Sun 10
The Lane Ranger ABC Sun 5:30
The Lane Ranger CBS Sat 11
Look Up and Live CBS Sun 10:30
The Lorotta Young Theatre NBC M-F
2:30
Frigidaire, Helms, Nestle, P&G
Love of Life CBS M-F 12
American Home Prods., Lever,
Nabisco, Gen. Mills, Tom, Esso,
Pet Milk
Love That Bob ABC M-F 12:30
Lever, J&J, Gen. Foods, Beech-
Nut, Drackett, Armour, Ex-Lax,
A. E. Staley, Alberto-Culver,
Sterling Drug, S. C. Johnson,
Minute-Maid, Hills Bros., Si-
monis, Tom, Ponds, Renuzit
Lunch with Soupy Sales ABC Sat 12

Matty's Funday Funnies ABC Sun 5
Mighty Mouse Playhouse CBS Sat
10:30
The Millionaire CBS M-F 3
Colgate, Standard Brands
Mr. Wizard NBC Sat 1
My Friend Flicka ABC W 5:30
Gen. Mills, Kool Aid
News CBS Sun 11:55
News With Robert Trout CBS Sat
12:30
Open Hearing ABC Sun 2
Play Your Hunch NBC M-F 10:30
Sterling, Colgate, Broom &
Wmson, Whitehall, Miles, Helms
The Price Is Right NBC M-F 11
Lever, Sterling Drug, Whitehall,
Frigidaire, Helms, Alberto-Culver,
Miles, Nabisco

Queen for a Day NBC M-F 3
Alberto-Culver, Nabisco, P&G,
Helms
Restless Gun ABC M-F 12 Sat, 12:30
Drackett, Simonis, Mills Brot.,
S. C. Johnson, Renuzit, Ponds
Rin Tin Tin ABC F 5:30
Gen. Mills, Kool Aid
Rocky and His Friends ABC Tu, Th
5:30
Gen. Mills, Kool Aid
Ruff & Reddy NBC Sat 10:30
Saturday News CBS Sat 12
Search For Tomorrow CBS M-F 12:30
The Secret Storm CBS M-F 4:15
American Home Prods., Gen.
Mills, Scott, Standard Brands,
Remington Rand
Sky King CBS Sat 12
True Story NBC Sat 12

Truth Or Consequences NBC M-F 12
Miles, P&G, Culver, Nabisco,
Whitehall, Helms, Frigidaire,
Proctor Elec.
The Verdict Is Yours CBS M-F 1:30
American Home Prods., Lever,
Tom, Sterling Drug, Scott, Stand-
ard Brands, Esso, H. Curtis, Get-
Mills
Video Village CBS M-F 10:30
Who Do You Trust ABC M-F 2:30
Drackett, Armour, Johnson &
Johnson, Tom, Lever, Gen. Foods,
Beech-Nut, Ex-Lax, Staley, S. C.
Johnson, Whitehall, Simonis,
Ponds
World Championship Golf NBC Sun 8
Young Dr. Malone NBC M-F 3
Miles, Sterling, Helms, Culver,
Mennen, Br'n & Wmson, Culver,
Jergens, Nabisco, Coty

NIELSEN PROVES WALB-TV DOMINATES IN THE ALBANY-THOMASVILLE-TALLAHASSEE MARKET

Nielsen Station Index March Albany-Thomasville-Tallahassee Market Percentage Share of Audience						
Stations	Mon. thru Fri.				Sun. thru Sat.	
	morning		afternoon		night	
	6 A.M.-9 A.M.	9 A.M.-Noon	Noon-3 P.M.	3 P.M.-6 P.M.	6 P.M.-9 P.M.	9 P.M.-Mid.
WALB-TV	67	63	50	62	52	54
Station Z	32	36	49	37	47	45

WALB-TV is your *basic* buy to cover the Albany-Thomasville-Tallahassee area, with a population of over 750,000 people and a spendable income of over \$739 million.

WALB-TV is the only *primary* NBC outlet between Atlanta and the Gulf

Channel 10

WALB-TV

ALBANY, GA.



Raymond E. Carow, General Manager

Represented nationally by:
Venard, Rintoul & McConnell, Inc.

In the South by James S. Ayers Co.

one rate card

TELEVISION AGE SPOT REPORT

a review of
current activity
in national
spot tv

Television spot may soon have an opportunity to do a somewhat unusual job for the medium. It's long been noted as the field to which an advertiser could turn if he wanted to introduce a new product quickly, move large amounts of merchandise, etc., but spot is not often thought of as an "image-builder."

However, that might be just the task the medium is given if present plans of the National Cranberry Association jell. Hit last year at the peak of its selling season by a Government attack on chemicals used by cranberry growers, the industry canceled virtually all advertising plans and suffered a sales loss in the millions of dollars. After the bad publicity abated, it placed full-page newspaper ads in an attempt to restore public confidence, but without much success.

Since then, a page in a national magazine ran to bolster sales, and the association's agency, BBDO, recommended various other programs as an interim measure. At this late date, though, it seems almost certain that the industry will hold off until October or thereabout for an intensive all-out promotion.

"We're recommending television spot," said account executive Charles Powell, "because we need something spectacular, something that can sell fast, something that will impress the public in a limited time and let us concentrate the campaign in our best markets." Any number of plans have been submitted, it was learned, with the latest calling for coverage of the

top 30 markets, using moderate schedules of daytime minutes and prime-time 20's. A board of directors meeting is scheduled to approve or modify the plan within the next few weeks.

If approved, spot will face the real challenge of rebuilding sales on a product that quickly lost public support. BBDO believes it can do the job.

(To any network salesman who might advocate a special on their medium as a good image-builder, let it be remembered that network facilities were recently given to humorist Mort Sahl, who told the audience he had read of "some diseased turkeys in the midwest that could be served with those poisoned cranberries." Enough said.)

* * *

The belief is strong among stations and representatives that the coming fall-winter season will break all records for spot tv billing. Latest to

voice such a prediction was Larry Israel, general manager of Television Advertising Representatives, Inc., which sells the Westinghouse stations. The executive noted, however, that a major sales effort is necessary to realize the full potentialities of the months ahead. Merely "assuming an automatic increase" will take place, he said, will not bring about an increase.

He called for new systems of exchanging information between stations and their representatives, and between individual stations. Obviously sales ideas that work (or do not work) for one station may be valuable to another in a different market. Mr. Israel also asked that local stations educate brokers, dealers and distributors handling products of national advertisers on the values of spot in their markets.

AMERICAN TOBACCO CO.

(BBDO, New York)

For LUCKY STRIKE and other brands, this cigarette firm has renewed Ziv-UA's *Lock-Up* on an alternate-week basis for another year in 53 markets which include Cleveland, Detroit, Philadelphia, Boston, Baltimore, Kansas City, New Haven, Ft. Wayne, Nashville, Knoxville, Albany-Schenectady-Troy, Dayton, Albuquerque, Shreveport, Minneapolis-St. Paul and Providence. Hope Martinez is the timebuyer.

AMERICAN TOBACCO CO.

(SSC&B, New York)

The Fourth of July is kick-off date for four-week placements of filmed minutes and 20's in both prime and late-night slots for PALL MALL cigarettes. Better than 40 markets will get schedules. Fred Spruytenberg is the timebuyer.



At McCann-Erickson, Inc., New York, Sy Goldis is media supervisor on Esso Standard Oil Co.

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

Nielsen
(Feb. 1960)
Ask Katz

ARB
(Mar. 1960)
Ask Katz

Ask Katz
about
Central Iowa
Advertisers

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!

Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

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



Bob Lazetera, timebuyer at D'Arcy Adv. Co., Inc., New York, places for Studebaker-Lark, among others.

BLUE PLATE FOODS, INC.
(Fitzgerald Adv. Agency, New Orleans)

This producer of mayonnaise, salad dressing, coffee and other products under the BLUE PLATE label has signed to put the new CBS Films series *Brothers Brannagan* into 35 southern markets. Sponsorship will run 52 weeks on an alternate-week basis. Media director Abbott Davis and timebuyer Margaret Stair are the contacts.

BLUMENTHAL BROS. CHOCOLATE CO.
(Wermen & Schorr, Inc., Philadelphia)

While the agency was awaiting client approval on its fall recommendations at press time, word here was that the campaign would be expanded considerably over last year's three-market schedule. About 10-11 areas along the eastern seaboard should get filmed minutes on GOOBERS and RAISINETTES, running in kid shows from a September start. Tv-radio director Jerry Samuelsohn and timebuyer Liz Vosberg are the contacts.

BROWN & WILLIAMSON TOBACCO CO.
(Ted Bates & Co. Inc., N.Y.)

A new series from Ziv-UA, *Case of the Dangerous Robin*, has been picked up for 32 major markets by this firm for VICEROY, BELAIR and other brands. Sponsorship will be on an alternate-week basis for 52 weeks. Initial markets, with more to be added possibly, include New York, Philadelphia, Los Angeles, San Francisco, Detroit, Boston, Washington, Chicago, Miami, Pittsburgh, Cleveland, Kansas City and St. Louis. Bill Warner is the timebuyer. Not previously noted in Spot Report, this company's TUBE ROSE snuff is a continual user of announcement schedules in a group of southern markets. It set filmed minutes to run in daytime slots from late this month until late September. Jack Cunningham, assisting Jack Sinnott, is the timebuyer.

BUITONI FOODS CORP.
(Albert Frank-Guenther, Law, Inc., N.Y.)

Following up its success with WAGON WHEELS, Buitoni has begun spot

The Buyer Talks About . . .

TEST CAMPAIGNS

The buyer's duties in a test campaign vary considerably with the type of test being conducted. However, whether it be a medium, a new slogan, a new copy theme, package or product being tested, the buyer can play an important role in assuring the validity of the test.

What is the buyer's role in a test campaign? What information does the buyer have that will prove useful?

1. As in most types of buying, only the buyer has up-to-date facts on availabilities. In a test campaign where the restrictions are more carefully defined than in any other kind of buy, it is mandatory to know from the beginning whether the exact schedule as projected by the marketing and research departments is attainable. A test of the effectiveness of minutes versus 20's cannot be run in markets where minutes are not available.
2. It is also the buyer's role to estimate costs and, if a budget has been set, to indicate if the amount of money appropriated is sufficient for the purposes of the campaign.
3. The buyer can also give the other members of a planning team an idea of the frequency needed in a market to accomplish certain things.
4. The buyer's backlog of experience in dealing with stations provides a source of information on the type of cooperation in merchandising and promotion activities that can be expected of the various stations in a market.
5. Finally, the buyer will know what the competition is doing in a market and also will be able to indicate where markets overlap and where advertising from another market may creep in and influence test results.

In the planning of a test campaign the buyer is chiefly important as a source of much potentially useful information. The decisions are not made by the buyer, but by the marketing and sales departments. The buyer who is not willing to follow orders or who devotes less than full attention to obtaining the exact buys designated and approved by the planning committee can wreck the results of a test.

It is, however, equally important that the buyer be made fully aware of the purpose of a test campaign and what is supposed to be accomplished in order for him to buy with greatest accuracy.

The ramifications of a test campaign are such that the buyer's role is somewhat subsidiary. Sales, marketing, research, as well as media, combine their resources in planning. The buyer can make a certain contribution in planning sessions, but should be aware that many factors affect a test which would not be considered in the setting-up of a regular campaign.

The elaborate controls involved in testing must be respected by the buyer. Test campaigns are not the place for the buyer to express his originality or to show how well he can improve a schedule or to depart from an approved buy for one that "looks a little better" to him.

**THE TOP
STATION
IN WESTERN
NEW ENGLAND**

WWLP

CHANNEL

22

**NB
C**

SPRINGFIELD, MASS.

TOP RATINGS*

TOP COVERAGE*

TOP MERCHANDISING*

**PLUS
BONUS COVERAGE**

WRLP channel 32

**BRATTLEBORO, VT.
GREENFIELD, MASS., KEENE, N.H.**

* G. PHOLLINGBERY HAS DETAILS

schedules on **SPACE MEN**, a macaroni in the form of futuristic **Piers**—as noted in **Tele-Scope** May 2. The new product is being seen in kid shows in New York (five stations), Philadelphia, Boston, Providence, Washington, D. C., New Haven, Portland (Me.) and Scranton. Live minutes are used. The market list should expand this fall after the warm weather—not a particularly good season for hot macaroni—ends. Larry Butner is the buying contact.

CAMPBELL SOUP CO.

(Needham, Louis & Brorby, Inc., Chicago)

In a continuation of a test that began last year, Campbell's **BEANS AND FRANKS** set another flight of daytime minutes late this month for four-week runs in the 10 markets it's using across the country. Filmed spots are used. Marianne Monahan is the timebuyer.

Personals

At Iennen & Newell, Inc., N. Y., **WILLIAM CHRISMAN**, **CLARK FORD** and **PAUL ZAPPERT** were



FORD **ZAPPERT**

named assistant media directors. Mr. Zappert has been a print buyer at the agency since September 1958, while Mr. Chrisman joined L&N from Leo Burnett Co., Chicago, and Mr. Ford came from J. Walter Thompson. Additionally, associate media director **EMIL BARTOLINO** was named a



CHRISMAN **BARTOLINO**

member of L&N's departmental planning group.

JIM LA MARCA, formerly timebuyer on General Mills at Dancer-Fitzgerald-Sample, Inc., New York, moved to Ted Bates & Co., Inc., as buyer on American Chicle.

Coming from McCann-Erickson, **GEORGE KERN** joined Grant Adv., Inc., New York, as media director. He previously was with Lennen & Newell, Inc., and Benton & Bowles, Inc., in broadcast buying and media executive positions.

MAL MURRAY, formerly with Kudner Advertising, Inc., as timebuyer on Colorforms and other accounts, joined BBDO, New York, to buy on Famous Artists School, Bromo-Seltzer, Book-of-the-Month and others.

ABBOTT DAVIS succeeded William Thomas as broadcast media director at Fitzgerald Advertising Agency, Inc., New Orleans.

Papert, Koenig, Lois, Inc., New York, added **WILLIAM MURPHY**, formerly media director at W. B. Doner & Co., Baltimore, as media director. Succeeding Mr. Murphy at the Maryland agency is **MANNY KLEIN**, who has been a senior buyer at Lennen & Newell, Inc., New York.

CHARLES W. HAINES, formerly with Gardner Advertising Co., St. Louis, joined Krupnick & Associates, Inc., that city, as media manager, replacing Nellenne Joyce.

ARTY EDELSTEIN, formerly an assistant buyer at Dancer-Fitzgerald-Sample, Inc., New York, moved to Grey Advertising, Inc., as timebuyer on Chock Full O' Nuts.

SHEL BODEN, who joined Norman, Craig & Kummel, Inc., last year from Kenyon & Eckhardt's media department, was named chief timebuyer for the agency.

EDITH M. KNUITSEN was appointed media director at Ralph Hobbs Associates, Minneapolis. She was formerly with the McCord Co. and Malt-O-Meal Co.

At Wermen & Schorr, Inc., Philadelphia, **JERRY SAMUELSON** was named tv-radio director, moving up from broadcast production director to replace **LES HARMON**, who is now a senior account executive.

GORDON LINK, who was timebuyer on Bristol-Myers, Coty and Vick Chemical at BBDO, New York, moved into the agency's programming department. He was replaced by **TOM**



LINK

BRECKENRIDGE and **MIKE ANASTAS**, working with associate media director Ed Koehler on the aforementioned accounts.

Profile

WARREN BAHR

Warren Bahr of Young & Rubicam, New York, is considered by many to be one of the bright sparks of the advertising business. With ABC-TV he played a large part in the development of its new concept in daytime programming, a concept which in turn has changed the whole daytime rate set-up.

"We put it together originally," he explains, "as a defense mechanism. Daytime was caught in a squeeze because of its confinement to two networks. We felt that because of this, rates were inordinately high, not because they were reflecting tremendous editorial vitality.

"Secondly, we couldn't move corporately, and we were forced into an inflexible position by the nature of our product and the competition.

"After the introduction of a third



network there was an immediate relaxation of the inflexibility. Today the lowest cost-per-thousand is in daytime television."

Mr. Bahr, as does his agency, believes that repetition and specific program ratings are not the prime requisites for successful advertising in this medium but rather that the function of daytime tv should be

"to provide an audience large enough to sell the product. And for this daytime tv is now probably the most basically sound deal going. The networks can't move ahead until they show reasons why, and thus they have to be more efficiently competitive."

Mr. Bahr, who was recently promoted to vice president in charge of media planning, came to the agency as a messenger in 1951 and the next year went into the media department. His new position, he feels, is "to try to stimulate different thoughts and to improve communication among departments and especially to interpret the function of the media department so that its contributions can be increasingly effective."

He and his wife and four daughters live in a 21-room house in Waccabuc, New York. His hobby is golfing.

WRGB IS TOPS



WRGB . . . the top TV buy delivers this top market.

WRGB . . . rated tops in the most recent ARB survey is your top TV buy in Northeastern New York and Western New England.

Represented Nationally by NBC Spot Sales

NBC Affiliate Channel Six

Albany . . . Schenectady . . . and Troy

Far - Reaching !



Yep, gonna build a motel right here.



Sure, we plan to advertise



on WCSH-TV

Besides this fellow, there are 263 other local and national advertisers who know what to expect from SIX's "Far-Reaching Effect."

If you don't already know, ask your Weed TV man about our 6 straight years of surveys.



MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta



A joint presentation by WNDU-TV, WSBT-TV and WSJV on the stations' South Bend, Ind., market was given recently before a group of tv media analysts in New York. Attending were (seated, l. to r.) Bob Cohen, McCann-Erickson; Sally Melvin, NBC; Lucian Chemien, JWT; Mitchell de Groot, Paul H. Raymer; Betty Leckner, Benton & Bowles; Dave Trayler, A. C. Nielsen; Jackie De Costa, Ted Bates; Neil Welch, WSBT-TV, and (standing, l. to r.) James V. McConnell, Venard, Rintoul & McConnell; Wally Purcell, WNDU-TV; Tony Savini, NBC; Stu Kelly, Paul H. Raymer; Tom Campbell, Branham Co.; Sid Gerkin, FC&B; Jack Gross, ARB; Herb Gross, D-F-S; Lee O'Brien and Ed Papazian, BBDO; Carol Posa, Ted Bates; George Nuchio, BBDO; Paul Brines, WSJV; Tom Hamilton, WNDU-TV, and Steve Rintoul, Venard, Rintoul & McConnell.

CECO STEEL PRODUCTS CORP.

(Perrin-Paus Co., Chicago)

A 13-week campaign in the same number of markets starts July 4 for CECO ROLL steel siding and roofing, with the 13 markets chosen for product distribution and large farm-audience factors. Minute spots adjacent to farm news/weather shows during the noon hour will be used where possible. Markets are throughout nine midwestern states. Media director Marshall Nelson is the contact.

COCA-COLA BOTTLING CO. OF N.Y.

(McCann-Marschalk, Inc., N.Y.)

The New York market becomes almost the last major area to get Coke's 12-oz. king-size bottle, with the local bottler kicking off a large-scale spot campaign at issue date. For a six-to-eight-week period, the three network outlets get a prime-time 20 nightly and WPX, WOR-TV and WNEW-TV get heavy placements of minutes for a total of 50 spots weekly. Cut-ins on Coke's network shows will also be used. Catherine Noble is the timebuyer.

COLGATE-PALMOLIVE CO.

(Ted Bates & Co., Inc., N.Y.)

Plenty of activity here on various products, with some men's line placements noted last issue still being set at press time. Night minutes for WILDROOT and the PALMOLIVE shaving products went into scattered markets for 26 weeks. Other Colgate items are starting 10 weeks of minutes in about 25 markets early next month in a tie-in promotion with Schnick blades. Mrs. Eileen Greer and Russ Barry are the timebuyers.

COLGATE-PALMOLIVE CO.

(Norman, Craig & Kummel, Inc., N.Y.)

A new deodorant here is labeled POISE

Rep Report

Gilbert W. Miller was named an account executive at Venard, Rintoul & McConnell, Inc., after having served with Quick Frozen Foods magazine and WMEX Radio Boston.

July 1 is the opening date of the Minneapolis office of H-R Television and H-R Representatives, Inc., with Terry Hughes appointed manager of the new branch. Mr. Hughes moves from the Chicago H-R office



MR. HUGHES

as a veteran of 10 years in broadcast sales.

Lloyd Heaney, who has been with the Chicago office of Blair Tv Associates for the past three years, moved to the representative's New York office in an expansion of the key market's sales force.

In Chicago, George Gilbert was added to the sales staff of Radio-Tv Reps, coming to the firm from Suburban Broadcasting Co. and a previous position with Liggett & Myers. The representative's New York office increased its sales force to five with the addition of Bob Goldsholl.



More than 250 agency people visited Peters, Griffin, Woodward's first Tape-O-Rama recently when the representative firm featured a continuous 90-minute video-taped showing of brief showcases of personalities and programs from PGW-represented stations. The show was presented in the New York offices, which were decorated for the occasion in a theatre motif with marquee, billboards, usherettes, popcorn, free dishes and two theatre bars. Among those on hand (l. to r.) were Ted Van Erk, PGW; Joe Daly, Lever Bros., and Dick Nyborg, John Gray and Thom Leidner, all J. Walter Thompson.

and moves into a half-dozen test markets early next month for about eight weeks initially. Filmed minutes in nighttime slots will run. Assistant timebuyer Pat George is the contact.

FOOD MANUFACTURERS, INC.
(Ted Bates & Co., Inc., N.Y.)

With buying for this account going on almost continually, top markets get placements of filmed day and night minutes for M&M's candies and UNCLE BEN'S RICE to run 52 weeks. Lou West, Frank

Digrace and Jack Dougherty are the buying contacts.

FORMFIT CO.
(MacFarland, Aveyard & Co., Chicago)

Fall plans reportedly are set for this manufacturer of SLEEX girdles, and tv spot will be used as in last year's autumn effort. Filmed minutes will again run in top markets in both day and night slots for about 13 weeks, starting in September.

Agency Changes

The coming of summer slowed the onslaught of multi-million-dollar account changes, but several still made Madison Avenue headlines. Top billing went to McCann-Erickson, Inc., which gained \$2.5 million in institutional expenditures by General Motors, most of which was handled by Kudner Adv., Inc., in the past, although Campbell-Ewald, D. P. Brothier & Co. and MacManus, John & Adams have also worked on the account.

McCann-Erickson lost about \$1 million in billings when the Lehn & Fink division of Lehn & Fink Products Corp. announced its move elsewhere Sept. 1 after 15 years with the agency. Products involved in the switch to an agency yet to be chosen include Lysol, Hinds Honey & Almond Cream, Stri-Dex and others.

About \$500,000 in billings moved from Richard K. Manoff, Inc., to Geyer, Morey, Madden & Ballard, Inc., when GMM&B client B. T. Babbitt took over marketing of Oakite, a cleaning product made by Manoff client Oakite Products, Inc.

Seeman Bros. named Al Paul Lefton Co. to succeed Anderson & Cairns, Inc., on its White Rose tea and other food products. The account bills about \$400,000.

**LET US BE YOUR
NEW YORK OFFICE**

24-hour, 7 days a week, service specializing in tv and radio industry.

PLAZA 9-3400

Telephone Message Service

222 E. 56th St., New York City

*Elisabeth M.
Beckjorden*

Station, Network and
Personal Representative

representing

- KELO-TV, Sioux Falls, S. D.
- KROC-TV, Rochester, Minn.
- KSBW-TV, Salinas, Calif.
- KSBY-TV, San Luis Obispo
- WIMA-TV, Lima, Ohio
- WPBN-TV, Traverse City, Mich.
- WTOM-TV, Cheboygan, Mich.

235 East 46th Street, New York 17, N. Y.
PLaza 5-4262

**WLBC-TV
MUNCIE**

Middletown, U.S.A.

**WLBC-TV
MUNCIE**

Crossroads of the Middle West

**WLBC-TV
MUNCIE**

Cross-section of the nation

**WLBC-TV
MUNCIE**

Test Market, U.S.A.

and the Gateway to Sales
in "the heart of Indiana"

**WLBC-TV
Muncie, Indiana**

Chief timebuyer Esther Andersen is the contact.

GENERAL MOTORS CORP.,
Frigidaire Div.
(Dancer-Fitzgerald-Sample, Inc.,
N.Y.)

A number of top markets throughout the country received schedules the middle of this month for four-six weeks of day and night minutes on FRIGIDAIRE ranges and refrigerators. Jim Hunter is the timebuyer.

M. K. GOETZ BREWING CO.
(John W. Shaw Adv., Chicago)

Kansas City and Des Moines are running strong frequencies for GOETZ beer in an in-and-out pattern that started the middle of this month and continues through September, peaking at the July 4 and Labor Day holidays. The four test markets noted here April 4 are continuing, and three more should be added by September. Placements for COUNTRY CLUB malt liquor are also being extended. Marilyn McDermott buys on the beer, Isabel McCaulay on the malt brew.

HUBLEY MFG. CO.
(Doyle Dane Bernbach, Inc., N.Y.)

The well-known maker of toy guns and other juvenile items got its first big-league tv campaign under way last year in a pre-Christmas effort and returns this mid-September for another 13 weeks of minutes in kid shows. About 25 major markets across the country will be used,



Edward Kogan, formerly tv-radio director at Joseph Katz Co., is now co-owner of Babcock & Kogan, Inc., a firm offering broadcast production service to agencies. The company was organized early this year as Tv Commercial Services by Lyn Babcock, a former producer-director at J. Walter Thompson Co. Mr. Kogan previously was executive producer for Edward H. Weiss & Co. in New York, and served both NBC-TV and CBS-TV. The service firm will assist agencies in all matters pertaining to radio-tv commercial and program production.

with daily spots promoting PANTHER and RICO-SHAY pistols, SECRET and FLIP SPECIAL rifles and TIC TOY clocks. Nate Rind is the timebuyer.

V. LA ROSA & SONS, INC.
(Hicks & Greist, Inc., N.Y.)

Moving strongly into the macaroni-for-kids field, this firm is marketing SPACE WHEELS, a product shaped like small flying saucers. It's using live minutes on kid shows in New York at present, but contemplates going into other markets if initial results warrant. The New York-based firm recently bought a Chicago plant and has set six weeks of ID's in that market on its various products, with the new plant helping to expand distribution. Len Soglio is the timebuyer.

LEA & PERRINS, INC.
(Samuel Croot Co., Inc., N.Y.)

For its meat sauces, this firm is just getting light schedules of day and night live minutes under way in a very few selected northwest markets, using women's programs where possible. A company executive noted that original plans called for many more tv markets, but that magazine deals caused the budget to be switched in favor of the print media. More tv is contemplated for next year, however. Present schedules run eight weeks. Mrs. Dolores La Falce is the timebuyer.

LEE OPTICAL CO.
(Mayjair Associates, Inc., Dallas)

Word that this chain of optical dealers had set MCA-TV's Johnny Midnight in a Texas market leads to speculation the organization is buying a number of programs for its numerous areas

throughout the state. A report of additional buys is not in, but past campaigns have included programs in Dallas, Houston, Lubbock, Beaumont, etc. General manager Robert Wood is the contact.

LEVER BROS. CO.
(Needham, Louis & Brorby, Inc.,
Chicago)

ALL Lever's washing product, reportedly starts nine weeks of day and night minutes July 4 in a number of top and secondary markets. Frequencies are about five spots weekly. Don DeCarlo is the timebuyer.

MENNEN CO.
(Warwick & Legler, Inc., N.Y.)

With new deodorant products appearing almost weekly this summer, Mennen's latest entry is ORBIT, an item for both men and women, as contrasted with its recently introduced BRAKE for men. The new brand is in scattered test markets for about eight weeks of filmed minutes in day and night slots. Joe Hudack is the buying contact.

NATIONAL CRANBERRY ASSOCIATION
(BBDO, New York)

Present plans, while not finalized at press time, call for a major pre-Thanksgiving drive on OCEAN SPRAY cranberries in 30 top markets, with 13 weeks of daytime minutes and prime 20's running in moderate frequencies. The effort obviously will attempt to offset last year's "poison" scare. Trow Elliman is the buying contact.

NESTLE CO.
(McCann-Erickson, Inc., N.Y.)

Although a great many top markets got schedules under way early this month for DECAF and NESTEA (as reported here May 2 and 16), buying was still on at press time for some northwestern markets where warm weather comes late. Five and six weeks of night 20's and minutes in those areas are just getting under way. Enid Cohn is the timebuyer on DeCaf; Jane Podester is on Nestea.

NORWICH PHARMACAL CO.
(Benton & Bowles, Inc., N.Y.)

PEPTO-BISMOL returns again the middle of next month to its usual 150-area list, with primarily nighttime minutes employed (plus prime-time 20's in outstanding slots). The flight will run three-four weeks. Jack Scanlon, assisted by Bryan Barry, is the timebuyer.

PILLSBURY CO.
(Leo Burnett Co., Inc., Chicago)

The middle of this month saw the start of new 52-week placements on PILLSBURY cake mixes. Minutes in primarily daytime slots kick off in 10 scattered top markets, with additional ones to be added as fall approaches. Frequencies reportedly will be fairly strong. Dave Seidel and Tom Covell are the contacts.

PLOUGH, INC.
(Lake-Spiro-Shurman, Inc.,
Memphis)

Weather conditions in individual markets will determine the starting dates and lengths of schedules for QT and COPPERTONE suntan products this

**THE
LAUREL
AND
HARDY
SHOW**
Gets Top Ratings On
WNAC-TV, Boston

Wire or phone
Art Kerman
today for
availability
in your market.

**GOVERNOR TELEVISION**
375 Park Avenue, N.Y.C.
PLaza 3-6216

summer. The campaign reportedly will be "twice as heavy as last year's." Minutes and shorter spots will run in top markets and resort areas. Jack Callicott and Lucille Simmons are the buying contacts.

PROCTER & GAMBLE CO.

(Leo Burnett Co., Inc., Chicago)

With the P&G fiscal year ending this month, JOY reportedly was getting additional schedules in scattered markets in order to finish its budget. MR. CLEAN was noted as setting new schedules to begin early next month, with SECRET deodorant also active again after some reductions last month. Mahlon Saxon and John Stetson are P&G buying contacts.

PROCTER & GAMBLE CO.

(Compton Adv., Inc., N.Y.)

Activity was on at press time for CRISCO, with upwards of 100 markets getting new schedules of daytime minutes to run through the P&G contract year. Briefer placements were noted for DUNCAN HINES cake mixes in selected markets. Bob Pape is the Crisco timebuyer, Doug McMullen the Duncan Hines contact.

PROCTER & GAMBLE CO.

(Grey Adv. Agency, Inc., N.Y.)

Although P&G's new push-button LILT went national last month on network and will get additional network exposure on various shows in June and July, the contemplated spot plans for the product had not jelled at press time. Top markets

"possibly" will get schedules this summer—that was the latest word. Dorothy Houghy is the timebuyer.

PUREX CORP.

(Edward H. Weiss & Co., L. A.)

Top markets will get spot schedules for a contest promotion on BEADS-O'-BLEACH, with the placements beginning July 5 and continuing through early August. Media director Nate Pinosof in the agency's Chicago headquarters is the broadcast buying contact.

QUAKER CITY CHOCOLATE & CONFECTIONERY CO.

(Bauer & Tripp, Inc., Philadelphia)

While definite markets were not settled on at press time, GOOD 'N PLENTY candy plans to be in about 15 top areas this September, using filmed minutes in kid shows with live-personality introductions. The schedules will run 13 weeks. Tv-radio director Elmer Jaspan is the contact.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC.

(direct, New York)

Although activity was reported starting in a couple of areas this month for about eight weeks of minutes and ID's, timebuyer Sam Glickman notes that summertime schedules are the exception for most of the organization's baker-members. The great majority return to the air in early fall, but there are scattered bakers, of

WMAR-TV

Delivers MORE in Baltimore's 3-Station Market!

MORE

Adult Viewers*

Homes Viewing*

Quarter-Hour Firsts**

Ratings—Homes

Homes Potential***

*ARB—March, 1960—Based on aggregate of all quarter-hours for one week, sign-on to midnight, where audience composition is given for all three Baltimore TV stations.

**NIELSEN—April, 1960

—Aggregate for all quarter-hours in one week (4-week average), sign-on to midnight, when all three Baltimore TV stations were on the air.

***ARB—March, 1960



CHANNEL 2

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION

Baltimore 3, Maryland

Represented Nationally by

THE KATZ AGENCY, INC.

Buyers Check List—

New Stations

CBSX Edmonton, Alta., channel 5, has set an early spring target date for start of operations. The station, under the management of Ralph Horley, has not as yet selected a sales representative.

CBSA-TV Lloydminster, Sask., channel 2, has a late August target date for start of operations. Peter J. Edwards is manager. Joseph A. Hardy & Co., Toronto, has been appointed sales representative.

Station Changes

KBMB-TV Bismarck, N.D., becomes a primary affiliate of ABC-TV, effective Aug. 9. Station has been a primary affiliate of CBS-TV.

KHQ-TV Spokane, channel 6, expects to be operating from its new 904-foot tower by early August. The tower, which will be 4,549 feet above sea level, will expand the station's coverage by approximately 16 per cent, according to Richard O. Dunning, president of KHQ, Inc. Present tower is 3,143 feet above sea level.

KTBS-TV Shreveport has started construction on its new tower, which is to rise 1,600 feet in the air. Present tower is 1,153 feet above ground.

WDAM-TV Laurel, Miss., has received FCC authorization to identify itself with Hattiesburg as well.

Network Rate Increases

ABC-TV:

KATV Little Rock, from \$450 to \$500, July 1.

KONO-TV San Antonio, from \$750 to \$800, July 1.

KRDO-TV Colorado Springs, from \$250 to \$275, July 1.

KRCV-TV Wealaco, from \$300 to \$350, June 1.

WAST Albany, from \$800 to \$900, July 1.

WBTV Florence, S.C., from \$400 to \$450, July 1.

WFAA-TV Dallas, from \$1,400 to \$1,500, July 1.

WKBW-TV Buffalo, from \$1,300 to \$1,500, July 1.

WJZ-TV Baltimore, from \$1,550 to \$1,650, July 1.

WMAL-TV Washington, from \$1,500 to \$1,600, July 1.

WTAE Pittsburgh, from \$2,200 to \$2,400, July 1.

THE STARS SHOW THE WAY . . .

To KMSO-TV, A "Preferred" Buy

CBS***NBC***ABC
58,475 TV HOMES

- ★ MISSOULA scores highest again. Bank Debts have soared to +20% for the 1st Quarter of 1960 as market prospers. (Highest of all Montana Cities.)
- ★ Is "HIGH-SPOT PREFERRED CITIES" Missoula leads all other Montana cities with an index of 109.6.
- ★ Advertise where business is good. Missoula has been a "Preferred" city for 12 out of past 17 months. (Sales Management Business Activity)
- ★ KMSO-TV covers all of Western Montana . . . Missoula, Butte, Anaconda, Deer Lodge . . . Hamilton, Kellsipell, Helena . . . 10 Community Boosters.

KMSO-TV
MISSOULA, MONTANA

NATIONAL REPRESENTATIVES
FOR JOE-TV, INC.

ARB City-by-City Ratings April 1960

ATLANTA 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Whirlbirds (CBS) WBS-TV Wed. 7	22.3
2. Sea Hunt (Ziv-CA) WBS-TV Fri. 7	27.4
3. Death Valley Days (U. S. Borax) WBS-TV Mon. 7	24.7
4. Brave Stallion (ITC) WBS-TV Thu. 7	23.8
5. Manhunt (Screen Gems) WBS-TV Thu. 7:30	21.9
6. U. S. Marshal (NTA) WAGA-TV Sat. 10:30	19.3
7. Huckleberry Hound (Screen Gems) WBS-TV Thu. 6	18.9
8. Lone Ranger (Lone Ranger, Inc.) WBS-TV Thu. 7	17.1
9. Popeye (UAA) WBS-TV M-F 5	16.5
10. Superman* (Fleming) WBS-TV Mon. 6	13.9
11. Quick Draw McGraw (Screen Gems) WBS-TV Tue. 6	13.0
12. Our Gang (Interstate) WBS-TV Wed. 6	13.7
13. Science Fiction Theatre (Ziv-UA) WAGA-TV Thu. 7	13.1
14. Divorce Court (KTTV) WAGA-TV Mon. 7	12.1
15. Cannonball (ITC) WLW-A Wed. 6:30	11.0

TOP FEATURE FILMS

1. Early Show WAGA-TV Tue. 5-6:30	10.1
2. Big Movie WAGA-TV Sat. 11-12:45 a.m.	8.9
3. Armchair Playhouse WBS-TV Sat. 4:30-6	8.5
4. Early Show WAGA-TV Wed. 5-6:30	8.0
5. Early Show WAGA-TV Mon. 5-6:30	6.9

TOP NETWORK SHOWS

1. Wagon Train WBS-TV	52.0
2. Gunsmoke WAGA-TV	38.0
3. The Price Is Right WBS-TV	34.6
4. Kniefler Ford WBS-TV	33.1
5. 77 Sunset Strip WLW-A	32.5
6. Laramie WBS-TV	32.3
7. The Real McCoys WLW-A	31.8
8. Have Gun, Will Travel WAGA-TV	30.3
9. Danny Thomas WAGA-TV	28.4
10. The Rifleman WLW-A	28.0
11. Bonanza WBS-TV	28.0

MIAMI 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv-UA) WTVJ Fri. 7	28.4
2. Huckleberry Hound (Screen Gems) WCKT Thu. 1	25.1
3. Rescue 8 (Screen Gems) WTVJ Wed. 7	24.5
4. This Man Dawson (Ziv-UA) WTVJ Sat. 7	23.3
5. Quick Draw McGraw (Screen Gems) WCKT Tue. 7	21.2
6. Manhunt (Screen Gems) WCKT Wed. 7	21.1
7. Mike Hammer (MCA) WCKT Thu. 7:30	19.5
8. Shotgun Slade (MCA) WTVJ Mon. 7	18.9
9. Trackdown (CBS) WTVJ Thu. 7	18.2
10. Woody Woodpecker (Burnett) WCKT Mon. 7	17.9
11. Death Valley Days* (U. S. Borax) WTVJ Sat. 6:30	17.9
12. U. S. Marshal (NTA) WTVJ Sat. 10:30	17.8
13. Border Patrol (CBS) WTVJ Sun. 6:30	16.1
14. Whirlbirds (CBS) WTVJ M-F 5:45	15.9
15. The Vikings (Ziv-UA) WORT Thu. 6:30	13.3

TOP FEATURE FILMS

1. Big Show WTVJ Thu. 7-8:30	29.0
2. Movie 7 WORT Tue. 5-6:45	20.2
3. Hollywood Special WORT Fri. 7-8:30	17.3
4. Movie 7 WORT Wed. 5-6:45	16.8
5. Movie 7 WORT Mon. 5-6:45	15.0

TOP NETWORK SHOWS

1. Wagon Train WCKT	50.5
2. Perry Mason WTVJ	39.1
3. Gunsmoke WTVJ	36.9
4. The Price Is Right WCKT	32.5
5. Danny Thomas WTVJ	31.1
6. Danny Thomas WTVJ	30.6
7. Red Skelton WTVJ	29.9
8. The Untouchables WFTL	29.3
9. Lassie WTVJ	28.7
10. Have Gun, Will Travel WTVJ	28.4

*Indicates programming changes during four-week period. Ratings for one-week are given.

BALTIMORE 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Play of the Week* (NTA) WBAL-TV Mon. 9	17.9
2. Shotgun Slade (MCA) WMBR-TV Sat. 7	16.3
3. Johnny Midnight (MCA) WBAL-TV Wed. 10:30	12.3
4. Border Patrol* (CBS) WBS-TV Sun. 5:30	11.6
5. Rescue 8 (Screen Gems) WBAL-TV Tue. 7	10.8
6. Popeye (UAA) WBS-TV M-F 5	10.7
7. Death Valley Days (U. S. Borax) WMBR-TV Sat. 6:30	10.6
8. Navy Log (CBS) WMBR-TV Sat. 6	10.0
9. Our Miss Brooks (CBS) WMBR-TV M-F 6	9.4
10. Badge 714 (CNF) WMBR-TV Mon. Thu. 6:30	9.3
11. San Francisco Beat (CBS) WMBR-TV Tue. 6:30	8.6
12. Huckleberry Hound (Screen Gems) WBS-TV Fri. 5:30	8.6
13. Jeff's Collie (ITC) WBS-TV Sat. 7	8.3
14. Popeye (UAA) WBS-TV Sat. Sun. 4:30	8.0
15. Four Just Men (ITC) WBAL-TV Thu. 7	7.7

TOP FEATURE FILMS

1. Early Show WJS-TV Wed. 6-7:15	10.8
2. Early Show* WJS-TV Sun. 6-7:15	9.5
3. Early Show WJS-TV Sat. 6-7:15	9.4
4. Big Movie WMBR-TV Sat. 10:30-2 a.m.	9.2
5. Early Show WJS-TV Mon. 6-7:15	8.9

TOP NETWORK SHOWS

1. Wagon Train WBAL-TV	43.7
2. The Untouchables WJS-TV	42.8
3. Gunsmoke WMBR-TV	36.7
4. Perry Mason WMBR-TV	33.5
5. 77 Sunset Strip WJS-TV	32.0
6. Cheyenne WJS-TV	30.6
7. Hawaiian Eye WJS-TV	29.5
8. Red Skelton WMBR-TV	28.9
9. Garry Moore WMBR-TV	27.3
10. The Real McCoys WJS-TV	26.6
11. Welk's Dancing Party WJS-TV	26.6

NEW ORLEANS 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Border Patrol (CBS) WWL-TV Sat. 9:30	27.1
2. Whirlbirds (CBS) WDSU-TV Thu. 9:30	25.2
3. Sea Hunt (Ziv-UA) WDSU-TV Tue. 9:30	21.0
4. Look-up* (Ziv-CA) WWL-TV Fri. 7:30	21.2
5. Shotgun Slade (MCA) WDSU-TV Thu. 10	20.4
6. Mike Hammer (MCA) WWL-TV Fri. 9:30	20.3
7. Man Without a Gun (NTA) WWL-TV Sat. 10	19.3
8. This Man Dawson (Ziv-UA) WDSU-TV Fri. 10	18.2
9. Manhunt* (Screen Gems) WDSU-TV Mon. 10	17.6
10. Quick Draw McGraw (Screen Gems) WDSU-TV Tue. 5	16.4
11. Ramar of the Jungle (ITC) WDSU-TV Sat. 8:30 a.m.	16.2
12. U. S. Marshal (NTA) WDSU-TV Wed. 10	14.5
13. Science Fiction Theatre (Ziv-UA) WDSU-TV Tue. 10:30	14.1
14. Huckleberry Hound (Screen Gems) WDSU-TV Thu. 5	14.1
15. Amos 'n' Andy (CBS) WDSU-TV Fri. 10:30	14.0

TOP FEATURE FILMS

1. Roy Rogers Feature WDSU-TV Sat. 7:30-8:30 a.m.	16.3
2. House of Shock WWL-TV Sat. 10:30-12:15 a.m.	11.4
3. Falstaff Theatre WDSU-TV Sat. 10:15-12:30 a.m.	10.9
4. Sunday Matinee WDSU-TV Sun. 4:30-5:30	10.7
5. Hollywood Premiere* WDSU-TV Sun. 10:15-12 mid.	7.8

TOP NETWORK SHOWS

1. Wagon Train WDSU-TV	51.5
2. Gunsmoke WWL-TV	44.5
3. Danny Thomas WWL-TV	41.9
4. Father Knows Best WWL-TV	39.6
5. Ann Sothern WWL-TV	38.9
6. Garry Moore WWL-TV	36.7
7. Have Gun, Will Travel WWL-TV	35.0
8. Red Skelton WWL-TV	34.0
9. The Price Is Right WDSU-TV	34.2
10. Loretta Young Presents WDSU-TV	33.9

BOSTON 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Look-up (Ziv-UA) WDBR-TV Thu. 10:30	23.9
2. U. S. Marshal (NTA) WBAO-TV Sat. 10:30	23.4
3. Border Patrol (CBS) WBS-TV Wed. 7	20.9
4. Death Valley Days (U. S. Borax) WBS-TV Fri. 7	18.9
5. Brave Stallion (ITC) WBS-TV Mon. 7	17.6
6. Huckleberry Hound (Screen Gems) WBAO-TV Thu. 9:30	17.6
7. Shotgun Slade (MCA) WBS-TV Tue. 7	16.9
8. Walter Winchell File (NTA) WBAO-TV Mon. 7	16.4
9. Boss the Clown (Jayark) WDBR-TV M-F 5	16.0
10. City Detective (MCA) WBAO-TV Thu. 7	15.8
11. State Trooper (MCA) WBAO-TV Thu. 7	15.5
12. The Honeycookers (CBS) WBAO-TV Thu. 7	15.5
13. Quick Draw McGraw (Screen Gems) WBAO-TV Mon. 6:30	15.3
14. Sea Hunt* (Ziv-UA) WDBR-TV Tue. 10:30	14.9
15. Mike Hammer (MCA) WBAO-TV Sat. 7	13.7

TOP FEATURE FILMS

1. Boston Morletine WBS-TV Mon. 5-6:45	12.9
2. Boston Morletine WBS-TV Wed. 5-6:45	12.1
3. Boston Morletine WBS-TV Thu. 5-6:45	11.6
4. Boston Morletine WBS-TV Fri. 5-6:45	10.7
5. Boston Morletine WBS-TV Tue. 5-6:45	10.1

TOP NETWORK SHOWS

1. Wagon Train WBS-TV	41.0
2. The Untouchables WDBR-TV	38.9
3. Gunsmoke WBAO-TV	38.8
4. 77 Sunset Strip WDBR-TV	35.4
5. Perry Mason WBAO-TV	34.2
6. The Price Is Right WBS-TV	33.4
7. Father Knows Best WBAO-TV	32.1
8. Welk's Dancing Party WDBR-TV	32.0
9. Danny Thomas WBAO-TV	28.4
10. Ed Sullivan* WBAO-TV	27.3

PITTSBURGH 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Shotgun Slade (MCA) KDKA-TV Sat. 10:30	25.7
2. Navy Log (CBS) KDKA-TV Sat. 11	21.0
3. Sea Hunt (Ziv-UA) KDKA-TV Sat. 7	21.1
4. Manhunt (Screen Gems) WTAE Thu. 10:30	19.0
5. Death Valley Days (U. S. Borax) KDKA-TV Thu. 7:30	19.7
6. Huckleberry Hound (Screen Gems) KDKA-TV Mon. 6:30	19.0
7. Rescue 8* (Screen Gems) WTAE Thu. 7:30	18.0
8. Popeye (UAA) WHIO Sat. 9 a.m.	15.5
9. American Civil War* (Trans-Lux) KDKA-TV Tue. 9	12.3
10. Championship Bowling (Schwimmer) WTAE Sat. 6	11.7
11. Quick Draw McGraw (Screen Gems) KDKA-TV Tue. 6:30	11.5
12. U. S. Marshal (NTA) WHIO Tue. 10:30	10.7
13. Highway Patrol* (Ziv-UA) WTAE Tue. 10:30	10.4
14. Popeye (UAA) WHIO M-F 5	10.5
15. State Trooper (MCA) WHIO Thu. 7	10.5

TOP FEATURE FILMS

1. Family Movie Album WTAE Sun. 6-7:30	15.6
2. Gateway Studio Presents KDKA-TV Fri. 11:30-1 a.m.	13.5
3. Sunday Afternoon Feature KDKA-TV Sun. 1-4	10.9
4. P.M. Adventure WTAE Wed. 6-7:15	10.9
5. Early Show KDKA-TV Mon. 5-6:30	10.9

TOP NETWORK SHOWS

1. Gunsmoke KDKA-TV	50.2
2. Father Knows Best KDKA-TV	41.0
3. Danny Thomas KDKA-TV	40.7
4. Have Gun, Will Travel KDKA-TV	40.1
5. Garry Moore KDKA-TV	38.4
6. Red Skelton KDKA-TV	36.0
7. Wagon Train WHIO	34.0
8. Perry Mason* KDKA-TV	33.5
9. U. S. Steel Hour* KDKA-TV	32.2
10. The Untouchables WTAE	31.6

ARB City-by-City Ratings April 1960

CINCINNATI 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Huckleberry Hound (Screen Gems)	22.2
2. This Man Dawson (Ziv-UA)	19.7
3. Woody Woodpecker* (Burnett)	17.2
4. Sea Hunt (Ziv-UA) WKBO-TV Thu. 7:30	15.9
5. Quick Draw McGraw (Screen Gems)	15.3
6. U. S. Marshal (NTA) WOPO-TV Thu. 10:30	15.7
7. Seven League Boots (Screen Gems)	14.7
8. Three Stoges (Screen Gems)	14.3
9. Gray Ghost (CBS) WKBO-TV Sat. 7	14.4
10. Jeff's Collie (ITC) WKBO-TV Mon. 7	13.8
11. Death Valley Days (U. S. Borax)	13.7
12. Championship Bowling* (Schwimmer)	13.7
13. Treasure (MFA-TV) WLW-TV Mon. 7	13.2
14. Romeo 8 (Screen Gems) WLW-TV Fri. 7	12.5
15. Lock-up (Ziv-UA) WLW-TV Thu. 10:30	12.1

TOP FEATURE FILMS

1. Film Spectacular WKBO-TV Wed. 7:30-9	11.4
2. Best of Hollywood* WKBO-TV Sun. 2-4	10.1
3. Gold Cup Matinee WLW-TV Tue. 5-6:30	7.2
4. Gold Cup Theatre WLW-TV Sat. 11:30-1 a.m.	6.9
5. Saturday Matinee WOPO-TV Sat. 3:30-5	5.9

TOP NETWORK SHOWS

1. Wagon Train WLW-TV	39.2
2. 77 Sunset Strip WOPO-TV	37.9
3. Gunsmoke WBOT-TV	37.9
4. The Real McCoys WOPO-TV	35.9
5. The Untouchables WOPO-TV	35.1
6. The Detectives WOPO-TV	33.0
7. Father Knows Best WKBO-TV	31.7
8. The Rifleman WOPO-TV	31.3
9. Danny Thomas WBOT-TV	29.4
10. The Price Is Right WLW-TV	28.2

PORTLAND, ORE.

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Death Valley Days (U. S. Borax)	21.7
2. Highway Patrol (Ziv-UA)	21.1
3. Sea Hunt (Ziv-UA) KOW-TV Sat. 7	19.9
4. You Asked For It (Crosby/Brown)	19.9
5. The Californians (CNP) KOIN-TV Tue. 6:30	19.6
6. Tombstone Territory (Ziv-UA) KPTV Thu. 7	19.3
7. Rescue 8 (Screen Gems) KOW-TV Thu. 7	17.3
8. Wanderlust* (Burrud) KOW-TV Mon. 7	17.3
9. Huckleberry Hound (Screen Gems)	16.2
10. Shotgun Blade (MCA) KOIN-TV Fri. 6:30	15.8
11. Silent Service (CNP) KPTV Mon. 7	15.6
12. Amos 'n' Andy (CBS) KOIN-TV Wed. 6:30	15.3
13. Quick Draw McGraw (Screen Gems)	14.8
14. Flight (CNP) KPTV Thu. 7	14.3
15. State Trooper (MCA) KOW-TV Sat. 6:30	14.2

TOP FEATURE FILMS

1. Major Studio Preview KPTV Sat. 6-7:30	7.0
2. Famous Film Fair KOW-TV	6.9
3. Sunday Matinee KPTV Sun. 2-4	6.4
4. Showtime on 8 KOIN-TV Sat. 11:15-1 a.m.	6.1
5. Conrad Nagel Theatre	6.3

TOP NETWORK SHOWS

1. The Real McCoys KPTV	39.5
2. Wagon Train KOW-TV	38.2
3. Perry Mason KOIN-TV	35.7
4. Gunsmoke KOIN-TV	35.4
5. Danny Thomas KOIN-TV	32.4
6. Red Skelton KOIN-TV	30.1
7. Father Knows Best KOIN-TV	29.8
8. Chevy Chase KOW-TV	28.3
9. Mervyn KPTV	28.1
10. Have Gun, Will Travel KOIN-TV	26.0

CLEVELAND 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. U. S. Marshal (NTA) WUWS Fri. 10:30	22.9
2. Woody Woodpecker* (Burnett)	22.9
3. Quick Draw McGraw (Screen Gems)	21.9
4. Mike Hammer* (MCA) WUWS Tue. 10:30	19.3
5. Popeye (UAA) WUWS-TV M. W. F. S.	19.1
6. Cannonball (ITC) WUWS-TV Wed. 10:30	18.1
7. Men Without a Gun (NTA)	18.2
8. Grand Jury (NEA) WUWS-TV Sat. 10:30	17.9
9. Phil Silvers (CBS) WUWS-TV Thu. 10:30	16.3
10. Three Stoges (Screen Gems)	15.6
11. Sea Hunt (Ziv-UA) WUWS-TV Tue. 7:30	15.4
12. Death Valley Days (U. S. Borax)	15.3
13. Brave Stallion (ITC) WUWS-TV Tue. 7	13.7
14. Four Just Men* (ITC) WUWS-TV Sat. 10:30	13.4

TOP FEATURE FILMS

1. Feature Film* WUWS-TV Mon. 7-9	24.3
2. Nite Movie WUWS-TV Sat. 11:35-1 a.m.	13.9
3. Early Show WUWS-TV Fri. 5:30-6:45	8.3
4. Masterpiece Theatre WUWS-TV Sun. 6-7:30	8.3
5. Early Show WUWS-TV Thu. 5:30-6:45	8.2

TOP NETWORK SHOWS

1. The Untouchables WUWS	43.9
2. Wagon Train WUWS-TV	41.9
3. 77 Sunset Strip WUWS	41.7
4. The Real McCoys WUWS	40.1
5. Gunsmoke WUWS-TV	38.9
6. Donna Reed* WUWS	36.4
7. Hawaiian Eye WUWS	35.4
8. Leave It To Beaver WUWS	35.1
9. Red Skelton WUWS-TV	33.9
10. The Rifleman WUWS	33.8

ST. LOUIS

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Four Just Men (ITC) KSD-TV Thu. 8:30	25.2
2. Sea Hunt (Ziv-UA) KPTV Fri. 10	23.7
3. Coronado 9 (MCA) KSD-TV Tue. 9:30	21.7
4. San Francisco Beat (CBS)	21.6
5. Lock-up (Ziv-UA) KSD-TV Wed. 6:30	20.1
6. Mike Hammer (MCA) KSD-TV Sat. 10	20.9
7. Death Valley Days (U. S. Borax)	19.4
8. Whirlbirds (CBS) KSD-TV Thu. 10	17.1
9. U. S. Marshal (NTA) KSD-TV Wed. 10	16.4
10. Huckleberry Hound* (Screen Gems)	16.2
11. This Man Dawson* (Ziv-UA)	14.9
12. Woody Woodpecker* (Burnett) KPTV Tue. 6	14.9
13. Popeye (UAA) KMOX-TV Sat. 11:30 a.m.	14.8
14. Roy Rogers* (Roy Rogers Synd.)	14.6
15. Interpol Calling (ITC) KSD-TV Thu. 10	11.9

TOP FEATURE FILMS

1. First Sun Theatre	16.9
2. Late Show KMOX-TV Thu. 10:30-12 mid.	16.4
3. Late Show KMOX-TV Fri. 10:30-12:15 a.m.	9.8
4. Late Show KMOX-TV Mon. 10:30-12 mid.	7.9
5. Late Show KMOX-TV Sun. 10:30-12:15 a.m.	7.1

TOP NETWORK SHOWS

1. Gunsmoke KMOX-TV	45.4
2. Wagon Train KSD-TV	44.1
3. What's My Line KMOX-TV	42.1
4. Red Skelton KMOX-TV	39.9
5. Danny Thomas KMOX-TV	37.9
6. The Real McCoys KPTV	35.1
7. Garry Moore KMOX-TV	34.3
8. Have Gun, Will Travel KMOX-TV	31.9
9. The Untouchables KPTV	30.7
10. Ann Sothern KMOX-TV	30.3

COLUMBUS 3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Mike Hammer (MCA) WUWS-TV Sat. 10:30	34.9
2. Huckleberry Hound (Screen Gems)	34.4
3. Not For Hire (CNP) WTVN-TV Fri. 10:30	31.2
4. Whirlbirds (CBS) WTVN-TV Thu. 1	31.2
5. Death Valley Days (U. S. Borax)	29.2
6. Quick Draw McGraw (Screen Gems)	29.2
7. This Man Dawson* (Ziv-UA)	27.9
8. The Vikings (Ziv-UA) WTVN-TV Sun. 6	27.7
9. Shotgun Blade* (MCA) WUWS-TV Thu. 8	27.2
10. Cannonball (ITC) WTVN-TV Mon. 7	25.3
11. Casey Jones (Screen Gems)	24.9
12. Sea Hunt (Ziv-UA) WUWS-TV Mon. 7:30	24.1
13. U. S. Marshal (NTA) WTVN-TV Thu. 10:30	24.7
14. State Trooper (MCA) WTVN-TV Fri. 7	24.7

TOP FEATURE FILMS

1. Jungle Theatre* WUWS-TV Sun. 12:30-3	34.4
2. Paramount Theatre WUWS-TV Wed. 7:30-9	34.2
3. Saturday Best WUWS-TV Sat. 11:30-1 a.m.	18.9
4. Let Mayor's Theatre	8.2
5. Two For the Show* WUWS-TV Sat. 3-5	6.9

TOP NETWORK SHOWS

1. Gunsmoke WUWS-TV	47.2
2. The Real McCoys WTVN-TV	44.8
3. Red Skelton WUWS-TV	37.9
4. Have Gun, Will Travel WUWS-TV	36.0
5. Lawrence WTVN-TV	34.2
6. Wagon Train WLW-TV	34.4
7. Perry Mason WUWS-TV	34.4
8. 77 Sunset Strip WTVN-TV	32.0
9. Mervyn WTVN-TV	27.7
10. The Rebel WTVN-TV	21.2

WASHINGTON, D. C.

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv-UA) WMAJ-TV Sat. 7	29.2
2. Huckleberry Hound (Screen Gems)	19.3
3. Quick Draw McGraw (Screen Gems)	18.9
4. Science Fiction Theatre (Ziv-UA)	18.9
5. Three Stoges (Screen Gems)	18.9
6. Silent Service (CNP) WMAJ-TV Sun. 7	12.9
7. Woody Woodpecker* (Burnett)	12.6
8. Death Valley Days (U. S. Borax)	12.6
9. The Vikings (Ziv-UA) WMAJ-TV Sun. 6:30	12.1
10. Play of the Week* (NTA)	11.9
11. Little Rascals (Interstate)	11.9
12. State Trooper (MCA) WMAJ-TV Sat. 6:30	11.9
13. The Honeymooners (CBS) WMAJ-TV Thu. 7	9.8

TOP FEATURE FILMS

1. 10:30 Theatre WTOP-TV	11.9
2. Show Theatre WTOP-TV	8.7
3. Early Show WTOP-TV Fri. 5-6:30	8.6
4. Early Show WTOP-TV Wed. 5-6:30	8.3
5. Early Show WTOP-TV Mon. 5-6:30	8.3

TOP NETWORK SHOWS

1. Wagon Train WBO-TV	39.2
2. 77 Sunset Strip WMAJ-TV	31.2
3. The Untouchables WMAJ-TV	31.0
4. Gunsmoke WTOP-TV	31.0
5. The Real McCoys WMAJ-TV	29.7
6. Perry Mason WTOP-TV	29.0
7. Cheyenne WMAJ-TV	28.0
8. Father Knows Best WTOP-TV	26.0
9. Have Gun, Will Travel WTOP-TV	26.0
10. Red Skelton WTOP-TV	24.4

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(*Wm. Esty & Co., Inc., N.Y.*)
Spot activity on CAMEL, WINSTON and SALEM brands continues on an in-and-out basis, with the agency buying continually in efforts to improve schedules. Syndicated programs are used—it just went into *Johnny Midnight* in Portland, Ore., and several other scattered markets—and are dropped quickly if no results are obtained. Announcement placements are made, too, often depending on what the station has available. Jack Fennell is the timebuyer, with Hal Simpson handling most of the syndicated-show activity.

SCHICK SAFETY RAZOR CO., Div. Eversharp, Inc.

(*direct, local distributors*)
To introduce its new "Golden Swedish Steel" custom blade, this firm has embarked on a \$2-million campaign featuring an endorsement by Ingemar Johansson. While the tv activity is primarily confined to network, a company spokesman noted that co-op arrangements are in effect with local dealers who can place films in their own markets. At press time, the heavyweight fight was still some hours off, but it's reasonable to expect a Johansson win to cause a flurry of spot soon after.

SIMONIZ CO.

(*Young & Rubicam, Inc., Chicago*)
A new car wash-wax product labeled WAX-O will be introduced next month and August via a network schedule on *The Jack Paar Show* and spot placements in a small group of major markets. Filmed minutes in nighttime and male-audience programs will be used. Marie Fitzpatrick and Keith Schaffer are the timebuyers.

SUNKIST GROWERS, INC.

(*Foot, Cone & Belding, Inc., L.A.*)
With warm weather covering the country, Sunkist is introducing a new product in selected top markets. Animated minutes in kid shows and prime-time 20's are running on SUNKIST JUICE BARS, a frozen-ice confection. Media director Gene Duckwall is the contact.

TECHNICAL TAPE CORP.

(*Product Services, Inc., N.Y.*)
Not having set a major campaign in some time, TUCK TAPE returns with a \$1-million push primarily on network (Paar and Garroway), but also involving spot schedules in local markets. The drive will run through the summer months in concentration. Doris Gould is the buying contact.

UNITED FRUIT CO.

(*BBDO, New York*)
A trio of markets was being lined up at press time for a hot-weather schedule on CHIQUITA BANANA. Filmed minutes and 20's in mostly daytime slots will run. Hope Martinez is the timebuyer.

U. S. TIME CORP.

(*W. B. Doner & Co., N.Y.*)
With its first major spot campaign having wound up last week, TIMEX watches plans a return Aug. 15 to about 60 top markets for another two weeks of heavy placements. Filmed ID's will run in frequencies of 15-18 spots per market per week. Carol Hardy is the timebuyer.

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(OUTSIDE CHICAGO)

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And Industrial Heartland
Of Mid-America . . .**

ARB MAR. 1960 And NIELSEN APR. 1960

— **AGREE** —

**WREX-TV Dominates
Rockford Area Viewing**

- **AT NIGHT**
49 Of The Top 50 Shows . . .
- **IN THE DAYTIME**
All 20 Of The Top 20 Shows
- **TOP WESTERNS**
7 Of The Top 8
- **TOP FAMILY SHOWS**
All 5 Of The Top 5 Shows



J. M. BAISCH
Vice Pres.-Gen. Mgr.

Represented By
H-R Television, Inc.



WREX-TV

channel 13

JUNE 27, 1960

Television Age

Directory of commercial producers

...thank you, Mr. McDowell



COTT BOTTLING COMPANY, INC.

MANCHESTER, NEW HAMPSHIRE

*Delicious Beverages
by Cott*

April 20, 1960
(Lic. 4/19/60)

Mr. Thomas Dunphy
Wondsel, Carlisle & Dunphy, Inc.
1600 Broadway
New York 19, New York

Dear Tom:

Never, in the course of our years in the advertising business, have we seen material which received such unanimously enthusiastic approval as the series of commercials recently produced for us by your company.

Every one of us, even those who had only a small hand in the creation of these spots, takes pride in the achievement. In fact, I do not hesitate to say that these are all great commercials and that the Ginger Ale spot is one of the finest ever made.

Congratulations! And--our special commendations and thank you's to all your production people as well as to Joe Tully and Bob Bousquet at the Dowd Agency.

Warmest regards.

Sincerely

COTT BOTTLING COMPANY, INC.

J. McDowell
Joseph F. McDowell
Advertising Director

The pay-off stems from our creative abilities and long experience. Let us show you how we can make your next commercials pay off.

WCD



"It's Cott to be good"

WONDSEL, CARLISLE & DUNPHY, INC.

1600 BROADWAY • NEW YORK 19, N. Y. • CIRCLE 7-1600



High atop a grandstand, Cameraman Al Wetzel sends exposed Du Pont Rapid Reversal Film down on wires in order to speed processing.

**"SHOOTING 3,000,000 FEET OF FILM PER YEAR,
WE RELY SOLELY ON DU PONT 930 AND 931"**

So says Robert A. Oswald, President, Thorobred Photo Service, Inc., Los Angeles, California. "With hundreds of thousands of dollars riding on the outcome of a race, we simply can't afford to make mistakes. That's why we use Du Pont 930 and 931 for all our race track patrol work. It's the only film that gives us the speed and latitude we need for quality results under any lighting conditions."

Pioneers in the use of motion picture techniques to help insure fair, safe racing practices, Thorobred offers its services to race tracks both here and abroad. "By the time the last races are run," Mr. Oswald continues, "we may not even be able to get a meter reading. However, with either 930 or 931 in our cameras, we can count

on consistently good exposure and proper contrast."

Equally important to Mr. Oswald is the extremely fast processing speeds of Du Pont 930 and 931. "Consider that our movies are processed, dried and ready for viewing by the judges within five minutes after a race is over," he explains, "and you can see why we use only Du Pont movie film. If necessary, we can push these films through even faster, because of their pre-hardened emulsions."

There's a Du Pont film to fit your motion picture needs, too. For complete data, write your local Du Pont Photo Products Sales Office listed below. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Atlanta 10, Ga., 1737 Ellsworth Ind. Dr. N. W.; Waltham 94, Mass., 45-4th Ave. (Boston); Chicago 46, Ill., 4560 Touhy Ave., Edgebrook Sta.; Cleveland 18, Ohio, 20575 Center Ridge Road; Dallas 7, Texas, 1628 Oak Lawn Ave.; Los Angeles 38, Calif., 7051 Santa Monica Blvd.; New York 11, N. Y., 248 W. 18th St.; Wynnewood, Pa., 308 E. Lancaster Ave. (Phila.); Export, Nemours Bldg., Wilmington 98, Del. In Canada: Du Pont of Canada Limited, Toronto

Directory of tv commercial producers

*Record commercial production
expected to keep
475 firms busy in 1960*

Billings for filmed and taped commercials in 1960 will reach \$74 million, a new record high, according to informed industry sources. This impressive figure, which can be swelled by the addition of another \$30 million from industrial and business film sources, is apparently enough to keep some 475 film and tape production houses busy most of the year.

That is the number of companies listed in this summer's directory of television-commercial producers, a slight increase over last summer's listing, when approximately 440 firms were included. It is not surprising, despite many predictions to the contrary, that there are more com-

mercial producers around today than there were a year ago for it is the nature of the business to stimulate new competition: almost anyone with enough know-how and talent can carve himself a place in commercial production if he has the intestinal fortitude. Under a bidding system, almost anything can happen.

Despite the uncertainties associated with such a method of doing business, commercial production today is more stable than it was, say, three years ago, when estimated gross amounted to \$35 million. Some of the major houses have new capital for expansion purposes and to consolidate existing business. There are fewer shoe-

LEASE...

the ALL-TRANSISTORIZED FILMAGNETIC Auricon Pro-600 Special

Has all the usual Pro-600 features, yet is 30% lighter in weight! It's ideal for newsreel and documentary work in the field.

Here is your chance to get this remarkable, light-weight 16mm Sound-On-Film Camera without capital outlay!

PAYMENT SCHEDULES AS LOW AS THIS:

Advance Rent (10%)\$129.50
Monthly Rent (3 yr. lease) .. 45.00

More and more people are taking advantage of the benefits offered by the S.O.S Lease Plan. You can profit, too!

Get the facts from:

S.O.S CINEMA SUPPLY CORP.
402 WEST 52nd STREET, N. Y. 19—PLaza 7-0440
Western Branch: 6331 Hollyd. Blvd., Hollyd., Cal.

EAST WEST

**D
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FILM-VIDEOTAPE SERVICE

CATALOGING
STORAGE
PRINTING
DUBBING
TRAFFICKING

630 NINTH AVENUE
NEW YORK, NEW YORK
Judson 2-4727

string operations around today, and this has led to a lessening in price-cutting, which used to be part and parcel of the bid system.

Probably the biggest boost given independent commercial production has come from those advertisers and advertising agencies which have recognized two essentials: that costs cannot be of paramount concern in a commercial, and that producers can make a significant contribution to an advertising problem. With the Federal Trade Commission off on a new honesty kick, and with a new emphasis on quality this year, producers stand to benefit. Agencies, continually searching for new ideas and for guidance on new ideas, look to the knowledgeable production man, the one with a reputation for delivering, the one who takes pride in his work. The emphasis now is on ability, and costs appear to be secondary.

Film is still the major medium for the presentation of commercials, although there are now several top-flight houses in New York which are doing a great deal of tape business—CBS Production Sales, NTA Telestudios, NBC TeleSales and Videotape Productions of New York. Actually, of the \$74-million gross anticipated for 1960, only about \$8 million is expected to go for tape-only commercials. The remaining \$66 million is spread from coast to coast, with the major share concentrated in New York, where approximately one dozen firms bill over \$1 million annually.

That major share, it is anticipated, will amount to approximately \$46 million in film business for New York alone. Since a large part of the tape commercials is also produced in that city, it can be said without exaggeration that New York accounts for more than \$50 million of the total to be invested in commercials this year. Hollywood, with its various animation houses and big studio productions, probably will account for another \$15 million. The remaining \$9 million is shared by such centers as Chicago and Detroit and is spread out over numerous firms in various cities from coast to coast.

Although the growth in billings may be attributed in part to increases

in costs, it should be noted that there are more television advertisers today who are in need of distinct, memorable commercials, and who are willing to pay for them. In actual fact, the percentage of money invested by sponsors in commercial production is piddling when it is considered that they spent \$1.021 billion for time only in 1959. Filmed commercial billings in 1959 amounted to \$53 million.

The climate in the commercial production world was never better for more imaginative, more rewarding commercials. If certain problems related to agency procedures and union procedures continue to harass the producers, they are nevertheless aware that each of them has a chance to expand business and move ahead by taking advantage of the need for better commercials.

The Buckeye acquisition of Transfilm and the Screen Gems acquisition of Elliot, Unger & Elliot last year started a trend of sorts, but nothing much came of it. MPO went on the stock exchange, and RKO General made what is described as an important investment in Robert Lawrence Productions. Bigness is always an asset, but it is apparently not essential in the commercial-production business. Both of those firms, it is understood, are out to expand in other production areas.

In the tape field, film producers continue their wait-and-see attitude—one corroborated by the two film houses which did invest in tape. Filmways last year divested itself of its tape equipment and is not about to make a new investment. EUE followed suit several months ago, convinced that there simply wasn't enough volume to justify the machinery. The major problem faced by all film men who wish to get into tape is yet to be resolved: IATSE members simply lack the experience.

New companies will be found in this summer's directory, the best indication that there is always room for one more in commercial production. It appears as though business must expand as television advertising expands, and so the next year ought to be a record-breaking one again.

Television Commerical Producers of the United States

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Michigan 2-5877; Bernard Howard, *pres.* & *exec. producer*; Patti Wilkus, *gen. mgr.*
Complete creative planning and production of motion pictures, animation, slides, wide screen presentations, etc., for commercials and shows. Create jingles, motion pictures, etc., for agencies and advertisers.

Academy Films

800 North Seward St., Hollywood 38, Calif.: Hollywood 2-0741; James A. Larsen, *pres.*
Complete facilities for production of motion pictures in color or b&w, including script writing, photography, artwork, animation, sound recording and re-recording, editing and both color and b&w lab work.

Academy-McLarty Productions, Inc.

45 Stanley St., Buffalo 6, N. Y.; Taylor 0332; Henry D. McLarty, *exec. vp.*
Scientific, educational and industrial films; tv commercials.

Branch Offices:

333 S. Warren, Syracuse, N. Y.; Harrison 2-6212.
151 Majorca, Coral Gables, Fla.; Highland 4-5114.

Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46, Calif.; Cr 5-5219; Br 2-2671; Don Quinn, *pres.*; Martin Sperzel, *vp.*; Helen Henricks, *sec.*; Charles Goldring, *treas.*
Creation and production of radio and tv commercials, copy and musical, basically. Copy and music for any purpose.

Advertisers' Broadcasting Co.

117 West 46th St., N. Y. 36; Plaza 7-3560; Sholom Rubinstein, *producer.*
Producer of programs, industrial-educational films, and commercials.

Agra Films, Inc.

Jefferson Rd., Athens, Ga.
Film spot commercials; industrial and educational films (lease or loan).

Alan Alch Inc.

Goldwyn Studios, 1041 N. Formosa, Hollywood, Calif.; Alan Alch.

Alexander Film Co.

Alexander Film Bldg., Colorado Springs; Melrose 3-1771; Don M. Alexander, *bd. chmn.*; Keith Munroe, *pres.*; Jay Berry, *vp nat. div.*; James A. Anderson, *vp prod.*; Arthur M. Oaks, *mgr.*; Howard F. "Bob" Olds, *creative dir.* Industrial films, commercials and syndicated spots.

Branch Offices:

500 Fifth Ave., N. Y. 36; Longacre 5-1350; Maxine Cooper, *res. vp.*
472 Wrigley Bldg., Chicago 11; Whitehall 4-5980; Terry Hatch, *res. vp.*

Allend'or, Ltd.

607 N. La Brea Ave., Los Angeles 36; Webster 8-2191; Algernon G. Walker, *pres.*; W. A. Blanchard, *vp sls.*; J. R. Rummage,

vp prod. 16mm and 35mm studio & editorial facilities.

Branch Office:

60 W. 46th St., N. Y. 36; Circle 5-0770; Ben Greenberg, *vp.*

Paul Alley-MKR Films, Inc.

619 W. 54th St., N. Y. 19; Judson 6-2393; Sidney Katz, *pres.*; Gene Milford, *vp.*; Ralph Rosenblum, *sec-treas.*; Paul Alley, *prod.-writer.*

Producers of industrial, commercial, public relations films; entertainment series for tv; features for theatres and tv. Complete editing services to tv producers.

All-Scope Pictures, Inc. (Commercial Film Div., 20th Century-Fox Tv)

1417 N. Western Ave., Hollywood 27, Calif.; Hollywood 2-6231; Gordon S. Mitchell, *pres.*
Commercial and syndicated spots.

Alpha Film Productions

P. O. Box 5325, Baltimore 9; Valley 3-6617; W. Ernest Wood, *o.*

Producer of educational and promotional motion pictures and tv spots. Processing of 16mm reversal film.

American Film Co.

1329 Vine St., Philadelphia 7; Walnut 2-1800-1801; Ben Harris, *mgr.*

Sales, distribution, inspection, shipping, storage, rentals, and commercials made to order, plus facilities for screenings and complete projection room service; handling of educational and advertising subjects.

American Film Producers

1600 Broadway, N. Y. 19; Plaza 7-5915; Robert Gross, *exec. producer*; Lawrence A. Glesnes, *exec. producer*; Sheldon Abromowitz, *prod. control*; Madeline Stolz, *off. mgr.*

Complete production and distribution of sponsored motion-picture films and slide-films in color or black & white, live or animation, in 16mm or 35mm, for theatres, television, government, industry, education, training, sales, public information, etc.

Clyde Anderson Motion Pictures

334 A St., Salt Lake City 3; Empire 3-5337; Clyde Anderson, *mgr.*
Industrial films and commercials.

Ani-Live Film Service Inc.

45 W. 45th St., N. Y. 36; Circle 7-1268; Bernice Steinberg, *pres.*; Bert Feldman, *vp.*; Sidney Cooper, *treas.*; Dick Cohen, *sec.*
Complete editorial service; sound track analysis; animated and live action films.

Animated Productions, Inc.

1600 Broadway, N. Y. 19; Columbus 5-2942; Al Stahl.

Since 1921...



Charles Ross Inc.

has been a leader in...

**LIGHTING EQUIPMENT
GRIPS
PROPS
GENERATOR TRUCKS**

LARGEST SUPPLIERS OF
MOTION PICTURE, TV AND
INDUSTRIAL PHOTOGRAPHIC
EQUIPMENT IN THE EAST

SALES - RENTALS - SERVICE

333 West 52nd Street, New York City, Circle 6-6470

Send for a copy of our catalog.

CAMART DUAL SOUND EDITOR Model SB-III

U.S. Pat 32,819,646



Complete with optical sound reproduction head (choice of magnetic sound) base plate, amplifier-speaker, for single or double system sound, easy to handle, no twisting film. An unbeatable combination with the Zeiss Moviscop 16mm precision viewer, sharp brilliant 2 1/4 x 3 1/4 picture.

Dual Reader, less viewer **\$195.00**
Zeiss Moviscop viewer **99.50**

Write for Catalog of Film Editing & Handling Equipment

THE CAMERA MART INC.

1845 Broadway (at 60th St.), New York 23, N. Y.

Plaza 7-6977

Industrial films, commercials and syndicated spots. Stop motion studios; special equipment for special effects; unusual optical printing production.

Animation, Inc.

736 N. Seward St., Hollywood 38, Calif.; Hollywood 4-1117; Earl Klein, *pres.*; Ed Barge, *dir.*; Bob Sage, *prod. mgr.*; Helen Hansen, *prod. sup.*; Peto Bastiansen, *creative dir.*

Producers of storyboards: sound tracks; tv commercials; industrial training films; live action, animation.

Branch Offices:

14005 Fenkell Ave., Detroit 27; Broadway 3-3040; Ted Petok, *rep.*
221 North LaSalle St., Chicago 1; Rm. 1064; FR 2-2628; Joe W. Edwards, *rep.*
483 Pine St., San Francisco; Yukon 2-0665; Morrison Fetzner, *rep.*

Animotion Associates Inc.

333 W. 52nd St., N. Y. 19; Circle 6-3817; Graham Place, *pres.*; Otto Feuer, *sec.*; Don Fellows, *gen. mgr.*
Animation, film spots and industrials.

Ansel Films, Inc.

75 W. 45th St., N. Y. 19; Judson 2-7771; Jerry Ansel, *pres.*
Complete production facilities for production animated films.

Apex Film Corp.

1040 N. Las Palmas, Hollywood 38, Calif.; Hollywood 3-5106; Jack Chertok, *pres.*
Industrial and educational films (lease or loan); film spot commercials.

Apollo Productions

130 Carlton St., Toronto, Ont.; Walnut 2-3163; Richard Rosenberg, *pres.*; Jerry Solway, *vp.*
Complete production (16mm) of commercials; all facilities provided for filming of pilot shows; industrial and institutional films.

Arco Film Productions, Inc.

580 Fifth Ave., N. Y. 36; Columbus 5-6968; R. J. Oulmann, *pres.*
Tv film shows; tv film commercials; animation, black & white; animation, color; package tv film shows; import film.

J. Armstrong & Co.

28 W. 44th St., N. Y.; Longacre 3-4584; Joseph Armstrong, *pres.*
Syndicated commercials for brewers, banks, saving and loan, dairies, custom commercials.

Arrowhead Productions

355 N. Beverly Dr., Beverly Hills; Crestview 6-3728; Burt I. Harris, *gen. mgr.*
Tv film shows; tv film commercials.

Artists Recording Studios

8718 E. 77 Terr., Kansas City 33, Mo.; Fleming 3-6767; Bill L. Godden, *pres.*
Synchronous sound recording; musical jingles; equipment sales.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.; Austin 7-8620; L. P. Mominee, *pres.*
Commercials, syndicated spots and industrial films.

Branch Offices:

714 Warner Bldg., 501-13th St. N.W., Washington 4, D. C.; Republic 7-2203; 185 N. Wabash Ave., Chicago; Andover 3-5672; Box 36, Bloomfield Hills, Mich.; Midwest 6-3536; 603 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood 28, Calif.; Hollywood 9-5111.

A.T.U. Productions, Inc.

130 W. 57th St., N. Y. 19; Judson 6-4292-3; Allen Swift, *pres. & creative dir.*; Cal A. Stadlen, *vp & gen. mgr.*
Creators and producers of television commercials specializing in humor. Animation, puppets, live action. Single spots or complete advertising campaigns. Storyboards. Syndicated spots.

Audio Productions, Inc.

630 Ninth Ave., N. Y. 36; Plaza 7-0760; Frank K. Speidell, *pres.*; Pete Mooney, *sec.*; Harold R. Lipman, *to mgr.*
Producers of tv commercials and industrial films.

Aurvid Productions (Div. Radio's Reliable Resources)

P. O. Box 413, Philadelphia 5; Locust 4-4429; Franklin O. Pease, *opertns. mgr.*
Tv live programs; tv film shows; live commercials; tv film commercials; animation, black & white; package tv live shows; package tv film shows; tv talent; tv scripts; syndicate tv film; export film; import film; sound or laboratory facilities and services.

Austin Productions, Inc.

P. O. Box 713, Lima, Ohio; Ca 9-7881; B. Otto Austin Jr., *pres.*; Clair E. Butturff, *vp.*
Film commercials, syndicated spots and industrial films.

Bil Baird's Marionettes

59-61 Barrow St., N. Y. 14; Yukon 9-9840; Bil Baird, Cora Baird, *p's.*
Create and produce commercials and public-relation films.

Bandeller Films

1837 Lomas Blvd., NE, Albuquerque; Chapel 3-5848; Robert Stevens, *pres.*
Animated tv film commercials, live-action tv commercials, black & white and color technical training, documentary & industrial films, 35mm or 16mm.

Thos. J. Barbre Productions

2130 S. Bellaire St., Denver 22; Skyline 6-8383; Thos. J. Barbre, *o-producer*, Anita T. Barbre, *ass't mgr.*, Paul F. Emrich, *ass't dir.*
Business films, industrial films, tv spots and films; every film service; photography, recording, editing, writing, music library; 40 x 60 ft. sound stage; lighting equipment; sound truck.

Basch Radio & Television Productions

17 E. 45th St., N. Y. 17; Murray Hill 2-8877; Charles J. Basch Jr., *p*; Frances Scott, *p*; Ronald Dawson, *dir.*
Tv commercials, animation, or live talent; film programs; industrial and training films, in black & white, color; 35mm or 16mm.

THAT'S GOOD, CHARLOTTE, BUT YOU OUGHT'A SEE SOME ANIMATION FROM ANIMATION, INC. YOU'D REALLY FLIP!



BRANCH OFFICES

- SAN FRANCISCO, CALIF.
483 Pine Street
- CHICAGO, ILL.
221 N. LaSalle Street
- DETROIT, MICH.
14005 Fenkell Ave.



animation inc. 736 NORTH SEWARD STREET, HOLLYWOOD 38, CAL.

Bay State Film Productions, Inc.
35 Springfield St., Agawam, Box 129,
Springfield 1, Mass.; RE 4-3164; Morton
H. Read, *pres.*; David D. Doyle, *vp-sls.*;
Harold O. Stanton, *vp-television*; Eugene
P. Bunting, *vp-production*; Merrill Sweet-
man, *assoc. producer*.
Producer of industrial film and commer-
cials.

Branch Office:
80 Boylston St., Boston 16; HA 6-8904;
David D. Doyle, *vp-sls.*; Lowell F. Went-
worth, *ae*.

Beacon Television Features, Inc.
115 Newbury St., Boston 16; Common-
wealth 6-6881; J. L. Sanderson, *pres.*; B. C.
Keane, *treas.*
Complete tv film commercial service; story-
boards, with copy furnished through com-
pleted film production; estimates on story-
boards through film production; feature-
film production, industrial films, etc.

V. S. Becker Productions
551 Fifth Ave., N. Y. 17; Murray Hill
2-0777; Viola S. Becker, *o*.
Tv film commercials, film shows, indus-
trials, distribution and casting, & live shows.

Bemiller Productions, Inc.
729 N. Seward St., Hollywood 38, Calif.;
Hollywood 9-4669; Robert H. Bemiller,
pres.; Richard T. Bemiller, *business mgr.*;
Ted C. Bemiller, *cinematography dir.*
Animated commercials; live-action commer-
cials; jingles; color, black & white; syndi-
cated commercials.

Bengal Pictures
3014 Petite Ct., Los Angeles 39; Normandy
2-7808; Phil Cantonwine, *producer-dir.*;
Robert C. Deatema, *film editor*; Ralph
Gardner, *asst. prod.*; Cheri Lè Blanche,
script-story-narration; Charley Knight,
sound.
Tv spots; feature westerns; quarter-hour
shorts; commercials; films made to order.

Real Benoit Film Productions
2161 St. Catherine St. W., Montreal, Can.;
We 3-7339; Real Benoit, *o*.

Russell R. Benson Productions
136 N. Delaware St., Indianapolis; Mel-
rose 7-0306; Russell R. Benson, *pres.*; Dun-
can P. Schiedt, *dir. photography*.
Industrial and educational films (lease or
loan); film spot commercials.

Guy Biddick
1046 S. Olive St., Los Angeles 15; Rich-
mond 9-8800; Guy Biddick, *mgr.*; Sid
Sutherland, *production mgr.*; Burt Zoul,
travel representative.
Commercials and syndicated spots.

Biever & Stein Productions, Inc.
550 Fifth Ave., N. Y. 36; Plaza 7-6454;
Curtis Biever, *pres.*; Lou Stein, *sec.*
Creation of jingles, theme, mood and back-
ground music for tv-radio commercials,
industrials and films.

Boosey & Hawkes Inc.
30 W. 57th St., N. Y. 19; Plaza 7-3332;
Leslie A. Boosey, *pres.*; David S. Adams,
vp, sec.; John J. White, *treas.*; Sylvia Gold-
stein, *asst. sec.*
Recorded music library for use in tv films
and live radio and tv.

Bray Studios, Inc.
729 7th Ave., N. Y. 19; Circle 5-4582; J. R.
Bray, *chmn. bd.*; P. A. Bray, *pres. & pro-
duction mgr.*; P. Ray Jr., *vp, sls.*; Max
Fleischer, *animation dir.*; Wm. Gilmartin,
animation dir.; B. D. Hess, *distribution
mgr.*

Myron L. Broun
34 Grosvenor St., London W. 1, England.
Production and distribution.

Bill Burrud Productions
c/o KTTV, Sunset & Van Ness, Hollywood
28, Calif.; Hollywood 3-8181; Bill Burrud,
pres.

CERTIFIED FILM STORAGE

For 500,000,000 feet
NOW AVAILABLE

- Complete Records
- Access Service
- Delivery Anywhere

QUANTITY DISCOUNTS

COMPLETE FILM SERVICE CENTER

Services provided:
DISTRIBUTION • INSPECTION • GRADING
& CLEANING • REPAIRING & REJUVEN-
ATION • SCRATCH REMOVAL • PROTECTIVE
COATING • EDITING • COMMERCIAL
INSERTIONS • STORAGE

BEKINS

FILM SERVICE CENTER
1025 N. Highland Ave., Hollywood 38, Calif.
Hollywood 9-8181

A CHARACTER REFERENCE



Yes, as many big agencies will admit . . .
Bandelier's characters speak for themselves . . .
through the magic of top-notch animating and
network-calibre filming on our own Oxberry
stand!

Bandelier brings your storyboard to life as
you see it in your mind's eye . . . and at prices
you can live with. (as low as \$125.00 for one
minute) Why not take advantage of the addi-
tional advantage Bandelier offers you over
your competition, by making custom animated
spots available to you at lower prices than you
have ever been quoted. Don't ask us our secret
. . . just send your storyboard for a quick, pain-
less quote. We will figure the job and return
firm quote with our sample reel.

All Bandelier quotes include your roundtrip
plane fare for interlock check in our Albuquer-
que studios, (not refundable if not used).

Bandelier also has complete soundstage fac-
ilities for your live-action shooting . . . 16mm and
35mm.

Bandelier
Films

main offices and studios 1837 Lomas Blvd., n.e.
phone chapel 3-5848 albuquerque, new mexico

music!
to score your films by
COMPOSED AND RECORDED
WITH YOUR NEEDS IN MIND
WRITE TO
BOOSEY & HAWKES, INC.
30 WEST 57TH STREET
NEW YORK 19, N. Y.
FOR CATALOG AND INFORMATION

Tv live programs; tv film shows; tv film commercials; educational shorts; industrial shorts; animation, color; package tv film shows; tv scripts; syndicate tv film; sound or laboratory facilities and services.

C & G Film Effects Inc.

1600 Broadway, N. Y. 19; Plaza 7-2098-9; Hugo A. Casolaro, *pres.*; Martin Gottlieb, *sec-treas.*

Service to producers; optical effects; stand photography; art work; titles; consultations.

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont.; Wa 2-2103, CI 9-7641; Spence Caldwell, *pres.*; Gordon Keeble, *vp.*; Sydney Banks, *vp (prod.)*.

35/16mm tv and industrial production; studio and equipment rental; animation (full cell and camera); art work, slides, film strips, kine recording, sound recording; 35/16mm processing and printing.

Branch Offices:

Suite 319, 1410 Stanley St., Montreal, Que.; Av 8-0528; J. R. DeBow, *branch mgr.*
355 Main St., Ottawa, Ont.; Ce 5-1023; D. Manson, Ottawa, *representative & dir.*
1049—32nd Ave. W., Vancouver; Ce 7280; Miss Florence Ward.

Calhoun Studios, Inc.

264 E. 78th St., N. Y. 21; Lehigh 5-2120; Brian Calhoun, *pres.*; Paul A. Goldschmidt, *vp.*; Dietlinde Ruber, *sec-treas.*; Fred Carley, *prod. dir.*; Charles Gennell, *sls. mgr.*

Commercials, syndicated spots and industrial films.

California International Productions

6710 Melrose Ave., Hollywood 38, Calif.; Webster 9-1491; H. F. O'Donnell, *o.*
Tv film shows; tv film commercials; educational shorts; industrial shorts; religious films; animation, black & white; animation, color.

California Studios, Inc.

650 N. Bronson Ave., Los Angeles 4; Hollywood 2-7141; Philip N. Krasne, *pres.*

Tv film shows; tv film commercials; rent studios and facilities.

Lars Calonius Productions, Inc.

45 W. 45th St., N. Y. 36; Plaza 7-0350; Lars Calonius, *pres.*; Duane Crowther, *vp.*
Animation, live action, camera service and opticals.

Camera Craft

6800 Sunset Blvd., Hollywood 28, Calif.; Hollywood 3-6856; Robert Crawford, *Commercials and slides.*

Campus Film Productions, Inc.

20 E. 46th St., N. Y. 17; Murray Hill 2-8735; Nat Campus, *pres. & producer*; Jules Krater, *exec. producer.*

Canadian Film Industries Co., Ltd.

310 Lakeshore Rd., Toronto 14, Can.; Cliford 5-2351; Arthur Gottlieb, *pres.*

Tv film shows; tv film commercials; educational shorts; industrial shorts; animation, black & white; animation, color; music effects; rent studios and facilities; sound or laboratory facilities and services; process film.

Canyon Films of Arizona

834 North Seventh Ave., Phoenix; Alpine 2-1719; Raymond Boley, *producer*; Robert Allen, *dir. of photography.*

Complete production of tv film commercials and public-relation films; live action or animated, 16mm or 35mm.

Capital Film Service

224 Abbott Rd., East Lansing, Mich.; Edgewood 2-3544; James Robert Hunter, *pres.*

Tv live programs; tv film shows; live commercials; tv film commercials; soundies; educational shorts; industrial shorts; religious films; newsreels; animation, black & white; animation, color; music effects; tv scripts; syndicate sound effects library; rent studios and facilities; sound or laboratory facilities and services; process film.

Captain Z-Ro Productions, Inc.

209 E. 56th St., N. Y. 22; Eldorado 5-7943; Henry Brown, *pres.*

Tv film shows; tv film commercials.

Cascade Pictures of Calif., Inc.

1027 N. Seward St., Hollywood 38, Calif.; Hollywood 2-6481; B. J. Carr, *pres.*; Roy Seawright, *vp & dir. of photography*; Vaughn Paul, *vp, production*; George B. Seitz Jr., *producer-dir.*

Commercials, syndicated spots and industrial films.

Cate & McGlone

1321 Cross Roads of the World, Hollywood 28, Calif.; Hollywood 5-1118; T. W. Cate, *pres.*; E. D. McGlone, *vp & treas.*
Industrial relations, documentary, public

relations, sales promotion, sales training, travelogues and tv commercials; complete production, including script writing, storyboards, photography and editorial services.

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.; Oldfield 4-4144; Harvey Pergament, *o.*
Tv film shows; tv film commercials; educational shorts; animation, black & white; animation, color; export, import film.

CBS Television Production Sales

CBS Production Center, 524 W. 57th St., N. Y. 19; Judson 6-6000; Tom W. Judge, *dir.*; Ira G. Delumen, *mgr., program & project sls.*; Robert Foster, *eastern sls. mgr.*; Paul Wilson, *bus. mgr.*; Joseph D. Manetta, *executive producer.*

Studio & mobile facilities; complete services for total production—above and below the line—of television commercials and programs on tape; tape transfers; industrial and training films; closed circuit projects.

Branch Office:

Television City, Hollywood, Calif.; OL 1-2345; George W. Faust, *western mgr.*

Centron Corp., Inc.

W. 9th at Avalon Rd., Lawrence, Kan.; Viking 3-0400; Arthur H. Wolf, *pres.*

Film spot commercials; industrial and educational films (lease or loan).

Hu Chain Associates

15 E. 48th St., N. Y. 17; Plaza 5-5240; Hubert V. Chain, *o.*

Tv film commercials, live action and animation; industrial films.

Charter Oak Tele-Pictures, Inc.

423 E. 90th St., N. Y.; Tr 6-6800; Louis Cavrell, *pres.*; Ira Cavrell, *film dir.*; Otis Cavrell, *sec.*

Producer of commercials, industrials, programs, training and sales films.

Chicago Film Studios

56 E. Superior St., Chicago 11; Whitehall 4-6971; A. G. Dunlap, *pres.*; Robert D. Casterline, *sls. mgr.*; Russell Ervin, *prod. mgr.*; Walter Rice, *lab. mgr.*

Tv commercials and industrial films.

Christensen-Kennedy Productions, Inc.

2824 Harney St., Omaha 31; At 2977; Dennis M. Kennedy, *pres.*; Ray Christensen, *sec-treas.*; Herb Hellwig, *gen. sls. mgr.*; Howard Shoemaker, *creative dir.*; Ken Dunning, *art dir.*

Television commercials, syndication of television spots, syndication of bank commercials, animation, 35mm sound slide film strips; all types of motion pictures.

Branch Office:

1601 N. Gower, Hollywood 28, Calif.; Ho 2-3684; Jack L. Silver, *westcoast rep.*

Frank Christi

521 N. LaCienega Blvd., Los Angeles 48; Crestview 1-6452; Frank Christi, *o.*

Commercials and syndicated spots.

Cine-Audio Alberta Co. Ltd.

10251—106th St., Edmonton, Alberta, Canada; Garden 2-2017; N. J. Zubko, *o.*
Tv film commercials, educational shorts,

We'd be DELIGHTED to submit
a bid on those storyboards
sitting on your desk.

RUSH them to:

CONSUL FILM CORPORATION

SAMUEL GOLDWIN STUDIOS

HOLLYWOOD 46, CALIFORNIA

industrial shorts, newsreels, medical films and animation; black and white processing and printing, color printing, music and sound effects; recording and laboratory facilities and services.

Cinecraft Productions, Inc.

2515 Franklin Blvd., Cleveland 13; Superior 1-2300; Ray Culley, *pres.*
Commercials and syndicated spots.

Cineque Colorfilm Lab Inc.

424 E. 89th St., N. Y. 28; Sa 2-5837; Sam Marcus, *pres.*; Ben Sperling, *sec.*
Film strip production and duplicating, slides, transparencies, diazo balops, color prints, original photography.

Cinesound, Ltd.

553 Rogers Rd., Toronto, Can.; Roger 2-7338; B. J. Bach Jr., *pres. & gen. mgr.*
Tv film commercials; educational shorts; industrial shorts; animation, black & white; animation, color; music effects; package tv film shows; tv scripts; syndicate sound-effects library; rent studios and facilities; sound or laboratory facilities and services; process film.

Cine-Sports Productions

#2 High View Terrace, New Canaan, Conn.; Mu 3-5820, N. Y.; Walter Harrison Smith, *pres.*

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38, Calif.; Hollywood 5-3376; Harry J. Lehman, *producer-;* Gail McKiddy, *writer-dir.*; Jacques Lehman, *sls. mgr.*

Animated commercials; industrial motion pictures; 16/35mm editing services; sound services; motion-picture photography; training film productions.

Cinetoon Productions

1847 Fort St., Honolulu 13, Hawaii; 502677; Maurice D. Myers.

Commercials, syndicated spots and industrial films.

Cine-Video Productions, Inc.

Milford, Conn.; Trinity 4-6590; Garo W. Ray, *pres.*

Industrial and educational films; film spot commercials.

Coastal Film Service, Inc.

321 W. 44th St., N. Y. 36; Judson 2-7780; Manuel Casiano, *pres.*; Lou Lemont, *vp.*

Special optical effects; art; titles; animation; for commercial and industrial motion picture films.

Coffman Films, Inc.

4519 Maple Ave., Dallas 19; Lakeside 8-3692; Hammond Coffman, *pres.*; Howard Greene, *prod. mgr.*

John Colburn Associates, Inc.

1122 Central Ave., Wilmette, Ill.; Alpine 1-8520, Broadway 3-2310; John E. Colburn, *pres.*; Henry Ushijima, *vp.*; Sumner J. Lyon, *vp & creative dir.*; William H. Stewart, *producer-dir.*; Charles M. Reiter, *slide film & art dir.*; John Gibbs, *sup. ed.*
Sound stage and production facilities for 16mm and 35mm industrial and tv films and commercials.

Colmes-Warrenrath Productions, Inc.

1037 Woodland Drive, Glenview, Ill.; Park 9-0011; Walter Colmes, *pres.*

Creative services; production, direction, writing; complete studio facilities; complete editing and projection facilities.

Branch Office:

William Penn Hotel, Pittsburgh, Pa.; Grant 1-3696; George Heid, *Pittsburgh rep.*

Commerce Pictures

525 Poydras St., New Orleans; Magnolia 5026; Robert Wiegand, *pres.*

Short-length commercials, live action, art, special effects, opticals; studio; lab; Kodacolor prints.

Commercial Syndicated Films, Inc.

40 W. Kinzie St., Chicago; Wh 4-7477; William R. Johnson, *pres.*; Irving Bell, *vp & treas.*; Betty L. Taylor, *sec.*

Syndicated commercials in color animation, completely customized for local use.

Commodore Productions & Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Calif.; Hollywood 9-7502; Walter White Jr., *pres. exec. prod.*

Tv live programs; tv film shows; tv film commercials; industrial shorts; package tv film shows.

Concert Ads, Inc.

10 E. 49th St., N. Y. 17; Plaza 2-4674; Gabriel S. Longo; Marion Evans.
Producers of musical commercials.

Concord Co.

9006 Sunset Blvd., Hollywood 46, Calif.; Bradshaw 2-7801; Charles R. Purnell-Lee Atkinson, *p's.*

Tv live programs; tv film shows; live commercials; tv film commercials; industrial shorts; religious films; travelogues; animation, black & white; animation, color; pack-

age tv live shows; package tv film shows; tv scripts; syndicated tv film shows.

Condor Films, Inc.

1006 Olive St., St. Louis 1; Main 1-8876; Bradford Whitney, *pres.*; E. F. Stevens, *vp.*

Complete photographic and sound-recording facilities for live-action commercials, titling and optical effects.

Continental Film Productions Corp.

2320 Rossville Blvd., Chattanooga; Amherst 7-4302; James E. Webster, *pres.*; H. L. Thatcher, *treas.*; Thomas Crutchfield, *sec.*

Television commercials, live and animation—in 16 mm and 35 mm; 16 mm industrial films; 35 mm filmstrips.

COASTAL
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SERVICE,
INC.
OPTICALS
ANIMATION
TITLES - ART

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LOU LEMONT
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JUdson 2-7780

Now... go direct to the
source of great music

concert ads, inc.

MARION EVANS
GABE LONGO

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Production recording. Re-recording on all types
of Magnetic Film, and transfers to any
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Hollywood 28, Calif.
HO 9-8201

Corelli-Jacobs Film Music, Inc.
723 Seventh Ave., N. Y. 19; Judson 6-6673;
Alfonso Corelli; Fried Jacobs.
Music library on disc and tape. Editing of
music scores for tv commercial films and
motion pictures. Original scores.

Roland D. Crandall Productions
31 Heusted Dr., Old Greenwich, Conn.;
No 7-0425; Roland D. Crandall, *pres.*
Producer of commercials.

Craven Film Corp.
330 E. 56th St., N. Y. 22; Murray Hill
8-1585; Thomas Craven, *pres.*; Beverly
O'Reilly, *ae*; Bill Robinson, *a. sup.*; David
Saperstein, *prod. mgr.*

Creation and production of tv spots, in-
dustrial and documentary films, and filmed
tv series.

Crawley Films, Ltd.
19 Fairmont Ave., Ottawa, Ont.; Parkway
8-3513; F. R. Crawley, *pres.*; Graeme
Fraser, *vp*; Charles Everett, *dir. admin.*;
Sally McDonald, *producers' service div.*

Television films, sponsored films; tv com-
mercial dept., production services, sound
recording, animation, complete lab facilities.

Branch Offices:
1467 Mansfield St., Montreal, P.Q.; Avenue
8-2264; J. A. Fraser, *mgr.*

181 Eglinton Ave. E., Toronto, Ont.; Hud-
son 5-0325; William C. Kennedy, *mgr.*

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Film Productions Incorporated 23 West 18th Street
New York 36, New York Judson 5-3000

Creativision
1780 Broadway, N. Y. 19; Circle 5-4830;
Seymour Posner, *client services.*
Commercials and syndicated spots.

Bing Crosby Productions
9028 Sunset Blvd., Los Angeles 46; Crest-
view 1-1171; John O'Melveny, *pres.*; Basil
F. Grillo, *exec. vp.*

Crossroads Tv Productions
1121 S. Glenstone, Springfield, Mo.; Uni-
versity 2-4422; John B. Mahaffey and E. E.
Siman Jr., *mng vp's.*
Live shows: videotape; film commercials.

**CTN Film Productions (Div. of
Commercial Telecast Networks,
Inc.)**

11 Broadway, N. Y. 4; Bowling Green
9-6296; William F. Hogan, *vp*; D. C. Dur-
ant, *sec.*

Creative consultation and production super-
vision of tv film commercials on annual con-
tract basis only with advertising agencies.

D.P.M. Productions, Inc.
62 West 45th St., N. Y. 36; Murray Hill
2-0040; Maurice T. Groen, *pres.*; Ronald
T. Groen, *vp chg. production*; Bertram
Cohen, *asst. prodn mgr.*

Industrial, educational and sales training
films; tv commercials; specialize in color;
large color stock-shot library of international
footage; camera crews permanently located
in six world centers.

Dalton Film Co.
813 Daniel Bldg., Tulsa 3; Luther 5-9973;
Russell W. Kurtz, *pres.*

Tv live programs; tv film shows; tv film
commercials; package tv live shows; pack-
age tv film shows.

Lee Davis Productions
299 Madison Ave., N. Y. 17; Yukon 6-7290;
Lee Davis, *o.*
Tv live programs; live commercials; pack-
age tv live shows.

**Phil Davis Musical Enterprises,
Inc.**

59 E. 54th St., N. Y.; Murray Hill 8-3950;
Phil Davis, *pres.*; Earl Paul, *vp, mus. dir.*;
L. H. Davis, *sec. treas.*; Joe Rhodes, *prod.
mgr.*; E. C. Redding, *copy dir.*; Gerard D.
Gilard, *sls. dir. ae*; Renee Strum, *exec. sec.*
Creators and producers of custom-built
musical commercials for tv film soundtracks
and radio transcriptions; musical consult-
ants to advertising agencies and film pro-
ducers; composition of original music and
copy approaches for spot campaigns; facili-
ties to handle any service or complete pack-
age.

Gordon M. Day Productions
15 W. 44th St., N. Y. 36; Murray Hill
2-5299; Gordon M. Day, *o & creat. d.*; Carol
Bulkley, *prod. mgr.*; Leo L. Reich, *treas.*
Writing-production of tv-radio jingles &
spots. Consultant to advertising agencies.

De Frenes Co.
1909-1919 Buttonwood St., Philadelphia 30;
Lo 3-1686; Joseph De Frenes, *pres. & sls.*
mgr.; Richard De Frenes, *sec.*; Michael

Levanios, *vp for prod.*
Commercials, programs and industrials.

Gene Deitch Assoc., Inc.
43 W. 61st St., N. Y. 23; Circle 7-1970;
Gene Deitch, *pres.*; Al Kouzel, *hd. creative
dept.*
Animated tv film commercials.

Demby Productions, Inc.
Hotel Plaza, 1 West 58th St., N. Y. 19;
Plaza 9-2495; Emanuel Demby, *pres.*; Allan
M. Mogull, *vp*; Betty Jeffries, *rsrch. dir.*;
Martha Benson, *client relations.*
Producer of programs, commercials, and
features.

Florian de Narde Productions
3 East 57th St., N. Y.; Plaza 3-7030; Florian
de Narde, *o.*
Producer of commercials, industrial and
documentary films.

Jack Denove Productions, Inc.
6611 Santa Monica Blvd., Hollywood, Calif.;
Ho 4-8331; Jack Denove, *pres.*

Dephore Studios, Inc.
782 Commonwealth Ave., Boston 15; Bea-
con 2-5722; Joseph Dephore, *pres. &
treas.*; Milton L. Levy, *vp.*
Commercials, syndicated spots and indus-
trial films.

Depicto Films Corp.
254 W. 54th St., N. Y.; Columbus 5-7620;
John Hans.
Commercials and syndicated spots and in-
dustrial films.

Louis De Rochemont Assoc., Inc.
380 Madison Ave., N. Y. 17; Oxford 7-0350.
Tv film shows; commercials; educational,
industrial shorts; religious films; animation,
b&w & color; package tv film shows; im-
port film.

Desilu Productions, Inc.
780 Gower St., Angeles 38; Hollywood
9-5911; Lee Savin, *dir.*
Commercials and syndicated spots.

Leo Diner Films
332 Golden Gate Ave., San Francisco 2;
Prospect 5-3664; Leo Diner, *o.*
Tv spots, complete lab sound recording, tv
recording, large stage, animation, editing.

Walt Disney Productions, Inc.
500 South Buena Vista, Burbank, Calif.; Vi
9-3411; Walt Disney, *chm. of the board*;
Roy O. Disney, *pres.*; Card Walker, *vp chg.
adv. & sls.*; Donn Tatum, *vp chg. tv*; Wil-
liam Anderson, *vp chg. prod.*; Joseph P.
Reddy, *pub. dir.*; Jack Baur, *cast. dir.*; Bill
Dover, *story ed.*

Buena Vista Distribution Co., Inc., 477
Madison Ave., N. Y.; Plaza 9-3880; Irving

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Circle 6-2146 New York 36

Ludwig, *pres. & g. s. mgr.*; Charles Levy, *dir. adv. & publicity.*

Douglas Productions

18 W. Kinzie St., Chicago 10; Mohawk 4-7455; Fred C. Raymond, *pres.*; Arthur R. Jones III, *exec. vp.*; Douglas P. Raymond, *vp-prod.*

Films for educational, industrial and television use; motion pictures; slide films, titling, animation and conforming; laboratory work and printing services.

Cal Dunn Studios

159 E. Chicago Ave., Chicago 11; Whitehall 3-2424; Cal Dunn, *pres.*; Joseph G. Betzer, *vp.*; "YAR" Yarbrough, *exec. art producer*; Helen A. Krupka, *creative services dir.*

Motion pictures and slidefilms for sales promotion, training, product information and employee indoctrination; tv commercials and productions. Facilities: creative, art, photographic, animation, editing and supervisory staffs; 16mm and 35mm motion and slide-film cameras; 16mm and 35mm editing and sound equipment; distribution facilities.

Dynamic Films, Inc.

405 Park Ave., N. Y. 22; Plaza 1-7447; Nathan Zucker, *pres.*; Gerald Carrus, *controller*; Mina Brownstone, *dir. prom. & p.r.*; Sol S. Feuerman, *pres.*, Medical Dynamics, Inc.

Art and animation.

Branch Offices:

Editing, production and recording studios, 112 W. 89th St., N. Y. 24.

East Coast Productions, Inc.

45 W. 45th St., N. Y. 36; Circle 6-2145-6; Joseph Josephson, *pres.*

Production, editorial and technical services for tv.

Eastern Effects, Inc.

333 W. 52nd St., N. Y. 19; Circle 5-5280; Maurice Levy; Sam Levy; Max Levy.

Producers' aid. Complete service art to film. Optical effects, animation, titles and inserts.

Educational Films Corp. of America

1501 Broadway, N. Y. 36; Pennsylvania 6-1780; Earle W. Hammons, *pres.*

Tv film commercials; educational shorts; animation, black & white; animation, color; music effects; package tv live shows; package tv film shows.

Educational Film Enterprises, Inc.

500 N. Wilcox Ave., Los Angeles 4; Ho 7-2806; George Rony, *pres. & gen. mgr.* Production of every kind of commercial, educational, industrial and publicity film.

Branch Office:

11 Commerce St., Newark 2, N. J.; Sidney S. Jaffee, *treas.-vp.*

Ed-Venture Films

1122 Calada St., Los Angeles 23; An 1-1885; William E. Hines, *pres.*

Consulting and producing, shooting through editing. Location & live action specialists.

Elan-Porter Productions, Inc.

19 W. 45th St., N. Y. 36; Judson 2-1992;

Raphael Elan, pres.

Live commercials; tv film commercials; educational shorts; industrial shorts; religious films.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Calif.; Hollywood 5-2189; Bert B. Gottschalk, *pres.* Live commercials; industrial shorts; rent studios & facilities; slides.

Elektra Film Productions, Inc.

33 W. 46th St., N. Y.; Judson 2-3606; Abe Liss, *pres., creative dir.*; Sam Magdoff, *sec., sls. & bus. mgr.*

Complete film service of commercials-industrials. Creation of storyboards and scripts for both animated and live-action film.

Peter Elgar Productions, Inc.

75 W. 45th St., N. Y. 36; Judson 6-1870; Peter F. Elgar, *pres.*; Robert C. Jacques, *vp, ed. in chf.*; Jessie B. Adamson, *sec. & treas.*

Films for industrial, educational and religious use and television.

Branch Offices:

1456 N. Bronson St., Hollywood 28, Calif.; Ho 9-8111; Robert Farfan, *dir.*

103 Church St., Toronto 1, Ont.; Em 6-6065; Pat Clever.

Elliot, Unger & Elliot, Inc.

(A Division of Columbia Pictures)

414 W. 54th St., N. Y. 19; Judson 6-5582; Stephen Elliott, *pres.*; Michael Elliot, *treas.*; William H. Unger, *sec.*; Marc T. Stalter, *exec. producer*; Alfred Mendelsohn, *g. s. mgr.*; Joe Swavelly, *chg. w. coast div.*; Dick Kerns, *exec. prod.*

Tv filmed commercials. Four sound stages in N. Y.; Columbia Studios in Calif.

Charles Elms Productions, Inc.

5 E. 40th St., N. Y. 16; Murray Hill 6-8877; Charles D. Elms, *pres.*; Charles D. Elms Jr., *vp.*; R. M. Elms, *sec.*

Complete service from planning through production; both photographic and animated. Motion pictures, slide films, tv commercials. "Widescope" presentations, slides, easels.

Branch Office:

163 Highland Ave., N. Tarrytown, N. Y.; Medford 1-3363; Charles D. Elms, *pres.*

Emerson Film Corp.

1037 Woodland Dr., Glenview, Ill.; Park 9-0011.

Commercials and syndicated spots.

Empire Production Corp.

480 Lexington Ave., N. Y. 17; Plaza 9-4505; Arthur Lubo, *pres.*; Fred deJaeger, *vp.*; L. Hamilton Holton, *vp prod.*; C. Austin Love, *vp sls.*

Commercials and syndicated spots.

Robert J. Enders, Inc.

1001 Connecticut Ave., N.W., Washington 6, D. C.; Sterling 3-2222; Robert J. Enders, *pres.*; Howard A. Enders, *exec. vp.*; Marshall Schacker, *off. mgr.*, NYC; Stanley Bass, *off. mgr.*, Wash., D. C.

Commercials and syndicated spots.

Walter Engel Productions, Inc.

20 W. 47th St., N. Y. 36; Judson 2-3170; Walter Engel, *pres.*; Joseph Williams, *prod. sup.*; Dorothy E. O'Brien, *prod. coordinator*; William Hodapp, *creat. dir.*

Producer of television spots, industrial, educational and sales training films. Complete self-contained studio.

Enterprise Productions

13750 Saticoy St., Van Nuys, Calif.; Triangle 3-2730; Sherman L. Weiss, *exec. producer.*

All commercial film services offered.

Era Productions, Inc.

5545 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-2251; Brice Mack, *pres.*; Milton Schaffer, *sec.-treas.*

Sound stage with standing kitchen set; animation camera; sound-recording facilities, ink and paint dept.; cutting and projection rooms, complete animation dept.

Ted Eshbaugh Studios, Inc.

1029 E. 163rd St., N. Y. 59; Dayton 9-3220; Ted Eshbaugh, *pres.*

Tv film shorts; tv film commercials; educational shorts; industrial shorts; religious films; animation, black & white; animation, color; package tv film shows; syndicated tv film; sound or laboratory facilities and services.

Faillace Productions, Inc.

59 E. 54th St., N. Y. 22; El 5-1752; Tony Faillace, *pres.*; Len Mackenzie, *vp & creative dir.*; Chick Vincent, *vp.*; Bob Haggart, *mus. dir.*; Bob Nash, *prod. & program dir., sls. mgr.*

Creation, writing and production of musical commercials and television background scoring.

Jerry Fairbanks Productions of California, Inc.

1330 N. Vine St., Hollywood 28, Calif.; Ho 2-1101; Jerry Fairbanks, *pres.*; Charles Salerno Jr., *vp.*; William Sterling *administration*; Leo S. Rosencrana, *hd. creative dept.*; Robert Larsen, *film dir.*; John McKennon, *prod. mgr.*; Robert Scrivner, *studio mgr.* Complete facilities for production of film commercials, studio, equipment.

Branch Offices:

520 N. Michigan Ave., Chicago; Whitehall 4-0196; Robert Kemper, *midwestern rep.* 219 Majestic Bldg., San Antonio; Capitol 4-8641; Jack Mullen, *southern rep.*

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Fantasy Features, Inc. (Subsidiary to Lance Prod's.)

353 West 57th St., N. Y. 19; Plaza 7-6167; Lorren Lester, *pres.*; Alford Lessner, *vp.*; Samuel H. Evans, *treas.*; George Lessner, *vp-sec.*

Producer of commercial, documentary, industrial and puppet films.

Farkas Films, Inc.

385 Third Ave., N. Y. 16; Murray Hill 3-9938; Nicholas Farkas, *pres.*; F. E. Robinson, *vp.*; Mary Finley, *sec.-treas.*; Francois Farkas, *photo. dept.*; Oscar Ray, *scenario dept.*

Producer of non-theatrical and theatrical films; tv commercials.

Ray Favata Productions Inc.

165 W. 46th St., N. Y. 36; Judson 2-5860; Raymond Favata, *pres.*; Carlton Reiter, *vp.* Production of animated and live action films.

Filmack Studios

1327 S. Wabash Ave., Chicago 5; Harrison 7-3395; Irving Mack, *pres.*; Bernard Mack, *vp sls.*; Pat Cascio, *prod. sup.*; Larry Woolf, *creative dir.*

Tv commercials creation & storyboards—live sound stage or location photography. Full cell cartoon animation—limited & cycle animation—music, jingles, sound effects & voice recordings—35mm & 16mm laboratory developing, editing, printing, tv slides—filmstrips.

Branch Office:

630 9th Ave., N. Y. 36; Don Mack *vp sls.*

Film-Aide

509 Harrison St., Amarillo; Drake 3-3777; George W. Tiffany.

Commercials and syndicated spots.

Film-Art Inc.

41 W. 47th St., N. Y. 36; Ci 6-2426; Neil Sessa, *pres.*; Jerry Rosenfeld, *art. dir.* Art-film effects for commercial use, animation for television and industry, slide film production and scenic design.

Film Associates, Inc.

4600 S. Dixie Highway, Dayton 39; Axminster 3-2164; E. Raymond Arn, *pres.*; Edward R. Lang, *gen. mgr.* Complete 16mm services, daily reversal processing, completely equipped 40' x 60' sound stage; sound recording and re-recording, color duplicating, titling and animation.

Filmaster, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.; Ho 6-1681; Robert W. Stabler, *pres.*; Glenn N. Cook, *vp.*; Nat Perrin, *vp.*; Clifford E. Enger, *sec.-treas.* Producer of program, commercial, business, industrial, government and feature films.

Film Commercials, Inc.

87 Madison Ave., N. Y. 16; Oregon 9-3970; John C. Ryder, *vp.* Producer and distributor of commercials.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46; Olive 3-2430; Regina Lindenbaum, *pres.*; Jack C. Lacey, *prod. mgr.*; Steven M. Perry, *security officer.*

Film production supervision, tv series, tv spot commercials, documentary, feature, industrial, training and classified films.

Film Editing Co.

6 E. 46th St., N. Y.; Oxford 7-4439; Anthony J. Ciccolini, *pres.* Editing features, tv series, industrials, commercials, etc. Negative matching, laboratory, optical, recording and print service handling.

Film Effects of Hollywood, Inc.

1153 N. Highland Ave., Hollywood 38, Calif.; Hollywood 9-5808; Linwood Dunn, *ASC pres.*; Don W. Weed, *gen. mgr.* Specialized laboratory services; special effects, quality duping; matte paintings, equipment design, tv film commercials, optical printing.

Filmex Inc.

339 E. 48th St., N. Y.; Plaza 2-0744; Robert Bergman, *pres.* Producers of motion pictures for television and industry.

Film File (Pix Enterprises)

4615 Longridge Ave., Sherman Oaks, Calif.; Triangle 3-3197, State 8-7856; George Grenville, *prod. sup.* Commercials and syndicated spots.

Filmways, Inc.

18 E. 50th St., N. Y.; Plaza 1-2500; Martin Ransohoff, *pres.*; Lee Goodman, *vp prod.*; Mickey Dubin, *vp sls.*

SCHULTZ ISN'T DEAD!

He's Filmack's newest star. Schultz was recently presented an award as the most outstanding animated character of the year (by Filmack's impartial production staff).

Come along with Schultz on a trip through one of the midwest's most complete film studios... SEE four minutes of abstract animation in color blended with authentic African Mau Mau music... Call or write for an audition print today!



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Editing Dept.



Studio



Art Dept.



Print Shop

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AVON COSMETICS...
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• TV Commercials • Industrial Motion Pictures • Slide Films
• Slides

1327 S. Wabash Ave., Chicago 5 • HARRISON 7-4855

Producer of tv programs, commercials and industrial films.

Fine Arts Productions

7779 Sunset Blvd., Hollywood 46, Calif.; Hollywood 7-7107; John Wilson, *pres.*
Produce film commercials, animation, entertainment tv animated films.

Fiore Films

128 Mallory Ave., Jersey City 4, N. J.; Henderson 2-4474; Al Fiore, *sls. sup.*
Commercials, educational, industrial and sales-training films.

Alan M. Fishburn Productions

333 N. Michigan Ave., Chicago 1; Dear-derson 2-4474; Al Fiore, *sls supervisor.*
born 2-0657; Alan M. Fishburn, *o.*
Tv live programs; live commercials; tv film commercials; package tv live shows.

Flagg Films, Inc.

1427 N. LaBrea Ave., Hollywood 28, Calif.; Hollywood 2-0902; Don Flagg, *pres.*; Toni Flagg, *producer-dir.*; Betty Anderson, *office mgr.*

Tv commercials, tv shows, industrials, educational films, medical films.

Branch Office:

335 Hayes St., San Francisco; Hemlock 1-3050; George Guenley, *office mgr.*

Studio:

5907 W. Pico Blvd., Hollywood 35; Webster 8-2101.

Fletcher Film Productions Ltd.

RCA Bldg., 225 Mutual St., Toronto 2, Ont.; Empire 3-8372; Howard D. Fletcher, *pres.*; Svend A. Blangsted, *dir. admin.*

Tv features for Canadian Broadcasting Corp. networks; tv commercials; theatrical shorts; wide-screen color; business and public relations films, sales training and industrial films; sound slidefilms; film distribution.

Flicka Films

40 W. Kinzie St., Chicago; Wh 4-7477; William R. Johnson, *gen. mgr.*; J. C. Branscombe, *natl. sls. dir.*

Animation, live action, slidefilms, tv commercials.

Focal Point Productions

342 Madison Ave., N. Y. 17; Murray Hill 7-8717; George Joseph, John Strang.
Producers of industrial films and commercials.

Fordel Films, Inc.

1079 Nelson Ave., N. Y. 52; Wyandotte 2-5000; Clifford F. Potts.

Commercials, syndicated spots and industrial films.

Format Films, Inc.

4741 Laurel Canyon Blvd., N. Hollywood,

Calif.; Poplar 9-3610; Herbert Klynn, *pres.*; Bud Getzler, *exec. vp & treas.*; Jules Engel, *vp & art dir.*; Henrietta Jordan, *sec.*

Animated television commercials, industrial films, theatrical and tv entertainment programs.

Forrell, Thomas & Polack Assoc., Inc.

157 W. 57th St., N. Y.; Circle 6-9131; Gene Forrell, *pres. & treas.*; Edward Thomas, *vp*; James P. Polack, *vp & sec.*; Richard M. Bradshaw, *dir. sls. & prod.*; Ray Carle, *dir. out-of-town sls.*; Eleanor Fogelson, *bus. mgr.*; Jo-Anne Hutz, *sec.*
Creators and producers of music for advertising—jingles, film scores, musical effects. Also comedy and dramatic spots. Consultants to advertising agencies and film producers.

Fotovox, Inc.

1447 Union Ave., Memphis 4; Broadway 5-3192; Elston Leonard, *pres.*; Frank Berfield, *prod. mgr.*; Peter Harkins, *creative dir.*

Commercials, syndicated spots and industrial films.

Branch Office:

216 E. Markham, Little Rock; Franklin 2-0502; Harry Westlake.

George Fox Corp.

1508 Crossroads of the World, Hollywood 28, Calif.; Hollywood 4-2242; George S. Fox, *pres.*

Commercials, syndicated spots and industrial films.

Frazen Productions, Inc.

1040 N. Las Palmas Ave., Hollywood 38, Calif.; Ho 9-9011; Ho 7-6967; Stanley Frazen, *prod.-dir.*; Sherman Rose, *dir.*

Tv commercials; training & industrial films, storyboards; animation.

Freberg, Ltd.

7781 Sunset Blvd., Hollywood, Calif.; Hollywood 2-6973; Stan Freberg, *pres.*; Bob Klein, *gen. mgr.*

Creation and production of humorous advertising campaigns, live action and animated commercials, storyboards.

Allen A. Funt Productions

White Gates, Croton-on-Hudson, N. Y.; Croton 1-8847; Allen A. Funt, *pres.*; Tom Murray, *prod. mgr.*

Commercials, syndicated spots and industrial films.

Galbreath Pictures, Inc.

2905 Fairfield Ave., Ft. Wayne; Harrison 4147; Dick Galbreath, *pres.*

Tv & industrial motion pictures.

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wis.; Hemlock 7-1307; James C. Gallagher, *pres.*
Tv commercials, half-hour show.

William J. Ganz Co. Inc., div. of Institute of Visual Communication Inc.

40 E. 49th St., N. Y. 17; Eldorado 5-1443;

farkas films inc.



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OX 7-4439 "CHIC" CICCOLINI

William J. Ganz, *pres.*; William A. Jensen, *exec. producer*; Vincent J. Capuzzi, *mgr.*; Alexander H. Pollak, *creative services*. Producers of tv commercials, tv films and industry films. Distributors of tv and non-theatrical films.

Branch Offices:

Twenty-one booking offices throughout country.

General Pictures Corp.

4501 Pleasant Valley Rd., Cleveland 34; Victory 2-3636; George Oliva Jr., *pres.*; Miliard M. Horace, *vp*. 16mm and 35mm motion pictures, sound stage, sound slide films, tv commercials, newsreel, kinescope, still photography; animation.

Gerald Productions, Inc.

421 W. 54th St., N. Y. 19; Plaza 7-2125; Gerald Auerbach, *pres.*; William V. Adams, *sls. mgr.*; Alfred Traum, *bus. mgr.*; Hampus Morner, *dir., international*. Complete production facilities—editing, sound recording, mixing, etc.

Gifford-Kim Productions, Inc.

165 W. 46th St., N. Y. 36; Judson 2-1591; Lewis L. B. Gifford Jr., *pres.*; Paul Kim, *vp*; Julia Whalen, *prod. mgr.*. Animated films, live action films, slide films.

Glenar Studios

6618 Sunset Blvd., Hollywood 28, Calif.; Hollywood 4-0406; Sid Glenar, *o*. Live commercials; tv film commercials; educational shorts; animation, b&w and color.

Melvin L. Gold Enterprises

320 East 54th St., N. Y. 22, Murray Hill 8-0897; Melvin L. Gold, *o*. Production for tv and industrial.

Gommi-Tv, Inc.

305 E. 47th St., N. Y. 17; Eldorado 5-7650; Albert Gommi, *pres.*. Food specialties, food inserts, tv commercials and promotional film. No live sound.

Gotham Recording Corp.

2 W. 46th St., N. Y. 36; Judson 6-5577; Herbert M. Moss, *pres.*; Robert M. Volkell, *vp-gen. mgr.*; Jason B. Windwer, *vp engineering*; Fred Hertz, *dir. pgmng & prod.*; Leonard Lawson, *ae*; Bern Robertson, *film dir.*. Creation and production of tv film commercials and programs: live action and animation.

Goulding-Elliott-Graham Productions, Inc.

420 Lexington Ave., rm. 2545, N. Y. 17; Lexington 2-9014; Edward R. Graham, *pres.*; Robert (Bob) Elliott, *sec.*; Raymond W. (Ray) Goulding, *treas.*. Produce tv spot commercials.

Grantray-Lawrence Animation, Inc.

716 N. LaBrea, Hollywood, Calif.; Ray Patterson, *pres.*; Robert L. Lawrence, *vp*; Grant Simmons, *sec. treas.*. Film spot commercials.

Gray & O'Reilly Studios

480 Lexington Ave., N. Y. 17; John F. O'Reilly, *vp*; James E. Gray, *vp*. Complete studio, sound, sets, etc.

Lewis G. Green Productions

520 N. Michigan Ave., Chicago 11; Whitehall 4-7440; Lewis G. Green, *mgr.*. Tv live programs; tv film shows; live commercials; tv film commercials; industrial shows.

Ben Greene Film Productions

318 W. 51st St., N. Y. 19; Plaza 7-3858; Ben Greene, *o*. Tv commercials, industrial films, theatrical films.

Abner J. Greshler Productions, Inc.

Sunset Towers West, 8400 Sunset Blvd., Hollywood 46, Calif.; Oldfield 4-5960; Abner J. Greshler, *pres.*; Fred Harris, *mgr.*. Commercials and industrial films. **Branch Office:** RKO Bldg., Radio City, N. Y.; Circle 7-3025.

Herman Hack Productions & Scripture Films

2441 N. Beachwood Dr., Hollywood 28, Calif.; Hollywood 7-0557; Herman Hack, *o*. Tv film shows; live commercials; soundies; package tv live shows; tv scripts; syndicate tv film.

Handel Film Corp.

6926 Melrose Ave., Hollywood 38, Calif.; We 6-5924; Leo A. Handel, *pres.*; Monroe Manning, *sec.*

Producer-distributor of film series; producer of commercials.

Jam Handy Organization

2821 E. Grand Blvd., Detroit 11; Trinity 5-2450; Jamison Handy, *pres.*; Oliver Horn, *exec. vp.*; George Finch, *vp sls. dlpmnt.*. Commercials and syndicated spots.

Branch Offices:

230 N. Michigan Ave., Chicago 1; State 2-6757; Harold Dash. Pittsburgh 22; Zenith 0143; Charles Renfrew. Dayton 2; Enterprise 6289; Jack Seelye. 1402 N. Ridgewood Place, Hollywood 28, Calif.; Hollywood 3-2321; Thomas G. Johnstone. 1775 Broadway, N. Y. 19; Judson 2-4060; Charles Bell.

Hankinson Studio, Inc.

15 W. 46th St., N. Y. 36; Judson 6-0133; Frederick L. Hankinson, *pres.*; Walter Klas, *vp*. Animated and live tv spots; industrials; slide films.

Hardric Productions, Inc.

510 Madison Ave., N. Y. 22; Ac 2-3354; El 5-5633; Ralph F. Craig, *pres.*; Hale Road, *vp & mus. dir.*; Edith B. Graham, *sec.*. Creation and production of musical commercials for broadcast media.

Harriscopie, Inc.

355 N. Beverly Dr., Beverly Hills, Calif.; Crestview 6-4632; Burt I. Harris, *pres.*; Geoffrey Nathanson, *producer*; Connie Coleman, *traff. mgr.*. Production of television filmed commercials.

Harris-Tuchman Productions, Inc.

751 N. Highland, Hollywood 38, Calif.; Webster 6-7189; Ralph Tuchman, *pres. & gen. mgr.*; Fran Harris, *vp & creative dir.*; Fred Golt, *prod. sup.*. Animation and live action to film commercials and industrial films.

Hartley Productions, Inc.

339 E. 48th St., N. Y. 17; Eldorado 5-7762; Irving Hartley, *pres.*; Elda Hartley, *vp*; Jean Brook, *chg. tv distribution*. Commercials; pr films; industrials; travelogues and slides.

Health & Welfare Materials Center, Inc.

10 E. 44th St., N. Y. 17; Murray Hill 2-0283; Victor Weingarten, *pres.*. Tv live programs; tv film shows; tv film commercials; educational shorts; package tv film shows. **Branch Office:** Munson Rd., Pleasantville, N. Y.; Rogers 9-2551; Violet Weingarten, *vp*.

Hearst Metrotone News, Inc.

450 W. 56th St., N. Y. 19; Plaza 7-4120; Caleb B. Stratton, *exec. vp*; John Michon, *prod. chf.*; Marshall B. Davidson, *exec. news ed.*; Max Klein, *theatrical newsreel ed.*; Charles Peden, *to news ed.*; Harry C. Robert Jr., *sports ed.*; Walter de Hoog, *dir.-producer*; Barry Faris, *international editor*; John D. LeVien, *dir. special proj.*

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ects; Cloyd Aarseth, school newsreel ed. Tv film shows; tv film commercials; educational shorts; industrial shorts; newsreels; music effects; package tv film shows; tv scripts; syndicate tv film; export film; import film; sound or laboratory facilities and services; process film.

Branch Office:

235 E. 45th St., N. Y. 17; Mu 2-5600; Robert H. Reid, dir. tv sls.; Saul Reiss, tv sls.

George Heid Productions

Penn-Sheraton Hotel, Pittsburgh 30; Grant 1-3696; George Heid, pres.

Tv live programs; live commercials; package tv live shows; film tv commercials.

HFH Productions, Inc.

216 E. 49th St., N. Y.; Plaza 2-1940; Howard Henkin, pres. & live action film prod. & dir.; Dan Hunn, vp & dir. animation; Ronald Fritz, vp & creative dir.; Frank Nakielski, mgr. anim. dept.; Marie Schetter, mgr. IP dept.; Len Appelson, chief editor; Tom Page, casting dir. Animation & live action commercials, industrials, and short features.

Holland-Wegman Productions

207 Delaware Ave., Buffalo 2, N. Y.; Madison 7411; Edward J. Wegman, Sheldon C. Holland, p's.

Complete creation and production of 16mm and 35mm commercials and programs for tv; complete black & white laboratory, processing and printing facilities.

Hollis Productions, Ltd.

5800 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-6282; Charles Irving, pres.

Tv live programs; tv film shows; videotape productions; live commercials; tv film commercials; industrial shorts; package tv live shows; package tv film shows.

Hollywood Film Commercials

932 N. La Brea, Hollywood 38, Calif.; OI 4-7100; David Commons, pres., producer-dir.

Live action and animated commercials, industrials; storyboards; optical and special effects.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood 28, Calif.; Ho 4-2181; Mickey Kaplan, pres.; Robert Warde, vp; T. H. Emmett, sls. mgr.

Complete motion-picture film processing, black & white or color.

Howard Radio-Tv Productions

123 W. Chestnut St., Chicago 10; Mi 2-5877; Bernard Howard, o.

Motion picture production, tv commercials, industrial films.

Hubbard Hunt Productions

1459 N. Seward, Hollywood 28, Calif.; Hollywood 5-8444; Hubbard Hunt, prod. mgr.

Tv live programs; film shows; live and film commercials; industrial shorts; animation, black & white and color; package tv live and film shows; sound or laboratory facilities and services.

Milton Hurwitz

1553 Madrona Drive, Seattle 22; East 4-1108; Milton Hurwitz, o.

Distribution tv films; produce tv programs and commercials; kinescope service.

Imperial World Films, Inc. (IWF)

12 E. Delaware Pl., Chicago; Michigan 2-6200; Russ Davis, vp & gen. sls. mgr. Industrial and educational films (lease or loan); film spot commercials.

Imppro, Inc.

1564 Sorrento Dr., Pacific Palisades, Calif.; Granite 8-4740; Herbert L. Stroock, pres.

Tv film shows; film commercials; industrial shorts; religious films; animation, b&w; package tv film shows; syndicate sound-effects library; sound or laboratory facilities and services.

Independent Television Corp.

488 Madison Ave., N. Y. 22; Plaza 5-2100; Walter Kingsley, pres.; Alvin E. Unger, vp chg. syndication; Charles Goit, nat. sls. dir.; William Dubois, vp midwestern division; William Andrews, eastern division mgr.; Wally Hutchinson, western division mgr.; Kevin O'Sullivan, N. Y. C. sls. dept. mgr.

Interlingual International Inc.

Iijima Bldg., 5-3, Ginzaishi, Chuo-Ku, Tokyo, Japan; George A. Shirokow, gen. mgr.; M. C. Lu, dir.; T. Ohno, sls. mgr.

Animated cartoon tv commercials for export to USA; production of tv cartoon se-

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ries for the U. S.; various cartoon services such as camera work, inbetweening, tracing, painting, etc.; production of live films for business and television. Represented in New York by Trojan Films, 701 Seventh Ave., N. Y. 36; Circle 6-7565; L. Jamel, mgr.

JF Film Service

45 W. 45th St., N. Y. 36; Circle 6-4030, 4031; Josef Filipowic, pres. Editing service for producers and advertising agencies.

Riley Jackson Productions

6253 Hollywood Blvd., Hollywood 28, Calif.; Ho 3-2324; Riley Jackson, pres. Producer of programs, commercials and

industrials.

Jamieson Film Co.

3825 Bryan, Dallas 4; Taylor 3-8158; Bruce Jamieson, pres.; Hugh V. Jamieson, exec. vp; Jerry Dickinson, tv prod. Commercials, syndicated spots and industrial films.

Jan Productions

6611 Santa Monica Blvd., Hollywood 38, Calif.; Hollywood 4-8331; Ann Fairleigh, pres. Tv film shows; tv film commercials.

Jewell Radio & Television Productions

612 N. Michigan Ave., Chicago 11; Mo-

hawk 4-5757, Graceland 7-7292; James E. Jewell, pres.; W. Ralph Jewell, vp; M. P. Casey, sec.; James Lawrence, editor. Creators and producers of programs, commercial spots and jingles for tv and radio; industrial, educational and television films.

Branch Offices:

3062 Penobscot Bldg., Detroit 26, Mich.; Woodward 3-0617; W. Ralph Jewell, exec. in chg.

Landmark Productions: 1040 N. Las Palmas, Hollywood, Calif.; Hollywood 7-3111; Michael Baird, mgr.; Lewis Foster, dir.

Dallas Jones Productions, Inc.

430 Grant Place, Chicago 14; Bu 1-8283; Dallas Jones, pres.; Richard Bowen, bus. mgr.

Producer of industrial films and commercials.

K & S Films, Inc.

5819 Wooster Pike, Cincinnati 27; Bramble 1-3700; Jack R. Rabius, pres.; S. Harry Wilmink, vp.

Produce industrial motion pictures, slide films, animated and live tv commercials.

K & W Film Service Corp.

1657 Broadway, N. Y. 19; Circle 5-8080; Norman Witlen, pres.; Ralph Koch, vp. Opticals, special effects, animation, slide motion photography, animation, title & slide film photography. Complete service of art dept. related to film needs.

Al Kane Productions, Inc.

1526 Sansom St., Phila. 2; Lo 3-0222; Albert M. Kane, pres. Producer of programs and commercials; kinescope; production consultants; technical writing and production.

The Kappa Co.

Box 7431, Sta. C, Atlanta 9.

Victor Kayfetz Productions Inc.

1780 Broadway, N. Y. 19; Circle 5-4830; Victor Kayfetz, pres., exec. prod.; Seymour Posner, asst. to pres. Tv commercials.

Branch Offices:

1200 Westfall Rd., Rochester, N. Y.; Greenfield 3-3000, ext. 534; Don Lyon, upper N. Y. rep.

Bear Films Div., 3426 Bay Front Place, Baldwin, L. I., N. Y.; Baldwin 3-1830; Frank Bear, mgr., Long Island div.

MPQ Prod., Inc.

Westinghouse Electric Corp.

Elliot, Unger, Elliot Prod., Inc.

NBC

Klaeger Prod.

Filmways Prod. Inc.

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U.S. Army Signal Corps.

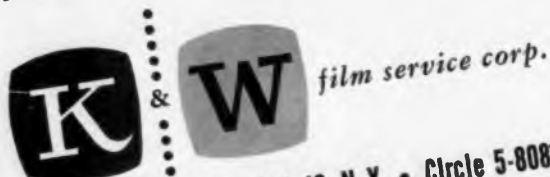
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3601 Oak Grove, Dallas 4; Lakeside 6-5268; L. F. Herndon Jr., R. K. Keitz, *ps*; Tom Young, *art dir.*
General 35mm and 16mm film production, animation, etc.

Herbert Kerkow, Inc.

480 Lexington Ave., N. Y. 17; Yukon 6-4266; Herbert Kerkow, *pres. & treas.*; Rosemond Kerkow, *sec.*
Producer of "stand-up" type tv commercials on specially equipped Visualization Sound Stage (patent applied for).

Key Productions, Inc.

527 Madison Ave., N. Y. 22; Eldorado 5-2180; James D. Kantor, *pres.*; William M. Kahn, *vp.*
Producer of commercials and industrial films.

Klaeger Film Productions, Inc.

1600 Broadway, N. Y. 19; Judson 2-5730; Robert H. Klaeger, *pres.*; John J. Fenton, *vp & sec.*; Peter F. DeCaro, *treas.*
Television and industrial films, live action and animation.

Kleiman Productions

7815 Milan Ave., St. Louis 14; Volunteer 3-6777; J. J. Kleiman, *prod. mgr.*
Commercials, syndicated spots and industrial films.

William L. Klein Productions

301 E. Erie St., Chicago 11; Superior 7-9114; William L. Klein, *pres., exec. prod.*; Marilyn L. Friedel, *asst. to pres.*
Creators and producers of package shows and spot announcements for television and motion pictures for business, industry and government.

Branch Office:

154 E. Erie St., Chicago 11; Su 7-7868.

Kluge Film Productions

3200 N. Richards St., Milwaukee 12; Franklin 2-0191; Donald R. Kluge, *sls. mgr.*; Douglas W. Kluge, *prod. mgr.*
Black & white and color 16mm commercials, synchronous or narrative sound.

C. Bruce Knox Tv Productions

400 N. Los Robles, Pasadena, Calif.; Sycamore 5-5325; Charles Bruce Knox, *sole o.*
Spot, film and local live programming.

KTTV Commercial Tape Division

5746 Sunset Blvd., Hollywood; Hollywood 2-7111; John R. Vrba, *vp sls*; Bob Fierman, *sls mgr.*

Videotape commercials; public relations, industrial and sales films. Studio and mobile facilities; "inter-sync" editing; tape transfer to films; production and creative facilities.

L & L Animation Service

480 Lexington Ave., N. Y. 17; Yukon 6-9088; Larry Lippman, *p.*; Irv Levine, *p.*
Complete art and camera service—slides,

slidefilms, filmographs, animated tv spots, industrials, medicals. Two oxberry 35-16mm cameras, fully motorized, for producer servicing.

La Brea Productions, Inc.

7417 Sunset Blvd., Hollywood 46, Calif.; Hollywood 4-7171; O. Gail Papineau, *pres.*; James E. Baumeister, *exec. vp*; Henry J. (Hank) Ludwin, *vp & dir.*
Animated tv commercials, live action tv commercials, animated and live action industrial films.

Lakeside Television Co., Inc.

1465 Broadway, N. Y. 36; Longacre 5-4582; Richard Stevers, *pres.*; Bernard Schulman, *exec. vp.*
Film spot commercials.

Lance Productions, Inc.

353 W. 57th St., N. Y. 19; Plaza 7-6167; Lorren Lester, *pres.*; Samuel H. Evans, *treas.*; Alford H. Lessner, *vp*; Boyce Tuten, *vp.*
All type of film production, commercials, documentary, features, sound recordings, etc.; completely equipped studio.

Kent Lane Films, Inc.

1253 S. Third St., Louisville 3; Melrose 6-3911.
Commercials and syndicated spots.

Langlois Filmusic Inc.

1755 Broadway, N. Y. 19; Judson 6-5705; C. O. Langlois, *pres.*
Suppliers of music on tape and film for television, theatrical, industrial and slide films; complete music scoring and editing service live and film.

Branch Offices:

Hollywood, Paris, Toronto, London.

Herbert S. Laufman & Co.

221 N. LaSalle St., Chicago 1; Randolph 6-4086; Herbert S. Laufman, *pres.*
Tv live programs, tv film shows; live commercials; educational shorts; industrial shorts; package tv live shows; package tv film shows; syndicate tv film.

Robert Lawrence Productions, Inc.

418 W. 54th St., N. Y. 19; Judson 2-5242; Robert L. Lawrence, *pres.*; Louis Mucciolo, *vp. studio optns.*; Henry Traiman, *vp. editorial optns.*; Philip Kornblum, *treas.*
Producer of commercials, industrial films, film series; complete studio facilities.

Branch Offices:

Robert Lawrence Animation, Inc., 419 W. 54th St., N. Y. 19; Judson 2-5242; Peter Cooper, *vp.*

Robert Lawrence Productions (Canada) Ltd., 38 Yorkville Ave., Toronto 5, Ont.; Walnut 5-5561; John T. Ross, *pres.*

Robert Lawrence Productions, Inc., 1313 N. Vine St., Hollywood 28, Calif.; Hollywood 2-4951; Jerry Schnitzer, *vp.*
Grantray-Lawrence Animation, Inc., 716 N. LaBrea, Hollywood 28, Calif.; Webster 6-8158; Ray Patterson, *pres.*; Robert L. Lawrence, *vp*; Grant Simmons, *sec. treas.*
Robert Lawrence Productions, Inc., 5 Avenue Velasquez, Paris 8e, France; Charles Rosmarin, *vp.*

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.; Ho 4-7287; G. Lester.

Commercials and syndicated spots and promotional films; tv series; tv specials.

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 WIZARD AMER. MACH. FNDRY. PEPSODENT CAMELS
 SALEM B. F. GOODRICH SARAN WRAP NIAGARA STARCH
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 LILT LIONEL TRAINS SHARP'S TOFFEE NEWPORT
 DONDRIL HOODS ICE CREAM WESTINGHOUSE SAVARIN
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 SCRIPTO SHULTON PRODUCTS ATLAS BATTERIES CADILLAC
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 PLAYTEX IMPERIAL MARGARINE BURGERBITS TEXACO
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 Kenyon & Eckhardt
 Lennen & Newell
 MacManus, John & Adams
 Mazon
 McCann-Erickson
 Morse International
 Reach, McClinton
 Tatham-Laird
 The Wesley Associates

Carol Levene Productions

2011 Broadway, San Francisco 15; Walnut 1-4772; Carol Levene, *o.-producer*.

Producer of commercials, industrial and educational films.

Jack Lewis Studios

5612 Wythe Ave., Richmond, Va.; Atlantic 2-4157.

Commercials and syndicated spots.

Lewis & Martin Films, Inc.

40 W. Kinzie St., Chicago; Whitehall 4-7477; William R. Johnson, *pres.*; Irving Bell, *vp & treas.*; Betty Lou Taylor, *sec.* Live motion pictures; animated films; tv commercials, industrials; slide films; government films; training films and still photography.

Lou Lilly Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.; Ho 5-6325; Lou Lilly, *pres.*; Lee Lacey, *prod. mgr.*; Jeanine Veje, *sec.* Television commercial spots, industrial films.

Jack Lloyd

1445 Miller Way, Hollywood 46, Calif.; Oldfield 6-4607; Jack Lloyd, *exec. dir.* Complete production of jingles from idea to finished spot, live, film, animation.

Lott Video Productions

Broadway & 5th Sts., Santa Monica, Calif.; Exbrook 6-4018; D. N. Lott. Commercials and syndicated spots.

L. L. Louft Productions

1475 Broadway, N. Y. 36; Pennsylvania 6-1889; Louis L. Louft, *pres.*; Bruce Torbet, *prod. mgr.* Specialists in pre-production commercials and talking storyboards.

James Love Productions, Inc.

115 W. 45th St., N. Y.; Judson 2-4633; James A. Love, *pres.*; William D. Henry, *supervising editor*; James W. Wille, *prod. sup.*; Thomas Farrell, *film sls.* Tv spot commercials, industrial films, package programs.

John W. Loveton Productions, Inc.

1606 N. Highland, Hollywood 28, Calif.; John W. Loveton, *pres.* Producer of programs, commercials, theatrical features and radio shows.

Lux-Brill Productions, Inc.

319-21 E. 44th St., N. Y. 17; Oregon 9-6320; Richard S. Dubelman, *client liaison*. Complete production of live and/or animated motion pictures, fully equipped sound stages, recording and screening rooms with interlock.

Madison Avenue Sounds, Inc.

603 Madison Ave., N. Y. 22; Plaza 5-4030;

Willis H. Schaefer, *pres.*; Marjorie Fields, *sec.*

Produce musical commercials.

Marathon TV Newsreel, Inc.

10 E. 49th St., N. Y. 17; Murray Hill 8-6043; Konstantin Kaiser, *pres. & exec. producer*; Kenneth Baldwin, *vp & prod. sup.*; Jean Hauck, *admin. dir.*; Cindy Karp, *distribution & traffic mgr.*

Public-information films, worldwide news service, company newsreels, special-events coverage for industry, film editing, commercials, stock shots; complete 16mm and 35mm production and editing facilities; correspondent cameramen in all countries of the world and large U. S. cities.

Branch Offices:

London, Paris, Berlin, Rome.

Mark VII Commercials

4024 Radford Ave., North Hollywood; Triangle 7-0621; Pete Peterson, *exec. prod.* Film live action commercials for television.

Marshall Organization, Inc.

750 Third Ave., N. Y. 17; Murray Hill 7-2722; Anthony W. Marshall, *pres.*

Tv live programs; tv film shows; live commercials; tv film commercials; educational shorts; industrial shorts; package tv live shows; package tv film shows.

Master Motion Picture Co.

50 Piedmont St., Boston 16; Hancock 6-3592; Avner Rakov, *pres. & treas.*; Irving Rose, *prod. mgr.*

Producers of commercial films, industrial, tv commercials, documentaries, slidefilms, theatre trailers; sound recording and filming studios; 16mm and 35mm processing laboratory.

McCadden Productions

1040 N. Las Palmas, Hollywood 38, Calif.; Ho 4-2141; George Burns, *pres.* Producer, programs and commercials.

Morton McConnachie Productions, Inc.

675 Fifth Ave., N. Y. 22; Plaza 2-0033; Morton McConnachie, *pres.*; Jack Hively, *vp.*

Producer of commercials, industrials and documentaries.

Branch Offices: (distribution)

630 Ninth Ave., N. Y. 36; Plaza 2-0033.

McGowan Productions, Inc.

915 N. LaBrea, Hollywood 28, Calif.; Oldfield 4-0711; Dorrell McGowan, *pres.*

Tv. film shows; film commercials; educational and industrial shorts; animation. b&w and color; package tv film shows; export film; rent studios and facilities.

McNamara Productions, Inc.

8230 Beverly Blvd., Los Angeles 48; Olive 1-2510; Don C. McNamara.

Commercials, syndicated spots and industrial films.

Medallion Tv Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-6635; John A. Ettlinger, *pres.* Tv live programs, film shows; film com-

mercials; soundies; animation. b&w and color; package tv live and film shows; syndicate tv film; export film.

Branch Offices:

444 Madison Ave., N. Y. 22; Eldorado 5-4335.

203 Wabash Ave., Chicago; Central 6-1805; Beny Barry, Howard Grafman.

8801 N. Bayshore Dr., Miami 38, Fla.; PL 4-3686; Frank Stone.

Melody Ranch Enterprises, Inc.

10000 Riverside Dr., N. Hollywood, Calif.; Hollywood 2-7373; Gene Autry, *pres.*

Film spot commercials.

The Meridian Studios

The Video Tape Center

Meridian Films, Ltd.

1202 Woodbine Ave., Toronto, Ont.; Oxford 8-1628; Ralph Foster, *pres.*; Julian Roffman, *sec.-treas.*; Herbert S. Alpert, *dir. film div.*; Eric Greenwood, *comptroller*; James Leitch, *chf. prod. engineer, video tape div.*; Robert Hinze, *chf. recording engineer, video tape div.*

Complete video tape service and all motion picture production services.

Joe Merman

1674 Broadway, N. Y. 21; Le 5-9549, Ci 5-8175; Joe Merman, *orch. arranger & conductor*; Earl Rogers, *vocal arranger*.

Composition and arranging for all phases of commercial recording.

Metrotape, Div. Metropolitan

Broadcasting Corp.

205 E. 67th St., N. Y. 21; Lehigh 5-1000; Lewis W. Hicks, *operations mgr.*

Complete videotape facilities for tv commercials.

MGM-TV Commercial Div.

MGM Studios, Culver City, Calif.; Upton 0-3311; Tom R. Curtis, *exec. producer, commercial & industrial film dept.*

Branch Offices:

New York; Judson 2-2000; Les Roush and Len Weiner.

Chicago; Wabash 2-6500; Bob McNear. Los Angeles; Upton 0-3311; Charles Hall.

Milner-Fenwick Inc.

3800 Liberty Heights Ave., Baltimore 15; Mohawk 4-4221; Liberty 2-7147; Ervin M. Milner, *pres.*; Robert Fenwick, *vp prod.*; Hoby Wolf, *vp sls.*; Gary Hughes, *art dir.* Commercials, syndicated spots and industrial films.

Branch Office:

314 Victor Bldg., 714 9th St., N.W., Washington, D. C.; Ed Hopper, *dist. mgr.*

Minot Tv, Inc.

120 E. 56th St., N. Y. 22; Plaza 1-5090 Charles M. Amory, *pres.*; Richard B. Morros, Dave Schooler, Al Garvin, Louis Cafero.

MKR Films Inc.

619 W. 54th St., N. Y. 19; Columbus 5-4878; Gene Milford, *vp*; Ralph Rosenblum, *sec.-treas.*; Paul Alley, *producer, writer*.

Producers of industrial, commercial, public relations films; entertainment series for

EAST COAST
MOTION PICTURE PRODUCTION,
EDITORIAL and TECHNICAL SERVICES

R FOR BETTER FILMS

CREATIVE EDITING AND COMPLETE
PERSONAL SUPERVISION

JOSEPH JOSEPHSON 43 West 45th St.
Circle 4-2144 New York 36

tv; features for theatres and tv. Complete editorial services to producers.

Mode-Art Pictures, Inc.

1022 Forbes Ave., Pittsburgh 19; Express 1-1846; James L. Baker, *pres.*; Robert L. Stone, *exec. vp.*; Florence E. Baker, *sec. treas.*; H. John Kemerer, *vp.*; August A. Borgen, *vp.*

Complete facilities for production of film commercials, 16/35mm color and black and white; 35mm magnetic and optical sound recording.

Branch Office:

1904 Preuss Rd., Los Angeles 34, Calif.; F. M. Joyce, *west coast rep.*

Modern Broadcast Sound Co., Inc.

750 Barnum Ave., Stratford, Conn.; Drexel 8-8518; Kenneth Cooper, *pres.*; Gerald J. Golden, *vp & gen. mgr.*; John Metts, *prod.* Complete producers of animation, motion picture films and slide films in color and black and white; tv commercials; original music jingles and productions.

Monarch Productions Corp.

729 Seventh Ave., N. Y. 19; Circle 5-3775; Norman Berman, *exec. prod. & dir.* Producer of filmed tv series; film commercials; tv film syndication; distributor of film series.

Moran Film Co.

Box 627, Phoenix; Alpine 8-1427; George A. Moran, *pres.*

Tv commercials in color and black & white.

Branch Office:

General Service Studios, 1040 Las Palmas, Hollywood, Calif.; Hollywood 7-0380; George A. Moran, *pres.*

Morgan-Swain, Inc. Florida Film Studios

1938 Laurel St., Sarasota, Fla.; Ri 7-2141; Duncan J. Morgan, *pres.*; Hack Swain, *vp & prod. sup.*

Producers of motion pictures and slide and stripfilms for public relations, sales promotion, television, industrial and educational use. Complete production including script writing, storyboards, photography, editorial services and recording facilities.

Dwight Morris Productions

1611 S. Boston, Tulsa 19; Di 3-6424; Dwight Morris, *exec. producer*; Wesley Morris, *lab. mgr.*

Commercial, syndicated spots and industrial films.

Motion Picture Advertising Service Co.

1032 Carondelet St., New Orleans; Jackson 5-2253; C. J. Mabry, *pres.*; R. P. Karrigan, *vp sls*; Jack Sledge, *vp prod.* Film commercial production for tv and theatres.

Motion Pictures for Industry

2543 Kelton Ave., Los Angeles 64; Br 0-4757; Harry O. Hoyt, *pres.*; Kenneth Hodges, *exec. prod.*; Frank Rathbun, *sls. mgr.*; Merrill Cantrell, *treas.*

Create & produce film tv, industrial and dramatic shows.

Want facts to prove

TELEVISION BRINGS CUSTOMERS?



Then what you need is a set of the TELEVISION AGE Product Group Success Stories. Nearly every type of advertiser is included in this series of authentic case histories of television advertisers. Each product group includes from a dozen to 75 detailed descriptions of the television campaigns and the successful results obtained by advertisers in that category. Product group stories available in reprint form are listed on the order blank below.

Reader's Service

Television Age 444 Madison Avenue, New York 22, N. Y.

Please send me reprints (25c each, 20c in lots totalling 10 or more) of the Product Group Success Stories checked:

No.	Number of copies	No.	Number of copies
33. Auto Dealers	_____	45. Home Building & Real Estate	_____
44. Bakeries	_____	21. Insurance Companies	_____
42. Banks & Savings Institutions	_____	8. Jewelry Stores & Manufacturers	_____
26. Beer & Ale	_____	23. Men's Clothing Stores	_____
36. Candy & Confectionery Stores	_____	29. Moving & Storage	_____
22. Coffee Distributors	_____	38. Newspapers & Magazines	_____
31. Cosmetics & Beauty Preparation	_____	9. Nurseries, Seed & Feed	_____
24. Cough & Cold Remedies	_____	35. Pet Food & Pet Shops	_____
41. Dairies & Dairy Products	_____	40. Pre-Job Housing	_____
27. Dept. Stores (Ed. of a Giant)	_____	28. Restaurants & Cafeterias	_____
14. Drugs & Remedies	_____	16. Shoe Stores & Manufacturers	_____
43. Drug Stores	_____	11. Soft Drink Distributors	_____
4. Dry Cleaners & Laundries	_____	13. Sporting Goods & Toys	_____
18. Electric Power Companies	_____	20. Telephone Companies	_____
25. Electrical Appliances	_____	30. Television & Radio Receivers	_____
17. Farm Implements & Machinery	_____	39. Theatres	_____
46. Furniture & Home Furnishings	_____	37. Tires & Auto Accessories	_____
19. Gas Companies	_____	12. Travel, Hotels & Resorts	_____
47. Gasoline & Oil	_____	32. Weight Control	_____
5. Groceries & Supermarkets	_____	34. Women's Specialty Shops	_____
10. Hardware & Building Supplies	_____		

Name _____ Position _____

Company _____

Address _____

City _____ Zone _____ State _____

I enclose payment

Bill me

Please enter my subscription for TELEVISION AGE for one year at \$7. As a premium I will receive a copy of the Source Book of Success Stories which includes the second 15 of the above Product Groups.

TOP COMMERCIALS OF THE MONTH

CLIENT: American Tele. & Tele. Co.
AGENCY: N. W. Ayer & Son, Inc.



MPO **DIRECTOR:** Charles Wasserman
CAMERAMAN: Gerald Hirschfeld

CLIENT: Lanol White
AGENCY: Mogul, Williams & Saylor, Inc.



MPO **DIRECTOR:** Joseph Kohn
CAMERAMAN: Al Mozell

CLIENT: Maidenform
AGENCY: Norman, Craig & Kummel, Inc.



MPO **DIRECTOR:** Victor Solow
CAMERAMAN: Al Mozell

CLIENT: Hi-C
AGENCY: Dancer-Fitzgerald-Sample, Inc.



MPO **DIRECTOR:** Joseph Kohn
CAMERAMAN: Gerald Hirschfeld

CLIENT: Buick
AGENCY: McCann-Erickson, Inc.



MPO **DIRECTOR:** Mickey Schwarz
CAMERAMAN: Gerald Hirschfeld

CLIENT: Schweppes, Ltd.
AGENCY: Ogilvy, Benson & Mather, Inc.



MPO **DIRECTOR:** Marvin Rothenberg
CAMERAMAN: Tony Brooke

Moulin Studios

181 Second St., San Francisco 5; Yukon 6-4224; Raymond M. Moulin, *pres.*
Tv film shows; film commercials; industrial shorts; religious films; animation, b&w and color; music effects.

Movietone News, Inc.

460 West 54th St., N. Y.; Columbus 5-7200; W. C. Michel, *pres.*; Edmund Reek, *vp & producer*; Frank Barry, *ass't. to producer*. Producer of newsreels, film commercials; stock footage library.

MPO Videotronics, Inc.

15 E. 53rd St., N. Y. 22; Murray Hill 8-7830; Judd L. Pollock, *pres.*; Marvin Rothenberg, *vp, producer-dir.*; Arnold Kaiser, *vp, sec.*; Gerald Hirschfeld, *vp, dir. of photography*; Gerald Kleppel, *vp, sup. editing services*.

Branch Office:

4024 Radford Ave., c/o Republic Studios, N. Hollywood, Calif.; Poplar 9-0326; Mel Dellar, *west coast prod.-dir.*

Owen Murphy Productions, Inc.

723 Seventh Ave., N. Y. 19; Plaza 7-8144; Owen Murphy, *pres.*; Paul Cohen, *vp & prod. mgr.*; Eric Lawrence, *editorial sup.* Commercials, syndicated spots and industrial films.

Music Makers, Inc.

45 W. 45th St., N. Y. 36; Circle 5-3737; Mitch Leigh, *pres. & creative dir.*; Herman Edel, *exec. vp.*; Bill Schwartz, *vp.* Create music for radio and tv commercials, jingles, scoring for industrial films, complete music merchandising packages.

Branch Office:

128 N. Doheny Dr., Los Angeles 48; Hollywood 4-7800; Mort Stein.

Musifex Co.

45 W. 45th St., N. Y. 36; Circle 6-4061; E. Robert Velazco, *pres.*

Television background music scoring, sound effects and musical sound effects. From libraries or original scores.

MVT Television, Inc.

40 E. 49th St., N. Y. 17; Plaza 3-9111; Theodore R. LeVan, *pres.*, Robert D. Craver, *exec. vp.*

Leasing of television equipment; complete mobile video tape facilities; color and/or monochrome; cameras.

Nassour Studios, Inc.

8460 W. Third St., Los Angeles 48; Oliver 3-0400; William & Edward Nassour.

Tv film shows; film commercials; industrial shorts; package tv film shows; syndicate tv film; import film.

NBC Telesales—East Coast

30 Rockefeller Plaza, N. Y.; Circle 7-8300 ex. 4008; Jerry Madden, *dir.*

Complete production facilities for taping commercials, color and B&W, and closed circuits.

NBC Telesales—West Coast

3000 W. Alameda, Burbank; Victoria 9-3911 ex. 2621; Dean Craig, *mgr.*

Complete production facilities for taping commercials, color and B&W, and closed circuits.



Videotronics, Inc.

in NEW YORK CITY
15 E. 53rd Street • MUrray Hill 8-7830

in HOLLYWOOD
4110 Radford Ave. • POplar 9-0326

National Film Studios, Inc.

105 Eleventh St., S.E., Washington 3, D. C.; Lincoln 6-8822; Harold A. Keata, *pres.*; Edward W. Alfriend IV, *vp.*; F. William Hart, *sec.-treas.*

Any type of motion picture production—from a 20 second tv spot to a full length theatrical feature.

National Programming Service

4614 Norton Lane, Columbus 13; Exeter 3775; Jerri Fredritz.

Commercials, syndicated spots and industrial films.

National Screen Service Corp., Television & Industrial Films Div.

1600 Broadway, N. Y. 19; Circle 6-5700; Herman Robbins, *pres.*; Wolf Oppenheimer, *chf. exec.*; Robert I. Gruen, *vp.*; William S. Kent, (*staff dir.*); William H. Weintraub Jr., *sls.*; Harry Semels, Jack Schertz, *prod.*; Tom Golden, Tee Collins, *animation*; Irving Weiner, *editor.*

Producers of commercials (live and animated), industrials, appeals. Studios: New York, Hollywood, London.

National Studios

42 W. 48th St., N. Y. 36; Judson 2-1926; H. A. Rosenberg, *pres.*; A. J. Rosenberg, *vp chg. prod.*; Lee J. Dresner, *vp chg. sls.*; Robert Stern, *plant prod. mgr.*; Pete Van Buren, *art dir.*

Slides and balops (telops); slide film commercials.

National Telefilm Assoc., Inc.

10 Columbus Circle, N. Y. 19; Judson 2-7300; 9570 Wilshire Blvd., Beverly Hills, Calif.; Ely A. Landau, *chmn. bd.*; Oliver A. Unger, *pres.*; David J. Melamed, *vp admin.*; Ted Cott, *vp station ops.*; Samuel P. Norton, *vp legal & bus. affairs.*; E. Jonny Graff, *vp & gen sls. mgr.*; Arnold Kaufman, *vp, N. Y. office.*; Berne Tabakin, *vp west coast.*; George K. Gould, *vp tv facilities.*; Leonard Gruenberg, *vp.*; Alan May, *vp & treas.*; H. I. Bucher, *sec.*; Burton Lippman, *controller.*; Lawrence Peters, *asst. sec.*

Television programs and features for national, regional and local sponsorship.

Branch Offices:

612 N. Michigan Ave., Chicago 11; Marvin Lowe, *exec. in chg.* Statler Office Bldg., Boston; Nicholas Russo, *exec. in chg.* 2605 Sterick Bldg., Memphis; Charles Britt, *exec. in chg.*, 1035 Rand Tower, 527 Marquette Ave., Minneapolis; Gerald Corwin, *exec. in chg.*

1408 Fidelity Union Life Bldg., Dallas; Roy George, *exec. in chg.* 5525 Upper Lachine Rd., Montreal, Quebec; N. Vaillancourt, *exec. in chg.*

175 Bloor St., E. Toronto, Ontario; David Griesdorf, *exec. in chg.*

109 Jermyn St., London, England; Vernon Burns, *vp in chg.*

43-51 Brisbane St., Sydney, Australia, 20th Century-Fox-Television Service.

Tsukiji Kaikan 4-4, Tsukiji, Chuo-ku, Tokyo, Japan; Akira Shimizu, *exec. in chg.*

Rue Mexico 51, Rio de Janeiro, Brazil; Peter Schwabe, *exec. in chg.*

222 Espana Extension, Quezon City, Philippine Islands; Felipe Ysmael Jr., *exec. in chg.*

National Video Tape Productions, Inc.

(Div. of Sports Network, Inc.)

36 W. 44th St., N. Y. 36; Murray Hill 2-0117; Richard E. Bailey, *pres.*; Roylance H. Sharp, *vp.*; Jack D. Bozarth, *vp sls.*; Anthony M. Hennig, *vp video tape and closed circuits.*; Charles A. Voso, *vp engineering.*; Thomas J. Schilling, *sec.-treas.*

Television video tape commercials, entire programs. Services supplied nationally.

National Videotape Service, Inc.

915 N. La Brea, Hollywood 38, Calif.; OL 4-0610; Hal Marienthal, *pres.*

Creation, writing and production of national and local commercials and shows. Dubbing and editing facilities. Tape to film transfers. Complete services from storyboard through release material.

Stanley Neal Productions, Inc.

138 E. 36th St., N. Y.; Murray Hill 3-6396; Donald J. Lane, *pres.*

Commercials, syndicated spots and industrial films.

Branch Offices:

869 N. Dearborn, Chicago; Whitehall 3-3470; John Newell.

1277 N. Clark St., Hollywood, Calif.; Crestview 6-8865; Soby Martin.

Ted Nemeth Studios

729 Seventh Ave., N. Y. 19; Circle 5-5147; Ted Nemeth.

Commercials and syndicated spots.

Wm. L. Nemeth Studios

45 W. 45th St., N. Y. 36; Circle 7-1676; Wm. L. Nemeth, *o.*

Optical printing—special effects. Animation, slide film and title photography. Animation and title artwork.

Newman-Schmidt Studios

713 Penn Ave., Pittsburgh 22; Gr 1-5414; H. W. Schmidt, *o.*

Producer of industrials and commercials.

Fred A. Niles Productions, Inc.

1058 W. Washington Blvd., Chicago 7; Seeley 8-4181; Fred A. Niles, *pres.*; Ruth L. Ratny, *vp, creative dir.*; William E. Harder, *vp, prod.*; Edward E. Katz, *vp, finance.*; Fred B. Foster, *vp, sls. mgr.*; Ed-

DON'T
KNOCK
YOURSELF
OUT...



WE'VE
GOT
THE
RIGHT
TEAM.

NATIONAL SCREEN SERVICE
TELEVISION DIVISION

1600 Broadway

New York 19, New York

musifex co

45 w. 45 st. n.y.c.

background music
musical commercials
sound effects

ci-6-4061-2

Memo

From: ART DIRECTOR

*Check this
studio for
smart
animation*



ward W. Rinker, *vp, sls.*; Harry Lange, *exec. producer*; Harry Holt, *art dir., anima.*; Norman Lasko, *art dir., mechan.* Tv commercials, live and animated; industry film programs including sales and product training, consumer education, public relations, corporate image; closed-circuit tv; videotape; convention shows, live and film; public relations films for tv and non-theatrical distribution; slidefilms: syndicated tv commercials.

Branch Office:
5539 Sunset Blvd., Hollywood 28, Calif.; Hollywood 3-8154; Lionel Grover, *vp.*

NTA Teletudios, Inc.
1481 Broadway, N. Y. 36; Lo 3-1122; George K. Gould, *pres.*; Al Markim, *vp dir. ops.*; King Horton, *sls. mgr.* Living tape commercials and shows.

On Film, Inc.
33 Witherspoon St., Princeton, N. J.; Walnut 1-7800; F. E. Johnston Jr., *treas.*; Robert Bell, *pres.* Commercials, industrial films and syndicated spots.

Branch Offices:
315 E. 55th St., N. Y.; Plaza 9-0920; Morton Schaps; Allan Riley.

Sam Orleans Inc.
211 W. Cumberland Ave., Knoxville; 3-8098; Sam Orleans, *pres.* Film spot commercials; industrial & educational films.

Branch Offices:
550 Fifth Ave., N. Y.; Enright 9-2002. Cutting room: Pathe Bldg., 105 E. 106th St., N. Y.; Enright 9-2002.

John Ott Pictures, Inc.
Box 158, Lake Bluff, Ill.; Cedar 4-3026; John Ott, *pres.* Producer of commercials and industrial films; time-lapse photography.

Del Owen Productions
333 N. Michigan Ave., Chicago 1; Franklin 2-4811; Del Owen, *pres.* Filmed commercials — complete service origination—production—jingles.

Harry Owens Television Productions
6710 Melrose Ave., Hollywood 38, Calif.; Webster 9-1491; Homer O'Donnell, *vp.* Tv film shows; tv film commercials; industrial shorts.

Packaged Programs, Inc.
634 Penn Ave., Pittsburgh 22; Grant 1-4756; M. E. Fierst, *gen. mgr.* Tv commercials, industrial films and news in 16mm & 35mm.

Pantomime Pictures
8961 Sunset Blvd., Hollywood 46, Calif.; Crestview 4-1008; Fred Crippen, *pres.*; John Marshall, *vp.*; Dick Reed, *mgr.* Animated tv commercials; animated tv entertainment films; live action tv commercials; film titles.

Paragon Pictures, Inc.
2540 Eastwood Ave., Evanston, Ill.; Un 9-1500 & Broadway 3-3711; Robert Laughlin, *pres.* Commercials, syndicated spots and industrial films.

Paramount Television Productions, Inc.
1501 Broadway, N. Y. 36; Bryant 9-8700; Paul Raibourn, *pres.* Tv live and film shows: live and film commercials; industrial shorts; animation, b&w and color; export film; rent studios & facilities.

Branch Office:
5800 Sunset Blvd., Hollywood, Calif.; Hollywood 9-6363; James Schulke, *vp.*

Lindsay Parsons Productions, Inc.
3459 Cahuenga Blvd., Hollywood 28, Calif.; Hollywood 9-3641; Lindsay Parsons, *pres.*

Ray Patin Productions
6650 Sunset Blvd., Los Angeles 28; Ho 2-1147; Ray Patin, *pres.*; Gus Jekel, *vp.*; Kay Himes, *sec. treas.* Complete studio for animated or live action productions.

Peachtree Production Assoc., Inc.
Suite 217—710 Peachtree St., N.E.; Atlanta 8; Trinity 4-1038; Otho E. Thomas, *pres.*; Philip W. Taylor, *sec. treas., exec. producer*; Norman L. Whitman, *operations mgr.*; Betty L. Merritt, *studio & prom. mgr.* Producers of live, filmed and videotaped television programs and commercials.



Pelican Films, Inc.

292 Madison Ave., N. Y. 17; Oregon 9-0670; Thomas J. Dunford, *pres.*; Arthur J. Zander, *vp.*; Eli Feldman, *vp. sls.*; Chris K. Ishii, *vp.*

Production of animated and live action tv commercials, public relations and sales promotion films.

Tony Petri Studios

87 Weybosset St., Providence; Gaspee 1-9242; Tony Petri, *pres.*; Ernest K. Strauss, *prod. mgr.*

B&w, color, live & narration sound, sound stage.

PGL Productions

6 E. 46th St., N. Y.; Yukon 6-4530; Richard Lerner, *chg. sls.*

Motion pictures for industry and tv.

Photo-Art Commercial Studios

420 S. W. Washington St., Portland 4, Ore.; Ca 7-5411; Claude F. Palmer, *pres.*; S. W. Vernon, *vp.*; Lewis Cook, *techncl. dir.*; David Baird, *chf. cameraman.*

Complete facilities for commercial production: sound stage, single and double system, animation, 16 x 35mm cameras, tv slides, all still services.

Photo Arts Productions, Inc.

2330 Market St., Philadelphia 3; Lo 3-3696.

Commercials, syndicated spots and industrial films.

Pictafilm, Inc.

14 W. 45th St., N. Y. 36; Murray Hill 2-0773; Sherman Gregory, *pres.*; Colin Y. Smith, *producer.*

Tv commercials; film, slides in color and black & white.

Pilot Productions, Inc.

1819-23 Ridge Ave., Evanston, Ill.; Broadway 3-4141; C. Robert Isely, *pres.*; Robert I. Dedrick, *vp-prod.*; C. Don Sheldon, *treas.*; Arthur Boroughf, *sec. & gen. counsel*; Connie A. Andersen, *asst. sec.*

Commercials, slides, sound slidefilms and industrials.

Pintoff Productions, Inc.

64 E. 55th St., N. Y. 22; Eldorado 5-1431; Ernest Pintoff, *pres.*; Jose di Donato, *vp client serv.*; Arnold Stone, *vp prod.*; Robert Heath, *special effects.*

Animated and live-action tv commercials, industrials and theatrical films.

Pix Enterprises

12148 Hillslope St., Studio City, Calif.;

DON'T PAY RESIDUALS

SKILLED TALENTED PERFORMERS FOR TELEVISION COMMERCIALS & SHOWS

ALL-TAME ANIMALS

550 FIFTH AVENUE, N. Y.
Circle 7-2550



pelican
FILMS INC.

292 MADISON AVENUE • NEW YORK 17, N. Y.

ORegon 9-0670

Poplar 2-9173; George Grenville, *prod. sup.*
 Tv film commercials, industrial and documentary films, b&w and color, 16 and 35mm sound or silent.

Playhouse Pictures

1401 N. LaBrea Ave., Hollywood 28, Calif.; Hollywood 5-2193; Adrian Woolery, *pres.*; Bill Melendez, *sup. dir.*; Al Halderson, *bus. mgr.*; George Woolery, *pub. rel. dir.*
 Animation specialists in tv commercials, business and entertainment films. Complete studio personnel and facilities for the production of animated films from creative story through camera.

Jules Power Productions, Inc.
 228 N. LaSalle St., Chicago 1; Andover 3-1422; H. Rothbart, *office mgr.*
 Tv live programs; live commercials; package tv live shows; film commercials.
Branch Office:
 9 E. 75th St., N. Y. 21; Lehigh 5-8580; Jules Power, *pres.*

Premier Film and Recording Corp.
 3033 Locust St., St. Louis 3; Jefferson 1-3555; Theodore P. Desloge, *pres. & exec. producer*; Wilson Dalzell, *vp & gen. mgr.*; Roger Leonhardt, *prod. mgr.*; Patrick Murphy, *dir. sls. & adv.*
 Complete production facilities for motion pictures, tv commercials, live shows & sound recording. Creative staff, sound stages, recording studios, editing and a record pressing plant.



PLAYHOUSE PICTURES
 Hollywood
 THE FINEST
 IN ANIMATED
 FILM.
 1401 North La Brea Avenue
 Hollywood 28, California
 Telephone: HOLLYWOOD 5-2193

Princeton Television Center, Inc.
 252 Nassau St., Princeton, N. J.; Princeton 1-3550, Ann Hogarty.
 Commercials and syndicated spots.
Branch Office:
 1456 N. Bronson Ave., Hollywood 28, Calif.; Hollywood 2-6282; Gordon Knox.

Producing Artists Inc.

45 W. 45th St., N. Y. 36; Plaza 7-9388; Martin L. Low, *pres.*; Robert McCahon, *vp, exec. producer.*
 Producers of film for tv commercials and industrials.

Productions for Television, Inc.
 625 Madison Ave., N. Y. 22; Templeton 8-7100; Jeanne Harrison, *exec. producer tv & radio*; James Lichtman, *producer-dir.*; Arnold Walton, *prod. asst.*; Morris Cohen, *commercial sup.*
 Producer of commercials.

Project-O-Fox, Inc.
 535 Fifth Ave., N. Y. 17; Murray Hill 7-1881; Paul F. Adler, *pres.*
 Animation for tv spots and industrial equipment; 16 & 35mm. Rear screen projection (job can be seen complete before filming). Specialize in videotape animations and live tv.

Punch Films Inc.

155 Fifth Ave., N. Y. 10; Algonquin 4-2450; Louis Bunin, *pres.*; Florence Bunin, *vp, treas.*
 Entertainment and commercial films using the stop-action animation film techniques.

Q.E.D. Productions, Inc.

45 W. 45th St., N. Y. 36; Judson 2-4291; Robert Baron; John McManus.
 Commercials; industrials; sales and tourist promotion films.

Q Q Motion Picture & Tv Titles


247 W. 46th St., N. Y. 36; Circle 7-2126; Irving Sheib, *pres.*; Joseph Pirolo, *tv & art dir.*; Jules Eisenberg, *prod. mgr.*
 Titles, flip cards, slides, telops, visuals, complete art and photographic dept.

Quartet Films, Inc.

5631 Hollywood Blvd., Los Angeles 28; Hollywood 4-9225; Art Babbitt, *pres.*; Arnold Gillespie, *vp, treas.*; Stan Walsh, *vp, sec.*; Leslie A. Goldman, *vp chg. prod.*
 Complete production services, story, design, direction, animation, recording, live action, editing, etc., for motion picture cartoons and live action for tv commercials and films for public information and industry.

Que Recording

6233 Hollywood Blvd., Hollywood 28; HO 4-8351.
 Sound facilities, 16 and 35mm transfers.



MOTION PICTURE TITLES
 For 45 years the film and TV producers' answer to every titling, graphic and film need
 1915-1960 247 WEST 46 STREET
 N. Y. 36, N. Y. • CI 7-2126-7

Radio Features of America
 37 W. 46th St., N. Y. 36; Judson 2-5130; Oliver W. Nicoll, *exec. dir.*
 Film spot commercials; live shows.

Radio Television Arts

3819 Wilshire Blvd., Los Angeles 5; Dunkirk 8-1323; Doria Balli, *o.*
 Tv live programs; tv film shows; live and film commercials; industrial shorts; animation, b&w; package tv live shows; package tv film shows.

Rainbow Pictures, Inc.

1540 Levante Ave., Coral Gables 46, Fla.; Mohawk 5-3524; Walter Resce, *pres.*; Ruth B. Resce, *sec.-treas.*; Oscar Barber, *prod. mgr.*
 Studio facilities; industrials; features; commercials.

Rarig Film Productions (A division of Rarig Motion Picture Co.)

5510 University Way, Seattle 5; Lakeview 2-0707; Max H. Rarig, *pres.*; Edith A. Rarig, *vp-treas.*; Mrs. Carolyn Dickson, *sec.*; James H. Lawless, *prod. dir.*; Joe F. Nelson, *photography dir.*; Grace Umbarger, *art dir.*
 Complete 16 and 35mm b&w and color photography; Westrex sound recording and sound stage; editing facilities; television commercials; complete filmed productions and programs.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 16; Midway 9-1393; Reid H. Ray, *pres.*; R. V. Jeffrey, *gen. sls. mgr.*; Alice M. Griswold, *sec.*
 Tv film shows; film commercials; educational and industrial shorts; animation, b&w and color.

Branch Offices:

208 S. LaSalle St., Chicago 4; Fi 6-0897; Clyde Krebs, *vp.*
 438 Washington Bldg., Washington 5, D. C.; District 7-8729; Frank Haulicek, *eastern sls. mgr.*
 1627 Main St., Kansas City, Mo.; Harrison 1-6122; T. R. Cauger, *mgr.*

Redlin Productions, Inc.

19116 Lanark, Reseda, Calif.; Dickens 2-8925.
 Tv film shows; film commercials; educational and industrial shorts; animation, b&w and color.

Roland Reed Productions, Inc.

650 N. Bronson, Hollywood 4, Calif.; Ho 9-1628; Roland D. Reed; Arthur Pierson, *vp chg. prod.*
 Creation of ideas, storyboards, photographic production, animation, full post-production and delivery service, also prints.

Reeves Sound Studios

304 E. 44th St., N. Y. 17; Oregon 9-3550.
 Complete transcription and film recording facilities.

Carlton Reiter Assoc. Inc.

165 W. 46th Street, N. Y. 36; Circle 7-3750.
 Slide motion; alide films; animated theatricals; technical animation, animated art service.

Rembrandt Films, Inc.

15 E. 48th St., N. Y. 19; Plaza 8-1024; William L. Snyder, *pres.-o*; Joseph C. Bowman Jr., *special rep.*
 Stop-motion puppets commercials and features.

Republic Television Features

64 E. Lake St., Chicago 1; State 2-0460; Capico Kapps, *pres.*; Joseph Kapps, *vp chg. s.s.*; Albert Kapps, *prod.*; D. Daily, *sc.*

Commercials and syndicated spots.

Robert Yarnall Richie Productions, Inc.

666 Fifth Ave., N. Y. 19; Circle 6-0191; Robert Richie, *pres.*

Industrials, tv commercials.

Walter A. Rivers & Associates

125 Hyde St., San Francisco; Or 3-9162; Walter A. Rivers, *o.*

Industrial motion-picture productions, tv commercials.

Riviera Productions

6610 Selma Ave., Hollywood 28, Calif.; Hollywood 2-8585; F. W. Zens, *exec. producer*; A. W. Stephenson, *associate producer*; Leif Rise, *associate producer.*

Complete facilities for production of commercials for television, as well as industrial, business and commercial color motion pictures.

Branch Offices:

566 Birch, Cleveland 32; Redwood 1-6076; Pat Rancati, *eastern rep.*
 340 Westmoor Blvd., Brookfield, Wis.; Sunset 2-8815; Robert Zens, *midwest rep.*

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.; Ho 4-3183.

Tv commercials, syndicated spots and industrial films.

FULL SOUND FACILITIES
 RADIO SPOT RECORDING
 16 AND 35 mm TRANSFERS

QUE

RECORDING CO.

HO 4-8351

6233 Hollywood Blvd.

Hollywood 28

Richard H. Roffman Associates

675 West End Ave., N. Y. 25; Riverside 9-3647; Sophie Speiser, *chmn.*; Richard H. Roffman, *pres.*; Maurice Roffman, *vp*; Malvina Cohn, *vp.*

Tv film commercials.

Roy Rogers Enterprises

357 N. Canon Dr., Beverly Hills; Crestview 4-6841; Roy Rogers, *pres.*; Larry Kent, *vp.*

Tv film shows; film commercials; educational and industrial shorts; syndicate sound-effects library.

Rolab Studios

Sandy Hook, Conn.; Garden 6-2466; Henry Roger.

Commercials and syndicated spots. Services to producers. Consultants to highly technical camera work.

Roquemore Films

44 Mt. Vernon Blvd., Hamburg, N. Y.; Frontier 3876; Everett E. Roquemore, *dir.* Live commercials; tv film commercials; educational and industrial shorts; newsreels; music and sound-effects library; tape recorders.

Ross-Gaffney, Inc.

45 W. 45th St., N. Y. 36; Judson 2-3744; Angelo Ross, *pres.*; James Gaffney, *vp.* Complete editorial and recording services.

Cy Roth Productions

1148 S. Shenandoah St., Los Angeles 35; Bradshaw 2-6884; Cy Roth, *pres.*

Tv film shows; tv film commercials; soundies; educational and industrial shorts; religious films; animation, b&w and color.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood, Calif.; Webster 6-2494; Danny Rouzer, *o.*

Filmed audition-tests for commercials; kinescopes; publicity newsreels, studio rental.

RTS Productions

2 W. 46th St., N. Y. 36; Plaza 7-9260; John Gart, *pres.*; Roger White, *sls. rep.*

Creation, writing and production of musical and singing commercials and tv background scoring.

Source Book of TV Success Stories Volume Two

Over 400 case histories from every size market, demonstrating tv's ability to sell!

Product Groups Include:

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- Beer and Ale
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- Restaurants and Cafeterias
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WESTINGHOUSE

CHASE & SANBORN

ROYAL CROWN

Jack Russell & Assoc.

203 N. Wabash Ave., Chicago 1; State 2-2818; Jack Russell, *pres.*
Talent reps; tv film reps; jingle writing and production.

Hal Rumel

49 W. Broadway, Salt Lake City.
Industrials and commercials.

Sarra, Inc.

200 E. 56th St., N. Y. 22; Murray Hill 8-0085; 16 E. Ontario St., Chicago 11; Whitehall 4-5151; Valentino Sarra, *pres.*; Morris D. Behrend, *exec. vp & gen. mgr.*; Rex Cox, *creative dir.*; John Henderson 3rd, *tv sls. mgr. (N. Y.)*; William Newton, *mgr. (Chicago)*; Marvin Bailey, *tv prod. mgr. (Chicago)*.

Sande & Greene, Inc.

Musical Creative & Production Consultants
8400 Sunset Blvd., Hollywood 46, Calif.; Oldfield 6-0300; 25 W. 54th St., N. Y.; Judson 6-2388; Robert Sande, *pres.*; Larry Greene, *exec. vp*; Pat Carson, *asst. sec.*
Radio and tv shows and commercials; musical ID's.

Saturn Films, Inc.

1148 S. Shenandoah St., Los Angeles 35; Bradshaw 2-6884; Cy Roth, *pres. & producer.*
All film commercials, but no animation services.

Sel Animation, Inc.

75 W. 45th St., N. Y. 36; Circle 5-6781; Lou Marcus, *pres.*; Ed Feldman, *vp*; Stan Beck, *treas.*

Animated tv commercials; complete are, titles, promotional, industrials, camera service, film strips, telops, slides, flips, special tv service.

Albert Semels Studio Inc.

165 W. 46th St., N. Y. 36; Circle 5-6806; Albert Semels, *pres.*; Milton R. Roth, *vp & prod. mgr.*

Animation photography, filmograph, slide film, special photographic effects and art service.

Jack Shافتon's Puppet Masters

2368 Stanley Hills Drive., Hollywood 46, Calif.; Oldfield 4-2350; Jack Shافتon, *o.*

Tv live programs; tv film shows; live and film commercials; educational and industrial shorts; special effects; sound design; animation via puppets.

Shamrock Studios

707 Nicolet Ave., Winter Park, Fla.; Robert St. Vincent Pollock, *vp.*

Sharpe-Lewis Productions

9336 W. Washington Blvd., Culver City, Calif.; Upton 0-2931; Don W. Sharpe, *pres.*

Tv film shows; tv commercials; package tv film shows.

Branch Office:

220 Madison Ave., N. Y.; Murray Hill 5-5683; Don Sharpe, *pres.*; Warren Lewis, *exec. vp.*

Al Simon Productions

General Service Studios, 1040 N. Las Palmas, Hollywood 38, Calif.; Ho 9-9011; Al Simon, *pres.*; John Nicolaides, *compt.*
Producer of programs and commercials.

Sixteen Screen Service Co.

6710 Melrose Ave., Hollywood 38, Calif.; Webster 9-1491; Homer O'Donnell, *o.*
Tv film shows; tv film commercials; educational and industrial shorts; animation, b&w and color; sound or laboratory facilities and services.

Sleeping Giant Films, Inc.

3019 Dixwell Ave., Hamden, Conn.; David K. Harris, *pres.*; Anthony Guorino Jr., *vp & treas.*

16mm and 35mm complete production service; animated spots.

Fletcher Smith Studios, Inc.

319 E. 44th St., N. Y. 17; Murray Hill 5-9010; Fletcher Smith, *pres.*; Arthur J. Davia, *vp.*; Peter Caldera, *sec.-treas.*

Industrial films; opticals; projection; tv commercials; sound recording; sound shooting stage; animation; editing.

Walter Harrison Smith Associates, Inc.

40 E. 40th St., N. Y. 16; Mu 3-5820;

NEW

EASTMAN DOUBLE-X Panchromatic Negative Film

HAVING

Amazingly **HIGH SPEED**

Exceptionally **FINE GRAIN**

NOW AVAILABLE FROM

W. J. GERMAN, INC.

AGENT FOR THE SALE AND DISTRIBUTION OF
EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Fort Lee

Chicago

Hollywood

Walter Harrison Smith, *pres.*
Producer-distributor of industrial and public-relations films; commercials.

Sound Masters, Inc.

165 W. 46th St., N. Y. 36; Plaza 7-6600;
Francis Carter Wood Jr., *pres. & treas.*;
W. French Githens, *chmn. of bd.*; John H.
Tobin, *vp.*; Chas. Adams, *vp.*; Marian L.
Price, *sec.*

Production of motion pictures for theatrical and industrial use; sales, public-relations and training films; tv subjects and spots; slidefilms, dubbing, recording and re-recording services.

Soundac Productions, Inc.

2133 N. W. 11th Ave., Miami 37, Fla.;
Franklin 4-2655; Robert D. Buchanan, *pres. & gen. mgr.*; Jack Schleh, *prod. mgr.*; Bob Biddlecom, *tech dir.*; Fran Noack, *art dir.*
Animated and live-action 16mm photography; complete sound recording facilities; produce film commercials, business films, and animated syndicated services and cartoon packages.

Southwest Film Laboratory, Inc.

3024 Ft. Worth Ave., Dallas 11; Whitehall 6-2184; Jack A. Hopper, *vp.*; Norman E. C. Naill, *prod. service mgr.*
Completely equipped 40'x70' sound stage, full line of 16mm production equipment, laboratory, sound, editing, art and animation facilities. Complete producer's service.

Spotlite News, Inc.

607 N. La Brea Ave., Los Angeles 36;
Webster 8-2191; Marcia J. Walker, *pres.*;
Joseph J. La Barbera, *vp.*; John C. Courtland, *prod. sup.*

Film and editorial facilities; tv commercials and tv newsreel productions.

Branch Office:

60 W. 46th St., N. Y. 36; Circle 5-0770;
Ben Greenberg, *vp.*

Stamco, Inc.

291 S. LaCienega Blvd., Beverly Hills;
J. Harry Ebbert, *pres.*
Producers of sales, training, advertising marketing, merchandising, counseling and organizational film and transcription programs; tv film commercials; filmed industrial, commercial and theatrical short subjects; sound-slide films and records.

Stanley-Marshall Tv Productions

1454 Peerless Place, Los Angeles 35; Cr 4-5279; John Jay Franklin, *producer.*

Produce tv commercials.

Branch Office:

Foreign Rep. Cavalcade Pictures, Santa Monica Blvd., Los Angeles; OI 4-4144.

Stars, Inc.

123 N. Poplar St., Charlotte, N. C.; Ed 3-6151; T. D. Kemp Jr., *pres.*
Tv live and film shows; live and film commercials; package tv live shows.

Stock Shots to Order, Inc.

550 Fifth Ave., N. Y. 36; Circle 6-0690;
R. A. Pheelan, *pres.*; Helen C. Miller, *vp.*;
A. Lipsitz, *treas.*; Morton Greene, *sec.*;
Anthony Brook, *gen. mgr.*; K. Blake, *chf. librarian.*

Stock film library, 16 & 35 mm, b&w/color; produce special film material to order for tv programs and commercials; i.e. rear projection plates, inserts, backgrounds.

Stockdale & Co.

200 E. First St., Salt Lake City 11; Elgin 5-5511; C. L. Stockdale, *pres. & o.*
Tv commercial films, industrials, 16mm and 35mm.

Fredric Stoessel, Inc.

119 W. 57th St., N. Y.; Judson 2-6979;
Fredric Stoessel, *pres.*
Ready-made animated commercials.

Storyboard, Inc.

160 Riverside Dr., N. Y. 24; Tr 3-7207;
John Hubley, *pres.*
Animation and live-film production.

John G. Stratford Film Corp.

7 Central Park W., Rm. 233, N. Y. 23;
Judson 6-7390; John G. Stratford, *pres.*
Tv film commercials; educational and industrial shorts; animation, b&w; package tv film shows; import film; film library.

Jack Strausberg Productions

920 N. Michigan Ave., Chicago 11; Whitehall 4-3941; Jack Strausberg, *pres.*
Commercials and syndicated spots.

Wilbur Streech Productions, Inc.

135 W. 52nd St., N. Y. 19; Judson 2-3816;
Wilbur J. Streech, *pres.*; Michael Kraft, *vp.-sls.*; S. J. Hazard, *assoc. producer.*

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... how much easier it is to sell 'em when you tickle 'em first.

Want to see some real side-splitting commercials — packed with ideas and *sell*?

ASK MIKE KRAFT TO SHOW YOU HIS SAMPLE REEL OF UNUSUAL TECHNIQUES IN LIVE ACTION



WILBUR STREECH PRODUCTIONS, INC.

135 W. 52nd ST. NYC LU 2-3816

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Live-action, stop-motion, animation for tv commercials and industrial films; storyboard creation and musical jingle production.

Studio City Television Productions, Inc.

4020 Carpenter St., N. Hollywood, Calif.; Poplar 3-8807; Morton W. Scott. Commercials and syndicated spots.

Sturgis-Grant Productions, Inc.

322 E. 44th St., N. Y. 17; Murray Hill 9-4994; Warren Sturgis, *pres.*; Benedict Magnes, *vp & gen. mgr.*; Sidney Milstein, *vp chg. prod.*; A. E. Snowden, *sec-treas.*; Richard A. Kent, *spec. asst. to pres.*; Anthony Delmar, *art dir.* Sound stage, 35mm and 16mm cameras, full art dept., animation camera, special-effects cameras, recording facilities, script-writing staff, storyboards.

Bill Sturm Studios, Inc.

49 W. 45th St., N. Y. 36; Judson 6-1650; William A. Sturm, *pres. & stop motion dir.*; Orestes Calpini, *sec. & creat. dir.*; Nicholas D. Newton, *vp sls.*; Don McCormick, *vp, dir. studio operations*; Don Hershey, *prod-dir. live action*; Kenneth Walker, *anima. dir.*; Jacques Dufour, *head designer.* Producers of live action, animation and stop motion films for tv and industry.

Sun Dial Films, Inc.

341 E. 43rd St., N. Y. 17; Murray Hill

**For better TV
commercials in either
live action or animation
use Telepix Corporation
in both Hollywood
and Chicago.**



1515 North Western Avenue
Hollywood 27, California
HOLLYWOOD 4-7391

6-2046-7; Samuel A. Datlowe, *pres.* Commercials, syndicated spots and industrial films.

John Sutherland Productions, Inc.

201 N. Occidental Blvd., Los Angeles 26; Dunkirk 8-5121; John Sutherland, *pres.*; Charles Bordwell, *vp.* Animation and live action.

Branch Office:

136 E. 55th St., N. Y. 22; Plaza 5-1875.

Suzari Marionettes

119 E. 17th St., N. Y. 3; Gramercy 3-6699; Dorothy Zaconick, *dir.* Tv live and film shows; live and film commercials; educational and industrial shorts; religious films; package tv live and film shows.

Branch Office:

830 Regent Dr., Westbury, L. I.; Edge-wood 4-1481; Ruth Waxman, *p.*

Robert Swanson Productions, Inc.

689 Fifth Ave., N. Y.; Murray Hill 8-4355; Robert Swanson, *pres.*; Rolf Johnson, *sls.* Creation of musical commercials for tv and radio in all phases.

Swanstrom Productions

7657 Melrose Ave., Hollywood 46, Calif.; We 5-8680; Carl Swanstrom, *o.* Producer of industrials and commercials.

Swift-Chaplin Productions, Inc.

1136 N. Highland Ave., Hollywood 38, Calif.; Charles Chaplin, *pres.*; Howard Swift, *exec. vp.*; Harry Hinkle, *sec-treas.*; Miles E. Pike, *vp.* Commercials and syndicated spots.

Teaching Aids Service, Inc.

Lowell Ave. & Cherry Lane, Floral Pk., L. I., N. Y.; Miss Gertrude Jacobs, *pres.* Tv film commercials, soundies; educational and industrial shorts; animation, b&w and color; tv scripts; export and import film; rent studios & facilities, sound or laboratory facilities & services.

Technical Animations, Inc.

19 South St., Port Washington, N. Y.; Po 7-3153; Stanley L. Schwartz, *pres.* Custom prepared Technimations for film animations.

Technisonic Studios, Inc.

1201 Brentwood Blvd., St. Louis 17; Park-view 7-1055; Charles E. Harrison, *pres.*; Edward H. Canter, *vp.*; Lila H. Fritschle, *sec.*; Annette M. Harrison, *treas.* 16/35mm commercial film-sound studios.

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.; Ta 3-1418; Byron L. Friend, *pres.* Tv commercials, tv programs, color and b&w, studio or location.

Telefilm, Inc.

6039 Hollywood Blvd., Hollywood 28, Calif.; Hollywood 9-7205; J. A. Thomas, *pres.* Tv film commercials; industrial motion pictures; animation, special effects, titles, slides, b&w and color duplicating; sound recording; music library; sound effects li-

brary; rental stage; process film; complete 16mm motion picture technical services.

Telemat

433 S. Fairfax Ave., Los Angeles 36; Webster 3-5731; Alan Wise and Sidney V. Freeman, *p's.*

Library service of animated cartoon commercials which may be adapted by stations for local accounts. Also, custom film commercials both live and animated.

Telemated Motion Pictures

415 Lexington Ave., N. Y. 17; Yukon 6-3655; S. S. Taffet, *prod-dir.* Production of tv commercials, industrial & training films, filmographs. Animation and live action.

Telepix Corp.

1515 N. Western Ave., Hollywood 27, Calif.; Hollywood 4-7391; Robert P. Newman, *pres.*; Pat Shields, *prod. mgr.*

Tv film shows; live and film commercials; education and industrial shorts; animation, b&w and color; music effects; tv talent; syndicate sound-effects library; rent studios & facilities; sound or laboratory facilities & services.

Branch Offices:

925 Harrison St., San Francisco; 6620 Diversey, Chicago 35; Tu 9-6636; Stanley F. Anderson; Jack A. Boston.

Foreign Office:

London, England.

Telescene Film Productions Co.

287 Tenth Ave., N. Y. 1; Chickering 4-0122; Robert D. Tobias, *o.* Tv producer and distributor of syndicated programs.

Television Broadcasting Service, Inc.

91 Central Park West, N. Y. 23; Trafalgar 7-2372; William R. Riddle, *pres.-o.* 16mm & 35mm sound films, color or b&w, open-end commercials for tv, animation, regular film commercials, slides, travelogs, industrial films, film rentals, package shows; resort, mining, oil films; feature film rentals, "live" tv productions, scripts, safety films; video tape productions, color and b&w, in studio, and on location, remote tv tape productions, commercials, and package shows.

Studio Office:

735 Bergan Blvd., Ridgefield, N. J.

Branch Offices:

39 Academy Rd., Caldwell, N. J.; Caldwell 6-4272; Irwin L. Werfel, *regional sls. mgr.* 1444 Bewick Ave., Detroit 14; Valley 2-0092; Rodney B. Hersey, *district sls. mgr.* 12 Maple St., Hensonsville, N. Y.; Windham 241 & 251; Jack Averill, *district sls. mgr.*

Television Commercials Inc.

Paramount-Sunset Studios, 1456 N. Bronson Ave., Hollywood 28, Calif.; Hollywood 2-6282; Harry W. Loud, *pres.*; Buzz Ellsworth, *exec. producer.* Tv commercials; industrial films; animation; videotape commercials and production; 5 sound stages; casting; technical

dept.; optical and special effects; art dept.; editorial dept.; mattes; inserts; animation; sound; music; location.

Television Graphics, Inc.

369 Lexington Ave., N. Y. 17; Murray Hill 6-5255; Bernard Rubin, Lee E. Blair, Michael Alexander, Ben Berenberg, Edmond Witalis, *dir's*; Theodore Pahl, *cameraman*; Don Towsley, *animation dir.*; Bob Franz, *dir. special effects*; Howard Linkoff, *rep.*

Live action; animation; special effects; stop motion, time lapse, combinations of live and animation.

Studios:

429 W. 54th St., N. Y.; 3 W. 61st St., N. Y.

Television Screen Productions, Inc.

17 E. 45th St., N. Y. 17; Murray Hill 2-8877; Charles J. Basch Jr., *pres.*; Frances Scott, *vp & sec.*; Clarence Schmidt, *treas.* Tv commercials, film programs, industrial & training films—black & white, or color; 35mm or 16mm; animation or live talent.

Termini Video Tape Services, Inc.

1440 Broadway, N. Y. 18; Pennsylvania 6-6323; Anthony Termini, *pres.* Full videotape facilities and mobile videotape unit for location programming anywhere in the United States.

Terrytoons, a division of CBS Films, Inc.

38 Centre Ave., New Rochelle, New York; New Rochelle 2-3466; William M. Weiss, *vp & gen. mgr.*; Frank Schudde, *prod. mgr.*

Production of animated theatrical shorts; television programs and commercials.

Sales Office:

545 Madison Ave., N. Y.; Plaza 1-2345; John J. Heffernan, *sls. mgr.*

Theodore Productions, Inc.

730 Fifth Ave., N. Y. 19; Judson 6-4312; Rex Marshall, *pres.*; George F. Foley, *vp*; Patricia L. Perkins, *sec.*

Commercials, syndicated spots and industrial films.

Titra Sound Corp.

1600 Broadway, N. Y. 19; Plaza 7-6681. Complete sound service and English and foreign language dubbing for the tv and motion picture industries.

Toddy Pictures Co.

148 Walton St., N.W., Atlanta 1; Murray 8-3117; Ted Toddy, *pres.*; James L. Roberts, *sls. mgr.*

Tv film shows; live commercials; industrial shorts; package tv film shows; sound or laboratory facilities & services.

Tomlin Film Productions, Inc.

480 Lexington Ave., N. Y. 17; Yukon 6-5090; Frederick A. Tomlin, *pres.*; Carl A. Tomlin, *vp & bus. mgr.* Producer of industrials and commercials.

Town & Country Network, Inc.

4000 Albemarle St., N.W., Washington, D. C.; Emerson 3-8110; Connie B. Gay, *chmn. bd. & pres.*

Country & western talent and production of film commercials.

Transfilm-Caravel Inc.

35 W. 45th St., N. Y. 36; Judson 2-1400; William Miesegoes, *pres.*; Michael A. Palma, *exec. vp*; David I. Pincus, *sr. vp*; LeRoy Wardwell, *sec. treas.*; James L. Wolcott, *vp, sls. coordination*; Calhoun C. McKean, *vp, motion picture prod.*; Joseph F. Kilmartin, *vp, bus. program services*; Andrew L. Gold, *vp, government services*; Jack Berch, William Burnham, Gordon Crowe, Pud Lane, *vp's & ae's*; Thelma L. Allen, Peter A. Griffith, *ae's & tv producers*; Chris Herfel, Mel London, Robert Melahn, *exec. producers*; Mauri H. Goldberg, James Rose, *producer-dir's*; John Ercole, *photography dir.*; Albert Boyars, *public relations dir.*

Tv commercials, industrial films, sound slidefilms, sales and business meetings, sales training programs, conventions, industrial shows, closed circuit tv and entertainment packages.

Studios:

20 West End Ave., N. Y. 23; Circle 7-6107.

Affiliate:

Transfilm-Wylde Animation
20 West End Ave., N. Y. 23; Circle 7-6107; Robert B. Bean, Fred Levinson, *exec. producers*; Joseph C. Bernstein, *producer-dir.*; Jack S. Semple, *prod. mgr.*; Ed Seeman, *animation dir.*; Marvin Friedman, *designer*; Hal Silvermintz, *art dir., tv*; Frank Furio, *art dir., industrial.*

Triangle Productions

5746 Sunset Blvd., Hollywood 28, Calif.; Hollywood 4-7119; LeRoy M. Smith, *pres.*; Robert G. Walker, *sec. treas.*

Tv Art, Inc.

7 N. 7th St., St. Louis 1; Central 1-4575; Daniel Bishop, *pres.*; William Hunn, *prod. mgr.*

Tv film shows; tv film commercials; animation, b&w; package tv film shows; tv talent; tv scripts.

Tv Cartoon Productions

222 Kearny St., San Francisco 8; Yukon 6-6075; Robert L. Hovorka, *pres.*; Robert J. Mills, *exec. producer*; Philip Roman, *prod. mgr.*; Don Albrecht, *sls. mgr.*

Animation specialists; industrial, public relations, entertainment, and educational films; television commercials; complete studio facilities for the production of animated films from story through camera.

Tv Dept. of National Transit Advertising

120 East 56th St., N. Y. 22; Plaza 1-5090; Charles M. Amory, *pres.*; Mary M. Dillon, *sec.*

Producer of commercials.

Tv & Motion Picture Productions

117 E. Main St., Richmond 19, Va.; Milton 3-4444; John C. Wood, *pres.*; Frank Kratochvil, *producer.*

Animation; laboratory (16mm) facilities and services; film spot commercials, industrial and educational films; newsreels and special events, slides and slide film com-

mercials; recording facilities, studio facilities for rent, complete editing services.

Tv Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.; Hollywood 5-5171; Shull Bonaill, *pres.*; Bob R. Ganon, *vp & gen. mgr.*; Samuel Nicholson, *vp & creat. dir.*; David Hoffman, *prod. mgr.*

Animated and live action television film commercials and industrial films; animated entertainment films for television.

T-V Visuals Inc.

20 N. Wacker Dr., Chicago 6; Central 6-8955; Alfred D. LeVine, *pres.*; Robert B. Eirinberg, *sec.*

Syndicated television commercials; live action; animation; color; 16mm & 35mm b&w.

William Tytla Productions Inc.

40 W. 57th St., N. Y.; Circle 6-8561; William Tytla, *pres.* Animated commercials.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.; Cleveland 2066; Richard H. Ullman, *pres.*; Richard B. Ullman, *vp*; Marvin A. Kemper, *exec. vp.*

Animation and live sequences.

Branch Office:

570 Fifth Ave., N. Y.; Circle 5-3111; Richard B. Ullman, *vp.*

Unifilms, Inc.

6 E. 46th St., N. Y. 17; Yukon 6-5720; Charles E. Gallagher, *pres.*

Tv commercials; tv program inserts; tv public service material; tv news and feature coverage; tv programs, industrial films.

United Film & Recording Studios

301 E. Erie St., Chicago 11; Superior 7-9114; William L. Klein, *pres. & exec. producer*; Jack Major, *dir. film commercial div.*; Larry Wellington, *creative musical dir.*; Marilyn L. Friedel, *nat. dir., pub. rels.*

Creators and producers of motion pictures for business & industry, spot announcements & musical jingles for radio and television, package shows for television.

Branch Offices:

17 E. 45th St., N. Y. 17; Oxford 7-0725; Herbert Rosen, *eastern rep.*
425—13th St., N. W., Washington 4, D. C.; Sterling 3-2951; Ken Buchanan, *Washington rep.*

United States Productions, Inc.

5 East 57th St., N. Y. 22; Plaza 1-1710; Francis C. Thayer, *pres.*; Thomas H. Wolf, *exec. vp and treas.*; Rene Braas, *sec.*; John L. Thayer, *asst. sec.*

Producers of industrials, commercials, medical and theatrical films and programs.

Animal Talent Scouts Inc.

COME MEET US
AND BE SURE OF THE
ANIMALS YOU USE

331 W. 18 St., N.Y.C., 11, CH 3-2700

BERT and HARRY

were born at...UPA



This famous commercial was developed by UPA's Creative Staff, distinguished by 17 Academy Award Nominations and 3 Oscars.

You probably know what these animated salesmen from UPA did for Piel's beer in the East.

UPA animation — alone, or with live action — increases the impact of your sales message.

Why not get to know the UPA representative in your area? Phone him today. See our up-to-date demonstration reel.

“Creators of Adult Animation”



NEW YORK	CHICAGO	BURBANK
Russ Raycroft 60 E. 56 St. Pl 8-1405	Bob Kemper 520 N. Michigan WH 4-0594	Verne Behnke & Henry Taylor 4440 Lakeside Dr. VI 9-3221

Branch Offices:

116 Washington Ave., Albany, N. Y.; Al 3-4827; Thomas G. Carroll.
1714 Hundy, Houston 19; Ja 2-6544; Barbara Attwell.

UPA Pictures

4440 Lakeside Dr., Burbank, Calif.; Thornwall 2-7171; Stephen Bosustow, *pres.* & *exec. prod.*; Herb Seeley, *vp & gen. mgr.*; Hal Elias, *vp & sec.*; Verne Behnke, *gen. sls. mgr.*

Animated and live action tv commercials; all types animated films for industry, sales promotion, tv entertainment and education.

Branch Offices:

60 E. 56th St., N. Y. 22; Plaza 8-1405; Russ Raycroft, *eastern sls. mgr.*
520 N. Michigan Ave., Chicago 1; Whitehall 4-0196; R. F. Kemper, *midwestern rep.*

Thomas J. Valentino Inc.

150 W. 46th St., N. Y. 36; Circle 6-4675; Thomas J. Valentino, *pres.*; Michael T. Valentino, *vp*; Elsie F. Valentino, *sec.*
Background music for video recording, television films, documentary films and slide films.

Van Praag Productions, Inc.

1600 Broadway, N. Y. 19; Plaza 7-2687; William Van Praag, *pres.*; Marc S. Asch, *exec. vp*; Ralph Porter, *dir. of prod.*; Hal Persons, *a. sup.*; Daniel Karoff, *prod. mgr.*; Oscar Canstein, *chf. editor*; Robert Van Praag, *distribution*; Anita M. Palumbo, *bus. mgr.*; Lois Gray, *acctg.*

16mm and 35mm, b&w and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation; slidefilms and distribution.

Branch Offices:

2301 Dime Bldg., Detroit 26; Woodward 2-4896; Frank R. Stephan, *vp*.
3143 Ponce de Leon Blvd., Coral Gables, Miami, Fla.; Highland 4-3191; Maurice Van Praag, *gen. mgr.*
6269 Selma, Hollywood, Calif.; Hollywood 2-2341; J. Vallair, *gen. mgr.*

Vavin, Inc.

236 E. 46th St., N. Y. 17; Murray Hill 2-4624; Richard de Rochemont, *pres., chmn. of bd.*; Gerald E. Weiler, *exec. vp*; Joseph Stultz, *vp*; Ruth Teksmo, *sec., ass't. treas.*

Create the RIGHT mood every time with the

MAJOR MOOD MUSIC LIBRARY

MAJOR offers you a full twenty hours of mood music for titles, bridges, backgrounds.

WRITE FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.

Established 1932
150 WEST 46th STREET
New York 36, New York—CI-6-4675

Production filmed tv commercials, industrial and public relations films domestically and abroad.

Branch Office:

72 Blvd. Raspail, Paris, VI, France; Littré 99-61; Mme. Yvonne Oberlin, *mgr.*

Versatile Television Productions, Inc.

324 Broadway, Cape Girardeau, Mo.; Edgewater 5-8816 TWX: Cape Girardeau 968; Robert O. Hirsch, *pres.*; Blaine Baker, *mgr.*

Live action and animated commercials, syndicated spots and industrial films.

Videart, Inc.

480 Lexington Ave., N. Y. 17; Murray Hill 2-2363-4; Joe Zuckerman, *pres.*
Animation specialists; optical photography; motion picture prodn. aids.

Video Crafts, Inc., (for tv) & Arthur Rankin Jr. Associates (for industry)

116 E. 30th St., N. Y. 16; Oregon 9-6030; Arthur Rankin Jr., *pres.*; Rene Mechin, *sls. mgr.*; Peter Turnquist, *contact*; Curt Iverson, *art dir.*

Animation, stop motion puppets, slidefilms; motion pictures; tv art.

Branch Offices:

1240 27th St., N. W., Washington, D. C.; Barbara Freygang.

13, 2-Chome Higashi Ginza, Chu-Ku, Tokyo, Japan, Kizo Nagashima. (Production of animated & stop motion puppet films in exclusive association with Japan Animation Producers Assn.)

Videotape Productions of New York, Inc.

205 W. 58th St., New York; Judson 2-3300; Howard S. Meighan, *pres.*; John B. Lanigan, *vp & gen. mgr.*; Charles Holden, *prod. mgr.*; Herbert W. Hobler, *sls. mgr.*; Donald R. Collins, *chief eng.*

Television Videotape commercials and productions.

Video-View

Div. of General Film Labs.

1546 N. Argyle, Hollywood 28, Calif.; Ho 3-4179; Ho 2-6171; Bradley Kemp, *mgr.*
Video tape to film transfers.

Vogue Film Productions, Inc.

Bowman Field, Louisville 5; Glendale 4-3689; Hal Vinson, *pres.*
Production of 16mm motion pictures; slidefilms and slides; tv commercials; airchecks.

Volcano Productions, Inc.

1040 N. Las Palmas, Los Angeles 38; Hollywood 7-3111; James Bank, *pres.*
Tv film shows; tv film commercials; educational and industrial shorts; package tv film shows.

VPI Productions

321 W. 44th St., N. Y. 36; Judson 2-8082; Edwin T. Kasper, *pres.*; George Tompkins,



CONGRATULATIONS!



General Film Laboratories congratulates Playhouse Pictures and Fred A. Niles Productions for winning 13 major awards at the recent American TV Commercials Festival in New York. We are proud to have been of service.



1546 Argyle, Hollywood 28, Calif. / HOLLYWOOD 2-6171 • central division / 106 W. 14th St., Kansas City 5, Mo. / GRand 1-0044

vp sls.; Dominic Juskevich, art dir.; Sheldon Satin, prod. mgr.; Matt McBride and Hal Weaver, sls. execs.

Tv film commercials; industrial films.

Branch Office:

360 N. Michigan Ave., Chicago 1.

Roger Wade Productions, Inc.

15 W. 46th St., N. Y. 36; Circle 5-3040; Roger Wade, pres.; Bill Buckley, dir.; Donald Lothrop, still and creative photography mgr.

Television commercials, animation and live action; complete art, animation, writing, editing services; oxberry stand.

Gene K. Walker Productions

465 California St., San Francisco 4; Yu 6-2891; Gene K. Walker, pres.; Claire McNamara, sec.-treas.; Roy Grandey, gen. mgr.

Producer of industrial and educational films and public relations films for television.

Warner Bros. Television

666 Fifth Ave., N. Y.; Circle 6-1000; Bernard Goodman, Filmways, Inc., N. Y. rep. Plaza 1-2500.

Tv commercials; industrial films; animation; 21 sound stages; 10 miles of streets and odr. sets; color and b&w film laboratory; casting; arts and crafts bldg.; technical dept.; optical and special effects; art property dept.; editorial dept.; mattes; inserts; animation; sound; music; location publicity stock library.

Studio:

4000 Warner Blvd. Burbank Calif.; Hollywood 9-1251; David H. DePatie, vp.

Washington Video Productions, Inc.

1637 Wisconsin Ave., N. W., Washington 6. D. C.; Adams 4-5737; George F. Johnston, pres.

Tv film shows; tv film commercials; educational and industrial shorts; religious films; animation, b&w and color; package tv film shows; import film; rent studios & facilities.

Louis Weiss & Co.

655 N. Fairfax Ave., Los Angeles 36; Olive 3-5350; Adrian Weiss.

Tv film shows; tv film commercials; soundies; educational and industrial shorts; religious films; package tv film shows; syndicate tv film; export and import film.



Hy Fuchs Lou Turchen

33 West 60th Street; New York 23

Circle 7-3577-8

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago; Superior 7-2755; Ross Wetzel, pres.

Tv film commercials; animations, b&w and color; slide film.

The Wightman Corp.

480 Lexington Ave., N. Y.; Yukon 6-9563; William Reilly, pres.; Paul deFur, vp; Diane Munhall, vp, sec.-treas.

Filming:

Commercials, industrials, programs. Consultation and creative services. Live action, animation, strip film.

Wilding Inc.

1345 Argyle St., Chicago 40; Longbeach 1-8410; C. H. Bradfield Jr., chmn. bd.; H. Williams Hanmer, pres.; J. A. Kellock, vp operins; Clint Hatcher, vp finance; J. A. Rheinstrom, vp sls.; Leon Kreger, vp creative services; Joe Morton, mgr. Wilding Tv; Cliff Weake, vp.

Branch Offices:

405 Park Ave., N. Y.; Plaza 9-0854; Hugh Gage, vp.

4925 Cadieux Rd., Detroit; Tuxedo 2-3740; Gordon Miller, vp.

1345 Argyle St., Chicago; Miss Mary Morava

1010 Euclid Ave., Cleveland; Tower 1-6440; Larry Young, vp.

109 Stevenson St., San Francisco; Douglas 2-7789; Dave Butler, vp.

832 N. Lillian Way, Hollywood, Calif.; Hollywood 9-5338; Ted Goetz, mgr.

East Akron Post Office Bldg., PO 9150, Akron; Stadium 4-5514; Bob Osmun, mgr.

617 Vine St., Cincinnati; Garfield 1-0477; R. L. McMillan, dist. mgr.

3 Gateway Center, Pittsburgh; Grant 1-6240; Karl Kuechenmeister, dist. mgr.

1821 University Ave., St. Paul; Midway 6-1055.

Willard Pictures, Inc.

45 W. 45th St., N. Y. 36; Judson 2-0430; John M. Squiers Jr., exec. producer; Samuel A. Scribner, prod. mgr.; Lester M. Strong, sls. mgr.; John Gibson, Washington rep.

Commercials, syndicated spots and industrial films.

Frank Willard Productions

1842 Briarwood Rd., N.E., Atlanta 6; Me 4-2433; Frank H. Willard Jr., o.; Karl A. Fries, sls. mgr.; Charlie Cannon, prod. mgr.; Daniel Grice, prod. coordinator.

Producers of television spot films and industrial films in 16mm and 35mm. Facilities include air conditioned sound stage with overhead lighting; three air conditioned editing rooms and animation room. 11-channel audio input sound system; three-channel selsyn interlocked dubbers and 16mm projector; Ampex 1/4-inch recorder. Music library.

Aubrey Williams Advertising, Inc.

923 Barracks St., New Orleans 16; Jackson 5-2188; Aubrey Williams, pres.

Tv live and film shows; live and film commercials; package tv live and film shows; tv scripts.

Williams & Hill Ltd.

4 Albert St., Toronto, Canada; Empire 2-1931; Richard H. Hill, vp; Heinz A. K. Drege, vp.

Tv film commercials; import film; slides.

Williams & Meyer Co.

Prudential Plaza, Chicago 1; Wabash 2-3800; William S. Meyer.

Slides and balops (telops); slide film commercials.

Winik Films Corp.

250 W. 57th St., N. Y. 19; Circle 6-7360. Lealie Winik, pres.; Richard Winik, vp; E. Rosen, sec.

Produce and distribute filmed tv series; produce industrial and documentary films.

Branch Offices:

611 N. Tillamook St., Portland, Oregon; Atlantic 4-4255; Merriman Holtz, sls. rep. west coast.

20 N. Wacker Drive, Chicago; Central 6-8955; Al Levine, sls. rep., midwest.

Raphael G. Wolff Studios, Inc.

1714 N. Wilton Pl., Hollywood 28, Calif.; Hollywood 7-6126.

Commercials, syndicated spots and industrial.

Wonderland Productions

7934 Santa Monica Blvd., Hollywood 46, Calif.; Oldfield 4-8342; M. L. Bryan, exec. producer.

Animated and live-action tv film commercials, color industrial and public-relations motion pictures, government films, short subjects, feature films, 35mm and 16mm.

Soundproof studio, complete equipment, permanent staff for all phases from script to screen. Staff pilots fly crews for location shooting anywhere in U. S.

Wondsel, Carlisle and Dunphy, Inc.

1600 Broadway, N. Y. 19; Circle 7-1600; Harold E. Wondsel, pres.; Robert Carlisle, vp chg. prod.; Tom Dunphy, vp & dir. tv;

Jack Lemmon, vp chg. sales; Walter Kullberg, sec.-treas.; John Affriol, prod. mgr.

Motion picture production in all phases; documentary, training, sls. promotion, public relations and tv commercials.

Carter Wright Enterprises

6533 Hollywood Blvd., Hollywood 28, Calif.; Hollywood 9-0944; Carter Wright, a.

Tv live and film shows; live and film commercials; music effects.

Wurtele Film Productions

P. O. Box 504, Orlando, Fla.; Ga. 2-9755; Harold S. Wurtele, o.

Tv film commercials; industrial shorts; sound facilities & services.

Ziv Television Programs, Inc.

7324 Santa Monica Blvd., Hollywood, Calif.; Oldfield 4-2800; Maurice Unger, vp westcoast operations.

Commercials and syndicated spots; network & syndicated film programs.

Seymour Zweibel Productions, Inc.

11 E. 44th St., N. Y. 17; Murray Hill 2-4450; Seymour Zweibel, pres.

Industrial & educational films (lease or loan); slides and balops (telops); slide film commercials.

GOOD PRODUCTION

... is a SYNCHRONIZED CREW

Wilding Brings The Commercial To Life

... with crews working harmoniously, pooling their skills and strength in an effort to make every production the best possible.

As you know, all crews are not the same . . . "out of sync" crews waste precious time and money — often delivering an inferior product.

But at Wilding, you can depend on a crew "in sync" with your requirements.

We believe it—

We live it—

We guarantee it.



Client needs — served by Wilding crews — dependable men combined as a unit to do this — effectively, quickly, and efficiently.



wilding tv

CHICAGO

DETROIT

HOLLYWOOD



LET US
HOLD
YOUR HAND
...WHILE WE
DO
YOUR SPOT



1037 north cole ave.

• los angeles 38, california

• hollywood 5-5171

Summer (Continued from page 29)

shows that Westinghouse reached 28.5 million homes, or 78.2 per cent of the total, and total commercial minutes delivered amounted to 834,855,000. Commercial minutes per-homes-reached for both political conventions: 29.2.

These figures, it is anticipated, will increase significantly this year, what with increased homes, more extensive coverage and heightened viewer interest in the national and international scene.

Pool Assignments

ABC-TV will be sending at least 350 men to both conventions this year, armed with 30 cameras, miles of cable, walkie-talkies and audio and video tape recorders. All told, the network expects to transport some 20 tons of equipment to the respective convention cities. It will handle the pool in Los Angeles, and NBC-TV will be in charge of the pool in Chicago, while CBS will handle the audio pool in both places.

Thomas A. Velotta, vice president for special projects at ABC-TV, has control of all editorial decisions at the conventions. He describes the network's techniques in gathering and presenting news as basic, "the simplest form of communications. We don't get the picture and then find the story to fit it," says Mr. Velotta, "we do just the opposite. Newsmen decide what goes on the air."

Mr. Velotta feels that on the technical level at least, all three networks will operate on an even level, and that knowledgeableness and reporting skills are what will make the difference in convention coverage.

Daly in Charge for ABC

John Daly, ABC's vice president in charge of news, special events and public affairs, heads that network's corps of 30 correspondents and commentators who will cover both conventions. Mr. Velotta is executive producer of conventions coverage, in charge of over-all planning and production, and he will make all news decisions, assisted by Fritz Littlejohn, director of news and public affairs,

Donald G. Coe, director of special events and operations, and John T. Madigan, manager of the network's New York newsrooms. For the fourth straight time, Marshall (Sonny) Diskin, who is something of a newsman himself, will direct ABC's convention coverage.

At both cities, says Mr. Velotta, ABC-TV will have enough equipment to build a television station, since equipment at the conventions themselves will be duplicated at the Conrad Hilton in Chicago and at the Biltmore in Los Angeles where cables will be stretched from ABC-TV's headquarters to the suites of each of the likely candidates.

In addition to floor facilities and its own broadcasting booth overlooking the convention floor in each city, ABC is constructing completely equipped studios, newsrooms, control and master control rooms, maintenance departments, office space, "nerve" centers, reception rooms, film projection rooms, announcers' booths and air-conditioning plants at both the Los Angeles Sports Arena and at Chicago's International Amphitheatre.

Mobility Planned

The network will also use mobile tv units which can roam the streets of each of the cities to any news-worthy point regardless of power availability. This mobile unit, used by ABC-TV in 1956, will supplement other mobile devices such as portable television cameras and two-way audio sets.

CBS-TV, its announced policy to the contrary, will employ a "star system" in this year's convention coverage. Of the 275 people it will send to the conventions, 25 will be correspondents, and of those, three will play the most prominent roles. They are Edward R. Murrow, Walter Cronkite and Howard K. Smith. Mr. Cronkite will be the anchor man for spot coverage, and Messrs. Murrow and Smith will carry the burden of analytical commentary (although Mr. Murrow will also be on the floor as a reporter).

With 28 cameras, 82 microphones, four "transi-talkies" (a new ultra-sensitive walkie-talkie radio), one

Eyewitness camera and three remote units, CBS newsmen are prepared to go just about anywhere during the conventions. Sam Zelman, whose title is special assistant for politics to John F. Day, vice president, news, CBS News, will be calling many of the shots in Los Angeles and Chicago. He is convinced that viewers will see better programming.

Programs Tightened Up

"There will be fewer dull spots, since the national committees have tightened up their programs, and we have the facilities to switch away to other areas or to roll tape." Although tape makes coverage of simultaneous events possible and can be used to advantage to fill in bare spots in the conventions, Mr. Zelman feels that it is the live nature of the events that is important. "The more live the conventions, the better. The most exciting things are going to be live."

Possibly the most interesting electronic development to be utilized by CBS News is a "machine-gun microphone" which can pick up sound from as far away as 150 feet, simply by aiming it at a selected spot in the distance. An old-fashioned electro-writer will also be utilized from news desks to studios to facilitate communications. Its main virtue: no talking back.

Mickelson for CBS

The CBS central news desk at the conventions will be headed by the president of CBS News—Sig Mickelson—who will function as a sort of editor-in-chief. Vice President Day will serve in a role roughly comparable to that of editor—he will run the correspondents. Paul Levitan, director of special events, is executive producer of the CBS News convention coverage.

NBC-TV feels it has come up with something different from anything that has been done in convention coverage before in its "preset control system." It is designed, in the words of Reuven Frank, producer of the conventions, "so that any experienced journalist can completely control the coverage and be totally uninhibited by the machinery."

In the past, says Mr. Frank, "news-

Innocents (Continued from page 33)

cial on both the two-hour *Today* morning show and the 105-minute Paar nighttimer fluctuates constantly, but there are always considerably more live than film spots. Script supervision over this plethora of commercials alone can be migraine-inducing, for each one must be checked from all kinds of angles: length, phraseology, continuity acceptance, possible advertiser conflicts, production limitations, over-all effect and so on.

There is also the necessity of contacting the advertising agencies involved—and in sufficient time—if any problems arise that require script changes. Transplant all this, along with the numerous other facets of the Massey and Welpin jobs, across an ocean and the fun really begins.

During the five days of its origination from the British capital at the end of March, the Paar program carried 30 commercial messages from 22 sponsors. To simplify things, and to avoid possible later recriminations if anyone goofed in England, all of the

men were often inhibited by the complexities of television machinery." As an example of how the job has been simplified, he points to the reduction in monitors—from 20 to 30—to just four. "No man can assimilate the information on 20 monitors—he can't even find it."

Streamlined Operation

NBC-TV has also come up with a streamlined communications operation which includes an audio-preview system permitting direct two-way conversations between reporters and the convention central. In addition, the network has developed a new electronic device called a "sync-signal phase shifter" which permits switching back and forth among as many remote locations outside the convention halls as desired, without rollover on home screens. This phase-shifter also allows split-screens, insertions and other special effects between remote locations.

In addition to 32 cameras and accompanying gear, the network's news

clients were given the choice of London exposure or of having their spots taped in advance in this country.

Nine Advertisers

Nine advertisers accepted the challenge: Bon Ami, Calgon, Command, Cooper's Jockey shorts, Realemon, Palm Beach clothes, Polaroid, Schraff's and Sandran. The 10 live commercials (there were two spots for Command) were done against a Big-Ben-and-Westminster-Abbey backdrop to give them a London flavor and atmosphere, inasmuch as the shows themselves, taped in a theatre, bore no apparent physical differences from their normal New York counterparts.

Six of the London-backgrounded ad messages were delivered by regular Paar announcer Hugh Downs, two by Paar himself and the remaining two by an English announcer who, says Mr. Massey, "had to be taught to speak with a British accent because he sounded too much like Downs."

Actually, despite Mr. Massey's prior moments of fear and trepidation as to what production pitfalls might be lying in wait for him in London, things went

staff will be using the NBC Cadillac—a complete one-camera transmitting television station—for motorcades and other outdoor features of the conventions.

The output of all of this gear will be channeled through the preset system to one news editor who will select the sequences to be put on the air. William R. McAndrew, vice president, NBC News, says the new system "streamlines the coverage to a point where a single news editor can select and schedule the elements of the convention story swiftly and easily to give a balanced, unified account of what is happening in the convention hall and around the city."

No Script to Follow

Mr. Frank says the basic difference between televising a live studio presentation and the conventions is that "we don't have a script, and therefore our functions should be different. With our present control system, we try to create a script which our newsmen can follow."

extremely well. "In fact," he says, "we could have done all 30 spots over there with no strain, thanks to the really fine British crew we had working with us."

It was a different and tougher proposition for Mr. Welpin when the Garroway entourage descended on the City of Eternal Light in the middle of April and learned that Rome wasn't built for *Today*. Whereas Mr. Massey's worries were confined to the stage of one theatre, Mr. Welpin's fanned out over five outdoor locations and a palace and ranged through three times the number of on-the-spot commercials: 31 of them for 16 sponsors.

Hallowed Ground

Mr. Welpin's field of operations covered the Piazza Navona, the Roman Forum, the Spanish Steps, the Trevi Fountain, the Doria Palace and, of course, the number-one tourist's delight, the Colosseum, the use of which as a backdrop for Berkshire stockings, Watkins products and Wall-Tex must have stirred the spirits of Vespasian and Titus to something unprintable.

Although no street scenes erupted

NBC News will be using tape, of course, but not as often as might be expected. "We'll probably not break the continuity of the event very often," says Mr. Frank. In his memory, there were only six instances in 1956 when the network might have used video tape. NBC News correspondents Chet Huntley and David Brinkley, supported by more than 350 people, will head the network's news team.

This rundown of network plans for coverage of the conventions perhaps obscures, more than it illuminates, the real contributions each of them will be making toward a better informed, more alert electorate. To assess coverage by amounts of electronic gear or number of personnel is like evaluating a poem by counting its lines. It is the total effect that counts. It seems indisputably clear that the effect of tv coverage of political issues and political personalities this year will have a tremendous effect on viewers—and will be reflected at the polls.

which necessitated the intervention of the forces of law and order *à la Paris*. *Today's Roman holiday* managed to run into sufficient irritations to make life interesting for Mr. Welpin.

Right off the bat, there was trouble with the Italian customs authorities, who read dire black-market meanings into the Polaroid cameras and drug products the show was bringing into the country for no more sinister purpose than the greater glory of its sponsors. Customs and *Today's* good name were finally cleared, but it took a bit of doing.

Removal Forthwith

Then there was the incident of the Austin-Healy. The setting for one of the small English car's three commercials was the Spanish Steps, and while cameras and other equipment were being set up, the car rested unconcerned in a non-parking zone, thus attracting the attention of a member of the *carabinieri*, who ordered the removal of same forthwith.

To achieve this, however, the car would have had to be driven in the wrong direction on a one-way street, which hardly seemed the discreet thing to do while the policeman was looking on. But once more American ingenuity came to the rescue. Mr. Welpin pressed a dozen men into service, and in no time at all they had the car lifted off the street and deposited on the Spanish Steps.

There was also the occasion when *New World* get-up-and-go successfully conquered Old World tradition. Somebody had forgotten to provide flowers for a particular commercial, an omission which might easily have been rectified had all the florists in the area not been observing the custom of no business as usual during the European lunch hour, which generally contains a couple of hundred minutes.

So Mr. Welpin, again undismayed, took himself to the nearest restaurant and, after an at-first discouraging chat with the owner in fractured Italian, from which he was fortunately extricated by a cooperative local citizen, returned to his taping with an armful of posies borrowed from the vases on the tables of the *ristorante*. What else?



KSTP-TV-AM Minneapolis-St. Paul is expanding its building into a \$9-million office and hotel center which will be located on both sides of the line between the two Minnesota cities. The project will triple the present size of the station, it was announced by Stanley Hubbard, president of the KSTP properties. The project will include expansion and remodeling of the two present structures and the erection of a 15-story tower with lobby and office rental space on the first 11 floors and hotel accommodations on the top four. The tower will be built between the two existing buildings and join them to form a coordinated unit. A mezzanine lobby area will be built in the tower for use of hotel guests, and special express elevator service will take guests directly to the top four floors. Total office space will be 140,000 square feet. All space will be air-conditioned. An underground garage, under a raised, paved plaza surrounding the building on three sides, will provide parking space for 300 cars. Completion is expected by Jan. 1, 1961.

Daytime (Continued from page 35)

we've forced higher discounts which account in part for less gross." Today, he says, ABC-TV is producing better than half of the audience of the other two networks and is selling it at one-third of their prices. Mr. Bleier is confident that ABC-TV will improve its daytime-billings picture considerably this summer and fall.

Joseph Curl, daytime sales manager of CBS-TV, is convinced that "fantastic price deals" have in part injured daytime. He is sure, however, that CBS-TV will add to its daytime business this fall. "Although the third quarter may be slow, many advertisers will be back with us once they've made nighttime program decisions. In addition, we'll be picking up new clients."

Mr. Curl feels that 1959 was a phenomenal year in many respects (CBS-TV had 116 out of 130 quarter-hours sold), and any comparison with that year would be misleading. Increased costs have played a part in

reducing daytime expenditures, he adds, with some accounts adding to nighttime investments and cutting daytime spending.

James G. Hergen, director, daytime sales, NBC-TV, says that "our sales picture is very promising for the fall on, although there will probably be little improvement for the summer." Most major advertisers, says Mr. Hergen, who want an ideal combination of day and night must settle their nighttime commitments first, and he is convinced that once nighttime schedules are completed money will flow back into daytime. "Every month we're adding \$1 million or so in fall business," he says.

The tremendous changes in rate structures, mostly downward revisions with discounts and dividends in the daytime, have brought about a period of instability, in Mr. Hergen's opinion, which is not too startling, in that a readjustment period was inevitable. He is certain, however, that once the major advertisers have

(Continued on page 106)

Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data—covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and market-

ing decisions must be based.

The July issues of SRDS Spot Radio, Spot TV, and Newspaper books will contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The Farm Section of the Consumer Magazine book also contains up-dated market information.

Composite Table of Metro Area Rankings METRO DATA

Rank	Metro Area	Population	Households	Consumer Income	Retail Sales
1	New York	19,000,000	7,000,000	\$100,000,000,000	\$100,000,000,000
2	Los Angeles	10,000,000	3,500,000	\$50,000,000,000	\$50,000,000,000
3	Chicago	10,000,000	3,500,000	\$50,000,000,000	\$50,000,000,000
4	Philadelphia	5,000,000	1,800,000	\$25,000,000,000	\$25,000,000,000
5	San Francisco	4,000,000	1,500,000	\$20,000,000,000	\$20,000,000,000
6	San Antonio	3,000,000	1,100,000	\$15,000,000,000	\$15,000,000,000
7	San Diego	3,000,000	1,100,000	\$15,000,000,000	\$15,000,000,000
8	San Jose	3,000,000	1,100,000	\$15,000,000,000	\$15,000,000,000
9	San Jose	3,000,000	1,100,000	\$15,000,000,000	\$15,000,000,000
10	San Jose	3,000,000	1,100,000	\$15,000,000,000	\$15,000,000,000



The Grey agency market-media session pictured here represents but one of a hundred and one ways SRDS market data sections are used every day. A survey shows that approximately 3 out of 4 agencies billing over \$5,000,000 make use of SRDS consumer market data sections and media maps. In the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time.

So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS, and its special values as an advertising medium on the listing pages.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function



C. Laury Bothof, *President and Publisher*
5201 Old Orchard Road, Skokie, Illinois
ORchard 5-8500

Sales Offices:
Skokie • New York • Los Angeles • Atlanta

Daytime (Continued from page 103)

locked up their night schedules, they will return with heavy investments in daytime television.

It is too early at present to estimate fall network daytime business. But, as indicated earlier, there is one good reason to expect increases in billings—and that reason is increased audiences.

Audience Up

In the very period measured by Nielsen showing a decrease in sponsored quarter-hours, there occurred a climb in daytime network audience. In 1960, from 9 a.m.-noon, minutes of viewing per average home amounted to 32.6, an increase of 2.5 minutes over the comparable period in 1959. Also in the 9 a.m.-noon period the percentage of homes using television climbed from 16.7 to 18.1. Nielsen figures on the noon-4 p.m. period also show increases—minutes of viewing per average home climbed from 1959's 53.4 to 58.8; percentage of homes using tv increased from 22.3 to 24.5. These figures indicate that daytime tv is still growing.

TvB, in a recent study titled "The Woman in Your Life . . . Daytime Rendezvous," lists reasons why daytime tv is more than just a matter of numbers anyhow. Its audience is composed mostly of women who constitute a market of more customers with a longer span of purchasing time, who have tremendous purchasing power and who are the chief influence in household purchases.

Some salient statistics: women outnumber men and outlive them by six years; they control 65 per cent of the nation's private wealth and earn \$45 billion a year; they influence 92 per cent of all grocery purchases, have much to say in over 75 per cent of all car purchases and account for the final sales decision in over 98 per cent of the purchases of children's apparel. And, says TvB, they have more time to buy than have men.

The future of daytime network television can only be a bright one, given its increasing audience. It is not one that can be ignored by major or even small advertisers for long.

Film (Continued from page 45)

R.C.M.P., a half-hour series about the adventures of a detachment of Royal Canadian Mounted Police, was produced on locations throughout the Dominion.

With an American Tobacco Co. alternate-week renewal in 53 markets for the second series of Ziv-UA's *Lock Up*, that program has already been sold in more than 65 markets. . . . MCA TV's mystery-adventure series, *Johnny Midnight*, has been sold in more than 150 markets. Recent sales include Villa Capri Motor Hotel Restaurant and Lee Optical Co. for one market in Texas; Phillips 66 in Louisiana; IGA food stores in Missouri, and Bravo macaroni and Lewis General Tire Co. as alternate sponsors in upstate New York. . . . Another 12 stations have purchased *Bold Journey*, distributed by Banner Films.

Greatest Headlines of the Century, latest Official Films syndication entry, has been sold in more than a dozen markets. The series consists of 260 five-minute segments produced so they can be used as blocks for 10-, 15- or 30-minute shows. . . . ABC Films has concluded a national spot transaction with Procter & Gamble Co., Ltd., of Canada for four of that distributor's programs—*The Adventures of Wyatt Earp*, *The Rebel*, *The People's Choice* and *The Real McCoys*. They will be telecast in prime time in selected Canadian markets starting this fall.

Five more stations have purchased MCA TV's package of Paramount features. They are: WTAR-TV Norfolk; WBIR-TV Knoxville; WTVW Evansville; KFRE-TV Fresno, and KTSN-TV El Paso. . . . The latest group of *Three Stooges* comedies, distributed by Screen Gems, has been sold to 64 stations.

PROGRAMS . . .

Hotel Splendide, tv series based on Ludwig Bemelmans' book, is being developed under the aegis of producer Peter Kortner and director Robert Stevens.

A series of five-minute animated cartoons based on the Dick Tracy

comic-strip character is being packaged by Henry G. Saperstein for syndication. Shows will be so constructed that stations can use them either in the short form or spliced together into a half-hour program.

Producer Wilbur Stark, currently working on *The Brothers Brannagan* for CBS Films, is planning two new one-hour series: *Counterpoint*, about a San Francisco criminologist, and *A Connecticut Yankee*, based on the Mark Twain novel. . . . Banner Films has acquired distribution rights to the new *Roller Derby* series, which includes 52 new first-run one-hour shows and 39 new programs to be released next year. The deal also gives Banner live rights to the property.

WGA FORMULA

Formula for settlement of the strike of the Writers Guild of America against tv film producing organizations has been worked out. End of the strike depends principally on the reaction of and ratification by the WGA membership.

The contract, one of the longest in industry history, would run for six years, and would ultimately see writers receiving royalties in perpetuity on their properties. Until such a royalty formula—probably about four per cent—can be worked out, payment to writers would, basically, continue to be made along present lines, except for a 10-per-cent increase in minimums. Producers would also contribute five per cent of salaries to a pension and welfare plan.

Agreement on royalty rights of writers would overcome what has been the principal stumbling block to a settlement, namely writers' rights to participate in revenue from foreign sales.

KELLOGG'S CARTOONS

Kellogg's next big sales push in the television field will be built around UPA's *Mr. Magoo*. The advertiser, through its agency, Leo Burnett, is contracting for 26 of the half-hour programs, which will be nationally spot-booked. Kellogg's, of course, was the first company to use

a specifically tailored cartoon series in tv, having had great success with *Woody Woodpecker*, *Huckleberry Hound* and *Quick Draw McGraw*. Henry G. Saperstein is packaging *Mr. Magoo*.

STATION BUY?

Negotiations were being conducted at press time by Ely A. Landau, chairman of the board of NTA, subsidiary of NT&T, for purchase of the company's last remaining broadcast properties, WNTA Radio and WNTA-TV New York, as well as the accompanying tape facilities. In effect, this would divest NT&T of all the broadcast operations it acquired in the purchase of NTA, except for the film and television properties it is distributing. The deal is viewed as part of a continuing move by NT&T to improve its cash financial position.

Commercials

AMERICAN FILM PRODUCERS

Completed: Advertising Council, McCann-Erickson.

GRAY & O'REILLY

In Production: Drug Research Corp. (Positan) KHCC&A; General Cigar Co. (White Owl), Y&R; Tasty Baking Co. (Tasty Kakes), Aitkin-Kynett; Gulf Oil Co. (gasoline), Y&R; *Reader's Digest*, JWT; Seabrook Farms Co. (frozen foods), Smith-Greenland.

KEITZ & HERNDON

Completed: Chemical Compounds, Inc. (STP Motor Additive), Rogers & Smith; Home Brewing Co. (Richbrau beer), Cargill, Wilson & Acree; Dr. Pepper Co. (King Size), Grant; Humble Oil & Refining Co. (gasoline), McCann-Erickson; Lone Star Gas Co. (air-conditioning), EWR&R.

In production: Minnesota Federal Savings & Loan (banking services), Kerker-Peterson; Campbell-Taggart Assoc. Bakeries, Inc. (Rainbo & Colonial bread, Soft Twist rolls, Ice Pops), Bel-Art; Arka-Servel (Sun Valley air-conditioning), Robt. K. Butcher; Morton Foods (potato chips), Crooks; Lone Star Gas Co. (RCA & Norge refrigerators), EWR&R; Rich Plan Corp. (frozen foods), direct; YMCA, Rogers & Smith.

FRED NILES PRODUCTIONS

Completed: *Detroit News* (newspaper), W. B. Doner; Scott Chemical Co. (Wool Suds), Rosenbloom; Capri Cosmetics, direct; Langendorf United Bakeries, Inc. (Holsum bread), W. E. Long; Humble Oil Refining Co. (Carter gasoline), McCann-Erickson; Speedway Petroleum Corp. (Speedway 79 gasoline), W. B. Doner; Gold Bell Gift Stamps, W. B. Doner; Standard Oil Co. of Ind. (Atlas Weather-guard tires), D'Arcy; Montgomery Ward & Co. (Ward's Certified Paints), direct.

Hough Texas Award Winner

Harold Hough, director of radio for WBAP Fort Worth for the past 38 years and of television for WBAP-TV since it went on the air in 1948, has been honored by the Associated Broadcast Executives of Texas with the Betty Award for outstanding achievement in broadcasting. The award was first made last year to Kern Tips, Houston radio and agency executive. In making the award, Mike Shapiro (l.) spoke of Mr. Hough (r.) as the guiding hand behind the first television station in Texas.



Speaking of television in his reply, Mr. Hough mentioned censorship and expressed his faith that the FCC does not "wish to be responsible for the entire programming of television. They understand that this would be a practice of censorship, and censorship merely means that someone in authority can tell us what to view and what to hear," he continued. "I hope the FCC will remain in control and we will never have some peculiar Congressional act passed which might change the entire tone of things. It's important that we all be vigilant."

In Production: Nat Buring Packing Co. (King Cotton meats), direct; Chemical Corp. of America (Freewax), direct; Bohemian Brewing Co. (beer), W. B. Doner; Sugardale Provision Co. (meat products), Lang, Fisher & Stashower; Realemon-Puritan Co. (lemon juice), Lilienfeld; Miller Brewing Co. (beer), Mathieson; Sunbeam Corp. (appliances), direct; Marita bread, Sande Greene.

RAY PATIN PRODUCTIONS, INC.

Completed: Northwest Mutual Ins. Co. (insurance), MMH&H; Union Oil Co. (gasoline), EWR&R; Johnson Wax Co. (Glo-Coat), NL&B; Schlitz Brewing Co. (beer), JWT.

In production: Bardahl Corp. (Bardahl), MMH&H; Jack's Cookie Corp. (cookies), Fitzgerald; Hudepohl Brewing Co. (beer), Stockton, West, Burkhardt.

PELICAN FILMS INC.

Completed: General Foods Corp. (Twist), FC&B; General Foods Corp. (Birdseye), Y&R; Robert Hall Clothes (stores), Arkwright; United Fruit Co. (Chiquita Banana), BBDO; Sperry & Hutchinson Corp. (Green stamps), SSC&B; American Telephone & Telegraph (Yellow Pages), C&W; Piel Bros. (beer), Y&R; Bristol-Myers (Excedrin), Y&R.

In production: Robert Hall Clothes (stores), Arkwright; Shell Oil Co. (oil), JWT; Cities Service (stations), Ellington; Jackson Brewing Co. (Jax beer), DCS&S; Piel Bros. (beer), Y&R; B. F. Goodrich Co. (tires), BBDO; Singer Sewing Machine Co. (sewing machines), Y&R; United Fruit Co. (Chiquita Banana), BBDO;

business safari?

Yes, take a "Business Safari" to Hotel Sahara in Las Vegas . . . Plan your next meeting, presentation or convention at Hotel Sahara . . . 600 deluxe rooms . . . star studded shows . . . famous foods . . . special arrangements for all media and advertising events . . .

HOTEL

SAHARA

LAS VEGAS NEVADA

For Reservations:
Write, wire or phone Herb McDonald, Hotel Sahara, Las Vegas, Nevada

General Foods Corp. (Jell-O), Y&R; Quaker City Chocolate & Confectionery (Good & Plenty candy), Bauer & Tripp; Westinghouse Corp. (appliances), Ketchum; MacLeod & Grove; British American (petroleum), Lovick.

PINTOFF PRODUCTIONS

Completed: General Electric Co. (vacuum cleaners), Y&R; Isodine Pharmaceutical Corp. (gargle), Reach, McClintock; Ward Baking Co. (Tip Top bread, Lucky cakes), Grey; Kings Wine Co., Wermen & Schorr; Texas Co. (Texaco gasoline), C&W; Aluminum Co. of America (Alcoa), F&S&R; Reynolds Metals Co. (aluminum), Clinton E. Frank; Union Underwear Co., Inc. (underwear), Grey.

In production: American Heritage Foundation (election promotion), FC&B; Ward Baking Co. (Tip Top Lucky cakes), Grey; Esso Standard Oil Co. (gasoline), McCann-Erickson; Nestle Co. (Zip), McCann-Erickson; Pintoff Productions (*The Interview*), direct; Helene Curtis Industries, Inc., Screen Gems; Singer Sewing Machine Co. (sewing machines), Y&R; U. S. Steel Corp. (steel), BBDO; S. C. Johnson & Son, Inc. (Glade), B&B; Little Crow Milling Co. (Coco Wheat), Edward H. Weiss.

WILBUR STREECH PRODUCTIONS, INC.

Completed: Sinclair Refining Co. (gasoline, fuel oil), GMM&B; National Bank & Trust Co., Rabko; Potter Drug Co. (Cuticura), KHCC&A; O'Keefe Brewing Co. (ale), Foster; Chr. Bjelland Co. (King Oscar sardines), KHCC&A; H. Goodman & Son (Wet 'n' Set), Joseph Reiss; American Motors (Rambler), GMM&B.

In production: Golden Press (picture atlas), direct; Colgate-Palmolive Co. (Fab), Spitzer & Mills; Eagle Pencil Co. (Sticpen), Shaller-Rubin; Tv Bureau of Advertising (1/2-hr. film), direct; Maher Co. (shoes), McGregor-Deaville; Lehn & Fink (Medi-Quik), GMM&B; Jaka Ham Co. (Jaka Ham), KHCC&A; Colgate-Palmolive Co. (toothpaste), Spitzer & Mills; Golden Press (books), Weston; American Motors (Rambler), GMM&B.

TV GRAPHICS

Completed: General Foods Corp. (Instant Maxwell House coffee), B&B.

In production: Bristol-Myers Co. (Ipana), DCS&S; Campbell Soup Co. (soup), BBDO; American Tobacco Co. (Tareyton), Lawrence Gumbinner.

It's time to roll up your sleeve...



**GIVE
BLOOD
NOW**

CALL YOUR RED CROSS TODAY!

NATIONAL BLOOD PROGRAM

Pulse Top 10 Drama Shows for March

Rank	Program	Distributor	National Wgt'd Average	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Lock-Up	Ziv-UA	13.5	81	92	15	36
2	Grand Jury	NTA	12.0	89	91	13	29
3	Rendezvous	CBS	11.1	78	94	14	19
4	Cannonball	ITC	9.8	73	78	17	82
5	Divorce Court	KTTV	8.8	81	98	11	7
6	People's Court	Guild	8.7	85	91	13	11
7	Jeff's Collie	ITC	8.5	55	59	17	95
8	Walter Winchell	NTA	7.6	81	92	15	23
9	West Point	Ziv-UA	6.3	67	73	16	76
10	Night Court	Banner	6.2	85	91	14	16

Pulse Top 10 Comedy Shows for March

1	Phil Silvers	CBS	13.7	73	75	18	72
2	Three Stooges	Screen Gems	12.7	51	57	18	110
3	Honeymooners	CBS	9.0	72	79	18	68
3	This is Alice	NTA	9.0	69	79	16	65
5	Glencannon	NTA	8.8	75	84	16	51
6	Our Miss Brooks	CBS	6.4	17	91	2	52
7	Life of Riley	CNP	7.9	34	65	16	79
8	Amos 'n Andy	CBS	7.1	49	51	17	95
9	Laurel and Hardy	Governor	6.7	32	37	14	95
10	How to Marry a Millionaire	NTA	6.5	75	79	17	63
10	Topper	Schubert	6.5	21	65	11	59

Pulse Top 10 Mystery Shows for March

1	Mike Hammer	MCA	17.8	85	87	12	18
2	Johnny Midnight	MCA	12.3	87	93	13	8
2	Manhunt	Screen Gems	12.3	84	92	15	31
4	San Francisco Beat	CBS	10.6	82	91	16	27
5	Mr. District Attorney	Ziv-UA	8.6	41	68	15	77
5	Mr. and Mrs. North	Schubert	8.6	19	91	2	43
7	N.Y. Confidential	ITC	8.4	83	89	12	11
8	Decoy	Official	7.7	82	93	15	31
9	Badge 714	CNP	7.4	77	91	16	53
10	Boston Blackie	Ziv-UA	6.9	67	79	14	59

Pulse Top 10 Western Shows for March

1	U.S. Marshal	NTA	14.4	79	85	11	9
2	Shotgun Slade	MCA	13.0	77	81	13	62
3	Trackdown	CBS	11.6	71	75	18	68
4	Brave Stallion	ITC	10.8	54	58	16	89
5	Sheriff of Cochise	NTA	10.3	74	77	17	68
6	Cisco Kid	Ziv-UA	9.9	39	46	15	95
7	Death Valley Days	U.S. Borax	9.1	73	79	16	67
8	Roy Rogers	Roy Rogers Syndicate	9.0	41	43	13	93
9	Man Without a Gun	NTA	8.5	83	89	16	22
10	Californians	CNP	7.1	68	73	18	65

Wall St. (Continued from page 37)

1959, \$512,339. The company suffered a loss in 1957 of \$23,944, but its profits the following two years were \$21,377 and \$62,476, respectively.

Precision Circuits offered to the public an investment unit consisting of one \$100 six-per-cent convertible subordinated debenture, and 15 shares of common for \$150 give the common a price of \$3.33 per share. The common was priced at 17½ times earnings of 19 cents per share, reported in the 1959 fiscal year, with 174,500 shares outstanding. Virtually all the company's business is done with the U.S. Government.

ESQUIRE RADIO. Esquire Radio & Electronics is in the business of designing and manufacturing transistor radios, hi-fi and standard phonographs and a line of Japanese products. Esquire is a contract manu-

facturer, producing against firm orders. It does not sell products direct to the consuming public but makes them for others under brand names. About 51 per cent of its sales stems from its own production, while 49 per cent is accounted for by imports from Japan.

Esquire has five major clients. If any one of these clients canceled it would damage Esquire, but the management believes that a sudden loss of any one client is unlikely. Its Japanese line of transistors, resistors, transformers, tone arms, etc., is purchased from only one source in Japan, but the company is not fretful that it might be cut off from this source, since there are other Japanese sources for this type of goods.

Esquire's 1957 sales were \$2,645,358, with a net income of \$33,219; in 1958 they were \$2,881,023, with a net of \$95,026, and in 1959 the figures were \$4,838,228 and \$155,800.

Newsfront (Continued from page 21)

about the city in taxicabs following the crazy clues that led the ultimate winners to the crown (buried in a cake of ice) which signified victory. There were prizes too for the runners-up.

Similar hunts were held in Los Angeles and Chicago, with the biggest of all being staged in New York. Prizes there included a Volkswagen and four RCA color tv sets for the first team, five mink stoles for the second, five Frigidaire air-conditioning units for the third, five Bell &



Here's a typical team preparing for the Crown stations' treasure hunt in San Francisco. Clockwise are Bev Krihar, BBDO; Dick Tyler, Guild, Bascom & Bonfigli; Jan Brown, Johnson & Lewis; Jack Gilbert, Standard Oil, and Bob Henderson, Young & Rubicam.

Howell 8mm movie cameras for the fourth and five Polaroid Land cameras for the fifth. More than 500 agency people were on hand for the New York hunt.

Winning teams in New York consisted of:

1. Jerry Rettig (auto), Grey; Dick Olsen, DCS&S; Mal Ochs, Grey; Grace Porterfield, B&B; Gloria Mahaney, JWT.

2. Bill Warner, Bates; Bob Silberberg, B&B; Herb Werman, Grey; Lyn Salzberg, D-F-S; Tim Tully, Compton.

3. Jack Mitcham, B&B; Marcia Roberts, Y&R; Frank McCue, D-F-S; Thom Leidner, JWT; Al Randall, BBDO.

4. Greg Sullivan, Bates; Hal Simpson, Esty; Len Soglio, Hicks & Greist; Roy Terzi, D-F-S; Ethel Wieder, Compton.

5. John Eckstein, Wexton; Ann Jackowitz, Y&R; Stu Hinkle, B&B; Stu Eckert, DCS&S; Frank Howlett, L&N.

New Media Yardstick

Details of a new media service which measures how much the audience of a television program, a magazine or a newspaper supplement spends for specific products were out-

A GUIDING HAND IN THE NORTHLAND

Paul Bunyan Network

influences buying

trends in

25

Northern Michigan
Counties



Covering

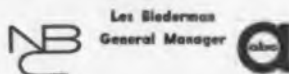
89,654 72,670

Television Radio
Homes Homes
Canadian Audiences

PBN STATIONS

TV	Radio
WPBN-TV Traverse City	WTCM Traverse City
	WATT Cadillac
	WATZ Alpena
WTOM-TV Cheboygan	WMBN Petoskey
	WATC Gaylord

Paul Bunyan Network



Les Biederman
General Manager

national representatives

Venard, Rintoul & McConnell

lined recently by Curtis C. Rogers, president of the Market Research Corp. of America's consumer panel division, in a speech before the 43rd national conference of the American Marketing Association.

By tying in media exposure with product purchases, said Mr. Rogers, the MRCA is now able to extend media research beyond the standard measurements of circulation, readership and audience characteristics. The new measurements, he declared, enable an advertiser to compare media on the basis of audience buying power in a specific product class and can also assist him in selecting the combination of media which will provide the maximum unduplicated sales potential for his product.

"People do not equal sales," Mr. Rogers stated. MRCA studies of consumer buying habits over the past 20 years have shown, he said, that each product has its unique pattern of market concentration and that a relatively small number of families account for a relatively large share of sales volume. For example, 16 per cent of families buy 64 per cent of the flour, 15 per cent purchase 63 per cent of frozen juices, nine per cent buy 50 per cent of shampoos, and 14 per cent buy 47 per cent of the dentifrices sold.

Mr. Rogers further noted that concentration patterns exist in media: 40 per cent of television viewers account for 75 per cent of exposures to evening telecasts, he said, and 37 per cent of magazine readers account for 75 per cent of a publication's exposures.

"Suppose," said Mr. Rogers, "you are a laundry-rinse manufacturer wondering which of four daytime television programs will give you the best audience in terms of actual purchasing of your product by the people tuned in. You'll be interested that the index of laundry-rinse expenditures by households exposed to each program reads like this: 68, 121, 150 and 234, with the U.S. total at 100."

In explaining how MRCA's "new, much more meaningful yardstick for measuring the relative value of various media vehicles" is constructed, Mr. Rogers stated that from the or-



Six tv station promotion executives attended the two-day clinic conducted for station promotion managers relatively new in their posts by Edward Petry & Co. recently. Shown (l. to r.) are Myra Wheeler, tv sales service director, Petry Co.; Casey Cohlma, WFAA-TV Dallas; Robert Hutton, vice president and promotion manager, Petry, who presided at the sessions; John Burpee, WJAR-TV Providence, and Phil Dean, president of Phil Dean Associates. Also present were Virginia Hagerman, WNEM-TV Flint-Saginaw-Bay City; Charles Larkins, WOAI-TV San Antonio; Dan Bellus, promotion and advertising director of Transcontinent Television, New York, and Robert Hance, WBAL-TV Baltimore. During the sessions the promotion managers heard agency, representative and research executives speak, met trade editors and had opportunities to discuss with each problems coming up in their respective areas.

ganization's national consumer panel "we determine how many households are exposed to the media vehicle in question. Then we ascertain the depth of the households' exposure to the media vehicle by finding how many broadcasts or issues are looked at during a specific time span. Then we learn how much the households spend for the product. With just a little bit of simple arithmetic, we get what we call the HEP figure, derived from Households, Exposure and Purchases.

"This HEP figure represents the sales potential delivered to an advertiser by the media vehicle he is studying. When the figure is divided into the cost of the proposed advertisement, one stroke of the pencil tells you the cost of reaching \$1,000 of sales potential for your product with that media vehicle."

This new yardstick of cost-per-thousand dollars of sales potential is better than cost-per-thousand circulation, declared Mr. Rogers, because it reflects shifts in media value from product class to product class.

Hamm Back on Top

Hamm's beer regained the number-one position in the American Research Bureau's April survey of the best-liked television commercials, after relinquishing it the previous month to Kaiser foil. Piel's beer jumped into the runner-up spot, marking the first time since October of 1959 that Bert and Harry have placed second.

Best-Liked Tv Commercials

Based on ARB's National Diary Sample, April 5-11, 1960

Rank	Commercial and Agency
1.	Hamm—Campbell-Mithun
2.	Piel—Young & Rubicam
3.	Seven-Up—J. Walter Thompson
4.	Burgermeister—BBDO
5.	L&M—Dancer-Fitzgerald-Sample
6.	Kellogg—Leo Burnett
7.	Dodge—Grant
8.	Dial—Foote, Cone & Belding
8.	Ford—J. Walter Thompson
10.	Maxwell House—Benton & Bowles
11.	Kraft—J. Walter Thompson
12.	Brylcreem—Kenyon & Eckhardt
12.	Mr. Clean—Tatham-Laird
14.	Ivory—Compton
15.	Doublemint—Meyerhoff
16.	Post—Benton & Bowles
17.	Johnson's baby powder—Young & Rubicam
18.	Kaiser foil—Young & Rubicam

In the picture

Herbert D. Maneloveg (l.) and **Donald J. Dolen** (r.) have been named vice presidents of BBDO, it has been announced by Charles H. Brower, the agency's president. Mr. Maneloveg, who last month was appointed media director, joined BBDO in 1954, following three years with Benton & Bowles. Mr. Dolen, copy chief in BBDO's Detroit office, also came to the agency in 1954, starting initially in the New York office and subsequently being transferred first to Detroit and then to Buffalo. He was recalled to the Motor City office last spring as copy chief for Valiant and shortly afterwards became office copy chief.



The formation of Hicks, Greist & O'Brien, Inc., a new advertising agency located in Boston to serve both national and regional accounts in the New England area, has been announced jointly by **Charles V. Skoog Jr.** (r.), president of Hicks & Greist, New York, and **Robert F. O'Brien** (l.), president of Robert F. O'Brien & Co., Boston. To be headed by Mr. O'Brien as president, the Boston agency will be a service and contact office, while Hicks & Greist in New York will be the headquarters for art, copy, tv-radio production, marketing, sales promotion, merchandising and public relations on joint accounts.

Eugene Burr, since September 1957 producer of the CBS-TV courtroom-drama daytime series, *The Verdict Is Yours*, has been elected vice president, program development, NBC Television network. Starting in the entertainment field as a press agent for the late theatrical producer, Charles Frohman, and later the Theatre Guild, Mr. Burr turned from publicizing to editing and joined the theatrical trade paper, *The Billboard*, where he was successively news editor, film critic and drama editor and critic. He then served as night managing editor of the *New York Journal-American*, but subsequently returned to the theatre as general manager for Billy Rose. Entering tv in the medium's early days, Mr. Burr held editing, production and supervisory posts with Goodson-Todman Productions, Dancer-Fitzgerald-Sample and Young & Rubicam before going to CBS-TV as a producer.



William A. O. Gross (l.) and **William E. Hatch** (r.) both senior vice presidents, have been elected to the board of directors at Ted Bates & Co. Mr. Gross, an account group head, joined the agency in 1945, following associations with United States Steel and the War Production Board. Mr. Hatch came to Bates in 1954 as controller of the organization; previously he had been with the accounting firm of Arthur Andersen & Co. Last year he was elected treasurer of Bates, and he will continue to hold that office. Both Mr. Gross and Mr. Hatch are Harvard alumni, graduates of the university's business school.

Elevated from his job as tv-radio creative director to a seat on the Campbell-Ewald prime planning board is **Kensinger Jones** (l.), who now becomes senior vice president and creative director. In a further re-assignment of duties at the agency **Walter B. "Pete" Booth** (r.), a vice president over copy, was appointed creative coordinator on the Chevrolet account. Mr. Jones came to C-E in 1957 with a 10-year record as a broadcast writer, supervisor and producer in Chicago and St. Louis. Mr. Booth joined the agency in 1955, also from Chicago, where he acquired a decade of advertising experience prior to the war.



LOOK MA, MUSCLES!



Rochester, Minnesota is the market with muscles. It is the fastest growing market in the state.

If you are interested in push-ups, this is the market that has been pushing up for the last decade—up in construction, up in population growth, up in retail sales.

As a matter of fact, the annual consumer spendable income is \$886,000,000.

And you reach this large, growing market through KROC-TV which commands 70% of this audience sign-on to sign-off, according to ARB.

Ask the Meeker boys how easy it is to push up sales for your client in the Rochester, Minnesota Market.



KROC-TV
CHANNEL 10

Rochester, Minnesota

National Representative:

Venard, Rintoul & McConnell, Inc.
Minneapolis: Harry S. Hyett Co.

Network Representative Elisabeth Beckjorden

THE LIGHTER SIDE

In camera

Fellow in the television department of one of the networks phoned and said he didn't believe in giving comfort to the enemy, but, if ever there was a natural for toll tv, it's the current Hollywood release. *Pay or Die*.

The Windy City: *Out in Chicago the City Council debated for months on whether to allow its meetings to be televised. Back in March of this year they tried a test telecast, after which the city's lawmakers proposed that tv could come into their meetings only if the coverage was edited. The Chicago stations, to their credit, rejected this restriction as censorship.*

Finally, however, the council's rules committee passed a resolution giving television unrestricted access to the remaining meetings before the summer recess. This would be a test on which future policy in Chicago would be determined.

As a result of the first of these telecasts, the committee chairman explained each measure in detail instead of mumbling only the title, as had been customary. There were 16 speeches by members, four times the usual number for a meeting. And although only routine business was brought up, the meeting lasted twice as long as the normal sessions.

Underwater life in this television age: A small submarine-like craft, made from a Navy bomber fuel tank, carries two men, one of whom steers while the other sits facing the stern and takes pictures with an underwater tv camera of the poor fish about to be snared by huge nets. Both the nets and the camera-carrying craft are towed by a Coast Guard vessel which also is equipped with a tv monitor.

Now, thanks to tv, we can see the one that got away.

A couch salesman we know was telling about a psychiatrist he knows who believes that to dream a little dream each night is essential for man.

In fact, a nightly dream is a good safety valve against developing emotional trouble, the psychiatrist stated. And to prove his point, the head doctor conducted an experiment in which he purposely snapped eight volunteer sleepers out of their dreams—sometimes several times a night—for several nights in a row.

And, according to our informant, who claims he read the results in some other recognized technical journal, there was much evidence that the subconscious minds of the eight volunteers objected to being roused. One consciously objected and quit the study.

The reason that this experiment is reported in our very own technical journal is that, naturally, all during the test the doctor watched late movies on tv.

George Lusher of London, England, is no psychiatrist but he watches tv and wakes up other people, especially his wife.

It all began—the Lusher story, that is—over 11 years ago when George came home from the golf course some 40 minutes late and his wife refused to speak with him. For seven years her silence was more than lean, it was complete.

The Lushers reconciled in 1956, but sound only caused more fury. Mrs. Lusher, in testifying this year at her divorce trial, said that her traveling-salesman husband wouldn't let her read in bed, switched on radio when she watched tv and vice versa, and jabbed her in the back to stop her snoring.

Silence returned to the Lusher household. She kept silent, Mrs. Lusher told the judge, because her husband sulked.

The judge refused to give her a divorce, saying her claim of cruelty was invalid because, despite Mr. Lusher's behavior, she admitted she could have started talking at any time.

Especially after he jabbed her in the back.

MERCHANDISING IS LIKE THE LITTLE GIRL WITH THE CURL.....



"...WHEN SHE WAS GOOD
SHE WAS VERY, VERY GOOD,



AND WHEN SHE WAS BAD
SHE WAS HORRID!"

KSTP Radio and Television believe that advertisers should receive strong, consistent and professional merchandising support for their advertising campaigns in the vitally important Northwest market.

To this end KSTP maintains a full-time merchandising and promotion staff working closely with each advertiser to create, develop and implement the selling aids which most effectively add to the success of his campaign.

Among the activities which have made KSTP the Northwest's leader in merchandising are the exclusive KSTP "FEATURE FOODS MERCHANDISING PLAN" and "FEATURE DRUGS MERCHANDISING PLAN" which provide special in-store displays and product-checks in 200 top-volume super-markets and 65 key drug outlets in the Twin City area. Bargain Bar displays in key chain and independent food outlets every week include coupons, samples, registration for prizes, distribution of product literature and demonstrations by the KSTP hostess in attendance. Each activity is designed to move your product from shelf to shopping basket—the final link in the chain started by your advertising on KSTP Radio and Television!

In addition, KSTP's expert merchandisers turn out shelf-talkers, banners, window streamers, bus cards, posters,

mailing pieces, survey facts and figures relating to your sales problem and special promotions by the score. There is no charge to the advertiser for these services which are offered at the discretion of the station.

Our files are full of letters from advertisers who appreciate dependable, quality merchandising assistance. If you'd like to know more about it, contact a KSTP representative or your nearest Petry office.

KSTP
TELEVISION • RADIO
CHANNEL 5 • 1500 ON YOUR DIAL
50,000 watts

MINNEAPOLIS • ST. PAUL

REPRESENTED BY EDWARD PETRY & CO., INC.

your dollars
earn more on

TAFT

radio and television stations



Millions* in the Cincinnati, Columbus, Birmingham, Knoxville and Lexington areas get news first on a Taft Station. Taft's newly established Washington News Bureau, headed by Ralph de Toledano, former Newsweek editor, supplies audio tapes and films to all Taft Radio and Television Stations—sends by direct wire, on-the-spot coverage of important events from the Nation's Capital.

News dominance is created by many things: experienced personnel, facilities for gathering news, know-how and adherence to high standards. Taft Radio and Television Stations in five major markets have always possessed these characteristics.

WBRC-AM, the Taft Station in Birmingham, Ala., covers a vital area market with 26 newscasts a day. A four-man news staff, headed by Davenport Smith, winner of twelve press awards for outstanding reporting, plus two radiophone-equipped cars and a mobile studio truck, provide the latest and most complete regional and local news coverage in the area.



*8,055,500 persons are served by Taft TV and radio stations.



Sales Representatives: The Katz Agency, Inc. †The Young Television Corp.

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