

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

RECEIVED

MAY 9 1961

First IN the air...

DAYTON, OHIO



Home of the Wright Brothers, fathers of aviation, home of Wright-Patterson Air Force Base, Headquarters for Air Force Logistics Command . . . this cosmopolitan, industrial, air-minded city is now the 3rd largest market in Ohio.

First ON the air...



High-flying WING has captured the hearts (and ears) of air-minded Dayton. More national and local advertisers spend more dollars on WING than any other Dayton station because WING delivers more audience and sales.

Dale Moudy, Vice President—General Manager
Don Sailors, Vice President—Sales Manager



robert e. eastman & co., inc. national representative



TRAILS STATIONS: WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

THIS SEASON WAS NETWORK TV'S GREATEST

Mature probing of the political and moral problems of the times was 1960-61 highlight

Page 33

The top tv commercials named for '60

Page 36

Timebuyers at work: a tale of three cities

Page 40

Radio sets up counter battle for a client

Page 43



The 1960 George Foster Peabody award was presented to WCCO Television for . . . "Meritorious local public service programming." One year ago a similar honor was awarded to WCCO Radio.

In television, as in radio, the WCCO call letters stand for quality programming . . . the kind of programming that gives WCCO over 40% average share* of the television audience . . . the kind of programming that makes . . .

WCCO TELEVISION

the Difference Between GOOD and GREAT
in the Minneapolis-St. Paul Market.

IN RADIO IT'S THE...

SALES CLIMATE THAT COUNTS!

WPEN

MATURE, ESTABLISHED
PERSONALITIES

•

EXCLUSIVE HELICOPTER
TRAFFIC REPORTS

•

FIGHTING EDITORIALS

•

ADULT MUSIC

Certainly, we have respectable ratings to talk about — but so do many other stations. WPEN has a big plus that is shared by few other stations — the ideal selling climate. The WPEN advertising atmosphere is the product of responsible management who provides established selling personalities . . . outstanding program features . . . and non-frantic music. Result: the best sound on WPEN is your commercial.

PHILADELPHIA

WPEN

THE STATION
OF THE STARS
CALL GILL-PERNA

WPEN

OUR BEST

SOUND

IS A

RINGING

CASH

REGISTER



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

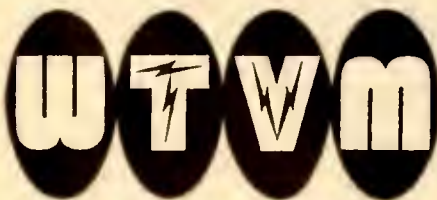
CHANNEL 9

WTVM

COLUMBUS, GA.

- **A Great New Market!**
82% unduplicated audience on the only primary ABC station between Atlanta and the Gulf!
- **Top ABC Programs!**
Shows like *Maverick*, *Cheyenne*, *The Real McCoys*, *Sunset Strip*, *Hong Kong*, and *The Untouchables*.
- **The Best of NBC**
Programs like *Wagon Train*, *The Price is Right*, *Huntley-Brinkley News* and *Bonanza* . . . plus top syndicated programs.

CHANNEL 9



COLUMBUS, GA.

Call the man from
YOUNG TV!

Ask about
availabilities on
WTVC CH. 9
Chattanooga, Tenn.



The #1 night-time
station in
Chattanooga!

ARTICLES

- Network tv's greatest season**
- 33** Mature probing of the moral, political and survival problems facing America was network television's contribution during the 1960-61 span
- Top tv commercials named for '60**
- 36** Winners in second annual Tv Commercials Festival announced at awards luncheon in New York. Spots in 30 product categories got "best" prizes
- Timebuyers at work: a tale of three cities**
- 40** Are timebuyers brothers under the skin in all markets? *SPONSOR* has asked timebuyers in St. Louis, New York, and Minneapolis about it
- Radio sets up counter battles**
- 43** Watchmakers of Switzerland brings in thousands via spot radio to see its product alongside cheaper models; stations help with contests

NEWS: Newsmaker of the Week **8**, Sponsor-Scope **19**, Sponsor-Week **25**, Washington Week **109**, Film-Scope **110**, Sponsor Hears **112**, Sponsor-Week Wrap-Up **114**, Tv and Radio Newsmakers **122**

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the ONE true picture of Africa is a series of THIRTEEN

*explosive, on-the-spot films,
in a first-of-its-kind pic-
torial report on Africa—
each half-hour focused on
an individual country!*

*Africa is a continent not a country—
composed of nations as unlike as
those of Europe. Now for the first
time—a film series focused on
each individual area or new nation.
These films are done in depth and
with understanding and dignity.
They are as current and as explo-
sive as tomorrow's headlines. No
panoramic view of Africa has ever
revealed the varied attitudes and
problems of emerging nationalisms
so clearly and vividly. 13 to be done
this year. Call your Official repre-
sentative now for an appointment
and screening of "AFRICA NOW."*

"africa now" Produced by William Alexander
Narrated by Alexander Scourby



*Films completed
or scheduled:*

1. NIGERIA
2. REPUBLIC OF THE CONGO
3. CONGO REPUBLIC (French)
4. ETHIOPIA
5. GUINEA
6. SIERRA LEONE
7. LIBERIA
8. ANGOLA
9. TANGANYIKA
10. KENYA
11. MOROCCO
12. MAURITANIA
13. SUDAN

*One of the most important
film series of our time...
FIRST RUN SYNDICATION!*



OFFICIAL FILMS, INC.
724 FIFTH AVENUE, NEW YORK 19, N. Y. • PL 7-0100

ODESSA

NOW THE NATION'S NUMBER ONE RETAIL MARKET

Odessa, Texas, is now the nation's richest retail market with retail sales of \$5887.00 per household.* This is one of the big, rich Texas size markets served best by the **TRIGG • VAUGHN** Stations.

TV also serves El Paso, the nation's 46th city, and 34% of New Mexico. The Bolling Company man has the full story.

KOSA-TV

First in Odessa-Midland**

KROD-TV

First in El Paso**

*Sales Mgmt. Survey of
Buying Power 1961

**ARB No. '60, NSI Dec. '60

BUY **TV**

to sell West Texans...

Get 34% of New Mexico to boot



3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

NEWSMAKER of the week

Re-assignment of top-echelon personnel at Bell & Howell Co., Chicago, is keyed by the election of Charles H. Percy as board chairman and of Peter G. Peterson as president. Reason for these and five other major shifts, said Percy: "to provide for the best possible use of executive personnel in order to create organizational strength for future growth."

The newsmaker: "Pete" Peterson, following Charles Percy's progressive leadership of Bell & Howell, has been a pace-setter himself in forwarding advertising and media concepts for the giant photographic firm (1960 sales: \$114 million). The company spends 95% of its total advertising appropriation in television, and by far the bulk of this sum goes into the co-termed "controversial" programs of a public service-informational nature.

This current season, B&H has sponsored "CBS Reports." "The Churchill Years" on ABC and a total of 26 30- and 60-minute special ABC TV "Closeups." From integration through birth control and Communism in Latin America to a day in the life of the new president, Bell & Howell has backed each network's ideas of what constitutes quality, effective public service programing.

It's committed (through McCann-Erickson) to a renewal of the irregularly scheduled "Close-up" series through 1962.



Peter G. Peterson

Peterson and Percy share this concept of tv: The sponsor should not be consulted on or concerned with programing problems of the network; if the industry is to mature, the networks must solve their own problems. Peterson's thinking: "We believe that the human being whom we are unashamedly trying to influence is one man and not two; he is not made in sections, one half that trades in goods and services and one half that loves, hates, fears and thinks. We believe effective communication can often be a transaction that involves the whole man, his material, intellectual and even his spiritual needs."

"Pete" Peterson, although only 34 years old, has a breadth of business and advertising experience. He joined Bell & Howell in 1958 as an executive v.p. and board member after working five years for McCann-Erickson. At the agency he rose from v.p. to general manager of the Chicago office, director and then assistant to the president.

Eichmann!

Listeners are writing us by the hundreds to express appreciation for our coverage of his trial. Neighboring broadcasters are requesting permission to re-transmit our daily fm airings of the complete proceedings. (**WIP** was the first U. S. broadcaster, says the Israeli Embassy, to request and be given complete proceedings.)

Here's **WIP's** complete Eichmann coverage: Verbatim testimony with concurrent English translation, each evening on fm. On **WIP**, direct reports every hour from Metropolitan's Martin Weldon, and a 10-minute wrap-up via live overseas transmission, each evening at 11.

Metrodelphians live with history, via **WIP, Philadelphia.**

HERITAGE

is the answer

for

MODERN

AM-FM

Broadcasting

See us at the N.A.B.

Commercial commentary

Don't kid the press, boys

At 5 p.m. on the last day of the 4A Convention at White Sulphur Springs a couple of weeks ago, there took place one of the most nonsensical press conferences I've ever managed to attend (and I've been to some beauts).

It was called by high 4A brass, following a hastily-summoned Board of Governors meeting, and we met in an upper room of the Greenbrier in an atmosphere of almost conspiratorial good will.

Those present included 4A president Fred Gamble, board chairman Ed Cox of K&E and treasurer Bill Marsteller of MRC&R plus other 4A executives and representatives of Hill & Knowlton, the association's p.r. firm.

Ranged on our side were operatives from the *New York Times*, *Herald Tribune*, *Journal American*, *World Telegram & Sun*, *Wall Street Journal*, *Editor & Publisher*, *Printers' Ink*, *Sales Management*, *Media/Scope*, *Broadcasting*, and SPONSOR.

The subject at hand (which we got to after a round of cocktails) was a hurriedly drafted one-page press release on the 4A new "Public Relations Program in Behalf of Advertising" which had been presented to the membership in a closed session two days before, and in order to understand why this emergency press conference was so hilariously unrealistic, you'll need a bit of background.



\$130,000 to influence thought-leaders

Last fall, in a move which caused considerable eyebrow-lifting within the industry, the 4A engaged Hill & Knowlton to study the public relations problem of advertising and present a program.

H&K, with the rapturous energy of all true p.r. men, conducted an exhaustive investigation of current opinions about advertising as expressed by 1) admen themselves, 2) leading intellectual publications, 3) "opinion-trend leaders" and 4) recent public opinion polls.

Based on their labors they recommended a \$130,000 p.r. campaign which (now get this) was fully approved and authorized by the 4A board of directors and operations committee last March.

In preparation for the White Sulphur meeting, an 8-page two color brochure was printed up, detailing the nine-step program to which the association had committed itself.

The nine steps were, 1) a depth attitude study among 175 "thought leaders," 2) a new 4A publication, *Advertising Today*, to be published six times a year and sent to 25,000 "opinion makers," 3) a test seminar at a major university 4) more speeches before non-advertising groups, 5) closer contact with "influential publications" 6) cooperation with textbook authors, 7) more reference material in libraries, 8) increased understanding of the 4A-ANA copy Interchange, 9) more positive publicity.

(Please turn to page 12)

Remarkable
ROCKFORD
BELONGS IN YOUR
MARKET MIX

STIR
UP
SALES

BUY
WREX-TV

THE
HOT
BUY
EVERY
MONTH



GET THE FACTS
FROM OUR
PERSPIRING REPS

H&K
H-R TELEVISION, INC.

WREX-TV
CHANNEL 13 ROCKFORD



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



MICHIGAN MARCHING FORWARD



Michigan Week
May 21-27

New horizons are dawning everywhere in mighty Michigan, center of the dynamic Great Lakes region. In industry, science, transportation, community development, and other fields, exciting new projects are pointing the way to even greater economic strength and vitality.

We invite you to march forward with Michigan — to share in the benefits of its growth and expansion. A good place to start is the WWJ Stations in Detroit, basic sales media in the business heart of the state.

WWJ AM and FM
RADIO

Detroit's Basic Radio Station

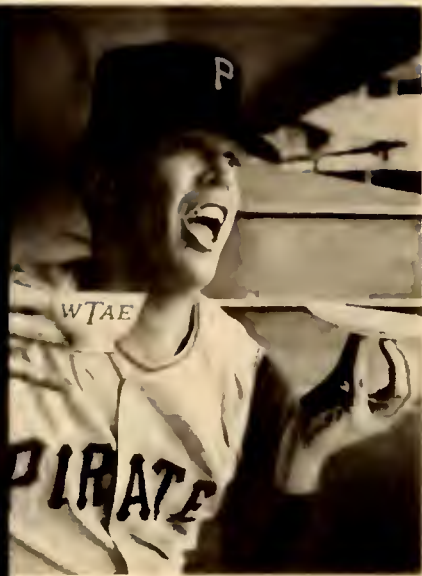


WWJ-TV

Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

SPONSOR • 8 MAY 1961



In PITTSBURGH

Take TAE and see

how to be a
champion in the
city of champions!

Champions always lead the league in averages. Your product can do it if you choose the top team, WTAE. Find out exactly how far WTAE is ahead of the others in Pittsburgh by checking your Katz man for the averages. Also, ask him about the overwhelming switch to WTAE by the most knowing local advertisers. It's hard to stop a trend, and the overwhelming trend in Pittsburgh is to the Pittsburgh Television Champion, WTAE.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL **4**

And all this for \$130,000!

I myself received a copy of the 4A brochure the day before I left for White Sulphur, and was so depressed by it that I immediately wrote a SPONSOR editorial, branding it as "disappointing."

My disappointment, however, was a vague, wispy thing compared with the outraged member reactions I found at the Greenbrier.

4A men, who had heard the program the day before, were angrily buzzing about it in the Dorothy Draper-decorated halls and lounges, and groaning over it in the Old White (bottle) Club.

Their reactions took two forms, both violent. First were the agency men who asked, "Who the hell are we to influence 'opinion leaders' when we have so much of our own housecleaning to do?"

"Let's spend \$130,000 trying to rid the industry of all those Ted Bates-type tv commercials, rather than for all this gobbledygook."

Equally sulphurous were the comments about Hill & Knowlton's abilities. "If Marion Harper gave me 30 minutes to dream up a p.r. program for a \$12 billion industry, this is about what I'd come up with," sneered one malcontent. "It's the same old dreary p.r. package, right out of the textbook," said another.

I personally heard more than 20 different comments of this sort, and so I'm sure, did other reporters at the Greenbrier.

Not to repudiate—just to clarify

Imagine our amusement, therefore, when we were told at the press conference that the 4A board of governors felt it necessary to "clarify" the public relations program.

Said the press release: "Our Board and Region and Council Governors are in overwhelming agreement that . . . 1) the first priority of the program is to execute the definitive depth attitude survey . . . 2) the precise content of the program to supply information about advertising . . . will depend on the results of such extended research; 3) 4A is to undertake an extensive educational program aiming to lead all agency people to understand more fully their individual responsibilities." And all this with a straight face!

I felt desperately sorry for Messrs. Gamble, Cox, and Marsteller who tried nobly and honorably to carry out the party line.

"No," they declared firmly, "the 4A is not repudiating the p.r. program, it is just clarifying it."


But look, kids, what did you expect us to believe?

The fact is, your own brochure had called the new 4A magazine, *Advertising Today*, the "most important single element of the program." Now first priority was given to depth research.

The fact is, H&K had based their recommendations on "exhaustive studies." Now, the clear implication was that H&K's studies were an inadequate basis for any program. Indeed their major conclusion—that the chief target for public relations should be "opinion makers"—was tossed out the window.

But why go on?

We gentlemen of the Fourth Estate (most of us anyhow) came out of your meeting firmly convinced that 1) the 4A Public Relations Program is being quietly scuttled, 2) it represents a major goof for all concerned, and 3) the whole problem must be rethought through, and new solutions found.

But why, in heaven's name, hold a press conference about it? 

Note: See SPONSOR WEEK page 25 for more on this.

IN PITTSBURGH

Take TAE and see

how to be a champion in the city of champions!



WTAE

PIRATE

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL **4**

BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY



THREE SHOTS FROM
A SHOOTING SCRIPT:

"CAMERA MOVES UP AND
OVER JAR AND LID SO
WE LOOK DIRECTLY DOWN
ON THEM FROM OVERHEAD
AND SEE THEM AS TWO
CIRCLES. SUPER:
'DOUBLE CIRCLE OF
PROTECTION.'



"DISSOLVE TO GIRL
IN SLIP, REACHING
AS IN FIRST SCENE.
FLOAT IN ONE WHITE
CIRCLE OUTLINE
WHICH MOVES IN SYNC.
WITH AUDIO.



"HOLD CIRCLE AND
DISSOLVE TO GIRL
AT TABLE AS IN
SECOND SCENE. FLOAT
IN SECOND CIRCLE.
NOW BOTH CIRCLES
MOVE IN SYNC. WITH
AUDIO."

FILM does the unusual!

Note the technic shown here. The producer calls it "live action." Actually, it's a combination of camera movement and a controlled light beam (or beams) of any size or shape. In this case, single circles. Plus optical printing.

Result: a highly effective commercial, one with striking sales impact.

In fact, film offers many technics to produce the kind of commercials you want, the way you want them—and when!

What's more, film gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write 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 Sonto Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sole and distribution of
Eastman Professional Motion Picture
Films, Fort Lee, N.J., Chicago, Ill.,
Hollywood, Calif.

ADVERTISER:

Odorono

AGENCY:

Ellington & Company, Inc.

PRODUCER:

Gray-O'Reilly Studio

Reps at work

Bob Aissa of Weed Radio believes that "there is a significant trend toward 'creative buying' in radio. To a great measure, the reps are responsible for this trend and it is their job to encourage its growth. The efforts expended by reps in selling radio as an 'image medium' are now beginning to pay off. Certainly it is naive to assume that

the 'numbers' do not still play a major role, but the alert buyer now wants other data to form a background for his decision and it is up to the rep to supply it. Buyers today want to listen to tapes to get the station's sound. They want to know about the station's programming concept . . . the caliber of its performers . . . its community relations. These are the factors that constitute a station's image and it is essential for



the rep to define and project this image. It is often necessary for the rep to make his presentation at the advertiser level. This, too, encourages creative buying, since the advertiser who is aware of radio's image story will not demand that his agency use the single criterion of ratings. Image salesmanship at all buying levels encourages the 'creative buy.' The rep must take the initiative."

Donald Hawe H-R Television Sales, New York, says "I was particularly happy to read the article in the 17 April issue of SPONSOR magazine "Media: Still the Agency Step Child?" While agencies have made much progress in giving the agency timebuyer more latitude in decisions that result in more flexible buying. I feel we



still have a long way to go. I have especially noticed Philadelphia agencies are giving the timebuyer more creative responsibilities rather than merely executing stringent buying policies which are established at a level sometimes unfamiliar with the day-to-day exigencies of television stations and buying patterns. The timebuyer has now been recognized in the industry as one of the most important media executives.

Awards such as the S.R.A. Silver-Nail award help to point out to agency and station people the very efficient and talented media people we have. However, I would like to see more agencies utilize the buyers' talents with less stringent buying restrictions. It will work for better buying and more effective media strategy."

49th and Madison

On that Communist letter

Let me take this opportunity to commend you and SPONSOR for publishing in your 10 April issue the letter, previously published in *Presbyterian Survey* and called to your attention by Charles Crutchfield of Jefferson Standard Broadcasting Company, in which a young Communist reveals so clearly the kind of total commitment he and others like him have to their philosophy.

I think it does all of us who believe in democracy a great deal of good to see, by such example, just how dedicated those people are, and you certainly are to be commended for making the space available.

LeRoy Collins
president

*National Assn. of Broadcasters
Washington*

The letter of 10 March, 1961, from Charles H. Crutchfield as well as the copy of a communication from a young Communist which were reprinted in the 10 April issue of your publication have been referred to my attention.

With the menace of communism challenging the foundations of our American heritage, it is most encouraging to learn of your endeavors to alert your readers to the seriousness of this threat. We must continue to inform all segments of our society of the extreme urgency of combating communism with every weapon at our disposal.

J. Edgar Hoover
director
Federal Bureau of Investigation
Washington

I want to congratulate you on your commendable action in reprinting the words of a young Communist in your issue of 10 April.

It is most gratifying to us in the broadcasting industry, who are trying so hard these days to devote prime time to worthwhile public affairs broadcasts, to see you joining with us in promoting the public interest.

James T. Aubrey, Jr.
president
CBS TV Network
N. Y. C.

I have just finished reading the letter reproduced in your issue of 10 April which a young Communist sent to a friend of his in the United States. Frankly, the letter frightens me because it so graphically points up the utter dedication of Communists to the socialist cause, a dedication to the principles of freedom which I believe is sadly lacking among the citizens of the Free World.

Everyone in the Free World, in my opinion, should be fully cognizant of the serious threat to freedom involved in the attitude of Communists to socialism as disclosed in the letter you have reproduced in your magazine and I thank you and congratulate you for your contribution to this objective.

Reed T. Rollo
partner
Kirkland, Ellis, Hodson,
Chaffetz & Masters
Washington

• The Communist missile referred to in the four letters above is being repeated in this issue.

'I liked your concept'

We receive SPONSOR weekly and that is how, in the 13 February issue, I read your most interesting article "Magic in the Air." I was fascinated by it. It has always been my impression that radio is and has been a wonderful medium.

I liked your concept so much, that I decided to translate your article into Spanish so that the people around me might be able to read it.

Carmen del Hierro
advertising department
Colgate-Palmolive
Mexico City



NO, THIS IS "KNOE-LAND"

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

JUST LOOK AT THIS MARKET DATA

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

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November, 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

Photo: Greenville Division of the Chicago Mill and Lumber Company, Greenville, Mississippi.

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



SUMMER REPLACEMENT DYNAMITE

"Taut, suspenseful drama . . . a gain for local programming." — *Variety*

"A TV thriller . . . top-notch." — *New York Daily Mirror*

"One of the better new dramatic shows of the season . . . will have no trouble finding a wide audience."

— *New York Herald Tribune*

They're all talking about EXCLUSIVE! — the show that went right to the top of its time period with a lion's share of the audience on its first New York airing on WCBS-TV. (12.9 Rating — 27% share — Nielsen, Sept., 1960.) 13 half-hours, based on exclusive stories uncovered by Bob Consigned . . . Quentin Reynolds . . . Eddy Gilmore, featuring top talents such as Ralph Bellamy, Claude Dauphin, Faith Domergue.

Now — 13 half-hours of perfect summertime fare — stories of mystery, intrigue, comedy, courage. Get with it — get EXCLUSIVE!

ABC FILMS, INC.

1501 Broadway, New York, New York

EXCLUSIVE!



WGAL-TV

OUR 13th YEAR
provides continued opportunity
to program WGAL-TV in such
diversity and depth as to best
meet the widely divergent needs
and desires of the many communities
WGAL-TV is privileged to serve.
To this end we pledge the conscientious
use of Channel 8 facilities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

SPONSOR-SCOPE

8 MAY 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

There's a strong current of opinion on Madison Avenue that Y&R went somewhat out of bounds in taking its protest against the proposed 40-second break to the FCC.

Notes this opinion: the blue print for doing away with network option time is already being worked over at the FCC and the commission may take the agency plaint as support for curbing the over-all power of the networks.

As a matter of fact, a couple of the agency managements are already reconciled to a drastic change in network status taking place within the next two years and are getting ready for it. It will entail, they anticipate, a much greater investment for their clients and themselves, such as establishing closer contact with program suppliers and going out and clearing their own stations.

As for the dissent from Y&R's strategy: some agencies feel that it would have been more prudent for network users if agencies as a group had quietly tried to divert ABC TV from its intent instead of individual agencies taking the argument to the public press on the theme of overcommercialization.

Incidentally, these agencies regard CBS TV's tactics as quite clever: they have served the two-fold purpose of taking CBS off the hook with regard to its affiliates and making it look like a heavy.

The networks ought to know this: for one P&G is quite furious about being deprived arbitrarily of 10 seconds of its time.

(See SPONSOR editorial on this issue, page 33.)

If you're looking for the millenium in this business, it's already arrived.

The place is CBS TV's daytime schedule and the case is Lever Bros. occupying a soap opera, *As the World Turns*, which is controlled by P&G.

P&G is broadminded about it, because the only products Lever may sell on that serial are Lipton tea and soups.

You may now ask: what's happened to that rule about corporate protection? And you might answer it this way: like many air media traditions, it may soon be entirely out the window.

A continuing arena of controversy among stations and reps are the shopping methods used by Wrigley (Myerhoff) in selecting its spot tv and radio list.

The core of the argument: should Wrigley be granted bonus spots, even though these free spots are jingle music without words, but readily identifiable with the product?

Myerhoff disavows insisting on any bonus spots and justifies the free spots on the basis that they lend good continuity for the station.

Retort the complaining sellers: it's true that bonus spots are not made a condition of buying, but the implication is still that it would be a good idea to sweeten the pot. Also, that regardless of how any one looks at it, it's still a ratecut.

What makes the Wrigley business inordinately attractive is that it's on a basis of virtually 52 weeks or 26 out of 52 weeks.

The situation, some reps note, is not all black and white. Stations who are most irate about the bonus idea reprove their reps for having lost the Wrigley business.

Likewise, observe these reps, the Wrigley problem is one brought on by the stations themselves, with many of them taking the position that Wrigley is a prestige account and hence good for the station.

Hellmann's Mayonnaise (D-F-S) is taking off on a 4-5 week flight in spot radio at the rate of about 50 spots a week per market.

Other new activity in that medium: Top Value Stamps (Campbell-Mithun, Minneapolis); ReaLemon-Puritan (Lilienfeld); Kitchens of Sara Lee (C&W); Standard of Indiana heating oil (D'Arcy).

High C, which is out of the Minute Maid family, last week started scouting for warm weather spot tv availabilities via D-F-S.

The schedule'll be for 12 weeks, with 40 ratings points a week (day and fringe time) per market. Other spot tv avail calls and buys: P&G's Spic 'n' Span (Y&R), five to 10 spots a week; Polident (Grey), 10 late evening minutes a week; Imperial margarine (FC&B); Corn Product's NuSoft (McCann-Erickson).

It now appears that General Mills, via D-F-S, is finding a lot of acceptance for its partially-sponsored Rocky and His Friends late afternoon strip among the tv stations contacted by people travelling for the agency.

An important incentive for the assenting stations—General Mills is sponsoring but two minutes of the strip—is the fact that Rocky permits 'em unlimited runs.

Included in the takers are quite a number of stations in major markets.

As next season unfolds you'll see ABC TV giving a slightly new twist to its statistical theme about its programing at night being most popular among young households and large families.

It'll use Nielsen measurements to show how these young households and large families figure in the top 10 programs.

Agency men with a realistic approach to how values stack up in the medium expect two factors to come into sharp relief in network tv after the coming season has got fairly under way.

The factors: (1) the over-all ratings difference will be less than they've ever been and (2) the old shibboleth about network dominance will probably disappear from the lexicon of the business.

Business development people among the tv reps feel that the industry gets a muddled picture of the Detroit automotive investment in spot because of the way TvB reports the figures for each of these giants.

What they're referring to is this: national spot is lumped together with revenue derived by the station from dealers.

Responds TvB: the billings are reported by stations in a way that they can't be split between national and local.

A topic you're going to hear tossed around and debated more and more is what is meant by frequency and how do you use it effectively.

Some media analysts think that frequency is the most loosely referred to term in the the media business and that it's about time researchers come up with a few practical examples of application.

One proposal: developing a diary of reaction and action to determine how much spot weight must go into a market to incur a certain degree of product movement, or even to make the consumer aware of the brand. It's a problem, say these analysts, that knowledgeable advertisers are popping frequently at their agencies.

Watch for quite a spurt in nighttime network tv buying the latter part of June.

There's heaps of unsold time on all three networks and some major advertisers with hunks of flexible money are waiting on the sidelines to see what the nighttime market looks like at about that time before they move in for the needed pieces.

The network with the biggest wide open spaces for a particular night of the week is CBS: all of Thursday is available but a half-hour (8:30:9). Aside from this, most of the unsold segments are in fringe time.

However, the ratio of SRO period is as big as it was at this time last year.

(See 1 May SPONSOR, page 34, for fall nighttime commercial schedule.)

NBC TV can claim having brought into nighttime the only offbeat account for the fall, namely, the Douglas Firplywood Association (Cole & Weber).

Back in 1956 the association had some participations in Home. NBC TV's San Francisco office has been nurturing the account ever since in the hope it could come up another lure. The program sales: half of David Brinkley's Journal (Wed., 10 p.m.).

ABC TV has just exposed to its affiliates a series of charts that would indicate—if the bases of the figures are acceptable—that there's been somewhat of a reshuffling in the relative standing of the networks among the top 10 nighttime programs.

The base: Nielsen's 50-marketing ratings averaged from November to April (1960-61), Sunday from 6:30 to 11 p.m. and weekdays from 7:30 to 11 p.m.

Chart No. 1: the top 10 for the season for all programs:

PROGRAM	NETWORK	AVERAGE RATING
Gunsmoke	CBS TV	35.3
The Untouchables	ABC TV	30.7
Wagon Train	NBC TV	29.7
77 Sunset Boulevard	ABC TV	28.6
Have Gun Will Travel	CBS TV	28.6
My Three Sons	ABC TV	27.6
Candid Camera	CBS TV	27.5
The Flintstones	ABC TV	27.4
The Real McCoys	ABC TV	27.2
Andy Griffin	CBS TV	25.1

Chart No. 2: the top 10 for the season for new programs only:

PROGRAM	NETWORK	AVERAGE RATING
My Three Sons	ABC TV	27.6
Candid Camera	CBS TV	27.5
The Flintstones	ABC TV	27.4
Andy Griffin	CBS TV	25.1
Surfside 6	ABC TV	23.1
Naked City	ABC TV	21.6
Bugs Bunny	ABC TV	21.2
Checkmate	CBS TV	20.7
Sing Along	NBC TV	19.8
Tall Man	NBC TV	19.7

Chart No. 3: average ratings and shares for all programs by network for the season:

NETWORK	AVG. RATING	AVG. SHARE	RATING MARGIN VS. ABC TV
ABC TV	20.0	36.7	
CBS TV	18.5	33.9	— 8%
NBC TV	16.0	24.4	—25%

Revlon's network tv commitments for the 1961-62 season will be around \$7 million.

Regular programming includes an alternate half hour of the Ed Sullivan show and an alternate half hour of **Checkmate**.

In addition there'll be a **Christmas** special costing around \$450,000 for time and talent.

American tv may be able to show the latest fashion reviews from Paris via tape day and date with pictures of same carried by American newspapers.

It would be a first for the medium and if it can be arranged Revlon will sponsor these reviews as a **special on the networks**. Revlon's now dickering for a release date with Paris couturiers.

NBC TV station relations has this yeoman task before it: inducing affiliates to clear for the 5 p.m. Kukla and Ollie five-minute strip, which Miles wants to sponsor.

Miles would like a minimum of 100 stations and the affiliates have 20 days in which to make a decision. (It's their own time.)

The products will be **Chox** and **Bactine**, with the intended appeal to both women and children. Miles' Alka-Seltzer, incidentally, will remain exclusively in spot.

The support hose section of Burlington Mills is getting ready to test some minute e.t.s in five or six markets.

Burlington a year or so ago tried to do something with spot tv for this product as against its potent competitor, Mojud's Supp-Hosc, which spends at least \$3 million in network and spot tv. It also plunged into network tv with a massive cut-in operation.

General Mills will use about \$75,000 due ABC TV in short rates from nighttime cancellations on some of that network's daytime shows during the spring and summer.

The money will go exclusively for cereals and the spots will be administered by D-F-S.

Pittsburgh Plate Glass has a special promotion coming up in August and for a relatively small sum of money (\$7,000) on network radio (CBS) it'll resurrect a personality that the PPG dealers once had going for them in network tv.

The buy: Garry Moore's taped 10-minute show for six weeks, with a spillover into September.

There's a rule-of-thumb in figuring the cost of a minute participation on a network tv nighttime spot carrier.

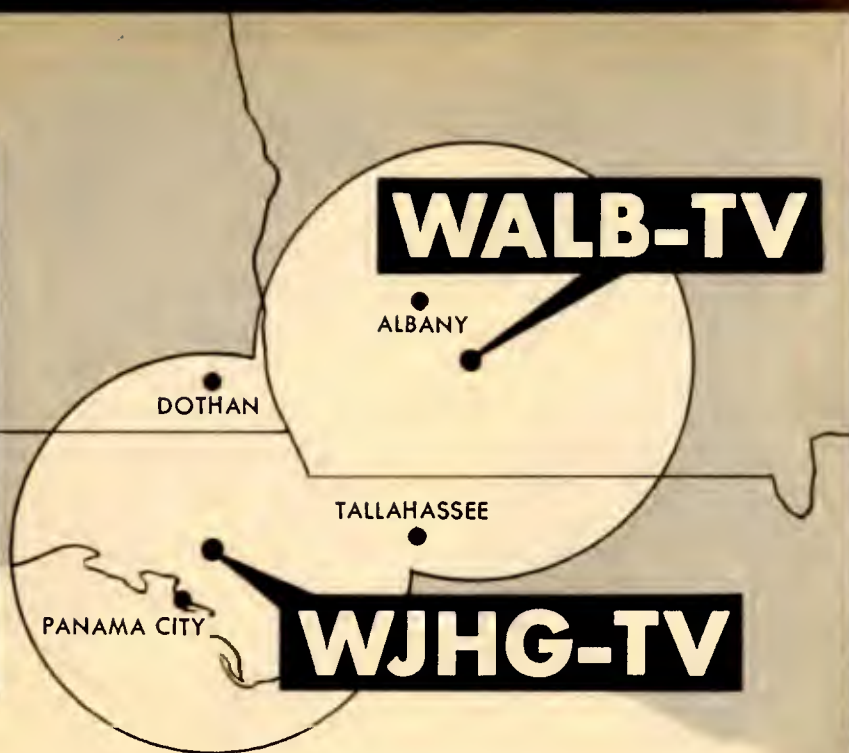
If it's prime time—not on the fringe of such—the time comes to around \$18,500 gross before discounts and the program \$21,000 gross for originals and around \$9,000 for repeats.

In other words, a minute with an original showing adds up to a total cost of \$39,500 (before discounts) and a minute with a repeat film, \$27,500.

NBC TV, however, has at least five shows which come in at \$30,000 a minute, regardless of new or repeat. They are Kildaire, The Americans, Captain of Detectives, 85th Precinct and Thriller.

For other news coverage in this issue: see Newsmaker of the Week, page 8; Sponsor-Week, page 25; Sponsor Week Wrap-Up, page 114; Washington Week, page 109; SPONSOR Hears, page 112; Tv and Radio Newsmakers, page 122; and Film-Scope, page 110.

**ONE
BUY!
FOUR
MARKETS!**



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE



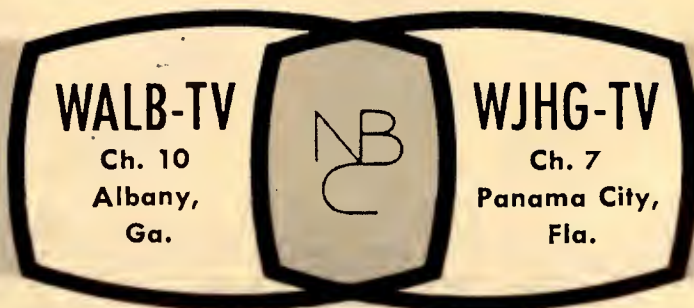
PROGRAMMING

One buy, one bill, one clearance delivers *four* market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV *dominate* this area!

GRAY TELEVISION NETWORK

Delivers 82,990 More TV Homes
Than The Nearest Competitor!

Raymond E. Carow, General Manager



Represented nationally by Venard, Rintoul, McConnell, Inc.
In the South by James S. Ayers Company



"CONSULT DR. BROTHERS"—SOLD!!!!

In less time than it takes to write about it, all these major markets were sold. This is just a small part of the total sales picture of the "CONSULT DR. BROTHERS" program.

65 quarter hours or 195 five-minute programs, perfect for stripping.

Note: In its first week on the air in Buffalo, "CONSULT DR. BROTHERS" tripled WGR-TV's morning audience! Check with ABC Films now.

ABC FILMS, INC. 1501 Broadway, New York, New York / Got a programming problem? You're invited to meet and "Consult Dr. Joyce Brothers" at the NAB Convention, Washington, D. C. — May 7 & 8, Suite 620-B, Sheraton-Park Hotel.

8 May 1961

SPONSOR-WEEK

- ▶ **BBDO's Martinez and Burnett's Oberholtzer are buyers of year**
- ▶ **Nation's top pet food companies put 57% of budgets into tv**
- ▶ **John Neal Wheelock named executive director of FTC**

CBS TV MULLS REVISED STATION SHARE

As CBS TV affiliates gathered for their meeting in New York last week the big topic of conversation was the new system of compensation that the network had in store for them.

It was, from reports, a radically different plan from one that's been in effect from the inception of the tv network.

The plan, so the talk ran, was especially significant in that it indicated the network was getting ready for the time when the FCC should put into effect regulations drastically altering option time relations between affiliate and network.

The revised CBS TV compensation system, as previewed to some affiliates, provided a sliding scale primed to make it highly worthwhile for an affiliate to carry the entire network schedule.

Built into the proposed plan was an escalator compensation percentage which in the long run would tend to discourage rather random selection of network fare or freewheeling preempting of network programing.

Indications were that the new rising scale had a maximum of 60%, which is calculated, obviously, to obtain maximum clearance for the network. Incidentally, this ratio would almost be equal to what a station would net if it sold its time at card rate.

Under the present compensation system affiliates get 30% after so many waived hours.

CBS TV's competitors look with askance at the whole thing as not likely to make "good national sense" since the system—one observer said—discounts the realistic approach for network-affiliate relations, namely, normal traffic.

WMCA SUES N. Y. POLITICOS

Courageous innovation in a radio station's community participation was move last week of WMCA, New York, to gain reapportionment of seats in the state legislature.

In two-prong effort, WMCA Pres. R. Peter Straus (1) launched on-the-air editorial campaign soliciting listener support for (2) his suit in Federal District Court charging discrimination against New York City residents.

On the air, he contended "25 counties in upstate New York have barely a third of the population of Brooklyn but cast more votes than Brooklyn in the state Assembly."

Suit was filed under the Civil Rights Act. Station has national reputation for its air editorials and strong stands on local and national issues.

Four A uses p.r. for its p.r. campaign

Apparently smarting over adverse reactions to its \$130,000 public relations program, the 4A's late last week scheduled an "extension" of the press conference on the Hill & Knowlton package, held two weeks ago at White Sulphur Springs. (See Commercial Commentary, page 10.)

Newsmen were invited to 4A headquarters for "off the record" talks and were promised a look at "confidential" survey material.

SPONSOR's Executive Editor John E. McMillin, who attended both meetings, reported at presstime that he will "stand by" his column on p. 10.

BMI

Salutes

these

APRIL AWARD WINNERS

Over the years BMI has been proud of the honors awarded to the composers affiliated with it and to the music, the performing rights of which it licenses... among the honors awarded to music and men during the month of April, these were outstanding...

1961 PULITZER PRIZE

Walter Piston

Previous Pulitzer Prize winner in 1948

for "**SYMPHONY No. 7**"

ACADEMY OF MOTION PICTURE
ARTS AND SCIENCES "OSCAR"

"**NEVER ON SUNDAY**"

by

Manos Hadjidakis

Best Song of 1960 as performed in the motion picture
"Never On Sunday"

And congratulations also to these BMI affiliated writers who were honored by NARAS (National Academy of Recording Arts and Sciences) for their recording achievements:

Ray Charles Miles Davis Gil Evans

Bob Newbart Marty Robbins

THE GOLD MEDAL FOR MUSIC
OF THE NATIONAL INSTITUTE
OF ARTS AND LETTERS

(Presented once every five years)

Roger Sessions

1961 GRANTS
OF THE NATIONAL INSTITUTE
OF ARTS AND LETTERS

Halsey Stevens Lester Trimble

Yehudi Wyner

NEW YORK MUSIC CRITICS CIRCLE
CHAMBER MUSIC AWARD

Elliott Carter

BROADCAST MUSIC • INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

SERVING MUSIC SINCE 1940

BMI

*

Lever's Lipton for public service

Lipton Tea, through Young & Rubicam, which participated in the sponsorship of political conventions last summer, has bought eight "CBS Reports" for this coming summer. Another half is still available.

NEWLY NAMED POST & MORR BILLS \$12 MILLION, \$7 MILLION IN AIR

(Chicago) Post & Morr Inc., which succeeds the Gordon Best Co. agency in Chicago, has a total billing of \$12 million with more than half of this in air media.

Official change in name of the 55-year-old agency took place last week with Carl M. Post, president of the Best agency for the past year, holding the same position with Post & Morr. Frank F. Morr, longtime Best v.p., is now executive v.p.

Among the clients: Maybelline, General Finance, Schlitz Old Milwaukee beer, Florsheim and Squirt Bottling of Chicago. Last year the agency spent \$7 million on air media, with an estimated \$5.5 million in net and spot tv and \$1.5 in net and spot radio.

Corporate, management and financial structure remain the same. Office space was expanded for future growth, however, as P&M took over the 13th floor of the Palmolive Bldg. last week.

3 ACCOUNTS ARE LOOSE IN N. Y.

Agencies are shuffling behind the scenes to ground three accounts which started floating last week after agencies' dis-affiliation.

The two biggest—Colgate, billing an estimated \$4 million for Ajax and Spree, and Lehn & Fink, billing \$1 million for five products—came to amicable ends with, respectively, McCann-Erickson and Ted Bates because of product conflict.

Policy in copy-media approaches was root of Coty's departure from BBDO with \$1 million budget.

Emmerich elected v.p. at GMM&B agency

LeRoy A. Emmerich, broadcast production manager at Geyer, Morey, Madden & Ballard agency, New York, has been elected a vice president. He's held his present job since 1956, before which he worked as an independent producer with the agency as a client.

Emmerich has been in the broadcast business almost 20 years, variously employed as a writer, commentator, producer and air personality for NBC, WAAT, Newark, N. J., and WKOX, Framingham, Mass.

REPS NAME TOP TIMEBUYERS OF YEAR IN NEW YORK AND CHICAGO

Timebuying virtues and skills were rewarded at joint conclaves in New York and Chicago last week as Hope Martinez of BBDO and William H. Oberholtzer of Leo Burnett Co. were honored by station reps as standouts in their field.

In New York, Miss Martinez received the Silver Nail Timebuyer of the Year award; in Chicago, Oberholtzer earned the Chicago Timebuyer of the Year citation. An additional commendation went to Newman F. McEvoy, senior v.p. and director of Cunningham & Walsh, New York, who was given the Gold Key award for distinguished advertising leadership.

Mr. Oberholtzer is a media group supervisor at Burnett and has worked at the agency since 1956. Miss Martinez has been with BBDO since 1945.

Selections were made by members of the Station Representatives Assn. in this fourth annual luncheon presentation attended by 500 persons in New York and 400 in Chicago last Wednesday before invited guests.

The SRA balloting was directed by Frank E. Pellegrin, executive v.p., H-R Television, chairman of the awards committee.

Annual awards, conceived by SRA Managing Director Lawrence Webb, are made after secret balloting by association members.



Hope Martinez



William Oberholtzer



Newman McEvoy

NET TV BILLINGS UP OVER '60: TvB

February net tv gross billings slid somewhat over the gains tabbed for January but the two months combined show a 5.3% dollar rise over the same months last year.

Television Bureau of Advertising last week reported this average on the basis of a 3.4% gain for February and a 7.2 for January, with combined dollar billings for these two months \$119.2 million contrasted with \$113.2 million for these months last year.

Among the two-month patterns evolving:

- Daytime is up 19.5%; nighttime, down 0.8%.
- ABC TV is up 19.9%, NBC TV up 8.3%, CBS TV down 5.0%.

what qualities . . .

*do you look for
in hiring salesmen?*



A wise man once said "What you *are* shouts so loud that I can't hear what you're saying". There's a moral there for buyers of time. Screaming, shouting, sensational formats may be popular in some places, but Iowans prefer our style. Proof: our news and sports ratings have led all the rest for years and years.

Choose your station just as carefully as you hire your own salesmen — on the basis of integrity, stability and responsibility. In Des Moines KRNT and KRNT-TV have these qualities. It's no wonder Iowans believe in and depend on the KRNT Stations:

- People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.
- ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.
- The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.
- Local radio advertisers have given us by far the biggest share of business in a six-station market.
- Local television advertisers have given us 80% of the local business in a three-station market.

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

Radio and TV — Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

Wheelock is FTC executive director

New executive at the Federal Trade Commission is John Neal Wheelock who last week was appointed executive director by FTC Chairman Paul Rand Dixon.

Wheelock has worked at the commission since 1937 and has worked on anti-monopoly and anti-deceptive practices much of this time. He has served also as legal adviser and assistant to the chairman, and holds degrees from Vanderbilt U. and Columbia U.

MILES LABS. TO SPONSOR 'KUKLA AND OLLIE' ON NBC TV NEXT FALL

Broadcast ad pro Sherril Taylor, who resigned his post as senior radio and tv group head at J. Walter Thompson in Chicago, is launching plans for several independent video productions.



Sherril Taylor

Key among them is the national return of Burr Tillstrom with a "Kukla and Ollie" five-minute strip to be sponsored on NBC TV next season by Miles Labs. through Wade Advertising, Chicago. Series is set for September start as Monday-through-Friday feature for 52 weeks.

Series is owned by Taylor, Tillstrom and Jory Nodland, Chicago radio-tv packager, who form Kuklapolitan Productions. Sports specials will also be produced independently for CBS TV by Taylor, who will open a New York and a Chicago office.

For the past three years, Taylor's immediate responsibility has been to shepherd air action for Elgin Watch and Seven-Up. He's former v.p. and director of sales administration for Radio Advertising Bureau and has held several executive posts with CBS on both coasts.

Charles Bernard joins Weed Radio sales

Charles Bernard has resigned as president of his own station representative firm to join Weed Radio Corp., New York, as a sales executive. The Country and Western Music Network of 30 stations, which he organized five years ago, will now be represented by Weed.

Bernard has been in broadcasting for 15 years and has worked as sales manager of WABC, New York, with the DuMont tv network and the Music Corp. of America.

TV IS PET FOOD PRODUCERS' BEST ADVERTISING FRIEND

Growing market for pet food producers and their rising investments in tv were pointed up last week in a new Television Bureau of Advertising summary.

The top 10 spenders in the pet food product category put 56.8% of their ad expenditures (gross time or space) into tv, 21.9% into newspapers and 21.3% into magazines.

The top 10 companies with their total gross time tv investment in 1960 and their percentage of tv to total ad budgets follow:

1. General Foods, \$2,939,731, 54.8%. 2. Quaker Oats, \$1,407,283, 29.0%. 3. Ralston Purina, \$2,725,601, 78.2%.
4. Carnation, \$1,618,760, 67.7%. 5. Swift, \$1,338,760, 75.7%.
6. Armour, \$877,411, 71.3%. 7. Associated Products, \$877,880, 67.3%. 8. National Biscuit, \$588,644, 73.7%. 9. John Morrell (no tv). 10. Lewis Food, \$547,160, 69.7%.

RADIO BOLSTERS CO-OP AD DRIVE

Radio is a key ad medium to be used by the Cooperative G.L.F. Exchange, a group of 118,000 members which last week named The Rumrill Co., Rochester, N. Y., as its agency.

The co-op buys agricultural production supplies for the group and also markets farm products as well as consumer items.

Its home and garden stores division will be serviced by Rumrill from New York, the agricultural and petroleum products division from a new agency branch to be opened in Ithaca. Distribution area: New York, New Jersey and Pennsylvania.

Minneapolis viewers see half-hour 'show' of season's best video commercials

(Minneapolis): Viewers here last week saw an agency man's choice of the season's best tv commercials in a special half-hour show on WTCN, a "first" for the city.

Arthur Lund, v.p. at Campbell-Mithun agency, made the selection of stand-out video commercials after his recent presentation to the Minneapolis Advertising Club.

Among those shown: chimpanzee series for Post Tens, Dreyfuss Fund lion, Marlboro cartoon characters, new Hamm's beer symphonic commercial, Gulf Oil rainstorm spot, Alpine cigarettes with Louis Nye and the Alemito CD-2 cartoon.

More SPONSOR-WEEK continued on page 114

Some of Florida's best figures...

Some of Florida's best figures are on television coverage studies: WJXT in Jacksonville puts you on the map in 65 bustling Northeast Florida and South Georgia counties vs. only 39 for the second-best station.

With run-away leads in ratings—and in homes delivered—according to Nielsen, WJXT consistently offers advertisers Florida's most alluring sales figures!



JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT channel 4, Jacksonville, Florida **WTOP RADIO** Washington, D.C. **WTOP-TV** channel 9, Washington, D.C.



TOP
FEATURE
FILMS
Nightly
On
"Late
Show"

BIGGEST
Overall
Share
Of
Rochester
Evening
Viewers

Looking for
AtTENTION

In Rochester, N.Y.?

Heavy
Promotion
for
Sponsors
On The Air
and in
Local
Newspapers

7
Of The TOP 10
Shows
In
Rochester

0 10
10 10

MAXIMUM
POWER
316 KW
Transmitter
Reaches
1,000,000
Western
New Yorkers

10 10
10 10

WRITE
PHONE
WIRE
for
TOPNOTCH
AVAILABILITIES

Latest
Equipment
Including
VIDEO
TAPE

10 10

Finest Shows
of
TWO
Networks
CBS
and
ABC

CHANNEL 10

BASIC CBS AFFILIATE ABC
ROCHESTER, N.Y.

WHEC-TV

EVERETT MCKINNEY INC.

WVET-TV

THE BOLLING CO. INC.

For tv's sake, stop the 40-second hysteria — An editorial

As SPONSOR prepared to go to press with the proud story below on "Net Tv's Greatest Season" the controversy over ABC TV's 40-second chainbreaks showed sudden, unmistakable signs of getting way out of hand.

The telegram of Y&R president George Gribbin to FCC chairman Minow and NAB president Collins protesting the extension of chainbreak time, provoked a storm of hostile press reactions which placed advertising as well as broadcasting in an unfavorable light.

Surely this is an unhappy state of affairs.

We firmly believe the time has come when all parties concerned should stop trying to battle each other with angry press releases, and should try to engage in clear, statesmanlike thinking.

No matter how strongly agencies and advertisers may feel about 40-second breaks and triple spots, the place to discuss these matters is in calm, thoughtful meetings with networks and stations.

No matter how much broadcasters may feel that advertisers are unreasonable in their demands, there is

no excuse for public airing of these differences.

And any suggestion that the FCC should step in and take sides will inevitably hasten the kind of government intervention and control of tv programing and advertising that broadcasters and advertisers should take pains to avoid.

SPONSOR does not believe for a minute that every industry practice is perfect. Certainly we recognize that there are bad practices to be corrected.

But SPONSOR also knows that the only possible way for the American system of broadcasting to stay healthy is through self-regulation, self control, and the cordial cooperation of broadcasters and advertisers.

Strong codes, strongly policed by the industry and strongly supported by agencies and advertisers, are the country's best hope for better tv.

And if we are to look forward to even greater tv accomplishments than we have seen in 1960-61, we must cultivate an atmosphere between broadcasters and advertisers of mutual trust, respect, and confidence.

Network tv's greatest season

► Increase in 'public affairs' accompanied by top educational and entertainment prime time programs

Network television is walking down to Washington to shake hands with President Kennedy this week with a season of meaningful achievement—in its dual role of information and entertainment medium—just coming to a close.

Never before in history, the webs feel, despite criticisms of "low quality" programing, has there been so much "high quality" entertainment available to any nation. Never be-

fore, they add, has so much information and so many in-depth studies of current problems and news events, been offered to any people.

And they further note that the information shows—the "public affairs" programs—have bolted the Sunday intellectual ghetto and have found a place in prime time (at a considerable loss of network revenue). Although some circles may question the motives of the networks in program-



'CHILDREN WATCHING' (ABC)



LIVE UN COVERAGE (CBS)



WHITE PAPER: 'SIT-IN' (NBC)



'HARVEST OF SHAME' (CBS)

Tv reported news

CONTROVERSY was not evaded by the networks during the 1960-61 season. They were at their best—and because of the nature of tv went further than any other information media—when they took their cameras and microphones into the areas of tension in American society, world politics and human relations. Besides the excellent programs pictured at the left, studies such as ABC TV's *Cast the First Stone* (prejudice and segregation in areas other than the South), CBS TV's *Rescue* (the plight of the world's 15 million refugees), and NBC TV's *The U-2 Affair* (close examination of an issue which could endanger our way of life) were programed.

The Kennedy Administration has been under the network tv microscopes since January 20th, and Americans not only know more about the President and his family than any others before them, but the networks have also taken on the important task of making the men around the president familiar to the nation.

The United Nations—all nations—both in their assembly halls and in their individual countries have also been brought home to Americans. From Eichmann to Cuba to space travel, the lessons of the past,

ing these shows in the prime hours, they are unable to find fault with the fine tv journalism that has resulted.

Fact was far more interesting than fiction in 1960-61, and that helped. What series filmed last year at Desilu could compete with the Presidential face-to-face encounters; the parades of heads of state, the shoe pounding and, later, the riots at the UN; intrigue and murder in the Congo; Portuguese pirates; civil war in Laos; invasions and communist MIGs 90 miles off the Florida coast; the trial of a murderer of six million; France at war with its generals; Jacqueline

and Caroline Kennedy, and Yuri Alekseyevitch Gagarin?

Television met the challenge and at the same time the networks programed more opera than had ever been available to Americans, more dramatized and documentary American and world history, more good music, more and more varied sports, comedy, drama, dance—and, not ashamedly, because people wanted to watch them, situation comedies, cowboys, adventurers and Elliot Ness.

The rise in public affairs programing, and a concomitant rise in listener interest, was documented in two sepa-

rate studies—one made for SPONSOR by the A. C. Nielsen Co. and the other just issued by the University of Michigan Survey Research Center.

• Public affairs programing rose 145% in the September-February period of the 1960-61 season over the same months in 1957-58, according to the Nielsen compilations. Regularly scheduled public affairs shows rose 126% in the September-February period; specially programed public affairs shows rose 185%—and all shows are in prime evening time.

These figures include 21 regularly scheduled hours and 10 specially pro-

and it made news

present and future are being maturely covered by network tv

The events—major and minor—of the past nine months will be remembered by the American people mostly from the pictures they saw live, taped or on film on tv—and the network news teams captured most of them! Stevenson's shock at the UN; Caroline in her mother's shoes hobbling across a press conference; Patrice Lumumba being beaten by his enemies; Khrushchev embracing Castro; Mrs. Nixon in tears; Eichmann in his glass cage; "Cuba Si—Yankee No!" *The Great Challenge* and *The Nation's Future*, in symposium and debate forms, discussed America's moral as well as its political future.

There was plenty of entertainment, too, and much of that was creative and often artistic. Americans had opera, symphony, drama, musicals, revues and comedy—from Shakespeare to Sahl—on their home screens. It was a season in which nearly every great of the Broadway stage, of motion pictures, of variety appeared before the tv cameras.

The stars of the year were, of course, Mess-rs. Kennedy and Nixon, and it might be said that when these two met face-to-face, the tv networks had changed the course of American presidential campaigning.



'MACBETH' (NBC)



N.Y. PHILHARMONIC (CBS)



'THE VALIANT YEARS' (ABC)



'THE NATION'S FUTURE' (NBC)



THE OLYMPIC GAMES (CBS)

gramed hours in 1957-58 as opposed to 47.5 regular and 28.5 special in September-February 1960-61. In toto, network public affairs went from 31 to 76 hours in the compared six-month periods.

• Television became the dominant "molder of public opinion" during the 1960-61 season, according to the University of Michigan study. The key questions asked by the pollsters concerned the election campaign, which was highlighted by four events on network tv—the debates between Senator Kennedy and Vice President Nixon.

When asked through what media they paid attention to the campaign, the interviewees answered: by watching television—1952 (53%), 1956 (74%), 1960 (87%); by reading newspapers—1952 (79%), 1956 (69%), 1960 (80%); by reading magazines—1952 (40%), 1956 (31%), 1960 (41%); by listening to radio—1952 (69%), 1956 (45%), 1960 (42%).

In answer to the U. of Michigan question, "Of all the ways of following the campaign, which one would you say you got the most information from?"—the answers were: television

—1952 (31%), 1956 (49%), 1960 (60%); newspapers—1952 (22%), 1956 (21%), 1960 (23%); magazines—5, 5, and 4%; radio—27, 11, and 5%; a combination of media—9, 3, and 3%; did not follow the campaign—6, 8, and 5%.

The networks were on top of every story, made some (e.g. the campaign debates), and were ahead of many. Pictures of Mrs. Gabriel and her family in New Orleans (ABC TV's *The Children Were Watching*, Bell & Howell); pictures of the conditions imposed upon migrant workers (CBS

(Please turn to page 102)



WINNER OF SPECIAL CITATION in animation design was BBDO's "Face" commercial for American Tobacco's Lucky Strike. Production house was Pintoff, N. Y.



HUMOR PREVAILED in many entries. Here comedienne Alice Ghostley poses with a GE Refrigerator in the "best" commercial in appliance category. Agency is Y&R.

Top tv commercials named for '60

Winners in second annual tv commercials festival were announced at an awards luncheon in New York 4 May. Spots in 30 product categories got "best" prizes

Winners of the second annual TV Commercials Festival were announced in New York last Thursday (4 May) with awards for the best commercial and runners-up presented in 30 product categories. Also awarded were seven citations for advertising achievement in specific areas, and 14 citations for craftsmanship.

In analyzing the 1,352 entries, festival director Wallace A. Ross cited three basic trends in commercial production. These are:

- Film still dominates the market although tape is slightly up in its use.
- Humor is still widely used, but has become more sophisticated.
- Musical scoring has become an almost integral part of commercials from story board on up.

Entries were judged by the TV Commercials Council, consisting of 80 prominent advertising executives. Basic criteria for judging were those of advertising effectiveness rather than artistry. "It was decided at an orientation meeting, before the first judging session, that all the classic advertising forces be appraised," said Ross.

These are, in essence, believability, impact, tastefulness, copy, demonstration, audience involvement, employ-

ment of television techniques.

There were two judging sessions a day for three weeks starting in early March of this year. The sessions were broken down into product categories and five to eight judges were invited to each session. Showings were held in the TvAR screening room, 666 5th Ave., New York.

At the conclusion of the product category eliminations, the entire group of 80 judges were invited to meet on three separate occasions at the Johnny Victor Theatre to select the winners. At each of these sessions, Ross estimates there were between 50-60 council members present.

Balloting was done on printed sheets. All ballots were signed. There was no reference to agency or company on the sheet. Judges refrained from voting when their own commercials were shown.

At the product category sessions there was a lapse of ten seconds between commercials at which time judges recorded their reactions on a point basis. They gave commercials from one to 10 points. A commercial had to score a minimum of eight to be a finalist. (Points were tallied and an average was taken of the number of judges voting).

At the commercials festival luncheon, at which all awards were presented, Barton Cummings, president of Compton Adv., acted as master of ceremonies. He took the place of vacationing John Cunningham, chairman of the council.

Moderator for the afternoon was Cy Harrice.

The first place awards consisted of specially-designed ceramic plaques set in mahogany frames and engraved with the title of the commercial, the advertiser, the agency and production company.

Awards certificates were also presented to the runners-up, to the 25 additions to a Commercials Classics Hall of Fame and to all the Festival Finalists. These certificates also bear the individual creative and production credits for each commercial selected.

Among the 14 citations for craftsmanship, two were sponsored. These were the award for best cinematography by the Eastman Kodak Co., and the award for best video tape production, presented by Minnesota Mining & Manufacturing Co.

Following are the winners of special citations:

Cinematography:—product—Prell



"BEST" IN CAKE MIXES COMMERCIALS is Gardner's "Date Nut" spot for P&G's Duncan Hines Early American brand. Wilding, Chicago, was production company.

"HEADACHE-HEARTBEAT" Bufferin spot, which won "best" award in Pharmaceuticals group is another score for Y&R. On Film Inc., Princeton, N. J., did production.

Concentrates; title—Fur; company—P&G; agency—Benton & Bowles; production company—Transfilm-Caravel, N.Y.; cinematographer, John Ercole.

Videotape Production—product—Berry Bon Bon Lipstick & Nail Enamel; company—Revlon; agency—Warwick & Legler; production company—CBS TV, N. Y.

Videotape Technique—product—Corvaire; title—Little Man & Lake-wood Car; company—Chevrolet div. of General Motors; agency—Campbell-Ewald; production company—NBC Telesales, Hollywood.

Videotype Technique—product—Reynolds Wrap; title—Boy Scout Cookout; company—Reynolds Metals; agency—Lennen & Newell; production company—NTA Telestudios.

Animation Design—product—Lucky Strike; title—Face; company—American Tobacco Co.; agency—BBDO; production company—Pintoff Productions, N.Y.

Animation execution—title—progress report; company—Farmer's Union Grain Terminal Assn.; agency—Colle & McVoy Inc., Minneapolis; production company, Snyder Films, Fargo, N. D.

Visual Effects—product—Chevrolet; title—Chevy Visits N.Y.; company—Chevrolet div. of General Motors; agency—Campbell-Ewald; production company—Arco, N. Y.

Demonstration (tie)—product—Polaroid Land Camera; title—Garry Moore Show; company—Polaroid; agency—Doyle Dane Bernbach; production company—CBS TV, N. Y.

Demonstration (tie)—product—

Five Day Deodorant Pads; title—Effectiveness; company—Five Day Labs.; agency—Doyle Dane Bernbach; production company, Elliot, Unger & Elliot,—Screen Gems, N.Y.

Orchestral Scoring—product—Ban Deodorant; title—Documentary; company—Bistol-Myers; agency—Ogilvy, Benson & Mathers; production company;—WCD Productions, N. Y.; composer—Leonard Bernstein; arranger and conductor, Eddie Manson.

Spokesman—Danny Thomas on Post Cereals, Instant Maxwell House Coffee; agency—Benton & Bowles; production company—Materto Productions, Hollywood.

Spokeswoman—Barbara Britton for Revlon—agency—Warwick & Legler; production company—CBS TV, N.Y.

Copy—product—S&W Green Beans; title—Farmer & Wife; company—S&W Fine Foods; agency—

Doyle Dane Bernbach; production company—Television Graphics, N.Y.; copywriter—Paula Green.

Music with Lyrics—product—Lucky Strike; title—Remember How Great; company—American Tobacco; agency—BBDO; composer—Ben Allen; arranger & conductor—Eddie Manson.

Overall Series Submitted—product—Volkswagen; Title—"Italian Designer . . . Beach . . . Band; company—Volkswagen of America; agency—Doyle Dane Bernbach; production company—VPI Productions, N. Y.

Entertainment—Mike Nichols & Elaine May (voices) for Jax Beer on three commercials Kangaroo, Announcer, and Bartender; company—Jackson Brewing Co., Jacksonville; agency—Doherty, Clifford, Steers & Shenfield; production company—Pelican Films, N. Y.

Special citations were also awarded

FESTIVAL director Wallace Ross (right) briefs council members (l to r) Barton A. Cummings, pres., Compton; John P. Cunningham, chmn., Cunningham & Walsh; Karl W. Schullinger, asst. adv. mgr., American Tobacco, Bryan Houston, pres., Fletcher, Richards, Calkins & Holden



to the following commercials:

Johnson's Baby Cream — title — Getting Married; company—Johnson & Johnson; agency—Young & Rubicam; production company—On Film Inc., Princeton.

Pal Blades—title—Mr. Pal; company—American Safety Razor Corp.; agency—Kenyon & Eckhardt; production company—MPO Videotronics, N.Y.

Hallmark — title — Hand of Man; company—Hallmark Cards; agency—Foote, Cone & Belding; production company—VPI Productions, N.Y.

Brylcreem — title — Couch; company—Harold F. Ritchie; agency—Kenyon & Eckhardt; production company—MPO Videotronics, N. Y.

Wesson Oil — title—pouring; company—Hunt Foods & Industries; agency—Fitzgerald Advertising, New Orleans; production company—Cascade Pictures of California.

A special citation was given in the category of Farm Interest. This went to a series of three commercials for Massey-Ferguson. Agency is Needham, Louis & Brorby, Production company is Pantomime Pictures.

There were also several director's citations presented. One went to Fred Crippen in the area of "Concept . . . Execution . . . Results." It was for a commercial called "Kennedy . . . Kennedy" for the Citizens for Kennedy committee. It was produced in Hollywood by Pantomime Pictures. Jack Fascinato, music director.

Awards for best commercial in the areas of 8-10 second 1D's, billboards, openings and closings, integrated by program cast; Canadian market; premium offer; single market (service); single market (product) and single market (store), were also presented. These went to:

- 3-10 second 1D's—Liquid Mist Reddi Starch; title—Mamnequin; company—Union Starch & Refining Co.; agency—Baer, Kemble, & Spicer, Cincinnati; production company—Format Films, Hollywood.

- Billboards, openings and closings—Ernie Ford Show; title—Peanuts and Phonograph; company—Ford Motor Co.; agency—J. Walter Thompson; production company—Playhouse pictures, Los Angeles.

- Integrated by program cast—
(Please turn to page 103)

Eighty-member council selected these

CATEGORY	PRODUCT
APPAREL	DuPont
APPLIANCES	Refrigerator
AUTOMOBILES	Corvair
AUTO ACCESSORIES	Delco Replacement Parts
BAKED GOODS	Drake's Ring Dings
BATH SOAPS	Praise
BEERS & WINES	Jax Beer
BREAKFAST CEREALS (tie)	Post Toasties Kellogg's Snack-Pak
CAKE MIXES	Duncan Hines Early American
CIGARETTES & CIGARS	Lucky Strike
COFFEES & TEAS	Instant Maxwell House
CONSUMER SERVICES	Esso Oil Heat
COSMETICS & TOILETRIES	Ban Deodorant
DAIRY PRODUCTS & MARGARINES	Blue Bonnet Margarine
DENTIFRICES	Crest Toothpaste
GASOLINES & LUBRICANTS	Texaco
GIFT ITEMS	Scott (all brands)
HAIR PREPARATIONS	Prell Concentrate
HOME FURNISHINGS	Alcoa Colorib Panels
HOUSEHOLD CLEANSERS & WAXES	Brillo Soap Pads
INSTITUTIONALS	
LAUNDRY SOAPS & DETERGENTS	Ivory Flakes
PACKAGED FOODS	Chun King Chow Mein
PAPER PRODUCTS & WRAPS	Scot (all brands)
PET FOODS	Gaines Gravy Train
PHARMACEUTICALS	Bufferin
PUBLIC SERVICE	
RETAIL STORES	Barney's
SOFT DRINKS	Seven-Up

as best television commercials in thirty product categories

TITLE	ADVERTISER	AGENCY	PRODUCTION COMPANY
Westbury Fashions	E. I. DuPont	BBDO	Videotape Productions of N. Y.
Tango	General Electric	Y&R	VPI Productions, N. Y.
Oasis	Chevrolet div., GM	Campbell-Ewald	American Films, St. Louis
Dynamo	Delco-Remy div., GM	Campbell-Ewald	Arco, Paris & N. Y.
Follow the Leader	Drake Bakeries	Y&R	Sarra, N. Y.
Laurie Peters	Jackson Brewing	Cockfield, Brown, Ltd.	B. L. Associates, N. Y.
Kangaroo	General Foods	DCS&S	Pelican Films, N. Y.
Typewriter	Lever Bros. Ltd.	Benton & Bowles	Craven Film Corp., N. Y.
What to Buy	Kellogg Co.	Leo Burnett	Filmfair, Hollywood
Date Nut	P&G	Gardner	Wilding, Chicago
Match	American Tobacco	BBDO	MPO Videotronics
Iced	General Foods	Benton & Bowles	Television Graphics
Cat	Imperial Oil Ltd.	McLaren Adv., Toronto	Elektra Film, N. Y.
Documentary	Bristol-Myers	Ogilvy, Benson & Mather	WCD Productions, N. Y.
Squeeze & Closeups	Standard Brands	Ted Bates	Transfilm-Wylde, N. Y.
Cheryl Clapham	P&G	Benton & Bowles	Television Graphics, N. Y.
Little Girl—Tricycle	Texaco Inc.	Cunningham & Walsh	Craven Film Corp., N. Y.
Take a Picture	Eastman Kodak	J. Walter Thompson	MPO Videotronics, N. Y.
Fur	P&G	Benton & Bowles	Transfilm-Caravel, N. Y.
.....	Alcoa	Fuller & Smith & Ross	Television-Graphics, N. Y.
99 Squeezes Calypso	Brillo Mfg.	J. Walter Thompson	Elektra Film, N. Y.
Man & Wife	Aluminium Ltd.	J. Walter Thompson	Group Productions, Detroit
We Suggest	P&G	Grey	MPO Videotronics
Elevator	Chun King Enterprises	BBDO, Minneapolis	Freberg Ltd. & Jacmar
Picnic	Scott Paper	J. Walter Thompson	MPO Videotronics, N. Y.
Dog & Cat	General Foods	Benton & Bowles	Television Graphics, N. Y.
Headache-Heartbeat	Bristol-Myers	Y&R	On Film Inc., Princeton
One Little Hand	United Cerebral Palsy	Newsfilm USA, N. Y.
Boy's Clothing Party	Barney's Clothes	Mogul, Williams & Saylor	CBS Television, N. Y.
Harried Housewife	Seven-Up Co.	JWT, Chicago	Sarra, Chicago

TIMEBUYERS AT WORK:

1. NEW YORK CITY

The timebuying function is no particular mystery. But are timebuyers brothers under the skin in all markets? Do they work as hard in New York as they do out of town? Are they content to work in markets like St. Louis, when, supposedly, the money lies in New York and Chicago? SPONSOR has asked timebuyers in three markets, New York, Minneapolis and St. Louis, what their professional lives are like. Following are three profiles about timebuying, and its practitioners in those three cities.

SPONSOR first examines Jack Caplan, media supervisor at Kenyon & Eckhardt, New York, who loves his town, his job—and doesn't even mind two and a half hours a day on subways and busses.

New York appears to be a rat race, says Kenyon & Eckhardt media supervisor Jack Caplan, "because of its size, but the people are as warm and friendly here as they are anywhere." Caplan, who buys tv/radio time, as well as some space, for K&E's American Chicle and Beecham accounts, believes that New York still has the best agency opportunities—both in terms of jobs and salary.

"This is due to the competitive nature of the town," he said. "There's a great amount of business concentration here with home offices of some of the nation's largest companies merely blocks away. When you are this close to your client, things are bound to be a little hectic."

Caplan lives in Whitestone, which is well within the city boundaries. Yet his commuting time is one hour—"if I drive to the subway." Otherwise, with bus and subway it is usually around an hour and 20 minutes.

"I never thought of commuting as a bother. It gives me time to read the

paper and relax my thoughts. And I haven't heard too many complaints about the 'big commute' to town from people who live even further away."

K&E's work-day starts at 9:30 a.m. and runs through 5:30 p.m. Caplan is usually in his office around 9 a.m. "and I rarely get out before 6 p.m. . . . that is, when I'm leaving early."

He usually has two to three late nights a week, which means working till 8 p.m.

He rarely works beyond that hour, but often takes work home during the week and on weekends.

He is entertained at lunch by various reps, and by the network flagships on an average of three times a week. On other days he makes personal appointments.

"There are slow seasons, however, like just after Christmas, when we don't hear from the reps for a while, but then it picks up around February-March, prior to spring buying."

Caplan gets roughly 10 outside business phone calls a day, and around 25 from within the agency. His outside calls usually come from reps and clients. He buys for Clor-ets and some other products for American Chicle, and for a number of other products handled in this marketing group, along with Frank Hajek, Ralph Bodle and Mary Dwyer.

His mail usually consists of promotion pieces and station and market studies. The latter he finds very helpful. The former he usually collects to study on weekends.

Generally, larger studies are delivered in person by the rep.

"The one-card promotion affairs are usually a waste of time," says Caplan. "Too often they consist of material that would appear, say, as an ad in one of the trade magazines."

Another major part of Caplan's correspondence is inter-agency mail.

This pertains to a client, like American Chicle, which has more than one agency. In his case it's Ted Bates, (Please turn to page 104)

KENYON & Eckhardt's Jack Caplan strolls to agency's Park Ave. office. Although Grand Central station is in background, Caplan commutes via subway. Trip takes over an hour



A TALE OF THREE CITIES

2. MINNEAPOLIS

"Minneapolis is growing like crazy," says Knox Reeves media supervisor Phil Archer. After a four-year tour at other agencies in St. Louis and Chicago, Archer returned to Minneapolis in 1955. "New York is a nice place to visit but it's too big to work in—a rat race as I see it. He plans to stick around in the Twin Cities.

"Minneapolis has tremendous opportunities in both agency and advertiser ends—and it's still growing like crazy," says Phil Archer, media supervisor, Knox Reeves Advertising. "I left in 1952 because I felt the town was dead as far as advertising went. I came back in '55 because it had grown to a stature in business and in opportunity it hadn't shown four years prior."

Archer is vigorous about his agency—and his work. "Time buying business is lots of action, often rewarding, never dull. As long as I have authority and respect I enjoy it. When you're being told what to do, being second-guessed or defending buys, it's abominable. When you voice an opinion and it's accepted (I supposed because you earned it) it's worthwhile and you do have a feeling of status and accomplishment."

Basically, Archer makes buys for his agency's end of the following General Foods consumer products: Wheaties, Bisquick, hot cereals, instant potatoes, refrigerated division, Subtract, some new consumer products not yet announced, and one regional product—McGarvey-Atwood coffee. He buys tv, radio, and print, outdoor, etc.

Archer's work day begins when the agency opens at 8:30 a.m. He works to 5 p.m. He takes work home two or three nights a week.

"I don't stay down at the office ex-
(Please turn to page 104)



PHIL ARCHER, media supervisor at Knox Reeves Advertising, Minneapolis, gets to work at 8:30 a.m., has around 50 phone calls a day, takes work home but won't stay late. Below he's discussing a presentation with Bill Doyle (center) another media supervisor, and Bob Platt, KR account executive. Archer likes Minneapolis, says enthusiastically that "it's growing like crazy"



TIMEBUYERS AT WORK: A TALE OF THREE CITIES

3. ST. LOUIS

Natalie Schneiderman, a media buyer at Krupnick & Associates, St. Louis, enjoys her work, has confidence in the future of advertising for women, and likes the easy pace of working in St. Louis.

"Although St. Louis does not have the volume of advertising activity as do Chicago and New York, I feel that there is great breadth and variety in the job opportunities available here in St. Louis in the advertising business," says Natalie Schneiderman, media buyer at Krupnick & Associates, St. Louis.

The normal Krupnick work day begins at 8:15 a.m. and ends at 5 p.m. Mrs. Schneiderman, and the agency staff, have 45 minutes for lunch each day. "Overtime as well as shortened lunch periods is occasionally necessary during peak pressure periods."

K&A has an "all-media buyer" setup. That is, duties are split not by

medium but by account. Therefore, Mrs. Schneiderman buys space, as well as time, for one account, International Shoe Co.

Her views on timebuying:

"Broadcast media are expanding; however, due to the trend toward integrated buying, the timebuying specialist will no doubt become less and less prevalent. While there are many obvious advantages to being an all-media buyer, it also presents some problems. Among these are 15 to 20 telephone calls a day, and an hour spent reading, sorting, pitching, and following through, on the daily mail."

How about contact with reps?

"During the spot tv and radio buying cycles, constant rep contact has proven very helpful in obtaining the best possible buys," said Mrs. Schneiderman. "I feel that the spot reps have been invaluable in helping me to get out of tight situations that invariably seem to arise."

Mrs. Schneiderman feels that ad-

vertising is opening its doors wider and wider to women. "Females are certainly not excluded in the K&A media department, which consists of all women except for media manager Charles Haines. As a matter of fact, the entire agency is made up of about 50% women."

Mrs. Schneiderman came to Krupnick & Assoc. as a media assistant fresh out of college in October 1958. She attended U. of North Carolina for two years, but graduated from the U. of Wisconsin with a B.A. in international relations.

"I like the challenge of media buying, the opportunity to meet new and interesting people, the prospect of new and different happenings, and the pleasant informality of the agency business."

"The two greatest headaches for a timebuyer, I feel, are a lack of uniformity of spot procedures, and the constant confusion surrounding the local rate situation," she told SPONSOR. ▶

KRUPNICK & ASSOCIATES timebuyer Natalie Schneiderman starts her day even earlier than Archer. In the office at 8:15 a.m., Mrs. Schneiderman works till five, often works overtime in peak buying periods. She likes St. Louis, feels advertising business is opening more doors to women





A WINNER of KNX, Los Angeles, contest receives prize from station man Frank Oxarart, Jr. At left is Bob Westover of the Watchmakers; on either side of winner, the Johnson brothers, jewelers



SELECTED by Watchmakers of Switzerland and Cunningham & Walsh as outstanding station in its category for both cycles of campaign was KWK, St. Louis, one of whose promotional devices is seen above

Radio sets up counter battles

➤ **Watchmakers of Switzerland brings in thousands via spot radio to see its product alongside cheaper models**

➤ **Stations further the cause while promoting 'selves by running contests with entry blanks placed at stores**

Spot radio converted thousands into precision engineers over the past year.

They came to jewelry stores in the top 40 markets to compare the mechanisms of bejeweled Swiss watch movements with the pin lever construction of cheaper models. Behind this education course was the Watchmakers of Switzerland and its agency, Cunningham & Walsh. Operating on the assumption that the best way to steer people in the direction of the "quality" Swiss watch movements is to show them the difference, in person, they not only urged the comparison in their radio copy, but called on the stations for aid.

Having reported the early phases of this unique spot radio campaign one year ago (14 May 1960), SPONSOR follows with the outcome, based on a re-visit with the youthful C&W media duo of Bob Palmer, supervisor, and Frank Vernon, buyer, who handle the front-line assignment under v.p. Newman McEvoy's guidance.

The spots ran in two cycles: 13 weeks, prior to school graduations,

last spring; 10 pre-Christmas weeks. During each cycle, Watchmakers called on one station in each market to conduct one of its own promotional contests in such a way as to require listeners to go to a jewelry store to enter. While at the store, the public takes a look at the insides of a Swiss jeweled watch side-by-side with a pin lever type.

The initial cycle encompassed the top 30 markets, while for the second phase markets 21-30 were replaced by those ranking 31-40, to extend reach. Although C&W encountered a degree of reluctance on the part of some stations to participate in the contest aspects of the campaign during the first cycle, such was not the case the second time out.

"All we asked was that stations specify jewelry stores as the place to pick up entry blanks to contests otherwise geared strictly to promoting their own listenership," points out Palmer. "The contests worked out best when the stations geared them strictly to their own formats. Word got around that the contests could

be equally as helpful to the stations as to us, and for the second cycle they went all out for our business."

Out of the mountains of station reports that have inundated the agency, the following performance estimates have been developed:

- 5,000 jewelers participated during the first cycle, 4,000 the second. (Since 10 different markets were used for the second cycle, the number of unduplicated jewelers is well over 5,000.)

- Over 27,000 jeweler contacts by stations. Those jewelers who did not participate at least were informed directly by station people of the radio advertising to be conducted on behalf of Swiss watches ("a dramatic ways to build enthusiasm in the trade," states Palmer).

- Nearly 40,000 on-air announcements promoting the contests.

- Around 80,000 contest entries.

- \$45,000 worth of prizes awarded by the stations.

For both cycles, client and agency examined the work done by each station for the campaign, and selected the outstanding job in each group of 10 markets. At press time the selections for the second cycle had just been made, and SPONSOR was among the first to learn that KWK, St. Louis, and WCPO, Cincinnati, repeated their victory of the first cycle, while WCOL, Columbus, copped the honors for its category. ■

SPONSOR ASKS

WHAT DO YOU HOPE THE NAB CONVENTION WILL ACCOMPLISH?

Mitchell Wolfson, *president of WTVJ, Miami*

1) I would like to see the convention record itself publicly and enthusiastically as endorsing the recommendations of our new president, LeRoy Collins, in the area of improved programing.

2) An all out effort agreed upon to combat the attacks made on television by the printed media, some of which appears to be very vicious. This should be organized and directed by NAB without any propaganda or evasion of the facts, but with em-



On-the-record support of Collins' recommendations for improved programing

phasis on the good which television is providing to the American public in the areas of entertainment, news and public service. We have plenty to be proud of, and with improved programing we can resell our media to the American people.

3) I would hope that the convention will endorse the policy of editorializing by broadcasters, and that broadcasters will dedicate themselves to securing the best possible professionally trained people to do the editorializing in a manner which will be helpful to their communities and to our industry.

Lawrence H. Rogers, II, *v.p. in charge of operations of Taft Broadcasting Co., Cincinnati*

Basically, I suppose, it is to be hoped that the NAB convention succeeds in creating more understanding of the nature of broadcasting, on the part of more people in and out of the industry.

Specifically, I believe it a good thing for this convention to be held in Washington, since it creates an opportunity for more direct contact between broadcasters and the makers

and administrators of our laws.

The implication is clear that the New Frontier means more of a fed-



Make clear to Congress the implications of increased Gov't supervision

eral hand in the programing of U. S. radio and television. It is imperative that the licensees, who are members of NAB, are fully aware of this. It is equally imperative that the full implications of this trend are made clear to the Congress. If the NAB convention can accomplish either of these objectives, it will have been successful, regardless of what other activities take place.

E. K. Hartenbower, *vice president & general manager of KCMO, Kansas City, Mo.*

The 1961 NAB Washington, D. C., Convention could be our most important meeting to date. It must acquaint our senators, congressmen and government employees firsthand with the important strides our industry has made in program self-regulation through the Television Code and our Radio Code. Let's familiarize them with the problems inherent to our in-



Inform legislators first-hand of industry's strides in self-regulation

dustry. I feel they are most anxious to learn.

We are looking forward to the constructive panel meetings setting forth new management procedures for further reducing the rapidly increasing costs of operation—through the exposure of specific labor re-

quests and the increased use of automation in our electronic industry.

Since KCMO-FM is a pioneer in the fm industry, we will be most alert to panel discussions covering methods and plans to increase commercial business through the increased sale of fm receivers.

We hope that this convention will attract many new faces in the radio, television and fm field so we can seek out new ideas from new people in our industry.

William L. Putnam, *pres., Springfield TV Broadcasting Co., WWLP-TV, Springfield, Mass.*

I think the same thing will come out of the NAB convention this year that comes out every year. A lot of hang-overs, fractured marital and business relations, the same network pontification on "creative" programing and "new" projection of tv's "image."

The "haves" will make deals which



Nothing; the fat cats will get fatter while the others get to lick the plate

will allow them to "have" more than their share as is usual and the "have-nots" will be fed the placating platitudes they always receive.

Despite the fact that television is being given the fish-eye by more than just one government agency, the chain-of-command will remain the same as ever. The fat cats will get fatter and the marginal tv operators will get to lick the plate.

Governor Collins, one of the few men ever to have the temerity to speak the truth about the state of television and to have sounded the siren, will be applauded for his speeches, his directness and his approach to tv's real problems, but when the shouting has died away, the
(Please turn to page 106)



Take a second look

(it's Oreck's, in Duluth)

Take a second look at the Duluth-Superior market -

It's Bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison and Des Moines!

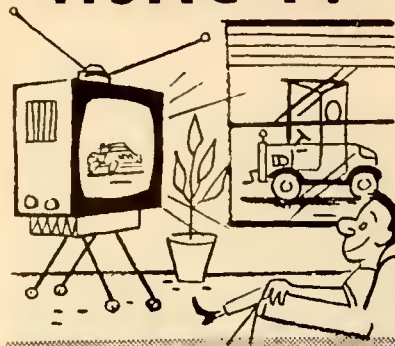
Bigger than Lancaster, Shreveport and Trenton!

Duluth-Superior - BIGGER than you think - and only **KDAL** delivers it all!

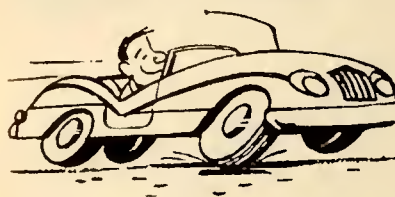
*Sales Management population estimates, January 1, 1960.

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.

What they see on WJAC-TV



THEY BUY!



If you're driving for better sales in the Johnstown-Altoona market, you'd do well to take a "test ride" on WJAC-TV.

More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

For Complete Details, Contact:

**HARRINGTON, RIGHTER
AND PARSONS, INC.**

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco



National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

Norwich Pharmacal Co., Norwich, Conn.: Pepto-Bismol schedules start again 29 May, in about 150 markets. Placements are for five weeks using late night minutes and 20's and some prime. Buyer: Will Watterson. Agency: Benton & Bowles, New York.

International Milling Co., Minneapolis: Going into about 20 markets about issue date with a three-week lineup for Robin Hood flour. Moderate frequencies of day minutes and 20's are being used, Wed.-Thurs.-Fri. Buyer: Nancy Swiet. Agency: Wade Adv., Chi.

Colgate-Palmolive Co., New York: Campaign for Cashmere Bouquet soap kicks-off in May in about 25 markets. Day and fringe night minutes will run for five weeks. Buyer: Al Silverman. Agency: Norman, Craig & Kummel, New York.

Lever Bros. Co., Foods Div., New York: Schedules are set in about 40 markets for Imperial margarine. Campaign is five weeks, fringe and prime night minutes. Buyer: Bob Rowell. Agency: Foote, Cone & Belding, New York.

Thomas J. Lipton, Inc., Div. of Lever Bros., Hoboken, N. J.: Summer campaign for its instant tea begins 21 May in 20-25 markets for four to 13 weeks, depending on markets. Schedules primarily fringe night I.D.'s are being bought, six to nine spots per week per market. Buyer: Steve Suren. Agency: SSCB, New York.

RADIO BUYS

Nestle Co, Inc., White Plains, N. Y.: Summer runs on Nescafe begin 15 May for 10 weeks and 12 June for eight weeks, in about 100 total markets. Schedules are minutes and 30's using 25% traffic and 75% 9-to-12 a.m. housewife time; around five spots per week per market in the south and southwest and 20 spots per in all other areas. Most markets are two- and three-station buys, with four being used in the very top. Buyer: Phil McGibbon. Agency: Wm. Esty Co., New York.

Standard Oil Co. (Indiana), Chicago: Placing a three-week campaign to start 23 May. About 100 midwestern markets get traffic schedules, to cover Standard's 13-state marketing area. Agency: D'Arcy Adv., Chicago.

Fonda Container Co., Div. of Standard Packaging Corp., St. Albans, Vt.: Two-weekend flights, Wednesday-Thursday-Friday, are set to run prior to Memorial Day, 4 July and Labor Day. Day minutes, 12 per week per market, will run in 40-45 markets, mostly one-station buys. Buyer: Bill Segal. Agency: Smith, Hagel & Knudsen, Inc., New York.

Smith-Corona Marchant Inc., Syracuse, N. Y.: Teenage campaign for its typewriters starts mid-May for four weeks in 15-20 markets. Late afternoon, early evening and weekend minutes are being scheduled, 18 to 25 per week per market. Buyer: Marvin Glasser. Agency: Cunningham & Walsh, New York.

SPONSOR

THE MAGAZINE RADIO / TV ADVERTISERS USE

WGAL-TV

Established 1949

*IN
THE
PUBLIC
INTEREST*

WGAL ^{AM} _{FM}

Established 1922



STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV

CHANNEL 8 • LANCASTER, PA. • NBC and CBS

NAB CONVENTION SPECIAL

SPONSOR
SUITE G-803
THE SHOREHAM

**VISIT OUR INTERNATIONAL
SUITE FOR HOSPITALITY
AND SURPRISES GALORE!!**



101

ABC
RADIO

4

BUILDING
IS OUR
BUSINESS

BUILDING PROGRAMS: In October, 1960, ABC Radio made a major program change — introduced "Flair" in the afternoon — gave "The Breakfast Club" a modern sound and put more freshness and vitality into its News programs.

BUILDING LOCAL RATINGS: Immediate results showed in big and small markets alike with improved ratings — KMBC, Kansas City — share increase from 23.3% to 37.5%; WWIN, Baltimore — 12 times the audience versus last year; KALB, Alexandria — led all rival stations 3 to 1 in all time periods; WNDU, South Bend — "Flair": Share 46.3% — double the preceding program and 120% higher than the next highest station — WMNI, Columbus — increased share from 12.0% to 26.0% with Flair and increased share from 6.0% to 15.0% in Breakfast Club.

BUILDING NATIONAL RATINGS: As the new programming caught on in market after market, the national Nielsen showed ABC Radio up in all program categories (Nielsen, February 1, vs. January 2). "Breakfast Club" + 13%, "Flair" + 40%, Weekend News + 30%, Weekday News, + 53%.

BUILDING SALES: The end result — the one that means most to stations and advertisers — SALES FOR THE FIRST QUARTER — Breakfast Club up 11.2%; Weekday News up 11.0% Five Star Final up 23.3%.

BUILD WITH THE NETWORK THAT IS BUILDING TOWARD THE MAGIC MARKET OF THE 60's—ABC RADIO.



An encore for three of our "personalities." Good sports. Attractive people interested in the Metropolitan way of life.

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N. Y.



TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVV Sacramento-
Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.

other divisions are:

*Foster and Kleiser, Outdoor Advertising
operating in Washington, Oregon,
Arizona and California*

Worldwide Broadcasting, WRUL Radio

SPONSOR'S NAB CONVENTION ISSUE

This special issue is dedicated to



Harold E. Fellows



Justin Miller



Clair R. McCollough



LeRoy Collins

4 GREAT NAB LEADERS

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... that
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 ... lady Hammarskjold h
 ... to supervise the di
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 ... support for his plan fr



IN
 LOS
 ANGELES,
 IT'S
 LATHAM
 FOR
 NEWS



Jack Latham, KRCA's "Emmy"* award-winning news reporter, delivers the latest, most comprehensive TV news to more** people than any other TV news reporter in the Los Angeles market area. Jack Latham News is a good reason for placing your advertising on the station where "You Always Get More"... KRCA 4.

KRCA



Channel 4 in Los Angeles
 NBC owned
 sold by NBC Spot Sales

*"Most Outstanding Achievement in the Field of News", 1960, National Academy of Television Arts and Sciences, Los Angeles.
 **Latham News delivers an average of 206,800 TV homes per newscast. Nielsen: Sept. 19, 1960-Jan. 22, 1961.



there is nothing harder to stop than a tren



ABC-TV only network to show over-all audience gain this year*

Over-all audience gain or loss, 1961 over 1960*

ABC-TV	+12%
NET Y	-3%
NET Z	-5%

*Source: Network home hours (Average Audience homes x commercial hours viewed). National Nielsen TV Reports, January through 11 March, 1961 vs. similar period 1960. Sponsored hours, 6:30-11 P.M. Sun., 7:30-11 P.M. through Sat.

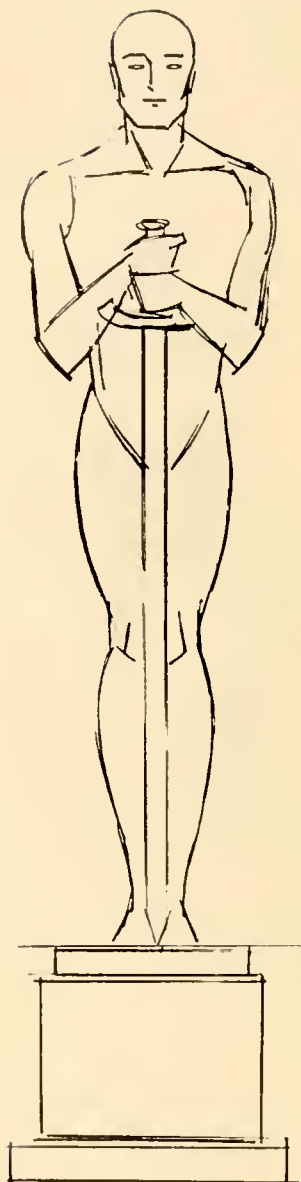
One network's loss, as the fellow said, is another's gain.

And, actually, our 12% jump this year gives us a neat 35% share of network viewing for the period.* An average of 9,099,000 homes per minute delivered for the advertiser.

The reason, of course, lies in such up-trending reasons as *The Untouchables*, *My Three Sons*, *The Real McCoys*, *77 Sunset Strip*, *The Flintstones*, etc.

Why not uptrend with us?

ABC TELEVISION NETWORK



Our Congratulations to

William L. Snyder, *Producer*

Gene Deitch, *Director*

Al Kouzel, *Layout*

• • •

★ Academy Award Winners
for the best theatrical
cartoon of 1960

• • •

We are proud to be associated
with this highly talented
group of artists in their
first animated cartoon series
for the television medium.

“Samson Scrap and Delilah”

King Features Syndicate
Al Brodax
Director of Television

EDITORIAL

THE CHALLENGE TO LEADERSHIP

In dedicating this special convention issue to four great NAB leaders, SPONSOR is deliberately focusing attention on our industry's most formidable challenge.

No one can doubt the power, the importance and the appeal of the broadcast media. No one can question their pervasive influence in every area of American life.

In 40 short years radio and television have shot up to giant stature in the nation's system of communications. There is no longer any question of their strength.

But the question which this NAB Convention, and every NAB Convention for many years to come, must constantly ask itself is "How wisely and how well are we using our leadership position in the service of our country?"

How can we, as leaders, render an even better accounting of our stewardship?

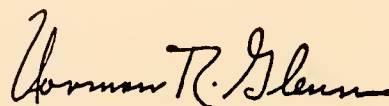
The four men to whom we pay tribute in the following pages have each brought to our industry unique and special leadership qualities.

Harold E. Fellows, Justin Miller, and Clair R. McCollough have provided, over the years, many tangible and specific contributions to the industry they loved and served.

Governor LeRoy Collins, in a few short months, has shown unusual vision, courage and idealism in attacking broadcast problems. He has made a strong start, and a good one.

But it would be a mistake for any of us to assume that the challenge to leadership in our industry exists only for a handful of men in key positions.

The challenge and responsibility belongs to us all. Ours is a leadership industry. And every one of us must constantly exercise the qualities of leadership—every day, every week, every year.



HAROLD E. FELLOWS

(Reprinted from SPONSOR 2 April 1969)

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

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

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

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

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

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

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

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

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

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

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

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



JUSTIN MILLER

The announcement that this year's NAB Distinguished Service Award will be given to Judge Justin Miller has gladdened the hearts of all broadcasters who remember his outstanding contributions to the industry during some of its most critical and difficult years.

Judge Miller, who served as NAB president between 1945 and 1951, brought both great talents and an unusual background to his association post.

A former law school professor at the universities of California, Oregon, Montana, Minnesota, Columbia and Stanford, and law school dean at Duke and UCLA, he had also been a special assistant to the Attorney General, and had served a one year term on the United States Tax Court.


His intimate and expert knowledge of broadcasting problems was derived, however, from his eight-year term as Associate Justice of the United States Court of Appeals, the nation's second highest court.

There, between 1937 and 1945 he heard many appeals involving FCC decisions and broadcast licenses, and he joined the NAB with perhaps the most detailed understanding of the intricacies of broadcast law which any NAB president has ever had.

This in itself was of particular importance to an industry which, between 1945 and 1951 was going through a period of almost explosive expansion.

During Judge Miller's tenure as NAB president the number of licensed radio stations more than doubled. And television burst on the broadcast scene with spectacular suddenness.

Judge Miller's firm leadership during these turbulent years have long earned for him the respect and the gratitude of the entire broadcast industry.

We are pleased and proud that the NAB, in naming Justin Miller for its Distinguished Service Award, has honored itself, as well as honoring a great leader. 



CLAIR R. McCOLLOUGH

Any attempt to catalogue the contributions which veteran broadcaster Clair R. McCollough has made to the industry almost invariably suffers from lack of space.

When, at the 1960 Convention in Chicago he was named recipient of the NAB's Distinguished Service Award, the list of his accomplishments was already longer than most men's lifetimes.

And Clair has been adding to the roster of his achievements ever since.

As Chairman of the NAB's three-man policy committee he was intrusted with the operation of the Association during the 10-month period following the death of Harold Fellows.

When Governor LeRoy Collins took office as NAB president in January, Clair was named Chairman of the NAB Board of Directors. And these honors and responsibilities are typical of those which have distinguished the McCollough career since he entered the industry in 1929.

Following World War II he helped organize the tv side of the business and was first chairman of the NAB's Tv Board.

He was a "founding father" of both the Radio Advertising Bureau and the Television Bureau of Advertising.

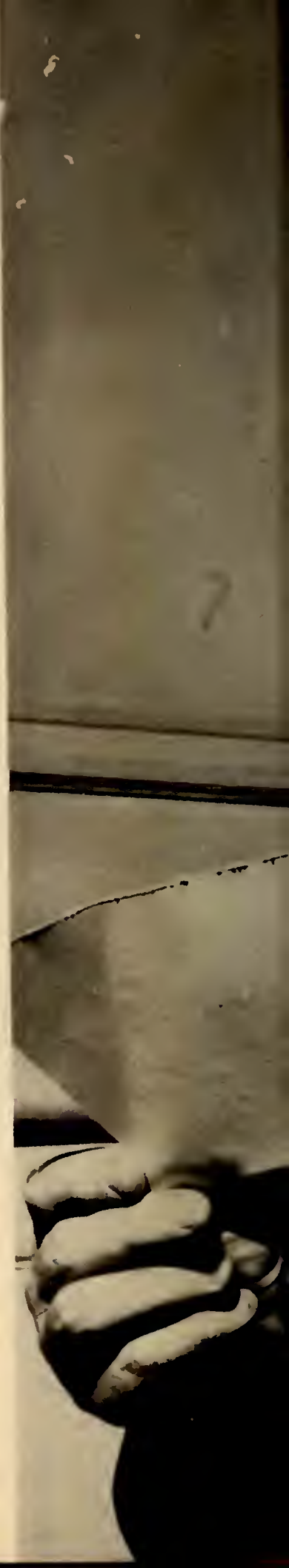
Going farther back, he was a member of the NAB committee that persuaded the Associated Press to supply news service to radio stations, a major broadcasting breakthrough.

More recently, as Chairman of the Television Information Committee, he was a prime mover in setting up the TIO.

Whenever there has been important industry work to be done Clair R. McCollough has always been in the forefront, one of the pioneers.

To his hundreds of friends and admirers in broadcasting, he has always been, par excellence, the "doer, not just the talker," a tower of strength for the industry.

SPONSOR is happy to salute, in Clair, a really outstanding broadcaster. ■





LEROY COLLINS

Last month, at the 1A Convention at White Sulphur Springs, NAB president LeRoy Collins was received with unusual cordiality and enthusiasm by the nearly 700 agency men and advertisers attending the meeting.

1A board chairman Edwin Cox in introducing the Governor, told him that the advertising fraternity was "extremely gratified" in the NAB's choice of a new leader. And Collins himself, in a brief address, made it clear that he welcomed and sought advertiser and agency co-operation.

To SPONSOR, this seems one of the brightest of many bright omens for the Collins regime. Although the Governor will not present until June 8, his plans for unifying, strengthening, and perhaps reorganizing the NAB, there is already abundant evidence that he will exert strong, constructive, and imaginative leadership.

His White Sulphur speech stressed the fact that both advertising and broadcasting face not problems but opportunities—opportunities which should be "sought after and found" and which are "filled with the excitement and hope of expectation."

He called on agencies and advertisers not merely for help in supporting and enforcing radio and tv codes—but in raising the standards of all broadcast programming and commercials. Said LeRoy Collins, "Browning was right when he asserted that a man's reach should exceed his grasp. We must, indeed, reach constantly for the fulfillment of artistic excellence, for the complete integrity of our stewardship, for the full flower of human freedom."

Though he is still new to the business of broadcasting, and refuses to pose as a "90-day wonder already knowledgeable in all its problems," Governor Collins brings to his job a vigor, an enthusiasm, and an idealism which will serve the industry well.

As he said at White Sulphur, "They are a remarkable group, these broadcasters. And I am fiercely proud of them."





YOU'VE MET THEM ALL

REMEMBER WHERE?

You might have met any one of them on one of the record number of major new specials—some 26 in all—which have appeared on NBC Television since the first of the year. "NBC Special News Reports,"—the famous "instant specials,"—covered such events as the death of Premiere Patrice Lumumba, the dramatic capture of the liner Santa Maria and, most recently, Russia's man in space and the revolution in Cuba. In addition to complete live coverage of President Kennedy's Inauguration, his State of the Union Message and his news conferences, NBC gave viewers a penetrating look at the new administration on "JFK—Report No 1" and "JFK—Report No 2." "Panama: Danger Zone," "Man in the Middle: The State Legislator" and "Anatomy of a Hospital" continued a vital, new journalistic concept, "NBC



ite Paper." And "Our Man in Hong Kong" took viewers within sight of the bamboo curtain—with David Brinkley guide. Through the range and depth of its news presentations—from penetrating information documentaries to News specials and such regular programs as "Texaco Huntley-Brinkley Report" and "Chet Huntley Reporting"—NBC News recognized as the most versatile and broad-based of broadcast news organizations . . . alert to current issues and events . . . creative in articulating the significance and meaning of the news . . . responsible in its coverage. That is the reason why more people watch the news on NBC Television than on any other network. **NBC TELEVISION NETWORK**

Special recognition has been accorded NBC in recent weeks for its news and public affairs programming and for its world-wide news organization. Among the honors: two George Foster Peabody Awards; three Saturday Review Awards; Ohio State Award;

two Sigma Delta Chi Awards; the Long Island University Polk Award; three Overseas Press Club Awards including the Robert Capa Photography Award; McCall's Golden Mike Award; and a National Association for Better Radio and Television Award.





YOU CAN QUOTE ME...

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette Le Brecht

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York

I'LL SAY THIS...

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York



WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Crosley Broadcasting Corporation, a member of **ABC**

SPECIAL TO NAB

A SPONSOR REPORT ON SIGNIFICANT ADVERTISER-AGENCY TRENDS IN 1961

Though the No. 1 advertiser-agency squawk of the tv year to date has been the uproar over ABC TV's 40-second chain breaks, Madison Ave. sophisticates doubt the sincerity of these protests. (See page 33.)

Lots of heat but little light and no power is the way they describe stern anti-chainbreak extension statements by ANA, 4A's, leading agency heads.

They confidently expect that avid media men in some agencies most apoplectic about the two-20s schedules will be busily buying up the new spots.

In terms of long range significance to the industry, chalk up Lever Bros. decision to sponsor public affairs programming next fall as the biggest blockbuster of '61.

The soap giant's strategy switch was based on hard research facts, developed in a special Nielsen survey.

Ordinary bread and butter tv program fare is failing to reach upper income, educational and professional levels, say Lever execs. Hence, let's woo 'em via the public affairs route.

Hard on the heels of the Lever decision, came a voluminous research study by Campbell-Ewald, showing many of the same conclusions.

If only a handful of net tv's biggest sponsors adopt the Lever and C-E findings, upgrading effect on program schedules could be enormous.

There's more agency interest than you might think in the recent FCC authorization of a 1 June starting date for fm stereo multiplexing under Zenith and GE systems.

Many admen who wish radio had more of a quality image are saying that stereo sound could mean great upward quality spurt for the industry.

They point out, however, that to put fm stereo on its feet commercially will mean intensive integrated promotion by 1) broadcasters, 2) set makers, 3) record manufacturers.

Keep your eye on Ford Motors' new approach to tv as discussed in SPONSOR-SCOPE on 3 April and 24 April.

Concentration of spending in the 4th and 1st quarters of any year is the pattern worked out by Detroit and there are tremendous implications here for both net and spot tv and spot radio.

Ford figures to slug in its biggest wad following new car introductions in the fall. Heavy Oct.-Dec. spending will be followed by a slightly curtailed rate in the Jan.-March quarter, with tv investments tailing off April-June and little or none in the summer period.

The new Ford pattern, which if successful, will almost certainly be followed by other automotives, has network execs puzzling over discount structures, and spot sellers, both tv and radio jubilant over emphasis on flexibility.

Auto makers have always wanted this, but Ford is the first to spell out the policy in detail.

8 MAY 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

That rash of pre-Easter department store tv fashion shows is generally regarded as the biggest boost local tv has received in 1961.

With dozens of local and chain department store outlets rushing to parade their spring lines, the video medium has scored a major breakthrough in what was long regarded almost a private preserve of the newspapers.

Look for aggressive action by TvB and local tv stations to exploit the breakthrough with emphasis on other types of seasonal showings.

Brown & Williamson's return to spot radio after a long absence and in a big way, as chronicled in SPONSOR-SCOPE 13 February, illustrates a point too often forgotten by sellers of the medium.

Despite all evidence to the contrary, there are no finally closed doors as far as radio spot is concerned.

B&W, in its own way, had seemed almost as adamant as P&G in its refusal to consider radio expenditures. But the Louisville firm did not hesitate to order a big 52-week spot radio splurge when it saw sound marketing reasons for doing so.

There's a mounting wave of concern among agency men over the current conduct and future status of network daytime tv.

Thoughtful media buyers are saying that the bitter competitive warfare between ABC TV, CBS TV and NBC TV for daytime dollars have placed undue emphasis on price, and destroyed all "pride of product."

They regard current daytime program fare as far inferior (by comparison with nighttime) to the day-night program relationship that existed in the old radio network days, when the soapers, despite their critics, were taken with deadly seriousness by craftsmen working on them.

According to these agency observers, the networks should be giving more attention to daytime program quality, less to deals, packages, scatter plans.

The fantastic growth of sports is getting to be a bromide in reporting tv program trends. But despite the fact it has been true every year since 1956, SPONSOR expects 1961 to be the highest sports year ever.

Leonard Goldenson's determination to make ABC TV fully competitive in sports programing has led to some spectacular sports program raids, will lead to more.

The network's new Saturday p.m. sports specials are spurring countermoves at NBC TV and CBS TV. The latter's recent whopping \$9 million package deal for NFL football is a prime example of bitter competitive infighting.

Many shrewd agency buyers, however, are beginning to ask, haven't prices for sports rights zoomed right through the stratosphere and into the ionosphere of absurdity?

Another question: where will all this leave local sports programing?

National spot radio billings for 1961 will probably hit close to last year's estimated \$185 million. But there's a growing feeling in agency circles that radio is hurting for lack of imaginative over-all selling.

Forecast for next 12 months: Look for smouldering advertiser-agency resentment at structure of net tv night programing under present network control (almost absolute except for P&G and General Foods) to burst into flame.

Admen say network dominance has frozen programing into a mold, discouraged experiments, and forced reliance on Hollywood film factory product.



“CONSULT DR. BROTHERS”—SOLD!!!!

In less time than it takes to write about it, all these major markets were sold. This is just a small part of the total sales picture of the “CONSULT DR. BROTHERS” program.

65 quarter hours or 195 five-minute programs, perfect for stripping.

Note: In its first week on the air in Buffalo, “CONSULT DR. BROTHERS” tripled WGR-TV’s morning audience! Check with ABC Films now.

ABC FILMS, INC. 1501 Broadway, New York, New York / Got a programming problem? You’re invited to meet and “Consult Dr. Joyce Brothers” at the NAB Convention, Washington, D. C.—May 7 & 8, Suite 620-B, Sheraton-Park Hotel.

THE MAJOR CONVENTION SUITES

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

NETWORKS

ABC Radio	SP B-220*
ABC TV	SP B-720
CBS Radio	SH C-500
CBS TV	SH C-600
Keystone Bldgst. System	SP D-700-02
Mutual Bldgst. System	SP E-420
NBC Radio & TV	SP B-320

REPRESENTATIVES

Alaska Radio Sales	AM
AM Radio Sales	JE
Avery-Knodel	SP E-426-8
Elisabeth M. Beckjorden	SH
Charles Bernard	MA
John Blair	WA 205-06-07
Bolling	SP B-500
Branham	MA
Broadcast Time Sales	WI
Henry I. Christol	SP M-458-60
Devuey, Inc.	MA
Bob Dore	SC
Robert E. Eastman	DP
Everett-McKinney	SH
Gill-Perna	SP E-320-22
George P. Hollingbery	SP F-340-41
Bernard Howard & Co.	SH
H-R Reps	SC 400
Katz Agency	SP E-520-22
Jack Masla Co.	ST-H
Daren F. McGavren	DP
The Meeker Co.	SP E-620-22
NBC Spot Sales	SP
Peters, Griffin, Woodward	MA
John E. Pearson	H-A
Edward Petry	SH 100-C
Radio-TV Reps	SP D-600
Paul H. Raymer	SC
Roy V. Smith Associates	AM
Spot Time Sales	DP
Tv Stations, Inc.	SH A-502

Venard, Riutoul & McConnell	SP 489-91
Walker-Rawalt	SC
Grant Webb	SP
Weed	MA
Adam Young	SP C-140

RESEARCH - PROMOTION

ARB	SH A-702
BAR	SP M-658-60
Community Club Services	MA
A. C. Nielsen	SP A-100
Pulse	SP F-140-41

TRADE ASSOCIATION

TvB	SH
TIO	SP A-511-15

MUSIC - RADIO SERVICES

Harry S. Goodman	SP A-211-15
Jingle Mill	SP
Lang-Worth Feature Programs	SH 6509
Charles Michelson Inc.	EH
Muzak	SP
Raymond Scott's Jingle Workshop	WP
SESAC	SP B-520-22
Richard H. Ullman, Inc.	SH 103C
World Broadcasting System	SP M-689-91

MISCELLANEOUS


Associated Press	SP Franklin Room
Television Personalities Inc.	SH C-504
United Press Movietone	SP A-200

*Hotels are abbreviated as follows: SH, Shoreham; SP, Sheraton Park; AM, Ambassador; JE, Jefferson; MA, Mayflower; WI, Willard; SC, Sheraton-Carlton; DP, DuPont Plaza; ST-H, Statler Hilton; H-A, Hay-Adams; EH, Executive House; WP, Windsor Park.

MAKE YOUR KURUS COUNT! A cache of Kurus would be a Turkish delight to any Ottoman. The coin-with-the-hole is currency from Istanbul to Azerbaijan, and Turks today count on Kurus to buy everything from new scimitars to compact cars. In Baltimore, an advertising Turk could work wonders with a conservative collection of Kurus because there isn't any mystery or mysticism about the sales promotion power of WBAL-Radio. Maryland's only 50,000 watt station dominates the entire metropolitan area plus 37 surrounding counties in a radius that reaches four adjacent states. WBAL-Radio produces results in this rich region by providing more unduplicated coverage than any other native station. WBAL-Radio sells by sustaining listener interest with a consistent format of full range programming and music for mature minds. Turk or Tycoon, you don't need multiple schedules to cover the Maryland market . . . just depend on WBAL-Radio—the basic buy in Baltimore, the medium that makes every Kuru count.



WBAL-RADIO BALTIMORE ^{NB} Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by  Daren F. McGavren Co., Inc.



THE GREAT DIVIDE

One of the major differences that separates one network from another is the size of their audiences. Week after week throughout the past season the average nighttime program on the CBS Television Network has delivered 3/4 million more families than on network Y and one million more families than on network Z.* (The latter is roughly equivalent to the television population of a broad strip of the United States running from the Canadian to the Mexican border.) For our advertisers these additional families represent a weekly bonus in purchasing power ranging from \$92 million to \$120 million.

CBS TELEVISION NETWORK 



Film on tap at NAB convention

Spelled out below are the syndication outfits represented at the broadcasters' gathering, the men who will do the talking, and the product available for stations

Voluminous post-'48 feature film footage will go on the block at the 1961 NAB Convention.

MGM-TV's initial offering in this category will include Clark Gable in "Lone Star," Kirk Douglas in "The Bad and the Beautiful," Spencer Tracy in "The Actress," and Humphrey Bogart in "Battle Circus."

Seven Arts unleashes its second group of Warner Bros. feature films

from the 1950's. A sampling from the new consignment of 41 films: "East of Eden" with Julie Harris and James Dean; "Young at Heart" with Frank Sinatra and Doris Day; "McConnel Story" with Allan Ladd and June Allison, and Kirk Douglas in "Along the Great Divide."

An animation first will be offered by King Features Syndicate. It's "Samson Scrap and Delilah," the

initial tv cartoon series by producer William Snyder, director Gene Deitch, and layout man Al Kougel, all 1960 Academy Award winners.

ABC Films will have Dr. Joyce Brothers in person as a catalyst to sales of the syndicated version of "Consult Dr. Brothers." The firm also will be telling broadcasters about "Counterthrust," 13 adventure half hours starring Todd Andrews.

ABC FILMS, INC.

SP B 620

1501 Broadway
New York City

REPRESENTATIVES AT THE CONVENTION: Henry G. Plitt, pres.; Harold Klein, v.p. bus. affairs; Howard Anderson, v.p. sls.; Al Hartigan, East. div. mgr.; Mike Gould, cent. div. mgr.; John Tobin, West. div. mgr.; James Delaney, south. div. mgr.; Dick Buch, cent. div. sls. rep.; Don Joannes, West. div. synd. mgr.; Bill Hannah, Canadian div. mgr.; Olga Gomez, sls. admnr.

HIGHLIGHTS: ABC Films will have as its personal guest Dr. Joyce Brothers, star of the *Consult Dr. Brothers* program. On May 8th and 9th Dr. Brothers will be present at the ABC Films hospitality suite to meet various representatives of the stations attending the convention.

CALIFORNIA NATIONAL PRODUCTIONS

SP 400 D

663 Fifth Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: Herbert Schlosser, v.p. and gen. mgr.; Daniel M. Curtis, dir. sls.; Carl Lindemann, Jr., v.p. programs; Edward A. Montamus, mgr. cent. div.; Clifford Ogden, mgr. West. div.; Bill Breen, East. sls. mgr.

HIGHLIGHTS: CNP will present several interesting effects dealing with its latest action-adventure series, the *Blue Angels*.

CBS FILMS

SH B 600

477 Madison Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: Sam Cook Digges, adm. v.p.; Robert Lewine, v.p. programs; Fred Mahlstedt, dir. oper. dom. and intl.; James T. Victory, dir. syn. sls.; James McCormick, East. sls. mgr.; Walter Scanlon, mgr. merchandising; Murray Bensoa, dir. licensing

REPRESENTATIVES FROM TERRYTOONS: William Weiss, v.p. and gen. mgr.; Tom Judge, gen. sls. mgr.

HIGHLIGHTS: Continuous showings of excerpts from current CBS TV film programs will be featured at the convention; and information will be on hand concerning these shows.

FLAMINGO TELEFILM SALES

445 Park Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: Ira Gottlieb, pres.; C. P. (Pete) Jaeger, exec. v.p.

JAYARK FILMS CORP.

SH

15 East 48th Street
New York City

REPRESENTATIVES AT THE CONVENTION: Reub Kaufman, pres.; Harvey Victor, v.p. for sls.; Ed O'Brien, Southern sls. rep.; Fred Yardley, Northeastern sls. rep.

MCA TV

SP E 220-22

598 Madison Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: David V. Sutton, v.p. film synd. div.; Lou Friedland, v.p. station program sls.; De Arv Barton, Bob Greenberg, Frank Brill, Jim Stirton, Ernie Montgomery, Hal Golden, all regnl. sls. chiefs; Ed Aaronoff, dir. adv. and publcty.

HIGHLIGHTS: Featured by MCA TV will be four full-hour off-network programs: *Riverboat*, *Suspicion*, *Cimarron City* and *Overland Trail*, recently introduced into syndication.

MGM-TV

SP C 510

1510 Broadway
New York City

REPRESENTATIVES AT THE CONVENTION: Richard A. Harper, dir. synd. and feature sls.; Paul B. Mowrey, East. sls. mgr.; Richard G. Yates, south. sls. mgr.; Charles Alsup, West. sls. mgr.; Lou Israel, sls. rep.; Keith Culverhouse, dir. sls. prom.

(Please turn to page 76)



**TO THE SHOREHAM,
SUITE B-600.
CBS FILMS' ENTERTAINMENT
ALWAYS DRAWS
A CROWD.
(YOU'RE INVITED!)**

**WHERE
IS EVERYBODY
GOING?**

FILMS

(Continued from page 71)

HIGHLIGHTS: MGM TV will be announcing its first offering of selected post-'48 MGM features for television. In addition, over 700 pre-'48 features and short subjects, including 135 MGM cartoons, 52 *Our Gang Comedies*, 69 *Passing Parades*, 48 *Crime Does Not Pay* and 101 *Pete Smith Specialties*, will be shown.

OFFICIAL FILMS

SP

25 W. 45th Street
New York City

REPRESENTATIVES AT THE CONVENTION: Russ Raycroft, v.p.; Bob Behrens, East. sls. mgr.

RCA RECORDED & TV FILMS

SH

155 E. 24th Street
New York City

REPRESENTATIVES AT THE CONVENTION: A. B. Sanbrook, mgr. recrd. program svcs.; R. C. Williams, mgr. custom record div.; George Field, Northeast. sls. rep.; Jack Dill, East-cent. sls. rep.; W. Cochran, Southeast. sls. rep.

HIGHLIGHTS: RCA TV film packages for the convention will include: the *Sam Snead Show* with 39 five-minute golf lessons shown in black and white and in color, *Town and Country Time* starring Jimmy Dean in a musical variety format and shown in black and white and color, and 100 musical selections with over 300 quarter-hour programing formats from the *Riders of the Purple Sage* film library.

SCREEN GEMS

711 Fifth Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: Robert Seidelman, v.p. synd.; Stanley Dudelson, synd. sls. mgr.; Daniel Goodman, East. sls. mgr.; William Hart, N.Y. sls. mgr.

SEVEN ARTS ASSOCIATED CORP.

SP C 240

270 Park Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: W. Robert Rich, v.p. and gen. sls. mgr.; Donald Klauber, v.p. and natl. sls. mgr.; Herbert Richek, dir. operations; Kirk Torney, dir. station rep. sls.; Lloyd Krause, East. div. mgr.; Jack Heim, East. div. acc. exec.; Robert Hoffman, midwest div. mgr.; William O. Humphreys, midwest div. acc. exec.; David Hunt, southwest div. mgr.; Ben Elrod, southwest div. acc. exec.; George Mitchell, west coast div. mgr.; Lester Tobias, west coast div. acc. exec.; Harvey Chertok, dir. adv., sls. prom. and publcty.

HIGHLIGHTS: The release of Warner Bros.' Films of the 50's, consisting of 40 outstanding post-1950 feature films, will be announced at this time. The features—26 of them in color—include

such outstanding favorites as *The Story of Will Rogers*; *Silver Chalice*; *West Point Story*; *Jim Thorpe All American*. The release of 191 Looney Tunes cartoons starring such world famous characters as *Porky Pig*, *Daffy Duck*, *Bosko* and *Buddy*, will also be announced.

STERLING

6 E. 39th Street
New York City

REPRESENTATIVES AT THE CONVENTION: Elliot Abrams, general sales mgr.

HIGHLIGHTS: Four new packages will be shown: *Adventure Theatre*—a new half-hour show; *The Big Moment*—a 5-minute sports show; *Chatter's World*—a 5-minute kiddie show featuring Chatter the Chimp; and *Captain Sailor-Bird*—190 cartoons.

TRANS-LUX TELEVISION CORP.

SH C 304

625 Madison Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: Richard Brandt, pres.; Richard Carlton, v.p. sls.; Robert Weisberg, v.p.; Murray Oken, East. d'v. mgr.; Art Manheimer, West. div. mgr.; M. E. "Bud" Ormond, mid-west div. mgr.; Roslyn Karan, coordinator Encyclopaedia Britannica Film Lib.

HIGHLIGHTS: Trans-Lux will be offering a special screening of "The Truth," the latest Brigitte Bardot film, which has not yet been released in the United States. This movie will be shown Monday, May 8th, 10 p.m. at the Washington Trans-Lux Theatre, 14th and H Streets, N.W. Tickets for this event can be picked up at the Trans-Lux hospitality suite.

RICHARD H. ULLMAN, INC.

SH 103 C

1271 Sixth Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: Peter Frank, pres.; Marvin A. Kempner, exec. v.p.; Herb Berman, Gene Daniels, Bernie Edelman, Charlie Grood, Harry Sanger, Barry Winton, all regional sls. directors; Fred Winton, acc. exec.

ZIV-UA, INC.—ECONOME

SP C 310

488 Madison Avenue
New York City

REPRESENTATIVES AT THE CONVENTION: (ZIV-UA): M. J. Rifkin, exec. v.p. sls.; Len Firestone, v.p. synd. sls.; Ed Broman, v.p. Chicago sls. mgr.; Al Goustin, gen. mgr. special plans div.

FOR ECONOME: Pierre Weis, v.p. gen. mgr.; Ken Joseph, div. sls. mgr.; Dick Lawrence, div. sls. mgr.; Jim Weathers, West. div. sls. mgr.; Leon Bernard, acct. exec.

HIGHLIGHTS: Ziv-UA will present its newest syndication offering—*King of Diamonds* and Economee will unveil its full range of shows for prime time scheduling and increased stripping efficiency.

REALLY OUTSTANDING



GEORGE HARTFORD
Vice President & General Manager
WTOP-TV, Washington, D.C.

Why WTOP-TV bought Warner's "Films of the 50's"

Says George Hartford:

"We bought Warner's 'Films of the 50's' because we wanted to strengthen our library of other film features with some fresh, new and exciting movies for our Early Show and Late Show. To accomplish this, we selected the Seven Arts package because the percentage of

FILMS

exceeds by far any other package of post-48 films that we've seen."

Warner's Films of the 50's...
Money makers of the 60's



NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D LaCrosse, Skokie, Ill. OR 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

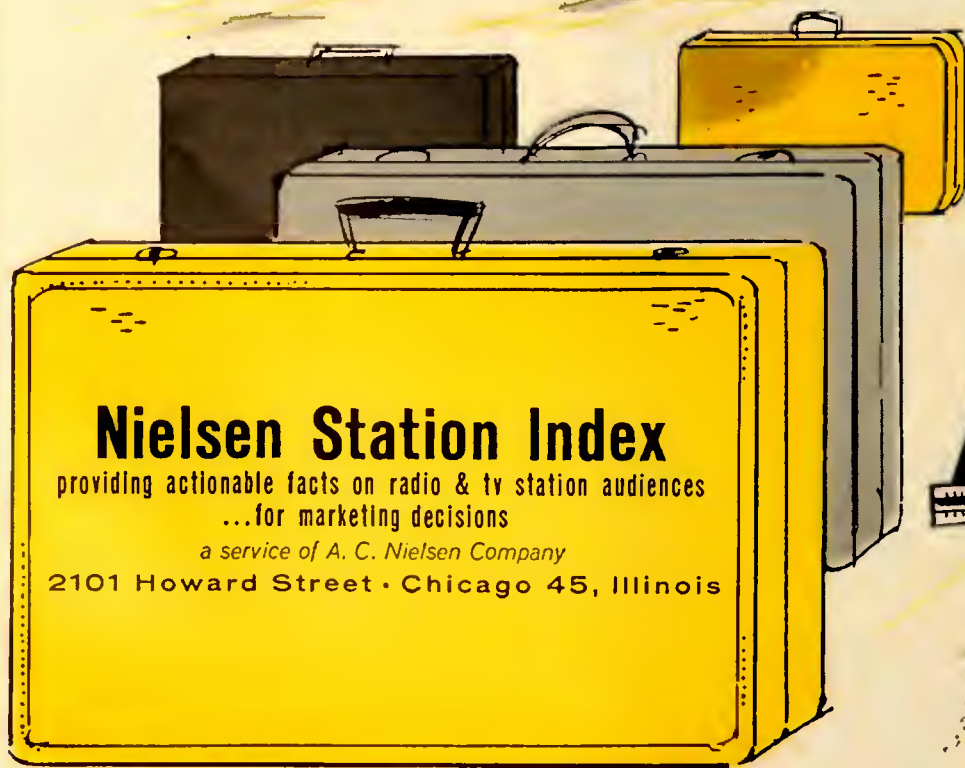
Checking in at NAB? Be sure to

Nielsen Station Index (NSI) has been expanded to include *all* tv stations in the nation . . . over 560 of them. Here, for the first time, is a comprehensive source of station audience facts showing: tv use seasonally, market by market, station by station . . . with time period totals, ratings, audience composition, and other significant performance data . . . all validated.

Similar information is available for radio in 32 major market areas which account for the bulk of U.S. radio listening.

Get the whole story:

Visit Suite A100 in the Sheraton-Park Hotel, in Washington, D.C., May 7 to 11. A complimentary copy of the new NSI Directory of TV Stations and Cities is waiting for you.



check out the facts of NSI and NCS!



Nielsen Coverage Service (NCS '61) gives both buyers and sellers of time current information (projected to 1960 U.S. Census) on which to base sales and marketing strategy. Here, for each station, (radio and tv) are reliable figures showing:

- ... the number of homes reached
- ... county by county
- ... day, night; daily, weekly

If you are a buyer of time, NCS '61 tells you whether the facilities you have selected cover your market adequately, or need supplementation.

If you are a seller of time, NCS '61 spells out your station's strong points in covering the area it serves.

For authoritative answers to:
how many? . . . where? . . . how often?
visit Suite A100 in the Sheraton-Park Hotel in Washington, D.C., May 7 to 11, or write to the address below.



Nielsen Coverage Service

providing actionable facts on radio & tv circulation
...for marketing decisions

a service of A. C. Nielsen Company

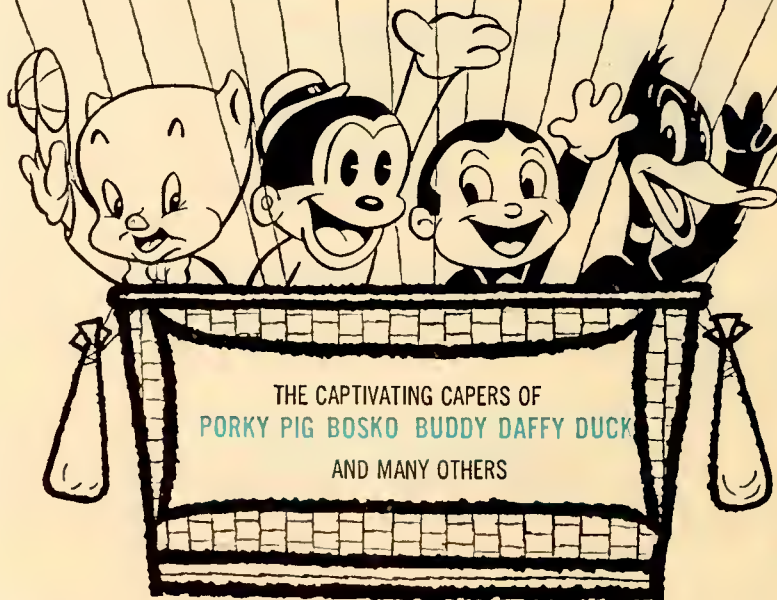
2101 Howard Street • Chicago 45, Illinois 1193

NCS and NSI are Registered Service Marks of A. C. Nielsen Company.

MERRY MENAGERIE OF MONEY MAKERS

LOONEY TUNES FOR TV

191 FULLY ANIMATED CARTOONS
TO DELIGHT THE SMALL FRY
IN LARGE NUMBERS
FROM SEVEN ARTS ASSOCIATED



THE CAPTIVATING CAPERS OF
PORKY PIG BOSKO BUDDY DAFFY DUCK
AND MANY OTHERS

You are cordially invited to preview these fully animated cartoons at the N.A.B. Convention—Come see us at the Seven Arts Hospitality Suite C-240 Sheraton Park Hotel—May 7-8-9-10-11.



**SEVEN ARTS
ASSOCIATED
CORP.**

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NEW YORK: 270 Park Avenue
CHICAGO: 8922-D LaCrosse, Skokie, Ill.
DALLAS: 5641 Charlestown Drive
BEVERLY HILLS: 232 So. Reeves Drive

YUkon 6-17
OR 4-51
ADams 9-2E
GRanite 6-15



EXTRAVAGANZA by RCA fills Shoreham main ballroom. The \$200,000 display features advanced models of camera and tape equipment. Taking a look at a scale model of the exhibit (l to r): J. P. Taylor and C. H. Colledge of RCA

EQUIPMENT EXHIBITORS AT NAB

Here's a rundown on who's exhibiting at the NAB, what's to be seen, and where the displays are located

ADLER ELECTRONICS, INC.

EXHIBITION HALL—SPACE 26

Industrial Products Division
1 Le Fevre Lane
New Rochelle, New York

Representatives at convention

Ben Adler, Alfred Strogoff, Stanley Lapin, Emanuel Strunin, Edward Galuska, William Rappolt, Bernard Nadler, Joseph Baker, Kenneth Blum, Jack Wilks, John Hillegas, Mel Berstler, John Klindworth, Robert Sinks, Herbert Samuels, James P. Quinn, Ira Mercer, Joseph DeBragga.

Products

Adler VST-1—One watt VHF Translator for extending TV station coverage to unserved areas. Designed to meet the performance standards of professional broadcasters.

Adler UST-20—The first 20 watt UHF Translator for extending TV station cov-

erage to unserved areas. Proven economical UHF Translators rebroadcast the programs of over 100 TV stations to more than 3-million people.

Adler RA-7—100 watt UHF Amplifier extends the coverage of a translator system.

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

Adler RT-3A Heterodyne Repeater—Economical TV microwave system for multihop inter-city relays. TV-STL and remote pickups. Features include 10-watt output, no demodulation, crystal-controlled frequency stability and operation in the 2 kmc range.

AITKEN COMMUNICATIONS, INC.

EXHIBITION HALL—SPACE 25-A
(Formerly Shaler-Aitken Communications)
305 Harrison Street
Taft, California

Representatives at convention

Kenneth Aitken, Wayne Graham.

Products

Broadcast audio automation equipment. "The Auto Jockey is a system of complete audio automation combining conventional tape machines with endless loop tape players and automatic record changers. The Auto Jockey is silence operated with advance sensing heads for controlled transfer time and for cue. It also has the exclusive back up cue systems for records. Each unit can be independently remote controlled. Each Auto Jockey is custom made to meet individual station requirements." Auto Jockey is registered trade mark.

ALFORD MANUFACTURING COMPANY

EXHIBITION HALL—SPACE 17

299 Atlantic Avenue
Boston 10, Massachusetts

Representatives at convention

Andrew Alford, Harold H. Leach, Thomas E. MacKenzie.

Products

Television broadcast antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.

ALTO FONIC TAPE SERVICE, INC.

EXHIBITION HALL—SPACE 41
211 Lambert Street
Palo Alto, California

Representatives at convention

D. Alan Clark, Don W. Clark, Cyril Collins.

Products

Programmed Music Service and Automatic Programming Equipment.

AMPEX CORPORATION

EXHIBITION HALL—SPACE 28
934 Charter Street
Redwood City, California

Representatives at convention

George I. Long, Jr., Robert L. Sackman, Phillip L. Gundy, Leonard E. Good, Charles P. Ginsburg, A. R. Gale, James E. Detlor.

Products

Ampex VR-1000C Videotape recorder for black and white recording, Ampex VR-1000C Videotape recorder with color conversion accessory, Ampex VR-1001 Videotape recorder for black and white recording, Ampex Marconi Mark IV Image Orthicon television camera channel and associated equipment, professional broadcast audio recorders, model numbers 601 series, PR-10 series, 351/354 series, 300 series.

AUDIOMATION LABORATORIES

EXHIBITION HALL—SPACE 37
7230 Clinton Road
Upper Darby, Pennsylvania

AUTOMATIC TAPE CONTROL, INC.

EXHIBITION HALL—SPACE 6
Bloomington, Illinois

Representatives at convention

Vernon A. Nolte, Robert S. Johnson, Ted Bailey, Jack Jenkins, George Stephenson, Jr., Timothy R. Ives, Robert Liehty.

Products

Automatic tape control playback units and recording amplifiers, automatic switchers, automatic tape control automation equipment and accessories.

BAUER ELECTRONICS CORPORATION

EXHIBITION HALL—SPACE 7-A
1663 Industrial Road
San Carlos, California

Representatives at convention

Fritz Bauer, Paul Gregg, Dmucan Peckham, Wm. Overhauser, James Gabbert, Walter Rees, Chester Faison, Jess Swicegood, Herbert Samuels, Tom Ellis.

Products

1000/250 watt, 5000/1000 watt, 10,000/5000 watt am transmitters remote control equipment, "Spot-O-Matic" cartridge tape system.

CELLOMATIC CORPORATION

EXHIBITION HALL—SPACE 38
1546 Broadway
New York 36, New York

Representatives at convention

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

Products

Cellomatic animation projectors, traveler & studio models, Cellomatic "VideoPlex" animation projector (new), Cellomatic animation service, Cellomatic motion picture production service.

CENTURY LIGHTING, INC.

EXHIBITION HALL—SPACE 6-A
521 West 43rd Street
New York 36, New York

Representatives at convention

Edward F. Kook, James J. Fedigan, N. Sonny Sonnenfeld, Louis Erhardt, George Gill, Dale Rhodes, Dick Muroch, Stanley McCandless, Fred M. Wolff, Bill Merrill, Paul Kyack, Gordon Stofer, Wib Newman.

Products

Complete tv studio lighting, complement, Fresnels, scoops, the Big leko, pattern projectors, strips, wiring devices, Switchboards, C-f Boards, Silicone controlled rectifier (C-Corg), Mag-amp boards, Remote Fresnels, project-o-rama, mike booms, Mobilrail.

CHRONO-LOG CORPORATION

EXHIBITION HALL—SPACE 10-A
Box 4587
Philadelphia 31, Pennsylvania

Representatives at convention

Saul Meyer, Arthur Freilich, John Heffernan, John Wild, Burt Dempster, Charles Vaughn.

Products

STEP System for tv program automation; low cost station break automation system for tv stations.

COLLINS RADIO COMPANY

EXHIBITION HALL—SPACE 31
5200 C Avenue, N.E.
Cedar Rapids, Iowa

Representatives at convention

E. S. Gagnon, H. O. Olson, B. V. Hite, R. E. Richards, Blair Dobbins, Gene Randolph, Jaek Chenoweth, Duane Hoisington, Jerrell Henry, Lin Leggett, Howard Hepler, John Stambury, Charles Walters, Phil Wharton, George Wetmore, Lloyd Winter, E. J.

Maloney, F. H. Damm, J. M. Haerle, R. M. Winston, John Dalby, W. J. McKnight, C. P. Glade, Roger Dahms,

Products

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

CONRAC DIVISION

Giannini Controls Corporation
EXHIBITION HALL—SPACE 28-A
19217 East Foothill Boulevard
Glendora, California

Representatives at convention

W. J. Moreland, R. M. Alston, J. G. Jones, A. Slater, P. Wickham, K. Williams.

Products

Monochrome video monitors and audio video receivers.

CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

EXHIBITION HALL—SPACE 16
4212 So. Buckner Boulevard
Dallas 27, Texas

Representatives at convention

James O. Weldon, Mary W. Bullock, Thomas B. Moseley, W. D. Mitchell, Vernon Collins, Richard P. Buekner, James E. Biggs.

Products

Am broadcast transmitter and transmitter remote control.

CONTINENTAL MANUFACTURING, INC.

EXHIBITION HALL—SPACE 23
1612 California Street
Omaha, Nebraska

Representatives at convention

Ray B. McMartin, Leonard Hedlund, Ray M. Unrath, Duane Haverty, Tom Ellis, Bill Keene, Bud Hilker.

Products

Fm multiplex receivers—tubed and/or transistorized, broadcast monitor/relay receivers, broadcast modulation & frequency monitors, fixed frequency receivers, custom designed receivers and monitors, audio amplifiers—transistorized, am-fm tuners, stereo amplifiers, radio intercom systems.

DYNAIR ELECTRONICS, INC.

EXHIBITION HALL—SPACE 34-C
7564 Broadway
Lemon Grove, California

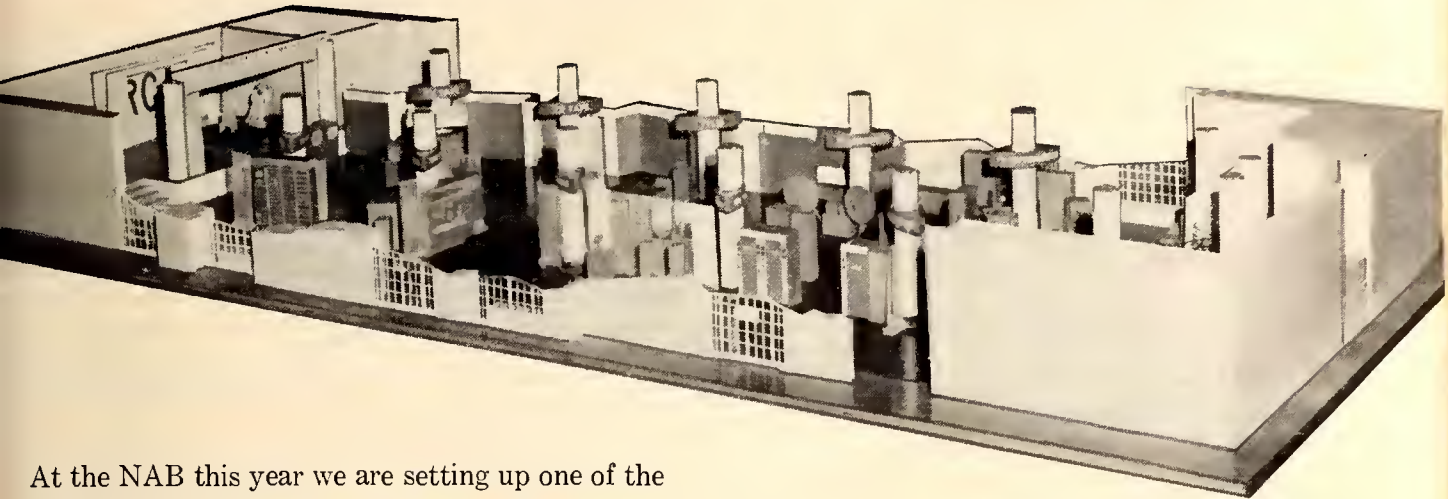
Representatives at convention

E. G. Gramman, Virginia R. Gramman, George Bates, Curtiss Krueger.

Products

Dynair will demonstrate its line driving

We've taken over the Ballroom at the NAB!



Scale Model of 1961 RCA Ballroom Exhibit

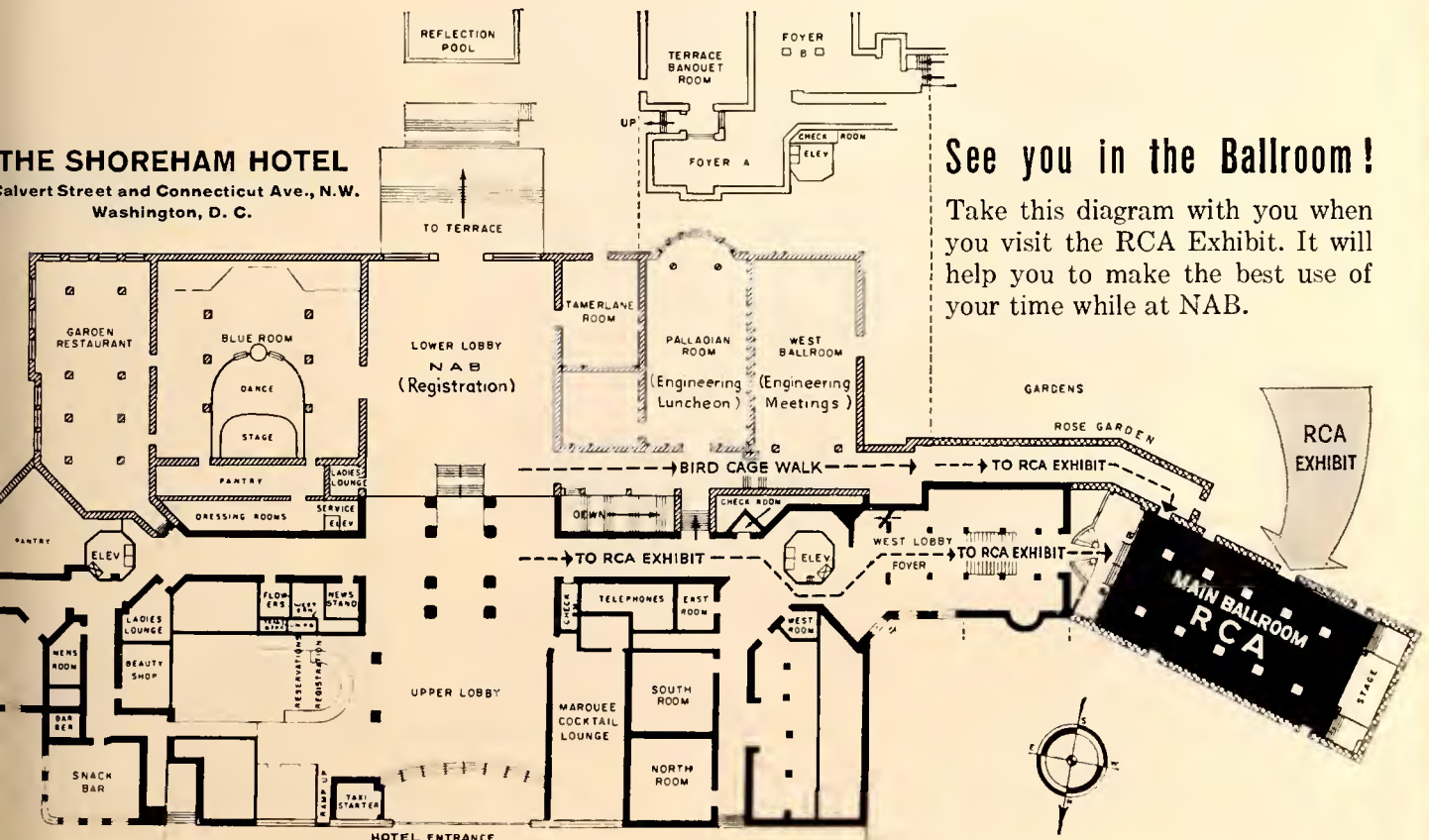
At the NAB this year we are setting up one of the most unusual displays RCA has ever assembled. And because we have so much to show you and want you to see it all in the greatest comfort, we have taken over the entire Main Ballroom of the Shoreham Hotel. Here you can inspect our line-up of new Broadcast and Television equipment and see first hand our latest business-slanted developments. We're hoping you'll have a ball—and what better place than the Ballroom to have it!



The Most Trusted Name
in Electronics

RADIO CORPORATION OF AMERICA

THE SHOREHAM HOTEL
14th Street and Connecticut Ave., N.W.
Washington, D. C.



See you in the Ballroom!

Take this diagram with you when you visit the RCA Exhibit. It will help you to make the best use of your time while at NAB.

amplifier, model LDA-1A, sending an 8 mc. signal through a mile of RG 11 U cable, closed circuit tv transmitter model TX-1A, wideband modulator and demodulator, models TX-8A and RX-8A and several models of video distribution equipment and switchers.

ELECTRONIC APPLICATIONS, INC.

EXHIBITION HALL—SPACE 43

194 Richmond Hill Avenue
Stamford, Connecticut

Representatives at convention

V. J. Skee, T. M. Skee, Robert Bodholdt, O. K. Makela, L. Roddey, T. Rostkoski, Harvey Sampson, Jr.

Products

EMT turntables, Nagre III B portable tape recorder, AKG studio and field microphones, AKG dynamic headsets, shock-proof microphone stands.

EMI/US LTD.

EXHIBITION HALL—SPACE 35-A

1750 N. Vine Street
Hollywood, California

Representatives at convention

Jack Neitlich, F. J. Cudlipp, Peter Macfarlane, Alan Lane, A. Bruce Rozet, Dan Bonbright, K. E. Owens, G. E. Hayden-Pigg, P. Upton, D. Nicklen, R. J. Mundy, Peter Dye, S. G. Griffith.

Products

Complete television broadcast and closed circuit equipment—television tape—audio tape recorders

FAIRCHILD CAMERA & INSTRUMENT CO.

EXHIBITION HALL—SPACES 46 & 47

580 Midland Avenue
Yonkers, New York

FISHER RADIO CORPORATION

EXHIBITION HALL—SPACE 34

21-21 44th Drive
Long Island City 1, New York

Representatives at convention

Avery Fisher, James Parks, George Meyer, Charles Lieanu, Richard Bockover, Albert Furman.

Products

Monitor and relay fm tuners, audio reverberation systems, audio amplifiers and pre-amplifiers, audio control and loud-speakers, tape recorders.

FOTO-VIDEO ELECTRONICS

EXHIBITION HALL—SPACE 2

36 Commerce Road
Cedar Grove, New Jersey

Representatives at convention

Albert J. Baracket, Herbert Mi-

chels, Don Foyer, Jess E. Dines, Angelo J. Dumont.

Products

High definition film equipment completely modularized, transistorized vidicon camera, movie—slide—opaque multiplexer, high definition live tv cameras with all-modular built-in aperture and phase corrector and double-cascade, pre-amplifier, and front panel video/composite level meter, complete line of utility and professional monitors all with plug-in modules 8", 11", 17", 21", 24" and 27", in both portable and rack-mounted design, all transistorized power supplier 3 ampere and .05 ampere power rectifiers, all-transistorized completely modular sync generator, EIA interlaced closed circuit unit in 3½" or rack space, complete broadcast EIA sync generator in rack-mounted and portable design, all-transistorized module design—weight less than 10 lbs., complete video test centers, combining monoscope cameras, keyed video signal generators, bar-dot generators, sync generators, camera control units, as provided by FOTO-VIDEO to the Bell System, U. S. Air Force and to FAA, foto products, the only complete line of tv light boxes for monochrome and color and complete sets of tv test slides, transparencies, opaques and 16mm film.

GATES RADIO COMPANY

EXHIBITION HALL—SPACE 30

123 Hampshire Street
Quincy, Illinois

Representatives at convention

P. S. Gates, L. J. Cervone, N. L. Jochem, John Price, Kenneth Boothe, Gene Edwards, Frank Parrish, Wallace Warren, Walton Ayer, Abe Jacobowitz, Robert Hallenbeck, John Andre, William Moats, Dick Spruill, Reck Morgan, Joe Cole, George Yazell, London England.

Products

Am-fm-tv broadcast transmitters, audio systems, directional phasing equipment, transistorized amplifiers, transcription turntables, spot tape recorders, cartridge tape systems, remote amplifiers, remote control systems, frequency and modulation monitors, limiting and leveling amplifiers, plus other representative broadcast equipment.

GENERAL ELECTRIC CO.

COMMUNICATION PRODUCTS DEPT.
TECHNICAL PRODUCTS OPERATION

EXHIBITION HALL—SPACE 29

Electronics Park
Syracuse, New York

Representatives at convention

Dr. George L. Haller, Harrison VanAken, R. L. Casselberry, Harold B. Towlson, J. Wall, C. J. Simon, C. H. Jensen, A. F. Carl, M. R. Duncan, Francis L. Robinson.

Products

New 35 kw vhf, high channel tv amplifier, new 5-1 kw vhf, high channel tv transmitter, new full sized section of vhf and microwave helical antennas, portable and rack mounted 2000 mc relay (3) I-O color camera, new 3" I-O, b & w camera, new special live vidicon camera, new film vidicon camera, new b & w continuous motion film projector, new film center multiplexer, new b & w calibration monitor, new complete line tv utility monitors, relay switching system, transistorized sync generator, audio console-transistorized, remote audio amplifier-transistorized, complete line of audio equipment.

GENERAL ELECTRONIC LABORATORIES, INC.

EXHIBITION HALL—SPACE 12

18 Ames Street
Cambridge 42, Massachusetts
195 Massachusetts Avenue
Cambridge 39, Massachusetts

Representatives at convention

Victor W. Storey, B. T. Newman, John Beck, Sal Fulchino.

Products

15,000 watt and 1,000 watt fm transmitters with fm multiplex exciters, including main channel exciter, subchannel generator and power supply mounted in cabinet as a complete integrated system, rust remote control equipment for all broadcast transmitters.

GOTHAM AUDIO CORPORATION

EXHIBITION HALL—SPACES 34-A & 34-B

2 West 46th Street
New York 36, New York

Representatives at convention

Hal Michael, Stephen F. Temmer.

Products

Neumann condenser microphones, Neumann disk cutting lathes, Beyerdynamic and ribbon microphones, Beyerdynamic headphones, Danner linear attenuators, microphone boom and stands, Gotham-Gramplan disk cutting system.

GPL DIVISION—GENERAL PRECISION, INC.

EXHIBITION HALL—SPACE 14

Pleasantville, New York

Representatives at convention

N. M. Marshall, A. G. Balletta, L. L. Pourciau, A. F. Brundage, A. J. Smith.

Products

Model PA-550 high resolution vidicon film chain, model PA-200 35mm telecast projectors, studio & remote vidicon cameras chains, video records, sync generators, video switches, video & pulse distribution amplifiers, tv projection systems.

GRAHAM SALES CO.

EXHIBITION HALL—SPACE 25-A
11567 Acama Street
North Hollywood, California

HUGHEY & PHILLIPS, INC.

EXHIBITION HALL—SPACE 4
3200 N. San Fernando Blvd
Burbank, California

Representatives at convention

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

Products

Manufacturers of 300MM Beacons, Obstruction lights, photo-electric controls, beacon flashers, special junction boxes, micro-wave tower light control and alarm systems, tower lighting isolation transformers, and complete kits for: tower lighting, sleet melter power and control.

INTERNATIONAL BUSINESS MACHINES (IBM)

EXHIBITION HALL—SPACE 37-A
590 Madison Avenue
New York, New York

Representatives at convention

T. D. Robertson, S. J. Fitzpatrick, R. Kenagy, R. Auchincloss, S. Wilson.

Products

Data processing equipment, demonstrating automatic program logging, billing, availabilities, and analysis.

ITA ELECTRONICS CORPORATION

EXHIBITION HALL—SPACE 24
130 E. Baltimore Avenue
Lansdowne, Pennsylvania

Representatives at convention

Bernard Wise, R. Paul Comstock, Jr., Joseph Roberts, Joseph Novik, Eliot S. Baker, Juan Chiabrande, James Baker, Ted Overbey, Tom Magowan, Chet Siegrist, Al Timms, Bob Weeks, Bob Ware, Clyde Heck.

Products

Fm broadcast transmitters, fm multiplex equipment, am broadcast transmitters, consoles; audio equipment; automation equipment, remote control equipment, accessories.

KAHN RESEARCH LABORATORIES, INC.

EXHIBITION HALL—SPACE 44
81 South Bergen Place
Freeport, New York

KLIEGL BROS.

EXHIBITION HALL—SPACE 19
321 West 50th Street
New York 19, New York

Representatives at convention

Herbert A. Kliegl, Herbert R. More, David Safford, Wm. Morris, Lawrence Schaefer, Alwin Lassiter.

Products

Kliegl Bros. manufactures a complete line of tv lighting fixtures, accessories, wiring devices and lighting selection and control equipment for monochrome and color telecasting. The new and revolutionary SCR semi-conductor dimmer using the silicon controlled rectifier will be featured.

Assistance in the planning of lighting and associated facilities is available.

METROPOLITAN ELECTRIC MFG. CO., INC.

LUMITRON DIVISION
EXHIBITION HALL—SPACE 25
2250 Steinway Street
Long Island City, New York

Representatives at convention

Jim Connolly, Rennie Rozalski, Al Fox, Jim Shelley, Charles Shevlin.

Products

Light control systems, dimmer controls, studio lights, switch gear, panel boards, bus ducts, main service supplies, LO-OHM switches, pressure-tite switches.

MACKENZIE ELECTRONICS, INC.

EXHIBITION HALL—SPACE 15
1025 North McCadden Place
Hollywood 38, California

Representatives at convention

Louis G. MacKenzie, Norman J. Ostby, James P. Hervey, George D. Doty, Wayne Graham.

Products

Radio and television station automation, multi-channel program repeaters, single-channel program repeaters, recorder-playback units, automatic announcing systems.

MAGNE-TRONICS, INC.

EXHIBITION HALL—SPACE 37
49 West 45th Street
New York, New York

Representatives at convention

Thomas L. Clarke, Jr., Joseph F. Hards, Alfred Kendrick.

Products

Magne-Tronics Automatco radio music program service and Magne-Tronics background music service for fm multiplex on magnetic tape with radiomation equipment.

MINNEAPOLIS-HONEYWELL REGULATOR CO.

EXHIBITION HALL—SPACE 45
Wayne & Windrim Aves.
Philadelphia 44, Pennsylvania

Representatives at convention

Gustave Ehrenberg, P. B. Guralnick, W. G. Schmick.

Products

Transmitting station (remote or local) automatic data logging equipment, remote

controlled tv camera mount and lens.

MINNESOTA MINING & MANUFACTURING CO.

EXHIBITION HALL—SPACE 22
900 Bush Avenue
St. Paul 6, Minnesota

Representatives at convention

D. E. Denham, W. H. Madden, W. F. Enright, J. G. Bondus, E. S. Seaman, R. J. Waters, C. L. Alden, R. J. Ferderer, F. J. Watson.

Products

"Scotch" brand video tapc. audible range tapes and related items.

MIRATEL ELECTRONICS, INC.

EXHIBITION HALL—SPACE 33
1st St., S. E. & Richardson
New Brighton, Minnesota

Representatives at convention

William S. Sadler, B. J. Klindworth, N. C. Ritter, Robert Willett, Wayne Mayer, Dan Schulte, Leroy Wallace.

Products

Television video monitors, camera viewfinders, large screen waveform monitors, conelrad equipment, audio operated relays, program failure alarm, citizens band transceivers.

MITCHELL-VINTEN INC.

EXHIBITION HALL—SPACE 10
611 West Harvard Street
Glendale 4, California

Representatives at convention

Alastair MacMath.

Products

Television camera: pedestals, dollies, cranes (crabbing, hydraulically operated and driven), tripods, heads.

MOSELEY ASSOCIATES

EXHIBITION HALL—SPACE 35-B
4416 Hollister Avenue
P.O. Box 3192
Santa Barbara, California

Representatives at convention

John A. Moseley, C. A. Warren.

Products

Radio remote control systems, multiplex subcarrier generators.

PROFIT PROGRAMMING, INC.

EXHIBITION HALL—SPACES 35-C & 35-D
1151 Ellis Street
Bellingham, Washington

Representatives at convention

Rogan Jones, John D. Tuttle, Hamilton Brosious, Fred Von Hofen, William Evans, D. Coulthurst.

Products

Automation equipment, programming.

**PROGRAMATIC
BROADCASTING SERVICE**

EXHIBITION HALL—SPACE 5
229 Park Avenue South
New York 3, New York

**RADIO CORPORATION
OF AMERICA**
INDUSTRIAL ELECTRONIC PRODUCTS
MAIN BALLROOM
Front & Cooper Streets
Camden, New Jersey

Representatives at convention

T. A. Smith, C. H. Colledge, A. F. Inglis, E. N. Luddy, J. P. Taylor, E. C. Tracy, M. A. Trainer, V. E. Trouant, J. W. Wentworth, P. Bergquist, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, R. J. Newman, D. Pratt, W. B. Varnum, W. D. Wenger, E. Miller, R. A. House, W. K. Charles.

RCA Broadcast and Television Products

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

**RAYTHEON COMPANY
EQUIPMENT DIVISION**
EXHIBITION HALL—SPACE 27

225 Crescent Street
Waltham 54, Massachusetts

Representatives at convention

P. Cass, V. E. Love, G. Hinckley, H. Bannon, H. Geist, D. Smith.

Products

KTR microwave television relay systems for inter-city relay remote pick-up or STL applications, 7,000 and 13,000 mc, portable and rack-mounted for NTSC color and simultaneous audio, TMA program audio channel units for application to existing systems, microwave waveguide accessories including antennas, waveguide, diplexers,

SARKES TARZIAN, INC.

EXHIBITION HALL—SPACE 1
East Hillside Drive
Bloomington, Indiana

Representatives at convention

Biagio Presti, Russ Ide, Neff Cox, Jr., Wendell Fuller, Dale Buzan, John Guthrie, Bill Tarr, Miles Blazek, Jack Roden, Morrell Beavers, Dick Swan, Nubar Donoyan, Charles Moore, Robert McCoy, Dave Link, Jess Durbin, Dick Huffman.

Products

Solid State vertical interval switcher, 4 $\frac{1}{2}$ " image orthicon camera, studio vidicon camera system, film vidicon camera system, heterodyne microwave relay.

**SCHAFFER CUSTOM
ENGINEERING**
DIVISION OF TEXTRON, ELECTRONICS
EXHIBITION HALL—SPACE 21
235 South Third Street
Burbank, California

Representatives at convention

Paul C. Schaffer, Ernest Wodiske, James Harford, Hal Bates, Dallas Barnard, George Gailey, Edward Edwards, Robert Tabors, Harold Linke, Jaye Smith.

Products

Automatic programming systems, automatic spotter, cartridge recorder, remote control equipment.

**SONY CORPORATION
OF AMERICA**
EXHIBITION HALL—SPACE 36
514 Broadway
New York 12, New York

Representatives at convention

Masahiko Morizono, Hiroshi Tada, Thomas Y. Arai, Fred Tushinsky.

Products

Model ES-13, Sony all-transistorized professional 3 channel tape recorder, model C-17A, Sony unidirectional condenser microphone, model CP-3, power supply for C-17A, model C-17B, condenser microphone, model EM-1, Sony all-transistor type tape recorder, model FP-1, dynamic microphone for EM-1, model 777, Sony all-transistor hi-fi tape recorder.

STANDARD ELECTRONICS
EXHIBITION HALL—SPACE 18

Lakewood Road
Farmingdale, New Jersey

Representatives at convention

R. M. Daugherty, J. M. Noll, A. R. Taylor, J. Ewansky, M. Zullo, J. DeBragga, J. Klindworth, H. D. Peckham, J. Nevin, M. Sajor, W. Bell, P. Collalto, J. Wenzel, C. Faison, M. Zimmerman, R. Bellew, B. Myers.

Products

Exhibiting all new space-saving equipment, 250 watt fm transmitter for stereo or multiplex, 5 kw fm transmitter for stereo or multiplex, 10 kw fm amplifier and transmitter, fm serrosoid (R) replacement modulator for fm/fm stereo and multiplex use for modernizing Western Electric and other older fm transmitters. These equipments contain features well accepted by the broadcasting industry, made famous by the Standard Electronics line of tv equipment such as add-a-unit, patchover, space saving,

economical operation, low tube cost long tube life.

TEKTRONIX, INC.
EXHIBITION HALL—SPACE 28-B
P.O. Box 500
Beaverton, Oregon

Representatives at convention

Charles Rhodes, Larry Biggs, Bill Ewin, Dale Brous, Eb von Clemm, Rick LeForge, Fred Leuczynski.

Products

New video-waveform monitors, vector-scope for color tv phase measurements, new video plug-in unit for tektronix oscilloscopes, new oscilloscope trace-recording camera, tv and BC test equipment—generators, amplifiers, etc., new scope-mobiles (oscilloscope carts).

**TELECHROME
MANUFACTURING CORP.**
EXHIBITION HALL—SPACE 35
28 Ranick Drive
Amityville, L. I., New York

Representatives at convention

J. R. Popkin—Clurman, H. Charles Riker, B. Yagerman, Dave Chapman, Don Dudley, S. S. Krinsky, Ray Wulfe.

Products

Telechrome will demonstrate a number of its latest equipment developments which have extensive applications in the field of color tv and broadcasting equipment, video transmission facilities and testing.

TELECONTROL CORPORATION
EXHIBITION HALL—SPACE 3
1418 West 166th Street
Gardena, California

Representatives at convention

John Doering, Leroy Jorgenson, Duane Heft, Clyde Funk.

TelePrompTer CORPORATION
EXHIBITION HALL—SPACE 8
50 West 44th Street
New York 36, New York

Representatives at convention

Irving B. Kahn, Hubert J. Schlafly Jr., William V. Sargent, Nat C. Myer, E. J. Spiro, Joseph Munisteri, Herbert Nettleton, Hubert Wilkie, John Barrington, Robert Rosencrans, Ja Merkle, Clifford Paul, George Morrison, Stanley Winston, George Andro

Products

Random Access family of slide and tap selection devices.

The TelePro 600 rear-screen projective system in a joint presentation with Unifax International Unifax Telephoto Service and Polaroid Corporation Copymak

for news presentation of slide transparencies.

Single contact 12 channel TeleMation Automation of pre-set effects through Tele-Prompter equipment.

TELESCRIPT - CPS, INC.
EXHIBITION HALL—SPACE 32

155 West 72nd Street
New York 23, New York
832 N. Labrea Avenue
Hollywood 38, California

Representatives at convention

Peter Jackson, Harrison Reader,
Robert Swanson, Robert Lamont,
James Fitzsimmons, Charles Krumm.

Products

Tv studio prompting equipment, rear screen projectors, tape editor, polarization effects kit, audio equipment.

TELEVISION SPECIALTY CO.
DIV. OF FEDERAL MFG. & ENG. CORP.
EXHIBITION HALL—SPACE 39

1055 Stewart Avenue
Garden City, New York

Representatives at convention

K. A. Jenkins, Lawrence Scheu,
William Hanrahan, Dean Peck.

TOWER CONSTRUCTION CO.
EXHIBITION HALL—SPACE 42

2700 Hawkeye Drive
Sioux City, Iowa

Representatives at convention

Gerald C. Lasensky, Earl Moore,
Harry Fair, G. S. Chesen. M. M.
Lasensky.

UTILITY TOWER CO.

EXHIBITION HALL—SPACE 7
3140 N.W. 38th Street
Oklahoma City, Oklahoma

**VISUAL ELECTRONICS
CORPORATION**

EXHIBITION HALL—SPACE 11
456 West 40th Street
New York 18, New York

VITRO ELECTRONICS

A DIV. OF VITRO CORPORATION OF
AMERICA, PRODUCERS OF
NEMS-CLARKE EQUIPMENT

EXHIBITION HALL—SPACE 20
919 Jessup-Blair Drive
Silver Spring, Maryland

WESTREX CORPORATION

EXHIBITION HALL—SPACE 35-C & 35-D
6601 Romain Street
Hollywood 38, California

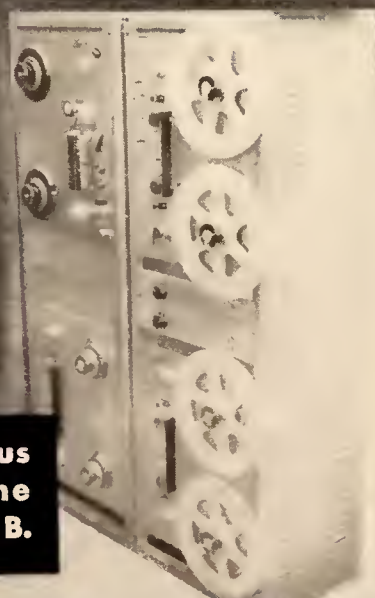


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PHONE NUMBERS 'ON THE HILL'

Want to reach your senator, congressman, or FCC commissioner? Here's how

For those broadcasters who would like to get in touch with a senator or a congressman, this information will help: Dial CA-4-1321 and ask for your man by the extension number listed beside his name. (Complete list below includes room or suite number.) The FCC officials are housed in Washington's new Post Office, the Benjamin Franklin, located between 12th and 13th Streets on Pennsylvania Avenue. By phones, they can be reached at the number listed beside the name

Suite No. Telephone

Church, Frank, Idaho	405	6142
Clark, Joseph S., Pa.	260	4254
Cooper, John Sherman, Ky.	125	2542
Cotton, Norris, N. H.	5109	3324
Curtis, Carl T., Nebr.	2325	4224
Dirksen, Everett McKinley, Ill.	204	2854
Dodd, Thomas J., Conn.	232	4041
Douglas, Paul H., Ill.	109	2152
Dworshak, Henry, Idaho	3109	2752
Eastland, James O., Miss	2241	5054
Ellender, Allen J., La.	245	5824
Engle, Clair, Calif.	443	4521
Ervin, Jr., Sam J., N. C.	337	3154
Fong, Hiram L., Hawaii	1205	6361
Fulbright, J. W., Ark.	4213	4843
Goldwater, Barry, Ariz.	411	3841
Gore, Albert, Tenn.	5231	3344
Gruening, Ernest, Alaska	4106	3004
Hart, Philip A., Mich.	362	4822
Hartke, Vance, Ind.	254	2251
Hayden, Carl, Ariz.	133	2235
Hickenlooper, Bourke B., Iowa	5205	3744
Hickey, J. J., Wyo.	1251	3424
Hill, Lister, Ala.	4241	5744
Holland, Spessard L., Fla.	421	5274
Hruska, Roman L., Nebr.	313	6551
Humphrey, Hubert H., Minn.	1311	2424
Jackson, Henry M., Wash.	137	3441
Javits, Jacob K., N. Y.	326	6542
Johnston, Olin D., S. C.	3203	6121
Jordan, B. Everett, N. C.	6225	6342
Keating, Kenneth B., N. Y.	352	4451
Kefauver, Estes, Tenn.	404	4944
Kerr, Robert S., Okla.	3229	4721
Kuchel, Thomas H., Calif.	361	3553
Lausche, Frank J., Ohio	1327	3353
Long, Edward V., Mo.	3325	5721
Long, Oren E., Hawaii	2203	3934
Long, Russell B., La.	217	4623
Magnuson, Warren G., Wash.	127	2621
Mansfield, Mike, Mont.	113	2644
McCarthy, Eugene J., Minn.	452	3244
McClellan, John L., Ark.	3241	2353
McGee, Gale W., Wyo.	344	6441

(Please turn to page 91)

Federal Communications Comm.

Commissioners	Phone No.
Newton N. Minow	Executive 3-3620
Rosel H. Hyde	Executive 3-3620
Robert P. Bartley	Executive 3-3620
Robert E. Lee	Executive 3-3620
T. A. M. Craven	Executive 3-3620
Frederick W. Ford	Executive 3-3620
John Cross	Executive 3-3620

Senators

	Suite No.	Telephone
Vice President Johnson, Lyndon B., Tex.	5121	5141
Aiken, George D., Vt.	358	4242
Allott, Gordon, Colo.	304	5941
Anderson, Clinton P., N. Mex.	3311	6621
Bartlett, E. L., Alaska	248	6665
Beall, J. Glenn, Md.	321	5641
Bennett, Wallace F., Utah	1109	5444
Bible, Alan, Nev.	453	3542
Blakley, Wm. A., Tex.	142	2934
Boggs, J. Caleb, Del.	2106	5042
Bridges, Styles, N. H.	2207	2841
Burdick, Quentin N., N. Dak.	110	2551
Bush, Prescott, Conn.	145	2823
Butler, John Marshall, Md.	2311	4654
Byrd, Harry Flood, Va.	209	4024
Byrd, Robert C., W. Va.	342	3954
Cannon, Howard W., Nev.	259	6244
Capehart, Homer E., Ind.	5241	5623
Carlson, Frank, Kans.	2105	6521
Carroll, John A., Colo.	221	5852
Case, Clifford P., N. J.	463	3224
Case, Francis, S. Dak.	325	2321
Chavez, Dennis, N. Mex.	1215	5521

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IN
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SUMMERTIME

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IN
CARBINE
WILLIAMS

CLARK GABLE
IN
TO PLEASE
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CONGRESS

(Continued from page 33)

	Suite No.	Telephone	Suite No.	Telephone
McNamara, Pat, Mich.	255	6221	355	6324
Metcalf, Lee, Mont.	140	2651	4313	3041
Miller, Jack, Iowa	6313	3254	432	4543
Monroney, A. S. Mike, Okla.	6205	5754	2121	2523
Morse, Wayne, Oreg.	417	5244	3213	4124
Morton, Thruston B., Ky.	437	4343	5213	6253
Moss, Frank E., Utah	6241	5251	229	6154
Mundt, Karl E., S. Dak.	4121	5842	347	3643
Muskie, Edmund S., Maine	240	5344	4203	5972
Neuberger, Maurine B., Oreg.	431	3753	427	5323
Pastore, John O., R. I.	4107	2921	442	4744
Pell, Claiborne, R. I.	6325	4642	315	2441
Prouty, Winston L., Vt.	444	2051	460	5922
Proxmire, William, Wis.	4327	5653	3121	2043
Randolph, Jennings, W. Va.	5325	6472	458	2315
Robertson, A. Willis, Va.	105	2023		
Russell, Richard B., Ga.	205	3521		
Saltonstall, Leverett, Mass.	1123	2742		
Schoeppel, Andrew F., Kans.	5313	4774		
Scott, Hugh, Pa.				
Smathers, George A., Fla.				
Smith, Benjamin A., II, Mass.				
Smith, Margaret Chase, Maine				
Sparkman, John, Ala.				
Stennis, John, Miss.				
Symington, Stuart, Mo.				
Talmadge, Herman E., Ga.				
Thurmond, Strom, S. C.				
Wiley, Alexander, Wis.				
Williams, Harrison A., Jr. N. J.				
Williams, John J., Del.				
Yarborough, Ralph W., Tex.				
Young, Milton R., N. Dak.				
Young, Stephen M., Ohio				

Representatives

	Room No.	Telephone
Abbitt, Watkins M. (Va.)	1224	6365
Abernethy, Thomas G. (Miss.)	1524	5876

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	Room No.	Telephone		Room No.	Telephone
Adair, E. Ross (Ind.)	1511	4436	Baldwin, John F., Jr. (Calif.)	321	5511
Addabbo, Joseph P. (N. Y.)	1720	3461	Baring, Walter S. (Nev.)	1005	5965
Addonizio, Hugh J. (N. J.)	1606	3335	Barrett, William A. (Pa.)	405	4731
Albert, Carl (Okla.)	501	4565	Barry, Robert R. (N. Y.)	1430	5061
Alexander, Hugh Q. (N. C.)	1133	6561	Bass, Perkins (N. H.)	241	3711
Alford, Dale (Ark.)	1233	5206	Bass, Ross (Tenn.)	127	2811
Alger, Bruce (Tex.)	1117	3611	Bates, William H. (Mass.)	458	4265
Andersen, H. Carl (Minn.)	1314	2452	Battin, James F. (Mont.)	310	4415
Anderson, John B. (Ill.)	1418	5676	Beeker, Frank J. (N. Y.)	1727	4921
Andrews, George W. (Ala.)	1724	4422	Beekworth, Lindley (Tex.)	1307	2571
Anfuso, Victor L. (N. Y.)	1641	5672	Beermann, Ralph F. (Nebr.)	134	2101
Arends, Leslie C. (Ill.)	1201	2976	Belcher, Page (Okla.)	146	2211
Ashbrook, John M. (Ohio)	424	6431	Bell, Alphonzo (Calif.)	1415	6451
Ashley, Thomas L. (Ohio)	1722	4146	Bennett, Charles E. (Fla.)	102	2501
Ashmore, Robert T. (S. C.)	1129	3126	Bennett, John B. (Mich.)	1202	3906
Aspinall, Wayne N. (Colo.)	402	4431	Berry, E. Y. (S. Dak.)	507	5165
Auehineloss, James C. (N. J.)	245	2815	Betts, Jackson E. (Ohio)	1106	3865
Avery, William H. (Kans.)	250	5901	Blatnik, John A. (Minn.)	328	6211
Ayres, William H. (Ohio)	411	5231	Blitche, Iris Faircloth (Ga.)	1605	3171
Bailey, Cleveland M. (W. Va.)	1208	3761	Boggs, Hale (La.)	1711	6636
Baker, Howard H. (Tenn.)	1209	3806	Boland, Edward P. (Mass.)	231	5601

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ACTRESS*



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	Room No.	Tele- phone		Room No.	Tele- phone
Corbett, Robert J. (Pa.)	1532	2135	Dingell, John D. (Mich.)	1616	4071
Corman, James C. (Calif.)	238	5811	Dole, Robert (Kans.)	244	2715
Cramer, William C. (Fla.)	1421	5961	Dominick, Peter H. (Colo.)	121	2331
Cunningham, Glenn (Nebr.)	1523	4156	Donohue, Harold D. (Mass.)	249	6101
Curtin, Willard S. (Pa.)	349	4276	Dooley, Edwin B. (N. Y.)	342	3231
Curtis, Laurence (Mass.)	1630	5221	Dorn, W. J. Bryan (S. C.)	221	5301
Curtis, Thomas B. (Mo.)	122	2311	Dowdy, John (Tex.)	105	2401
Daddario, Emilio Q. (Conn.)	1006	2265	Downing, Thomas N. (Va.)	418	4261
Dague, Paul B. (Pa.)	119	2011	Doyle, Clyde (Calif.)	1030	3576
Daniels, Dominick V. (N. J.)	237	2765	Dulski, Thaddeus J. (N. Y.)	1719	3306
Davis, Clifford (Tenn.)	1434	3106	Durno, Edwin R. (Oreg.)	236	3911
Davis, James C. (Ga.)	529	4906	Dwyer, Florence P. (N. J.)	1631	5361
Davis, John W. (Ga.)	339	2931	Edmondson, Ed (Okla.)	108	2701
Dawson, William L. (Ill.)	1536	4372	Elliott, Carl (Ala.)	528	5265
Delaney, James J. (N. Y.)	455	3965	Ellsworth, Robert F. (Kans.)	439	2865
Dent, John H. (Pa.)	432	5631	Everett, Robert A. (Tenn.)	208	4715
Denton, Winfield K. (Ind.)	1217	4636	Evins, Joe L. (Tenn.)	358	4231
Derounian, Steven B. (N. Y.)	1627	4926	Fallon, George H. (Md.)	1337	4016
Derwinski, Edward J. (Ill.)	1318	3961	Farbstein, Leonard (N. Y.)	1204	5635
Devine, Samuel L. (Ohio)	1008	5355	Fascell, Dante B. (Fla.)	1216	4506
Diggs, Charles C., Jr. (Mich.)	1015	2261	Feighan, Michael A. (Ohio)	1708	5871

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	Room No.	Telephone		Room No.	Telephone
Fenton, Ivor D. (Pa.)	1401	5035	Harvey, Ralph (Ind.)	1431	5805
Fernós-Isen, A. (P. R.)	1710	6572	Hays, Wayne L. (Ohio)	1007	6265
Findley, Paul (Ill.)	1022	5271	Healey, James C. (N. Y.)	1709	5401
Finnegan, Edward R. (Ill.)	120	2111	Hébert, F. Edward (La.)	247	3015
Fino, Paul A. (N. Y.)	435	2465	Hechler, Ken (W. Va.)	137	3452
Fisher, O. C. (Tex.)	1213	4236	Hemphill, Robert W. (S. C.)	1319	5501
Flood, Daniel J. (Pa.)	331	6511	Henderson, David N. (N. C.)	324	3415
Flynt, John J., Jr. (Ga.)	203	4501	Herlong, A. S., Jr. (Fla.)	503	4035
Fogarty, John E. (R. I.)	1235	2735	Hiestand, Edgar W. (Calif.)	103	2201
Ford, Gerald R., Jr. (Mich.)	351	3831	Hoeven, Charles B. (Iowa)	1124	5916
Forrester, E. L. (Ga.)	1110	5006	Hoffman, Clare E. (Mich.)	1424	6356
Fountain, L. H. (N. C.)	403	4531	Hoffman, Elmer J. (Ill.)	443	3265
Frazier, James B., Jr. (Tenn.)	302	4313	Holifield, Chet (Calif.)	1236	3976
Frelinghuysen, Peter, Jr. (N. J.)	341	3131	Holland, Elmer J. (Pa.)	404	4631
Friedel, Samuel N. (Md.)	1610	4741	Holtzman, Lester (N. Y.)	107	2601
Fulton, James G. (Pa.)	246	2915	Horan, Walt (Wash.)	1535	5905
Gallagher, Cornelius E. (N. J.)	233	5801	Hosmer, Craig (Calif.)	530	2415
Garland, Peter A. (Maine)	318	5341	Huddleston, George, Jr. (Ala.)	243	2615
Garmatz, Edward A. (Md.)	1231	6161	Hull, W. R., Jr. (Mo.)	344	3431
Gary, J. Vaughan (Va.)	257	4401	Ichord, Richard (Dick) (Mo.)	1518	5155
Gathings, E. C. (Ark.)	1035	4076	Ikard, Frank (Tex.)	1123	3605
Gavin, Leon H. (Pa.)	1629	5121	Inouye, Daniel K. (Hawaii)	425	6531
Gaiimo, Robert N. (Conn.)	1522	3661	Jarman, John (Okla.)	144	2131
Gilbert, Jacob H. (N. Y.)	1723	4361	Jennings, W. Pat (Va.)	1323	3861
Glenn, Milton W. (N. J.)	417	5531	Jensen, Ben F. (Iowa)	253	3515
Goodell, Charles E. (N. Y.)	1017	3161	Joelson, Charles S. (N. J.)	433	5751
Goodling, George A. (Pa.)	135	5441	Johansen, August E. (Mich.)	1632	5456
Granahan, Kathryn E. (Mrs. William T.) (Pa.)	1220	4916	Johnson, Harold T. (Calif.)	1031	3076
Grant, George M. (Ala.)	1226	5536	Johnson, Lester R. (Wis.)	315	3031
Gray, Kenneth J. (Ill.)	1525	5201	Johnson, Thomas F. (Md.)	141	5464
Green, Edith (Oreg.)	312	4811	Jonas, Charles Raper (N. C.)	1010	3476
Green, William J., Jr. (Pa.)	1707	6271	Jones, Paul C. (Mo.)	1404	4405
Griffin, Robert P. (Mich.)	1221	3511	Jones, Robert E. (Ala.)	211	4801
Griffiths, Martha W. (Mich.)	1516	4961	Judd, Walter H. (Minn.)	1225	5425
Gross, H. R. (Iowa)	115	3301	Karsten, Frank M. (Mo.)	1130	2406
Gubser, Charles S. (Calif.)	1510	2631	Karth, Joseph E. (Minn.)	426	6631
Hagan, G. Elliott (Ga.)	419	5831	Kastenmeier, Robert W. (Wis.)	1725	2906
Hagen, Harlan (Calif.)	1717	3341	Kearns, Carroll D. (Pa.)	1034	3376
Haley, James A. (Fla.)	1205	5015	Kee, Elizabeth (W. Va.)	1916	2176
Hall, Durward G. (Mo.)	1037	6536	Keith, Hastings (Mass.)	1317	3111
Halleck, Charles A. (Ind.)	P-60	5777	Kelly, Edna F. (N. Y.)	1032	3776
Halpern, Seymour (N. Y.)	1321	2536	Keogh, Eugene J. (N. Y.)	1730	5471
Hansen, Julia Butler (Wash.)	1237	3536	Kilburn, Clarence E. (N. Y.)	357	4131
Harding, Ralph R. (Idaho)	130	2911	Kilday, Paul J. (Tex.)	1203	3236
Hardy, Porter, Jr. (Va.)	301	4215	Kilgore, Joe M. (Tex.)	303	2531
Harris, Oren (Ark.)	1503	3772	King, Carleton J. (N. Y.)	1116	5615
Harrison, Burr P. (Va.)	1108	2561	King, Cecil R. (Calif.)	1125	6676
Harrison, William Henry (Wyo.)	1521	5541	King, David S. (Utah)	131	3011
Harsha, William H., Jr. (Ohio)	1338	5705	Kirwan, Michael J. (Ohio)	1414	5261
Harvey, James (Mich.)	1626	2896	Kitchin, A. Paul (N. C.)	352	3931
			Kluczynski, John C. (Ill.)	232	5701

	Room No.	Tele- phone		Room No.	Tele- phone
Knox, Victor A. (Mich.)	1113	5306	Montoya, Joseph M. (N. Mex.)	1520	5476
Kornegay, Horace R. (N. C.)	441	3065	Moore, Arch A., Jr. (W. Va.)	1527	4172
Kowalski, Frank (Conn.)	423	3811	Moorehead, Tom V. (Ohio)	440	6301
Kyl, John (Iowa)	1033	5126	Moorhead, William S. (Pa.)	1023	2301
Laird, Melvin R. (Wis.)	444	3365	Morgan, Thomas E. (Pa.)	502	4665
Landrum, Phil M. (Ga.)	205	5211	Morris, Thomas G. (N. Mex.)	1021	6316
Lane, Thomas J. (Mass.)	1715	3061	Morrison, James H. (La.)	202	3901
Langen, Odin (Minn.)	1519	2165	Morse, F. Bradford (Mass.)	136	3411
Lankford, Richard E. (Md.)	1416	5435	Mosher, Charles A. (Ohio)	410	3401
Latta, Delbert L. (Ohio)	1529	6405	Moss, John E. (Calif.)	541	2961
Lennon, Alton (N. C.)	337	2731	Moulder, Morgan M. (Mo.)	1513	4671
Lesinski, John (Mich.)	1238	2161	Multer, Abraham J. (N. Y.)	1305	2361
Libonati, Roland V. (Ill.)	408	4931	Murphy, William T. (Ill.)	1628	3406
Lindsay, John V. (N. Y.)	1420	2436	Murray, Tom (Tenn.)	201	4701
Lipscomb, Glenard P. (Calif.)	1339	4206	Natcher, William H. (Ky.)	117	3501
Loser, J. Carlton (Tenn.)	1504	2076	Nelsen, Ancher (Minn.)	1533	2472
McCormack, John W. (Mass.)	F-4	5415	Nix, Robert N. C. (Pa.)	104	4001
McCulloch, William M. (Ohio)	1024	2676	Norblad, Walter (Ore.)	1127	2206
McDonough, Gordon L. (Calif.)	201	3801	Nygaard, Hjalmar C. (N. Dak.)	125	2611
McDowell, Harris B., Jr. (Del.)	457	4165	O'Brien, Leo W. (N. Y.)	1726	4861
McFall, John J. (Calif.)	124	2511	O'Brien, Thomas J. (Ill.)	1436	4735
McIntire, Clifford G. (Maine)	239	6501	O'Hara, Barratt (Ill.)	1408	4835
McMillan, John L. (S. C.)	251	3315	O'Hara, James G. (Mich.)	1741	2106
McSween, Harold B. La.)	1441	3271	O'Konski, Alvin E. (Wis.)	1502	3361
McVey, Walter L. (Kans.)	436	3615	Olsen, Arnold (Mont.)	106	3211
Macdonald, Torbert H. (Mass.)	1417	2836	O'Neill, Thomas P., Jr. (Mass.)	317	5111
MacGregor, Clark (Minn.)	336	2871	Osmers, Frank C., Jr. (N. J.)	407	4831
Machrowicz, Thaddeus M. (Mich.)	1128	6276	Ostertag, Harold C. (N. Y.)	1119	6306
Mack, Peter F., Jr. (Ill.)	1107	5716	Passman, Otto E. (La.)	1013	2376
Madden, Ray J. (Ind.)	1505	2461	Patman, Wright (Tex.)	1136	3035
Magnuson, Don (Wash.)	1227	3701	Pelly, Thomas M. (Wash.)	329	6311
Mahon, George H. (Tex.)	1211	4005	Perkins, Carl D. (Ky.)	1409	4935
Mailliard, William S. (Calif.)	1413	5161	Peterson, M. Blaine (Utah)	1120	6427
Marshall, Fred (Minn.)	453	3671	Pfost, Gracie (Idaho)	139	4111
Martin, Dave (Nebr.)	140	6435	Philbin, Philip J. (Mass.)	420	5931
Martin, Joseph W., Jr. (Mass.)	G-49	4335	Pike, Otis G. (N. Y.)	1609	3826
Mason, Noah M. (Ill.)	1103	4476	Pilcher, J. L. (Ga.)	109	3631
Mathias, Charles McC., Jr. (Md.)	133	2721	Pillion, John R. (N. Y.)	434	2365
Matthews, D. R. (Billy) (Fla.)	1320	3026	Pirnie, Alexander (N. Y.)	413	3665
May, Catherine (Wash.)	1118	5816	Poage, W. R. (Tex.)	1526	6105
Meador, George (Mich.)	305	4411	Poff, Richard H. (Va.)	451	5431
Merrow, Chester E. (N. H.)	1541	3072	Powell, Adam C. (N. Y.)	459	4365
Michel, Robert H. (Ill.)	207	6201	Price, Melvin (Ill.)	1234	5661
Miller, Clem (Calif.)	229	3311	Pucinski, Roman C. (Ill.)	1027	4211
Miller, George P. (Calif.)	506	5065	Quie, Albert H. (Minn.)	1218	2271
Miller, William E. (N. Y.)	531	6231	Rabaut, Louis C. (Mich.)	1232	6261
Milliken, William H., Jr. (Pa.)	1515	4876	Rains, Albert (Ala.)	1026	5761
Mills, Wilbur D. (Ark.)	1131	2506	Randall, William J. (Mo.)	1029	2876
Minshall, William E. (Ohio)	1508	5731	Ray, John H. (N. Y.)	319	5311
Moeller, Walter H. (Ohio)	335	3731	Rayburn, Sam (Tex.)	P-58	4605
Monagan, John S. (Conn.)	1528	3822	Reifel, Ben (S. Dak.)	348	2801




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Reuss, Henry S. (Wis.)	1718	3571	Stafford, Robert T. (Vt.)	138	4115
Rhodes, George M. (Pa.)	1640	5546	Staggers, Harley O. (W. Va.)	401	4331
Rhodes, John J. (Ariz.)	1316	2635	Steed, Tom (Okla.)	1210	6165
Richman, R. Walter (N. Y.)	1728	5861	Stephens, Robert G., Jr. (Ga.)	204	4101
Riley, John J. (S. C.)	1423	6235	Stratton, Samuel S. (N. Y.)	1229	5076
Rivers, L. Mendel (S. C.)	326	3176	Stubblefield, Frank A. (Ky.)	1228	3115
Rivers, Ralph J. (Alaska)	1540	5765	Sullivan, Lconor K. (Mrs. John B.) (Mo.)	1313	2671
Roberts, Kenneth A. (Ala.)	1322	3261	Taber, John (N. Y.)	1126	2006
Robison, Howard W. (N. Y.)	415	6335	Taylor, Roy A. (N. C.)	252	6101
Rodino, Peter W., Jr. (N. J.)	1607	3436	Teague, Charles M. (Calif.)	1427	3601
Rogers, Byron G. (Colo.)	343	3331	Teague, Olin E. (Tex.)	101	2002
Rogers, Paul G. (Fla.)	111	3001	Thomas, Albert (Tex.)	212	4901
Rogers, Walter (Tex.)	1330	3706	Thompson, Clark W. (Tex.)	308	4511
Rooney, John J. (N. Y.)	1114	5936	Thompson, Frank, Jr. (N. J.)	452	3765
Roosevelt, James (Calif.)	325	5911	Thompson, T. A. (La.)	143	2031
Rostenkowski, Dan (Ill.)	1721	4061	Thomson, Vernon W. (Wis.)	1115	5506
Roudebush, Richard L. (Ind.)	1018	5037	Thornberry, Homer (Tex.)	504	4865
Rousselot, John H. (Calif.)	1239	2015	Toll, Herman (Pa.)	1428	4661
Rutherford, J. T. (Tex.)	1315	3635	Tollefson, Thor C. (Wash.)	1132	2605
Ryan, William Fitts (N. Y.)	1517	6616	Trimble, James W. (Ark.)	259	4301
St. George, Katharine (N. Y.)	240	6601	Tuck, William M. (Va.)	307	4711
St. Germain, Fernand J. (R. I.)	340	4911	Tupper, Stanley R. (Maine)	206	6116
Santangelo, Alfred E. (N. Y.)	1507	4461	Ullman, Al (Oreg.)	323	5711
Saund, D. S. (Judge) (Calif.)	1223	5235	Utt, James B. (Calif.)	322	5611
Saylor, John P. (Pa.)	427	2065	Vanik, Charles A. (Ohio)	256	6331
Schadeberg, Henry C. (Wis.)	442	3165	Van Pelt, William K. (Wis.)	1509	4272
Schenck, Paul F. (Ohio)	1706	5836	Van Zandt, James E. (Pa.)	1104	4576
Scherer, Gordon H. (Ohio)	333	6611	Vinson, Carl (Ga.)	309	4611
Schneebeli, Herman T. (Pa.)	1328	4315	Wallhauser, George M. (N. J.)	1618	6205
Schweiker, Richard S. (Pa.)	235	6111	Walter, Francis E. (Pa.)	330	6411
Schwengel, Fred (Iowa)	116	5131	Watts, John C. (Ky.)	1534	4706
Scott, Ralph J. (N. C.)	242	2515	Weaver, Phil (Neb.)	1230	2965
Scranton, William W. (Pa.)	1207	4756	Weiss, Jessica McC. (N. Y.)	1020	2576
Secly-Brown, Horace, Jr. (Conn.)	1716	3371	Westland, Jack (Wash.)	1419	5736
Selden, Armistead L., Jr. (Ala.)	437	2665	Whalley, J. Irving (Pa.)	1219	4676
Shelley, John F. (Calif.)	505	4965	Wharton, J. Ernest (N. Y.)	1009	6465
Sheppard, Harry R. (Calif.)	258	4011	Whitener, Basil L. (N. C.)	1122	2071
ShIPLEY, George E. (Ill.)	216	5001	Whitten, Jamie L. (Miss.)	1214	4306
Short, Don L. (N. Dak.)	110	2901	Wickersham, Victor (Okla.)	1038	5315
Shriver, Garner E. (Kans.)	1222	6216	Widnall, William B. (N. J.)	460	4465
Sibal, Abner W. (Conn.)	145	2231	Williams, John Bell (Miss.)	1004	5865
Sikes, Robert L. F. (Fla.)	1212	4136	Willis, Edwin E. (La.)	353	4031
Siler, Eugene (Ky.)	209	4601	Wilson, Bob (Calif.)	114	3201
Sisk, B. F. (Calif.)	421	6131	Wilson, Earl (Ind.)	1019	2476
Slack, John M., Jr. (W. Va.)	126	2711	Winstead, Arthur (Miss.)	1514	4761
Smith, Frank E. (Miss.)	1712	2726	Wright, Jim (Tex.)	1327	5071
Smith, H. Allen (Calif.)	1406	4176	Yates, Sidney R. (Ill.)	1740	5956
Smith, Howard W. (Va.)	1101	4376	Young, John (Tex.)	338	2831
Smith, Neal (Iowa)	1215	4426	Younger, J. Arthur (Calif.)	320	5411
Spence, Brent (Ky.)	1134	2305	Zablocki, Clement J. (Wis.)	1512	4572
Springer, William L. (Ill.)	1306	2371	Zelenko, Herbert (N. Y.)	1432	5516

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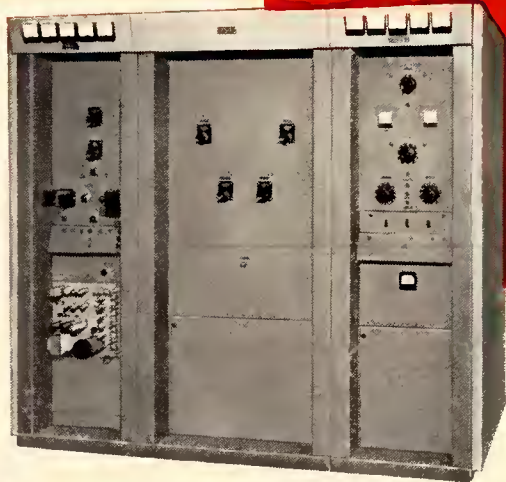
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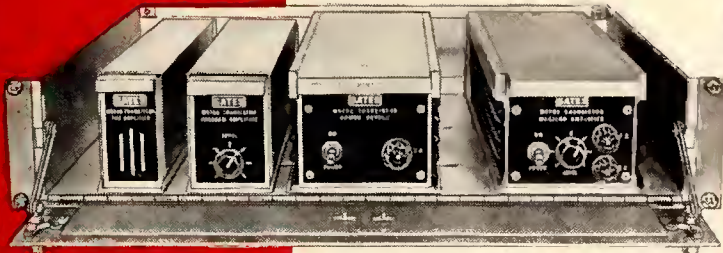
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VICE PRESIDENT AND ASSISTANT PUBLISHER

27 April 1961

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Sincerely,



BP/gjd

NET TV

(Continued from page 35)

TV's *Harvest of Shame*, Philip Morris); pictures of the Negro students of Nashville, their enemies and their friends (NBC TV's *Sit-In*, Timex); pictures of Auschwitz on several "Eichmann specials"—pictures brought home problems to the American people that had seemed remote in many sections of the country.

ABC went into the Congo with Mennen Williams. CBS went into the front lines in Laos with a news team

and a helicopter. NBC had a man in Hong Kong—all the networks were everywhere, as were the newspapers; but Americans got their news, and the news gets its impact, from television in 1960-61.

Every viewer has chatted at the White House with Kennedy, has leaned on a lecturn with Nixon, has looked over Stevenson's shoulder at the UN. They read that Lamumba had been beaten in the Congo, but they saw it that night on tv. They sat at lunch counters with Negro students, saw the fear and then the relief

of the Santa Maria passengers, went on the scene to the hell of Sterling Place in Brooklyn when the planes fell, stood with Mr. K as Major Gagarin reported.

Educational tv was not confined to the "educational channels" in 1960-61. The networks programed shows in this category in their accustomed Sunday daytime hours, but also put several on in prime time. ABC's *Expedition* (Ralston-Purina) took viewers to the far corners of the world; CBS' *The Great Challenge* explored the minds and ideas of leading thinkers and doers; NBC's *The Nation's Future* explored more than 15 areas of American life. Viewers met "the professor" and Mr. Wizard and even Walter Lippmann.


The lessons of history were graphically examined on shows such as ABC's *Winston Churchill: The Valiant Years* (Metrecal); "CBS Reports" programs like *Rescue* (Philip Morris) and *Carl Sandburg at Gettysburg*; NBC's *American Heritage* drama series (Equitable), and on many other prime hour productions.

The finest entertainment was available to viewers in the 1960-61 season. In specials and on regularly scheduled shows (e.i. Dinah Shore, Ed Sullivan, Perry Como) they saw such performers as Danny Kaye, Ethel Merman, Mary Martin, Louis Armstrong, Harry Belafonte, Debbie Reynolds, Bing Crosby, Frank Sinatra, Ingrid Bergman, Dean Martin, Peter Lawford, Sammy Davis Jr., Ella Fitzgerald, Benny Goodman, Art Carney—it is an almost endless list because very few variety, motion picture or stage performers absented themselves from the home screens this past season.

Drama and music lovers had a special two-hour Macbeth, the NBC operas, Leonard Bernstein for children and adults, DuPont's Show of the Month, *The Gershwin Years*, 20 Bell Telephone Hours and lots more. The situation comedies spawned an animation craze, led by *The Flintstones*, and father knew best more than ever, a highlight being Fred MacMurray in *My Three Sons*.

The sports fan had no reason to complain in 1960-61. The season started early with the Olympics from Rome (CBS), then NCAA football (NBC), NFL football (CBS) and AFL football (ABC). The World Series (NBC), college and pro basketball, hockey, golf, bowling, track

WWTV-AREA HAS MORE PEOPLE THAN WYOMING-VERMONT COMBINED!




More people — and more television homes — are within "sight" of WWTV, Cadillac - Traverse City than you'll find in the states of Wyoming and Vermont combined*!

Only WWTV gives you *complete* coverage of this big, important slice of Michigan. WWTV has NCS No. 3 circulation, both daytime and nighttime, in 36 Northern Lower Michigan counties. You need at least 12 daily newspapers or 18 local radio stations to approach WWTV's broad coverage.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Combined population of Vermont and Wyoming is 716,200. WWTV-area population is 723,500.*

The Telly Stations
 WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WKZO RADIO — KALAMAZOO-BATTLE CREEK
 WJEF RADIO — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 WWTV — CADILLAC-TRAVERSE CITY
 KOLN-TV — LINCOLN, NEBRASKA



WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
 Officially Authorized for CADILLAC-TRAVERSE CITY
 Serving Northern Lower Michigan
 Avery-Knodel, Inc., Exclusive National Representatives

figure skating and tennis found their way to all the networks, and the vicarious athlete never was forced to stray very far from his refrigerator. Grissom, Shepard or Glenn? At presstime the nation waited for the weather to clear at the Canaveral range, and live cameras—of network television—were ready to go on the air ten minutes before blast-off to bring the entire story to millions of viewers. They would be present at America's first attempt to reach the edge of space, and millions more would see the attempt and the results later in the evening on special public affairs programs.

One tv network executive summed up the season this way: "The sixshooters weren't mute and there were lots of detectives and adventurers—but the public likes these shows (and so do I). However, there were so many programs you could call educational, creative, artistic—and so many nature and well-reported news and public affairs shows—that the network programming guys can hold their heads high around this NAB convention. We'll hear a lot of complaints, but a lot of them are echoes." ▀

TOP TV COMMERCIALS

(Continued from page 38)

Post Grape Nuts; title—Danny Thomas Show; company—General Foods Corp.; agency—Benton & Bowles; production company—Mater-to Productions, Hollywood.

- Canadian market—Puss 'n' Boots Cat Foods; title—Masquerade; company—Quaker Oats Co.; agency—Spitzer, Mills & Bates Ltd., Toronto; production company—Elektra Film Productions, N. Y.

- Premium offer—Lucky Strike; title—Record Offer; company—American Tobacco; agency—BBDO; production company—NBC Telesales, N. Y.

- Single market (service)—Manufacturer's Trust Co., N.Y.; title—Daddy's New Car; agency—Young & Rubicam; production company—Animation Associates, N. Y.

- Single market (product)—Trewax; title—Upside Down; company—Trewax, Los Angeles; agency—Tilds & Cantz Advertising, Los Angeles; production company—KTTV Commercial Tape Productions, L. A.

- Single market (store)—ZCMI Department Store, Salt Lake City; title—Shoes . . . Ready to Wear; agency—David Evans Advertising, Salt Lake City; production company—KSL-TV Salt Lake City.

There were also three honorable mentions. One was in the dairy products and margarine category. It went to American Dairy Assn. for the commercial titled Milk Wagon. Agency: Campbell-Mithun, Minneapolis; Production company: Swift-Chaplain Productions, Hollywood.

The two other honorable mentions went to commercials in the Canadian market. These were: Imperial Oil Ltd. for the Imperial Gasoline commercial titled "Saguenay." Agency: MacLaren Advertising Ltd., Toronto. Production company: Transfilm-Caravel, N. Y. And—Lever Bros. Ltd. "Laurie" commercial for Praise Soap. Agency: Cockfield, Brown Ltd., Toronto. Production company: B. L. Associates, N. Y.

A complete listing of 1961 runners up in all product categories will appear in a subsequent article on the Festival in the 15 May issue of SPONSOR. ▀

REACH the ADULT BUYING

audience of Greater Kansas City!

1½ BILLION DOLLAR MARKET

WITH



**KBEA
KBEY-FM**

Simulcasting Beautiful Music!

The distinctive, sparkling "sound" of Kansas City's only Beautiful Music Stations holds the mature adult listening audience.

Commercial Limitation: 12 Announcements per hour

Represented by:

VENARD, RINTOUL & McCONNELL, Inc.

Owned by **Public Radio Corp.**

KIOA
Des Moines

KBEA/KBEY-FM
Kansas City

KAKC
Tulsa

TIMEBUYERS

(Continued from page 10)

which places advertising for Dentyne, Roloids and Chiclets. The correspondence would be in reference to spot buys, where the two agencies have pooled markets.

In some instances, Bates would control a schedule and K&E would submit what portions of the schedule it needs, and vice versa.

"There is a need for good co-operation between agencies from all ends when a client has more than one agency."

To coin an old phrase, Caplan is happy in his work. "I knew the agency business was for me since high school, I guess." He majored in advertising at City College and has nearly completed a masters in advertising at the same school.

He has been with K&E since Jan. 1959. Before that he was at Young & Rubicam where he worked in two areas. These were the area of program and commercial testing—the Y&R audience jury—and the area of broadcast measurement. The latter had to do with ratings, coverage, and evaluation of both network and local broadcast buys both before and after the fact.

He joined K&E as a senior media research analyst. The job involved overall media analysis in both print and broadcast. He then moved into media and timebuying in March 1960. He became a media supervisor last November.

"I'm constantly learning a lot of things," says Caplan. "I eat, sleep, live, advertising. It's a challenging business as long as you don't let the ulcers get you. You've got to take time out to do other things, like

recreation and vacation." Caplan and his wife have three children under 5 years in age: twin daughters (age two and one-half) and a son of four.

What are his views on the time-buying business?

"At one time research consisted of primary research: testing consumer habits, users, tryers, packaging, etc. Then secondary research evolved, which includes a combination of media research, audience studies, and sales analysis.

"What has happened today is that a media buyer or supervisor, needs research training to understand all media and research studies instead of relying on a research guy to explain all this. Research knowledge is necessary to the media buyer because he is on the firing line with the rep, the account man at the agency, and often with the client.

"Because of all this, it has become more and more necessary for the buyer to know his media research and tie it in.

"In the '60s, qualitative information is becoming more and more important.

"The timebuyer is no longer considered a clerk putting out buying reports and reading availabilities. He has come a person who must thoroughly understand the objectives of what he's doing and he must be able to explain them from a qualitative, as well as from a numbers, viewpoint."

At K&E, Caplan explained, a training program has been started in media research in which all members of the media department learn about ratings methods, reading ratings reports, how to understand reach and frequency as media tools, print audience data and other topics.

Has Caplan ever considered leaving New York for woodier, if not greener pastures? "Yes, my wife and I have thought about it," he said. After all, we know several people from the New York office who have moved to K&E's branch offices in Chicago, Los Angeles and Detroit. And in terms of growth, Chicago, Los Angeles, Minneapolis and some Texas cities have really come a long way in the last few years, but . . .

"My wife and I love New York. I think we'd rather move even further into the suburbs and keep working in New York, than move to an-

other city. There are just too many things happening here, that you can't find elsewhere."

TIMEBUYERS

(Continued from page 11)

cept when things are really hot, for peak buying time or recommendations, once a week at the most. No Saturdays. The family—four kids."

His lunches are invariably business. "I try to talk some shop rather than take office time for this. I never sandwich at the desk. Haven't done that in years."

He gets voluminous mail and "at least 50 phone calls a day—more when we're buying heavily." He averages six personal rep calls a day.

Entertainment by reps is minimal. Archer has dinner with a few, once or twice a month. There are general parties about once a week, for all buyers in town. "I could accept many evening bits, but home and work call."

Does Archer have aspirations of leaving the media department, or the agency business? "I enjoy media work, not straight buying. I like the agency business. I'd like to be a client sometimes, or even a rep. I'll not say I live for media work—I don't. If management wants me somewhere else, fine. I'd like to run an agency, an ad department . . . the ad game is fun."

Archer started his career with Knox Reeves in 1948 as a timebuyer. From there he went to Gardner in St. Louis (1952-54), first as a timebuyer, then as chief timebuyer. In 1954 he joined Leo Burnett in Chicago as assistant media supervisor. The next year he went to Campbell-Mithun, Minneapolis, as broadcast media supervisor.

"In '58 I came back to Knox Reeves as a space buyer. Although my present title is media supervisor, in practice it's a buyer's job."

Archer is sold on the Minneapolis market. "There's plenty of room here. The growth of the market has been recognized by some of the more aggressive national reps. Almost all of the national magazines have opened offices here, a lot in the past year. Broadcast reps, too (besides a few of the regional ones) like Katz, Bolling, Branham, H-R, have opened here in the last 12 months—more will, we know.

"It may ruin the nice easy pace

In Music
HERITAGE
is THE
AM-FM STORY

Listen at the N.A.B.

EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!



—and the biggest pace-setting change is on
WFAA • 820 • RADIO

A picture of contrasts . . . and one that certainly applies to the fresh approach to good radio now beamed to all North Texas over WFAA-820! The format is completely new and already receiving wide acclaim. *Electronic journalism* is the focal point, pleasantly interwoven with good music and interesting features. We call it . . . "SOUTHWEST CENTRAL"! You'll call it SALES HEADQUARTERS for WFAA's rich 110 county coverage!

NEWS Complete news coverage from NBC and WFAA every hour on the hour! "Southwest Central" puts the emphasis on state and local happenings.

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

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



**820 RADIO
DALLAS**

BROADCAST SERVICE OF THE DALLAS MORNING NEWS

we enjoy, however. I think we'll change them though. St. Louis had much the same leisurely attitude . . . a relative one . . . not lazy, but everything is on a real friendly basis, no rat race like Chicago or New York.

"The approach here is less frantic. There seems to be more time, less of the harrasing frenzy of Michigan or Madison Avenues. Our Marquette and Second Avenues are streets to make advertising work almost nice. Maybe it's the people or the outdoor life—sports, fishing, the lakes and woods.

"It is all so close to everyone here without spending hours on commuter trains, hours to get out of a big city or ducking the heat."

Here are Archer's views on time-buying.

"I have an attitude about the timebuying function. When an agency spends a fortune in hard work and creative copywriting, production and art as well as in marketing research and campaign planning, and when our client's million dollars are put out—you don't give the million to a kid fresh out of the mail

room and say—buy the time—the reps will train you.

"It's part of the whole team. You do your darndest to make it work with a buyer who knows what he's doing and what he wants. Figures are important, but you need creative ability, judgment and some horse sense too.

"Knowledge of what is behind the campaign, knowing what has worked for you before, is all important.

"Without the best time and the right target audience, the greatest copy in the world can flop, can't sell. The buyer's function is that important."

SPONSOR ASKS

(Continued from page 41)

few powers that make the major decisions will gather together in a non-smoked filled suite and set up the course of action for the television industry to follow in the ensuing year.

In other words, I expect the 1961 NAB convention will follow the same predetermined rut it has always followed with the usual amount of whipped cream topping to make it palatable.

Robert Ferguson, *exec. v.p., WTRF-TV, Wheeling, W. Va.*

This is the year for the television industry to prove that it need make no apologies for its offerings. Television is the most efficient advertis-

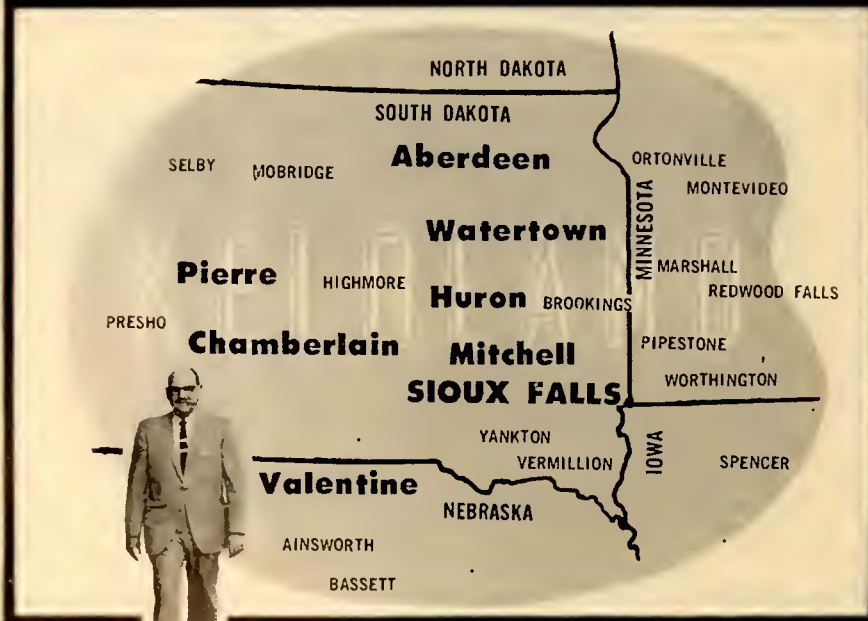


An honestly joint effort, not just words, to give Collins' position teeth

ing medium today, and the most versatile means of creative communication and entertainment in the world of free enterprise. It is highly capable of handling its own problems and I expect that this NAB convention will emphasize this capability.

I anticipate during this convention, definite unification of effort on the part of television stations to strengthen Governor Collins' position as representative of the television industry. Governor Collins has provided us with forthright and determined leadership and I feel that the industry will back him up with definitive ac-

only KELO-TV LAND covers this 103-county market completely! simultaneously! no gaps!



KELO-LAND is a 73,496 square-mile market, charted by natural distribution flow of consumer goods. No piecemeal "package" of two or three unrelated stations can begin to cover it — not without leaving countless untold, unsold families. Only one television facility — KELO-TV SIOUX FALLS and its KELO-LAND booster hookups delivers the whole 103-county spread to you — completely, simultaneously, no gaps!

CBS • ABC

265,490 tv households in 5 states:
(South Dakota, Minnesota, Iowa,
Nebraska, North Dakota).



General Offices: KELO-LAND TELEVISION CENTER, SIOUX FALLS, S.D.
JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by **H-R** In Minneapolis by **Wayne Evans & Associates**

tions rather than words during the forthcoming year.

I think there will emerge from this convention, a greater understanding of the Television Code and its importance both as a symbol of the industry and as an accepted mode of operation for civic minded television stations.

One of the things I hope the NAB will undertake on their own is a greater interest in the activities of its Television Information Office. Continued efforts to document the factual achievements of television and greater intensity by the NAB heads in disseminating these achievements to the public should be an important phase of the NAB's progress report for the upcoming year.

John F. Box, Jr., managing dir. of the Balaban Stations, St. Louis

The hope of all broadcasters for this convention should be that we put aside petty internal bickering and join in strength to earn the place we



A united front, without internal bickering, to earn the respect we deserve

deserve among communications media. The industry has been echoing hollowly this wish for the past several years, but during this period all sides have been hyper-critical of each other when they should have been seeking their own place for service in their communities. They establish certain precepts of programing for minority audiences and predicate their approach upon the false claim of quality instead of quantity. This is the era of mass media. When they lack creativity to develop their own areas of service, they resort to mimicry. Some even try to legislate the dimensions of service to their ideas or lack of ideas. What we need is to face the truth. Many kinds of service are necessary to meet the varying needs and tastes of our communities. They should be competitive and not repetitive; they should be complementary to each other.

I hope that this convention will accomplish simple unity and that we shall truly be a national association of broadcasters.

GO PLACES WITH WIXIE



WXYZ IS ON THE MOVE...

Both NSI and ARB reflect WXYZ-TV dominance in Detroit.

Ratings for March show WXYZ-TV with 34% share of total audience compared to 28% for our closest competitor.*

In the first quarter of 1961 an advertiser spending \$2,100 weekly on WXYZ-TV scheduled 24 one-minutes delivering 149.1 rating points**—1,925,700 homes, for a \$1.11 CPM. 75% of these sales messages, incidentally, are concentrated on nighttime buying audiences for maximum effectiveness.

Efficiency, Reach, Sales Message Effectiveness are some of the ingredients that make Channel 7 the first buy in Detroit. Tap your Blair Man now for the top station...

*March NSI, 6:00 PM-Midnight, Sunday-Saturday

**January-February ARB

WXYZ-TV abc **CHANNEL 7**
DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING-PARAMOUNT THEATRES

It just isn't cricket, my
“it is deah, to refer to ‘Jeep’
really vehicles as “jeep-like,”
not “jeepy,” “jeep-type,” etc. In our
cricket” set, you know, one *never* “jeeps
 around” or “goes jeeping.” The
 word ‘Jeep’ should never stand alone
 as a verb or noun. And the plural is never “Jeeps” but instead,
 “‘Jeep’ vehicles.” Properly speaking, chaps, one *should*
 link ‘Jeep’ with the model name to designate a specific
 vehicle as in ‘Jeep’ Universal. The word ‘Jeep’
 should *always* be capitalized—because
 ‘Jeep’ is a registered trademark
 for vehicles made *only* by
 Willys Motors!



Willys Motors, Inc., Toledo, Ohio, one of the growing Kaiser Industries

WASHINGTON WEEK

8 MAY 1961

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If the right questions are asked of the FCC panel at this week's NAB convention, the broadcasters will likely come away quite amazed at how far the commission has swung over to tough regulation.

They'll find the new programing form about as tough as any other mere formality.

Also that the FCC majority is already wedded to the performance vs. promise idea.

FCC chairman Newton Minow's comment on the 40-second chainbreak imbroglio may be a clue to official thinking, or it may have been something off the cuff.

Said he: "If the extra 10 seconds is used for triplespotting, I would certainly want to do something about it." (See page 33 for editorial on 40-second debate.)

It appears that the big bureaucratic spotlight is on the regulatory agencies.

President Kennedy has finally started the ball rolling toward the administrative conference, and an administrator of ethics will sit in the White House.

The FCC reorganization plan hit some in the industry pretty hard. They feared vastly increased powers in the chairman's office, and they feared the way in which new chairman Newton Minow might use the powers. At the same time, individual commissioners were upset on the same scores.

However, the plan had been carefully compromised to meet possible objections from Senate Commerce Committee chairman Warren Magnuson and from his opposite number in the House, Rep. Oren Harris. Proposed powers for the chairman, particularly over appropriations request and over divying up available money among various activities, had been stripped.

It will take an affirmative step, that is an actual majority vote in either chamber within 60 days, to head off the reorganization. If Congress merely sits tight, the plan goes into effect automatically.

The administrative conference is less controversial, but it may well be even more far reaching. (This will get into regulatory agency procedures, as the judicial conference has done with the courts.)

As expected, Judge E. Barrett Prettyman was named chairman of the council which will recruit others, up to a total of about 50. Dean Landis is on the council and Max D. Paglin, FCC general counsel, is a member.

Members of the Council and the larger Administrative Conference will represent the regulatory agencies, lawyers practicing before the agencies, and legal experts from the Universities and the Bar.

Paul Rand Dixon, new FTC chairman, is pushing hard for cease-and-desist powers with respect to advertising challenged by the FTC.

Rep. Evins, second ranking member of the House Small Business subcommittee, has introduced a bill to give the FTC this power.

At present, if an ad is challenged as to truthfulness, etc., it can continue to be used pending final outcome of a case against it. If an adverse FTC decision is appealed to the courts, this can take years. Dixon wants the power to order the ad off the air and out of print, pending a final determination.

Advertisers oppose on the grounds this is a guilty-until-proven innocent procedure. Thus far, there has been no groundswell in Congress in favor of the Dixon stand.

FILM-SCOPE

8 MAY 1961

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PUBLICATIONS INC

One of the big surprises of the current season is the emergence of ABC Films as a regular network supplier.

At a moment when its counterpart network syndication arms, CBS Films and CNP (NBC) don't have a single network deal in the house between them, ABC Films has not one but two: **The Racers**, a new series set for Auto-Lite, and **Expedition**, renewed for a second year by Ralston. Both shows are on ABC TV.

Another contrast between ABC Films and its counterparts is its avoidance of heavy network pilot investments in the current market.

ABC Films' sole new show is **Joyce Brothers**, a letters-to and advice-from show that runs as 195 five minute segments or 65 quarter hours. **Sales have been made in 19 markets**, including Milwaukee, St. Louis, Buffalo, Detroit, Houston, Minneapolis, New Orleans, Dallas, Chicago, Seattle, Pittsburgh, and Columbus, O.

Even in this show **ABC Films was taking no pilot chances**; it merely took over and syndicated a successful late, late series originated by and running on WNBC-TV, New York.

Don't expect any new shows produced for syndication out of ABC Films in the near future—but you can look for some off-network re-runs: Wyatt Earp, One Step Beyond (Aleo Presents), and eventually, Ozzie & Harriet and half-hours of The Rebel.

CBS Films has discovered that new product is not a necessary ingredient to all-out domestic syndication sales drive success.

Without new shows CBS Films in the first four months of 1961 did **90 per cent more business than last year** and about 2 per cent more than the previous January-to-April high in 1959.

But in the second quarter of 1961 CBS Films won't try to repeat the trick: **its salesmen will get new product**—possibly one or two new shows and a second year of Brothers Branigan, and for sure 26 more Deputy Dawg half hours (104 episodes), plus off-network re-runs of December Bride (157 half-hours), Wanted: Dead or Alive (94; to be retitled), and Angel (33).

NFA's Third Man is gathering some excellent early ratings.

The show, purchased across the country on a sort of national spot basis by Budweiser (D'Arcy), began going on the air around the first few months of 1961.

All of the markets below are for Budweiser—D'Arcy except New York (Rheingold) and Los Angeles; ratings are most recent available.

CITY, STATION, TIME	RATING & SERVICE
New York, WNBC, 10:30 p.m. Th.	25.0 ARB
Kansas City, KCMO, 9:30 p.m. Fri.	37.9 Nielsen
Indianapolis, WISH, 10:30 p.m. Sat.	20.0 ARB
Buffalo, WGR, 10:30 p.m. Th.	23.0 ARB
Detroit, WJBK, 8 p.m. Fri.	14.0 Nielsen
New Orleans, WDSU, 10 p.m. Fri.	19.0 ARB
Miami, WTVJ, 10:30 p.m. Sat.	19.5 ARB
Syracuse, WSYR, 7 p.m. Fri.	28.5 ARB
Omaha, WOW, 9:30 p.m. Sat.	29.5 ARB
Los Angeles, KNXT, 7 p.m. Wed.	9.5 ARB

Ziv-UA is the only syndicator with two new adventure shows in syndication at the moment.

Ripcord, dealing with professional parachutists, was released this week.

The show follows by about a month the release of King of Diamonds, Ziv-UA's other new adventure series, which is now **reporting sales in a total of 118 markets.**

Kroger Co. (Campbell-Mithun) signed for King of Diamonds on KTVI, St. Louis, and WDBJ-TV, Roanoke, in addition to its previous markets. Other new advertisers are Marquette Building & Loan, Erie, Pa., and Blackwood coffee alternating with Jesse Jones Sausage on WRAL-TV, Raleigh.

In New York Piel's Beer (Y&R) has placed the show on WABC-TV.

Other recent station purchasers of King of Diamonds are KOIN-TV, Portland; WMT-TV, Cedar Rapids; WNEM-TV, Bay City-Flint-Saginaw; WSPA-TV, Asheville-Greenville-Spartanburg; KHQA-TV, Quincy-Hannibal; WJAC-TV, Johnstown-Altoona; WTVC, Chattanooga, and KBOI, Boise.

Spanish and Japanese dubbing has begun for the entire first year's production of Screen Gems' The Flintstones.

Series has been sold, in international syndication, in Japan, Mexico, Venezuela, Argentina, Uruguay, Canada, England, Australia, and the Philippines.

KTTV, Los Angeles, will syndicate its own new tape series, Lie Detector.

Station is one of the few in the country with its own syndication sales staff. Most locally-originated shows that find their way into syndication do so with the aid of one of the regular syndication houses.

Official Films, for example, is among the syndicators to have taken over local shows for national distribution as in the case of Playboy's Penthouse, originating in Chicago.

The full-hour, 26 episode tape series was recently sold by Official to KTLA, Los Angeles and is currently **reported on the air in 16 markets**, including New York, Milwaukee, Minneapolis, Denver, Indianapolis, and Boston.

Sales of major post-1948 feature film packages are continuing steadily.

Among them are these two:

1) **Screen Gems big 260 Columbia features package** to four more stations for a total of 23. Stations are Meredith's KCMO-TV, Kansas City, and KPHO-TV, Phoenix; plus WNEM-TV, Bay City, and also WRBL-TV, Columbus, Ga., which purchased total of 375 pictures.

2) **Seven Arts Associated's group of 40 Films of the 50's** to five more stations, making a total of 79. Latest are: KOTV, Tulsa; WTRF-TV, Wheeling; WBTW, Florence; KHOL-TV, Kearney, and WTOL-TV, Toledo.

One of the hottest items in international syndication today is the news feature.

CBS Films has been doing brisk business with Project Mercury in Australia, England, Sweden, Denmark, Japan, Italy, Mexico, Colombia, and Argentina, plus CBS Reports—Why Man In Space to England, Australia, Italy, Japan, Germany, and Canada.

NTA has bought out Desilu's interest in six tv film series and nine pilots.

Series and numbers of episodes are: U. S. Marshal (78), Sheriff of Cochise (78), Grand Jury (39), This is Alice (39), Walter Winchell File (39), Official Detective (39).

SPONSOR HEARS

8 MAY 1961

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PUBLICATIONS INC.

Worth noting for the record: for the first time since they came into tv not a single auto maker will have a live series on the networks this fall.

For example, Chevrolet (Campbell-Ewald), among other films, will have a **tested western (Bonanza)** in place of Dinah Shore and Ford (JWT), a **situation comedy** in place of Ernie Ford.

An ironic twist to the C-E recommendation re Shore: the agency last week released what it called a sociological and psychological study of tv viewing, which, among other things, noted that the **popularity of westerns was on the decline.**

That resignation of the Coty account at BBDO is just part of a winnowing process.

It was decided last year to **unload** at convenient intervals **those accounts that weren't paying their freight.**

A probable next in the exiting parade: **Remington Arms.**

Elder tv station operators are inclined to take with a grain of salt the hulla-balloo some agencies are making anent the 40-second station break leading to over-commercialization.

These broadcasters say they recall that when spot facilities were tight and a break followed a 30-rating show the same agencies had no compunction about squeezing in a **third commercial.**

A major free lancee Hollywood producer has cooked itself out completely with a giant tv grocery advertiser by giving it three washout programs in a row.

But where irony was added to injury: the same producer delivered **three hits in a row** to a giant tv account also in the grocery products field.

It's not easy to believe but there's an upper-rung agency that's not particularly interested in taking on a cigarette account.

The basic reason is that it doesn't think it would be free to explore new areas or directions in advertising a cigarette and it feels that the tobacco industry as a whole is **ridden with imitativeness, inferior standards of advertising taste and hardly any sense of image value.**

A fairly sizeable Chicago agency, bent on trimming overhead, found a single item on which it can save quite a few thousand dollars.

The result: all the agency's executives are traveling **jet tourist instead of jet first class**, and, if they must go first class, piston flights are okay.

Cracked one executive: they'll next be asking us to stop at the **YMCA.**

Don't think the days of sponsor pressure for a favored performer are all over.

The troubles between a client and his agency may be attributed to a substantial extent to **his fostering of a girl vocalist** for the commercials.

The agency also **resisted the suggestion** that it build a Saturday night program around her for a regional hookup.



THEY
LIVE IT

UP... AND LOVE IT... in the fabulous KSLA

market. Oil-rich, timber-rich, cattle-rich, and growing industrially... this tri-state area hardly knows recession. Its people play hard, work hard and have the money to buy. They look to KSLA-TV for news they believe... programs they enjoy.

Ask our reps (Harrington, Righter and Parsons) about the fabulous KSLA market!



KSLATVSHREVEPORTLOUISIANA

SPONSOR WEEK WRAP-UP

Campaigns:

• **Eberhard Faber** (pencil manufacturer) is giving its new plastic adhesive product—Holdit—a test run in the New York metro area via round-the-clock minute spots on WNEW-TV and WOR-TV. The tv trial run, scheduled for a month-long duration, will be followed up nationally. Agency: Al Paul Lefton.

• **Arvin Industries**, is pushing its new line of am and fm receivers with a 30-second saturation campaign on Portland fm'er KPAM-FM. Arvin will use 13 spots per day during the opening two weeks of May and June for its radio line.

Notes: American Home Products (Anacin) and Bristol-Myers (Bufferin) have denied advertising misrepresentation charges leveled at them by the FTC.

Acquisition: Pillsbury, a con-



STILL EXCITED over day spent in N.Y.C. as guests of WPEN, 'station of the stars,' are 95 Philadelphia housewives. To earn trip, the members of the WPEN Star Fan Club, wrote a 'I want a day out of the house.' Hosting trip are WPEN husband-wife team, Pat and Jack Taylor



INTERVIEWED, Troy Donahue (r), star of ABC TV's 'Surfside 6,' by WAST-TV, Albany, N.Y. Dave Sauter, WAST-TV station personality, videotaped up-state interview

UNSUNG HERO, Brooks Lindsey, star of WSOC-TV's (Charlotte) 'Joey the Clown' show, receives plaque from Charlotte Junior Women's Club from Mrs. Richard J. McCauley



BOARD OF DIRECTORS, TvB, at semi-annual meeting, Hot Springs, Va. First row, (l-r): John Murphy, Crosley Broadcasting; Payson Hall, Meredith Broadcasting; Glenn Marshall, Jr., WJXT, Jacksonville, TvB board chm.; Norman Cash, TvB pres.; Gordon Gray, WKTV, Utica, N.Y.; and Otto Brandt, KING-TV, Seattle. Second row: Martin Nierman, Edward Petry & Co.; Donald Kearney, Corinthian; Clair McCollough, WGAL-TV, Lancaster, Pa.; Craig Lawrence, CBS tv stations; P. A. Sugg, NBC; and Richard Borel, WBNS-TV, Columbus. Third row: A. W. Dannenbaum, Jr., Westinghouse Broadcasting; Lewis Avery, Avery-Knodel; Stephen Riddleberger, ABC; A. Louis Read, WDSU-TV, New Orleans; and Donald Savis, KMBC-TV, Kansas City

trolling interest in **Etablissements Gringoire**, S. A., a French food company.

Kudos: **Carnation Co.**, recipient of the American Heritage Foundation Outstanding Citizenship award for the 1960 nationwide *Informed Vote and Contribute to Your Party* program.

Agencies

Fuller & Smith & Ross, in an effort to broaden its client services, has realigned its New York office and added a new man to head-up the revamped branch.

The new manager and senior v.p.: **William E. Holden**. He was a DCS&S v.p. and director.

The other moves: **John A. McKiven**, from v.p. creative services, to v.p. marketing services; **Kenneth E. Moore**, from v.p. and chairman of the plans board, to new post, v.p. client services; and **Gene Taylor**, from v.p.

creative director, to v.p. creative services.

Group managers are **Walter Morris**, **William Cunningham**, **George Lyon** and **Irwin Roll**, all v.p.'s.

Agency appointments: **Longines-Wittnauer** (\$1 million) to **Kenilworth Advertising & Broadcasting Productions**, from **Victor A. Bennett** . . . **Gulf Oil**, to **Erwin Wasey, Ruthrauff & Ryan**, for its petroleum specialty products . . . **National Apple Institute** of Washington, D. C., to **Ketchum, MacLeod & Grove** . . . **Norwich Pharmacal**, Norwich, N. Y., to **Cohen & Aleshire** . . . **Royal Orleans Hotel**, to **Walker Saussy Advertising**, from **Fitzgerald** . . . **Chunky Chocolate**, to **J. Walter Thompson**, for its **Chunky**, **Bit-O-Honey** and **Old Nick** brands . . . **Dormeyer**, to **North** . . . **Roegelein Provision** (meat packers), San Antonio, Tex., to **Clay Stephenson Associates**, Houston.

Account resignations: **Lehn &**

Fink Division, **Lehn & Fink** Products, from **Bates** . . . **Coty**, from **BBD&O**.

New agency: **Handley, Gross, Luck & Miller, Inc.**, Indianapolis and Chicago, headed by **Harold W. Handley**, former Indiana governor. Other officers: **Mark Gross**, executive v.p., former president **Mark Gross Associates**; **Booth Luck**, v.p. secretary, from account executive, **Wade**; and **Richard N. Miller**, v.p. treasurer, former president, **R. N. Miller**.

PEOPLE ON THE MOVE: **Kenneth Young**, from v.p. **Fletcher D. Richards**, New York City, to account executive, **Gray & Rogers**, Philadelphia . . . **George G. Felt**, from **Felt Advertising**, East Orange, N. J., to **Reast & Connolly**, South Orange, N.J. as v.p. . . . **Tom DeHuff**, promoted to director of commercial production, **Cunningham & Walsh** . . . **Howard Shank**, from v.p. creative director, **Grey**, to v.p. copy department, **Esty** . . . **Sam Fleishman**, from v.p. gen-



POST OFFICE window displays afford Eleanor Schano, WTAE, Channel 4, Pittsburgh Bell Telephone weather girl the chance to chat with ABC's Bugs Bunny and WTAE's Mr. Magoo. WTAE aids post office



GOOD MUSIC in 'sterilized' form has soothing effect for Dr. Donald Effler (1), who leads a team of surgeons in heart operation at Cleveland Clinic, Ohio. Speaker in upper-left corner plays WDOK music

eral manager, Gerald Productions, to v.p. Advertising Radio and Television Services . . . **Daniel J. Ruffo**, from Petry, to Weed, Chicago . . . **E. Dickson Cummings**, from Cargill, Wilson & Acrcce, to Chesapeake, Norfolk, Va. . . . **L. Benton Paschall**, from general manager, KWIZ, Santa Ana, Calif., to associate executive, Clifford Gill, Beverly Hills, Calif. . . . **James S. Barden**, from marketing and research director, Miller Publishing, to research department Knox Reeves . . . **Albert G. Salter**, from Cherry Products Sales, Grand Rapids, to executive staff, W. B. Doner, Detroit.

They were elected: **David M. Ricaud**, a v.p. at McCann-Erickson . . . **William Briggs**, v.p. marketing services, Monroe F. Drcher . . . **Gene Grayson**, **Alan Hahn**, **Joseph Sacco**, **Albert W. Reibling**, and **Bruce E. Crawford**, v.p.'s at Bates . . . **Sanford L. Hirschberg**, president, New York office, W. B. Doner . . . **Courtier L. Parsons**, v.p. director mechanical production, Young & Rubicam . . . **Edward W. Murtfeldt**, executive v.p., Benton & Bowles.

Resigns: George Frey, has resigned as v.p. in charge of network relations, SSC&B, and has been appointed consultant for the agency.

TV Stations

Sacramento, Calif., tv station **KXTV** backed up its allegation that the unions' meddling resulted in the loss of advertiser business and violated the NLRA, by slapping a \$105,000 damages suit against the American Federation of Tv and Radio Artists, and the National Association of Broadcast Engineers.

The complaint:

- The unions' activities in threatening, coercing and restraining various advertisers and sponsors on KXTV from using the tv station's advertising services, constitute a violation of the NLRA.

- As a result of the unions' attempt to apply economic pressure on neutral employers, canceled contracts and loss of new business cost the station more than \$100,000.

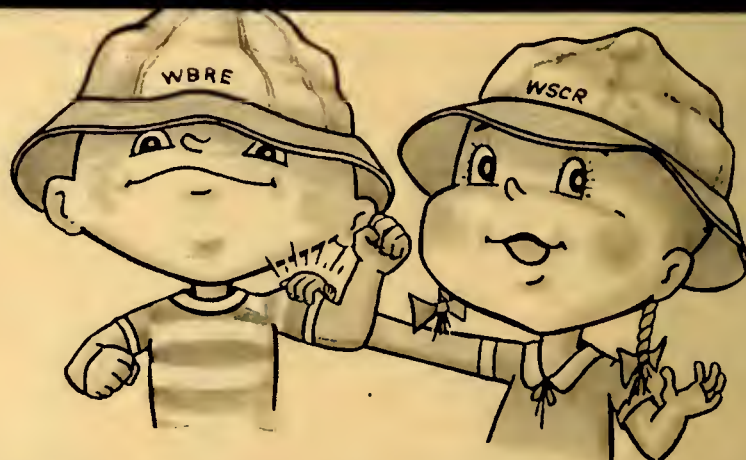
Ideas at work:

- **WAST**, Albany, N. Y., was the center of an unusual spot buy instigated by a local department store. in an effort to promote shopping in the city's downtown section. The store—**John G. Myers**—sponsors of the station's weekly series, *The American Civil War*, donated its advertising time to advertising the wares (with prices) of eight of its competitors.

PEOPLE ON THE MOVE: Joe Moffatt, from news director, to director of public affairs, **WSLS-TV** and **WSLS AM and FM**, Roanoke, Va. . . . **Jerry Danford**, from account executive, to assistant general sales manager, **WCBS-TV**, New York City . . . **Richard Casper**, from account executive, **WNTA-TV**, N.Y.C.; **John Giuway**, from account executive, **Katz**; **Larry Gershman**, from account executive and assistant to the v.p. general manager, **NTA**; and **Charles Warner**, from account executive, **Avery-Knodel**; all to sales staff, **WCBS-TV**, New York City . . . **John R. Mahoney**, from account executive, **WRCV**, Philadelphia, to ac-

NOW...BOTH WITH 1000 WATTS!

BIG PEOPLE ARE SOLD



WBRE RADIO, now more powerful, is reaching out to new areas, with its daytime power of 1,000 watts AM, plus 2,220 watts, FM.

Buy it in combination with Scranton's exclusive Yankee Baseball Station, **WSCR**, also with 1,000 watts.

Represented Nationally by **THE BOLLING COMPANY**

on WBRE WILKES-BARRE, PA.
1340 AM • 98.5 FM

NB
Affiliates

WSCR SCRANTON, PA.
1320 AM

count executive, WCAU-TV, that city . . . **John Barnard**, from WFUN, Huntsville, Ala., to sales staff, WTVJ, Miami . . . **Joseph C. Drilling**, from executive v.p. general manager, KJEO (TV), Fresno, Calif., to managing director, WJW-TV, Cleveland.

Radio Stations

Following FCC's approval of stereophonic broadcasting, quite a number of stations are going stereo-radio.

The latest: WOOD-FM, Grand Rapids, Mich., scheduled for mid-summer.

Ideas at work:

- **WCPO**, Cincinnati, put its market pluses on song, labeled it Our Song and distributed recorded versions to area officials. The melodic praises, produced and recorded for the station by a Dallas firm, is not for sale and heard only on WCPO. Plans are being made to have the station's deejays present copies of the song to the various high schools, in the locale, which pipe popular music

into their cafeterias during the lunch hour.

- **WQXR**, New York City, is celebrating its 25th anniversary by running a *Why I Enjoy Listening to WQXR* contest. The contest plum is an all expense paid three-week trip by air for two to four European music centers: London, Paris, Vienna and Milan. Among the other prizes: a stereophone-radio-phonograph-tape combination console; stereo hi-fi sets, season tickets to the New York Philharmonic and Metropolitan Opera.

- **KBIG**, Catalina, Calif., is on the hunt for the shaggiest of shaggy dog stories. To the listener who comes up with the funniest yarn, goes the prize of a transistor radio. Four cases of dog food will be given to runners-up.

- **WQXI**, Atlanta, Ga., is branching out its news department with the help of a local cab company. The idea: the station has enlisted drivers of the Veteran Cab Company to do reporter service—with the lure of a prize for the best story—to report accidents, fires, and on-the-spot scoops while making their rounds. The sys-

tem: the drivers report scoops to their dispatcher who, in turn, calls the station.

New quarters: KXXX, Colby, Kansas, now operating from an enlarged, modernized new home.

This a 'u' data: WIL, St. Louis, played host to 35 top university advertising students and faculty advisors at a station tour and buffet dinner during a special educational "exposure program" sponsored by the Advertising Club of St. Louis.

PEOPLE ON THE MOVE: John F. Day, from v.p. news, CBS News, to executive v.p. Pacifica Foundation and general manager WBAI, New York City . . . **Ed Wallis**, from manager WOWO, Fort Wayne, Ind., to general manager WIND, Chicago . . . **Leslie H. Peard, Jr.**, general manager Triangle's Fresno stations, KFRE AM and TV, and KRFM, elected to the board of directors, CBS Radio Affiliates Association . . . **Robert C. Crager**, to general manager

**idea
television . . .**

**at KBTB
in Denver
we plan, produce
and program ideas . . .
that work.**

PLANNED . . .

An \$800,000.00 expansion of KBTB's studio and office facilities . . .

Plus the purchase of a Denver radio station.

PRODUCED . . .

A news department directed by Arthur J. Smith that keeps pace with the tempo of the world.

PROGRAMMED . . .

The "EXPEDITION COLORADO" series, winner of a TV-Radio Mirror Gold Medal, the BMI award and the ABC-TV Network award as the best local production in the Expedition series.

In Denver . . . KBTB is "idea television"

KBTB CHANNEL **9**

1089 Bannock Street • Denver

AM 6-3601

JOHN C. MULLINS, President
JOE HEROLD, Station Manager
Represented by
Peters, Griffin and Woodward

WWBZ, Vineland, N. J. . . . **Otto A. Goessl**, from advertising and promotion director KELP radio and tv, El Paso, Tex., to WYLD, New Orleans . . . **Charles S. Williams**, from assistant advertising and sales promotion manager, WBZ, Boston, to publicity director, WEEI, that city . . . **W. Frank Harden**, WIS, Columbia, S. C., managing director, elected president Columbia Sales Executives Club . . . **Betts Braner**, to promotion director, WING, Dayton, Ohio.

MORE PEOPLE ON THE MOVE:

Victor E. Forker, from general manager, WDRC, Hartford, Conn., to account executive, WINS, New York City . . . **Raymond Adell**, to program director Long Island Network (WGBB, Freeport, and WGSM, Huntington) . . . **Tom Davis**, from account executive, Columbus Dispatch, Columbus, Ohio, to radio account executive, WFBM, Indianapolis . . . **William Ryan**, from account executive, WVOX, New Rochelle, N. Y., to account executive, WINS, New York City . . . **John F. Tenaglia**, from account executive to assistant general sales manager, KQV, Pittsburgh.

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Networks

ABC Radio, according to Nielsen's latest audience probe, is attracting more young adult listeners than any other network.

The January-February Nielsen figures, cited by ABC Radio:

- 70 out of every 100 housewives listening to the Breakfast Club are under 50 years of age.
- 78% of Flair's housewife audience is under 50 and 75% of ABC's weekend news housewife audience is under 50.

Net tv renewals: **Ford** (J. Walter Thompson), **R. J. Reynolds Tobacco** (Esty) and **National Bisenit** (McCann-Erickson) have each renewed sponsorship of NBC TV's *Wagon Train* series for the 1961-62 season.

Thisa 'n' data: CBS TV and the **National Football League** signed a two-year contract for the network to broadcast NFL's entire 98-game regular season schedule beginning in the fall.

PEOPLE ON THE MOVE: **Charles R. Bergh**, from Eastern division, television spot sales, to manager, central division, NBC TV spot sales . . . **Arthur J. Johnson**, from manager, station sales, tv sales, to manager co-op and network station sales and planning, NBC.

Representatives

Rep appointments: **KLAC**, Los Angeles, to **Adam Young** . . . **WRBG**, Schenectady, N. Y., to **Katz** . . . **KJIM**, Fort Worth, Tex.; **KJEM**, Oklahoma City; **WCOA**, Pensacola, Fla.; **KTFS**, Texarkana, Tex.; and **WROL**, Knoxville, Tenn., all to **Clarke Brown**, Dallas.

PEOPLE ON THE MOVE: **Hal Abrams**, from account executive, WBBM-TV, Chicago, to account executive, CBS Television Spot Sales, that city . . . **Jack Thompson**, from v.p. radio sales, Peters, Griffin, Woodward, to radio/tv sales development department head, Branham . . . **John R. Wright**, from Peters, Griffin, Woodward, and **Peter R. Scott**, from Foote, Cone & Belding, to sales staff, Katz . . . **Robert L. Gilbertson**,

from Harrington, Righter & Parsons, Chicago, to New York office, that company.

Film

Syndicators were busy this week acquiring new properties for tv production and distribution for the coming season.

They include:

- **Filmaster** acquired rights to *The Big E*, story of aircraft carrier Enterprise, from book by Cmdr. Edward P. Stafford, U.S.N.

- **Ziv-UA** put *Ripcord* into syndication distribution and set five writers to work on *King of Diamonds*, already in distribution. Writers were David P. Harmon, Paul Savage, Don Brinkley, Andy White, and Frank Granville.

- **KTTV**, Los Angeles, will distribute its own tape series, *Lie Detector*.

- **NTA** acquired Desilu's interest in six series, *U. S. Marshal*, *Sheriff of Cochise*, *Grand Jury*, *This is Alice*, *Walter Winchell File*, and *Official Detective*, and nine pilots, including *You're Only Young Twice*, *The Last Marshal*, *The Wild Catters*, *Tonight in Havana*, *Rikki of the Islands*, *The Silver Frame*, *Country Doctor*, *Just Off Broadway*, and *Dallas*.

Sales: George Bagnall's *Clutch Cargo* cartoons now in 70 markets, latest sales being WTVD, Durham; WRGB, Schenectady; WMAL-TV, Washington; WGBC-TV, Greenville; KTUL-TV, Tulsa; KTVB, Boise; WFMY, Greensboro; KPIX, San Francisco; WHBF-TV, Rock Island; WHSL-TV, Chico; KELO-TV, Sioux Falls; KDLO-TV, Florence, S. D.; KPLO-TV, Reliance, S. D.; KATG, Little Rock; WSIL-TV, Harrisburg; WOWL-TV, Florence, Ala., and WXYZ-TV, Detroit . . . **Official's Playboy's Penthouse** to KTLA, Los Angeles . . . **Screen Gems** post-1948 features to KCMO-TV, Kansas City; KPHO-TV, Phoenix; WNEM-TV, Bay City, and WRBL-TV, Columbus, Ga. . . . **Seven Arts Films** of the 50's to KOTV, Tulsa; WTRF-TV, Wheeling; WBTW, Florence, S. C.; KHOL-TV, Kearney, and WTOL-TV, Toledo . . . **Ziv-UA's King of Diamonds** reportedly now in 118 markets; latest sales are Kroger Co. (C-M) on KTVI, St.

Triple Excellence...



Larry Pearson

KRDO-TV reporting personalities have achieved a triumvirate of quality without precedent. Each one has put forth the fullest effort to gain outstanding recognition in his particular field. KRDO-TV is proud to have engendered this spirit of betterment.



"Stormy" Rottman

Larry Pearson received the AP Award recognizing KRDO-TV as the Number One News Station in Colorado. "Stormy" Rottman was accepted as Number Twenty-six in the hallowed American Meteorological Society . . . and now Jack Finlayson has been chosen the outstanding Sports-caster in the state by the National Sportscasters and Sportswriters Awards Committee.



Jack Finlayson

The Quality of KRDO-TV performance is easily distinguishable. Only KRDO-TV can give you this "Excellence in Triplicate"! Write, wire or phone KRDO-TV, Colorado Springs, Colorado, or your nearest BRANHAM office, today!

Channel ^{abc}
KRDO 3 TV
399 So. 8th. • Colorado Springs, Colo. Harry W. Hoth, Pres.

KRDO-TV is a MUST Buy in any COMPLETE Colorado Campaign!

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB
CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY



**POPEYE
and BRAKEMAN BILL**
WWL-TV's big new afternoon show scores with the kids!

Brakeman Bill runs the best known railroad in these parts, a model train that's the envy of every child's eye. Big entertainment package includes Popeye & Bugs Bunny cartoons. The kids find their favorite shows on WWL-TV!

Represented nationally by Katz

WWL-TV
NEW ORLEANS

Louis, and WDBJ-TV, Roanoke; Marquette Building and Loan Assn. in Erie, Pa., and Blackwood coffee and Jesse Jones Sausage on WRAL-TV, Raleigh, plus stations WABC-TV, New York (Piel's, Y&R); KOIN-TV, Portland; WMT-TV, Cedar Rapids; WNEM-TV, Bay City; WSPA-TV, Asheville; KHQA-TV, Quincy; WJAC-TV, Johnstown; WTVC, Chattanooga, and KBOI, Boise.

Commercials: Jack Graham joins Bill Sturm Studios as account executive.

Kudos: National Cartoonists Society's silver plaque for best animation to Bill Hanna and Joe Barbera for *The Flintstones*.

Tape: "Techniques of Editing Video Tape" is latest 3M booklet, covering editing—direct cutting, double-system, and frame-by-frame—plus special effects such as Video-Scene, Super-Wipe, Zoom Keyer, and Inter-Sync. Copies are available gratis from Dept. EI-18, 3M Company, St. Paul, Minnesota.

PEOPLE ON THE MOVE: Rudy Petersdorf to NTA as business administration director in Beverly Hills . . . Keith Culverhouse named director of sales promotion for MGM-TV.

Public Service

ABC's o&o radio stations, this week, puts into operation a new, and joint, public service program designed to focus month-long attention to a national charity.

The stations—WABC, New York City; WXYZ, Detroit; WLS, Chicago; KQV, Pittsburgh; and KABC, Los Angeles—will combine forces to wage an out-and-out support campaign of one charity per month.

Details of the plan: Each station will prepare announcements and exploitation materials and send them along to the stations' over-all publicity and promotion director, Don Curran. Complete sets will then be distributed to the stations.

The Advertising Council will help in the selection of the charity-of-the-month.

The first target, and starting date:

The Polio Foundation, 10 May.

Public service in action: WOW-TV, Omaha, program *TV News Conference*, a weekly series dealing with crime increase in that area, resulted in the passage of a crime study resolution by the Nebraska legislature . . . WNOR, Norfolk, Va., has started a campaign to locate a much-needed doctor for Tangier Island currently without permanent medic services . . . WCBS Radio, New York City, has set out to make motorists aware of the safety features of seat belts by starting a month-long *Seat Belts for Safety* promotion . . . WICS, Springfield, Ill., WCHU, Champaign, Ill., and WICD, Danville, Ill., are telecasting a series of six programs, *Collegiate Challenge*, dealing with the challenge confronting small liberal arts colleges.

More public service action: KQV Radio, Pittsburgh, in cooperation with the Pennsylvania State Employment Service, has launched a job opportunity service listing job openings, requirements and salary . . . WSTC, Stamford, Conn., will air taped interviews of members of the Stamford High School A Capella Choir and orchestra during the group's foreign tour this summer. The tapes will be flown here by Pan-American each week.

This 'n' data: KGEZ, Kalispell Montana, manager Allen Herriges, appointed chairman of the Voice of Democracy Contest in Montana for 1961-62.

Kudos: Crown Stations (KING-TV, Seattle; KGW-TV, Portland; KREM-TV, Spokane) recipient of Ohio State First Awards for its *Bitter Harvest* and *Community Workshop* . . . WTIC, Hartford, Conn., and KBTU-TV, Denver, Colo., joint winners of the American Association for State and Local History and Broadcast Music radio/tv history contest WTIC for its *The Second Cataclysm* and KBTU-TV for its program *Expedition Colorado: The W. J. Palmer Story* . . . KMOX, St. Louis, recipient of commendation by the St. Louis Argus, (one of the city's leading Negro newspapers) for its program *Citizen, Second Class*.



**ALMOST BEATS
YOUR NEWSPAPER TO
TODAY'S HEADLINES!**

COUNTERTHRUST



**13 HALF-HOURS...
IDEAL FOR YOUR
SUMMER REPLACEMENT
HEADACHES!**

COUNTERTHRUST — 13 half-hour programs — filmed on location! Stories of Communist infiltration in the Far East makes this the "must-see" series!

COUNTERTHRUST — featuring Tod Andrews — an American agent helping to expose and prevent the Communists from taking over in the Orient, will give you high, "winter-style" ratings during the summer.

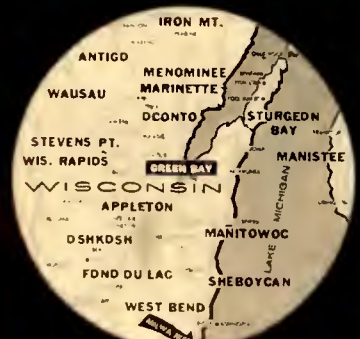
Make your move now toward better summer programming. Contact ABC Films to get the full story and background of the series that is loaded with action, suspense and intrigue.

ABC FILMS, INC. 1501 Broadway New York, New York

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture
in Northeastern New York and
Western New England. 992-11

WRGB
CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY



**THE
LAND OF
MILK &
HONEY
STATION
WBAY-2
GREEN BAY, WIS.**

Tv and radio NEWSMAKERS

Charles E. Jones, a veteran in advertising of some 18 years, has been appointed general sales manager of the Storz Kansas City radio station WHB. Jones comes to WHB from the Potts-Woodbury agency, where he was administrative v.p. for sales and client services, a member of the board of directors, and, for eight years, account executive. Prior to this, he was editor, Booneville, Mo. Daily News and Advertiser; radio timebuyer, Montgomery-Ward, Chicago; gen. mgr. KRIB, Mason City, Ia.



James Thrash, CBS Films Atlanta, Ga., officer manager, has joined Television Advertising Representatives as manager of the company's newest, and sixth, branch office opened just this week in Atlanta. Thrash, who is Atlanta-born, was in charge of CBS Films Southeast territory, serving as Atlanta office manager since June 1959. Earlier, he was sales executive for

CBS-TV Spot Sales, first in Atlanta, and later, in Chicago. Prior to CBS, he was a sales executive with Time, Inc., for three years.

William J. Hubbach has been named manager of Fisher Broadcasting Company, owner and operator of the new tv station scheduled to begin operations this fall in Portland, Ore. A broadcaster of more than 14-years' experience. Hubbach comes to his new position from KOMO-TV, Seattle, where he has been general sales manager. Earlier, he was national sales manager, a position he held since KOMO-TV went on the air in 1955. Hubbach joined the KOMO sales staff in 1915.



Harry Trenner has been appointed division director of KHJ-AM/TV, Los Angeles, and KFRC-AM, San Francisco, the Don Lee Division stations of RKO General. Trenner, who joined the corporate staff in December 1960, as director of Western sales development for all RKO General stations, will, in his new post, continue to make his headquarters in L. A. Prior to

joining RKO General, Trenner was an independent broadcaster with a proprietorship interest in WFEC, Miami and WRVM, Rochester.

The seller's viewpoint

The advantage of the segment or programing buy on radio, says Robert J. Rentschler, vice president of WSWM (FM), East Lansing, Mich., is that the ties between sponsor and program are so close "that it is difficult to think of them apart." This, he contends, is the logical winner over the spot buy. Three of its most attractive qualities cited are substantiation, identification, and protection. With them, says Rentschler, segment buys can't lose. Also, less competition from rivals (a built-in protection) is an advantage that an advertiser has when he buys programing rather than announcements on radio.



The winnah! Radio Programing Buy

Into the ring stepped Segment Buy and Spots for the fight of the decade.

"What is the best buy in radio today?" asked the referee.

"I am, naturally," answered Segment Buy, stepping back gracefully. His voice was firm in the resolute manner of the boxer who expects in the next moment to have to defend himself against a left hook. He was trained well.

"You flipped your lid! You're off your cocoon!" Said Spots, who, in throwing his left hook, was himself wide open for the inevitable and devastating right cross to be delivered by Segment Buy.

Well, the last round is approaching and although the final decision may still be in doubt to some, I am happy to say that my money is with the smart money on Segment Buy.

Why such confidence in the Segment Buy? The Segment Buy has three qualities that will attract sponsors, sell their products, and keep radio alive. They are substantiation, identification, and protection.

A *substantive* buy is a program buy—a five-minute, fifteen-minute, half- or full-hour buy. It is advertising that has body, substance, a period of time, and stands on its own two feet. It offers the listener a more definite, tangible something for his money than does an arbitrarily selected time slot on the air or a space in the printed media. The listener associates the sponsor with a definite contribution in his behalf whether this is felt consciously or in a more subtle fashion.

Identification is a proven asset to the sponsor of a Segment Buy. The sponsor becomes identified with the program in the mind of the listener. They become inseparable. Many sponsors and their programs are so closely tied that it is difficult to think of them apart. I am sure you are thinking of some of them at this moment. The Segment Buy provides an additional reason for the listener and potential customer to remember the sponsor's name. It becomes a more positive, more conscious factor and contributes toward a lasting and favorable relationship between the two.

The third and very important point in these days of rate cutting and its concomitant double- and triple- and even quadruple-spotting is *protection*. The Segment Buy assures the sponsor that he will not be lost in a long list of commercial messages and that his name will not be preceded and followed closely by a competitor's announcement. The advantages of this to a sponsor need no elaboration.

To summarize, Segment Buy is certainly the logical contender for the crown and may become champion sooner than you may expect. Let us hope so. For he will bring to the profession added stature in terms of a more positive public respect through better programing, and he will help radio grow at a more rapid rate to realize to the fullest its tremendous potential as an advertising medium.

It will pay to be in the corner of the next champ. Put your money on Segment Buy. ■

SPONSOR SPEAKS

Rethinking a great medium

There's something going on in the magazine business that may hold a significant lesson for broadcasters.

According to the *Wall Street Journal* nearly every major mass magazine is busy "re-thinking" and replanning its editorial content.

The Saturday Evening Post, after months of work, will appear in a brand new format this fall. *Life*, reportedly, has detached several high-ranking personnel, and put them to work, searching for new, better editorial formulas.

Obviously, the challenge of tv has spurred all this magazine activity. But instead of gloating at the discomfiture of their print brethren, we think broadcasters might well ask themselves some sober questions.

How much serious re-thinking is now being done about radio and tv? Who is seriously looking ahead for new program formats and opportunities?

Are we planning for the future? If not, why not?

Reviewing the Newspapers

It is not exactly a new idea for radio and tv stations to run programs of critical comment about the newspapers in their own cities.

But we think Frank Shakespeare deserves a special hand for his new WCBS-TV VIEWS THE PRESS on Sunday afternoons. It is an intelligent, incisive, and constructive job, and done on a high editorial level.

Note on the Cuban Revolution

There was little to laugh at, heaven knows, in the recent debacle in Cuba. But an ABC TV newsman in New York did have one extraordinary and hilarious experience.

When he called the one-man public relations firm which handled the rebels' news releases, he was told that the boss had gone for the day. When he protested the urgency of the situation, the telephone operator grew haughty.

"You must remember," she said coldly, "we have other clients beside the revolution."

It's a great business, isn't it?

10-SECOND SPOTS

Hi ho, JFK: Bob Newhart, an NBC regular next fall, says if the President's news conferences were sponsored he'd get calls like this: "Jack? Hi, guy! This is Hal at the agency. The Niensens are in and it doesn't look good, Jack . . . to me, it's the Jerry Lewis-Dean Martin deal again. You and Dick were great as a team. But can you do it as a single? I think the answer is guest stars. We got Ginger Rogers penciled in. You might do the twin stool bit. Goodie Ace could write you some lines. Then Ginger could tell her opinions on Laos. It's not panic time yet; you got 26 weeks. *But the program behind you is screaming.*"

Hi ho, JBK: Comic Henny Youngman says that millions of women are going into the beauty parlor and coming out looking like Jackie Kennedy. "Mine," he adds, "*came out looking like Lyndon Johnson.*"

Critic's Choice: Tv performer and critic John Crosby wrote: "I always felt that Eisenhower would have made a much better monarch than President anyhow. He did all the things Queen Elizabeth does at least as well and sometimes better." *We'll have to ask Prince Philip about that!*

Grim signs: Bob Hope says that things are bad all over. "Tension in the Congo, trouble in Cuba, fighting in the UN—and last week *the doorknob came off in Loretta Young's hand.*"

Whose house? The new ABC TV "Final Report" news show, it was announced, will stress the "use of living room language" in its conversational approach to news delivery. They either have no mothers-in-law or have never been to our living room.

Alarmist: Suggested newspaper log line: "The Roaring 20's—'Among the Missing' . . . a West Point cadet goes AWOL and Pat Garrison seeks to prevent a murder." *Oh, come now, maybe he's visiting his mother*

Ad Council stuff: This is National Tavern Month. We trust that those in advertising, radio and tv will do their part.

VIDEO
TAPE
is the shape of
QUALITY
TV commercials
TODAY!

FOR THAT "LIVE" LOOK, TAPE IT... ON SCOTCH® BRAND Live-Action Video Tape!

"Real-life" presence is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality... with exceptional Video Tape duplicates and kines from master tapes.

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Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously... no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery... talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you—at no cost or obligation.

Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.



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HOSPITALITY SUITE
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Please come in. The door is
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warm welcome awaiting you.

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