

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



WAGON, 1960 MODEL

...in the Land of Milk and Honey

the land of bountiful living, where the average family stores
in Banks not Barns. We protect your confidence in us with
safeguards.

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

Land of Milk and Honey!

BAY-TV

EN BAY, WISCONSIN

NS. General Manager • Represented by THE KATZ AGENCY



WHAT TURMOIL IN OIL MEANS TO RADIO/TV

Fact that two major
companies will become
national marketers to
affect air media buys

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New network radio plans stir stations

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Tv web costs: hour shows are 10% higher

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A publisher looks at the radio business

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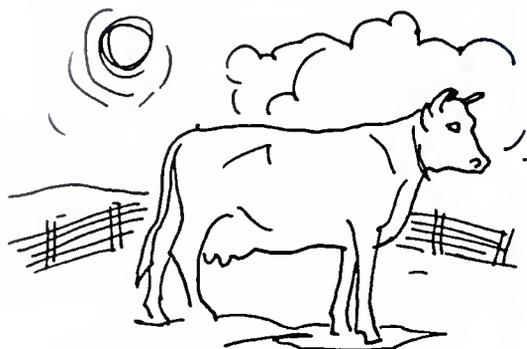
DIRECT ON PAGE 4

Can you guess this one?

Put the sound effects together—
and come up with a famous tune



1 Sound effect: Big Ben chimes



2 Sound effect: Cow mooing



3 Sound effect: Wind blowing

Answer—"Londonderry Air". And to you, the important thing is what happened on the air.

This was the first in our recent series of "Sound Charades". We thought, "Ha, ha, they'll be weeks figuring it out." Did we ever get fooled! We started the one above at 6 A.M. Each time it was broadcast, five people were given a chance to phone in the correct answer for prize money. Each time a charade was guessed, we changed to a new one.

Would you believe it—by noon, the same day, we had 4 winners. By 6 P.M. we had 8. 23 days and \$3,200 later, we concluded that our audience was bright and we were broke!

These are the kind of people we offer you as an audience—people who can grasp a selling message, and who know a good thing when they hear it.



WWDC

Radio

... the station that keeps people in mind

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

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

IN AUGUSTA, GEORGIA



YOUR
PRODUCT'S
BEST
FRIEND
IS

The FRIENDLY Group's

WRDW-TV

CHANNEL
12



IN AUGUSTA:
Robert E. Metcolfe—TA 4-5432
IN NEW YORK:
Lee Goynor—Oxford 7-0306
Represented Nationally: Avery-Knodel, Inc.

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

Member The FRIENDLY Group



John J. Laux, Exec. Vice-President

WSTV-TV

CHANNEL 9

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

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

KODE-TV

CHANNEL 12

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

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

WRGP-TV

CHANNEL 3

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

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

WRDW-TV

CHANNEL 12

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

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

WBOY-TV

CHANNEL 12

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

Roger Garrett, General Manager—Main 4-7573
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA

NEGRO RADIO REALLY REACHES THE NEGRO- other media can only touch him!

Mistakes can be costly! This time remember this **PROVEN** fact! You best sell to Negroes with *Negro Radio*. It's true some read papers and magazines and some watch TV, but *95%* of all Negroes listen to radio! Rounsville Radio programs *100%* to Negroes with Negro performers. All six Rounsville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the **BUYING POWER** of the Rounsville Negro Markets . . . \$824,219,000 *AFTER* taxes in the Rounsville coverage area! Experience is the best teacher. Experience Rounsville Radio—one of the oldest and largest in Negro Radio!



Personal Letter

Don't be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they do believe what they hear on their own radio. And with believability comes sales. So, no matter what your budget for these six important markets . . . a proper part **MUST** go to Negro radio or you're missing this market! Try Rounsville Radio—you'll see!

ROBERT W. ROUNSVILLE,
Owner - President

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

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

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

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

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

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

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

Buy One or All—Discounts With Two or More!



ROUNSVILLE RADIO STATIONS

PEA TREE AT MATHIESON, ATLANTA 5 GEORGIA

ROBERT W. ROUNSVILLE HAROLD F. WALKER
President V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO. DORA CLAYTON
Southeastern Rep.

NEWSMAKER of the week

Norman Knight steps down this week as president of the Yankee Network and will be succeeded by William M. McCormick, vice president and director of sales of RKO General's WOR Division. Knight will devote his time to building his four-station New England group to the maximum seven, and to producing radio and tv programs on "Americanism."

The newsmakers: Norman Knight this week resigned his posts as president of the Yankee Network Division of RKO General, Inc., and general manager of WNAC-AM TV and WRKO-FM. Boston. The new president is William M. McCormick, who moves up from v.p. and director of sales of the WOR Division.

Norman Knight is a broadcaster who is firmly convinced that "the entire approach to broadcasting should be of complete service to the community and the nation." His creed: "To create as many direct areas of public service as possible—in education, health, philanthropy, Armed Forces affairs and 'Americanism.'"

Knight, who is now president and sole stockholder of four stations in New Hampshire (WHEB, Portsmouth; WTSV-AM-FM Claremont; WTSL, Hanover, and WEIM, Fitchburg), expects to have seven stations in his group within the next six months. He plans to devote 50% of his time, he says, to "public affairs work" as a "consultant, speaker, and fund-raiser for the various organizations in whose causes I believe, and without pay." The 36-year-old executive also hopes to produce "patriotic" tv and radio programs from his headquarters in Boston.



William M. McCormick

Knight spent six years with the Yankee Network. Previously he had been associated with DuMont Television's WABD in New York, MBS, and Storer Broadcasting. He prides himself on having worked "at virtually every job in radio and tv." He was v.p. and advertising director for SPONSOR from 1950-53. William M. McCormick, 38, the new president of Yankee, started at WOR in 1946 as an account executive after five years as a Navy officer. He moved ahead steadily: A regional sales manager in 1954, assistant sales manager in 1955, sales manager of the WOR Division in 1956, and v.p. and director of sales in 1959.



Norman Knight



There will now be a long pause
until the customer has slept eight hours,
then made breakfast,
washed the dishes,
dressed a toddler in his playsuit,
driven to a market,
and forgotten all but the best commercials.
The best commercials give her ideas she can remember.
Who can afford to run merely good ones
when only the best are remembered?
People buy ideas.

Young & Rubicam, advertising.

**“Successful
Representation
through
Purposeful
Salesmanship”**

DEVNEY / O'CONNELL, INCORPORATED  STATION REPRESENTATIVES

535 FIFTH AVENUE, NEW YORK 17, NEW YORK

NEW YORK / CHICAGO / HOLLYWOOD / SAN FRANCISCO

WORLD FAMOUS

MOHAWK MIDGETAPE PROFESSIONAL 500
HIGH SPEED
POCKET TAPE RECORDER



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

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

Special built-in “VU Meter”.
Weighs only 3 lbs.

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

“Science Fiction” accessories
available for confidential
recordings.

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

ALL TRANSISTORIZED

Mohawk...
business machines corp.
94-4 halsey street brooklyn 33, new york
manufacturers

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS US

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FIRST

IN HOOPER & PULSE*

TWICE THE POWER

OF ANY STATION IN THE MARKET

LOWEST COST

PER THOUSAND



TAMPA-ST. PETERSBURG WALT

* Most Recent Pulse and Hooper

Represented nationally by GILL-PERNA • New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
CONSOLIDATED SUN RAY STATIONS WALT, Tampa . . . WPEN, Philadelphia . . . WSAI, Cincinnati





We're being watched in Plain City

Unless you have visited a Central Ohio farm recently, you may not recognize this picture. Today, thanks to paved roads, the Ohio State University College of Agriculture and WBNS-TV, it's difficult to tell a Central Ohio farmer from anybody else. Contrary to what you may have heard this election year, our corn was better than "knee high by the 4th of July."

WBNS-TV country boasts 400,000 farmers and yields everything from hybrid corn to maple sugar. Dairy, wheat and hog money buys the better standard of living characteristic of the land where we were born and raised. Although there's plenty of hard work to do, there's still time to watch the world unfold on WBNS-TV.

Mail from our farm neighbors is always read with relish. It shows them to be interested in far more than weather predictions and coverage of the Ohio State Fair. The political conventions, the Olympic games, President Eisenhower's trips abroad, special reports on the U-2 and Khrushchev produce thousands of letters of encouragement bearing rural postmarks. They also produce a brand of native loyalty that rubs off on advertisers.

Agriculture is a half billion dollar enterprise in Central Ohio. It represents a highly attractive bonus for marketers who want both town and country sales. Ask the professionals along Madison and Michigan Avenues. They agree: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio
Market center of 2,000,000 people

*Affiliated with The Columbus Dispatch and
WBNS Radio. Represented by Blair TV. 316 kw*



IN SAN DIEGO

THE

DIALS

HAVE

STOPPED

TWISTING...

THEY STAY

WITH

KSDO

Now we are No. 1 . . . bigger than ever with audience polls placing KSDO in first place* for the San Diego total market. Best advertising investment in San Diego; KSDO AM, fine radio fulltime, where advertising is limited timewise — screened tastewise.

KBUZ Phoenix AM and FM
KSDO San Diego AM

THE GORDON BROADCASTING CO.

Owned and operated by Doren F. McGavren & Co.

by Joe Csida

Sponsor backstage

Air media from far and near

Since Capitol Records, the company to which my heart and broad back belong, is owned by Electrical and Musical Industries (better known as EMI), and since EMI owns many other companies in all parts of the world, my always keen interest in matters global has been vastly whetted in recent months.



On the next to the last occasion when I spent my week-out-of-four in Hollywood, my roommate was a fascinating gentleman named John Burnett, who heads up the EMI operations in Australia. And the time prior I shared twin-beds and board with Jack Wynant, who holds a similar post with the New Zealand operations.

My own boss, Capitol's president Glenn Wallichs is just about ready to take off for another month's look-see at the Orient, and hardly a day goes by now that there isn't a little to-do with somebody from Sweden or Italy or France or Johannesburg, or you-name-it. And enchanting it all is.

So enchanting, indeed, that nothing would satisfy me in putting together this week's piece than to make a few fast visits in the flesh and on the phone to a cluster of cronies and to scan the press releases with extra care to find out how much the international tempo on the radio and television sides has been stepped up. This quick look shows how mightily the pace has quickened, and surely posts the "It's getting late" signs for any advertiser or agency who hasn't yet begun to go global.

Overseas tv market expanding

Ed Stern, head of Ziv-UA's international distribution operation, called International Television Programs, Inc., has just announced what he claims to be the largest single Latin American time and program buy ever made by an advertiser. This is Goodyear, International, which has just made a deal for the Ziv-UA package *The Man and the Challenge* for Brazil, Mexico, Honduras, Panama, Argentina, Venezuela, Peru, Uruguay, El Salvador, Nicaragua, Costa Rica, and just about any other Latin or Central American nation you can think of, including the Dominican Republic. Dominican Republic, yes! Cuba, no!

Stern's ITP has also made some 150 other sales totaling better than \$1 million of just about every show in the Ziv-UA catalog in some 31 countries—in Europe, in the Far and Middle East, Latin and Central America, and,—of course, in Canada.

Other major tv film operations, of course, are stepping up their overseas selling activities, too, and CBS Films just this week reported an Australian deal for a group of shows including *Perry*

(Please turn to page 15)

the Spanish-American war, it was vitally important that
ent McKinley dispatch a message to Garcia, the Cuban
ationist. Today, 61 years later, it's still a mystery how
merican courier, traveling on foot
gh hostile, unknown country, de-
d the message. There's no mystery
the way Balaban stations get your message through.
lively programming and interesting personalities make
n the message-bringer of 1960. The word on your product
r service gets through to prospective buyers and
onsistently day after day, week after week with
alaban stations couriers par excellence.

A MESSAGE TO GARCIA



THE BALABAN STATIONS

in tempo with the times
JOHN F. BOX, Jr., Managing Director

W.-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Our Altruism Backfired

Now that the smoke of the political conventions in Los Angeles and Chicago has cleared away—and our local television reporting crews have returned to their home bases—we wish to report a statistic:

Our stations were 100% successful in selling coverage of both conventions in every Corinthian market.

We fielded a 14-man team—complementing CBS's superb national coverage—to achieve local and regional coverage, to tell an intensive story of our respective state delegations, and to view national events with local eyes. We did this with our eyes open, hardly daring to hope for extensive sponsorship, fully prepared to underwrite the expense in the interest of service. The fact that we didn't have to is a tribute to the enlightened local, regional and national sponsors who saw the prestige—and commercial—value of our local coverage.

Among the comments:

"Countless compliments attest that convention programs gave us a prestige vehicle for primarily institutional messages. We feel that other advertisers throughout the country should watch this sort of thing carefully and evaluate its possible future value to themselves."

—Texas National Bank (Agency: Goodwin-Dannenbaum) on KHOU-TV, Houston.

"Purchase of both conventions gave complete saturation of our market . . . KOTV spending lot of money and effort bringing local angle to our public. Excellent opportunity for advertising."

—Safeway Stores (Agency: Perry Ward Associates), co-sponsor with Conoco Gasoline (Benton & Bowles), on KOTV, Tulsa.

"Corinthian's convention coverage gave us saturation with dominance, intense audience interest—and lots of family audience per dollar."

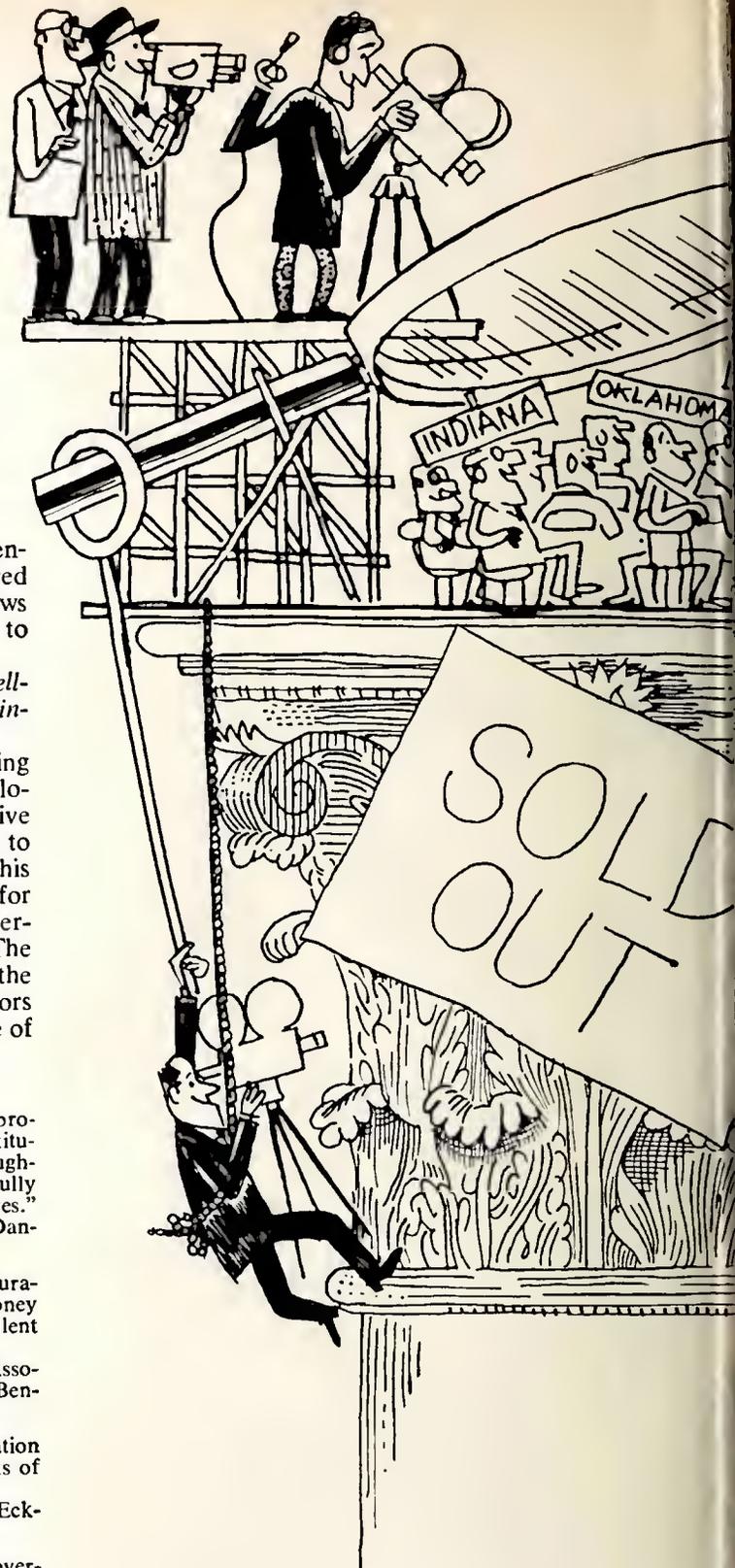
—Bonsib, Inc., agency for meat packer Peter Eckrich & Son, on WANE-TV, Ft. Wayne.

"Through KXTV's locally oriented convention coverage with Shell's regular newscaster, Hank Thornley, people of Sacramento area will continue to associate Shell with important news presentation. This is an ideal combination of audience service and commercial impact."

—Shell Oil Co. (J. Walter Thompson, San Francisco) on KXTV, Sacramento.

* * *

It is heartening to prove that good public affairs programming is also good business. Each Corinthian station will continue to explore opportunities to bring such programming to the attention of sponsors who recognize that service and commercial effectiveness go hand in hand.



Responsibility in Broadcasting

THE CORINTHIAN

Mason, *Have Gun, Will Travel*, *Hotel De Paree*, *Wanted Dead or Alive* and others, which came to a gross of close to \$1½ million.

Maybe the best indication, however, of the way the world market in television is growing is found in the release of Intam, Ltd. who has just issued the new edition of its "Commercial Television Data Book." The tome tells the tale of global television's growth quite vividly. At the end of 1959 there were 78,000,000 television sets in the 22 countries of the world where commercial video was then operating. By the end of 1960, says Intam, there will be 86,000,000 sets in all foreign countries. In the past year 10 new countries have started tv services. South America's and Europe's sets have almost doubled in the past year. Australia's and East Asia's have quadrupled.

Another barometric reading of the booming overseas television picture is found in the annual report of Britain's Associated Television. This bright and aggressive operation showed a gross profit of \$14,886,180 in 1959, and has just announced that for the similar fiscal year, ending April 30, 1960 gross profit is up to \$15,087,324.

And almost any time you look at any important foreign market you'll find a substantial number of Americans among those present.

General David Sarnoff, chairman of the board of RCA, and a gentleman who has been preaching the small world-one world creed for a long, long time takes off again in October with Mrs. Sarnoff on a two-month tour of the Orient, parts of Asia and Europe.

And ABC's chief, Leonard Goldenson leaves next week (as this is written) for Latin America, while ABC TV president Ollie Treyz takes off about the same time for a trek through Europe.

I have been a little hard-pressed to catch my breath as a result of my frequent popping back and forth between Los Angeles and New York. But I began to feel ridiculously fragile when I took this latest look-around at the many radio/tv men, who make global jumps just as frequently and with much less hard breathing.

Problems at home

Like many another broadcasting man I've been studying the statement of policy on the scope of its regulatory power over programing, which the Federal Communications Commission put out last Friday (29 July). I felt that the report was an excellent one, and extremely heartening to those of us who feel it is vital to the continued health and growth of broadcast as a business and an effective public service medium that the FCC exercise no censorship over programing.

But the Commission just last Monday sent wires to KARK-TV, KATV-TV and KTHV-TV in Little Rock, Arkansas, stating that it appeared to the FCC that the stations had programed improperly because they had not carried the network Republican Convention coverage from Chicago. They had instead carried campaign speeches by local and state politicians who were up for election the next day.

The FCC took the position that the stations may have been in violation of the so-called fairness stipulations of Section 315 of the Commission rules, but the simple fact remains that the Commission is presuming to tell a station that it should have carried a national political convention program instead of a local one.

The 315 battle is not yet won. Nor, indeed, is the battle for freedom of programing.



- KOTV
TULSA (H-R)
- KHOU-TV
HOUSTON (CBS-TV Spot Sales)
- KXTV
SACRAMENTO (H-R)
- WANE-TV
FORT WAYNE (H-R)
- WISH-TV
INDIANAPOLIS (H-R)
- WANE-AM
FORT WAYNE (H-R)
- WISH-AM
INDIANAPOLIS (H-R)

ATIONS



it's
results
that
COUNT

WHLS—New York

CKLW—Detroit

WIL—St. Louis

WRIT—Milwaukee

KDEO—San Diego

WTIX—New Orleans

WHLO—Akron-Canton

WKLO—Louisville

WARM—Scranton-Wilkes Barre

WING—Dayton

WPTR—Albany-Schenectady

WXLW—Indianapolis

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

EASTMAN REPRESENTED STATIONS GET RESULTS.

P.S. Figures for the first half of 1960 are up 43% over 1959.



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

NEW YORK: CHICAGO: SAN FRANCISCO: DALLAS: ST. LOUIS: LOS ANGELES: DETROIT:

Columbus, Ohio

KTOK—Oklahoma City

KLEO—Wichita, Kansas

KXLR—Little Rock

Norfolk-Portsmouth

WSBA—York-Lancaster-Harrisburg

WAAB—Worcester

KQEO—Albuquerque

Phoenix

WAMS—Wilmington

KHEY—El Paso

WSAV—Savannah

KSYD—Wichita Falls, Texas

THE RAILTON SPECIAL
IS THE
PACESETTER
IN AUTOMOBILES

It hit an incredible speed of 415 miles per hour



wsai

IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI is the only radio station in Cincinnati offering a merchandising plan through supermarkets. Our exclusive tie-up with A & P stores offers you extra sales promotion . . . guaranteed in-store displays for your client's products. In Programming . . . In Popularity . . . In Productivity . . . WSAI is Cincinnati's PACESETTER radio station

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

SPONSOR • 22 AUGUST 1951

SPONSOR-SCOPE

22 AUGUST 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

The outstanding spot radio availability call of the week came out of Ayer in behalf of Plymouth-Valiant, a campaign which will run 52 weeks for the top 15 markets and in flights for the other 50-60 markets, starting 29 September.

Other activity involved Mueller Macaroni (DCSS); Thomas Leming (Esty); Union Carbide's Prestone-Everready line (Esty); Gold Seal's Snowy Bleach (Campbell-Mithun); Accent (NL&B), eastern markets.

National spot tv doesn't as yet give them impression that it'll be bursting at the seams as far as final 1960 billings are concerned.

For a mid-August the rate of new business activity hasn't been up to what it was in either '59 or '58. Reps concerned by the slow momentum have had their salesmen do a quick check of their agencies on the outlook. The consensus drawn: **clients are sitting on their decisions a little longer than usual but the outlook is good.**

One agency in particular, BBDO, has a lot of stuff on the backburners, but it's mostly ticketed for January starting dates.

The buying last week included: Louis Marx Toys (Bates); American Sugar (Bates); Imperial Margarine (FCB); American Bakeries' Tastee Bread (Y&R, Chicago); PermaLift Foundation (Cruttenden, Chicago).

The big activity in Chicago the past week was Burnett's renewal of contracts for the Kellogg juvenile-appeal strips.

Counter pitching has been heavy this summer from stations but it didn't appear that these presentations caused any appreciable change in the station lineup—at least for the 1960-61 season.

The spot investment on these film strips: \$7 million.

NBC Spot Radio Sales last week invited over some agency and advertiser media people to an informal exchange on what can be done to spice up radio's appeal for the buyer of the medium.

All the guests, which included Y&R's Pete Matthews, Colgate's Dick Paige, MacManus, J&A's Roger Bumstead and LaRoche's Hum Greig, appeared to agree on this point:

The standards of measurement, which would cover every facet of listening from the homes down to portable, is in much need of updating and this ought to be an **all-industry project, with advertisers and agencies participating.**

American Home Product, which recently upped William LaPorte to the presidency, is taking the Boyle-Midway account (around \$4 million) out of JWT.

In advising his people of AHP's notice JWT president Norman Strouse noted that Boyle-Midway's sales last year went up 17.8%. The change, he added, must have been for other reasons.

Count on the Tea Council (Burnett) returning to spot tv in mid-October, using prime nighttime 20s.

There's a fly in the ointment here: the Council has been doing some testing in newspapers and if it likes the results the budget may be less than tv got last year. TvB credits the promotion with 1959 billings of over \$900,000.

Of particular note to the drug trade: the radical change in advertising complexion by Squibb, which before its acquisition by Olin-Mathieson rated as ultra-conservative in every regard.

In aligning its vitamin line with Repeats of People Are Funny Squibb, so the comment goes, has virtually put itself in the same class with the sellers of One-A-Day.

Squibb had allocated \$400,000 for its tv debut and to reach as many people as could for this money it sought out as inexpensive a recognized show as could be had.

Major agencies continue to report that clients are nudging them to find out which of their competitors are enjoying local rates, and this applies to tv as well as radio.

The innuendo here is: if our competitors are getting local rates, how about putting your people to work in the same direction, even if they have to travel for it.

As noted by a media director whose agency bills over \$20 million in spot: "The fly in the ointment is that traveling business. We'd have to begin billing for travel expenses and as far as the client is concerned that might make the difference between the local and the national rate. We might first try to do it by telephone."

Background note: the SRA the week before urged all tv as well as radio stations to adopt a single rate before the situation caused by differing treatment for national product deteriorated too far.

(See 29 August SPONSOR-SCOPE for some novel views on single rate problems.)

Compton has just put out a media pocketpiece for the information of its account people, showing the approximate cost of various media elements.

Here's an excerpt from the pocketpiece involving nighttime tv spot estimates:

Number Markets	PER ANN. PRIME NIGHT TIME		PER ANN. LATE NIGHT TIME	
	52 Times	Max. Discount	5-6-7 Plan	10-12-14 Plan
Top 3 markets	\$ 4,718	\$ 4,718	\$ 2,232	\$1,747
Top 10 markets	8,758	8,248	3,849	3,172
Top 20 markets	11,951	11,020	5,140	4,310
Top 50 markets	18,614	16,916	7,737	6,548
Top 100 markets	24,444	21,872	9,893	8,393
Top 150 markets	27,939	24,795	11,411	9,664

The agency's estimate of the cost for a daytime minute:

Number Markets	PER ANN. PRIME NIGHT TIME		PER ANN. LATE NIGHT TIME	
	52 Times	260 Times	5-6-7 Plan	10-12-14 Plan
Top 3 markets	\$ 1,315	\$1,210	\$1,107	\$ 818
Top 10 markets	2,655	2,486	2,086	1,583
Top 20 markets	3,735	3,482	2,921	2,321
Top 50 markets	6,207	5,651	4,878	3,939
Top 100 markets	8,675	7,778	6,868	5,575
Top 150 markets	10,289	9,147	8,206	6,701

The Simoniz (DFS) order which CBS TV thought it had all wrapped up has landed in the NBC TV pot, with the billings—covering the last quarter only—adding up to \$950,000.

The deal: three daytime quarter-hours a week and 20 nighttime commercial minutes.

What evoked no little comment from NBC's competition: the nighttime minutes went for the extraordinary low price of \$13,000 per minute.

NBC TV has teed once again against ABC TV in comparing the actual housewife audience of the two.

The latest statistical lance: an NBC research bulletin which analyzes audience size and characteristics in comparison with ABC. Following is a sample culled from this item, as based on average audience by NTI for January-March 1960 and ARB March 1960:

COMPOSITION	NBC TV*	ABC TV**
Total viewers	5,723,000 (100%)	3,658,000 (100%)
Children	1,880,000 (33%)	1,500,000 (41%)
Men	853,000 (15%)	605,000 (17%)
Women	2,990,000 (52%)	1,553,000 (42%)
19-29	554,000 (19%)	325,000 (21%)
30-39	743,000 (25%)	427,000 (25%)
40-49	589,000 (20%)	353,000 (23%)
50 and over	1,104,000 (36%)	448,000 (31%)

* 10 a.m.-5 p.m. ** 12 Noon-4 p.m.

Unless they find a network tv show the agency can recommend, the people on the Alberto-Culver group at Compton will suggest to the client that the money still available for a night-time half-hour be reserved for use next year.

So far the agency in its browsing among the leftovers hasn't come on what it considers a good prospect.

As it is A-C is set with two alternate half-hours on NBC TV for the fall.

As the eve of the summer Olympics approaches CBS TV finds itself with slightly less than a quarter of the events package unsold.

The network's gross as it now stands is \$2.2 million. That \$200,000 represents the profit.

You'll be getting a single annual figure on tv homes from here on out.

In other words, that 45.2 million estimate that Nielsen provided at the beginning of the year will be the one that will have to do for the final 1960 quarter.

Explains Nielsen: tv homes have reached too closely to the saturation point to make it worthwhile putting out quarterly estimates any more.

Texaco's toy merchandising stunt worked out so well last fall that it's repeating the idea this fall for four weeks in 30 tv markets, using kid shows.

This time the lure will be a Texaco service station miniature, in place of a tank truck, with a price ticket of around \$3.50. C&W is placing the minute schedule.

There's no telling when Price & Waterhouse will process a national spot radio total for the second 1960 quarter.

The accountant firm is hindered mainly by the fact that **some of the reps have fallen 90 days behind in obtaining and computing their figures from stations.**

The second quarter tally for 1959 was \$46,058,000. It is expected that this year's quarter will fall somewhat behind.

Looks like AFRA will be asking a wage increase of 15% when it sits down 15 September for negotiations on the tv-radio contract which expires 60 days later.

The union has indicated it's primarily interested in **improved working conditions, like reduced rehearsal time and overtime rehearsal rates, but sliced any way it comes down to more money for the sponsor.**

(See SPONSOR SPEAKS for illusions nurtured by Screen Actors Union about tv.)

That was no "anatomy of a rumor" about Wade's Chicago office buying L. A. time for Miles' new children's vitamin tablet, Chocks.

The plans were merely changed: the L. A. office will now do the buying for the west-coast.

Norelco (LaRoche), which expects to be the No. 1 men's electric shaver by next spring, has added 48 markets to its Christmas trade spot tv blitz campaign.

It brings to 158 markets. The campaign spearheads a new model.

(See 15 August SPONSOR-SCOPE for roundup of shaver fall tv activities.)

You might take it as a rule of thumb, according to knowledgeable admen in the field, that five companies control 40% of the gasoline sold at service stations.

The top five: **Standard Oil of New Jersey, Socony-Mobil, Texaco, Gulf and Standard Oil of Indiana.**

These next five can be credited with 20% jointly: **Shell, Standard of California, Sinclair, Phillips Petroleum and Cities Service.**

The group that composes 15%: **Continental, Sun, Pure, Tidewater, Atlantic.**

(See page 29 for broad-scope appraisal of this \$32-billion industry.)

Nielsen confirms, at least as far as the Democratic lap was concerned, ARB's story that NBC TV easily dominated the tv audience picture during the conventions.

Of the total hours of home viewing, 373,415,000, NBC TV got 50%, CBS TV, 36% and ABC TV, 14%. In terms of ratings it came out: NBC TV, 14.4; CBS, 10.7 and ABC, 4.2. The share of homes tuned in per minute breakdown: NBC, 41.4%; CBS, 30.5%; ABC, 12.2%

Both CBS and NBC received a reprieve from Nielsen on the negotiations of a new master contract: the present services agreement is extended to the end of August.

The reason: several of the network people involved are vacationing.

What the networks are basically trying to get out of Nielsen is a more reasonable attitude in the use of Nielsen material for selling purposes, certain changes in the service and the elimination of Nielsen's unilateral right to cancel the contract.

The rep offices in Detroit are getting revved up for perhaps the biggest burst yet of spot radio schedules from the automotives.

At least six car lines are on the verge of calling for availabilities.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 54; News and Idea Wrap-Up, page 68; Washington Week, page 63; SPONSOR Hears, page 66; Tv and Radio Newsmakers, page 87; and Film-Scope, page 64.



MILLIONS OF YOUR CUSTOMERS
WILL BE COMING TO THE LAND* OF

Profitunity

* 26 counties in Florida's
richest industrial-agricul-
tural trade area!

If you think the millions of annual visitors who'll be spending their vacations in the Land of Profitunity are going to miss Wagon Train, or Groucho, or Dave Garroway just because they are on vacation—*you don't know your average American.*

Many of them would as soon give up an arm as their favorite television show!

They are your customers. Keep them sold! Spot your product on WFLA-TV. Channel 8 delivers the Tampa-St. Petersburg Metropolitan Market—America's 26th Retail Market—PLUS 26 rich, able-to-buy West Coast and Central Florida counties—the *Land of Profitunity!*

Write for all the details.

Figures from Sales Management 1960 Survey of Buying Power.



NATIONAL REPRESENTATIVES, BLAIR-TV



WORLD MUSIC FESTIVALS

Radio's grand tour of festivals here and abroad continues the CBS Radio Network commitment to great music through the summer months. Now in its fifth season, the series takes listeners to Salzburg, Bergen, Bayreuth and many other notable gatherings of the world's foremost musicians. In all radio, the World Music Festivals are the kind of company you keep . . .

ONLY ON CBS RADIO

49th and Madison

Member of the cause

Count Richmond, Virginia as one of the neglected food markets mentioned in your "Sponsor Speaks," 1 August.

Of the six major food chains doing business in Richmond, only two—A&P and Richmond Food Stores, have buying offices and warehouses located here.

A&P and Richmond Food Stores account for approximately 58% of the retail food sales in Richmond. Approximately 40% is done by Safeway, Giant, and Food Fair, with buying offices and warehouses in Washington, D. C., and Colonial Stores, with buying offices and warehouses in Norfolk, Virginia. The remaining 2% are unaffiliated stores.

Richmond food brokers and distributors, in most cases, get no credit for sales except to A&P and Richmond Foods. Their counterparts in Norfolk and Washington supply 40% of the food that eventually ends up on shelves in food stores in Richmond, Virginia.

In many cases, market selections and advertising budgets are based on wholesale shipments to the brokers, distributors, and distribution points. In this case, Richmond is not receiving credit for 40% of its food sales, and is probably eliminated from many market lists and receives advertising expenditures much smaller than it should because of this distribution pattern.

Hurrah for SPONSOR magazine for looking into this problem! It's one we at WRVA-Radio have been fighting for years.

Harold B. Barre
sales manager
WRVA
Richmond, Va.

Kudos

Much thanks for your very thorough and comprehensive story, ("Spot Radio Gains With 'Featurettes,'" SPONSOR, 25 July) concerning our company's efforts and the Adam Young

company in developing creative radio programming.

Howard Webb
media director
The Ralph Allum Co. Inc.
N.Y.C.

Footnote

We were pleasantly surprised to find that you had reprinted our letter to you regarding WCKR's program sale to the *Miami Herald* in your 25 July issue of SPONSOR.

If we had known you would do this, we would have put some additional facts into the letter:

The *Miami Herald* owns 42½% of this station, but they had been spending considerable monies on another station for many, many years. It was only after this program was presented, coupled with our dramatic rise in ratings (second, July Hooper) that we were able to convince the *Herald* to spend all their radio dollars with WCKR.

For this reason, we are particularly proud of this sale.

Alan Henry
General manager
WCKR
Miami

Spreading the word

The 25 July issue of your publication carried an excellent story on a recent test conducted by this organization. The subject matter related the effect of selectivity of a tv show and sponsor identification with purchase of the sponsor's product.

We should very much like to have permission to reprint this article in its entirety to mail to our subscribers. This reprint will include highly valuable credit of "Reprinted from SPONSOR magazine."

Eugene L. R.
v.p.
Trendex, Inc.
N.Y.C.

• SPONSOR is always happy to grant permission for reprints providing the request is in writing and suitable credits given this publication.

ore info

our article on "Who Likes Public Service Shows?" in the 11 July issue SPONSOR was noted with much interest.

For further evaluation of the information in your article, we would like to obtain the address of Television Personal Interviews, a copy of the questionnaire used in their survey, and the cities in which the measurement was taken. Any supplementary information you can provide will be greatly appreciated.

Linda Disney
McCann-Erickson Adv. (U.S.A.)
Chicago, Ill.

Television Personal Interviews' address is Madison Ave., NYC. TPI has agreed to refer Reader Disney's other questions.

AB readers react

This letter is to take exception to the source of material given you by Pulse in connection with the fm penetration figure in Miami, Florida.

Your source gives Pulse, February 1960. However, Pulse has used a figure produced by them in a survey made in 1958.

Meanwhile, we have been informed by a reliable distributor that 1959 was an exceptionally good year in fm sales in this market. They have further informed us that in the first 12 months of 1960 fm set sales have increased 300% over the same period in 1959.

There is not much that can be done at this point to correct the figures in your "Fm Basics"—and frankly, we don't know what the current fm penetration is in this South Florida Gold Coast market. We do know that if only a few sets were sold between November 1958 and February 1960, the percentage points would have gone up.

George W. Thorpe
pres. & gen. mgr.
WVCC
Coral Gables, Fla.

* * *

As usual, *Air Media Basics* is a terrific publication crammed full of excellent information.

I was especially happy to see a couple of pages devoted to "Fm Basics." The information concerning fm penetration in major radio markets, however, certainly shows the Twin Cities in a very poor relative position. I note that the source quoted in Pulse, February 1960. Actually,

the 16.9% indicated was from a survey taken for WLOL FM on fm penetration in October 1957, a thermofax copy of which I am enclosing. Subsequent to that period, we have had surveys conducted by Mid-Continent, Inc., an independent survey organization in the Twin Cities, which indicates the following fm penetration for Minneapolis-St. Paul: June 1948—21.7; November 1959—24.5.

All indications now from informal samples indicate in excess of 30% penetration, however, we do not, as yet, have an accredited independent survey to substantiate this figure. We will, however, have a new verified figure within the very near future.

I sincerely hope something can be included someplace in SPONSOR which would indicate that the penetration shown was actually from October 1957 and that the present picture is a minimum of 24.5 and closer to 30%.

N. L. Bentson
pres.
WLLOL/FM
Minneapolis

* * *

It was very enlightening to see the penetrating fm statistics which you carried in SPONSOR's 1960-61 14th annual edition of *Air Media Basics* on August 1.

The scope of the fm figures that you printed were such that they should be in the hands of every buyer of airtime. Would it be possible to have 200 reprints each of pages 68, 70, 71, and 72 of this particular issue?

Thomas J. Daugherty
manager
WKJF-FM
Pittsburgh

* * *

Congratulations on another great job with your current issue of *Air Media Basics*. We would like to equip our salesmen and major local agencies with copies of the following units of your publication: 10 copies of "Time-buying Basics" and 10 copies of "Radio Basics." Would you arrange to have them sent to us as soon as possible?

Charles E. Trainor
general manager
WKRG
Mobile, Ala.

● Reprints of each of the *Air Media Basics* sections are being prepared and will be available very shortly.



An ideal selling climate results when a program creates intense audience attentiveness. And, for 15 years, *Suspense* has been fulfilling this objective as it presents tales of terror uniquely suited to radio's imagery. Part of a Sunday line-up of *Gunsmoke*, *Johnny Dollar* and *Have Gun, Will Travel*, advertisers find their messages develop a special impact in such a sales setting. In all radio, *Suspense* is the kind of company you keep...

ONLY
ON CBS
RADIO



**A TELEVISION
ADVERTISING
DOLLAR WELL SPENT**

**Sell Western Montana
At \$1 per 1,000 TV Homes**

- ★ 9 OUT OF EVERY 10 TV HOMES view only KMSO-TV in Far-Western Montana. Captive Audience in 90% of the area.
- ★ 7 CITIES ENJOY KMSO-TV's Best Lineup of CBS, NBC, & ABC programs in Montana. Missoula, Butte, Anaconda, Helena, Hamilton Deer Lodge, and Kalispell.
- ★ "Preferred City" (Missoula) Bank Debits hit +20%, highest of all Montana cities. 18 V.H.F. Boosters "extend" coverage of KMSO-TV to

58,475 TV HOMES

CBS • NBC • ABC



**NATIONAL REPRESENTATIVES
FOR JOE-TV, INC.**

*The
Station
of
Quality
in the
Quad-
Cities*

CBS

WHBF

RADIO and TELEVISION

Timebuyers at work

Constance Williamson Ball, of Ralph D. Gardner, New York, finds the extra services provided by numerous stations of considerable assistance in introducing new products. "A good example of this is the broadcast part of our current nationwide campaign for Polish ham, in which the tying in of local retail outlets is an important factor. For instance, our own merchandising efforts get a tremendous boost from the merchandising division of WQXR, New York, which contacts the trade regularly and has provided our accounts with leads that materialize into numerous new sales outlets. Another excellent example is WWCO, Waterbury, Conn. In support of our saturation schedule in that area, representatives of the station aided the account's local salesmen to achieve practically total distribution throughout the Waterbury area." Cautions Mrs. Ball, "There is always the problem of separating the wheat from the chaff, since many salesmen won't hesitate to promise the sky, but the merchandising and other genuine assistance that are given mean a great deal to us."



Marie Coleman, Donahue & Coe, Inc., points out that when it is necessary to make a fast buy, organization is the most important thing. "The agency should employ a few basic guides when setting up a campaign. First, it must decide upon the objectives of the flight by thinking the product through thoroughly."



Marie says, "Before contacting the reps, the media department should plan to familiarize itself with the market it wants to hit and list the probable station buys. Still before phoning the reps, the media department should have decided the budget and estimated allocation per market. Once this is out of the way, let the sellers know what you want and then hand them the requisition. Quibbling about time segments will only slow up the process, so make it elastic within your client's target. With a carefully thought-out procedure, buys can be made with minimum confusion and aggression because the media department, reps and stations know what is going on. I can't emphasize enough the necessity to take care of as many before-hand details as possible before contacting the reps."

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“Wow! All my spots were cleared on
WING in DAYTON”

Good reason to be happy! High Flying WING . . . according to May-July Hooper Index . . . has a 30.1 share in 7 AM to 12 Noon period, and a 31.6 share, 12 Noon to 6 PM, proving our continuing dominance in this important market. Get the facts from your East/Man or General Manager Dale Moudy.

robert e. eastman & co., inc.



national representative

TIMEBUYERS . . .

write a caption for this picture and WIN \$25 CASH! Deadline September 4. Winning caption will appear in September 19 issue. Give your entry to your East/Man, or mail to WING, Talbott Tower, Dayton 2, Ohio.

This month's Caption Winner: Arthur Edelstein, Grey Advertising in New York.



AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.



(Just a matter of Relativity)

- **WBTV-CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 596,600 TV HOMES**
- **WBTV DELIVERS 43% MORE TELEVISION HOMES THAN CHARLOTTE STATION "B"*****

**Television Magazine - May 1960*

***NCS #3*



JEFFERSON PEARSON STANDARD BROADCASTING COMPANY

WBTV

CHANNEL 3  CHARLOTTE

Member of nationally known CBS Television Spot Sales

LET'S COMPARE MARKETS

WBTV — CHARLOTTE	596,600
ATLANTA	576,300
MIAMI	510,800
MEMPHIS	486,800
LOUISVILLE	459,400
BIRMINGHAM	429,400
NEW ORLEANS	384,800
NASHVILLE	346,000
NORFOLK-PORTSMOUTH	341,500
RICHMOND	273,900

TURMOIL IN OIL

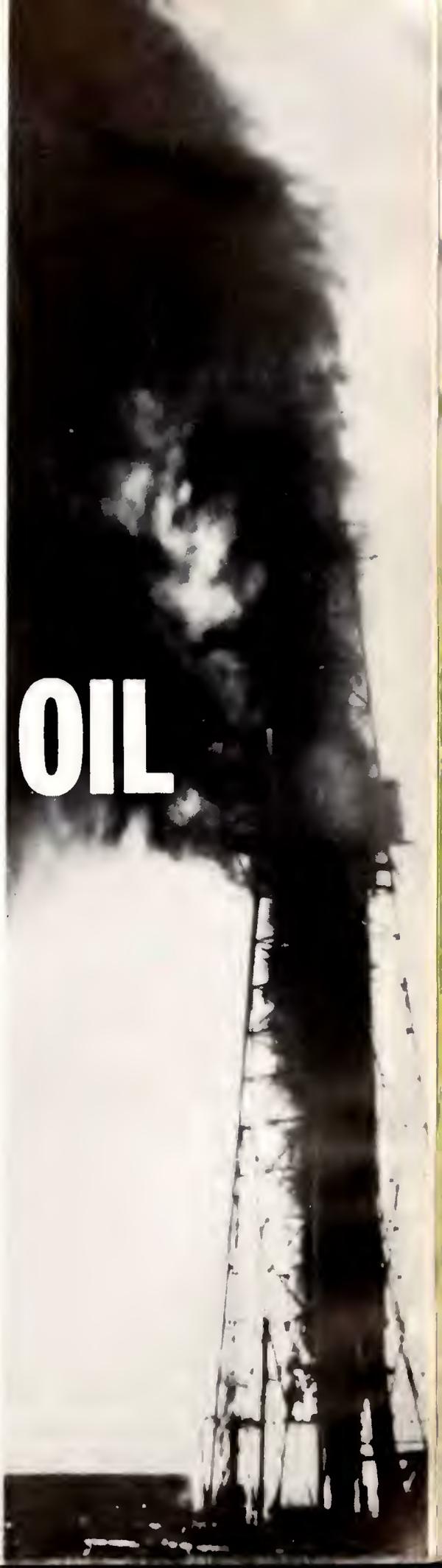
\$32 billion industry shaken by marketing upheavals—surge toward coast-to-coast selling means new ad tactics, new uses for radio and tv, new demands on agencies

This week in Houston proud Texans are working feverishly on the Southwest's tallest skyscraper, the new 40-story home of Standard Oil Co. (N.J.)'s new nationwide marketing subsidiary, Humble Oil & Refining Co.

This week in Chicago, harried executives of Standard Oil Co. (Indiana) are drawing up final plans for the September stockholders' meeting that will ratify the creation of Indiana's new nationwide marketing subsidiary, American Oil Co.

This week, throughout the \$32 billion industry (3rd largest in the U.S.) oil men are buzzing with speculation about the surging power drives of these and other huge majors toward the new nationwide marketing patterns that will characterize the petroleum business in the '60's.

And for the agencies which serve these restless oil giants and



Drive for coast-to-coast marketing will mean at least two big new national oil advertisers

for the advertising media they use, particularly for radio and tv, there seem bound to be sweeping changes ahead.

Most obvious of the changes are these:

- Within the next two years at least two more of the big oil companies will become major *national* advertisers.

- Network tv, hitherto almost useless to them because of their limited regional nature, should open up as an important ad medium.

- As the new generation of marketing executives takes in a new marketing era both spot and net tv should get a larger share of oil and gas appropriations.

- Spot radio, already high in favor among oil men, should continue to build and at the expense of newspapers.

- Agencies serving oil accounts will be called on for more marketing savvy in the '60's, and there will be some agency casualties.

Last year, for the first time, tv emerged as the No. 1 medium for oil and gasoline advertising as both magazines and newspapers declined.

Gross tv time billings in 1959 were up 17.3% to a new high of \$32,831,894. Of this net tv accounted for \$9,941,894 with by far the biggest chunk coming from Texaco's *Huntley-Brinkley* buy.

But the media patterns of 1959 and 1960 are almost certain to get ashen treatment as the oil industry's new marketing patterns take shape.

For an understanding of what's happening and why, it is necessary to go back almost 50 years—to the Supreme Court decision of 1911.

This was the famous order which broke up the old Standard Oil monopoly and split the Rockefeller empire into regional companies.

Standard of New Jersey, Standard of New York, Standard of Indiana, Standard of California, and Vacuum Oil Co. were the major components in the split though there were and are today a number of other smaller (Standard Oil companies).

Over the next 30 years the Standard Oil corporations developed as regional U.S. marketers, but with huge foreign operations.

If, like many outside the industry, you have never realized the enormous size of the big oil companies, here are some eye-popping statistics:

Standard Oil Co. (N.J.) is today the second biggest corporation in the U.S. with assets of nearly \$10 billion and gross sales (all products in all markets) of nearly \$8 billion.

Of America's 20 largest corporations, no less than seven are oil companies and four of these have developed out of the old Standard Oil split-up. (See box below for gross sales and profit breakdowns.)

At the time the Supreme Court handed down its historic decision, two young vigorous but then comparatively unimportant competitors—the Texas Co., and Gulf Oil—were battling the Standard empire.

Today these two boast assets of \$3.3 billion and \$3.5 billion respec-

tively, and sales of well over \$2 billion.

But the pattern of U.S. development followed by the non-Standard companies, particularly Texas, differed markedly from that of Standard Oil of New Jersey, Standard Oil of Indiana, and Standard of California.

Thirty-two years ago the Texas Co. became a truly nationwide marketer with stations in 48 states and Florida as chief gasoline sold coast-to-coast.

Radio veterans will remember Texaco's early and widespread use of network radio with Ed Wynn and Fred Allen, a type of media buying that was not practical for most other oil companies.

Today, with 40,000 dealers in 48 states, Texaco has the most complete nationwide coverage of all the majors, and its use of NBC TV's *Huntley-Brinkley Reports* is tailored to this broad-scale marketing pattern.

Not only that, but its balance sheet looks about the sweetest of all the oil giants. As the chart shows, its 1959 ratio of net profits to gross sales was exceedingly healthy, and in the first six months of 1960 its profits were up 7.5% over the comparable period in 1959.

IN 1959 OIL'S BIG 10 SHOWED BIG

Company	1959 gross sales (millions)	1959 net profits (millions)	No. of states marketing
1. STANDARD OIL CO. (N. J.)	\$7,911	\$630	38
2. SOCONY MOBIL OIL CO.	3,459	164	46
3. TEXACO INC.	2,831	354	50
4. GULF OIL CORP.	2,713	290	38
5. STANDARD OIL CO. (IND.)	1,957	139	45
6. SHELL OIL CO.	1,809	147	38
7. STANDARD OIL CO. (CAL.)	1,565	253	29
8. SINCLAIR OIL CORP.	1,232	45	37
9. PHILLIPS PETROLEUM	1,163	104	36
10. CITIES SERVICE OIL CO.	994	42	27

Sources: 'National Petroleum News Fact Book,' LNA-BAR as published by TVB, TTB-Rorabaugh, Magna

Nationwide marketing has held problems for the other big oil majors, however, and there were both legal and operational headaches.

To expand their U.S. sales structures they began buying into smaller regional oil companies and adding them as subsidiaries. In some cases stock control was not complete, however, and policy changes had to wait. In other cases proper refining and transportation facilities were not available. And of course, there was the question whether the courts would permit them nationwide operations.

The first big break in the old Standard Oil split came in the early 1930's, when Standard of New York (Socony) and Vacuum Oil Co. were allowed to merge.

The new Socony Vacuum company included also four smaller regional companies, Magnolia in the Southwest, White Star and White Eagle in the Midwest, and General Petroleum on the Coast.

Socony-Vacuum (now Socony Mobil Oil Co.) immediately began to advertise its Flying Red Horse and to a certain extent its oil and gasoline brands coast-to-coast, but its distribution still was not entirely national and

complete integration of the subsidiaries took a long time.

As a matter of fact it was only in 1959 that the entire Mobil operation was packaged in a single marketing set-up. At that time, too, Compton took over from the Radcliffe agency in Dallas and from Stromberger, LaVene, McKenzie in Los Angeles the Magnolia and General Petroleum sections of the advertising account.

But if the consolidation of the Socony-Mobil empire was a slow process, pressures within the industry since World War II have hastened the nationwide march for the other major companies.

"Right now," says D. Woodson Ramsey, newly appointed marketing chief of Humble Oil & Refining, "the industry has more damn gasoline than we have customers."

Over-production, plus high operating costs have focused executive attention on the economies of national brand, national marketing operations. And with the vigorous drive that is characteristic of the industry, nearly all are moving in this direction.

Largest, and probably most significant, is the Standard Oil Co. (N.J.)-Humble Oil set-up.

The new Humble marketing subsidiary, now handled by McCann-Erickson out of New York, will include all the old Esso territories along the eastern seaboard, the Humble Oil markets in the Southwest, plus territories of Pate, Carter and Oklahoma Oil companies.

In 1959 these added up to a total of 38 states, but Humble has announced in no uncertain terms that it is headed for "48-state marketing."

Long-range effect of the merger operations on advertising and agency practices is still uncertain. Last week, Robert M. Gray, former Esso ad boss who will head up the Humble advertising structure, told SPONSOR that no formal statement could be expected much before 15 September.

Meanwhile, however, speculation is rife at both Esso and McCann-Erickson's New York headquarters on "I wonder if I'll be living at Houston?"

One possible straw in the wind on Humble's nationwide intentions came recently when it bought into ABC TV *NCAA Football* telecasts. The buy excluded nine states—Florida, Georgia, Missouri, Mississippi, Michigan, Kansas, California, and ABC was asked to sell off if possible Kentucky,

DIFFERENCES IN SALES, PROFITS, AND AD PATTERNS

Network tv (thousands)	Spot tv (thousands)	Spot radio (thousands)	Newspapers (thousands)	Magazines (thousands)	Outdoor (thousands)
\$ 292	\$2,014	\$1,200	\$1,273	\$1,330	\$1,508
1,140	564	2,850	837	138
5,816	649	1,500	422	1,523	245
1,443	823	415	430	1,198	704
235	1,680	610	2,048	169	2,897
112	2,452	1,500	2,543	1,134	3,282
.....	1,222	NA	1,013	175	NA
127	230	2,500	900	582	565
.....	1,324	605	2,139	222	313
.....	118	1,000	75	109	711

Source: Bureau of Advertising of ANPA, Outdoor Advertising Inc. NA: Not available.



MORE OIL BUSINESS FOR NET TV? At present Texaco's NBC TV buy of *Huntley-Brinkley Reports* is the major gas and oil use of net tv. But with other huge companies driving for coast-to-coast marketing, experts expect net tv to come into its own as a big oil medium

Iowa, Ohio, and Nevada, plus certain local markets.

Much the same atmosphere of big-things-brewing-but-still-no-clear-picture also prevails at the Standard Oil Co. (Indiana) headquarters in Chicago.

Standard of Indiana stockholders meet in late September and are expected to ratify, effective 1 January, 1961, the re-structuring of American Oil Co. as a nationwide marketing subsidiary to operate the merged territories of Standard of Indiana (15 states), American (25 states) and Utah Oil Refining Co. (five states).

This combination won't give American outlets in California and certain other territories, but a Standard of Indiana spokesman told SPONSOR that the company's goal is definitely for "nationwide marketing."

Taking over as agency for the combined operations is D'Arcy's Chicago office. Losing out in the shuffle are American's agency Joseph Katz, and Utah's agency Gillham of Salt Lake City.

Heading American's new advertising set-up will be Robert B. Irons, who this spring succeeded veteran Wesley I. Nunn as Standard of Indiana ad boss on Nunn's retirement. Irons, who has a sales background with the company, says "the market-

ing concept has made the advertising man's job vital to the total selling effort."

Both American and Humble admit many sensitive problems in switching over brand names, logos, emblems in long established territories, and neither has yet made final decisions on such matters as the use of the Indiana "Torch" and the Esso name. Each company has made long-range commitments to the national brand ideal.

Meanwhile, the drive toward coast-to-coast marketing has been stirring up other members of the industry. Gulf Oil and Phillips Petroleum are reportedly locked in a huge stock market battle to acquire control of Union Oil on the Coast.

For both companies the Union acquisition would mean filling out their now non-existent California distribution. The agencies involved in this struggle are Y&R (Gulf and Union) and Lambert & Feasley (Phillips).

Similarly the new "Turmoil in Oil" has been challenging many agency affiliations. In a major shift this spring Shell left J. Walter Thompson, its long-time home, for Ogilvy, Benson & Mather.

Last week, after 13 years with the Ellington Agency, Cities Service moved to Lennen & Newell.

(Please turn to page 81)

NEW NET

▼ Admen in less of a dither than stations about new ABC and CBS network proposals

▼ Biggest change to come: CBS will kill serials and dramas; hypo news, names

Agencies and advertisers are a lot less excited about the latest moves to streamline network radio than their network and station colleagues are.

They look on ABC Radio's move to implement news and vignette segments as a logical development in light of modern radio's demand for short, quick, informative show slots. And they think CBS Radio's move to kill its daytime serials and most of its dramas is long overdue in consideration of television's dominance in these program areas.

They're delighted to see a more solid network radio front, and they like the promise of modern formats to match their modern marketing needs. But if agency and client meetings are calmly anticipatory, station meetings are in a dither.

Why so? Because it looks as if they are finally getting what they've been clamoring for: a network program service of material which is saleable and which they, themselves, cannot develop locally. They also hope to get these network feeds at times best suited to their local schedules and that they'll be paid in cash rather than in program services for the time.

ABC's affiliates will hear all about the network's new plans this week starting today (22) in New York and continuing through 29 August and meeting in San Francisco. These station executives are expected to be more quiescent than their CBS counterparts inasmuch as the ABC blueprint has had considerable exposure and prior approval.

But the CBS stations, to meet in New York 28 and 29 September, are still in the throes of exerting their

RADIO PLANS STIR STATIONS

Pressure on many network issues— and the network plan is still in flux. “rump” session in Florida a fortnight ago re-activated months-old rumors that the network would kill off traditional program back-stops— (heretofore) perennial daytime serials and the weekend dramatic segments.

Stations have been rebelling for all months in the life of CBS Radio’s CPC (Consolidated Program Plan), which traded them programs for time rather than involving direct payment. Station management has also kicked out dwindling ratings and advertiser-interest in the dramatic shows. It’s estimated that only 20% to 25% of the “soapers” have been sold, and ratings for them are reported to be high only in the “D” counties where has limited penetration.

Affiliates as well as their customers—the agencies and advertisers—have seen a pattern cementing whereby CBS Radio has been running third to NBC and ABC in the four-network tie-up.

Agency men, interested in network patterns, nevertheless wonder what all the fuss is about. Said one media top of a Top 10 shop in New York: “The CBS move is the final death-knell of network radio as we have known it for four decades . . . and that’s as it should be! CBS just died earlier than the others, but the demise has been inevitable for the last few years.”

Another executive points to the hyped ratings of NBC Radio, with its news and news-feature format, contrasting these with the hey-day ratings of daytime serials a decade ago. He credits—and NBC confirms these fast-rising figures—*Monitor* with a rating gain of 100% in the first six months of this year over the same period last year; *Emphasis*, with a 50% hike; *News on the Hour* with a 58% rise.

“But it’s been 10 years since daytime serials hit their peak,” and in 1950 they were even higher than in 1945 despite the beginning inroads of TV, he explains. “The soaps in ’50

were averaging about 8 or 9 ratings, but five years later this dropped to about 3.5.”

“CBS is the last to fall into line in terms of stressing radio’s new, upbeat program service,” says still another adman. From here on in, all four networks will be offering similar program services under similar contract arrangements with affiliates, but they’ll also be striving to make an individual network “image” impact with listeners and therefore with clients.

ABC Radio’s biggest innovation is the afternoon *Flair* show, a 55-minute program of 11 five-minute segments. Two will be sold by the station and by the network, with each vignette allowing three and one half minutes of talk or commentary by nationally known figures.

This format symbolizes the flexibility which is characterizing network radio in this modern marketing era. Says Robert Pauley, v.p. for radio at ABC: “The stations can split up all eleven of these quickies and slot them anytime in their local programing be-

tween 1 and 4. This kind of programming matches their need—and it’s tailor-made for use of the national advertiser, too.”

ABC will continue with its morning *Breakfast Club*, moving into news five minutes before every hour from 7:55 a.m. through 10:55 p.m. five days a week and backing this up with an evening block of news and commentary. NBC has a strong news service, as does Mutual, and these form the foundation of the network feeds to affiliates.

There’s still no official comment from CBS Radio as to the exact plans which will be presented to affiliates for approval. President Arthur Hull Hayes says the Florida meeting of the executive committee of the affiliates aided network planners in the drawing of the new blueprint, which will ultimately “have to reflect the opinion of all affiliates.” A statement now, he said, “would be premature.”

It’s generally understood, however, (Please turn to page 80)

PATTERN-CHANGERS IN NET RADIO



ROBERT PAULEY
CBS Radio pres.



ARTHUR HULL HAYES
ABC Radio v.p.

ALL FOUR NETWORKS will be stabilized in terms of program service within next six weeks as ABC and CBS submit new blueprints to affiliates. They’ll hit for maneuverable short segments which stations can slot locally, add news, news features to (1) service stations with shows they can’t produce themselves, (2) bolster cumulative audiences, (3) get better clearances

Tv web costs: hour shows up 10%

Half-hour programs are also slightly more expensive, except for situation comedy category. This season will produce fewer programming innovations but more advertisers, with more than 20% of nighttime offerings being sold as spot carriers

Advertisers will be shelling out more money per program next season but shows will be easier to buy into. SPONSOR estimates reveal the average cost of a nighttime network hour program will set clients back an additional 10%. Half-hour shows, with the exception of the situation come-

dies, have gone up only slightly.

A study of the upcoming fall schedule reveals that advertisers are clinging to established show types (as they have for years). The networks are attracting new clients by offering easier terms. For instance, in the situation comedy category, although the new

half-hour shows may cost a bit more than before, the re-runs are much cheaper. This brings the average price down. And, as of now, 21 of the 26 filmed hour shows are being sold as spot carriers, with the advertiser able to buy as little as one minute. Only in the anthology drama cate-

SPONSOR'S ESTIMATED AVERAGE WEEKLY COSTS

	SUNDAY			MONDAY			TUESDAY			AF
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
7:30	Maverick* \$82,000 W	Dennis The Menace \$36,000 S.C.	(from 7) Shirley Temple \$70,000 Dr	Cheyenne* \$93,000 W	To Tell The Truth \$24,000 A-P	Riverboat* \$75,000 A	Bugs Bunny \$34,000 C.C.	Station time	Laramie* \$85,000 W	Hong \$90,
8:00		Ed Sullivan \$102,500 V	National Velvet \$37,000 A		Pete & Gladys \$37,000 S.C.		The Rifleman \$40,000 W	(repeats) Father Knows Best* \$34,000 S.C.		
8:30	Lawman \$42,000 W		Tab Hunter \$39,000 Dr	Surfside 6*† \$120,000 A	Bringing Up Buddy \$35,000 S.C.	Wells Fargo \$47,000 W	Wyatt Earp \$41,000 W	Dobie Gillis \$37,000 S.C.	Alfred Hitchcock \$65,000 My	Advent of Nelson \$48,
9:00	The Rebel \$43,000 W	GE Theatre \$51,000 Dr	Dinah Shore Chevy Show \$200,000 V		Danny Thomas \$47,500 S.C.	Klondike \$36,000 A	Stagecoach West* \$88,000 W	Tom Ewell \$38,000 S.C.	Thriller* \$85,000 My	Haw Ey \$81,
9:30	The Islanders* \$95,000 A	Jack Benny \$80,500 V		Adventures* in Paradise \$110,000 A	Andy Griffith \$42,000 S.C.	Dante \$37,000 My		Red Skelton \$54,000 V		
10:00		Candid Camera \$34,000 A-P	Loretta Young \$49,500 Dr		Hennessy \$39,000 S.C.	Barbara Stanwyck \$41,000 Dr	Alcoa Presents \$36,000 Dr	Garry Moore \$115,000 V	Specials	Naked \$94,
10:30	Churchill Memoirs \$42,000 P.A.	What's My Line \$32,000 A-P	This Is Your Life \$53,000 A-P	Peter Gunn \$39,000 My	Face The Nation \$17,600 P.A.	Jackpot Bowling \$37,000 S	Station time			

Dr: Anthology Drama. My: Mystery. A-P: Audience Participation, panel, interview and game. P.A.: Public affairs. *Spot Carrier. †Repeats Free. ‡Price not available.

ry has the price of hour-long shows ne down, but this reflects the loss the whopping Ford *Startime* money rich inflated the 1958-59 average of 3,000 per hour to \$125,000 in 59-60. Actually, without the Ford y, this category would also be up out 10%.

A breakdown of the post-7 p.m. ograms into seven categories indi- tes the programing and pricing ends for the 1960-61 season. The llar figures, as listed in the accom- nying charts, are SPONSOR's esti- ated average weekly list prices for a t-week buy. In cases where adver- sers pick up 100% or 50% of the b, discounts will lower the official

price. In cases where a sponsor takes only 13 weeks or six or seven out of a 13-week period, the price may be a little higher.

- There will be more situation comedies than ever—24 half hours are scheduled so far, including at least three cartoon series in prime time. Only 11 shows are hold-overs from last season (one of these is a *Father Knows Best* repeat). The average price per week: \$38,250, about \$1,000 less than last year.

- There will be fewer westerns this year, 14 half hours and eight hours as opposed to last year's 19 half hours and seven hour shows. All but five, two hour shows and three half hours,

are hold-overs. The average price per week: \$40,500 for the half hours, just \$500 more than last year; \$87,-750 for the hours, almost \$10,000 more than last year.

- The number of audience partici- pation shows (including panels, inter- views and games) will be reduced from 12 to nine, all half hours. All but one are hold-overs. Average price: \$33,000, \$5,000 more than last year.

- The biggest increase in hour shows will be among the mysteries. There will be 11 this year where there were eight, and four half hours where there were seven. Of the hour shows, four will be hold-overs, two return

FOR 1960-61 NIGHTTIME NETWORK TV PROGRAMS

PROGRAMS	WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
	NBC		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Guestward Ho!											
Wagon Train	\$88,000 W										
Witness											
The Outlaws*											
Matty's Funday Funnies											
Rawhide*											
Dan Raven*											
The Roaring '20s*†											
Perry Mason*											
Bonanza*											
Donna Reed†											
Harrigan & Son											
The Lone Westerner*											
Leave It To Beaver											
The Tall Man											
The Price Is Right	\$22,500 A-P										
The Real McCoys											
Bat Masterson											
The Flintstones											
Route 66											
The Deputy											
My Three Sons											
Angel											
Bachelor Father											
77 Sunset Strip*											
Bell Telephone Hour											
Lawrence Welk											
Perry Como	\$125,000 V										
Ann Sothorn											
The Ford Show											
Mr. Garlund											
Have Gun, Will Travel											
The Untouchables*											
Person To Person†											
Groucho Marx											
The Detectives											
Twilight Zone											
Michael Shayne*											
Saturday Night Fights											
Gunsmoke											
Peter Loves Mary	\$38,000 S.C.										
Person To Person†											
The Law and Mr. Jones											
Eyewitness To History											
Make That Spare											
Station time											
Take A Good Look	\$36,000 A-P										
June Allyson											
The Law and Mr. Jones											
Station time											
Station time											
Station time											

from 1958-59, five are new. Of the four half hours, one is new. Average price: \$88,900 for the hours, almost \$12,000 more than in 1959-60; \$43,400 for the half hours, \$5,000 more than last year (however, *Hitchcock Presents* at \$65,000 makes a big difference here).

• The seven upcoming half-hour anthology drama programs are the same number as last season, and another

hour show will be added to last year's three. Only two of the half hours and one of the hours are new, and another hour returns from two seasons ago. Average cost: \$42,357 for the half hours, \$3,500 more than last year; \$78,250 for the hours compared to last year's \$125,000 (inflated by the Ford *Startime* budget).

• This season's four half-hour and seven hour adventure shows compare

with last year's eight and five. Most four hours and three half hours, are new. Average price: \$38,000 for the half hours, up \$2,000; \$90,714 for the hours, up almost \$10,000.

• There will be six hour-long variety shows, the same as last year and four half hours, three less. Even one is a hold-over, except for a proposed musical offering to alternate with the *Bell Telephone Hour*. Average

AVERAGE COST* OF NIGHTTIME TV SHOWS

HALF-HOUR				HOUR			
No. of Shows	Type of Show	Season	Cost	No. of Shows	Type of Show	Season	Cost
14	Western	1960-61	\$40,500	8	Western	1960-61	\$87,750
19	Western	1959-60	40,000	7	Western	1959-60	78,000
14	Western	1958-59	40,000				
5	Mystery	1960-61	46,500	10	Mystery	1960-61	88,900
7	Mystery	1959-60	38,500	6	Mystery	1959-60	77,500
7	Mystery	1958-59	36,000				
7	Anthology Drama	1960-61	42,357	4	Anthology Drama	1960-61	78,250
7	Anthology Drama	1959-60	39,000	3	Anthology Drama	1959-60	125,000†
5	Anthology Drama	1958-59	41,000	2	Anthology Drama	1958-59	63,000
4	Adventure	1960-61	38,000	7	Adventure	1960-61	90,714
8	Adventure	1959-60	36,000	5	Adventure	1959-60	81,000
9	Adventure	1958-59	34,000				
9	Aud. Participation‡	1960-61	33,000				
12	Aud. Participation	1959-60	28,000				
11	Aud. Participation	1958-59	30,500				
4	Variety	1960-61	49,500	6	Variety	1960-61	128,250
7	Variety	1959-60	41,850	6	Variety	1959-60	125,960
9	Variety	1958-59	52,000				
24	Situation Comedy§	1960-61	38,250				
15	Situation Comedy	1959-60	39,000				
15	Situation Comedy	1958-59	41,000				

* Includes panel, interview and game shows

† Includes cartoon series

age cost: \$128,000 for the hour shows, \$3,000 more than 1959-60; \$49,500 for the half hours, up about \$8,000.

"The new season will be distinguished from those in the past by its flexibility," according to Sal Iannucci, director of business affairs, CBS Television Network. His ideas are typical of network thinking this season.

He noted that while many of the established shows are still being sold as half hours (most on an alternate week basis), the new shows are being offered "in more flexible terms" to make certain that the networks are as close to 100% sold as possible.

"We've made our sales plans to appeal to many more advertisers, especially those who have limited ad budgets and could not buy network time in former years," he stated. For hour shows, a sponsor can purchase half or one-third. For half hour shows, a sponsor can take the whole show each week or on alternate weeks, or he can buy one-third—which comes to a minute of network time.

As for costs, Mr. Iannucci pointed out that they have gone up for most show categories because prices in general are up—"they're up in the new production manual, guest talent fees have gone up, and normal escalator clauses are in effect in the older shows."

The fact that "so much production is done under such a few roofs" has lowered the cost of situation comedies over the years. Conversely, the trend to "location" shooting has raised the cost of adventure and western series.

The upcoming season is conceded to be "a rather unexciting one" by the advertising agencies. As Steve Kaplan, head of BBDO's program department, put it: "Advertisers are looking for 'tried and true' vehicles this season. Last year was much more exciting. There is more caution in spending this time."

Other money will be coming into the networks via specials. As last week's "Sponsor-Scope" noted, "straight entertainment" specials will cost in the neighborhood of \$35 million for time and talent. About six are scheduled on ABC. NBC will lead the way with an estimated minimum of 56, while CBS should schedule half that many.

DAILY VIEWING PEAKS FOR THE DEMOCRATIC CONVENTION

Day (time)	Event (person)	Nielsen %	Average audience (000)
Monday (10:08-10:51)	Keynote address (Sen. Church)	31.3	14,148
Tuesday (9:29-10:51)	Platform presentation (Chester Bowles)	30.0	13,560
Wednesday (10:58)	Stevenson nomination (Sen. McCarthy)	44.2	19,978
Thursday (11:29)	Johnson nomination (Gov. Lawrence)	32.7	14,780
Friday (11:01-11:22)	Acceptance speech (Sen. Kennedy)	38.9	17,583

Source: A. C. Nielsen Co., NTL, average audience homes.

HOW TV HOMES WATCHED DEMOCRATIC CONVENTION

The average television home spent an average of nine hours and 38 minutes watching the Democratic Convention during its five-day span. The comparable '56 figure was 9:39.

This was revealed last week by the A. C. Nielsen Co. in releasing its first national tally of viewing data on the convention.

The average viewing total per home for the convention represents about 32% of the usual amount of time tv homes spend weekly in watching video—day and night. It is, of course, a much greater percent of the usual nighttime total.

Other highlights of the Nielsen report:

- Fully 86% (88% in 1956) of all tv homes saw the convention on tv at one time or another. This represents 38.7 million tv families.
- The top daily audience was registered on Wednesday, 13 July, when 32.7 million homes watched for six

minutes or more. The presidential nominee was chosen on Wednesday.

• A preliminary check of peak audiences shows that the speech of Sen. Eugene McCarthy's nominating of Adlai Stevenson drew the highest homes figure in the speech sweepstakes (see box above).

Considering the length of the convention, the average minute figure for viewing came to a respectable level. It was 13.2 million homes—which is close to a rating of 30.

Some of the early morning viewing figures were impressive. For example, when Wednesday's balloting for a presidential candidate continued past midnight, millions continued to watch. When Kennedy won the nomination at 1:54 a.m. Thursday, there were still 12.7 million homes with their sets on.

Other viewing peaks occurred during Johnson's acceptance speech and his nomination.

A PUBLISHER LOOKS AT RADIO

➤ SPONSOR's Norman R. Glenn directs 12 pointed questions to the operators of today's radio station

➤ Speech at University of Georgia deals with how to build radio to billion-dollar yearly advertising volume

by **NORMAN R. GLENN**

I am greatly disturbed by the fact that radio, which commands a terrific amount of listening time—of the total time of housewives, in particular—gets so small a share of the over-all media budget. Media generally do about \$12 billion a year. Radio this year, we assess, will get about \$650 million of that. We don't think that's nearly enough. The radio industry should be a billion-dollar industry. Of that total just mentioned, around \$400 million will be placed in local advertising with the 3,400 am radio stations of the country.

This part of my message is directed to a number of questions to broadcasters. I hope it will help focus on how to build up this \$400 million in particular, although I am taking a look also at national spot, so that it will come closer to the billion-dollar figure that I think the industry should command.

I say this with full realization that the radio industry has about as universal an opportunity to hold the American public as any instrument ever invented. More, as a matter of fact.

In going into this radio subject, I'm reminded of a book that I received not long ago from a prominent broadcaster in the West. The title was "What I Know About Radio." He had his name on the cover. I thought, I didn't know this man was an author. I looked inside and the pages were blank. Well, this is advice from a man who is up in New York, telling you how to run your business. And now that I'm brave enough to go into this subject, here are a number of the questions I would like to have you consider:

What do you know about your business? And, what are you doing to find out? What are you aiming for in your business? Let's examine it. I mean the radio business. Is your market good? Is it salable? If it isn't, you ought to get rid of your station and go into a market that is. I assume you have a good facility. As a matter of fact, I assume your market and your facility are mighty good and that you're convinced on that score. Well, if you are, what's wrong? Why aren't you getting the amount of local and regional business that you feel you should? Perhaps you're bothered because you should be doing better, much better. But, specifically, what should you be doing better, and how should you be doing it?

As I said before, I'm not here to be telling you how to run your business; that would be presumptuous. And, besides, the running of any individual station is based on countless individual situations. But, I can stimulate your thinking about your business, and perhaps get your thought pores perspiring a little more freely.

When was the last time that you took inventory of what you had and where you were headed? When was the last time you thought accurately about solving your business problems? First, what are some of these problems? Do you know enough about your business to know what they are and how to really tackle them?

I know of a number of cases where the Radio Advertising Bureau—of which Allen Woodall of your own state is chairman of the board—stresses knowing your customers' business. They do studies on the shoe industry, on the supermarkets, on many industries, with the idea that



you can't sell unless you know them. Let's look at these problems, and ask ourselves what we're doing about them, and what can be done about them.

So let's start with a station basic; probably the number one station basic: Am I getting enough business? What is "enough business"? How do you decide? For example, do you know how much the newspaper is getting in your own market? I recall that I was in Omaha a year or two ago talking to a radio station manager. He was talking about his goal and he told me what it was. I said, "Have you any idea what the newspaper in your city does?" He said, "Yes, I do." When he told me the figure, I said, "How does that compare with the total broadcast revenue in your city?" He said, "You know, that's an interesting question. It happens that all the radio stations and all the tv stations in our city don't do half of what that one newspaper does." And he added: "This gives me an idea. I'm going to work on upgrading what I consider to be my proper share." Yes, you've got to know what your goal is.

Do you know what your local business climate permits? How healthy is it? Have you been to your Chamber of Commerce lately? Your city development bureau? Is the nature of your market and your station such that your business emphasis should be 70% local, perhaps, and 30% national spot; or what should it be? Have you decided that? Is your business community properly sold on the advertising importance of radio?

Are you joining in any cooperative efforts to sell the dominance of radio? And, I'm talking about the RAB, the NAB, the associations of our industry that do the job of selling the medium, as well as cooperative efforts in your own community or in your state, wherever your business judgment indicates that such efforts would be useful.

Do you know whether your salesmen are out trying to switch the business from one station to another, or trying to create new business? Are they trying to upgrade business? If you're selling radio, do you know how radio really is? Do your salesmen? Do you know how many radio

UNIVERSITY TO PUBLISH SPEECH

THESE REMARKS by SPONSOR's Norm Glenn are part of a speech delivered last winter at the University of Georgia's Radio-Television Institute. They are soon to be published by the University's Henry W. Grady School of Journalism as part of a volume titled "Attaining Goals via Better Communications," edited by Dean John E. Drewry

families there are in the U. S.? How close this comes to saturation? And while I knew we were mighty close to saturation, I didn't realize that today there are 50 million radio homes, and actually the *total* number of homes is only about 51 million. I don't think you can come much closer than that.

As a matter of fact, there are three radios per family today in working order. The RAB estimates about 150 million radio sets in working order. Do you know why radio is much bigger than anyone actually calculates? And, you might be interested in knowing that in 1957 it was estimated that the average home listened to radio two hours and 11 minutes a day, while today we think it's gone up to two hours and 20 minutes a day. Do you know that SPONSOR reported in a recent lead story—which was titled "Local Radio's Shadow Over Newspapers"—that in a Philadelphia survey made not long ago, people were asked, "If you heard a rumor that war had broken out, where would you go first to find out if that rumor was true?" 70.5% said they would turn first to radio. We reported also, based on an H-R study, that women today spend an average of two hours and 40 minutes listening to radio. These are a few of the facts; I could quote many more.

Do you know where sets are located in the home today? This has been changing a good deal, but a recent authoritative study showed that today, 38% of the radios are in bedrooms. Many of them are clock-radios. People go to sleep with them, and wake up with them. Kitchen ra-

dios account for 21% of the locations in the home. Roughly speaking, of the 150 million radio sets in use today, two-thirds are in the home and one-third are outside the home. And of that one-third outside the home, close to 40 million of them are car radios.

Do you know how many sets were built last year, and what kind they were? Last year, close to 13 million sets were built. Portables, by the way, are getting a big sale.

Not only should I ask whether you, Mr. Station Manager, know these facts, but does your sales manager know them? And do you know where to get the information? Do you look to the RAB, to the trade publications for this information?

This week I stopped, along with Herb Martin, our southern manager, at some stations en route here. At one of the stations yesterday, the sales manager said, "I'm glad you stopped in, because out of your last issue I picked about 15 different things to pass on to our salesmen."

I suggest that you find out where to get information about radio, and that you pass this on to your salesmen to make sure they're posted.

On another front, how do you stand on such a vital industry matter as editorializing? I happen to have a strong feeling about editorializing. I have a strong feeling that stations are entitled to the right to editorialize, and I think that this is a pretty universal feeling today. But I also strongly feel that there is a grave responsibility involved in editorializing.

(Please turn to page 78)

What's behind Petry's tv pitch?

- ✔ Spot tv primer put out by rep firm is aimed at the wholesalers and retailers who know little about medium
- ✔ Food, drug and automotive people are the target of Petry's handbook, not the veteran buyer at the agencies

Next week Edward Petry & Co. will undertake a missionary job for spot tv by directing its selling efforts to the grass roots source of advertising expenditures.

Backbone of the rep firm's selling effort is a new primer on the medium. Its approach is not calculated to startle the veteran agencyman, but then the primer is not directed at him. Its target is the diffuse but influential groups whose attitude toward media is often subtly (and, sometimes, not so subtly) felt at the agency level. Included in this group are wholesalers, jobbers and retailers.

A key device to promote the primer will be ads in business papers, specifically those in the food, drug and auto-

motive fields. These will break in a week. Among the business papers which will benefit from Petry's full-page ads are *Food Field Reporter*, *Drug Trade News* and *Automotive News*.

Behind the Petry tactic has been the feeling that, despite tv's rocketing advances during the past decade, a vast number of smaller businessmen lack even the elementary facts about the why's and wherefore's of spot tv. The handbook spends some space on the general aspects of tv but doesn't waste much time in getting into its spot-vs.-network pitch.

Kicking off the spiel is a summary section of tv's audience, which, Petry points out, spends no less than 1.5

billion hours a week before the tv set. It also cites the gross time expenditure figures for national advertisers last year—which came to \$1,262 million, of which \$606 million represented spot's share and \$656 million the network portion. And spot tv, says the booklet, "is climbing even faster than its intramural rival."

The handbook gives its readers a broad look at a tv medium which has grown, in something less than 10 years, to its present \$600 million a year billings level.

Comparing spot tv to network, the booklet goes into the plus factors of the flexibility of the spot buy in station and market choice; in announcement time selection; and in programming preferences. It also explains, in detail, the flexibility advantages of that medium in choosing the number of markets, in determining the duration of an advertising campaign, and in the choice of regions.

The easy adaptability in pushing seasonal products with spot tv is also explained in the primer, and the value in launching new products cited.

Turning to programing, the Petry book points out the added selling strength of local video personalities whose popularity, in their respective markets, increases greatly the sales ability of the sponsored message. The Petry booklet backs up this statement by citing the success of the Esso Standard Oil Co. *Esso Reporter* sponsored newscasts in some 44 markets.

Spot tv reach versus network reach is gone into here also. Using a chart, the handbook illustrates an example of the deeper penetration of the spot buy in comparison with a top-rated network show.

A number of charts illustrating the essential differences between network and spot tv are sprinkled throughout the Petry primer which also highlights the monetary savings in the spot tv discount package buys.

The book wraps up its objectives by itemizing the expenditures by leading product groups and advertisers in spot tv during the past year. ▀

PETRY ON SPOT TV'S PLUSES

1. Flexibility in choice of station and market
2. Flexibility in choice of time of day
3. Flexibility in choice of program
4. Flexibility in choice of number of markets
5. Flexibility in choice of campaign length
6. Flexibility in choice of regions
7. Flexibility in choice of seasons
8. Versatility in testing value of campaign
9. Versatility in launching new products
10. Versatility in dealer and distributor tie-in
11. Local program appeals add to sales effect
12. Greater reach—more people, more often



LAST WEEK'S RECORDING SESSION of Beneficial's latest singing commercial was attended by company advertising director Alfred Mockett and Al Paul Lefton agency men. The jingle, written by composer Phil Davis (standing at right) will hit the airwaves this fall from 218 radio stations

Radio sells money for Beneficial

- ◆ Finance company's success in spot radio spurs hike in advertising budget this year to more than \$1,600,000
- ◆ Record growth of 52-week-a-year advertiser results in company expansion, last year, by some 75 offices

The Beneficial Finance Co., one of the nation's few consistent year-round radio advertisers, this week polished its plans for its upcoming advertising campaign which will better last year's radio expenditure of \$1,578,000. The advertising money will go to some 218 radio stations in the country's top 150 markets.

The finance company, who last year recorded a customer count of over 200,000 customers, and a circulation of money loans totaling better

than \$750 million, will stick with the format which has proved most successful for the firm since it began using radio five years ago—one minute saturation spots during high traffic periods in each radio area. Its objective: to continue to reach household heads of average-income families.

The copy to be used is a one-minute musical jingle, written especially for Beneficial a year ago. Geared to seasonal money needs, the copy is re-

vamped to fit various regions as well as changing seasons. The sales pitch this fall is Beneficial's "Holiday Money Special."

Last week's mid-Manhattan business parley, which brought Alfred E. Mockett, Beneficial advertising director, and several Al Paul Lefton Co. agency executives together to review the new fall commercials, marks the beginning of Beneficial's sixth year of consistent week-in, week-out, radio advertising.

Known originally as The Personal Finance Co., Beneficial first took to the radio advertising air-waves when the company realized that its advertising dollars were going to promote, inadvertently, competitive loan companies. It discovered, to its dismay, that money borrowers were confusing personal finance,—a generic term—

with a service provided by the increasing number of other loan companies.

It was obvious that a change in name was in order, according to company executives who also realized the need for a broader educational program in establishing the new Beneficial Finance name.

Previous company methods of maintaining customer contact were accomplished largely by direct mail. Confronted with the huge task of re-educating the public to a new name, the direct mail method was ruled out as laborious and slow. Radio, company officials agreed, would be faster.

The results, according to Beneficial's top adman—Alfred Mockett—were immediate and gratifying. Company officials were amazed to discover that "there was no drop off in business," Mockett told SPONSOR.

The surprising success of this first venture decided the company to sell their original plan of returning to the direct mail mode of customer-company relationship in favor of a large scale radio advertising campaign.

The finance company's attitude toward the current spot radio advertising campaign which now lists it among the few consistent year-round radio advertisers, was summed up by Mockett like this: "We can only measure the success of our advertising plan by the growth of the com-

pany." And, the "growth" of the company is well-illustrated in the fact that some 75 new finance offices were added to the company office during the past year. In California alone, the office count, with the addition last week of a new company office in Colton, now numbers 200. The success of Beneficial's radio advertising plan can also be measured in the steadily increasing flow of followers who, in the latest count, add up to well over 1,200,000. Last year, monies loaned out by the company tallied up to better than \$750,000,000.

As the company grew, so did the advertising campaign. Spot schedules were bought on radio stations where company offices were located. As rapidly as new offices came into being, radio advertising branched out until it reached the present status of 218 coast-to-coast stations.

Radio buys are determined by company office placements rather than by stations reached or power. Reaching people within the office area is the objective here and overlapping into another office manager's territory avoided. According to advertising director Mockett, the "umbrella effect" of adequately covering the offices located in particular areas is aimed for in station selection.

All the commercials are minute, and heavy concentration is placed on high traffic hours, early morning and

late afternoon peak listening time. Scheduling is directed at reaching the man of the house in average income families. Occasionally a news program is included in the spot buy.

The commercial pitch in all 150 markets is similar. Emphasis is placed on the easy availability of money loans for a diversification of family needs. In the past, loans were sought generally for everyday essentials. Mockett told SPONSOR, but with the aid of the broadening advertising campaign, he added, people are learning more and more that money loans are readily available for luxuries as well as for necessities.

Beneficial's early radio commercials were straight live copy announcing. Last year the straight pitch commercials were changed to ear-catching musical jingles. Reason for the switch: the management theorized that additional warmth and public understanding would be better conveyed via the musical notes.

Musical jingles, written by New York composer Phil Davis, are adaptable to seasonal changes. This fall, the jingle, whose attention-getting opening words tell of the "wonderful sound of money," will push the need for holiday spending money. The recorded musical net eliminates the need of searching for personality type announcers in various radio stations, although some exceptions are made at places where a particularly well known announcer exists. In these instances, the commercial is revised to include a musical introduction and closing, with the middle section given over to live copy.

Beneficial backs up its extensive radio advertising program with newspaper ads featuring cartoon drawings depicting average-type families with average-type family money needs. In some sections of the country where a heavier concentration of company offices exists, the auxiliary use of TV is added. The percentage here, however, is very small.

The end of spot radio advertising for Beneficial seems, at the moment nowhere in sight. Regardless of what other advertising needs are employed Beneficial's Mockett explains it like this: "As our company expands, so will our radio advertising."

BENEFICIAL ADVERTISING MAN



High on the list of reasons why Beneficial Finance advertising director Alfred E. Mockett favors the spot radio buy is flexibility. Mockett, who stepped into the top adman post five years ago, came to Beneficial 27 years ago as field investigator. Shortly afterward he was promoted to West Coast advertising manager, later to assistant advertising director.

TIMEBUYERS of the U.S.: Part IV

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

Part I, consisting of New York and Chicago, was published in SPONSOR's 14th annual edition of Air Media Basics. Part II, covering Los Angeles and San Francisco, ran in the 8 August weekly edition of SPONSOR, followed by Part III, 15 August, covering Atlanta, New Orleans, Boston, and Detroit. Part IV is listed below and will be followed by Part V, 29 August, which concludes Timebuyers of the U.S. with these remaining cities: Philadelphia, Pittsburgh, Dallas, Houston, and Milwaukee.

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

Part IV: Timebuyers of Minneapolis, St. Paul, Kansas City, St. Louis, Cincinnati, and Cleveland

MINNEAPOLIS

OZELL & JACOBS, INC.

1133 Pillsbury Bldg., Minneapolis, Minn.
Federal 9-8621

Wayne L. King, Mrs. Adrienne Roth

Burma-Vita Co. (Burma-Shave prods.), **King**; Donaldson's (dept. store), **Roth**; Downtown Council of Mpls. (retail prom.), **Roth**; Fisher Nut Co. (salted nuts), **King**; Greetings Unlimited (greeting cards & gifts), **King**; Jay Kline Chevrolet Co. (autos.), **King**; Lan-O-Sheen, Inc. (washing prods.), **King**; Maico Electronics (hearing aids), **King**; Mpls. House Furnishing (retail furn.), **King**; Northland Ice Cream, **King**; St. Paul House Furnishing (retail furn.), **King**; W. O. Washburn Co. (Balm Argenta hand lotion), **King**

AMPBELL-MITHUN, INC.

1300 N. W. Bank Bldg., Minneapolis 2, Minn. Federal 9-7383

Frank Rolfes, Pat Brouwer, Katherine Thulin, Rudi Marti, Ben Leighton

Allied Van Lines, Inc., **Marti**; Andersen Windowwalls (window units), **Brouwer**; First Acceptance Corp., **Marti**; Gold Seal Co. (glass wax, snowy powder, bleach, wood cream), **Brouwer**; Theo. Hamm Brewing Co. (Hamm's beer), **Rolfes**; Iowa-Des Moines National Bank, **Marti**; Kemps Ice Cream Co., **Thulin**; Land O'Lakes Creameries (dairy prods.), **Brouwer**; Larsen Co. (frozen & canned vegs.), **Thulin**; Malt-O-Meal Co. (hot weather cereal), **Marti**; Nash Coffee Co. (Nash coffee), **Marti**; Nash-Finch Co. (canned foods), **Marti**; Northwest Bancorporation, **Marti**; Northwest Orient Airlines, **Leighton**; Northern States Power Co., **Thulin**; Northwestern National Bank, **Marti**; Pacific Gamble Robinson Co.; The Pillsbury Co. (Pillsbury network, refrigerated mixes), **Brouwer**; The Pillsbury Company (Ballard, Shaker & Globe, feed & soy div.), **Brouwer**; Technique, Inc. (hair coloring prod.), **Marti**; Top Value Enterprises, Inc. (Top Value trading stamps), **Marti**; Trane Company (air conditioners), **Marti**

COLLE & MC VOY

3033 Excelsior Blvd., Minneapolis 16, Minn. Walnut 7-8411

Lowell Swenson, John Livingston, Ron Olson, Keith Smith, Sam Earp, James Hanley, Kirk McVoy; Betty M. Jones, tv dir.

Alumacraft (Alumacraft boats), **McVoy**; Brown Photo Co. (photo-finishing—direct mail), **McVoy**; Doughboy Industries (feeds & plastic toys), **Smith**; Farmers Union Grain Terminal Assoc., **Livingston**; Hi-Lex (Hi-Lex premium prods.), **Swenson**; Larson Chevrolet, **Earp**; Marvel Chow Mein (4 Chow Meins), **Earp**; Minn. Paints, **Smith**; Old Dutch Potato Chips, **Swenson**; Rath Feed, **Olson**

CRADDICK SERVICE INC.

885 N. W. Bank Bldg., Minneapolis 2, Minn. Federal 8-4767

H. L. Craddick

Anchor Laundry (launderer, dry cleaning), Hove Food Stores (fine foods), Lyon Fish

(Please turn to page 82)

In Chicago



... Meigs Field, a man-made island on the lake front, is the busiest single-runway airport in the world. Here you'll find helicopter service to major airports; private flights; and scheduled airline departures—only three minutes from the "Loop."



In Chicago

WGN

TELEVISION

*—owned and operated by
Chicagoans—is dedicated to
quality programming and
community service.*



WGN IS CHICAGO

Quality • Integrity • Responsibility

RADIO RESULTS

SHOPPING CENTERS

SPONSOR: 163rd St. Shopping Center **AGENCY:** A. I. Saltzman
Capsule case history: The 163rd Street Shopping Center of Miami wanted a promotion that would attract virtually the entire buying population of the area, and the A. I. Saltzman Agency and WQAM gave it exactly that. All WQAM's d.j.'s broadcast remote from a booth in the Center in an around-the-clock "Wake-A-Thon." There was no set length for the broadcast and the d.j.'s competed in prizes for the one who could stay on the air the longest. The listener who guessed the total number of hours the d.j.'s would broadcast from the booth won a vacation in Jamaica, and over 5,000 went to the Center's stores for entries. Schedules were purchased individually by the merchants to announce the promotion—about 20 spots per day for five days prior and two days after it began. Results: More people than the Center had ever seen came to see the d.j.'s and shopped in the stores. The "Wake-A-Thon" lasted five full days—and produced one of the Center's all-time highs in business volume.

WQAM, Miami

Announcements & Special Broadcast

HARDWARE & APPLIANCES

SPONSOR: Vaughn's, Inc.
(55 stores of all types)

AGENCY: Direct

Capsule case history: Vaughn's, Inc., dealer in hardware, washers, ranges, televisions, air-conditioners, home freezers, and refrigerators, decided to stimulate business with a saturation schedule on KXYZ, Houston. Vaughn's purchased a two-week schedule during the month of May, which was "the most effective advertising that we have ever done," said Claude Vaughn, its president. "Within this two-week period we actually received more results per dollar spent than ever before." Following the dealer's two-week concentrated effort, the company took a hiatus and purchased four newspaper ads spread over a two-week period, but did not get the results that it received on KXYZ. In fact, Vaughn's was still making sales as a result of its KXYZ advertising during the newspaper campaign. "Needless to say, this was a very happy experience," Vaughn said. "We will certainly continue to use KXYZ in all future advertising campaigns. No other advertising has ever given us these kind of solid results."

KXYZ, Houston

Announcements

REAL ESTATE

SPONSOR: Blue Ridge Shores, Inc.

AGENCY: Direct

Capsule case history: To sell lakefront lots ranging in price from \$2,000 to \$12,000 per does not require a mammoth advertising campaign. Blue Ridge Shores, Inc., of Louisa, Va., a subsidiary of American Realty Co. of Springfield, Mass., accomplishes it with an average of three one-minute spot announcements per week on WWSA, Harrisonburg, Va. The realty firm utilizes no other radio in the area. In the 12 weeks Blue Ridge has been on WWSA it already 50% sold out. The company originally estimated would take at least three years to sell the entire tract. WWSA has not only brought people to Lake Louisa from near towns, but the majority drive from Harrisonburg more than 60 miles distant. Blue Ridge queries each customer as to where he heard of Lake Louisa. Although figures are not available, only the medium receiving the greater number of replies retains the account. Blue Ridge has purchased a schedule using the same spots to run for the rest of 1960.

WWSA, Harrisonburg

Announcements

CLOTHING STORES

SPONSOR: Varsity Shops, Inc.

AGENCY: Direct

Capsule case history: Buying saturation schedules on WVEC, Hampton, Va., the Varsity Shops, Inc., has gotten consistently quick results for its special sales for several years. Archie Harrison, manager of the stores, with outlets in Hampton and Buckroe Shopping Center, attributes much of Varsity's successful sales campaign to the station. Recently, he ran two campaigns, a "Downtown Dollar Day" and a "Jungle Wonders" promotion, and in both promotions, the WVEC advertising produced new peaks in sales for the shops. "We're not interested in audience for sake of audience," Harrison said. "WVEC, with its better-type programming, is directly aimed at the listener we're interested in and the listener who gives us the best results. The station's good music policy, sports and local news programming has built a ready-made quality market for us in the Hampton area. It gives us a quality audience that has both high purchasing power and a taste for the kind of clothing we sell."

WVEC, Hampton, Va.

Announcements

THE INSIDE STORY OF ONE BACK COVER...

Win a week for two
at wonderful
WISCONSIN DELLS!
(Free couples will)

Here's your chance to spend an entire week at Wisconsin's fascinating wonderland... the Dells. Three lucky couples on WISC-TV's "You Write the Sub-Titles" contest will win a week at the Dells (one week in July or August), with all expenses paid including hotel rooms, meals, the use of a private car and round trip transportation from their city to the Dells via Northwest Orient Airlines.

Just write a caption for each of the four time-buyer expressions shown, relating to WISC-TV, Channel 3, Dells and Wisconsin, Wisconsin and North America.

You Write the Sub-Titles

CONTEST RULES!

OFFICIAL ENTRY BLANK
CONTEST MANAGER - WISC-TV, 401 W. BELTLINE MADISON WISCONSIN
Phone: 232-3333

WISC-TV
Channel 3

**THIS STORY
RAN ONLY
IN SPONSOR!**

ANSLING MOORE
V.P.
Anderson & Cairns
New York

LIUS JOSEPH, JR.
VP MEDIA DIR.
Weinman, Kleinfeld,
Shaw, Joseph
New York

ALEX E. BEDARD
SALES MGR.
Radio Time Sales
Toronto

MERRITT OWENS
PRES.
Merritt Owens Adv.
Kansas City

MARGE FLOTRON
TIME BUYER
Leo Burnett Co.
Chicago

GEORGE LARRABEE
SALES REP.
Station WTVL
Waterville

MARTIN HERBST
MEDIA DIR.
Donahue & Coe
New York

JACK STACK
ACCT. EXEC.
Fitzgerald-Sample
New York

HILTON HODGES
SALES CO-ORD.
WIBW—WIBW-TV
Topeka

TOM DAISLEY
OWNER
Tom Daisley Adv.
Columbia, S. C.

RONALD STACK
BROADCAST SUPER.
J. Walter Thompson
Chicago

ROBERT T. MEYERS
V.P.
Cohen & Aleshire
New York

HERB GOTTSCHALK
ADV. MGR.
Lucky Heart Cosmetics
Memphis

VIRGINIA B. THOMAS
DIR. PUB. REL.
Three Springs Fisheries
Lilypons, Md.

J. C. CRYSN
MANAGER
WJBL
Holland, Mich.

ARTHUR HARRIS
SALES REP.
General Electric
Delmar, N. Y.

JOHN J. McCORMACK
PRESIDENT
John J. McCormack Adv.
Huntington

ETHEL HARDY
STENOGRAPHER
WNEM-TV
Flint

DOWALD LANDY
COPY WRITER
Fred Yaffe & Co.
Detroit

BERGEN F. NEWELL
ACCT. EXEC.
R. E. McCarthy & Assoc.
Tampa

PETER A. KRUG
ACCT. EXEC.
BBDO
New York

ROBERT P. GEARY
ASST. R-TV DIRECTOR
Mathisss & Assoc.
Milwaukee

JOHN E. MAGUIRE
V.P.
Harry M. Miller
Columbus

MRS. J. H. LEAVITT
SECRETARY
WLBZ-TV
Bangor

B. ROBERT JOLLY
TIME BUYER
Wade Adv.
Chicago

C. J. O'DONNELL
TIME BUYER
Maxon
New York

RUTH JOHNSON
MEDIA DIRECTOR
Milton Carlson
Los Angeles

GORDON M. TOWNE
SALES EX.
WBSR
Pensacola

JIM MENDOZA
ASST. TIME BUYER
McCann-Marschalk
New York

EDWARD TASHJIAN
BUYER
Mogul, Williams & Saylor
New York

WALT GIBBS
D.J.
KSWI Radio
Council Bluffs

J. T. STARKEY
MEDIA
Ingalls Associates
Boston

FRANK J. SEGO
PRESIDENT
Advertising, Inc.
Homewood, Alabama

BEVERLY PREVEY
COPYWRITER
BBDO
Minneapolis

FLOYD SOUTHWELL
SHELL ADVERTISING
Monroe, La.

DAN BORG
MEDIA BUYER
Cunningham & Walsh
New York

GEORGE PETER
BUYER
Cunningham & Walsh
New York

PAUL W. LIMERICK
V.P.
Western Adv.
Chicago

GIFFORD D. THAYER
CREATIVE DIR.
Tally Embry
Miami

ALLAN V. JAY
MANAGER
Videodex, Inc.
New York

August 1, 1960

Mr. Norman R. Glenn
SPONSOR
40 East 49 Street
New York 17, New York

Dear Norm:

You will be pleased to know that our "You Write The Sub-Titles" contest advertised on the back page of SPONSOR in a single issue was a whopping success.

We had hundreds of entries. We both recognize that contest "buffs" are a minority group. I was extremely impressed with the quality of these entrants as well as the quantity and I am sure you will be too.

Enclosed is a list of entrants from which a final determination of the winners was made. There were some 50 or 60 other entrants who did not qualify for one reason or another.

The winners are:

Grace Porterfield
Benton & Bowles
New York

A. G. VanHorsom
Ted Bates & Company Inc.
New York

Ronald Stack
J. Walter Thompson
Chicago

Regards and congratulations.

Cordially,


Ralph Connor
General Manager

THE STATION WAS HAPPY....

HERE WERE SOME OF THE ENTRANTS:

D. S. TRUDE, JR.
DIR. OF MEDIA
Clinton E. Frank
Chicago

BOB KUTSCHE
TIME BUYER
Ceyer, Morey, Madden &
Ballard
New York

ROBERT STERES
TIME BUYER
D'Arcy
St. Louis

ANN JACKNOWITZ
MEDIA BUYER
Young & Rubicam
New York

FRANCES LINDH
DIR. RADIO-TV
Garfield, Hoffman &
Conner
San Francisco

J. P. HEVERLY
VP
M & Tuttle
Seattle

RINE GORANSON
OWNER
Rine Goranson Co.
Minneapolis

FLORENCE STOKES
SECRETARY
Mission of Calif.
Los Angeles

ED STERN
MEDIA DIR.
Foute, Cone & Belding
Chicago

BEN GREEN
VP
Arthur Meyerhoff
Chicago

WILLIAM C. GIBSON
CLERK
Clay Stephenson
Houston

MARTIN GENNUSA
ASST. TIME BUYER
Lennen & Newell
New York

JACK WALSH
CHIEF TIME BUYER
D. P. Brother
Detroit

LOUIS KRUH
MARKETING
SUPERVISOR
BBDO
New York

WM. P. DOLLARD
MEDIA SUPERVISOR
Young & Rubicam
New York

NICK IMBORNONE
TIME BUYER
McCann-Erickson
New York

BARBARA FREEMAN
TIME BUYER
Carson Roberts
Los Angeles

JIM WATTERSON
MEDIA BUYER
Lambert & Feasley
New York

MARY ELLEN CLARK
TIME BUYER
Morse International
New York

ROBERT S. KUNKEL
ACCT. EXEC.
Leo Burnett
Chicago

N. P. SANTRIZOS
ACCT. EXEC.
BBDO
New York

R. S. MULFORD
DIR. RADIO TV
D'Arcy
Los Angeles

BILL LAHRMANN
ACCT. EXEC.
Gardner Adv.
St. Louis

JEFFREY A. ABEL
DIR. RADIO TV
Henry J. Kaufman
Washington

J. C. CUMMING
VP
Anderson & Cairns
New York

PATRICIA McINTYRE
MEDIA DIR.
Birmingham, Castleman &
Pierce
New York

BENNETT STRANGE
DIR. OF RADIO TV
Mississippi Southern
College
Hattiesburg

JACK BUCK HOLTZ
RADIO-TV DIR.
Talley Embry
Miami

RICHARD L. HALPIN
ACCT. EXEC.
Leo Burnett
Chicago

SAM BLAKE
PUBLIC RELATION
Grey Advertising
New York

PHILIP A. STUMB
BROADCAST BUYER
McCann-Erickson
New York

BRUCE R. BLAKE
RADIO ADV. MANAG
B. F. Goodrich Co.
Akron

GERTRUDE NYMA
MEDIA BUYER
Pacific National Adv
Seattle

C. N. BARRETT
TIME BUYER
Gardner
St. Louis

IRWIN FLEISCHER
BUYER
Ted Bates
New York

JOHN J. DUNN, JR.
ACCT. EXEC.
Dancer, Fitzgerald &
Sample
New York

LOIS LINDENBERG
TV COORDINATOR
Knox Reeves
Minneapolis

SO WERE THE WINNERS



Grace Porterfield, Benton & Bowles, NYC receives airline tickets to THE DELLS from George Castleman, Vice President, Peters, Griffin, Woodward, Inc., New York City



John A. Cory, Midwest VP Peters, Griffin, Woodward, Inc., congratulates Ronald Stack, J. Walter Thompson Company, Chicago, as the winner of a week for two at THE DELLS.



Gerry Van Horson, Ted Bates & Company stops off to enjoy a few pleasant hours visit with station WISC-TV on his journey to his prize winning vacation at THE DELLS.

To get an up-to-date impression of who reads and responds to a single couponed-ad in a virile broadcast trade publication examine the names and job titles on these pages. You'll find them a blue ribbon list of important buyers of time.

A attractive ad in SPONSOR draws a happy response because SPONSOR is the shortest distance between buyer and seller. It has been for 14 years.

PHIL ARCHER
MEDIA SUPERV.
Knox Reeves
Minneapolis

PAUL J. EWING
MEDIA BUYER
Knox Reeves
Minneapolis

J. DEUTSCHMAN
ASST. V.P.
Ted Bates
New York

DAVE WEISER
GEN. MGR.
Radio Station KEYY
Provo

BRUCE W. WERT
ASST. ADV. MGR.
Goodyear Tire & Rubber
Akron

AILEEN BARRY
MEDIA SUPERV.
Grey Advertising
New York

DAVID M. GUINEE
ACCT. EXEC.
Chambers, Wiswell,
Shattuck, Clifford &
McMillan
Boston

LAWRENCE J. ZEMAN
ASST. TIME BUYER
Needham, Louis, & Brorby
Chicago

BETTY McCOWAN
MEDIA MGR.
Henderson Adv. Agency
Greenville, S. C.

JOHN B. BISSELL
MEDIA BUYER
Ted Bates
New York

BILL MURPHY
MEDIA DIR.
W. B. Doner
Baltimore

DONALD S. CARLSON
TIME BUYER
Leo Burnett
Chicago

R. J. TUREK
ADVT. MGR.
Northern Paper Mills
Green Bay

R. A. GILBERTZ
DIR. OF MEDIA
W. E. Long Adv.
Chicago

RAE ELBROCH
RADIO-TV BUYER
Schwab, Beatty & Porter
New York

D. H. EDGEMON
P. R. DIR.
Chambers & Wiswell
Boston

ELDON C. MARWEDE
TIME BUYER
Campbell-Ewald
Detroit

ROBERT L. TURNER
TIME BUYER
Cohen, Dowd & Aleshire
New York

RICHARD HOFFMAN
BUYER
D. P. Brother
Detroit

D. R. FLETT
SALES MGR.
KSLA-TV
Shreveport

JOHN MARSICH
ASST. MEDIA DIR.
Kudner Agency
New York

HARVEY MANN
MEDIA DIR.
H. W. Kastor & Sons
Chicago

ART TOPOL
MEDIA BUYER
Ogilvy, Benson & Mather
New York

JEREMY D. SPRAGUE
MEDIA SUPERVISOR
Cunningham & Walsh
New York

ISABELLE STANNARD
TIME BUYER
Daniel & Charles
New York

CATHY FARRELL
TIME BUYER
Geyer, Morey, Madden &
Ballard
New York

DONALD A. DeCOOK
TV PROD. MGR.
Luckoff & Wayburn
Detroit

CHARLES BENESCH
MGR., MEDIA DIR.
Young & Rubicam
New York

*The shortest distance
between buyer and seller!*

▶ SPONSOR

The magazine radio/tv advertisers use

40 E. 49th Street
New York

- | | | | | |
|--|--|---|--|---|
| BOB TURNER
TIME BUYER
Cohen, Dowd & Aleshire
New York | F. S. ANDERSON
ADV. MGR.
Schwob Mfg. Co.
Columbus | GERALD P. DEPPE
V.P.
Storm Adv.
St. Louis | BILL FISHER
ASST. TIME BUYER
Henri, Hurst & McDonald
Chicago | JOHN CATANES
TIME BUYER
Ted Bates
New York |
| T. J. FINWEAN
ADV. MGR.
Crosse & Blackwell
Baltimore | ALICE J. WOLF
TIME BUYER
N. W. Ayer
Philadelphia | HUBERT R. SWEET
MEDIA DIR.
Doremus
New York | LEE RANDON
RADIO-TV DIR.
Henri, Hurst & McDonald
Chicago | JACK SINNOTT
TIME BUYER
Ted Bates
New York |
| CAROL M. BIANCHINI
MEDIA RESEARCH
ASST.
Griswold-Eshleman
Cleveland | E. G. VAN HORSON
TIME BUYER
Ted Bates
New York | ELLEN CARLSON
TIME BUYER
J. Walter Thompson
Chicago | R. T. BEDWELL, JR.
HEAD
Dept. of Radio-TV,
Marquette U.
Milwaukee | TAD DISTLER
MEDIA BUYER
Benton & Bowles
New York |
| JAMES EGAN
ASST. BUYER
Cohen, Dowd & Aleshire
New York | M. DONALD FORAN
ACCT. EXEC.
Advertising Division, Inc.
Chicago | AVRILLA S. PHILLIPS
MEDIA BUYER
Liller, Neal, Battle &
Lindsey
Atlanta | WILLIAM HARMON
ASST. SUPERV. MEDIA
Leo Burnett
Chicago | D. J. KEENAN
ADV. MANAGER
Harold F. Ritchie
Clifton |
| JACK NUGENT
TIME BUYER
W. J. Fsty
New York | RALPH LaCOMBE
RADIO-TV DIR.
Ettinger Adv. Agency
Cedar Rapids | LOUIS DONKIN
ACCT. EXEC.
Dancer, Fitzgerald, Sample
New York | SUE OPYD
ASST. MEDIA DIR.
Olian & Bronner
Chicago | JOHN C. GUNTHER
COMM. MGR.
Radio Station WSO
Seaford, Del. |
| PAUL MILLER
ACCT. EX.
James H. Susong Adv.
Dallas | RICHARD OLSEN
TIME BUYER
Doherty, Clifford, Steers
& Shenfield
New York | OTIS P. HUTCHINS
TIME BUYER
McCann, Marschalk
New York | G. PORTERFIELD
BUYER
Benton & Bowles
New York | DOROTHY CROFT
TIME & SPACE BUYER
Silton Brothers, Callahan
Boston |
| L. CLAYPOOL
BROADCAST MGR
J. Walter Thompson
New York | ROBERT MAHLMAN
ASST. TIME BUYER
Ted Bates
New York | FRANK K. MAYERS
V.P.
Foote, Cone & Belding
New York | DICK HOFFMAN
BUYER
D. P. Brother
Detroit | MARY R. COFFMAN
ASST. DIR.
The Upper Radio
Parish
Nashville |
| W. B. FROUSE
TIME BUYER
BIDO
Chicago | LESTER E. JOHNSON
V.P.
Applegate Adv.
Muncie | PAT KOCIAN
V.P.
Al Herr Adv. Agency
Milwaukee | GORDON DEWART
ASST. MEDIA SUPERV.
Ted Bates
New York | JOSH WILLS
BROADCAST MGR
Tatham-Laird
New York |



"So . . . what's so good about Movie Masterpiece?"

"It's just the most potent TV movie line-up in Denver

. . . That's all."

(. . . And it's on KBTV—Channel 9 . . . ABC in Denver)

"Oh yes! Here are some samples for September through December."

APARTMENT FOR PEGGY	THEY WERE EXPENDABLE	TORTILLA FLAT
THE TEXANS	THE LAST OUTPOST	MRS. MINIVER
SPELLBOUND	STRANGE INTERLUDE	MY FRIEND FLICKA
ROMANCE OF ROSY RIDGE	RANDOM HARVEST	NORTHWEST PASSAGE
TALE OF TWO CITIES	THE MEN	REBECCA
BELLS OF ST. MARY'S	HEAVENLY BODY	CAPTAIN FROM CASTILE

"And they are on KBTV seven nights a week at 10:00 P.M."

KBTV at **9** **in DENVER**
CHANNEL

THE FAMILY STATION



Call your P G W Colonel

JOHN C. MULLINS,
 President
 JOE HEROLD
 Station Manager

How can stations better research their

Hugh Ben LaRue, *president, KTIX, Seattle*

In answering this type of question, I think we have hit upon one of the real problems we have in selling time to national advertisers. The magazines come in with a complete story of how many doctors, lawyers, and



Through audience breakdown by income, education, as well as composition

higher income people they reach, while the typical radio station goes in with a rating book, and "buys us because of our numbers." Unfortunately, many agencies do buy on this basis, although during the past two years, we have noted that more and more agencies want to know the type of programming a station has, plus in many cases, an actual music sheet as well.

I think eventually all rating services must include as a part of their reports to the agencies and the station, some type of a qualitative breakdown showing not only audience composition, but income and education levels reached. After all, why does a national advertiser pay much more per column inch to be in a *Time* magazine, *New Yorker*, or any of the quality books, rather than go into a magazine with much larger circulation, which does not reach the adult readership it desires? And, yet, these same advertisers will buy a radio station with no consideration for purchasing power! Until some solution to this qualitative breakdown is a part of the national studies, I think a station can best prove the quality of its audience by: (1) Getting the local university (if there is one), or acceptable local research firm to make a study among the actual listeners by income levels. (2) By supplying timebuyers and media executives with,

not only record sheets showing the type of programming, but an actual tape of the sound of the station.

Without massive research, common sense would indicate that a station which programs album music, as opposed to a Top 40 operation, reaches more of an adult buying audience than the station which programs from singles. At KTIX we program popular album music, and the various record distributors and retail outlets tell us that these albums now account for 80% of the dollar volume of all records sold. They further tell us that teenagers buy most of the singles and adults buy most of the albums.

We think that the very nature of the programming should be considered when a station is submitting proof of the type of audience reached.

Dan Hayslett, *manager, KIXL, Dallas Texas*

To most people today, the word "research" unfortunately connotes elaborate surveys undertaken by professional nosecounters; a jumble of elaborate figures and percentages; or at the very least, a garden-variety rating book.

But let's start at the beginning. When an advertiser places a schedule on a station, what is it he actually is buying? The common answer is cir-



By carefully compiling list of sales results instead of merely ratings

ulation, but in my mind it goes far beyond that. What the agency is shelling out hard cash for is potential sales results for his client!

When a client company or its agency makes a radio buy based on ratings, he is saying in effect, "the most people probably listen to the highest rated station, and all other things being equal, we should have the best

sales results on this station."

Well, obviously, "all other things" are *never* equal, and I think that the prime fallacy of timebuying is to equate ratings with sales results. In fact, there may be a minus correlation, because many high-rated stations must maintain a format that detracts from the sales effectiveness of the commercial.

At this point it is obvious that we don't use ratings in selling KIXL. We use sales results.

I am well aware that most stations use sales success stories as a sales promotion tool, but at KIXL, sales results, together with audience composition—which at KIXL is virtually all-adult—form the basis of our selling approach.

We carefully and painstakingly follow through on all schedules placed on the station to ascertain their effectiveness. Our quest is simple. We merely want to know how much merchandise was moved as a result of the KIXL advertising.

Then, we carefully tabulate this information and use it to inform potential sponsors on the effectiveness of our facility. And it works. If you compile sales results carefully enough thoroughly enough, it can be an important sales tool. In fact, it is the best tool of all, for sales results is what an advertiser ultimately buys.

How has it worked for us? In spite of the fact that we have never been No. 1 in the ratings, KIXL now airs the bulk of the local business in Dallas and a good percentage of regional business. And to further emphasize the point, approximately three-quarters of the local business in Dallas is placed through agencies.

Why? Because they buy on sales results and audience composition, and not their vague, ghost ratings.

George W. Thorpe, *president and general manager, WVCC, Miami*

Qualitative audience analysis should be the chief local research concern of stations' management.

markets?

In the absence of more precise measurement, WVCG, like most other stations, uses reputable national radio surveys for estimates of total audience, share of audience and sets in use.

But this is only a starting point in the development of meaningful market information. It is still the job of the individual station to add the research depth that tells the timebuyer what kind of audience he is buying as well as how much of it there is. Although WVCG from time to time uses various kinds of professional re-



Study of audience information coupled with market research surveys

search assistance (such as in a recent study of fm ownership and desire for ownership), the station's program guide *Good Music Magazine*, remains the basic depth-research tool.

Constant posting of wall-size maps of Dade and Broward Counties keeps the geographical residence pattern of *Good Music Magazine* subscribers up-to-date. This density map then becomes the base sheet for overlays which tend to corroborate and amplify the audience pattern revealed by the subscriber locations. Voluntary incoming mail is likewise checked against the subscriber locations from time to time to reveal conformity or variation. Mail offers and programs producing mail response are plotted geographically in the same way and compared to the map. Occasionally, direct on-the-air appeals elicit such information as the demand for stereocasting and listening hours on fm. These replies are plotted geographically as well as tabulated for the precise information requested.

When (as is the case with WVCG) years of posting and refining this (Please turn to page 80)

Sales Management and S.R.D.S.

AGREE!

The **TV** Buy

Delivers Quality Markets

Sales Management*

3 of Texas' Top 5
"E.B.I. per hsl'd."
Markets

1. <u>Odessa-Midland</u>	\$7128
2. <u>Wichita Falls</u>	6671
3. <u>Lubbock</u>	6611
4. <u>Amarillo</u>	6557
5. <u>El Paso</u>	6390
6. <u>Houston</u>	6383

Sales Management
Survey of Buying Power, July 10, 1960

S.R.D.S.*

3 of Texas' Top 4
"C.S.I. per hsl'd."
Markets

1. <u>Odessa-Midland</u>	\$7638
2. <u>El Paso</u>	6891
3. <u>Wichita Falls</u>	6794
4. <u>Amarillo</u>	6763
5. <u>Galveston</u>	6694
6. <u>Lubbock</u>	6640

Spot TV Rates and Data, Aug. 1960
Consumer Market Data, Jan. 1960

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

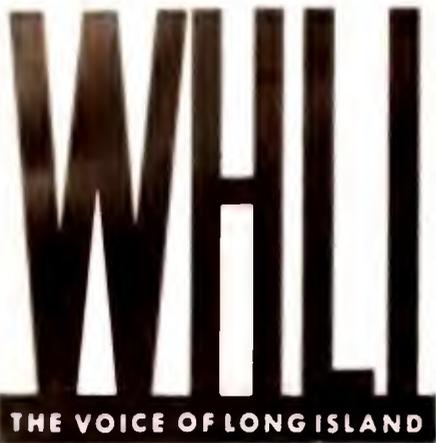
Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.



Leading Dallas agencies place **KVIL**
among top 4 stations in total market
and in top 2 for quality market!

Represented nationally by the Headley-Reed Co.

LONG ISLAND IS A MAJOR MARKET!



THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

**MORE AUTO
STORE SALES
ARE MADE ON
LONG ISLAND
THAN IN
WASHINGTON, D.C.,
WORCESTER AND
WACO ...
PUT TOGETHER!**

\$409,707,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Daytime Audience than any
other Network or Independent Station!
(Pulse)

→ 10,000 WATTS

WHLI AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
long island*

Represented by Gill-Perna

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

Vick Chemical Co., New York: About 25 markets get Sinex and Formula 44 schedules beginning in October. Day and night minutes are being set for approximately 20 weeks. Buyer: Mary Ellen Clark. Agency: Morse International, Inc., New York.

Max Factor & Co., Hollywood: Fall campaign for its cosmetic line starts in November in 25-30 markets. Placements of minutes and 20's will be scheduled up until Christmas. Other activity is on Sheer Genius, a new makeup, begins in October for a similar run. Agency: Kenyon & Eckhardt, Inc., Los Angeles.

Chunky Chocolate Corp., New York: Joint buy for Chunky and Kit Kat candies starts mid to late September, in 16-20 markets. Bulk of schedule is minutes, six to 10 per week per market, in and around kid's shows. Bob Widholm is the Chunky buyer at DCSS, New York; Mario Kircher is on Kit Kat at J. Walter Thompson Co., New York.

General Mills, Inc., Minneapolis: A three-week run gets off this month for Twinkles. Schedules of I.D.'s have been set in the top 30 markets. Buyer: Ira Weinblatt. Agency: Dancer-Fitzgerald-Sample, Inc., New York.

Procter & Gamble Co., Cincinnati: Schedules for Jif Peanut Spread begin the first week in September in a number of major and minor markets. Day minutes are being bought for the P&G contract year. Buyer: Lincoln Bumba. Agency: Leo Burnett Co., Chicago.

Minute Maid Corp., Orlando, Fla.: The fall campaign on Minute Maid frozen orange juice begins 1 September in about 10 markets. Schedules are for 12 weeks, day minutes and 20's. Buyer: Chet Slaybaugh. Agency: Ted Bates & Co., New York.

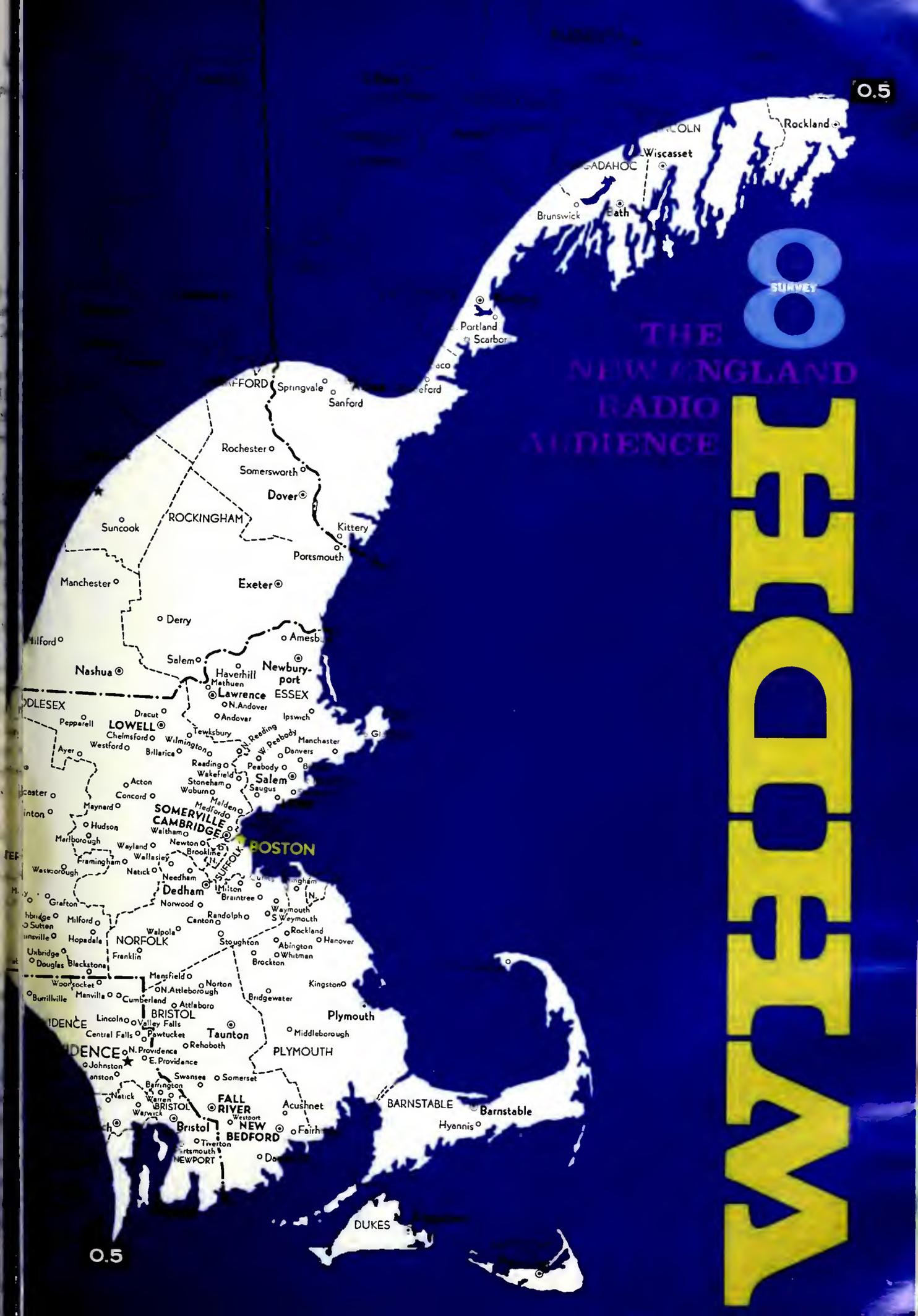
Gold Medal Candy Corp., Brooklyn, N. Y.: Bonomo schedules start mid-September for 13 weeks. Kid show minutes are being used in about 25 markets; fairly light frequencies. Buyer: Joyce Peters. Agency: Mogul Williams & Saylor, New York.

RADIO BUYS

Oldsmobile Division, General Motors Corp., Lansing: Kicks off campaign for the new Olds compact car 26 September in the top markets throughout the country. Traffic minutes will be scheduled for four weeks, with heavy frequencies. Agency: D. P. Brother & Co., Detroit.

Borden Foods Co., New York: Schedules on Borden's Instant Coffee begins 19 September in 40-50 markets. Eight week schedules of day minutes, 12-24 per week per market, are being bought. Buyer: Jeff Fine. Agency: DCSS, New York.

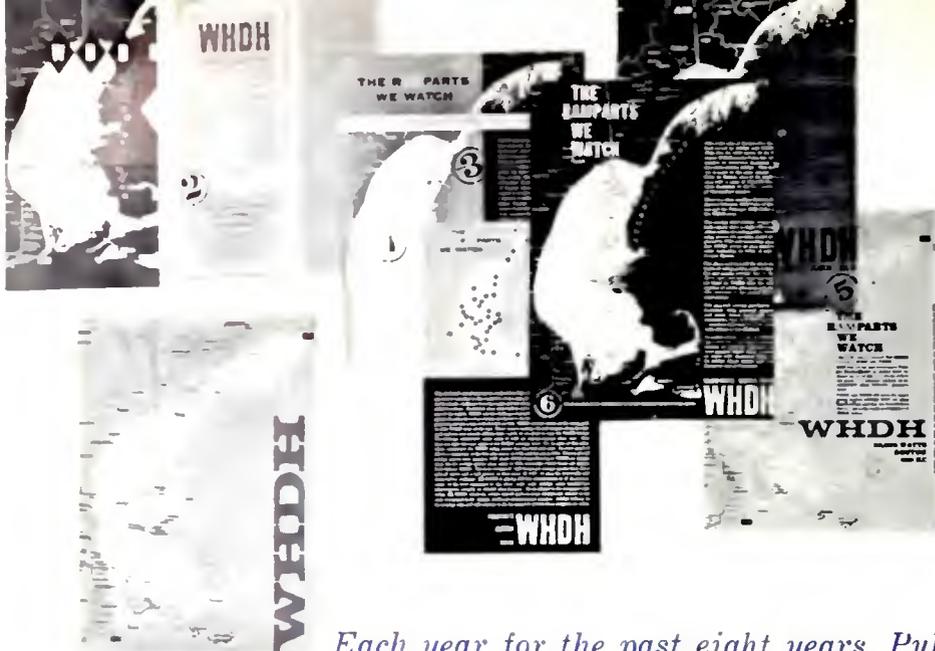
Union Carbide Consumer Products Co., New York: Buying traffic minutes jointly for Prestone Anti-Freeze and Eveready Batteries. Start dates are staggered through September and October and schedules run for four to eight weeks, depending on market. Buyer: Jack Nugent. Agency: Wm. Esty & Co., New York.



8
SURVEY

THE NEW ENGLAND RADIO AUDIENCE

WHEEL



8 SURVEY

Each year for the past eight years, Pulse, Inc. has conducted an annual radio audience survey of the 25 county New England coverage area of 50,000 Watt WHDH Boston. With the publication of this, the Eighth Area Survey of January, 1960, the number of personal interviews conducted in this series reaches a total of 61,800. The 25 county Pulse survey is made in the same manner as Pulse of Boston, now in its 14th year with a total of 696,200 interviews conducted in the five counties of Metropolitan Boston.

The Eighth Area Survey shows the continuing dominance of WHDH as New England leading radio station and in this report you will find among other information: ratings by quarter hours for all leading Boston radio stations, a graphic illustration of these station shares of audience, a complete breakdown of each station's audience composition, an analysis of the WHDH post-midnight audience, and a simplified form showing WHDH radio's cost per thousand per spot announcement.

COUNTY	% OF INTERVIEWS & POPULATION
Maine	
Cumberland	3
Knox	1/2
Lincoln	1/2
Sagadahoc	1/2
York	1 1/2
Massachusetts	
Barnstable	1
Bristol	8
Dukes	1/2
*Essex	11
*Middlesex	21
Nantucket	1/2
*Norfolk	9
*Plymouth	4
*Suffolk	15 1/2
Worcester	2
New Hampshire	
Cheshire	1/2
Hillsborough	3
Merrimack	1
Rockingham	1 1/2
Strafford	1
Rhode Island	
Bristol	1/2
Providence	1 1/2
Worcester	1
Worcester	11
Worcester	1/2

Total 100

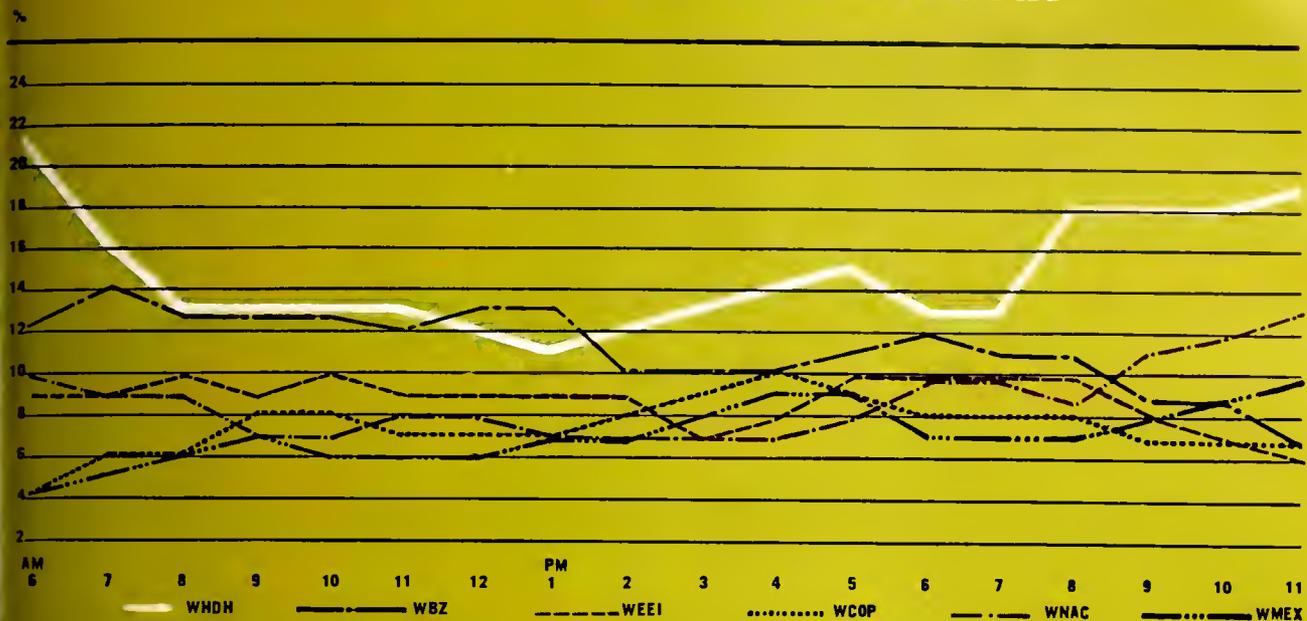
The counties listed to the left are those in the WHDH coverage area. Those which are asterisked are in the Boston City area which is part of the total area. The total 25 counties contain 1,520,300 radio homes.

This 25 county area contains 80% of the population of the four New England states of Maine, New Hampshire, Massachusetts and Rhode Island. And this 25 county area accounts for 81% of the retail sales of the four states.

The people in the area bought over seven billion dollars worth of retail goods last year.

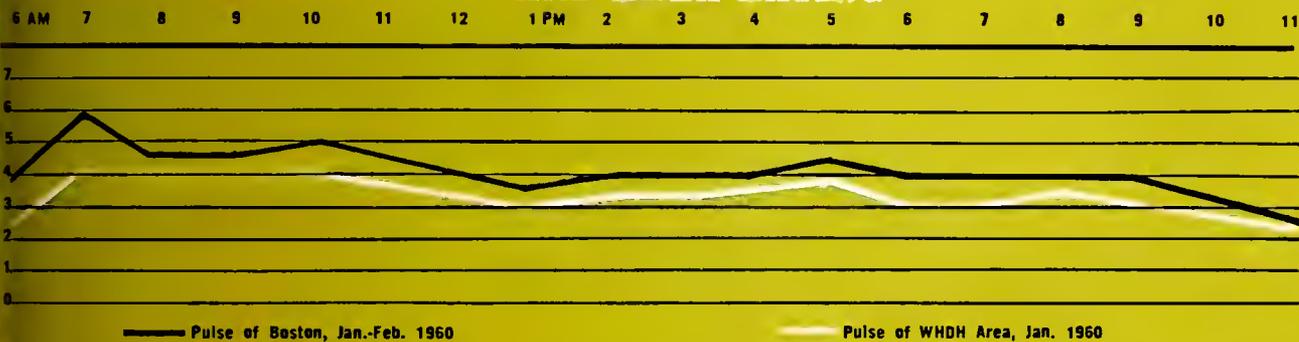
Therefore, we believe that time buyers should be aware of the facts about this seven billion dollar market.

SHARE OF AUDIENCE - MONDAY - FRIDAY



The chart above shows WHDH-Radio's dominating share of audience in the 25 county New England area. The leadership of 50,000 Watt WHDH is shown throughout nearly the entire period from 6 AM to midnight. WHDH is first in 55 quarter hours, tied for first in 11 quarter hours, and second in only 6 quarter hours daily Monday through Friday.

CITY AND AREA RATING



The graph above shows the close relationship between WHDH "City" and "Area" ratings. This chart is based on all rated time periods, Monday through Sunday, from 6:00 AM through 12:00 Midnight. The figures were taken from Pulse of Boston, January-February 1960 and Pulse of WHDH Area, January 1960.

THE WEEKLY CUMULATIVE PULSE AUDIENCE (Unduplicated)

	5 Maine Counties		5 New Hampshire Counties		5 Rhode Island Counties		5 Other Mass. Counties		5 Boston Metro. Counties		Total 25 Counties	
	%	Families	%	Families	%	Families	%	Families	%	Families	%	Families
WHDH	63.3	55,500	67.2	68,600	49.6	114,300	70.2	120,100	76.4	709,800	70.3	1,068,300
WEEI	48.3	42,400	50.0	55,100	32.6	75,000	56.7	97,000	73.8	685,900	62.6	951,400
WBZ	51.7	45,300	54.3	55,400	22.9	52,800	58.2	99,500	73.9	686,500	61.8	939,500
WNAC	23.3	20,400	30.0	30,600	13.5	31,100	27.0	46,100	56.2	521,900	42.8	650,100
WCOP	6.7	5,900	7.1	7,200	—	—	28.1	48,100	52.3	485,600	36.0	546,800
WMEX	6.7	5,900	4.3	4,400	2.8	6,500	13.6	23,200	48.3	448,400	32.1	488,400
WEZE	20.0	17,500	12.9	13,200	3.5	8,000	16.4	28,000	32.0	297,300	23.9	364,000
WORL	—	—	—	—	—	—	11.3	19,400	27.3	253,200	17.9	272,600
Percent All Radio Families	91.7	80,400	91.4	93,300	91.9	211,700	88.7	151,600	86.8	806,500	88.4	1,343,500

As further proof of WHDH's dominance in its 25 county area, the chart above shows the weekly penetration of WHDH and seven other Boston stations into the 25 county area. For simplification we have compressed the cumulative Pulse penetration figures into 5-county breakdowns.

MONDAY THROUGH FRIDAY 6:00 A.M. TO 12:00 MIDNIGHT

MORNING	6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM	7:45 AM
6:00 AM TO 12:00 NOON	WHDH 2.2	WHDH 2.5	WHDH 3.4	WHDH 3.5	WHDH 4.6	WHDH 4.9	WHDH 5.2	WHDH 5.4
	WBZ 1.2 WNAC 1.1 WEEI .7 WORL .5 WMEX .4 WCOP .3 WEZE .1	WBZ 1.2 WEEI 1.0 WEEI 1.0 WCOP .5 WMEX .5 WEZE .2	WBZ 1.8 WNAC 1.4 WCOP .6 WMEX .6 WORL .6 WEZE .2	WBZ 2.4 WEEI 1.4 WNAC 1.6 WCOP .9 WMEX .6 WORL .7 WEZE .2	WBZ 4.2 WNAC 2.7 WEEI 2.2 WORL 1.6 WCOP 1.3 WMEX 1.1 WEZE .3	WBZ 4.3 WNAC 2.8 WEEI 2.3 WORL 1.8 WCOP 1.6 WMEX 1.1 WEZE .3	WBZ 4.7 WEEI 3.2 WNAC 3.2 WCOP 2.0 WMEX 1.8 WORL 1.8 WEZE .6	WBZ 5.0 WNAC 3.4 WEEI 2.8 WCOP 2.8 WMEX 1.9 WORL 1.9 WEZE .6
AFTERNOON	12:00 N	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
12:00 NOON TO 6:00 PM	WHDH 4.0	WHDH 3.9	WBZ 3.9	WBZ 3.6	WBZ 3.6	WBZ 3.6	WBZ 3.2	WBZ 3.0
	WBZ 3.6 WEEI 3.0 WNAC 2.4 WORL 2.2 WCOP 2.3 WMEX 1.6 WEZE .9	WBZ 3.5 WEEI 2.8 WNAC 2.5 WORL 2.0 WCOP 2.0 WMEX 1.7 WEZE .7	WHDH 3.3 WEEI 2.4 WNAC 2.3 WORL 1.9 WCOP 1.9 WMEX 1.8 WEZE .7	WHDH 2.6 WEEI 2.3 WNAC 2.3 WORL 1.6 WCOP 1.7 WMEX 1.7 WEZE .8	WHDH 2.9 WEEI 2.5 WNAC 2.0 WORL 1.9 WCOP 1.8 WMEX 1.6 WEZE .7	WHDH 2.9 WEEI 2.5 WNAC 2.0 WORL 1.9 WCOP 1.8 WMEX 1.6 WEZE .7	WHDH 2.8 WEEI 2.4 WNAC 1.9 WORL 1.8 WCOP 1.6 WMEX 1.6 WEZE .6	WHDH 2.9 WEEI 2.4 WNAC 2.0 WORL 1.9 WCOP 1.7 WMEX 1.6 WEZE .6
EVENING	6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
6:00 PM TO MIDNIGHT	WHDH 3.0	WHDH 3.2	WBZ 3.1	WBZ 3.0	WHDH 2.8	WHDH 3.1	WHDH 3.2	WHDH 3.2
	WBZ 2.9 WEEI 2.4 WNAC 2.4 WCOP 2.3 WMEX 2.0 WEZE 1.0	WBZ 2.8 WEEI 2.1 WNAC 2.1 WCOP 2.0 WMEX 1.7 WEZE .9	WHDH 2.9 WEEI 2.3 WNAC 2.3 WORL 1.7 WCOP 1.5 WMEX 1.5 WEZE 1.1	WHDH 2.9 WEEI 2.6 WNAC 2.2 WORL 1.6 WCOP 1.6 WMEX 1.6 WEZE 1.6	WBZ 2.8 WEEI 2.5 WNAC 2.4 WCOP 1.8 WMEX 1.5 WEZE 1.5	WBZ 2.6 WEEI 2.5 WNAC 2.4 WCOP 1.8 WMEX 1.6 WEZE 1.6	WBZ 2.6 WEEI 2.2 WNAC 1.8 WCOP 1.5 WMEX 1.5 WEZE 1.2	WBZ 2.5 WEEI 2.4 WNAC 2.2 WCOP 1.7 WMEX 1.5 WEZE 1.2

SATURDAY 6:00 A.M. TO 12:00 MIDNIGHT

MORNING	6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM	7:45 AM
6:00 AM TO 12:00 NOON	WHDH .8	WHDH 1.0	WHDH 1.5	WHDH 1.8	WHDH 2.5	WHDH 3.0	WHDH 3.5	WHDH 3.3
	WCOP .8 WBZ .5 WEEI .5 WNAC .3 WMEX .3 WORL .3	WBZ 1.0 WCOP .8 WEEI .8 WNAC .3 WMEX .3 WORL .3	WBZ 1.0 WCOP 1.0 WEEI 1.0 WNAC .5 WMEX .5 WORL .3	WBZ 1.0 WCOP 1.0 WEEI 1.0 WNAC .5 WMEX .5 WORL .3	WBZ 2.5 WEEI 1.3 WNAC .8 WMEX .5 WORL .5	WBZ 3.0 WEEI 1.5 WNAC 1.0 WMEX .5 WORL .5	WBZ 3.5 WEEI 2.0 WNAC 1.3 WMEX .5 WORL .5	WBZ 3.0 WEEI 1.8 WNAC 1.5 WMEX .5 WORL .5
AFTERNOON	12:00 N	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
12:00 NOON TO 6:00 PM	WHDH 3.8	WHDH 3.3	WHDH 3.5	WHDH 3.5	WHDH 3.5	WHDH 3.3	WHDH 3.8	WHDH 3.8
	WBZ 2.8 WCOP 2.8 WEEI 2.5 WNAC 2.0 WMEX 2.0 WEZE 2.0	WBZ 3.0 WCOP 2.3 WEEI 2.3 WNAC 2.0 WMEX 2.0 WEZE .8	WBZ 3.5 WCOP 2.5 WEEI 2.3 WNAC 2.0 WMEX 1.8 WEZE .5	WBZ 3.5 WEEI 2.5 WCOP 2.3 WNAC 2.0 WMEX 1.5 WEZE .5	WBZ 3.5 WEEI 2.3 WCOP 2.0 WNAC 2.0 WMEX 1.5 WEZE .5	WBZ 3.0 WEEI 2.3 WCOP 1.8 WNAC 1.8 WMEX 1.8 WEZE .5	WBZ 2.5 WEEI 2.0 WCOP 1.8 WNAC 1.5 WMEX 1.5 WEZE .5	WBZ 2.8 WEEI 2.5 WCOP 1.5 WNAC 1.5 WMEX 1.5 WEZE .3
EVENING	6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
6:00 PM TO MIDNIGHT	WHDH 3.5	WHDH 3.5	WHDH 3.3	WHDH 3.0	WBZ 2.8	WHDH 2.5	WHDH 2.8	WHDH 2.5
	WBZ 3.0 WEEI 2.3 WCOP 1.8 WMEX 1.8 WNAC 1.8 WEZE 1.0	WBZ 2.8 WEEI 2.3 WCOP 1.8 WMEX 1.8 WNAC 1.5 WEZE .8	WBZ 3.3 WEEI 1.8 WCOP 1.5 WNAC 1.5 WMEX 1.5 WEZE .8	WBZ 3.0 WEEI 1.8 WCOP 1.5 WNAC 1.5 WMEX 1.5 WEZE 1.3	WHDH 2.5 WEEI 1.8 WCOP 1.5 WNAC 1.5 WMEX 1.8 WEZE 1.0	WBZ 2.5 WEEI 2.5 WCOP 1.8 WNAC 1.5 WMEX 1.8 WEZE 1.0	WBZ 2.3 WEEI 2.3 WCOP 1.5 WNAC 1.5 WMEX 1.5 WEZE .8	WBZ 2.0 WEEI 2.3 WCOP 1.8 WNAC 1.5 WMEX 1.5 WEZE 1.6

SUNDAY 7:00 A.M. TO 12:00 MIDNIGHT

MORNING	7:00 AM	7:15 AM	7:30 AM	7:45 AM				
7:00 AM TO 12:00 NOON	WHDH 3	WHDH 3	WMEX .5	WHDH 5				
	WMEX .3 WBZ .3 WCOP .3 WEEI .3 WEZE .3	WMEX .3 WBZ .3 WCOP .3 WEEI .3 WEZE .3	WHDH 3 WBZ .3 WCOP .3 WEEI .3 WEZE .3	WMEX .5 WBZ .3 WCOP .3 WEEI .3 WEZE .3				
AFTERNOON	12:00 N	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
12:00 NOON TO 6:00 PM	WBZ 3.8	WBZ 3.5	WHDH 3.0	WHDH 3.0	WHDH 3.0	WHDH 3.0	WHDH 5.3	WHDH 3.3
	WBZ 3.8 WCOP 2.8 WEEI 2.0 WNAC 1.0 WMEX 1.3 WEZE .3	WBZ 3.5 WEEI 2.3 WCOP 2.0 WNAC 1.0 WMEX 1.3 WEZE .3	WBZ 3.0 WEEI 2.0 WCOP 1.6 WNAC .8 WMEX 1.0 WEZE .5	WBZ 2.8 WEEI 1.5 WCOP 1.3 WNAC 1.3 WMEX 1.3 WEZE .3	WBZ 2.8 WEEI 1.5 WCOP 1.3 WNAC 1.3 WMEX 1.3 WEZE .3	WBZ 2.5 WEEI 1.5 WCOP 1.5 WNAC 1.0 WMEX 1.0 WEZE .3	WBZ 2.6 WEEI 1.8 WCOP 1.0 WNAC 1.0 WMEX 1.0 WEZE .5	WBZ 3.0 WEEI 1.4 WCOP 1.4 WNAC 1.4 WMEX 1.3 WEZE .5
EVENING	6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
6:00 PM TO MIDNIGHT	WHDH 4.0	WHDH 3.5	WHDH 3.3	WHDH 3.3	WHDH 2.8	WEEI 2.8	WHDH 3.0	WHDH 3.3
	WEEI 2.8 WBZ 1.5 WNAC 1.5 WCOP 1.3 WMEX 1.3 WEZE .8	WEEI 2.6 WBZ 1.5 WNAC 1.5 WCOP 1.3 WMEX 1.3 WEZE 1.0	WEEI 2.5 WBZ 1.8 WNAC 1.3 WCOP 1.3 WMEX 1.0 WEZE .8	WEEI 2.5 WBZ 1.8 WNAC 1.3 WCOP 1.3 WMEX 1.0 WEZE 1.0	WEEI 2.3 WBZ 1.8 WNAC 1.5 WCOP 1.3 WMEX 1.0 WEZE .5	WHDH 2.5 WEEI 2.5 WBZ 1.5 WNAC 1.5 WCOP 1.3 WMEX .8 WEZE .3	WHDH 3.0 WEEI 2.5 WBZ 1.5 WNAC 1.5 WCOP 1.3 WMEX .8 WEZE .3	WHDH 3.3 WEEI 2.3 WBZ 1.5 WNAC 1.5 WCOP 1.3 WMEX .8 WEZE .3

PULSE OF THE
WHDH

AREA, JANUARY, 1960

WHDH

FIRST IN 443 OUT OF 500
RATED QUARTER HOURS!

WHDH

FIRST OR SECOND
IN 498 OUT OF 500
RATED QUARTER HOURS!



	8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM	10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
	WHDH 4.8	WHDH 4.7	WHDH 4.4	WHDH 4.2	WHDH 4.5	WHDH 4.6	WHDH 4.5	WHDH 4.4	WHDH 4.3	WHDH 4.2	WHDH 4.3	WHDH 4.0	WHDH 3.9	WHDH 4.0
4	WBZ 4.6	WBZ 4.5	WRZ 4.2	WBZ 4.2	WBZ 4.3	WBZ 4.4	WRZ 4.3	WBZ 4.2	WBZ 4.3	WBZ 4.0	WBZ 4.0	WBZ 3.6	WBZ 3.7	WRZ 3.6
3	WEEI 3.5	WEEI 3.3	WEEI 3.3	WEEI 3.0	WEEI 2.9	WEEI 3.0	WEEI 3.2	WEEI 3.3	WEEI 3.3	WEEI 3.6	WEEI 2.9	WEEI 2.8	WEEI 2.8	WEEI 2.6
2	WNAC 3.0	WNAC 2.9	WNAC 2.6	WCOP 2.5	WCOP 2.6	WCOP 2.6	WCOP 2.5	WCOP 2.6	WCOP 2.5	WCOP 2.5	WCOP 2.3	WNAC 2.4	WNAC 2.4	WCOP 2.2
1	WORLD 2.8	WORLD 2.7	WCOP 2.4	WNAC 2.4	WMEX 2.2	WMEX 2.1	WNAC 2.4	WNAC 2.4	WNAC 2.4	WNAC 2.4	WNAC 2.3	WCOP 2.3	WCOP 2.2	WCOP 2.0
1	WCOP 2.2	WCOP 2.1	WMEX 2.3	WMEX 2.2	WNAC 2.2	WNAC 2.1	WMEX 2.0	WMEX 2.0	WMEX 2.0	WMEX 1.9	WORLD 2.0	WORLD 1.9	WORLD 2.0	WORLD 1.9
1	WMEX 2.0	WMEX 2.1	WORLD 2.3	WORLD 2.0	WORLD 1.9	WORLD 1.9	WORLD 1.8	WORLD 1.8	WORLD 1.7	WORLD 1.8	WMEX 1.8	WMEX 1.8	WMEX 1.9	WMEX 1.8
1	WEZE .4	WEZE .6	WEZE .6	WEZE .7	WEZE .5	WEZE .6	WEZE .7	WEZE .7	WEZE .7	WEZE .8	WEZE .8	WEZE .9	WEZE .9	WEZE .8
1 PM	2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM	4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM

	WHDH 3.1	WHDH 3.3	WHDH 3.2	WHDH 3.0	WHDH 3.0	WHDH 3.2	WHDH 3.2	WHDH 3.3	WHDH 3.5	WHDH 3.7	WHDH 3.7	WHDH 3.8	WHDH 3.8	WHDH 3.5
2	WBZ 2.5	WBZ 2.5	WBZ 2.3	WBZ 2.4	WBZ 2.5	WBZ 2.4	WBZ 2.4	WRZ 2.4	WBZ 2.7	WBZ 2.5	WBZ 2.8	WBZ 2.9	WBZ 2.8	WBZ 2.9
2	WEEI 2.2	WCOP 1.8	WCOP 2.0	WCOP 2.2	WCOP 2.1	WCOP 2.3	WMEX 2.3	WCOP 2.3	WCOP 2.4	WCOP 2.4	WEEI 2.5	WEEI 2.4	WEEI 2.6	WEEI 2.5
1	WCOP 2.0	WEEI 1.8	WEEI 1.8	WMEX 1.8	WMEX 2.0	WMEX 2.1	WCOP 2.1	WMEX 2.0	WEEI 2.1	WEEI 2.3	WCOP 2.3	WCOP 2.2	WCOP 2.4	WCOP 2.3
1	WMEX 1.8	WMEX 1.7	WMEX 1.8	WEEI 1.7	WEEI 1.6	WNAC 1.6	WEEI 1.6	WEEI 1.7	WMEX 2.1	WMEX 2.3	WMEX 2.3	WMEX 2.2	WMEX 2.2	WNAC 2.1
1	WNAC 1.8	WNAC 1.7	WNAC 1.6	WNAC 1.5	WNAC 1.6	WEEI 1.5	WNAC 1.6	WNAC 1.5	WNAC 1.7	WNAC 1.7	WNAC 2.0	WNAC 2.1	WNAC 2.0	WMEX 2.0
1	WORLD .8	WORLD .8	WORLD .8	WORLD .8	WORLD .7	WORLD .7	WEZE .6	WEZE .5	WEZE .6	WEZE .5	WEZE .5	WEZE .5	WEZE .5	WEZE .6
1	WORLD .8	WEZE .7	WEZE .6	WEZE .6	WEZE .5	WEZE .6	WORLD .6	WORLD .3						
1 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM	10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM

	WHDH 3.3	WHDH 3.4	WHDH 3.2	WHDH 3.1	WHDH 3.0	WHDH 3.1	WHDH 2.9	WHDH 2.7	WHDH 2.8	WHDH 2.5	WHDH 2.5	WHDH 2.5	WHDH 2.4	WHDH 2.1
2	WBZ 2.1	WBZ 1.7	WNAC 1.8	WNAC 1.9	WNAC 2.0	WNAC 1.8	WNAC 1.9	WNAC 1.8	WNAC 1.8	WNAC 1.6	WNAC 1.6	WNAC 1.4	WMEX 1.4	WMEX 1.2
2	WEEI 1.9	WNAC 1.7	WBZ 1.6	WBZ 1.6	WBZ 1.5	WBZ 1.4	WBZ 1.4	WNAC 1.4	WBZ 1.4	WMEX 1.3	WMEX 1.4	WMEX 1.3	WNAC 1.4	WNAC 1.2
1	WEEI 1.6	WEEI 1.6	WEEI 1.6	WMEX 1.4	WEEI 1.5	WMEX 1.4	WMEX 1.4	WBZ 1.3	WMEX 1.4	WBZ 1.2	WBZ 1.1	WBZ 1.0	WBZ .9	WBZ .8
1	WCOP 1.4	WCOP 1.5	WMEX 1.4	WEEI 1.3	WMEX 1.5	WEEI 1.2	WCOP 1.1	WEEI 1.2	WCOP 1.1	WCOP 1.2	WCOP 1.0	WCOP .9	WCOP .9	WEEI .8
1	WMEX 1.3	WMEX 1.3	WCOP 1.3	WCOP 1.2	WCOP 1.2	WCOP 1.1	WEEI 1.1	WCOP 1.0	WEEI 1.1	WEEI .9	WEEI .9	WEEI .8	WEEI .7	WCOP .7
1	WEZE .8	WEZE .7	WEZE .6	WEZE .5	WEZE .5	WEZE .6	WEZE .4	WEZE .5	WEZE .7	WEZE .6	WEZE .5	WEZE .4	WEZE .4	WEZE .2
1 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM	10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM

	8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM	10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
3	WHDH 2.8	WHDH 3.0	WHDH 3.0	WHDH 3.3	WHDH 3.0	WHDH 2.8	WHDH 3.0	WHDH 3.3	WHDH 3.3	WHDH 3.3	WHDH 3.0	WHDH 2.8	WHDH 3.0	WHDH 3.5
2	WBZ 2.3	WBZ 2.5	WBZ 2.3	WBZ 2.5	WCOP 2.3	WBZ 2.5	WCOP 2.5	WCOP 2.5	WBZ 2.3	WBZ 2.5	WEEI 2.8	WCOP 2.8	WCOP 2.5	WCOP 2.5
2	WEEI 2.3	WEEI 2.3	WEEI 2.3	WEEI 2.5	WEEI 2.3	WCOP 2.5	WBZ 2.0	WEEI 2.3	WCOP 2.3	WCOP 2.3	WBZ 2.3	WEEI 2.5	WBZ 2.3	WBZ 2.0
1	WCOP 2.0	WNAC 2.3	WNAC 2.0	WCOP 2.3	WNAC 2.3	WNAC 2.3	WEEI 2.0	WBZ 2.0	WEEI 2.0	WEEI 2.3	WCOP 2.3	WBZ 2.0	WEEI 2.3	WEEI 2.0
1	WORLD 2.0	WCOP 1.8	WCOP 1.8	WNAC 2.0	WBZ 2.0	WEEI 2.0	WNAC 2.0	WNAC 1.8	WNAC 2.0	WMEX 1.8	WNAC 1.8	WNAC 1.8	WMEX 2.0	WMEX 2.0
1	WNAC 1.8	WORLD 1.5	WORLD 1.5	WORLD 1.3	WMEX 1.0	WMEX 1.0	WMEX 1.3	WMEX 1.3	WMEX 1.8	WMEX 1.8	WNAC 1.5	WNAC 1.5	WNAC 1.5	WNAC 1.8
1	WMEX .8	WMEX .8	WMEX .8	WMEX 1.0	WORLD 1.0	WORLD 1.0	WEZE 1.0	WORLD 1.0	WORLD 1.0	WORLD 1.3	WORLD 1.0	WORLD 1.0	WEZE 1.0	WEZE .8
1	WEZE .5	WEZE .5	WEZE .5	WEZE .5	WEZE .5	WEZE .5	WORLD 1.0	WEZE .8	WEZE .8	WEZE .5	WEZE .8	WEZE .8	WORLD .8	WORLD .5
1 PM	2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM	4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM

	WHDH 4.3	WHDH 4.0	WHDH 3.8	WHDH 3.8	WHDH 4.0	WHDH 4.0	WHDH 4.0	WHDH 3.8	WHDH 3.8	WHDH 4.0	WHDH 3.8	WHDH 3.5	WHDH 3.5	WHDH 3.8
2	WBZ 2.5	WBZ 2.3	WBZ 2.5	WBZ 2.3	WBZ 2.8	WBZ 2.5	WBZ 2.5	WBZ 3.0	WBZ 2.8	WBZ 2.5	WBZ 2.8	WBZ 2.8	WBZ 2.3	WBZ 2.0
2	WEEI 2.5	WEEI 2.3	WEEI 2.5	WEEI 2.0	WEEI 2.5	WCOP 2.3	WCOP 2.3	WCOP 2.3	WCOP 1.8	WCOP 2.0	WCOP 2.0	WCOP 2.0	WCOP 2.0	WCOP 1.8
2	WNAC 2.3	WNAC 2.3	WCOP 2.0	WNAC 2.0	WNAC 2.0	WEEI 2.3	WEEI 2.0	WNAC 1.8	WMEX 1.8	WMEX 2.0	WNAC 2.0	WNAC 2.0	WNAC 2.0	WCOP 1.8
1	WCOP 1.8	WMEX 1.8	WNAC 1.8	WCOP 1.8	WCOP 1.8	WNAC 1.8	WNAC 1.8	WEEI 1.5	WNAC 1.5	WNAC 1.8	WEEI 1.8	WMEX 1.8	WCOP 1.8	WNAC 1.8
1	WMEX 1.8	WCOP 1.5	WMEX 1.5	WMEX 1.5	WMEX 1.3	WMEX 1.8	WMEX 1.5	WMEX 1.5	WEEI 1.3	WEEI 1.3	WMEX 1.5	WEEI 1.5	WMEX 1.5	WMEX 1.3
1	WEZE .8	WEZE .5	WEZE .5	WEZE .5	WEZE .3	WEZE .3	WEZE .5	WEZE .5	WEZE .8	WEZE .8	WEZE .8	WEZE .5	WEZE .8	WEZE .8
1	WORLD —	WORLD —	WORLD .3	WORLD .3	WORLD —	WORLD —	WORLD —	WORLD —	WORLD —	WORLD —	WORLD —	WORLD —	WORLD —	WORLD —
1 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM	10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM

	WHDH 3.0	WHDH 3.0	WHDH 2.5	WHDH 2.8	WHDH 2.8	WHDH 2.8	WHDH 3.0	WHDH 2.5	WHDH 2.0	WHDH 2.0	WHDH 2.0	WHDH 1.8	WHDH 1.3	WHDH 1.5
2	WBZ 2.5	WBZ 2.3	WBZ 2.3	WBZ 2.3	WBZ 2.3	WBZ 2.0	WBZ 2.3	WBZ 2.0	WBZ 2.0	WBZ 1.8	WBZ 1.8	WBZ 1.5	WBZ 1.3	WBZ 1.0
2	WCOP 1.5	WCOP 1.3	WCOP 1.8	WMEX 1.5	WCOP 1.5	WMEX 1.3	WMEX 1.5	WCOP 1.3	WMEX 1.5	WMEX 1.5	WCOP 1.3	WMEX 1.5	WMEX 1.0	WMEX 1.0
1	WMEX 1.5	WEEI 1.3	WMEX 1.8	WNAC 1.5	WMEX 1.5	WNAC 1.3	WEEI 1.3	WCOP 1.3	WCOP 1.0	WCOP 1.0	WEEI 1.3	WNAC 1.0	WEEI .8	WCOP .5
1	WEEI 1.3	WMEX 1.3	WEEI 1.3	WCOP 1.3	WNAC 1.3	WCOP 1.0	WNAC 1.3	WMEX 1.3	WEEI 1.0	WEEI 1.0	WMEX 1.3	WCOP .8	WNAC .8	WEEI .5
1	WNAC 1.0	WNAC 1.3	WNAC 1.0	WEEI 1.0	WEEI 1.0	WEEI .8	WCOP 1.0	WNAC 1.3	WNAC 1.0	WNAC 1.0	WNAC 1.3	WEEI .8	WCOP .5	WNAC .5
1	WEZE .5	WEZE .3	WEZE .3	WEZE .3	WEZE .3	WEZE .3	WEZE .5	WEZE .5	WEZE .3	WEZE .3	WEZE .3	WEZE .3	WEZE .3	WEZE .3
1 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM	10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM

	8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM	10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
1.8	WBZ 2.3	WBZ 2.5	WBZ 2.5	WBZ 3.0	WBZ 3.0	WHDH 3.3	WHDH 3.5	WHDH 3.8	WHDH 3.8	WHDH 3.5	WHDH 3.5	WBZ 3.5	WHDH 3.5	WHDH 3.8
1.9	WHDH 1.0	WHDH 1.3	WHDH 1.8	WHDH 2.0	WHDH 2.5	WBZ 3.3	WBZ 3.5	WBZ 3.5	WBZ 3.3	WBZ 3.0	WBZ 3.3	WHDH 3.3	WBZ 3.5	WBZ 3.5
1.9	WEEI 1.0	WORLD .8	WCOP 1.0	WCOP 1.0	WCOP 1.5	WCOP 1.5	WEEI 1.5	WCOP 1.8	WCOP 2.0	WCOP 2.0	WCOP 1.8	WHDH 3.3	WCOP 2.0	WCOP 2.3
1.9	WEEI .8	WORLD .8	WEEI 1.0	WEEI 1.0	WEEI 1.5	WEEI 1.5	WCOP 1.3	WEEI 1.3	WEEI 1.0	WEEI 1.3	WEEI 1.3	WEEI 1.0	WEEI 1.3	WMEX 1.0
1.9	WMEX .8	WEEI .5	WMEX .8	WMEX .8	WMEX .8	WMEX .8	WMEX 1.0	WMEX 1.0	WMEX .8	WMEX 1.0	WMEX .8	WMEX 1.0	WMEX 1.0	WEEI .8
1.9	WNAC .5	WCOP .3	WNAC .3	WNAC .3	WEZE .3	WEZE .3	WEZE .3	WEZE .3	WEZE .3	WORLD .3	WEZE .3	WEZE .3	WNAC .3	WNAC .3
1.9	WCOP .3	WEZE .3	WORLD .3	WORLD .3	WORLD .3	WORLD .3	WNAC .3	WNAC .3	WNAC .3	WEZE .3	WNAC .3	WNAC .3	WEZE .3	WEZE .3
1.9	WEZE .3	WNAC .3	WEZE .3	WEZE .3	WNAC .3	WNAC .3	WORLD .3	WORLD .3	WORLD .3	WNAC .3	WORLD .3	WORLD .3	WORLD .3	WORLD .3
1 PM	2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM	4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM

	WHDH 3.3	WHDH 3.5	WHDH 3.3	WHDH 3.5	WHDH 4.0	WHDH 4.0	WHDH 4.3	WHDH 4.0	WHDH 4.0	WHDH 3.8	WHDH 4.0	WHDH 4.3	WHDH 4.3	WHDH 3.8
2.5	WBZ 2.5	WBZ 2.5	WEEI 2.5	WEEI 2.5	WBZ 2.5	WBZ 3.0	WBZ 2.8	WBZ 2.8	WBZ 2.3	WBZ 2.0	WBZ 1.8	WBZ 2.3	WBZ 2.0	WEEI 2.3
2.4	WEEI 2.5	WEEI 2.5	WBZ 2.3	WBZ 2.0	WEEI 2.3	WEEI 2.5	WEEI 2.0	WEEI 2.3	WEEI 2.0	WEEI 2.0	WCOP 1.8	WEEI 1.8	WEEI 2.0	WBZ 1.5
2.4	WCOP 2.0	WCOP 1.8	WCOP 1.8</											

MONDAY THROUGH FRIDAY

TOTAL NUMBER OF PERSONS LISTENING IN THOUSANDS

SATURDAY

TOTAL NUMBER OF PERSONS LISTENING IN THOUSANDS

6:00 AM						3:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	2.2	1.4	1.5	1.4	5.7	Men	21.2	12.8	9.0	6.5	10.9	7.2	
Women	31.3	11.8	6.8	14.6	12.2	5.5	Women	38.2	32.8	26.1	26.6	22.1	20.2
Teens	2.6	2.4	.6	.4	.8	Teens	3.8	3.6	8.0	1.6	1.6	9.0	
Child.	.9	—	—	.4	.4	Child.	3.8	2.2	3.0	2.6	2.4	2.3	
Total	68.7	36.9	13.6	29.4	28.8	12.4	Total	67.0	51.4	46.1	37.3	37.0	38.7

7:00 AM						4:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	62.3	50.4	19.1	35.8	38.3	15.1	Men	27.9	19.4	12.2	11.3	12.4	11.7
Women	55.5	52.5	21.9	35.8	34.7	17.3	Women	43.9	33.4	26.6	27.4	22.9	23.1
Teens	3.0	4.2	3.3	.9	3.6	5.1	Teens	7.6	3.8	8.7	2.6	2.7	10.4
Child.	4.6	2.8	1.1	1.3	4.6	1.9	Child.	3.6	2.7	2.1	1.7	.7	2.0
Total	125.4	109.9	45.4	73.8	81.2	39.4	Total	83.0	59.3	49.6	43.0	38.7	47.2

8:00 AM						5:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	56.6	48.2	23.1	40.5	38.4	19.8	Men	38.8	29.1	19.2	22.8	22.7	17.4
Women	55.9	56.9	24.8	39.4	38.4	22.3	Women	45.0	36.6	26.6	33.1	26.5	23.7
Teens	5.2	4.4	4.3	2.3	2.4	6.4	Teens	5.6	3.5	9.4	4.2	1.6	9.7
Child.	5.2	3.6	2.3	3.4	2.9	1.9	Child.	3.4	2.2	1.4	1.5	2.2	2.0
Total	122.9	113.1	54.5	85.6	82.1	50.4	Total	92.8	71.4	56.6	61.6	53.0	52.8

9:00 AM						6:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	30.8	25.5	14.1	20.3	12.9	10.7	Men	36.5	31.0	21.0	29.6	25.9	17.8
Women	57.5	55.6	30.0	46.2	30.1	26.4	Women	33.3	32.4	22.5	29.2	29.6	18.1
Teens	2.0	2.6	2.7	1.4	2.1	3.7	Teens	5.0	7.6	5.5	2.6	3.3	7.9
Child.	4.7	5.9	3.4	3.3	3.1	3.0	Child.	2.3	2.3	1.8	1.5	1.8	2.5
Total	95.0	89.6	50.2	71.2	48.2	43.8	Total	77.1	73.3	50.8	62.9	60.6	46.3

10:00 AM						7:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	25.4	20.4	13.4	11.5	13.5	8.2	Men	36.3	29.1	18.6	29.9	29.3	14.1
Women	59.5	53.6	31.2	53.2	35.0	26.1	Women	35.3	28.3	21.3	28.1	30.0	15.7
Teens	4.0	5.7	2.8	2.0	1.1	4.0	Teens	5.2	8.6	4.9	1.5	3.4	7.1
Child.	4.7	7.0	3.6	4.5	3.6	3.0	Child.	1.9	2.1	1.1	.4	1.5	1.6
Total	93.6	86.7	51.0	71.2	53.2	41.3	Total	78.7	68.1	45.9	59.9	64.2	38.5

11:00 AM						8:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	23.7	19.1	12.0	6.8	12.4	8.8	Men	45.0	21.4	14.8	21.1	19.7	14.0
Women	53.6	43.3	28.1	46.0	32.8	21.1	Women	38.3	23.0	16.9	23.4	20.5	14.5
Teens	3.1	3.4	3.0	1.3	2.2	3.6	Teens	5.2	5.4	3.6	.9	1.6	5.3
Child.	5.0	5.6	2.7	2.1	2.9	2.2	Child.	1.6	1.3	1.6	1.7	1.4	1.3
Total	85.4	71.4	45.8	56.2	50.3	35.7	Total	90.1	51.1	36.9	47.1	43.2	35.1

12:00 NOON						9:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	20.8	21.4	11.6	9.1	15.7	8.2	Men	41.5	16.9	13.0	16.0	20.5	14.7
Women	49.5	45.0	25.2	41.5	34.3	20.0	Women	31.1	17.3	14.0	15.5	19.4	13.8
Teens	3.2	4.5	3.0	1.2	1.8	3.6	Teens	5.2	3.2	1.6	1.3	1.4	4.9
Child.	4.3	3.9	2.4	3.2	2.6	2.2	Child.	1.4	.7	.7	.4	.6	.4
Total	77.8	74.8	42.2	55.0	54.4	34.0	Total	79.2	38.1	29.3	33.2	41.9	33.8

1:00 PM						10:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	18.1	16.5	9.7	5.7	9.6	8.2	Men	34.5	15.4	12.2	12.9	20.8	14.3
Women	37.5	42.4	26.1	40.7	25.2	19.7	Women	28.3	13.4	11.0	12.5	18.3	13.6
Teens	2.6	4.1	3.6	.8	1.9	4.4	Teens	3.7	2.8	1.7	.8	1.6	4.3
Child.	4.0	3.6	2.4	2.7	1.9	3.0	Child.	1.2	.8	.5	—	—	—
Total	62.2	66.6	41.8	49.9	38.6	35.3	Total	67.7	32.4	25.4	26.2	40.7	32.2

2:00 PM						11:00 PM							
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX		
Men	20.3	13.0	9.5	5.7	11.2	7.7	Men	29.9	11.6	10.3	10.2	14.9	13.4
Women	37.2	35.6	23.7	35.5	26.0	19.7	Women	25.5	10.8	9.8	9.1	15.5	13.0
Teens	—	—	—	—	—	—	Teens	3.3	.9	1.2	.9	.4	2.0
Child.	4.2	—	—	—	—	—	Child.	—	.5	—	—	—	—
Total	64.5	55.4	39.3	44.5	41.3	37.3	Total	58.7	23.8	21.3	20.2	30.8	28.4

6:00 AM						3:00 PM					
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX
Men	16.8	10.8	10.8	9.4	5.0	Men	32.6	15.2	12.8	14.7	11.1
Women	14.8	10.8	9.7	9.4	5.0	Women	46.8	29.6	22.5	27.3	28.2
Teens	2.0	—	1.0	—	—	Teens	8.9	5.7	5.8	—	—
Child.	—	—	1.0	—	—	Child.	3.6	1.9	1.8	—	—
Total	33.6	21.6	22.5	18.8	10.0	Total	91.9	52.4	42.9	42.0	49.3

7:00 AM						4:00 PM						
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	
Men	40.5	34.2	11.1	19.9	15.1	7.1	Men	29.6	17.2	11.5	10.5	11.1
Women	33.5	32.4	11.1	20.9	13.1	7.1	Women	49.8	32.4	26.2	18.0	20.1
Teens	2.8	2.7	1.1	1.0	1.1	1.0	Teens	6.5	6.6	4.8	.9	—
Child.	1.9	.9	2.0	—	—	—	Child.	3.0	2.9	1.9	—	—
Total	78.7	70.2	25.3	41.8	29.3	15.2	Total	88.9	59.1	44.4	29.4	40.1

8:00 AM						5:00 PM						
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	
Men	36.9	29.2	17.3	29.3	19.4	6.8	Men	33.8	23.6	15.3	13.1	11.1
Women	34.2	26.6	17.3	29.3	18.6	6.8	Women	43.9	27.4	23.1	21.6	21.6
Teens	2.7	3.0	2.8	1.9	1.1	1.0	Teens	6.8	6.8	4.9	1.9	—
Child.	2.7	1.1	1.8	1.9	1.1	—	Child.	3.9	3.0	2.0	.8	—
Total	76.5	59.9	39.2	62.4	40.2	14.6	Total	88.4	60.8	45.3	37.4	44.4

9:00 AM						6:00 PM						
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	
Men	25.5	15.0	13.4	16.4	13.7	6.1	Men	37.6	30.6	15.0	22.0	11.1
Women	36.9	27.3	23.7	29.0	25.4	9.1	Women	36.1	32.4	18.9	23.9	11.1
Teens	3.6	1.7	4.7	1.0	2.0	3.0	Teens	6.5	7.8	3.9	4.2	—
Child.	1.8	2.8	2.0	—	1.0	—	Child.	3.0	2.7	2.1	1.9	—
Total	67.8	46.8	43.8	46.4	42.1	18.2	Total	83.2	73.5	39.9	52.0	39.9

10:00 AM						7:00 PM						
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	
Men	28.7	13.4	16.4	11.7	14.4	8.0	Men	30.0	28.8	18.1	25.2	11.1
Women	37.9	26.8	27.7	27.4	21.1	16.3	Women	30.0	25.9	19.1	20.4	11.1
Teens	5.8	5.7	6.6	2.0	2.9	5.1	Teens	5.9	4.0	3.9	1.0	—
Child.	2.9	1.0	1.8	1.0	2.0	1.0	Child.	2.8	1.8	1.0	—	—
Total	75.3	46.9	52.5	42.1	40.4	30.4	Total	68.7	60.5	42.1	46.6	39.9

11:00 AM						8:00 PM						
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	
Men	28.7	11.7	15.2	14.2	14.0	9.3	Men	34.9	26.6	16.4	19.8	11.1
Women	36.8	26.4	30.4	29.9	17.8	18.9	Women	28.9	24.5	15.5	18.9	11.1
Teens	3.8	5.0	6.8	4.0	2.1	8.5	Teens	3.8	3.8	1.9	—	—
Child.	2.8	2.0	3.0	2.9	1.0	1.9	Child.	2.1	1.7	1.1	—	—
Total	72.1	45.1	55.4	51.0	34.9	38.6	Total	69.7	56.6	34.9	38.7	39.9

12:00 NOON						9:00 PM						
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	
Men	30.3	20.4	17.5	12.2	15.2	10.7	Men	33.2	24.8	16.4	13.2	11.1
Women	37.8	38.9	26.2	35.0	26.5	23.1	Women	28.7	22.7	15.5	11.4	11.1
Teens	5.9	6.8	7.6	1.7	4.0	6.6	Teens	3.7	2.0	3.8	.9	—
Child.	2.7	3.9	3.0	2.8	2.7	2.9	Child.	.8	1.0	1.1	.9	—
Total	76.7	70.0	54.3	51.7	48.4	43.3	Total	66.4	50.5	36.8	26.4	39.9

1:00 PM						10:00 PM					
WHDH	WBZ	WCOP	WEEI	WNAC	WMEX	WHDH	WBZ	WCOP	WEEI	WNAC	WMEX
Men	29.0	19.3	11.2	17.1	12.4	9.0	Men	29.9			



7:00 AM

WBZ	WCOP	WEEI	WNAC	WMEX
3.0	—	—	—	5.0
3.0	—	—	—	4.1
—	—	—	—	1.0
—	—	—	—	—
6.0	—	—	—	10.1

8:00 AM

WBZ	WCOP	WEEI	WNAC	WMEX
24.6	1.5	12.9	3.6	7.4
18.9	3.0	9.9	4.9	6.4
—	—	1.0	—	2.1
—	—	1.0	—	—
43.5	4.5	24.8	8.5	15.9

9:00 AM

WBZ	WCOP	WEEI	WNAC	WMEX
35.1	13.8	15.8	3.0	8.1
30.1	15.8	15.8	1.5	7.1
.9	2.0	1.0	—	2.1
1.8	1.0	—	—	—
67.9	32.6	32.6	4.5	17.3

10:00 AM

WBZ	WCOP	WEEI	WNAC	WMEX
37.6	18.6	15.8	2.0	10.2
36.1	19.7	14.8	2.0	10.2
4.0	1.9	2.0	—	3.0
2.0	1.9	—	—	1.1
79.7	42.1	32.6	4.0	24.5

11:00 AM

WBZ	WCOP	WEEI	WNAC	WMEX
34.6	19.8	12.7	1.5	8.1
37.8	20.4	10.9	4.6	9.1
8.5	5.5	—	—	4.1
2.1	2.1	—	—	1.1
83.0	47.8	23.6	6.1	22.4

12:00 NOON

WBZ	WCOP	WEEI	WNAC	WMEX
29.1	15.2	22.5	11.4	12.2
35.6	16.8	21.6	10.5	11.1
8.5	5.4	3.0	2.0	4.0
3.0	1.6	—	.9	1.1
76.2	39.0	47.1	24.8	28.4

1:00 PM

WBZ	WCOP	WEEI	WNAC	WMEX
21.3	16.7	12.9	10.9	8.7
25.1	21.6	19.9	11.9	16.4
4.7	4.9	2.1	2.0	5.7
3.8	1.8	3.1	1.0	1.9
54.9	45.0	38.0	25.8	32.7

2:00 PM

WBZ	WCOP	WEEI	WNAC	WMEX
19.0	20.2	24.1	14.0	11.9
29.3	21.1	28.8	13.2	12.8
5.7	3.8	1.8	1.0	4.0
1.9	2.0	2.9	—	2.0
55.9	47.1	57.6	28.2	30.7

COST PER THOUSAND METHOD

any method of finding cost per thousand for men and women, simply number in each hour, find the closest corresponding number in the Page 8 (cost per thousand) under Homes. Find your "cost per spot" and you have cost per thousand. For example, Monday through Friday AM, WHDH has 62,300 men in its audience. In column two on page find the closest figure to this under radio homes (62,332). Cost per column shows that the cost per thousand men at 7:00 AM is:

\$36	\$39	\$42	\$60	\$70
.58	.63	.67	.96	\$1.12

3:00 PM

WHOH	WBZ	WCOP	WEEI	WNAC	WMEX
41.6	16.3	17.8	25.5	13.4	12.8
39.9	30.0	18.9	29.3	14.6	13.9
8.4	5.7	4.9	1.9	2.2	5.0
3.9	1.9	2.1	1.9	1.0	.9
93.8	53.9	43.7	58.6	31.2	32.6

4:00 PM

WHOH	WBZ	WCOP	WEEI	WNAC	WMEX
42.6	22.4	16.2	22.3	14.0	13.2
42.6	27.4	14.4	24.3	13.2	16.2
5.5	5.7	3.0	1.0	1.0	4.9
4.9	1.9	1.8	1.9	—	2.7
95.6	57.4	35.4	49.5	28.2	37.0

5:00 PM

WHOH	WBZ	WCOP	WEEI	WNAC	WMEX
48.0	19.4	16.0	23.7	15.8	10.6
43.0	21.1	13.9	21.6	16.8	15.5
6.9	3.8	3.9	4.9	1.0	4.9
3.7	2.0	.9	.9	1.0	1.1
101.6	46.3	34.7	51.1	34.6	32.1

6:00 PM

WHDH	WBZ	WCOP	WEEI	WNAC	WMEX
42.6	18.9	16.2	34.1	15.8	10.6
37.8	17.8	14.3	29.1	15.8	12.6
5.9	2.1	3.0	2.9	—	4.9
2.7	1.0	1.1	2.1	2.0	1.9
89.0	39.8	34.6	68.2	33.6	30.0

7:00 PM

WHOH	WBZ	WCOP	WEEI	WNAC	WMEX
35.3	19.9	15.8	31.2	9.9	4.6
28.7	17.8	13.8	29.3	8.8	2.3
5.7	1.0	3.0	1.9	—	—
1.8	1.0	1.0	1.1	—	—
71.5	39.7	33.6	63.5	18.7	6.9

8:00 PM

WHOH	WBZ	WCOP	WEEI	WNAC	WMEX
46.5	14.8	11.4	25.8	10.5	3.0
38.3	13.8	10.5	20.7	9.6	—
4.9	2.0	1.8	—	2.0	—
2.2	—	—	—	.9	—
91.9	30.6	23.7	46.5	23.0	3.0

9:00 PM

WHDH	WBZ	WCOP	WEEI	WNAC	WMEX
39.9	4.6	16.2	16.3	4.1	8.8
34.5	2.3	15.1	13.6	4.1	7.8
5.8	—	2.1	5.4	—	2.9
1.9	—	1.1	—	—	—
82.1	6.9	34.5	35.3	8.2	19.5

10:00 PM

WHOH	WBZ	WCOP	WEEI	WNAC	WMEX
25.2	—	23.7	9.1	3.0	14.8
24.3	—	21.0	8.1	2.0	16.9
3.8	—	4.0	—	—	3.9
1.0	—	.9	1.0	—	.9
54.3	—	49.6	18.2	5.0	36.5

11:00 PM

WHDH	WBZ	WCOP	WEEI	WNAC	WMEX
19.5	1.5	19.1	11.1	6.5	5.6
19.5	4.6	18.1	8.9	5.4	7.5
1.9	—	2.8	—	—	1.8
—	—	—	—	—	—
40.9	6.1	40.0	20.0	11.9	14.9

POST-MIDNIGHT RATINGS BY STATIONS AND QUARTER HOURS

	'60 Ratings	'60 Homes	'59 Ratings	'60 Ratings	'60 Homes	'59 Ratings
12:00 MIO.						
WHOH	1.9	28,886	2.1	WHOH	1.7	25,845
WBZ	.9	13,683	.9	WEEI	.8	12,162
WMEX	.9	13,683	.7	WBZ	.5	7,602
WNAC	.9	13,683	.6	WCOP	.3	4,561
WEEI	.8	12,162	.8	WEZE	.1	1,520
WCOP	.5	7,602	.5	Misc.	1.5	22,805
WEZE	.2	3,041	.4			
Misc.	2.3	34,967	2.8			

12:15 AM

WHOH	1.9	28,886	1.9
WMEX	.9	13,683	.6
WEEI	.8	12,162	.9
WNAC	.7	10,642	.5
WBZ	.6	9,122	.9
WCOP	.4	6,081	.5
WEZE	.2	3,041	.4
Misc.	2.1	31,926	2.4

12:30 AM

WHOH	1.9	28,886	1.8
WMEX	.8	12,162	.4
WEEI	.7	10,642	.8
WNAC	.7	10,642	.6
WBZ	.6	9,122	.9
WCOP	.4	6,081	.6
WEZE	.2	3,041	.3
Misc.	2.0	30,406	2.3

12:45 AM

WHOH	1.7	25,845	1.8
WMEX	.8	12,162	.4
WEEI	.7	10,642	.8
WNAC	.7	10,642	.6
WBZ	.5	7,602	.9
WCOP	.5	7,602	.5
WEZE	.2	3,041	.1
Misc.	2.0	30,406	2.1

1:00 AM

WHOH	1.7	25,845	1.7
WBZ	.8	12,162	1.0
WEEI	.6	9,122	.8
WCOP	.4	6,081	.5
WEZE	.2	3,041	.1
Misc.	2.0	30,406	1.8

1:15 AM

WHDH	1.7	25,845	1.8
WBZ	.7	10,642	.8
WEEI	.7	10,642	.7
WCOP	.5	7,602	.5
WEZE	.2	3,041	.2
Misc.	1.6	24,325	1.6

1:30 AM

WHOH	1.6	24,325	1.6
WEEI	.7	10,642	.8
WBZ	.6	10,642	.8
WCOP	.5	7,602	.5
WEZE	.1	1,520	.2
Misc.	1.6	24,325	1.4

1:45 AM

WHOH	1.7	25,845	1.5
WEEI	.8	12,162	.7
WBZ	.5	7,602	.6
WCOP	.3	4,561	.6
WEZE	.1	1,520	.1
Misc.	1.5	22,805	1.3

2:00 AM

WHOH	1.6	24,325	1.5
WEEI	.8	12,162	.8
WBZ	.5	7,602	.4
WCOP	.4	6,081	.4
WEZE	.1	1,520	.1
Misc.	1.2	18,244	.9

2:15 AM

WHOH	1.4	21,284	1.5
WEEI	.9	13,683	.9
WBZ	.3	4,561	.3
WCOP	.3	4,561	.5
WEZE	.2	3,041	.1
Misc.	1.2	18,244	.7

2:30 AM

WHDH	1.4	21,284	1.0
WEEI	.9	13,683	.7
WCOP	.4	6,081	.6
WBZ	.3	4,561	.3
WEZE	.2	3,041	.1
Misc.	.9	13,683	.7

2:45 AM

WHOH	1.5	22,805	1.3
WEEI	.8	12,162	.6
WBZ	.5	7,602	.4
WCOP	.4	6,081	.3
WEZE	.2	3,041	.1
Misc.	.7	10,642	.5

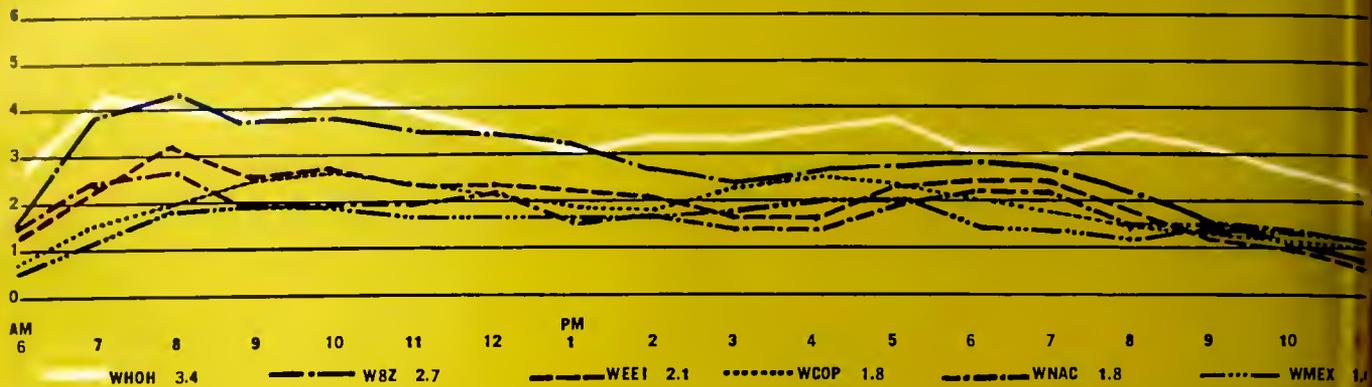
3:00-4:00 AM

WHOH	1.3	19,764	1.0
WEEI	.5	7,602	.3
WBZ	.5	7,602	.5
WCOP	.2	3,041	.2
WEZE	.1	1,520	.2
Misc.	.3	4,561	.4

4:00-5:00 AM

WHOH	1.1	16,723	.9
WBZ	.7	10,642	.5
WEEI	.4	6,081	.2
WCOP	.1	1,520	.1
WEZE	.1	1,520	.1

COMPARATIVE AVERAGE HOURLY RATINGS MONDAY THROUGH SUNDAY



This graph reflects the overall leadership and dominance of 50,000 Watt WHDH in its 25 county coverage area. For more than a decade WHDH has conducted all facets of its broadcasting business in an effort to reach the largest, most responsible audience possible.

The results of this, the Eighth Annual Pulse Survey of the WHDH area, speak for themselves. WHDH Radio is the dominating force in New England broadcasting.

RATING POINTS - PROJECTED TO RADIO HOMES BASED ON 1,520,300 IN WHDH AREA

COST PER THOUSAND PER SPOT ANNOUNCEMENTS AS INDICATED

RATING POINTS	RADIO HOMES	\$15	\$36	\$39	\$42	\$60	\$70	RATING POINTS	RADIO HOMES	\$15	\$36	\$39	\$42	\$60	\$70
1.0	15,203	.99	2.37	2.57	2.76	3.95	4.60	4.3	65,373	.23	.55	.60	.64	.92	1.1
1.1	16,723	.90	2.15	2.33	2.51	3.59	4.19	4.4	66,893	.22	.54	.58	.63	.90	1.1
1.2	18,244	.82	1.97	2.14	2.30	3.29	3.84	4.5	68,414	.22	.53	.57	.61	.88	1.1
1.3	19,763	.76	1.82	1.97	2.13	3.04	3.54	4.6	69,934	.21	.51	.56	.60	.86	1.1
1.4	21,284	.70	1.69	1.83	1.97	2.82	3.29	4.7	71,454	.21	.50	.55	.59	.84	1.1
1.5	22,805	.66	1.58	1.71	1.84	2.63	3.07	4.8	72,974	.21	.49	.53	.58	.82	1.1
1.6	24,325	.62	1.48	1.60	1.73	2.47	2.88	4.9	74,495	.20	.48	.52	.56	.81	1.1
1.7	25,845	.58	1.39	1.51	1.63	2.32	2.71	5.0	76,015	.20	.47	.51	.55	.79	1.1
1.8	27,365	.55	1.32	1.43	1.53	2.19	2.56	5.1	77,535	.19	.46	.50	.54	.77	1.1
1.9	28,886	.52	1.25	1.35	1.45	2.08	2.42	5.2	79,056	.19	.46	.49	.53	.76	1.1
2.0	30,406	.49	1.18	1.28	1.38	1.97	2.30	5.3	80,576	.19	.45	.48	.52	.74	1.1
2.1	31,926	.47	1.13	1.22	1.32	1.88	2.19	5.4	82,096	.18	.44	.48	.51	.73	1.1
2.2	33,447	.45	1.08	1.17	1.26	1.79	2.09	5.5	83,617	.18	.43	.47	.50	.72	1.1
2.3	34,967	.43	1.03	1.12	1.20	1.72	2.00	5.6	85,137	.18	.42	.46	.49	.70	1.1
2.4	36,487	.41	.99	1.07	1.15	1.64	1.92	5.7	86,657	.17	.42	.45	.48	.69	1.1
2.5	38,008	.39	.95	1.03	1.11	1.58	1.84	5.8	88,177	.17	.41	.44	.48	.68	1.1
2.6	39,528	.38	.91	.99	1.06	1.52	1.77	5.9	89,698	.17	.40	.43	.47	.67	1.1
2.7	41,048	.37	.88	.95	1.02	1.46	1.71	6.0	91,218	.16	.39	.43	.46	.66	1.1
2.8	42,568	.35	.85	.92	.99	1.41	1.64	6.1	92,738	.16	.39	.42	.45	.65	1.1
2.9	44,089	.34	.82	.88	.95	1.36	1.59	6.2	94,259	.16	.38	.41	.45	.64	1.1
3.0	45,609	.33	.79	.86	.92	1.32	1.53	6.3	95,779	.16	.38	.41	.44	.63	1.1
3.1	47,129	.32	.76	.83	.89	1.27	1.49	6.4	97,299	.15	.37	.40	.43	.62	1.1
3.2	48,650	.31	.74	.80	.86	1.23	1.44	6.5	98,820	.15	.36	.39	.43	.61	1.1
3.3	50,170	.30	.72	.78	.84	1.20	1.40	6.6	100,340	.15	.36	.39	.42	.60	1.1
3.4	51,690	.29	.70	.75	.81	1.16	1.35	6.7	101,860	.15	.35	.38	.41	.59	1.1
3.5	53,211	.28	.68	.73	.79	1.13	1.32	6.8	103,380	.15	.35	.38	.41	.58	1.1
3.6	54,731	.27	.66	.71	.77	1.10	1.28	6.9	104,901	.14	.34	.37	.40	.57	1.1
3.7	56,251	.27	.64	.69	.75	1.07	1.24	7.0	106,421	.14	.34	.37	.39	.56	1.1
3.8	57,771	.26	.62	.68	.73	1.04	1.21	7.1	107,941	.14	.33	.36	.39	.55	1.1
3.9	59,292	.25	.61	.66	.71	1.01	1.18	7.2	109,462	.14	.33	.36	.38	.54	1.1
4.0	60,812	.25	.59	.64	.69	.99	1.15	7.3	110,982	.14	.32	.35	.38	.53	1.1
4.1	62,332	.24	.58	.63	.67	.96	1.12	7.4	112,502	.13	.32	.35	.37	.53	1.1
4.2	63,853	.23	.56	.61	.66	.94	1.10	7.5	114,023	.13	.32	.34	.37	.53	1.1

WHDH
 50,000 WATTS • BOSTON • 850 KC

WHDH AM AND TV
 AFFILIATED WITH TELEVISION
 STATION WHDH-TV CHANNEL 5
 SUBSIDIARY OF
 THE BOSTON TRAVELER CORPORATION

REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

WASHINGTON WEEK

22 AUGUST 1960

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PUBLICATIONS INC.

Speedy Senate handling of the catchall radio/tv regulatory bill is an almost unequalled example of efficiency in expediting non-emergency legislation: Nick Zapple, counsel for the Senate Commerce Communications subcommittee, is largely responsible.

During the convention Congressional recess, Zapple took on the job of contacting key people in the industry as well as the FCC legal staff. Even before Congress returned he had all the dope on what the industry objected to and why, and he had the FCC answers.

By the time the actual hearings took place, things were pretty much cut and dried and testimony was really only for the record. The industry didn't like the idea of fines, but was willing to accept them in return for **clearly written limitations on them and in return for the killing of the idea of suspension of station licenses.**

As matters now stand, fines can only be assessed for "willful and repeated" violations, which rules out FCC action in cases where the station is innocent of lawbreaking intent.

It has taken years for the Harris Committee to get this far with respect to concrete legislation.

In other matters, the Senate Commerce Committee has done even less, and more slowly.

However, the Senate group wanted action during a very short session of Congress, and Zapple exhibited how action can be achieved if there is a will.

The ball now goes back to Rep. Oren Harris, and the House Commerce Committee of which he is chairman. Harris and his confreres **must decide whether they will settle on much less rigorous regulatory changes approved by the Senate group.**

If Harris & Co. insists on more the entire bill will go over until the next Congress, at which time it would have to travel the entire legislative road from the beginning. **Chances are Harris will accept what he can get.** He doesn't want another Congress to die without concrete legislative results flowing from his headline probes.

Harris had another problem: that concerned what to do with the Senate-passed measure suspending the political equal time section 315 of the communications act for this year only. The suspension would affect only candidates for president and vice president.

There has been much opposition from certain House members to any sort of leeway on political time for broadcasters. However, on the other hand there is even more pressure to pass the bill and see what happens in this one political campaign.

It appeared as this week began that Harris would choose to duck the issue, with the help of the House leadership. The bill would be virtually certain to win by a two-thirds vote. So the thought is to bring it up under the suspension of the rules procedure **which bypasses Committees but which requires that two-thirds margin.** This would take Harris off a hot spot.

The measure could be brought up and passed in this manner this week.

Meanwhile, the FCC is already moving to see how stations and networks handle their new freedom under a bill which hasn't yet passed. Questionnaires have gone to all about campaign editorializing, donation and sale of time, etc. Under terms of the measure, the FCC would be required to probe and to report for **possible further Congressional action next year.**

FILM-SCOPE

22 AUGUST 1960
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There'll be another bumper crop of off-network shows at the end of this season which can be counted on as candidates for syndication.

Some 29 film shows are ending their network runs, including continuing syndications such as Millionaire and Alcoa-Goodyear.

Here are shows definite for syndication or mentioned as possibilities:

- ABC Films: John Gunther's High Road
- CBS Films: Hotel de Paree; Mr. Lucky.
- CNP: Lawless Years; Philip Marlowe.
- ITC: Gale Storm.
- MCA: M Squad; Markham.
- Official: Invisible Man.
- Screen Gems: Tightrope; Man From Blackhawk.
- Ziv-UA: Dennis O'Keefe; Troubleshooters; Men in Space; Man & Challenge.

The western craze isn't over, it's just growing up.

Note that CNP's latest series, the Lawless West: the Men and the Legends will tell stories of the west using historical facts and documentary style.

A side-effect of the series might be the unintentional debunking of tv's fanciful ideas about the west.

Two old shows in CNP's portfolio still give the two extreme approaches to the western Frontier, the realism, and Hopalong Cassidy, for myths.

Come fall the one-week local rating will be a thing of the past.

Half-hour programs won't be much affected, since "A" and "B" grade episodes of most series always have had to be distributed throughout the month anyway.

Feature films, however, must relinquish one of their favorite tactics: the one-week campaign of blockbusters backed by a whole month's promotion expenditure.

Note that many stations have already adopted month-long promotions for feature films.

It's agency interest in the whole month performance which has been the chief factor in the demise of one-week promotions and ratings.

Utilities have shown a marked preference for a dramatic show in the case of ITC's anthology, Best of the Post.

Here are five utilities advertisers which purchased the series:

- Pacific Gas and Electric (BBDO) in San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka, and Fresno.
- Niagara Mohawk Power in its N. Y. state area, also via BBDO.
- California-Oregon Power Co. regionally in Oregon.
- Idaho Power Co. in Boise, and Iowa Power in Cedar Rapids-Waterloo.

Furthermore, other consumer services advertisers which moved into the show include Blue Cross (Comstock) in Buffalo; Charleston National Bank on WCHS-TV, and Liberty National Bank alternating with Atlantic Mutual Fire Insurance Co. in Savannah.

(For other buys, see FILM WRAP-UP, p. 73.)

WPIX, New York, is the middle of an \$112,000 flurry of local and unusual sports business made possible largely through video tape.

These sales in more or less detail were:

- **Borden's** food and farm products and its Drake cakes (all Y&R) purchased five Little League baseball games, three of them taped. Total price: \$22,000.

- A series of ten soccer games, four of them taped, were sold for \$90,000 as follows: **Schaefer beer** (BBDO) took major sponsorship for \$50,000, **Chevron gasoline** (also BBDO) sponsored a \$25,000 share, and various **Philip Morris** brands (B&B) made up the rest in participations.

A total of seven of the 15 sports events were taped for presentation in better time or to avoid conflicts with regular major league baseball.

The success on tv of old theatrical slapsticks such as **Three Stooges** has inspired producers to bring out newly-created comedies of this type.

Jules Power Productions intends to make 208 six to ten minute episodes of **Bloopy** and the **Colonel**, the first slapstick comedy made specially for tv.

Unlike its east coast sister o&o **WCBS-TV, KNXT** in Los Angeles seems to be staying away from **CBS Films** as a program supplier. (See **FILM-SCOPE, 15 Aug.**)

The west coast station just bought six syndicated shows: **Ziv's Case of the Dangerous Robin** and **Lock Up**, **NTA's Third Man** and **Assignment Underwater**, **CNP's Jim Backus Show**, and **MCA's Shotgun Slade**.

Ziv reports that it's signed 1080 program contracts so far this year compared to 887 at this point in 1959.

The seven shows in the tally and the number of markets covered by each are **Sea Hunt** (203), **Lock Up** (180), **The Vikings** (130), **Home Run Derby** (159), **Tombstone Territory** (156), **This Man Dawson** (142), and **Case of the Dangerous Robin** (97).

CNP has entered the circle of feature film distributors with two **Bop Hope** features withheld from the **Paramount-MCA** package.

Distribution started with the grand slam of feature films selling: a deal with all five **CBS o&o's**.

UPA is riding the **Mr. Magoo** wave on the commercials as well as the program side.

Latest is **GE's** order of ten **Mr. Magoo** spots, including minutes, 20's and ID's for its light bulbs. In programing, **UPA's Magoo** is being kept busy in a new national spot film series for **Kellogg's cereals**.

SAG and **AFTRA** won't merge now but have agreed to start cooperating closely in negotiations and administration of contracts covering tv commercials and taped programs.

David Cole's merger plan was turned down on a national ballot, but alternative proposals were approved by **SAG** members and the **AFTRA board** is in favor of them.

These proposals include joint negotiation in collective bargaining, some interchange of membership cards, and cross-credit of benefits.

SPONSOR HEARS

22 AUGUST 1960

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Whenever the market is a little soft there's one agency—it's in the middle brackets and predominantly package goods—that can be expected to shop against its network bids.

The agency can claim at least three v.p.'s who are past masters at it, one of them whose skill at this statagem dates back to his Chicago days.

The AP apparently thought it had a good gag in the fact that Wrangler showed up in the Nielsen top 10 without being on the air.

What had happened: Ford decided to postpone the Wrangler replacement for a week, using its regular Ernie Ford show instead, and NBC TV didn't inform Nielsen of the change.

The ADA's official approval of P&G's Crest carries a double-edged sword.

While the dentifrice is free to exploit the imprimatur, it's subject to tight copy restrictions: the claim must be scrupulously phrased according to the way the ADA would want it.

A sample of what the zooming of small compacts has done to kindred industries: the ratio of premium gas sales to regular dropped 2% last year.

The slump on the westcoast which is traditionally the highest user of premium gas: from 60.4% to 55.6% of total sales. An Ethyl Corp. survey is the source.

One of the giant soaps' agencies didn't know that it had been off the air for eight weeks in a test market until the campaign came to a close.

The timebuying department had issued a renewal which was subject to schedule improvement. Where the fowl-up came:

The station found it couldn't better the schedule and hence assumed that the whole thing was out, while the agency assumed that the station would carry on anyway.

Believe it or not, the agency, even though it hadn't been billed for the spots not aired, insisted that the station give it some make-goods gratis.

The selling trade is looking forward to the heated contest of maneuver and advantage that's bound to accrue from the buying operations of two veterans involved in the presidential campaign: Ruth Jones, of JWT, and Reggie Scheubel, of GB&B.

Miss Jones has been sprung loose by JWT to work with the coterie of agency people handling things for the Republicans. Miss Scheubel will have as her aid Diane Robinson, assigned from GB&B's San Francisco office.

The president of a network and the v.p. in charge of programs are having some bitter tiff over supplier policies.

Core of the resentment expressed by the programmer: being trapped into wheeling-and-dealing after the initial terms are set.

By Any Yardstick

THE BIG ONE

Takes the *Measure*

ARB

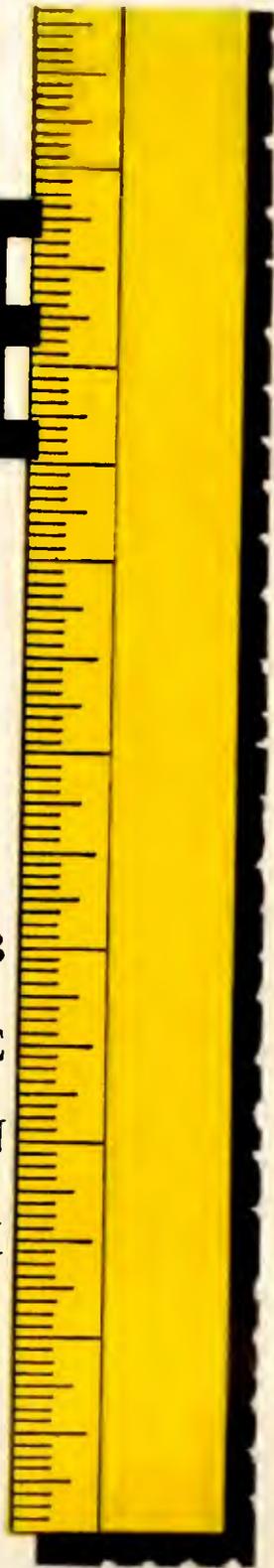
PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.



NEWS & IDEA WRAP-UP

'KEYS TO HAPPINESS' contest, sponsored by WINS, N.Y. finds Miss Park West Village and steeplejack holding winning key. Prize: year's lease in Park West Village apartment



MERCHANDISING AWARD from Vick Chem. Co. to KTTV (L.A.) is presented to Sta.'s mdsg. mgr. Chuck Martin (l) by Orrin Christy, Jr., media dir., Vick agcy., Morse Int'l



Looks like Detroit will give a lot of budget play to fm for its 196 lines, starting in early October.

First to make a move in that direction is Cadillac (MacManus, John Adams). It's already bought the WQXR Network (17 stations) and dickering with another fm group.

The initial schedule is for 15 spots a week during 3-21 October.

There's a far, far bigger deal than this coming from a super deluxe division of another of the big Detroit three.

Incidentally, MacManus is putting a lot of money into Cadillac's fm commercials—using 47 musicians and 15 vocalists—and Mark Lawrence of that agency's New York office would like to know what stations bought a multiplex and equipped for stereo.

WLOL-FM, Minneapolis, has eased the economic welfare of

BASEBALL PARTY at N.Y.'s Top-of-the-Sixes was sponsored by WKMh, Detroit. Enroute to Yankee Stadium are guests (l-r) Bob Jones, Peter Ginny Conway, Mc-E; Sandy Gasman, Lawrence Gumbinner; Stu Eckhart, DCS&S; Mal Ochs, Grey; Frank Finn and Jeff Fine of DCS&S; Bob Croat and Jay Morris of FC&B; Claire May, Norman Craig & Kummel; Phil Stumbo and Joe Kilian of Mc-E; Jim Curran, Bates; John Curran, Mc-



the Minneapolis Symphony via a lot of promotion.

Reports of the symphony's growing deficit prompted the fm'er to help raise money and stimulate the interest and support of its listeners for this institution in which the station has great interest.

Sunday, 31 July, was the day chosen to air *Salute to the Symphony*, a one-hour noon-to-midnight program featuring a preview of the music, commentary and interviews for the coming year.

For sponsorship, 11 of the largest local firms were signed at premium rates, with the entire amount turned over to the symphony.

The results of the promotion:

- Several thousand dollars
- Many new season subscribers
- A general public interest.

Heritage Music, an fm program package, can now be heard in major markets.

Taped programs of classics, light

classics, jazz and folk music are interspersed with local news, public announcements and commercials. Programming is supervised by Alfred Wallenstein and all commentary is prepared by a staff of music experts.

ADVERTISERS

U. S. Borax is making its debut as a tv network user.

The buy is on CBS TV and three quarter-hours a week via McCann-Erickson.

Borax had been a consistent user of spot tv via its *Death Valley Days* films.

Hollywood Candy (Grubb, Champaign, Ill.) will be using spot tv this fall.

At the same time it is scouting around for another network connection as a replacement for Dick Clark.

General Mills is getting ready to

buy some scattered radio markets for fall starts in behalf of its hot cereals.

The business will be placed via Knox Reeves.

Campaigns:

• **The Wagner Baking Company (Hoyt)** is embarking on a campaign which marks the first major effort of a pie bakery to sell through the medium of a children's tv show. It's in behalf of its snack-sized Billy Wagner Pies in New York, Chicago and Cleveland.

• **Armstrong Cork Company (BBDO)** has scheduled its largest daytime tv advertising program for the fall selling season to push its Vinyl Accolon. It includes *The Verdict Is Yours*, *Brighter Day* and *House Party* to be carried over 135 CBS stations. All three shows will include at least one message every week plus Armstrong will sponsor a 15-minute segment on each program every other week.

TRIP TO FREEDOMLAND by timebuyers, courtesy Westinghouse Bdcstg. Co., brought together (l-r) Jean Simpson, Grey; Bob Lidman, Compton; Elaine Akst, Rockmore; Alice Heine, Heineman, Kleinfeld, Shaw, & Joseph



OUTSTANDING PUBLIC SERVICE by WJZ-TV, N.Y., for its chest x-ray survey in New York, merits Dept. of Health-N.Y. T.B. & Lung Assn. award. Accepting award from Mayor Hubert Delany (r): sta.'s Geo. Goodman



BASIC TRAINING in history of broadcast, as traced by WWJ at Detroit Historical Museum, is imparted by Solan Weeks (l), curator of Industrial Displays, to sta.'s gen. mgr. Don DeGroot, tour guide Beverly Smith. Exhibit was highlight of WWJ's 40th anniversary celebration

• **Mavar Shrimp & Oyster Company** (EWR&R) is pushing its product Victor Sea Sweet Shrimp through an intensive summer campaign on the 32-station Yankee Radio Network. The 10-week promotion, centered in New England, is utilizing daytime news editions which claim to reach over 96% of the area's population.

• **The Vermont Travel Council** (Weston Associates) is creating a visual symbol to help sell Vermont as a resort area. Individual resort operators and associations have handed to-

gether to expand the state's vacation travel industry. Radio and tv will be used in the promotion.

• **The Registered Shirt Laundry Association** (Palmer, Codella & Associates) is readying a local radio and tv spot campaign to advertise the start of a new retail concept. The concept: promotion of the sale of shirts in laundries designed to increase the lagging profits in the laundry business.

Strictly personnel: **George J. Abrams**, resigned as president of the

Hudnut-DuBarry Division of Warner Lambert . . . **Walter P. Kuenstle** promoted to executive v.p., **Hudnut DuBarry** . . . **Millie T. Trager** joined **Hazel Bishop** as advertising promotion manager—she comes from **Grey Advertising** . . . **Lawrence Benedict**, appointed product manager, **Lever Brothers**—he was with **Calvert Distillers** . . . **Bruce Kensey**, named market research manager, **Durkee Famous Foods** . . . **George C. Connor**, named senior v.p., for marketing, **Sylvania** . . . **John A. Mortimer**, appointed marketing manager, bread division, **National Biscuit Co.**

47th TV MARKET IN THE NATION

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

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

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

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



WOC-TV
THE QUINT CITIES
DAVENPORT } IOWA
BETTENDORF }
ROCK ISLAND } ILL.
MOLINE }
VAN MOLINE }

WOC-TV channel 6

MEMBERS: ERIE, IN, WOODWARD, INC.
LOCAL NATIONAL REPRESENTATIVES

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

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

AGENCIES

The Advertising Council has issued a booklet which seeks to put the Madison Avenue image in its true perspective.

The contents portray ad men as public spirited citizens, giving of their time and efforts to help further public service campaigns.

The Council is attempting to change the public's conception of MA from its supposed symbol of self-manipulation.

Agency appointments: Chesbrough-Pond's to **Norman, Craig Kummel** for its Angel Skin Hand Lotion and Hand Cream—from Compton . . . Warner Brothers Co., with a budget of \$1 million, to **Doyle Darr Bernbach**—from **LaRoche** . . . Pepsi-Cola Bottling Companies, Winston-Salem, Atlantic City, Jamaica, N. Y., Hickory, N. C., and Wilmington to **BBDO** . . . Cities Service, billing \$4 million, to **Lennen & Neill** from Ellington . . . Coty Co. appointed **Daniel & Charles** for several new products . . . Wilson Sporting Goods, to **Campbell-Mithun** from **Roche, Rickard & Cleary** . . . Flotill Products, Stockton, California named **Cohen & Aleshire** for **Tilley** low-calorie foods . . . **H. Anderson Bakery**, Lancaster, Adams & Keyes . . . **J. L. Prescott Dazzle Fluff** fabric softener, to **Hick & Greist** . . . Great Atlantic Laboratories, to **Ingalls Associates** for **Beau Jr.**, hair trainer . . . Capital Finance Corporation, Columbus, **McCann-Marschalk**.

(Please turn to page 73)

THE

Taft

STATIONS

A new symbol emerges

Over the years, man has created symbols to represent certain fixed, measured and constant characteristics. These symbols are easily recognized and universally accepted as standards of quality, performance and accuracy.

Now a new symbol emerges, the Taft symbol, new in form but representing more than 20 years of quality broadcasting in radio and television. This new symbol is a hallmark of integrity for advertisers, a guarantee of performance, and an adherence to the highest industry standards.

It also reflects unusual confidence in all thirteen Taft Stations by more than 8 million people in Cincinnati, Columbus, Lexington, Knoxville and Birmingham. This is another reason why your advertising dollars earn more on Taft Stations.



radio and television stations

WKRC-TV
Cincinnati, O.

WKRC

Radio and FM

WTVN-TV
Columbus, O.

WTVN

Radio and FM

WBIR-TV
Knoxville, Tenn.

WBIR

Radio and FM

WBRC-TV
Birmingham, Ala.

WBRC

Radio and FM

WKYT-TV*
Lexington, Ky.

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp.

NASHVILLE'S

WSIX-TV NOW OFFERS

"Live as Life"

VIDEOTAPE*

In order to offer you even greater service and reliability, WSIX-TV has recently taken another "giant step" in our unending race with progress. Videotape* now makes it possible for WSIX-TV to offer tailor-made-for-YOU commercials that are "Live as Life" but with the human error element completely removed! Of course, this "giant step" is just another indication of WSIX-TV'S "think modern" policy which already offers you the largest studios in Nashville equipped with Nashville's most advanced studio lighting, three-wall track-installed cyclorama, two new film chains, modern switching equipment, rear screen projection facilities, and Universal ZOOMAR lens for WSIX-TV elevation pedestal cameras.

It adds up — production wise, WSIX-TV is the leader, too!



***VIDEOTAPE...**

the fastest way to sell the Central South WSIX-TV your best buy on cost per 1,000. Superior VTR quality with latest model 1000 equipment with complete facilities for both recording or playback of your prepared commercials.



PETERS CRIFF, WOODWARD, INC.
Exclusively Nashville, Tennessee

WSIX-TV 8 ... LAND OF THE CENTRAL SOUTH

WRAP-UP

Continued from page 70)

ew agency: Frederick Rice has opened an agency bearing his name located in Oakland, California.

agency affiliation: Edward H. Weiss & Company, Chicago, and **Illmayer, Fox & Reshkin**, Kansas City have announced an affiliation agreement.

men on the move: John Elliott, named senior v.p. and member of the executive committee, Ogilvy & Mather—he was with BBDO . . . **Walter M. Swertfager**, appointed senior v.p., Geyer, Morey, Madden & Ballard—he comes from L&N . . . **Robert Leonhard** and **Robert Noel**, made v.p.s at Burnett . . . **Martin Boehring**, named v.p. and creative director, McCann-Erickson, Chicago . . . **Forrest Owen**, to executive v.p. and director, Wade, Chicago, and **Paul McCluer**, to v.p. and general manager, Wade, Los Angeles . . . **Gar M. Griswold**, made v.p., William Esty—he was with P&G . . . **Lloyd Burlingham**, to radio/tv director, Western Advertising . . . **Robert Liddel**, appointed associate media director, Compton . . . **William Miller**, to associate director, E de Mexico—he comes from Ford . . . **Earl R. Minser**, named copy chief, Allen & Reynolds, Chicago—he comes from Western . . . **Hamilton Howard**, to creative director, Wright, Campbell & Suitt—formerly with Allen & Reynolds . . . **Thomas C. Hatcher**, named chairman and chief executive, Jim Nash Associates—he was previously president of Brown & Hatcher . . . The Alberto-Culver team in Compton, Chicago, is headed by **Steve Burns**; he was formerly on the G account in the New York office . . . **Arthur F. Cook, Jr.**, to assistant account executive, DCS&S.

FILM

The ratings of established syndicated programs often have little fear from new live local programs.

Film syndication's durability was demonstrated again this week in New York on Saturday at 10:30 p.m. There were live, local *Schaefer Circle* (musical variety) on WABC-TV pre-

miered against both Ziv-UA's *Sea Hunt* on WCBS-TV and NBC TV's *Interpol*.

The new show's 8.6 Arbitron topped the 7.4 of its network opponent, but fell far short of *Sea Hunt's* 24.5.

Sales: ITC's *Best of the Post* to Royal Bedding in Pittsburgh; Miles (Wade) on KRCA-TV, Los Angeles; Crosley Broadcasting's Cincinnati, Columbus, and Atlanta outlets, and all six Triangle stations . . . Official Films' *Greatest Headlines of the Century* to KGLO-TV, Mason City; WMTV, Madison; KHQA-TV, Quincy; KEYC-TV, Mankato, and WLWD, Dayton . . . *Walter Winchell File* to Giant Eagle on WIIC, Pittsburgh . . . Two Bob Hope features via CNP to the five CBS o&o's . . . CBS Films' *Brothers Brannagan*, now in 90 markets, WCBS-TV, New York; WFAA-TV, Dallas; KWTW, Oklahoma City; WTVH, Peoria; WBAY-TV, Green Bay; WGR-TV, Buffalo; WCNY, Watertown, and KYTV, Springfield, Mo. . . Ziv-UA signed 18% more contracts to date than last year . . . CNP's *Flight* to KMSP-TV, Minneapolis; WKBN-TV, Youngstown; KGLO-TV, Mason City; WAIM-TV, Anderson; WRAL-TV, Raleigh; KSL-TV, Salt Lake City; WHYN-TV, Springfield; WTTV, Indianapolis; WPBN-TV, Traverse City; KMOS-TV, Sedalia; WDAM-TV, Hattiesburg; WRDW-TV, Augusta, and WXYZ-TV, Detroit.

Cheesecake: McKenzie's Pastry Shoppes in New Orleans reports successful cheesecake sales promotion on WWL-TV using Ziv-UA's *Lock Up*.

Commercials: Michael Nebbie to Elliot, Unger & Elliot as a photography director.

NETWORKS

NBC TV daytime sales promotion pointed out last week that evening film shows that go daytime rate relatively higher among younger families.

In other words, the groupings are reversed.

For instance, the indexed ratings by age of housewife for *December Bride* at night and day compare this way:

a symbol
of integrity
in Lexington,
Ky.



television . . . in Lexington, means WKYT, an island CBS station with the only effective CBS coverage in Central Kentucky.

Realistic rates enable advertisers to effectively cover this expanding market, to sell most economically through the proven television medium.

Aggressive local advertisers prefer—and get more for their advertising dollars on WKYT.



WKYT
Channel 27
CBS in Lexington, Kentucky

Sales Representative:
The Young Television Corp.



INTRODUCING THE NEW
DRYDEN-EAST
HOTEL

39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

Ray Ellingsen

P

HOTOGRAPHY

can give
your
photographic needs
the kind of
attention
you like
... backed by
experience
and artistry!

Simply call
DEloware 7-7249
or write to
12 E. Grand Ave.
Chicago

PERIOD	16-34*	35-49	50 & OVER
Night	87	91	118
Day	167	111	82
And for <i>The Loretta Young Show</i> :			
Night	93	117	90
Day	130	127	86
* Total index: 100.			

AFTRA is fighting the exclusion clause in the House Minimum Wage bill which exempts broadcasters from the \$1.15 minimum and overtime clauses in cities under 100,000.

The Senate bill (still in committee, but the House bill was passed) provides for exclusion of broadcasters in cities under 50,000 and here the minimum is \$1.25. However, the Senate's exclusion refers to overtime and not wages.

Network tv sales and renewals: Liggett & Myers (DFS) and Remington Rand (Y&R) has renewed for CBS TV's *Gunsmove* . . . *Lunch With Soupy Sales*, ABC TV, has been picked up again by General Foods (Y&R).

NBC programing notes: *Rivak*, *The Barbarian*—a prologue to the full-hour color series *The Barbarians*, will be a colorcast special presentation, 20 September . . . *Bell Telephone Hour* (Ayer) will open the season 30 September and then continue on alternate Fridays in the 9-10 p.m. EDT time slot.

Financial report: Consolidated CBS net income for January-June 1960 was \$12,669,169 compared with \$13,318,871 for last year same period. Current earnings are equivalent to \$1.51 per share; 1959's were \$1.59. Net sales increased 8% with 1960 total reaching \$231,821,970; 1959 sales \$215,089,500.

Network personnel notes: George H. Fuchs, elected v.p., labor relations, NBC . . . Fred Horton, appointed general sales executive, NBC . . . Loomis C. Irish, promoted to manager sales service—nighttime, ABC TV . . . Robert F. Fountain, to account executive, ABC Radio . . . William D. Greene, named assistant general attorney, CBS Radio . . . Bud Runkeyser, NBC manager, business and trade publicity, and Diana Wilkinson, of the N. Y. office of

Australian Broadcasting Commission will be married in October . . . **Arch Robb**, named director, special programs, NBC TV, New York . . . **Eugene H. Alnwick**, Mutual Radio Network's sales director has resigned from his position.

PUBLIC SERVICE

The NAB and the U.S. Committee for the United Nations, at a special planning luncheon, urged the support of radio and tv to emphasize the importance of the UN to world peace during United Nations Day on 24 October.

The NAB will request all broadcasters, both members and non-members of the association, to assist the Committee in its job of distributing U.N. Day promotional material throughout the nation.

Ideas at work:

- **To further science:** WBKB Chicago, in cooperation with the city's Board of Education, will award a \$1,000 fellowship to a high school student excelling in scientific achievement. "WBKB Expedition Science Award" will be presented in the spring of 1961 in conjunction with the station's new fall series *Expedition Science*. Program plans are to document major scientific work being done in the Chicago area as well as spotlight outstanding public school science students.

- **Blood donors:** WSOY, Decatur, Ill., sponsored the July visit of the Red Cross "Bloodmobile." The station broadcast nearly six hours of programing direct from the blood-collection center. Two records were set during this drive: the most blood collected by the unit in July since its inception 12 years ago and the most walk-in donors ever recorded.

- **Wake up and read:** To help further its listeners' use of the Kellogg Public Library, WBAY, Green Bay, Wis., ran a saturation campaign of public service announcements promoting the use of the library. Each spot contained a capsule review of a different book, ending with the statement, "Book So-and-So, by Author So-and-So, is available for loan from the Kellogg Public Library." The results: an increase in library traffic; greater familiarity with names of books and authors; an image change

GET
ACTION
IN COLUMBUS

on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!

THE NEW
WCOL
THE
1230 AM
92.3 FM

CAPITAL STATION
COLUMBUS 15, OHIO
24-hours-a-day-broadcasting

Represented by:
Robert E. Eastman & Co., Inc.

IN GREENVILLE—
S. C.'s 1st MARKET
WFBC
LEADS

• **IN BUSINESS VOLUME**

Local & National

Ask us or
AVERY-KNODEL

for the facts about our leadership

WFBC

5,000 WATTS — 19 HOURS DAILY
GREENVILLE, S. C.

Offered with WORD, Spartanburg,
S. C., as the PIEDMONT GROUP
AFFILIATED WITH WFBC-TV

as to the atmosphere and services of the library.

Public service programming:

• **Timely problem explored:** WXLW, Indianapolis, aired a series *Marx Against Man—An Exploration of Communism and Christianity*. The programs began on Washington's Birthday and were scheduled in the 9:25 a.m. to 9:30 slot so that they might be incorporated in the school's social studies curriculum. The program ran for 13 weeks on a Monday through Friday basis and printed copies of the series were mailed, at no charge, to listeners who requested them. In order to cover the total listening audience, the series was re-scheduled for an early evening time at a later date.

• **What do you think?:** WCKR, Miami, is airing the opinions of local citizens on its *Minitorials*. Mr. and Mrs. Average Citizen are given a chance to express their ideas on important news developments of the day. On-the-air presentation usually features two opposing views and are heard 12 times a day, seven days a week. Subjects thus far have ranged from Castro to Powers to "B-girls" in local clubs.

• **Learn at home:** WOOD-TV, Grand Rapids, has announced a new series of educational programs—*Ten O'Clock Scholar*. The series, running on a Monday through Friday basis, will be prepared by Michigan's colleges and universities with the aid of the station's production people.

• **How's your health:** WOR, New York, has inaugurated a *Community Health Service* series, five days a week, on which health topics appropriate to each season of the year will be discussed. On the air telephone interviews with leading specialists in various fields of medicine is part of the program's format.

This 'n' data: WCBS, New York, originated eight programs from Freedomland, U.S.A., last week which gave the park access to the station's listeners . . . The New York Philharmonic cross-country and Canadian tour being aided by CBS which has broadcast the orchestra weekly for the past 30 years . . . WITI, Milwaukee, will originate local programs from the Wisconsin State Fair for the second consecutive year . . . WWLP, Springfield, Mass., presented

a symbol
of integrity
in Birmingham



television . . . in Birmingham means WBRC-TV.

Improved service and an additional 66,666 more potential viewers were added to WBRC-TV's already vast audience within the past year when its tower height was increased an additional 244 feet above sea level.

ARB, March, 1960 from 9 AM to midnight, Sunday through Saturday, shows WBRC-TV reaches an average of 14,700 more TV homes per quarter-hour than any other station in the market.

To effectively and economically reach "the Pittsburgh of the South," reach the rich Birmingham market with WBRC-TV.



WBRC-TV
Channel 6

CBS. In Birmingham, Alabama

Sales Representative:
The Katz Agency, Inc.



WJBK RADIO IS DETROIT



WJBK
DOMINATES
THE MARKET
ON WHEELS!

SATURATE with
low-cost
package plans
CALL KATZ
—today!

the **STORER** station
worked for 33 years of
radio broadcasting

Citations of Meritorious Service to eight citizens of the area, engaged in all endeavors, on a special tv show . . . **WDRC**, Hartford, newsman, Bud Steele, accompanied the State Police as they made a spot check of automobile equipment in the area—the station's mike listened in as motorists were questioned and actual summonses were recorded for use on newscasts . . . **Jack Powers** appointed the head of the newly created Public Affairs Department, **WXYZ**, Detroit.

RADIO STATIONS

Worldwide and its key, **WRUL**, will rebroadcast the summer Olympics to a network of over 100 stations in Latin-America.

Programs will be in Spanish and contain reports and interviews from sports writers on the scene for Latin-American publications.

Ideas at work:

• **Shoo: KELP**, El Paso, is offering its listeners peace of mind during their vacations through its new anti-burglar setup. The station suggests that vacationers advise the police of their departure and to stop paper and milk deliveries, but it contends that the idea of leaving lights burning is passé. The **KELPlan**: leave the radio in the house turned to 920. As a further incentive, the station will pay \$9.20 each week to the listener who wanders the furthest from his home grounds.

• **Winner in need of a sponge: WGLI**, Babylon, N. Y., to climax a 13-week promotion, gave away 250,000 Triple S Blue Stamps. The ceremonies were held at one of the area's shopping centers and the awards were broadcast on *Open House*. Consolation prizes of 5,000 stamps were presented.

Station staffers: Robert A. Monroe, named general manager and **John S. Murphy**, named assistant to the president, World Broadcasting System . . . **Verne Paule**, appointed v.p. and director, **WJPS**, Evansville, Ind. . . . **Thomas A. Sandenaw**, made manager, **KOPR**, Butte . . . **Norman Boggs**, to general manager, **KGIL**, Los Angeles—from **KHJ**, Los Angeles . . . **James E. Gleason**, appointed station manager, **WJAR**, Providence . . . **Dick Morrison**, to

general manager, **KICN**, Denver—he was with Commercial Recording Corporation . . . **Carl Stuart**, to general manager, **WESA**, Charleroi, Pa., formerly with **WAMO**, Pittsburgh . . . **William McDowell**, to sales manager, **KHJ**, Los Angeles . . . **Va Gearhart**, to sales manager, **WESA**, Charleroi . . . **Jim Ross**, named sales manager, **KOOO**, Omaha . . . **Jerry Jewler**, to publicity staff, **WWDC**, Washington, D. C. . . . **Irving Steinbock**, appointed assistant sales manager, **KEX**, Portland . . . **James J. Wychor**, joined sales staff, **KSTP**, Minneapolis-St. Paul . . . **Jim Hutchinson**, to account executive, **WESA**, Charleroi . . . **John Williams** named local sales manager, **KPAN** and **KPFM**, Portland, Ore. . . . **Robert E. Harris**, named advertising and sales promotion manager, **KCBS**, San Francisco . . . **Dick Taylor**, to local sales manager, **KFIV**, Modesto, Cal. . . . **Perry M. Beaumont**, to sales staff, **KYW**, Cleveland . . . **Theodore E. Sliwa**, re-joined **WERE**, Cleveland, as account executive . . . **Thomas Schmitz**, named account executive, **WIL**, St. Louis . . . **Thomas J. Josephson**, appointed account executive, **WTOL-FM**, Toledo . . . **Ferrill T. Robinson**, named account executive, **WNCN**, New York . . . **Rudy Perea** and **Dick Amundson**, to sales department, **KELP**, El Paso . . . **Warren Johnson**, to account executive, **KAYO**, Seattle.

REPRESENTATIVES

Robert Eastman is on an all-out campaign to sell spot rates through a policy of "Talkin' Up."

All East/men include spot rates in their daily agency contacts and all correspondence emanating from the company's seven offices carries a "Fact of the Week."

The rep's invited its stations participate in this image build campaign and to put the "Fact" on the air. The campaign's an expansion of Eastman's policy of encouraging growth of the medium from within.

Clarke Browne Company, southern radio/tv rep, will switch national affiliation from **H-R Weed**.

CBC will maintain its status as independent regional rep but will

to handle Weed's stations. Browne asserts that "only through handling of stations both regionally and nationally can adequate offices and sales efforts be profitably maintained to service agencies and clients."

Avery-Knodel is now distributing to all national advertisers and their agencies a study dubbed *The Piedmont Group — An Effective Sales Producer In The Dual Market of Greenville & Spartanburg.* The study highlights the sales value and importance of the group's stations WFBC and WORD in these markets.

The report also analyzes competitive radio, merchandising, programming, coverage and advertising costs.

Key appointments — stations: WJXX, Salt Lake City, KSVN, Ogden, and WTMT, Louisville, to **Forrester & Co.** for national representation.

Key appointments—personnel: **Robert H. Perez** named manager, San Francisco office, CBS TV Spot Sales . . . **William R. Reitmann**, general manager, Los Angeles office, Hilling Company . . . **Herb Hahn**, promoted to assistant sales manager, Arjoe & Co. . . **Charles M. Pickering**, named account executive, WJAR, Chicago—he was with WBZ-TV, Boston . . . **Jack Shaver**, to Chicago sales staff, H-R . . . **Charles Warner**, to sales staff, Avery-Knodel.

TV STATIONS

B reported that regional and national advertisers spent an estimated gross of \$167,981,000 for spot during the initial 1960 quarter.

Margin over the like quarter of 1959: 12%.

The 1960 tally was based on 339 stations reporting, and the 1959 gross, 327 stations.

Debuting in the list of top 100 spot advertisers: B.C. Remedy, Hudson Park, Martinson's Coffee, Minnesota Mining and Mobiloil.

As at work:

Pictures of yesteryear: To promote its new feature program *Tales of the Vikings*, **WROC-TV**, Rochester, conducted a "Viking Coloring Contest." Kiddies were asked to submit a drawing of a Viking or Viking ship and received a Viking Coloring book for their entry. First prize winners were given bicycles.

• **Traveling beauty:** Six love-lies from Connecticut and Massachusetts are making personal appearances throughout the area to promote the finals of the Miss Channel 30 Contest sponsored by **WHNB-TV**, New Britain.

This 'n' data: **WVEC-TV**, Hampton, Va., sponsored an hour-long "spectacular" as part of its fall audience promotional campaign . . . **WXYZ-TV**, Detroit, scheduled an on-the-air audition of *The Play of the Week* for the city's agencies and sponsor as well as the public . . . The **American Civil Liberties Union** has proposed a gradual change-over of the nation's tv system to an all uhf, 70 channel system—would permit a greater diversity in programming, they claim . . . **KXTV**, Sacramento, hosted San Francisco ad people at a luncheon and cocktail party on a recent excursion to see the station's new facilities . . . **TvB** reports that the American public spent 93% more for tv than newspapers during 1959—of the \$2.9 billion expended on tv sets, \$1 billion was for new receivers and the remainder for repairs and electricity . . . **KFMB-TV**, San Diego, premiered a new live week-day hour-long morning show, *Sunup* . . . *Pick Temple's Giant Ranch* will move from **WTTG** to **WMAL-TV**, Washington, D. C., on 19 September, announced **Fred S. Houwink**, **WMAL-TV's** general manager . . . **KHOU-TV**, Houston, playing back four of the Oiler's exhibition games.

On the personnel front: **John B. Soell**, appointed general manager, **KTVE**, El Dorado-Monroe, from **WISN-AM-TV**, Milwaukee . . . **David J. Shurtleff**, named station manager, **WJAR-TV**, Providence . . . **W. Thomas Hamilton**, appointed general manager, **WNDU** radio and tv, South Bend . . . **Frank Gervan**, named local sales manager, **WGR-TV**, Buffalo . . . **Leonard A. Swanson**, appointed general sales manager, **WWTW**, Cadillac-Traverse City, Mich.—he comes from **KBTW**, Denver . . . **Edwin Bohm**, promoted to local sales manager, **WWTW**, Cadillac-

a symbol
of Integrity
in Cincinnati



radio . . . in Cincinnati is **WKRC** . . . with basic CBS programming that's practically a "must" buy for aggressive local and national spot advertisers. The firmly entrenched **Stan Matlock Morning Magazine of the Air** . . . complete local and national sports coverage . . . top-notch News including feeds from Washington correspondents. And **Baseball**—in this great baseball city—is the fillip for this smart programming that guarantees maximum audiences. It's all there—on **WKRC-Radio**—programming that sells to an adult audience through the city's prestige station.



WKRC 550 kc.

First in Cincinnati, Ohio

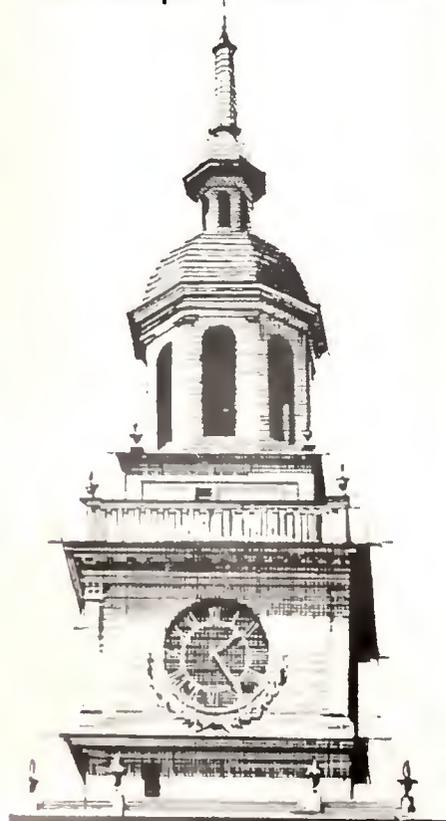
Sales Representative:
The Katz Agency, Inc.

PHILADELPHIA



WIBG

The finest families in Philadelphia listen to WIBG. First in quantity, quality and on-the-air audiences, according to the latest Pulse and Hooper. • CALL KATZ



the
STORER
station backed
by 33 years
of responsible
broadcasting



lac, Mich. . . . **Gene Lewis**, to sales manager and **Bill Bailey** to assistant manager, KVII-TV, Amarillo . . . **Ben Slack**, to national sales manager, KGUN-TV, Tucson . . . **Jack Gibney**, named operations manager, WRBL-TV, Columbus, Ga. . . . **Willard McNamara**, to local sales staff, WOW-TV, Omaha . . . **Jimmie Harper**, joined WJXT, Jacksonville, sales staff as distributor-broker contact . . . **Alan Sloan**, **Bud Hirsch** and **Jay Goshen** to sales staff, WCBS-TV, New York . . . Elected officers of the National Academy of Tv Arts and Sciences: **Harry S. Ackerman**, president; **Mike Wallace**, executive v.p.; **Betty Furness**, secretary; **Louis F. Edelman**, treasurer . . . **Carlo Anneke**, named local sales manager. KTLA, Los Angeles . . . **Devere Logan**, appointed promotion manager, WJRT. Flint . . . At WBBM-TV, Chicago: **Patricia Danneman** named operations manager, **Paula Schwarz**, to film manager and **Arlene Kochan** to traffic manager . . . **James Thomas, Jr.**, to staff, KOCO-TV, Oklahoma City . . . **Robert E. Leach**, to chief engineer, WSPA-TV, Spartanburg. ■

GLENN

(Continued from page 39)

Paying due respect to the newspaper, the people who conceive and write the editorials are the top men. They're the men who through the years have come up the ladder the hard way, and have achieved recognition and stature. They are picked for their judgment and their ability to think things out and to write them properly. I have heard a statistic to the effect that today eight out of 10 radio stations editorialize. It disturbs me. It disturbs me, because I don't think we have the same background in our industry. I don't think we're in the same position to do that kind of job. I would love to see every station editorialize, if every station was in a position to do so. If you do editorialize, I urge you to examine carefully the man who does that work at your station, and make sure that he's up to the responsibility.

Do you know what audience your station is programed toward? When did you last sit down for an over-all analysis and review of your programming quality and formula? On my ride down with Herb last night—and Herb

knows the South very well; he himself was sales manager of a large station in Birmingham—we were talking about the stations that program effectively. He referred to WSB as one of the best programed stations. Naturally, I am always interested in what makes a well-programed station, and last night when I came here I ran into a gentleman from WSB who was introduced to me as the program director. In talking to him, he said this about one of his announcers. "He doesn't quite get the idea that who we're programing for is the housewife who's 35 years old." And I thought, that's really pinpointing it. Now, I realize that if you're in a smaller community, you don't want to pinpoint that closely, but you've got to have a sharp appreciation of whom you're trying to reach in order to do the job.

What are you doing to mean more to your listeners than just music and news? You hear so much today about radio stations being music and news, plus public service. This doesn't offer much latitude, you say. But then I think of a session that I attended not too many months ago at the ill-fated disk-jockey convention at Mi-

WLAG-TV CBS
nashville

the way station
to the
central
south

Way ahead with the news,
WLAG-TV won 4 out of 5
recent top news awards.

ami Beach. There was one seminar in it that I enjoyed very, very much. Key speakers were three gentlemen—one from Westinghouse stations; one from the Plough stations; and another from the Crowell-Collier group—and they talked about different aspects of radio. When it ended up, what they all meant by good radio and formulae were two words: quality control. I thought about this, because within the meaning of these two words you can really work wonders. I feel that the opportunity to render service, to do music that is truly entertainment, to deliver special events of all kinds, news, gives you a great deal of latitude. If you tie it all together with quality control, you've really got something to tickle the fancy. And, I know stations in this country that are creating a lot of excitement and loyalty not with ballyhoo, but with programing excellence. So, it can be done. But you must work at it.

Have you decided whether the programing niche you fill is the right one for your market and the prosperity of your business? If you're in a large market, are you helping divide the audience when you might be doing a bigger job in a programing area that is not being touched on very much? If you're in line for national spot business, do you know what Madison Avenue and Michigan Boulevard are thinking these days? Do you know how to sell business, even if you aren't one of the top 50 markets? Do you know how to get the most out of your reps? I've talked to a lot of reps, and they say, "We work with the stations that work with us." One showed me two folders. He said, "Here's a station that works well with us. We get him a lot of business." His folder was two or three inches thick. Then he said, "Here's one in a comparable market that we do very poorly for. He is thinking of dropping us. And we won't be too sorry." There was only one sheet of paper in the second folder. I was told that it was impossible to get information, cooperation, or any support from the second station.

What do you know about the costly problem of personnel turnover? Do you know how to lick it? I visited a station recently where I was told, "We're tough on our personnel and they've really got to come right up to muster. We've turned over 400%

in two years." Well, that's rough, both on the personnel and the station. Are you up to date on the permanency and efficiency of your own staff? Have you stopped recently to take stock of your own people—what their aspirations are? Do they feel that you're interested in them? Do you know whether your station operates on a "knock the competition" level, or fights hard to get the new dollars?

Do you know how to lick the department store bugaboo? Do you know the reasons why you aren't getting their business? I'm just as strong for radio as anyone, but I don't feel that the answer is trying to take business away from the newspaper. I think that a more logical answer is to recognize that the newspaper has been there a long, long time; that there's allegiance to the newspaper; that in practically every case, the department store advertising manager is tied to the newspaper. There is a grave fear on the part of many store ad managers of getting too involved with radio and too far away from the newspaper, because they've been raised on newspaper ads. Your best opportunities are to work hard on the new ad managers, the fellows coming up the ladder at the department stores, to also work hard on the old ad managers to make them recognize the importance of your medium, but not on a replacing basis. There's room for both newspapers and radio stations on a healthy basis in every community, so far as a department store is concerned. I'd like to see radio get a far greater share of the department store business than it does, but sometimes I've heard of some cases where they jeopardize their chances by making it sound unpalatable, and getting the ad manager's back up. I haven't said anything about the buyer at the department stores. That's another matter, but I don't want to prolong this by going too far into that subject. Suffice it to say that the buyer is often the key to your sale, and he can be sold!

Now, I've gone through a number of questions, and I could ask more, but I think you get the idea. If you know the answers to all these things, I guess I should have—in the words of the famous Samuel Goldwyn—"stood in bed." But I ask you, *do you really know the answers to these questions?*

**a symbol
of integrity
in Knoxville**



**television . . . in
Knoxville, means WBIR-TV,
the station with proven ac-
ceptance by a majority of
local advertisers.**

**New rate card, effective
September 1, 1960, makes
WBIR-TV most efficient
media buy in the market.**

**Buy the station the Knox-
ville advertisers buy —
WBIR-TV.**



**WBIR-TV
Channel 10**

CBS in Knoxville, Tennessee

**Sales Representative:
The Katz Agency, Inc.**

ATLANTA

BILLION
DOLLAR
MARKET
WITH A
MILLION
PEOPLE



BIG MOVIES
+ BIG AUDIENCE

= BIG SALES!

waga



CBS

tv

5

CALL KATZ

The STORER Station
Headed by 20 years of
experience in broadcasting

NET RADIO

(Continued from page 33)

that CBS will fill its program service with news and news features. In the works: plans for a 10-minute news show on the hour and a five-minute feature on the half hour, with the 10-minute features being sold 50% nationally and 50% locally. The network will keep some of its top personalities, such as Arthur Godfrey, Rosemary Clooney, Bing Crosby and Art Linkletter, but will cancel its afternoon serial line-up as well as the dramatic shows, particularly heavy on the Sunday schedule.

The big question: What will CBS programmers slot into the weekend? Sports, as with the other networks, will be used as the special event warrants. It's unlikely, however, that there'll be any stress on commercial religion. MBS retains several of these accounts; ABC is dropping its religious show line-up from 11 to seven; NBC isn't expected to add any to its present list.

Advertisers, though unexcited about network radio developments, are very much interested. A feature which captivates them is the prospect of better clearances on bigger station line-ups.

One client ad manager, who has never used network radio, finds his interest piqued more than ever before because: "I like to buy *within* a segment rather than next to it, and I like the idea of buying a two-, three- or five-minute slot in which my product is identified with the personality and with the timeliness or urgency of what is said."

He thinks the streamlined formats will give a flow and continuity to radio—combining the network with the local broadcast for a smooth total impression—so that the listener will develop a tuning habit and an identification with the local station. He thinks the word "timeliness" is gaining more meaning as networks are feeding these features on the basis of local time. This means a 7 p.m. newscast is aired by each station at 7 p.m. local time.

The networks are also trying to smooth out erratic buying and scheduling. Said one network radio sales manager: "We want to discourage the two-week orders, the calls which come in on a Friday for a Monday all-network start. We don't want stations, either, to treat the network service in helter-skelter fashion—to throw

our shows in anywhere just to fill.

"We think clients and stations will agree with our goal of organization, continuity and regularity, because it's a system which helps them. We're finally bringing order out of chaos, and for the first time in years it looks as though network radio has sloughed off its old-fashioned ways and adopted a more modern service and sales concept which meets the marketing needs of the '60's."

ABC's Bob Pauley estimates the nation's gross national product will increase by 50% within the next 10 years, and he is predicating his plans on this growth figure as well as on three modern marketing trends: the increase in expendable discretionary dollars, leisure time and the move to the suburbs. These three factors he sees as keys to reaching the young adult, the housewife between 17 and 35 who "is network radio's mainstay during the day."

All the networks are stressing the quality of the purchasing power among their audiences, and their programming plans are geared to matching this quality with higher-calibre shorter shows and show features. 

SPONSOR ASKS

(Continued from page 53)

geographical data reveal a consistent residential pattern for the WVCG audience, an overlay showing the upper middle and upper income areas of the county enable the advertiser to see quickly the income levels of his audience. Similarly, department store overlay their charge account customers' map to the WVCG map for a illuminating picture of prospect reach.

It is also interesting to us at WVCG that "good music" audiences, more than any other perhaps, express themselves with alacrity and conviction. Their replies are often highly revealing as to income, education, and social status, as well as to listening habits and music preferences.

At WVCG, we find that diligent and patient study of audience information, which presents itself as the result of normal, everyday operation is a prolific source of valuable qualitative research information. Coupled with authoritative professional market research studies, it adds the tables and the basses which are necessary to a "high fidelity" research composition.

BUYING CANADA?

HERE'S WHY YOU NEED

CKPC

BRANTFORD, ONTARIO

For better coverage of South West Ontario

With its new 10,000 watt signal, CKPC blankets Ontario's 8th market . . . Brantford and six other urban centres, twelve of the most prosperous counties in the province.

For bigger audience share in this rich market

CKPC reaches a total of 18,500 households . . . tops its nearest competitor in share of the Brantford audience by 55 percentage points.

For more selling power at less cost

Your advertising dollar goes farther, because CKPC delivers tremendous selling power to influence more buyers more often . . . producing more sales for less money.

THE GO RADIO . . .

CKPC

BRANTFORD

Contact R. Buchanan, Call collect. PL 3-2664 Brantford.

TURMOIL IN OIL

(Continued from page 32)

Change-of-agency rumors reaching SPONSOR in recent months have involved Continental (No. 11 among the majors), and Sinclair.

Among the oil companies themselves, the most significant change seems to be in over-all management thinking. An account executive on an oil account at a Top 10 agency told SPONSOR this: "Marketing executives are taking over control of marketing—and that's as it should be. Too many sales operations have been run by product executives."

Checks with both oil company officials and agency men found unanimous agreement that the shift to newer marketing would almost certainly benefit tv and spot radio. Tv is bound to get a bigger share of the petroleum pie because younger marketing executives know the young medium's enormous power.

Spot radio, with its tremendous reach, and in-car, close-to-point-of-sale listening should make tremendous inroads on the oil companies' prejudice in favor of newspapers.

"Tv and spot radio," an oil man told SPONSOR, "combine as the best one-two ad punch our industry has."

In the decade ahead the oil and gasoline business will face problems which will make a one-two Sunday punch an all-out necessity.

For instance, the introduction of compact cars is already beginning to depress the sale of premium gasoline (as much as 5% on the Coast.) Industry profits on premium are higher than on regular gas. The shift to small cars is therefore no unmixed blessing.

Technological improvements also carry potential dangers. The installation of greaseless fittings on modern automobiles (it is estimated that all new cars will carry them by 1965) will cut down the sales of greases and lubricants, another high-profit item for the oil companies, though not for service stations doing greasing jobs.

Coupled with these, are the perennial headaches of high operating costs, the difficulty in finding suitable managers and help for service stations, and the ever-increasing need for bigger volume outlets.

All in all it looks like a turbulent era for a turbulent industry. And make no mistake about it—there'll be some changes made.

a symbol of Integrity In Columbus, Ohio



radio . . . in Columbus means WTVN—and a low cost-per-thousand. Prove to yourself that WTVN is the most attractively priced among all Columbus radio stations—offering more for each advertising dollar!

Plus . . . the big bonus of localized programming designed to meet the interests and needs of the 27 county Greater Columbus Ohio market.

For full coverage of Ohio's third-largest market that counts—get the facts and buy WTVN, Columbus.



WTVN 610 kc. Columbus, Ohio

Sales Representative: The Katz Agency, Inc.

TIMEBUYERS OF THE U.S.

(Continued from page 43)

(G. Gerber (cereal), Schmitt Music Co. (pianos, hi fi. organs), Thompson Lumber Co. (bldg. materials)

FABER ADVERTISING, INC.

2525 Park Ave., Minneapolis 4, Minn.
Federal 9-6767

F. H. Fober, Robert Freeman, Russell Nelson

The Chef Cafe (retail restaurant), **Freeman**; John Lenz & Sons (crop drying equip.), **Fober**; Midwest Oil Co. (Ace insecticide, oil prods.), **Nelson**; Monarch Chemicals, Inc. (chemicals for dairy industry), **Freeman**

FADELL, MIKE, ADVERTISING AGENCY

605 Fourth Ave. South, Minneapolis 15,
Minn. Federal 3-3416

Mrs. Marjorie Borringer

FIRESTONE-GOODMAN ADVERTISING AGENCY, INC.

1801 Nicollet Ave., Minneapolis, Minn.
Federal 5-3114

Allan Firestone, Archie L. Goodman, Richard J. Firestone, Myles M. Spicer
The Lustrasilk Corp., **R. Firestone**

FORNEY, JOHN W., INC.

Foshay Tower, Minneapolis 2, Minn.
Federal 9-0554

Joon M. Jackson, Lillion Nyberg
Cargill, Inc. (seed div., institutional), The J. R. Clark Co. (Rid-Jid ironing tables, other household prods.), Faribault Woolen Mills (blankets), Great Northern Railway Co., Midland National Bank, Nutrena Mills (poultry & stock feeds, dog food), Russell-Miller Milling Co. (family flour), Sweetheart Associated Cos. (bakeries), Wahash Screen Door Co. (windows, combination doors), Western Oil & Fuel Co. (gasoline, tires, batteries, oil).

FYTEN-HOFFMAN, INC.

1645 Hennepin Ave., Minneapolis 3,
Minn. Federal 9-0805

Volerie Reed, medio dir. & spoc buyer; Milt Hoffman, Clarence Fyten, Rolf E. Runquist

John's Place (Chinese cafe), **Runquist**; Land-O-Lakes Boat Show (annual show), **Hoffman**; Lester's, Inc. (farm hldgs.), **Fyten**; Minn. Turkey Growers Assn. (turkeys), **Fyten**; National Electric Contractors Assn., **Fyten**

GOULD, BROWN & BICKETT, INC.

2340 Road Tower, Minneapolis 2, Minn.
Federal 9-5581

Edward L. Brewton, dir. tv radio
Hennepin Federal Savings & Loan Assn., **Brewton**; Mfg. Co. (farm crop dryers), **Brewton**; **Cooperatives, Inc.** (petroleum, farm supplies, hard-
ware), **Cooperatives, Inc.** (farm equip-

HOBBS, RALPH, ASSOCIATES, INC.

638 Midland Bank Bldg., Minneapolis 1,
Minn. Federal 9-0026

Rolph W. Hobbs, Wm. T. Cornish, Rolph Hobbs, Jr., Edith Shepherd

American Motors, Midwest Zone, **Hobbs**; Anaconda Co., Fertilizer Div., **Cornish**; Layne-Minnesota (water systems), **Cornish**; Milk Foundation of the Twin Cities, **Hobbs**; Minneapolis Milk Dealers, **Hobbs**; Minn. (AFL-CIO) Federation of Labor, **Cornish**; C. W. Olson Mfg. Co., **Hobbs, Jr.**; Pheoll Mfg. Co. (fasteners), **Cornish**; Piggly Wiggly-Northland Corp., **Hobbs**; Powers Department Store, **Hobbs, Jr.**; St. Cloud Milling, **Hobbs**; St. Louis Park Sports & Health Club, St. Paul Milk Dealers, Twin City Milk Producers Assn, **Shepherd**; Twin City Servisoft Co., Vanstrum Travel Service, **Shepherd**; WCCO Television, **Cornish**

JAFFE-NAUGHTON-RICH

1104 Currie Ave., Minneapolis, Minn.
Federal 2-5465

Sydney D. Rich

Byrne Benson Homes, First Federal Savings & Loan Assn., Hopkins Car Dealers, Model Cleaners & Launderers, Roto Rooter Service Co., Sealy Mattress Co. of St. Paul

JENKINS, RAY C., ADVERTISING AGENCY, INC.

1240 Builders Exchange, Minneapolis 2,
Minn. Federal 2-4421

Eloine Nye, all accounts; Roy C. Jenkins, Clarke Livingston, Kenneth L. Nordstrom
American Automobile Assoc., **Nordstrom**; CinemArt Studios, Inc., **Nordstrom**; Mark Doyné's Imported Motors, **Nordstrom**; M. A. Gedney Co. (processors of pickles and salad dressings), **Jenkins**; C. J. Hoigaard Co., **Jenkins**; Jewel House, Inc. (coop. jewelry), **Jenkins** Marquette National Bank, **Jenkins**; Midway Center, **Livingston**; Mitchell-Boyer (Lincoln-Mercury), **Jenkins**; Piggly Wiggly Super Markets, **Livingston**; Radio Station KWFm, **Livingston**; Jacob Ries Bottling Works (Rock Spring beverages), **Jenkins**; August Schell Brewing Co. (Deer brand), **Jenkins & Nordstrom**; University National Bank, **Jenkins**; Walker Employment Service, **Jenkins**

NELSON, KEN, ASSOCIATES

1244 Baker Bldg., Minneapolis 2, Minn.
Federal 6-4102

Kenneth A. Nelson, Robert G. Hunt
American Securities Assoc. (investments), Anderson, C. F. Company (hospital equip.), Apache Fund (investments), Apache Oil Corp. (oil exploration and drilling), Apache Realty Corp. (real estate), Ballard Storage & Transfer Co. (movers), Craig-Hallum, Inc. (investments), Employers Service (employment agency), Henderson Mfg. Co. (engine block heaters), Holden Printing & Business Forms Co., Johnson, Drake & Piper (contractors & engineers), Minneapolis Assocs., Inc. (investments), Montana-Dakota Utilities Co., Peet, William Co. (in-

surance counselor), Reinhard Bros. Co. (distributor), S & H Mfg. Co. (silage chippers and unloaders), Skellet Van & Storage Co. (movers), WCCO Radio (CBS affiliates), Whitesell, Roy H. Co. (heating, air conditioners, water heaters), Woodhead Power Equipment Co. (Ford industrial engines), Workman Service, Inc. (temporary office help)

OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3,
Minn. Federal 9-0441

Warren T. Woy

Chun King Associated Enterprises (Living Earth potting soil), CK Foods (Jeno's Italiano foods), Clover Leaf Creamery Co., First National Bank, Gluek Brewing Co., Janney, Semple, Hill & Co. (S & Q Hardware Stores, paint), Lavoptik Co. (Lavoptik Eye Lotion), Minnesota Macaroni Co. (Jenny Lee's products), No. Am. Life & Casualty Co., Northland Milk Co., Owatanna Canning (Festal vegs.), Waterman-Waterbury Co. (furnaces & air conditioners)

ORELAND JOHNSON ADVERTISING

800 Foshay Tower, Minneapolis 2, Minn.
Federal 9-8694

Jonet Anderson

PIDGEON SAVAGE LEWIS, INC.

1050 Builders Exchange, Minneapolis 2,
Minn. Federal 9-9331

William Croigie, Albert Eorling, Jr., Roy Foley, Vonce Pidgeon, Bruce Sieloff
King Midas Flour, **Sieloff**; McGarvey Atwood Coffee Co., **Croigie**; Twin City Federal Savings & Loan, **Pidgeon & Foley**; Velie Motor Co., **Eorling**

REEVES, KNOX, ADVERTISING, INC.

400 Second Ave. South, Minneapolis 1,
Minn. Federal 9-0071

Philip D. Archer, medio superv.; Paul J. Ewing

General Mills (Wheaties, Bisquick, Betty Crocker Refrig. Biscuits, Pizza, Bread Sticks, Wheat Biscuits, Puffin Biscuits, Pie-Pack, Protein Plus, Wheat Hearts, Hot Bran, Potato Mix), **Archer**; General Mills (feed div.), Art Instruction, **Ewing**; Minneapolis Gas Co., **Ewing**; Minneapolis Brewing Co., **Ewing**; Wood Conversion

REFSDAL, PALMER N., AGENCY

482 Sexton Bldg., Minneapolis 15, Minn.
Federal 3-8896

Palmer N. Refsdal

Rogers Chow Mein Stores, Spray-Brite Co.

ROSHOLT, GORDON, AND CO.

2809 Wayzata Blvd., Minneapolis 5,
Minn. Franklin 7-7231

Gordon Rosholt

Elec. Service Systems (elec. fence controllers)

STEIN ADVERTISING AGENCY

1030 Midland Bank Bldg., Minneapolis 1,
Minn. Federal 9-0589

N. H. Stein

Around-The-World Travel Guides (books)

a symbol
of integrity
in Birmingham



radio . . . in Birmingham, means WBRC . . . where personalities, news and the best in balanced programming are pointedly adapted to the Birmingham market . . . where a four-man award-winning staff concentrates on news with a specially equipped mobile unit and radio-equipped cars to disseminate news where and when it happens.

WBRC's neatly-tailored programming is designed to effectively reach specific audiences to sell specific commodities. At low-cost, too!



WBRC 960 kc.
Birmingham, Alabama

Sales Representative:
The Katz Agency, Inc.

Bloch-Heller (game & lake orig. shirts), M. Capp Mfg. Co. (Capp homes), Crestline Co. (millwork manufacturer), Mark Doyne Imported Cars, H & P Engineering Serv. (sales engineers), International Sash & Door Co. (millwork), Robin Hood Development Co., Timber Prods. Chem. Corp. (wood preservatives), Towers Motel (St. Paul)

STEVENSON & ASSOCIATES

402 Plymouth Bldg., Minneapolis 3, Minn. Federal 5-8771

D. W. Stevenson, Wm. Amundson

Federated Mutual Impl. & Hdw., Peoples Federal Savings & Loan Assoc., Wyatt Realty

WILLIS, HERBERT & ASSOCIATES

954 Midland Bank Bldg., Minneapolis 1, Minn. Federal 9-3025

Kevin G. Murphy, Kenneth M. Komstra

Archer-Daniels-Midland Co. (Archer feeds), Kamstro; Crosby Aero Marine Corp. (Crosby boats), Kamstra; Super Valu Stores (grocery prods.), Murphy

ST. PAUL

ORDEN, JOHN, ADVERTISING AGENCY

401 New York Bldg., St. Paul 1, Minn. Capital 4-3050

John L. Borden, Chas. T. Stieger

FL Endorsed Candidates in City and County Elections (politics), Borden; Dillin For Congress (politics), Borden; Foley For Congress (1st Distr. Minn.), Borden; Grand House Resort Motel (Miami, Fla.), Borden; McDonald's Hamburger's (Ramsey County franchise), Borden; Rowell, Inc. (Auto Mfg. Dealers in 9 Midwest States arm stations), Borden; St. Paul Packaged Furniture (carpets and furniture), Borden; Ther Co. (home improvements), Borden; J. Siler Jewelry (chain stores), Borden; Stieger; Stuart Construction (alum. windows & porch enclosures), Borden; Twin City Contact Lens Center, Borden; Twin City Granite Co. (pre-cast steps), Borden

DAVID, INC., ADVERTISING AGENCY

First National Bank Bldg., St. Paul 1, Minn. Capital 4-3872

Leontin J. David, Q. J. David, Jr., Joan Dudley

Central Livestock Assn., David, Jr.; C & W System (Omaha Div.), David, Jr.; Time Co. of Minnesota, David, Jr.; Midway National Bank, David; Peters Meat Products Co., David & Costor; Arthur C. Roberts Hotels, David; Sanitary Farm Stores, David; Schuneman's, Inc. (dept. store), David, Jr.; Stott Briquet Co. (fuel), David; Weyand's Furniture, David & Dudley

WIN WASEY, RUTHRAUFF & RYAN, INC.

90 North Robert St., St. Paul 1, Minn. Capital 7-7501

John J. Hackett, media dir.; D. Scott Benton

First National Bank of St. Paul, Hackett; Minnesota Hospital Service Assn. (Blue Cross-Blue Shield); Thermo-Fax Sales, Inc. (New York, Detroit, Minneapolis, Chicago), Benton

HOLMGREN, E. T., INC.

First National Bank Bldg., St. Paul 1, Minn. Capital 5-6585

E. T. Holmgren, pres.; T. V. Drevescraft, v.p., timebuyer

Artcraft Studios (photo-finishing), Industrial Credit Co. (finance), Mille Lacs Maple Prods. (food prods.)

MCGUIRE, JOHN H., ADVERTISING

470 S. Snelling Ave., St. Paul 5, Minn. Midway 9-4978

John H. McGuire

C & C Realty, Country Cobbler Stores (ret. shoes), Don's D-X (service stations), Federal Stationers, Gager's (hobby supplies), Hobby Dirs. Assn. (hobby stores), Jay's Cameras (photo equip.), Midwest Sales (industrial), Minn. Lathing & Plastering Bureau (plaster promotion assn.), The Tool Shed (hardware), Woodcraft Stores (hobbies)

NIEMEYER, ARNOLD M., & ASSOC.

1018 Pioneer Bldg., St. Paul 1, Minn. Capital 4-3369

John Blockey

Downtown St. Paul, Inc., Minn. Federal Savings & Loan, Northwestern Refining Co., Pearson Candy Co.

WEAVER-GARDNER, INC.

405 Oppenheim Bldg., St. Paul 1, Minn. Capital 4-4715

Luther Weaver, Don Gardner, June Gilots

Champion Chevrolet Co., Gardner & Gilots; Crossroads of St. Paul, Gardner & Gilots; DeLuxe Rug & Carpet Cleaners, Gardner; Empire National Bank, Weaver & Gilots; The Emporium, Gardner & Gilots; Fairway Foods, Inc., Weaver & Gilots; Gopher State Oil Co., Gardner & Gilots; Star Ldrs. & Clnrs., Gardner & Gilots; Stewart Paint Co., Gilots

KANSAS CITY

BOZELL & JACOBS, INC.

1016 Baltimore, Kansas City, Mo. Baltimore 1-4997

Bert Bremson, Tony Mura, Wayne Beavers, Cleota Dack

Associate Grocers, Dack; Cable Chevrolet (automobiles), Beavers; Country Club Plaza Assoc. (shopping center), Beavers; Mercantile Bank & Trust, Mura; Schreiber Mills (agric. feeds), Bremson

JOHNSON, WALTER L., ASSOCIATES

610 E. 30th St., Kansas City 9, Mo. Westport 1-6712

Walter L. Johnson

KALIKOW ADVERTISING CO.

210 W. 8th St., Kansas City, Mo. Grand 1-5808

Al Kalikaw
Book Publishing Co. (cookbooks)

MILLER, PAUL M., CO.
111 E. 8th St., Kansas City 6, Mo. Har-
rison 1-2570

Paul M. Miller
E. C. Bishop & Son (walnut gun stocks),
Kenneth Smith (golf clubs)

POTTS-WOODBURY, INC.
2233 Grand Ave., Kansas City 8, Mo.
Grand 1-5775

Gene W. Dennis, air media dir.; William
J. Brewer, air media prod. mgr.; Gene

Miller, ass't. air media prod. mgr.; Philip
E. Dangerfield, account manager; Kelly
O'Neill, Wm. Smith, timebuyers

American Sheep Producers Council, Dan-
gerfield; Anchor Serum Co., Dangerfield;
Baltimore Bank, Dangerfield; Behlen Mfg.
Co. (farm equipment), Dangerfield; Black,
Sivalls & Bryson (steel & fabr. prod.), Den-
nis; Bowling Proprietors Assoc., Danger-
field; Braniff International Airways (travel),
Dennis; Business Men's Assurance Co.
(insurance), Dangerfield; The Coleman
Company (furnaces, air conds.); Comfort
Equipment Co. (farm sprayer & tractor

heaters), Dangerfield; Cook Paint & Var-
nish Co., Dangerfield; City National Bank
& Trust Co., Dennis; Criterion Laundry
Dangerfield; Crown Drug Co., Danger-
field; Douglas Chemical, Dangerfield; DY
Sunray Oil Co., Dennis; Electronic Busines-
Equipment (Thermofax), Dangerfield;
Englewood Savings & Loan, Dangerfield;
First Federal Savings & Loan, Dangerfield;
General Electric Supply, Dangerfield;
Guy's Potato Chips, Dangerfield; Helz-
berg's Jewelers, Dangerfield; Interstate
Bakeries Corp., Dennis; Kansas City
Southern Lines (rr travel), Dangerfield;
King Louie Bowling Shirts, Dangerfield;
Macy's Dept. Stores, Dangerfield; Mont-
gomery Ward, Dangerfield; PenJel (Pec-
tin), Dangerfield; Rival Mfg. Co. (house
wares), Dangerfield; Russell Stover Can-
dies, Dangerfield; Schlozman Motors
(Fords), Dangerfield; Sheffield Steel, Den-
nis; Standard Milling Co. (Ceresota, Aris-
tos, Hecker flours), Dangerfield; Spencer
Kellogg & Sons (feeds), Dennis; Stuart
Hall, Inc. (stationery), Dennis; The Temp-
Co. (Gestetner), Dangerfield; Wilke
Laboratories, Dangerfield

WWTV AREA FOOD SALES ARE 16% HIGHER THAN HAWAII-ALASKA COMBINED!



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Folks in the WWTV Area—Cadillac and Northern Lower Michigan—spend 16% more for food than all consumers in the states of Hawaii and Alaska combined*!

What's more, most of these people watch WWTV . . . and buy the brands advertised on WWTV. WWTV has NCS No. 3 circulation—daytime and nighttime—in 36 Northern Lower Michigan counties. NSI (November, 1959) for Cadillac- Traverse City shows that WWTV delivers more homes than Station "B" in 344 of 352 competitive quarter hours surveyed, Sunday through Saturday.

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!*

*Annual combined food sales for Alaska and Hawaii are \$198.5 million compared to \$231.9 million in WWTV area.

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA



WWTV

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

ST. LOUIS

BATZ-HODGSON-NEUWOEHNER

122 N. Seventh St., St. Louis, Mo. Centra
1-8905

Harry Hanig, Jr., radio-tv dir., all ac- counts

Associated Grocers, Blanke Baer Extract &
Preserv. Co., Bondified Money Orders
Campbell Chem. Co. (Camicide insecti-
cide), Connelly Heating Co., Corneli See
Co., Costello Cottage Cheese Co., The Daze
Corp., Emerson Elec. (Avionics & Electroni-
recruiting div.), Excelsior Leader Laundry
Farm & Home Savings, Francis Chevrole
Co., Hardesty Johnson Realty Inc., Hard-
Salt, International Oil Burner Co., Kauf-
mann Co. (salads), Murphy Tenge Ramble
(cars), O'Connor Coffee Co., Old Vienna
Prods. (snacks), Ostertag Optical Co., Ro-
coco Restaurant, Ravarino-Freschi (mac-
aroni prods.), Reliable Life Ins. Co., Ri-
meyer Ford (Ford cars)

BLOCK, FRANK, ASSOCIATES

212 N. Kingshighway, St. Louis 8, Mo.
Forest 1-6200

Alex M. Ostfeld

Dr. LeGear Company, International Sho-
Co., Knapp-Monarch, Lutheran Television
Productions, Ozark Air Lines, Southern
Baptist Convention

CLAYTON-DAVIS & ASSOCS. ADVERTISING, INC.

408 Olive Street, St. Louis 2, Mo. Centra
1-2266

Irvin Davis, Clea Paulas, Barney Kil- cullen

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Central 1-6700

Harry K. Renfra, dir. radio-tv
 Anheuser Busch, Inc. (Budweiser), Banquet Canning Co. (canned and frozen foods), Brooks Foods, Inc. (Brooks catsup), Carter Carburetor Corp., General Tire and Rubber Co., Krey Packing Co., Laclede Gas Co. (public utility), Lincoln Engineering Co. (power lubricating systems), McQuay-Norris Mfg. (automotive parts), Milot (condensed milk), Missouri Pacific Railroad, Paxton-Gallagher (Butternut coffee), Reardon Paints (Bondex, Dramex, etc.), St. Louis Globe Democrat, Town and Country Shoes

RENCH ADVERTISING, INC.

University Club Bldg., St. Louis 3, Mo. Jefferson 1-0037

E. Prell, v.p.

Assoc. of St. Louis, Clayton Federal Savings & Loan Assn., Lion Oil Div. of Monsanto—Gasoline & Oil (service stations), Plymouth Dealers, L. M. Stewart, Inc. Chrysler & Imperial dealer

ARDNER ADVERTISING COMPANY

915 Olive Street, St. Louis 1, Missouri Central 1-3200

Group #1: Ralph Neugebauer, supv.; George Bitting, buyer

Anheuser Busch (Busch Bavarian beer)
Group #2: Donald Osten, supv.; Mary Howard, Charles Haines, Martin Berger, Loren Schraeck, timebuyers

Downtown in St. Louis, Inc., Pet Milk Co. Pet Evaporated Milk and Instant Pet Infant Dry Milk, Pet Ritz Fruit and Meat Cakes, P-I-P Dollar Stamps, Inc., St. Louis Independent Pkg. Co. (Mayrose & Hickory Hill Meats), Union Electric Company

Group #3: Warren Wiethaupt, supv.; Charles Brodersen, Dan Willenburg, Tamon, Jim Peraba, timebuyers

Chevrolet Dirs. Association of Greater St. Louis, Eli Lilly & Co., First National Bank St. Louis, Granite City Steel Co., Ralston Purina Co. (feeds div.), St. Louis Union Trust Co., Southwestern Bell Telephone Co., Wabash Railroad Company

Group #4: Pat Schinzing, supv.; Robert Gust, Arlene Tice, Charles Barrett, Jude Bruner, William McKinstry, timebuyers

Stanton Mfg. (Dyanshine shoe polish), Trefroy Mfg. Co., Grove Laboratories (Domo Quinine, NoDoz), KSD and KSD-TV, Ralston Purina Co. (Purina Dog Chow), St. Louis Post-Dispatch, Procter & Gamble (Duncan Hines special baking mixes)

HARTOGENSIS ADVERTISING CO.

3406 Manchester Rd., St. Louis 22, Mo. Parktown 6-3711

John G. Hartogensis

Stanton Duenke's Harwood Hills, Lackzoom Laboratories, Munger Linens for Your Home, Musical Products Corp., Nutrition Care, Inc., St. Louis Music Supply Co., Tot Diaper Service

HOREN-DAUGHERTY, INC.

8012 Bonhomme, St. Louis 5, Mo. Volunteer 3-4524

Barbara Black, radio-tv dir.

Emerson Elec. Co. (fans and air conditioners), Falls City Brewing Co. (Falls City beer), Peabody Coal (institutional)

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo. Mission 5-2684

Walter W. Zahrndt, Robert Kelly, William H. Thomsan

Bryant Mfg. Co., Jos. A. Mrazek Moving & Storage, Newberry Radio Co., United Van Lines, United Van Lines (Canada)

KRUPNICK & ASSOCIATES, INC.

508 N. Grand Blvd., St. Louis 3, Mo. Jefferson 3-1723

Nellene Jayce

Friedman-Shelby Div. of International Shoe Co. (Red Goose, John C. Roberts, Kingsway & Grace Walker), Mercantile Trust Co., Peters Div. of International Shoe Co. (Weather Bird, City Club, Wesboro and Velvet Step), Roberts, Johnson & Rand Div. of International Shoe Co. (Poll Parrot, Rand, Randcraft and Trim Tred)

LYNCH & HART ADVERTISING COMPANY

7730 Carondelet, St. Louis 5, Mo. Parkview 7-8867

Frank L. Chipperfield, v.p., media dir.

Bank of Clayton, City Prods. Corp., Crestwood Bank, Hampton Bank, Bill James Chevrolet, Kas Potato Chip Co., Oertel Brewing Co. (Louisville, Ky.), Johnson, Stephens & Shinkle Shoe Co.

MAXWELL ADVERTISING CO.

408 Olive St., St. Louis 2, Mo. Garfield 1-0661

Jos. A. Maxwell

John Bardenheier Wine & Liquor Co., George Washington Hotel Co., Lucky Club Co. (soft drinks)

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo. Chestnut 1-6380

Herbert P. Halpern, radio-tv dir. & time-buyer; Billie Essenpreis (Mrs.), ass't.

American Insurance Group, American Investment Co. (consumer finance), Authorized Brake Service, Inc., F. Burkhart Mfg. Co. (sisal and upholstery prods.), Carling Brewing (Black Label beer), H. C. Cole Milling Co. (flour), Day-Brite Lighting (fixtures), Ely & Walker Dry Goods Co., Endicott Johnson Corp. (shoes), Lewin-Mathes Co. (copper and brass tube pipe and rod), The Meeker Co. (leather goods), Miller-Shainman Co. (toys), Missouri-Kansas-Texas RR (transp.), Moog Industries, Schlueter Mfg. Co. (coolers and galvanized products), Stitzel-Weller Distillery (liquor), Stix, Baer & Fuller Co. (dept. store), Vaisey-Bristol Shoe Co., Western Auto Supply Co.

**a symbol
 of Integrity
 In Cincinnati**



television . . . in Cincinnati means WKRC-TV, known nationally as the pioneer station with completely automated facilities that promise advertisers precision operations for greater fidelity in reproduction, elimination of visual and audio error.

With basic CBS-TV programming, plus the finest available movies*, and local programming for adult and childrens' audiences — ranging from Pop-eye Cartoons to the new five-a-week Len Goorian Show, WKRC-TV has well-rounded programming structure offering advertisers economical, selective plans for selling in the Cincinnati market!

*Nationally-famous "Play of the Week" now augments WKRC-TV's fabulous RKO—Warner Brothers—Paramount—Medallion library of film!



**WKRC-TV
 Channel 12**

CBS in Cincinnati, Ohio

Sales Representative:
 The Katz Agency, Inc.

CINCINNATI

ASSOCIATED ADVERTISING AGENCY, INC.

6th Fl., First National Bank Bldg., Cincinnati 2, Ohio Main 1-2811

George Service, v.p.; Sam Malcolm Levy, pres.

BAER, KEMBLE & SPICER, INC.

1600 Times-Star Tower, Cincinnati 2, Ohio Parkway 1-0409

T. Rider

FINANCIAL ADVERTISING AGENCY

28 E. 8th St., Cincinnati 2, Ohio Cherry 1-6636

F. E. Flottman, pres.; D. L. Flottman, v.p.

GUNDLACH ADVERTISING AGENCY

(A Div. of G. P. Gundlach & Co.)

1201 W. 8th St., Cincinnati 3, Ohio Garfield 1-2700

G. P. Gundlach, G. B. Gundlach

(Specializing in Dairy and Ice Cream Accounts)

JONES, RALPH H., CO.

3100 Carew Tower, Cincinnati 2, Ohio Garfield 1-2300

Eula Reggin, mgr. time buying dept.;

Lyle Allen

Aetna Oil Co., Reggin; Ashland Oil & Refining Co., Reggin; General Electric—Evensdale Jet Plant, Reggin; Heekin, Inc.

(Happy Family baking powder), Regg Miami Margarine Co. (Nu Maid margarine Durkee margarine and salad prods.), Reggin; Strietmann Biscuit Co. (cookie crackers) Allen

KEELOR & STITES CO., THE

318 Broadway, Cincinnati 2, Ohio Parkway 1-1310

A. A. Radkey, v.p., radio-tv dir.; D. Clarke, ass't.

MENDERSON, TED, CO.

1077 Celestial St., Cincinnati 2, Ohio Parkway 1-2980

Ted Menderson, Hank Marowitz, Bro Bayers

Clopay Corp.—Folding Door Div., Menderson; The I. C. Elman Co., Menderson; Jewelers, Menderson; Superior Chevrolet Marowitz; Terminix, Marowitz; Un Bros., Bayers

PERRY-BROWN, INC.

2831 Vernon Place, Cincinnati 19, Ohio Plaza 1-8200

Bertha Smith, media dir.; Edward Doran, Sprague Mullikin, R. J. Wilk Formica Corp. (Laminated Plastics), Mullikin; The H. H. Meyer Packing Co. (prods.), Wilkins

STRAUCHEN & MC KIM

1420 E. McMillan St., Cincinnati 6, Ohio Woodburn 1-1174

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WILSON ADVERTISING AGENCY

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Ross H. Wilson

CLEVELAND

BAISCH ADVERTISING AGENCY

3737 Chester Ave., Cleveland 14, Ohio Superior 1-4930

Paul H. Baisch, J. H. Adams, R. Blake, W. J. Gabriel

BATTEN, BARTON, DURSTINE & OSBORN, INC.

629 Euclid Ave., Cleveland 14, Ohio Tower 1-7270

John Marting

Cleveland DeSoto Dealers Assoc. (car Exide Battery, General Elec. Lamp De B. F. Goodrich Tire Co.

BAYLESS-KERR

1166 Hanna Bldg., Cleveland 15, Ohio Main 1-0648

Chalmer E. Adams, Wm. G. Kiefer Olga Coal Co. (domestic coal), Adam Fremont Kraut Co. (sauerkraut and juice Kiefer

BING, RALPH, ADVERTISING COMPANY

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(Please turn to page 89)

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5000 WATTS DAY AND NIGHT

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Tv and radio NEWSMAKERS



William E. Morgan has assumed his new responsibilities as general manager of the Detroit office of Adam Young, television representatives, and Young Television Corp. He had been with WXYZ and WXYZ-TV, Detroit for the past 14 years. In 1946, he joined the station as a radio announcer and later progressed to the post of promotion manager for both radio and tv. Morgan has been actively engaged in sales for the radio and tv station since 1954. He replaces Edward Smith who joined KQV, Pittsburgh.

Robert B. Rietman has been appointed general manager of WZIP, Cincinnati. In his new position, Rietman will supervise all departmental operations with emphasis on better programming of music, local news and community service. He comes to his present post from Scripps-Howard Radio, Inc. where he was involved in both radio and television work for the past twelve years. In 1954, while with the station group, he was assigned to the position of radio sales and commercial manager for station WCPO, Cincinnati, positions which he held until joining WZIP this month.



Marshall M. Carpenter, Jr., will be general manager for WDTM, Detroit's newest fm station. He is also president of WDTM, Inc. Carpenter, in addition to these positions, is managing partner of The Taliesin Stations. Prior to assuming his present post, Carpenter was RCA broadcast equipment representative in Indiana and Kentucky. He holds several U. S. Patents, as

result of his work with RCA in early color tv engineering developments. Carpenter was also instrumental in the formation of educational television in Louisville, Kentucky and Evansville, Indiana.

Peter Theg has organized a new advertising agency, Winter Associates. Media direction will lean heavily towards radio and television. Theg, whose broadcast experience ranges from national sales and station management to production, programming, sales promotion, and advertising, was most recently a consultant to several representative firms. The new agency head has



held the posts of national sales manager of the Bartell Broadcasting Company, and general manager of WILD, Boston, and WMTV, Madison. The agency headquarters will be the penthouse of the Times Tower.

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In Knoxville



radio . . . in Knoxville means WBIR, first in Knoxville to provide mass class maximum adult programming.

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Knoxville, Tennessee

Represented by:
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The seller's viewpoint

Some appreciative chuckles will doubtless be emitted by readers of the tale below. It is a wry, tongue-in-cheek parable that William L. Putnam, president, WWLP-WRLP, Springfield-Holyoke, Massachusetts, has chosen to tell, set in a quasi-medieval atmosphere and deftly parodying stock fairy-tale characters and their patterns of speech. Humorous as Putnam's story is, however, it has as all good parables do, a serious, important moral concerning present-day air media buying practices. The moral—well, we'd rather not give it away, since we feel you'll have more fun discovering it for yourselves.



A GRIM FAIRY TALE

Once upon a time there lived in a valley a happy young prince. The prince wanted to see that his people had the best of everything. So he built a magic tower which brought them all kinds of entertainment by means of a magic box.

In addition to entertainment and news of the latest developments in the great dragon search, profiles of the members of the prince's court, standings of the local knights in the jousting tournament, and other bits of news, the prince also provided people with information about food and clothing and new juices for the teeth etc., so that they would be able to enjoy a more wholesome life.

However, not far off (by broom) in the village of Man-Hattan, lived a wicked witch. This witch had a special wand that controlled the pretty pictures coming out of the prince's magic box, and she told the prince that if he didn't get enough of his people to watch the magic box and buy the food and clothing and other things, she would turn the prince's magic tower into a tomato plant.

The prince disguised himself as a beggar, (naturally) and went out to count the number of magic boxes in the valley. Lo and behold, nearly every home had a magic box. And he returned home and sent off a parchment letter to the wicked witch telling her of the wonders he had found.

However, the wicked witch in the meantime had despatched another evil agent with one fierce eye in the back of his head to go and count the boxes in the prince's valley. Inasmuch as the evil one-eyed agent could only travel at night and could only see in back of him, he stopped at the first two houses he came to in the valley and asked them if they had the magic box—one did and one didn't—so the evil one-eyed agent zoomed back to Man-Hattan on his magic slipstick and told the wicked witch that the prince only had half as many magic boxes as he said he had.

The wicked witch roared and ranted—she called the prince long distance (she had a very loud voice) and told him if he didn't straighten out and count right—"poof"—a tomato plant he'd have instead of a magic tower. This upset the gentle prince no end, so again he rode off across

his valley—this time he wore no disguise—and he asked all of his people to write saying they did so have a magic box, and he exhorted the makers of Merlin's Magic Mead, the local Amalgamated Herb Dealer's Association, the Crosstown Cobbler, and the Royal Woodchoppers, Inc., all of whom were selling their products like crazy via the magic box, to also give him evidence of how well the magic box was going over.

The people didn't want to miss their favorite shows like *Peter Crossbow*, *I Love Lady Lucinda*, *Sir Launcelot and his Champagne Lady*, and stuff like that, so they wrote and told the prince how faithful they were to his magic box.

Triumphantly the prince took his treasures to the wicked witch and said, "Look Mac, this is the truth, the whole truth, and nothing but the truth." But the wicked witch flipped her wicked lid and brought out two more evil agents, each of whom waved his magic rule at the prince and sang, "It says it isn't so." And though neither of the magic rules agreed with each other (one evil agent only went to cottages with thatched roofs while the other went to thatched cottages with no roofs), the wicked witch reached for the switch which would turn the prince's magic tower into a tomato plant. Before she could flick the switch a great light exploded in the wicked witch's face and a beautiful maiden appeared with a message for the wicked witch.

"Robespierre's Rum," quoth the beautiful maiden, who in truth was the wonderful witch, "says that Merlin Mead is getting bigger and bigger in the valley and if they don't get onto the magic box pretty soon they're going to switch wicked witches." Aghast, the wicked witch blew her top again and with a wave of her wand despatched the evil agents to their caves for more work on the abacus.

"And you, sweet prince," said the wonderful witch, "go to your people and tell them—keep watching. Remember it's not how many but how much that's important."

There's a moral to this story somewhere but it won't help us much until the wicked witches get someone to count two and two and make it come out even—like four.

TIMEBUYERS OF THE U.S.

Continued from page 86)

Ralph S. Bing, Barbara Bing, Louis Herman

Bailey Co., The, Charles Vinding Corp., London Leather Co., Ohio Paint & Color Co., Parkamatic, Inc. (pigeon-hole type parking garages), Pierre's Ice Cream, Record Rendezvous, Speedwriting Inst. of Cleveland, Wick Lincoln-Mercury

BRANDT, RICHARD T., INC.

1510 Keith Bldg., Cleveland 15, Ohio Prospect 1-4020

Richard T. Brandt, Eleanor M. Clark
Abcock Dairy Co., Dairymens Ohio Farmers Milk Co.

MULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, Ohio Cherry 1-6700

J. Boyce

m. Greetings Corp., Central Cadillac Local (dlr.), Central National Bank, Ferro Corp., Penzoil Div. (oil & gas)

ERST, SYLVESTER & WALSH, INC.

3113 Prospect Ave., Cleveland 15, Ohio Henderson 1-4710

Rudi Schluembach

Arnold Wholesale Co. (Ironite & Zenith distributor), Ascot Race Track, Atlas Radio TV Stores, Blonder Wallpaper Co. (Wall, Gold Seal), Cranwood Race Track, Grandview Raceway (Trotting Track), Radio Provision Co. (Sandy Mac Meats), Romex (housewares), Northfield Park Trotting track), Standard Brewing Co. (Pilsener beer), ThistleDown (racetrack)

MULLER, ROBERT, ADVERTISING

1010 Euclid Ave., Cleveland 15, Ohio Main 1-3214

Robert Goulder

Robbins Airport Hotel, E. Kahn's Sons (Hamburg's Wieners), Cy Mack Oldsmobile, Midway Hotel, Progressive Mutual Ins. Co., Reliable Oldsmobile Sales Co., Turf Motel, York Motel

GREGORY & HOUSE & JANSEN, INC.

121 Euclid Ave., Cleveland 15, Ohio Main 1-7822

Bromley House, Estelle Blauvelt

Becht, Fred W. (grocery chain), Cowell Hubbard Co., Dan Dee Pretzel & Potato Co., Holiday Stone & Brick Co., House of Fortune, Inc., Morse Sewing Machine Supply Corp., Redi-brick Company, Stan-Mfg. Co.

WOLD-ESHLEMAN CO., THE

Public Square, Cleveland 13, Ohio Main 1-3232

Herz Stadthagen, v.p. & dir. of media; Herb Lott

Ad Cigarette Service Co. (cigarette vending machines), Bryant Mfg. Co., Charter Motor Hotel, Fleet-Wing Corp. (petroleum prods.), Jenney Mfg. Co. (petro-

leum prods.), Lincoln Elec. Co., Alfred Nickles Bakery (baked goods), Park Shelton Hotel (Detroit, Mich.), Sears, Roebuck & Co. (Cleveland stores), Sheraton-Cleveland Hotel, Sherwin-Williams Co., Society National Bank

HUMPHREY, PRENTKE & ASSOC., INC.

11406 Euclid Ave., Cleveland 6, Ohio Randolph 1-4582

Herbert E. Prentke

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio Prospect 1-0300

G. C. McKelvey, head timebuyer

Carling Brewing Co. (Black Label beer), Richman Brothers Clothes, Sealy Mattress Co., Sugardale Provision Co. (Sugardale meats), The Cleveland Trust Co., The General Elec. Appliance Co., Union Savings & Loan Co.

MARCUS ADVERTISING

3134 Euclid Ave., Cleveland 15, Ohio Utah 1-1170

N. J. Kocab

Consolidated Chemicals (Instant-Grip cement), Farm Bureau Co-op. Assn. (farm prods.), R. A. Gall Co. (real estate), International Breweries (beer and ale), R. H. Laird Co. (health cosmetics), Superior Provision Co. (meat), Wepco Mfg. Co. (weatherproof storm windows & doors)

MARSHALL & MENDES CORP.

Lederer Terminal Bldg., Cleveland 14, Ohio Cherry 1-3523

Marvin V. Marshall

MC CANN-ERICKSON, INC.

335 Euclid Ave., Cleveland 14, Ohio Cherry 1-6850

Mrs. Joan Stockhaus, Miss Helen T. Dwyer

City Loan & Savings Co., Dwyer; Cleveland Elec. Illuminating Co., Stockhaus; Coca-Cola Bottlers, Dwyer; Columbus & Southern Ohio Elec. Co., Stockhaus; Gray Drug Stores, Inc., Stockhaus; Lawsons Dairy, Dwyer; R. Manners Enterprises, Stockhaus; National City Bank, Dwyer; Ohio Bell Telephone Co., Stockhaus; Standard Oil Co. of Ohio, Dwyer; Swift & Co., Stockhaus

MELDRUM & FEWSMITH, INC.

1220 Huron Road, Cleveland 15, Ohio Cherry 1-2141

Carol Brosmer, C. Bruce Hardy

Bonne Bell, Inc. (beauty prods.), C. & O. Railroad, Durkee Famous Foods Div., Ford Motor Co. (tractor & impl. div.), Glidden Co. (paint div.), Niagara Therapy Corp., Seiberling Rubber Co. (tires, tubes), White Sewing Machine Corp. (sewing machines), Willard Storage Battery Co.

WATTENMAKER

Carnegie Hall, 1220 Huron Road, Cleveland 15, Ohio Superior 1-6400

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television . . . in Columbus means WTVN-TV, effectively selling to 2,277,700 people in the heart of Ohio's industrial-agricultural market.

Station programming, coupled with ABC network, has shown outstanding growth over the past several years. WTVN now is first in many segments of the television day.

It's a "stature" station boasting national recognition for sales promotion and merchandising services to advertisers.

For the best dollar-value in Columbus, buy WTVN-TV, the growth station.



WTVN-TV
Channel 6

ABC in Columbus, Ohio

Sales Representative:
The Katz Agency, Inc.

SPONSOR SPEAKS

Dubious facts, dubious arguments

Sometimes we're amazed by the lack of knowledge about radio and tv that exists even among industry groups who should know better.

A case in point is the New York Council of the Screen Actors Guild which recently turned down a proposed contract agreement on the grounds that tv films and those made for theatrical showing are "essentially different."

Said the Council, "An actor in a tv program may not be called on to mention the product . . . but he nonetheless becomes identified with it. And as he becomes increasingly identified with the product his chance to perform in a picture intended to promote some other product . . . diminishes to the vanishing point."

"The more an actor appears in pictures shown in the theater, the greater his reputation grows and the better his chances for increased employment. The more he appears in a tv program the less his chances for wider employment."

Argues the Council, sponsors ought to ante up more because of these conditions.

Which, of course, is dubious logic based on dubious facts.

First of all, very few programs on tv today are backed by a single product (only 12 of 112 scheduled for the networks this fall).

Second, not more than a handful of actors (we can't name six) ever get inextricably identified with any one product.

Third, the Guild's own members, as the records will show, regularly appear on many different programs for a variety of products—if they are talented performers.

To try to penalize tv for a wholly imaginary, non-existent set of conditions is a very shabby trick. And we're ashamed that the Guild should be considering it.

Salute to a 40-year veteran

Last Friday, radio station WWJ, Detroit, celebrated its 40th anniversary on the air. We're proud to add our congratulations to this broadcast pioneer for its long and distinguished service to its community. ■

10-SECOND SPOTS

Oh! This news from Detroit: "WXYZ TV has announced its coverage plan for the 2 November State Primary Election. Inasmuch as there is no primary election on 2 November Channel 7 will not cover it." *Seem reasonable enough.*

From the land of: Howard Coleman WTCN AM-TV, Minneapolis, reports on his teen-age daughter's girl friend who told him she was getting "culture" at her dad's suggestion by "reading 'Tom Sawyer' and 'Huckleberry Hound'." *How about Wolfe "The Web and the Flintstones"?*

Hound-dog: Buddy Hackett, ad-libbing with Arthur Godfrey on CBS, told how his dog always runs away looking for lady dogs. The dog-catcher, wearied of the peripatetic pooch, complained he's put 500 miles on his truck chasing this one dog. Said Mr. Hackett: "Another 500 and you should change the oil."

Plush studio: Artists at Tatham Laird's elegant new offices in New York are freer in their form since Pres. Art Tatham said he didn't care if they *did* splash paint on their carpeted floors. *They have a kind of wall-to-wall Rorschach.*

It runneth over: "Constant Reader from JWT, New York, (we hope he's not the *only* one in that shop) reports that a client list for the new WQR in Detroit, includes The Cup of Socrates. *Copy written with a poison pen?*

For fatties: A slim Jim, not yet hooked by Metrecal reducing aid (liquid food substitute), submits these singing commercials: "The smartest, trimmest adman yet . . . drinks Metrecal daily as his diet. Or, "For losing weight en masse, the gals . . . keep thermos filled with Metrecals.

War stories: Rollo Hunter of EWR quotes one of his tv producers as saying: "My dad was gassed in W.W. —and I was the same all through W.W. II."

Political note: From a Chicago rice-and-noodle eatery, reports Sid Wolfe of Keystone Broadcasting: A fortune cookie with the admonition—To reach the summit, unload on the way.

TELEVISION

The Principal TASO Findings on

June PROCEEDINGS presents
an exclusive report
of world-wide significance



IRE is proud to present, in June 1960 Special Issue of PROCEEDINGS, the findings of a team of 271 engineers who for 2½ years conducted studies of world-wide significance for the future of television. The *Television Allocations Study Organization*—formed by the TV industry in 1956 at the FCC's request—has exhaustively analyzed the engineering factors underlying allocation of frequencies for VHF and UHF television broadcasting.

As the number of television services grows, a better use of TV channels becomes increasingly important. TASO engineers first drew up specifications for measuring TV field strengths; then sifted data on field strengths of VHF and UHF. They have discovered reasons for hitherto unexplained deviations, and have also sought to establish a relation between field strength and picture quality.

How good are directional TV transmitting antennas? The results of extensive field tests are analyzed. To what extent do interfering signals and noise affect picture quality? How accurately can one predict an interfering field? These and other questions are answered.

So important are the TASO findings that IRE has allocated 120 pages to them. If you are not already an IRE member, we suggest you send in the coupon below to reserve a copy, for the June 1960 PROCEEDINGS will surely remain the definitive work on VHF and UHF TV for many years to come.

Table of contents:

BE SURE YOU READ THESE ARTICLES!

- "Television Allocations Problems" by E. W. Allen, Federal Communications Commission
- "The Television Allocations Study Organization"—a Summary of its Objectives, Organization and Accomplishments" by George R. Town, exec. dir. of TASO; Iowa State University
- "Measurement of Television Field Strengths in the VHF and UHF Bands" by H. T. Head, A. D. Ring and Associates; and Ogden L. Prestholdt, CBS-TV
- "Forecasting Television Service Fields" by Alfred H. LaGrone, University of Texas
- "Influence of Trees on Television Field Strengths at Ultra-High Frequencies" by H. T. Head
- "Tropospheric Fields and their Long-Term Variability as reported by TASO" by Philip L. Rice, National Bureau of Standards
- "Picture Quality—Procedures for Evaluating Subjective Effects of Interference" by G. L. Fredendall and W. L. Behrend, RCA Labs.
- "Measurement of the Subjective Effects of Interference in Television Reception" by Charles E. Dean, Hazeltine Research Corp.
- "Studies of Correlation between Picture Quality and Field Strength in the United States" by C. M. Braun and W. L. Hughes, Iowa State University
- "Relative Performance of Receiving Equipment as reported by TV Servicemen" by Holmes W. Taylor, Burroughs Corp.
- "VHF and UHF Television Receiving Equipment" by William O. Swinyard, Hazeltine Research Corp.
- "Findings of TASO Panel I on Television Transmitting Equipment" by H. G. Towison of General Electric Co. and J. E. Young, RCA
- "Determining the Operational Patterns of Directional TV Antennas" by F. G. Kear, of Kear and Kennedy, and S. W. Kershner, of A. D. Ring and Assoc.
- "Sound-to-Picture Power Ratio" by Knox McIlwain, Burroughs Corp.
- "Presentation of Coverage Information" by D. C. Livingston, Sylvania Electric Products, Inc.
- "The Television System from the Allocation Engineering Point of View" by Robert M. Bowie, Sylvania Research Labs.

THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street • New York 21, N. Y.



- Enclosed is \$3.00.
 - Enclosed is company purchase order for the June, 1960 issue on Television.
- All IRE members will receive this June issue as usual. Extra copies to members, \$1.25 each (only one to a member).

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50,000 Watts • NBC Affiliate • 810 Kilowatts

A GENERAL ELECTRIC STATION