

ANOTHER VALUABLE
ADVERTISING
OPPORTUNITY
ON **WNBC-TV**
NEW YORK



Delivers a large and responsive child audience with an exceptionally large bonus of women viewers, at new weekly rate.

HERE'S HOW IT WORKS

YOU BUY a strip of 5 one-minute announcements weekly in "Birthday House," 9-9:30 AM Monday-Friday.

YOU GET the benefit of the strip rate which brings the cost per spot down to \$252 or \$1,260 per week.

AND you get the tremendous sales response which comes when children and mothers together see your messages.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

In New York: The two WTRF-TV (Wheeling-Steubenville) Tower Topper parties (see photo) at the Overseas Press Club drew more than 400 timebuyers. Hosting the festivities were the station's executive v.p. Robert Ferguson, national sales manager Cy Aekerman, and other staff members. Channel 7's film and photo presentation pictured construction of the new 962-foot (above average terrain) tower, which greatly exceeds height of old tower (590 feet a.a.t.). According to station, new coverage gained includes 529,300 new tv homes.

Manhattan switch: Jack Quigley is now with Doyle Dane Bernbach



Timebuyers toast new tower

At the Overseas Press Club in Manhattan, Kenyon & Eckhardt foursome surrounds Hollingbery's Mary Anne Yurastz in a toast to WTRF-TV's (Wheeling-Steubenville) new taller tower. L-r are Ted Blumerstein, George Ogren, Phil Ganz, and Bob Geis.

(New York) buying for General Mills. Jack was a buyer on the Ballentine account at Esty (New York).

New at Street & Finney (New York): Rudy Nardelli has joined the agency as assistant to the media planning director. He was a media buyer on the Tetley Tea, General Foods, and other accounts at Ogilvy, Benson & Mather (New York).

KTLA-TV's (Los Angeles) fifth annual presentation: station execs report that more than 600 advertisers and agency people saw the station's 30-minute film previewing 1963-64 programming at a three-day series of luncheons at New York's Sheraton-East recently. Co-hosting the affairs with PGW execs were S. L. (Stretch) Adler, station's v.p. and general manager, and other KTLA-TV staffers. Film's general message was that there is no single L.A. market—but a complex combination of 225 different and separate communities that make up greater Los Angeles, and that KTLA-TV offers "total local" programming to reach these communities. Among agency people on hand during the first presentation were timebuyer Irene Levy, Grey; media director Herb Gruber, Park-
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