

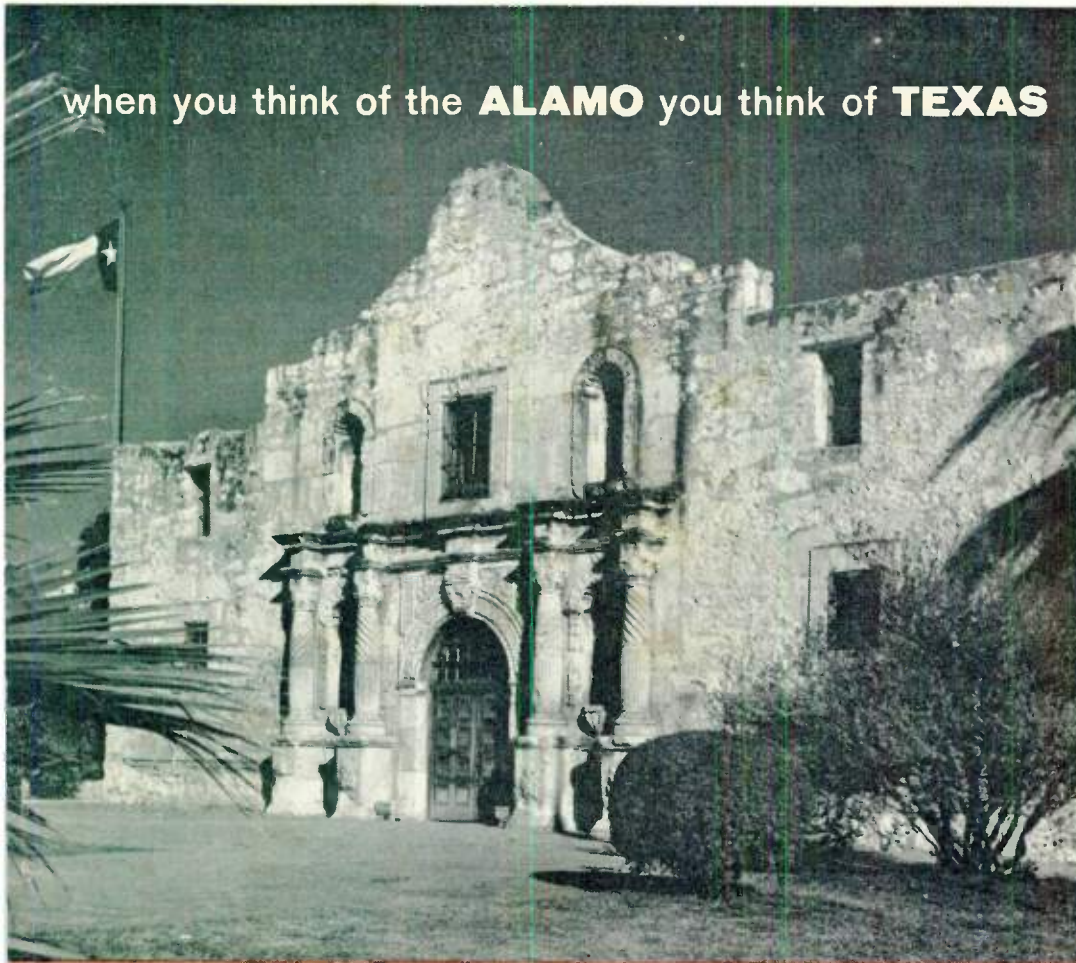
# Television Age

How has network control affected television programming? **PAGE 23**

Changing styles in network news: the future of factials **PAGE 28**

Multiple-set ownership: more people want more and more tv **PAGE 32**

when you think of the **ALAMO** you think of **TEXAS**



Every patriot knows what the Alamo means—in the same way that every alert national advertiser knows that these stations mean delivery of the maximum in coverage, in viewers, in prestige, and in sales.

when you think of  
**SPOT TELEVISION—**  
think of these stations

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WFAA-TV	Dallas
KDAL-TV	Duluth-Superior
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
WDAF-TV	Kansas City
KARK-TV	Little Rock
KCOP	Los Angeles
WPST-TV	Miami
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WNEW-TV	New York
WTAR-TV	Norfolk-Newport News
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WTVD	Raleigh-Durham
WROC-TV	Rochester
KCRA-TV	Sacramento
WDAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
KREM-TV	Spokane
KVOO-TV	Tulsa

**Edward Petry & Co., Inc.**

Television Division

The Original Station  
Representative

# INVITATION TO SUCCESS...

*You are cordially invited  
to join the growing list  
of prestige clients  
on K T L A---*

*reaching more homes per quarter hour,  
sign-on to sign-off,  
than any other  
independent television station  
in Los Angeles\**

*\*Dec. 1960, Jan. 1961; A.R. Band Nielsen*

**R.S.V.P.**

**NATIONALLY: PETERS, GRIFFIN, WOODWARD**

**SAN FRANCISCO: YUKON 1-1288**

**LOS ANGELES: HOLLYWOOD 9-3181**





## How important is the 2<sup>nd</sup>?

Just as important as one's 2nd shoe is Michigan's 2nd TV market... that rich industrial outstate area made up of LANSING-FLINT-JACKSON and 20 populous cities... 3,000,000 potential customers... 684,200 TV homes (ARB March '60)... served exclusively by WJIM-TV for 10 years.

# WJIM-TV

BASIC



Strategically located to exclusively serve LANSING... FLINT... JACKSON  
Covering the nation's 37th market. Represented by Blair TV. WJIM Radio by MASLA

WRH



Ten million viewers a week! Watching 33 million hours a week! That's the audience picture on THE LATE SHOW in just five markets ... those served by the five CBS Owned stations. And the picture gets better all the time. Because THE LATE SHOW is now showing more great movie hits of the '50's... star-studded features, never

SOURCE: Unduplicated audience, latest available NSI.



before shown on television, from a prize package of more than 250 Columbia pictures (including "The Caine Mutiny," "Knock On Any Door," "The Long Gray Line," "The Marrying Kind"). All this added to film libraries which already attract the largest movie audiences in each market. **CBS TELEVISION STATIONS** ©

*A Division of Columbia Broadcasting System, Inc.  
Operating WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles,  
WCAU-TV Philadelphia, KMOX-TV St. Louis (all represented by  
CBS Television Spot Sales).*

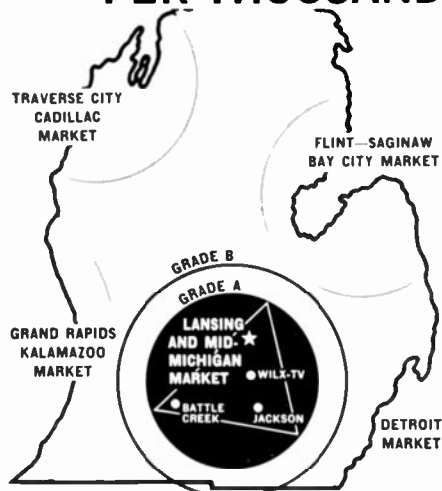
# THIS IS WHAT THE MICHIGAN MARKET IS REALLY LIKE!

**LANSING and  
MID-MICHIGAN**

**No. 1**

**OUTSIDE DETROIT**

**WILX-TV COVERAGE  
LOW COST  
PER THOUSAND**



## WILX-TV FACTS

- STUDIOS IN LANSING JACKSON BATTLE CREEK
- FULL TIME NBC TOWER HT. 1008' POWER 316,000 WATTS

Represented by  
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

**WILX-TV** CHANNEL 10

Associated with

WILS — LANSING / WPON — PONTIAC

APRIL 3, 1961

## Television Age

### 23 NETWORK CONTROL: 2ND YEAR

*Agencies mix blessings and blasts at the increased trend toward network-owned programs*

### 28 FUTURE OF FACTUALS (PART 2)

*An analysis of the differences in style, outlook and emphasis in network news operations*

### 30 UP IN SMOKE

*Lucky Strike Olden-conceived commercial creates, then consumes itself in fumes of glory*

### 32 CHEAPER BY THE DOZEN?

*Pulse survey reveals that more than 30 per cent of those who own one set want a second*

### 34 AGENCY FIRST READER

*Tv commercial scripts can be understood: a primer on literacy—and the sad lack thereof*

### 63 AGENCY COMMERCIAL PRODUCERS

*An up-to-date directory of producers of television commercials in agencies in the U. S.*

### 89 SUPPLY AND SERVICE FIRMS

*A complete listing of suppliers and services which operate in tv commercials production*

## DEPARTMENTS

### 7 Publisher's Letter

*Report to the readers*

### 11 Letters to the Editor

*The customers always write*

### 17 Tele-scope

*What's ahead behind the scenes*

### 19 Business Barometer

*Measuring the trends*

### 21 Newsfront

*The way it happened*

### 37 Film Report

*Round-up of news*

### 13 Network Program Chart

*List of shows for April*

### 19 Spot Report

*Digest of national activity*

### 58 Audience Charts

*Who watches what*

### 109 Wall Street Report

*The financial picture*

### 119 In the Picture

*Portraits of people in the news*

### 120 In Camera

*The lighter side*

Television Age is published every other Monday by the Television Editorial Corp. Publication Office: 109 Market Place, Baltimore 2, Md. Address mail to editorial, advertising and circulation offices: 444 Madison Ave., New York 22, N. Y. Plaza 1-1122 Second class postage paid at Baltimore, Md.

## Letter from the Publisher

### Contractual Aftermath

There has been considerable industry-wide reaction in the wake of the SAG-AFTRA contracts. The new contracts are retroactive to Nov. 16, 1960, for a three-year period.

The contracts introduced some new methods of compensation, piling one increase on top of another. The basic concern of broadcasters is how these contracts will affect the spot business. It is too early to tell what long-range effects these contracts will have, however, as Martin Nierman, executive vice president of Edward Petry & Co., has pointed out in an analysis of the new contracts, the total production costs of commercials, including use fees, are about five to seven per cent of the total tv budget.

### 'Spot Advantage Narrowed'

There have been several comments to the effect that some clients would react to the increases by dropping out of spot tv and going into network carriers. "Even with the increases," Mr. Nierman commented, "'wild' spot rates are still a better buy in most cases than program commercial network rates. The situation could probably best be summarized by saying that spot rates were by far better than network or program rates, and, as a result of the recent increases, the spot advantage has been narrowed. If someone says that he prefers the network buy over spot, it is because he feels that network is more convenient, easier to set up when a good number of markets are involved and almost just as efficient on a cost-per-thousand basis. The cost for commercials on the network would certainly not be the cause of the client deciding on that route, nor would it, at the same time, be an impediment."

### Period of Adjustment

From a management point of view, no one enjoys an increase, especially in a period of tight revenues and costs squeeze. But, to be realistic about it, the industry is going to have to live with the SAG-AFTRA contract for the next three years. It is folly to assume that advertisers are going to cancel out of television or to use network over spot because of the new agreements. However, it is incumbent upon the executives in the television business, especially at stations, to familiarize themselves with the provisions of these contracts and to take an active part in the negotiations when they come up three years hence.

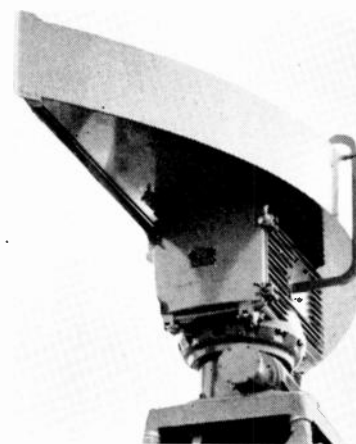
### Inauguration of a Service

We have inaugurated a new service in this issue of TELEVISION AGE—a Directory of Supply and Service Companies. This is a where-to-find-it service supplying a need for agencies, stations and producers of commercials. In it you will be able to find anything from a performing poodle to custom-made hardware for a tv scenic set.

Cordially,

*S. J. Paul*

At **WSAZ-TV**  
the weather is  
now as  
predictable as  
the dominance!



✦ The strange-looking object in the picture is a radar weather scanner. It's part of the most accurate weather forecasting apparatus in existence today, and is now in operation at WSAZ-TV. Add this innovation to its already long list of exclusive viewer services, and you know why WSAZ-TV will *continue* to be the overwhelmingly dominant station in this great 72-county market.

✦ Yes, you can count on WSAZ-TV's leadership just as surely as you can count the two million people who earn \$4,000,000,000 a year in this concentrated industrial area. Because you know that WSAZ-TV reaches more TV homes in the Huntington-Charleston dynamic circle than the other two stations in the market *combined* . . . a coverage unmatched by any other NBC affiliate in the nation in a 3-station market!

✦ Look to WSAZ-TV to continue to be the easiest media choice anywhere . . . just as WSAZ-TV viewers continue to look to this station as the one outstanding source of top local programming, regional news and public service.

✦ WSAZ-TV can now predict the weather (it's the only station in the market equipped with radar and employing a full-time meteorologist). *You can still predict the smartest buy in television!*

**WSAZ-TV** CHANNEL **3**

Huntington-Charleston, W. Va. **NBC**

C. Tom Garten, Vice President and General Manager  
Represented by The Katz Agency

No. 509 6 VOLTS  
NEDA 908  
4 SIZE F CELLS

U760

# time bomb!

**mca tv explodes upon  
the TV scene with four  
full hour first-run  
off-network shows  
for syndication**

Each show immediately available for local programming

## **CIMARRON CITY**

starring **GEORGE MONTGOMERY**



## **OVERLAND TRAIL**

starring **WILLIAM BENDIX**



## **RIVERBOAT**

starring **DARREN MCGAVIN**



## **SUSPICION**

All-Star **SUSPENSE DRAMAS**



**Shattering precedent for station programming!  
Bursting with proven high ratings!**

### **PRE-SOLD in the following markets:**

WNEW-TV, NEW YORK  
KTTV, LOS ANGELES  
WTTG-TV, WASH., D. C.  
WAGA-TV, ATLANTA  
WEWS-TV, CLEVELAND  
KKTU, COLORADO SPRINGS  
KPTV, PORTLAND, ORE.

KVAR-TV, PHOENIX  
KVOA-TV, TUCSON  
WITN-TV, WASH., N. C.  
WBNS-TV, COLUMBUS  
WBRE-TV, WILKES-BARRE  
WGAN-TV, PORTLAND, ME.

**mca**  
TV FILM SYNDICATION

598 Madison Ave., N.Y. 22, N.Y.  
PLaza 9-7500 and  
principal cities everywhere

# Television Age

Vol. VIII

NO. 18



## "WE AGREE, SONNY... South Bend's A Good Buy!"

Shrewd national advertisers agree, too . . . and are "mopping up" in the South Bend market with heavy WSBT-TV schedules. Here's why—South Bend is a 15-County TV market with 915,000 people and a buying income of \$1.7 billion. The families in South Bend's Metro Area enjoy the state's highest average income . . . \$7,553. Unquestionably a rich market.

Also unquestioned is WSBT-TV's dominance of this 3-station market. The latest Nielsen Survey\* gives WSBT-TV 42.7% Metro Area share of sets in use, sign-on to sign-off. WSBT-TV also covers the 15-county market better than any other station, local or outside. It's accomplished with a full CBS schedule and popular local shows . . . the Nielsen Survey\* shows WSBT-TV carrying 20 of this area's 25 most popular programs.

See your Raymer man for complete details about WSBT-TV and its market area.

\*October 31—November 27, 1960

# WSBT-TV

SOUTH BEND, INDIANA

Channel 22



ONE OF CBS' HIGHEST-RATED STATIONS

Paul H. Raymer Company, Inc., National Representative

### Publisher

S. J. Paul

### Editorial Director

Dick Donnelly

### Managing Editor

Daniel Richman

### Associate Editors

Don Dunn

John R. Mulligan

Jacqueline McCabe

### Washington Correspondent

David Stewart

### Financial Editor

T. A. Wise

### Advertising

Archer B. Greisen

Business Manager

Mort Miller

Eastern Sales Manager

Marguerite Blaise

### Production

Fred Lounsbury

Director

Anne Imhoff

### Advertising, Sales Service

Lee Sheridan

### Circulation Director

H. C. Gainer

### Reader's Service Dept.

Jean Mc Donough

### Business Office

Miriam Silverman

### Chicago Office

333 North Michigan

Tel. FRanklin 2-7100

### West Coast Office

R. J. Friedman

West Coast Manager

Jerry Tronstein

5866 Hollywood Blvd.

Los Angeles

Hollywood 6-2131

Member of Business Publications  
Audit of Circulations, Inc.



TELEVISION AGE is published every other Monday by the Television Editorial Corp. Editorial, advertising and circulation offices: 444 Madison Ave., New York 22, N. Y. Phone: PLaza 1-1122. Single copy: 50 cents. Yearly subscription in the U. S. and possessions: \$7; in Canada: \$8; elsewhere: \$12. Second class postage paid at Baltimore, Md. Copyright 1960 by Television Editorial Corporation, 444 Madison Ave., New York 22, N. Y. The entire contents of TELEVISION AGE are protected by copyright in the U. S. and in all countries signatory to the Bern Convention and to the Pan-American Convention.

# 444

## Letters to the Editor

### Of Starlings and Men

I think you covered my reaction to Jack Gould's [*New York Times*] review (and I must say that he's been more than good to us over the years) better than if I had sat down to write it myself (*In Camera*, TV AGE, March 6).

I've taken the liberty of showing your piece to a number of people here at CBS, including Fred Friendly and Dick Salant [executive producer of *CBS Reports* and president of CBS News, respectively], and we were all of us impressed with your wit, your style and (naturally) your estimate of *The Case of the Boston Electra*.

BILL LEONARD  
CBS News  
New York City

... Organizations like the Audubon Society and the American Humane Association and others try to avoid impractical emotionalism in setting up their standards and policies. Very often the people who speak for them have a large misconception about basic elements of their work.

All I can say in addition is that we still have not heard from any person or group regarding the starlings which were sacrificed for a much larger over-all humane purpose.

HERBERT A. CARLBORG  
Director of Program Practices  
CBS Television Network  
New York City

### Test Market

... a very comprehensive and interesting article ("What Makes a Test Market," TV AGE, Feb. 20).

JOHN M. MCGORRILL  
Manager  
WMTW-FM Poland Spring, Me.

### International Awards

Thank you for the very fine editorial support (*Newsfront*, Letter from the Publisher, TV AGE, Feb. 20) of the first annual International Broadcast-

ing Awards. . . .

It is through recognition such as yours that the IBA competition will continue to boost in status the entire commercials field. . . .

GEORGE W. WOOLERY  
Publicity Chairman  
International Broadcasting  
Awards  
Hollywood Advertising Club  
Hollywood, Calif.

### Tanny Spots

RE ITEM "STATIONS EXERCISE TASTE" (*Telescope*, TV AGE, Feb. 20) ONLY SPECULATION MARRIAGE (SATISFACTORY). SUBJECT SPOTS ORDERED AND PAID FOR BY VIC TANNY. SUGGEST STAHL SAVE "CREATIVITY" FOR CLIENTS. SPOTS ACCEPTABLE ALL LOS ANGELES STATIONS.

JON BYK ADVERTISING  
Los Angeles

### 'Popeye' Ratings

A clarification is in order with regard to ratings taken on the current telecasts on the *Popeye* show throughout the country.

King Features Syndicate is in the

process of producing 220 five-and-a-half-minute episodes of *Popeye*. One hundred of these episodes have already been delivered to some 84 stations throughout the country, in addition to being distributed in Canada, Spain, South America and Australia.

Many stations are currently running these episodes either alone or in combination with the old *Popeyes* being distributed by UAA. In Los Angeles, for instance, Monday through Friday KTLA runs four old *Popeyes* and one of our new *Popeyes*. Sunday afternoons, in a half-hour segment, the station runs only the new *Popeyes*.

The thing that concerns me is that when a rating is taken, *Popeye* appears in the top syndicated shows, full credit is given to UAA and none to us. It is our thinking that we contribute heavily to the high ratings of the *Popeye* show. In many instances these are King Features' new *Popeyes* or a combination of the two.

AL BRODAX  
Director of Television  
King Features Syndicate  
New York City

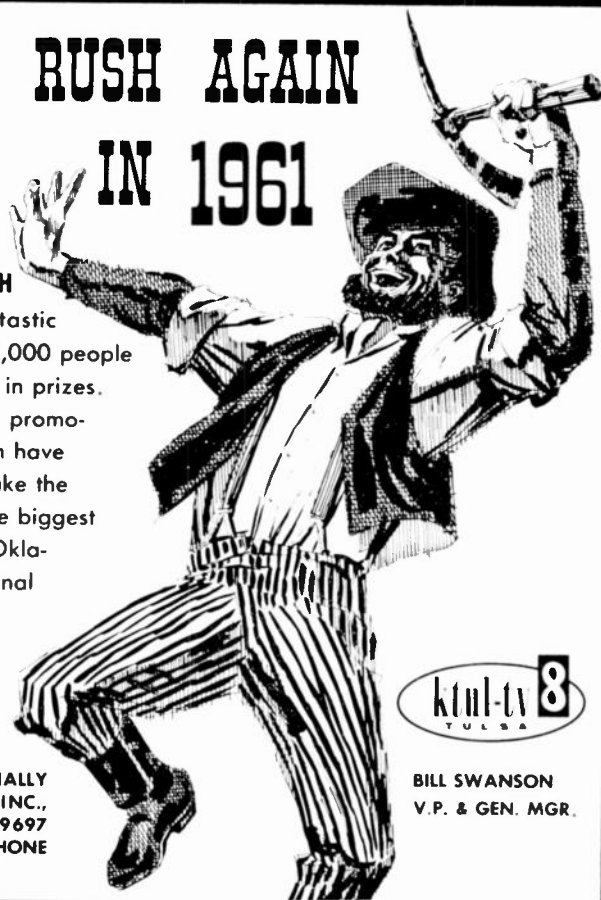
## SOONERS RUSH AGAIN IN 1961

### KTUL-TV's 89er TREASURE RUSH

in 1960 was a fantastic success . . . over 15,000 people rushed for \$10,000 in prizes. This year the prizes, promotion, and enthusiasm have been doubled to make the 1961 celebration the biggest event in Tulsa and Oklahoma since the original land rush.

MEMBER OF THE  
**Griffin**  
BROADCAST GROUP

REPRESENTED NATIONALLY  
by AVERY-KNODEL, INC.,  
OR JIM BLACK, BOX 9697  
TULSA, OKLAHOMA . . . PHONE  
Hickory 6-6184.



KTUL-TV 8  
TULSA

BILL SWANSON  
V.P. & GEN. MGR.

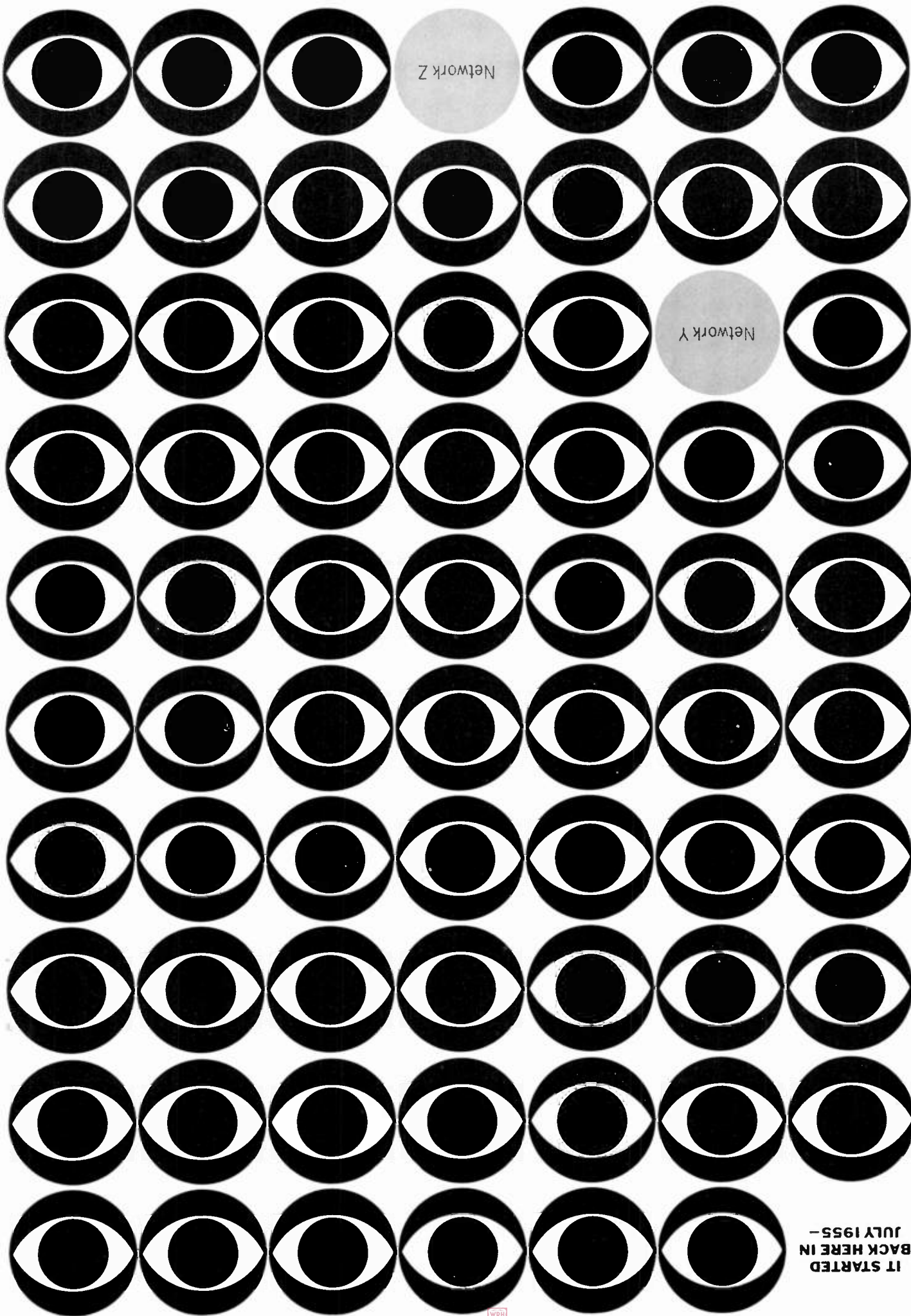


*“This goes back some years ago when my advertising career concerned itself mostly with media. I always tried to read first those trade publications I knew would keep me up-to-date, yet also would give me those practical values which could help me do my job better. Then, if I had any time left over or could somehow “create” some more time, I read the others. Of course, television wasn’t so big or important then. But from its beginning Television Age was one of those first trade publications I always read. I think it is an unusually fine tribute to the people who put Television Age together that I can still make the same statement today.”*

**WILLIAM E. STEERS**

*President, Doherty, Clifford, Steers & Shenfield, Inc.*

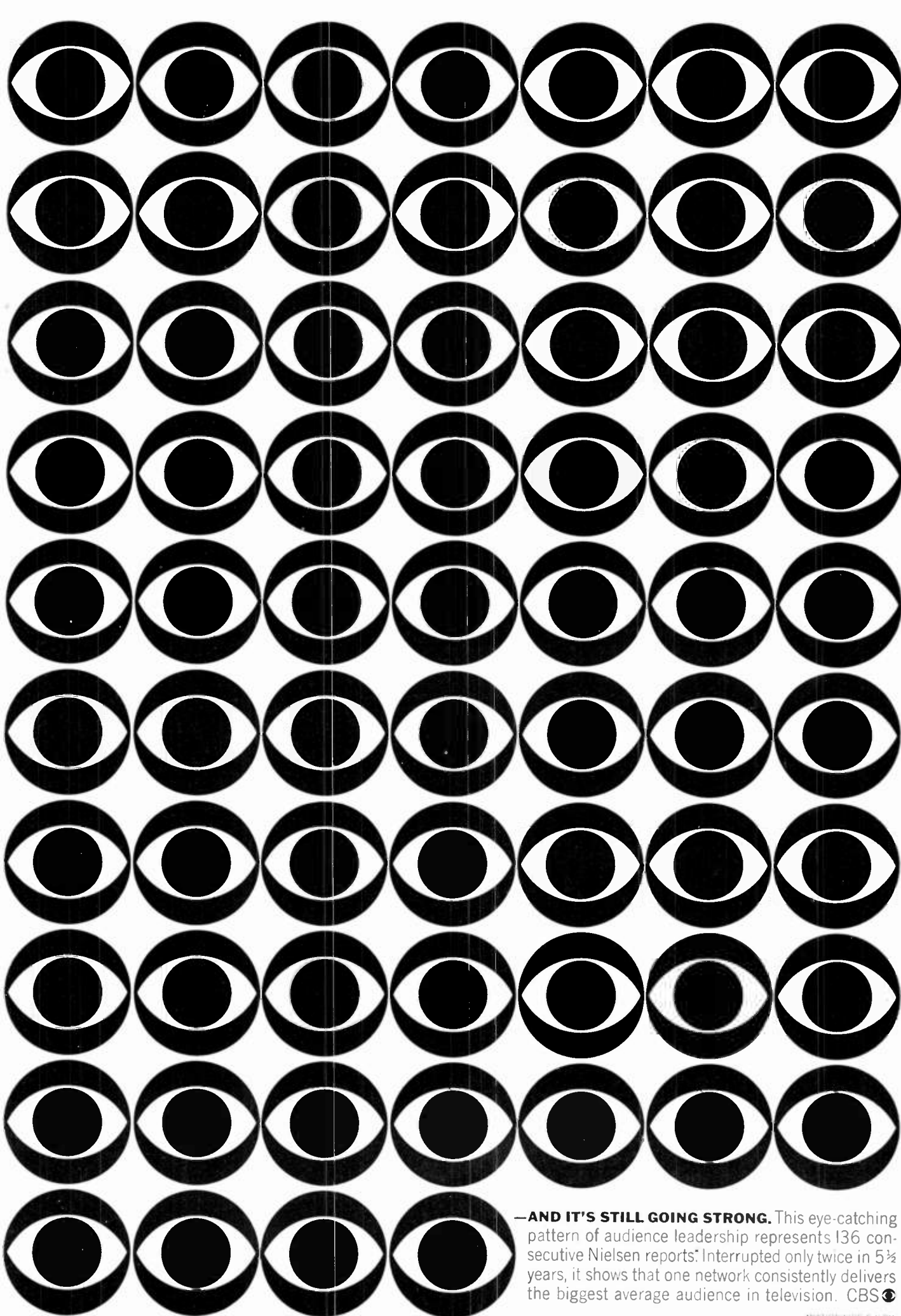
**Television Age**




Network Z

Network Y

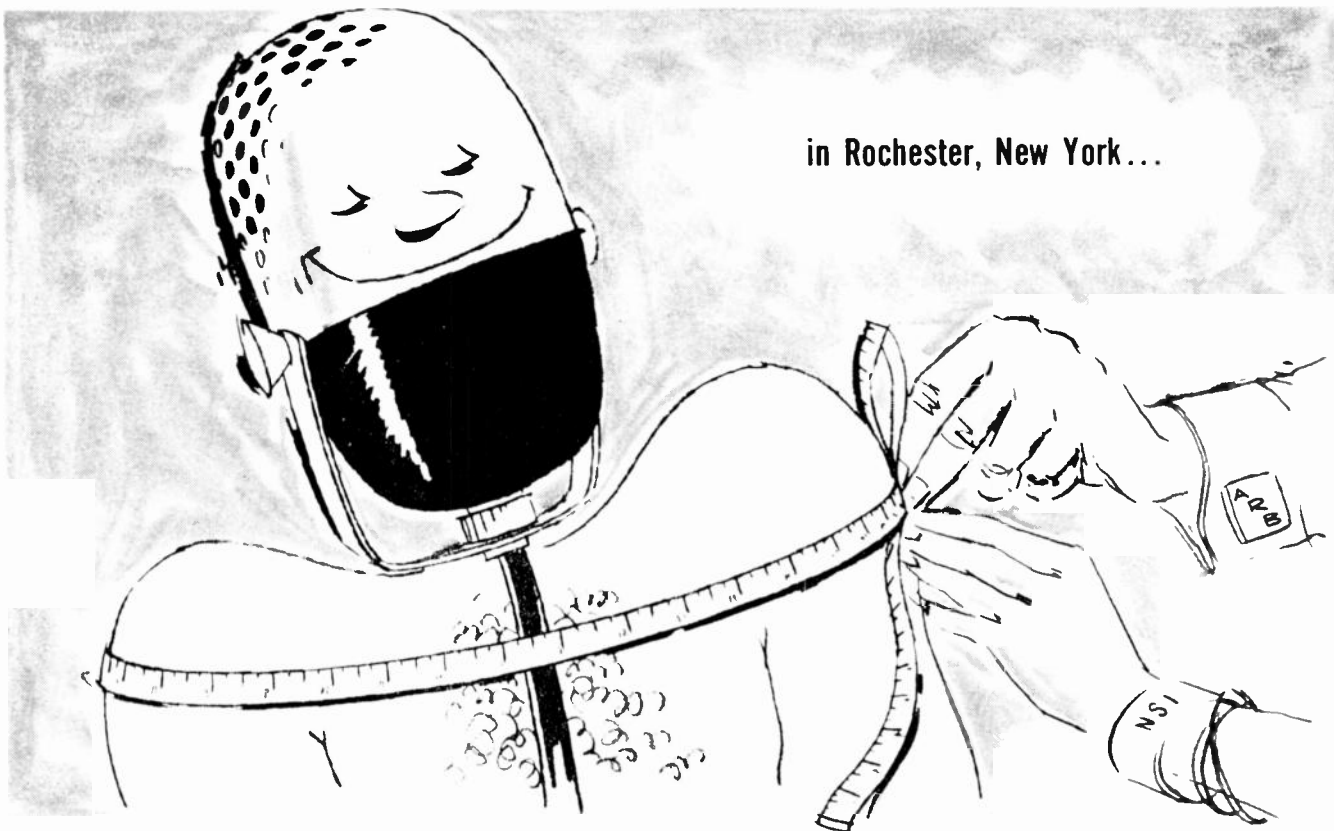
IT STARTED  
BACK HERE IN  
JULY 1955 -



**—AND IT'S STILL GOING STRONG.** This eye-catching pattern of audience leadership represents 136 consecutive Nielsen reports.\* Interrupted only twice in 5½ years, it shows that one network consistently delivers the biggest average audience in television. CBS 

\*NATIONWIDE, 8-11 PM

in Rochester, New York...



# all measurements<sup>\*</sup> prove that Channel 10 is the **BLG One...**

<sup>\*</sup> N.S.I. AND A.R.B. METROPOLITAN AUDIENCE SURVEYS ... NOVEMBER 1960

**... HAS THE BIGGEST  
OVERALL SHARE  
OF AUDIENCE !**

**... CARRIES 16 OF THE  
TOP 20 FAVORITE  
TELEVISION SHOWS!**

It's always gratifying when independent surveys of the Rochester Metropolitan Area see affirmatively—"aye to aye"—as regards the dominant position of Channel 10. Not only do we carry 80% of the Top Twenty favorite Rochester shows—not only do we deliver the largest over-all Rochester viewer-audience—but, from key executives to propmen, from facilities to promotion—we have what it takes to make the sponsor happy!—We also have some mighty attractive availabilities. Write, phone or wire for complete details.

# CHANNEL 10

**BASIC CBS • AFFILIATE ABC  
ROCHESTER, N.Y.**

**WHEC-TV**  
EVERETT MCKINNEY INC.

**WVET-TV**  
THE BOLLING CO. INC.

**ABC-TV's Late-Night Performance**

ABC-TV, with an eye to late-night programming of five hour-long programs this fall from 11:15 p.m. to 12:30 a.m., commissioned A. C. Nielsen Co. to come up with a special tabulation of the local programs presently being carried by the network's primary affiliates in that time period. Result: in a recent two-week period ABC-TV's primary affiliates were earning a 6.2 average audience rating on a total U. S. basis and a 24.8 share of audience. The network is reasonably sure it can increase that share to at least a 30 level, which would give the new programming a cost-per-thousand-per-commercial-minute range of from \$2.97 to \$2.35. The programs contemplated for the late-night time slot include *The Alaskans*, *Sugarfoot* and *Bourbon Street Beat*, with other possibilities being *Maverick*, *Stagecoach West* or *Cimarron City*.

**Pre-Empts Hurt Ratings**

The NBC-TV attempt to build another *Dick Clark Show* out of its *Saturday Prom* half-hour dance-party programmer appears to have failed, even with Beech-Nut gum—a long-time Clark sponsor—as advertiser. The show, which just ended a 26-week run, built steadily to an over-30-per-cent share after 11 weeks, then was pre-empted numerous times for football and basketball telecasts. After two pre-emptions, the rating was reported halved. The network slashed the budget, but could find no co-sponsor to share the tab with Beech-Nut. It's doubted that *Saturday Prom* will return next fall, with the gum concern noting its future plans are “up in the air” just now.

**Tv and Our Children**

Worried parents who ask, “What did we do when we were kids, before television?” will find encouraging information in a new book, *Television in the Lives of Our Children* (Stanford University Press). According to extensive surveys, the authors found that much time devoted by youngsters to today's tv set comes not greatly from periods formerly used for homework, outdoor exercise or sleep, but from hours given to comic books, radio dramas and motion-picture westerns. Another “upbeat” point—while tv cuts into the youngsters' reading of escape magazines, it doesn't reduce the reading of general magazines, books and newspapers.

**Short-Lived Ghosts**

Those animated 20-second spots featuring “the late” Bert & Harry Piel currently running on the three network outlets in New York are only stop-gap films, said an account contact at Piel's agency, Young & Rubicam, Inc. New spots, minus the beloved brothers, are in preparation for the recently purchased schedules. While the prime-time 20's get large audiences, most Piel advertising will henceforth appear in “common man” programming—fights, wrestling and the like—to cut down on the number

of “upper-income, white-collar viewers we got with six years of late-night newscasts.”

**Is Wall Street News?**

NBC-TV is considering a business and financial-news program to bolster its already growing news operation, it was reported at press time. The problem of how to present the show nationally (a weekly, five-minute program is currently presented by WNBC-TV New York on Saturdays at 7:10 p.m.) may be resolved by NBC's electronic news syndication operation. It is also understood that ABC-TV is considering a financial-news show.

**Activity for Ansco**

With summer moving in—and shutterbugs moving out of doors—Ansco Photo Division of General Aniline and Film Corp. reportedly will be looking toward tv shortly. The account, which changed agencies at the first of the year, used network and spot schedules in '59-'60, but was out of the medium last fall-winter. Reach, McClinton & Co., noted as including video among its plans, might feel activity is needed to compete with Kodak's strong NBC-TV Walt Disney buy.

**Mattel Likes Matty**

Mattel Toys of Hawthorne, Calif., has renewed its sponsorship of *Matty's Funday Funnies* on ABC-TV, allocating the major portion of its record \$2.5-million advertising budget to tv. The half-hour program is aired twice weekly, Sunday at 5 p.m., and Friday at 7:30 p.m., on a 52-week basis. (The Friday segment will switch to Saturday from September to December.)

**Sunkist Initiates Two-Week Campaign**

Sunkist Growers Products Dept. will launch a concentrated two-week network campaign for its frozen-fruit products in May, buying into 11 programs on NBC-TV and CBS-TV during the period. Scheduled for participations are *Wagon Train*, *Concentration*, *It Could Be You*, *From These Roots*, *Play Your Hunch* and *Truth or Consequences*, on NBC; *Rawhide*, *The Millionaire*, *Love of Life*, *Edge of Night* and *As the World Turns*, on CBS.

**TNT at NT&T**

Declaring that WNTA-TV New York has “a much greater value” than bids for the station have indicated, Leonard Davis, one of two stockholders who have opened a proxy fight at NT&T, has stated that if the company's directors sell the station without obtaining consent of two-thirds of the stockholders, and if the sale is later found to be not in the best interest of the shareholders, “a derivative action” would be taken. Since Mr. Davis feels strongly that the sale of the station is not economically justified, it is unlikely that the sale will be announced until the proxy fight is settled.

*"We've used the Ampex VTR to make money and increase business — very definitely," says George Harvey. "We're on record as we have in the past. We know that the Ampex Television Recorder, used properly, and sold aggressively, will pay for itself very easily. . . . It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about. . . . We wouldn't have the VTRs if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex Videotape — it's their baby all the way. Always has been."* • • • • Ask Ampex today for specific station histories of the *Videotape* Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. AH.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO

MR. GEORGE W. HARVEY, VICE PRESIDENT  
AND GENERAL MANAGER, WFLA-TV  
TAMPA-ST. PETERSBURG, FLORIDA  
(372,200 TV HOMES — 28TH METRO MARKET)

© TM AMPEX CORP.

# Business barometer

Local billings dropped substantially in January—for the second month in a row—and network business was off seasonally, but to so slight an extent that totals for this division of television billings remained almost precisely at their December level.

Local business was down 11.2 per cent under December, while network fell by the merest fraction—.1 per cent—in comparison with the final month of 1960. Local was up 1 per cent over January a year ago, however, and the network gain was 6.5 per cent.

Local's 11.2-per-cent dive under December billings was the third greatest decline for this category of tv business in any single month that has been recorded in the seven years that TELEVISION AGE has conducted these monthly surveys.

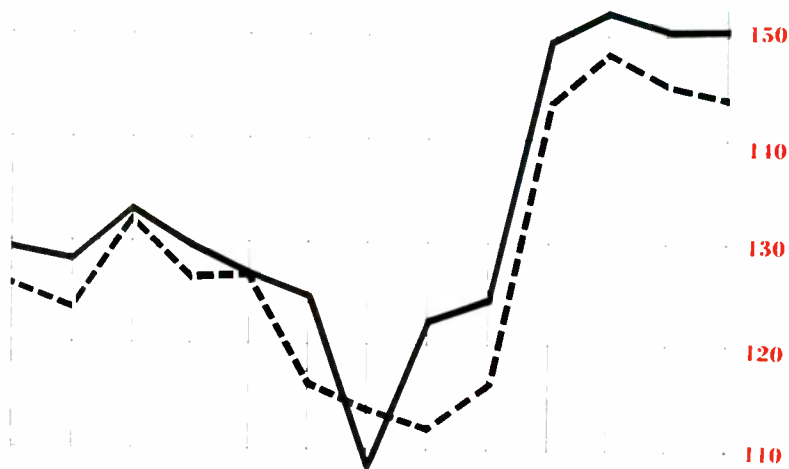
The severity of this slide is not overly significant, however, in view of an average January loss for local of 9.5 per cent.

Conversely, the .1-per-cent drop in network totals was the smallest fluctuation in any one month for any division of billings in Business Barometer history. Network showed gains in January over December from 1954 through 1956 and losses averaging 2.4 per cent over the following four years.

## NETWORK BUSINESS

### A month-to-month and year-to-year comparison

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

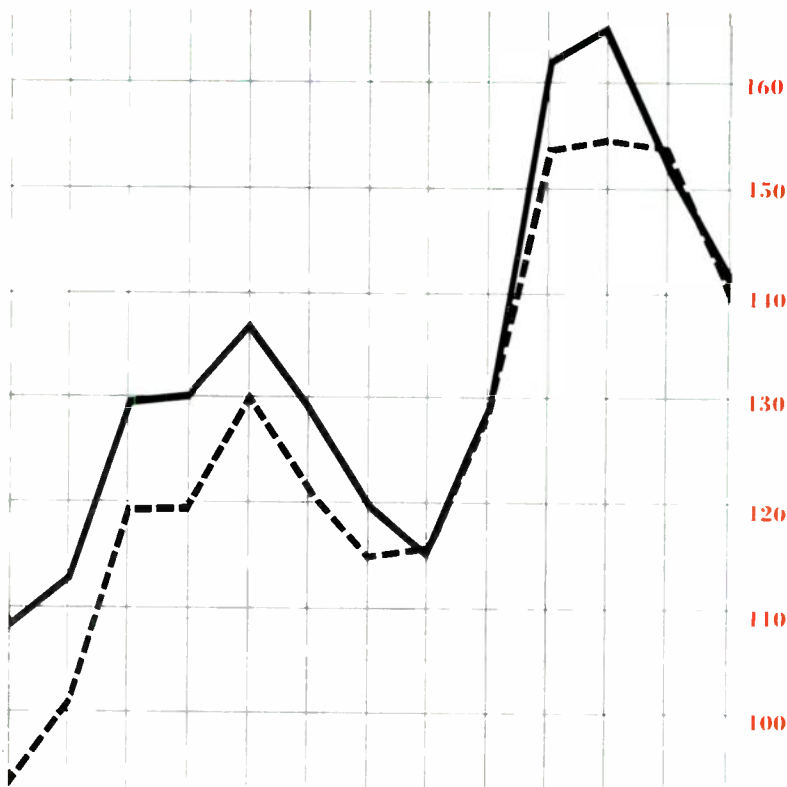


Solid line represents past 12 months; dotted line, a year earlier

## LOCAL BUSINESS

### A month-to-month and year-to-year comparison

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



Solid line represents past 12 months; dotted line, a year earlier

(A copyrighted feature of TELEVISION AGE, Business Barometer is based on a cross-section of stations in all income and geographical categories. Information is tabulated by Dun & Bradstreet.)



# U.S. STEEL HOUR

## *The Broadway of TV*

**CBS-TV**

**ALTERNATE WEDNESDAYS**

**Produced "LIVE" FROM NEW YORK**

**By THE THEATRE GUILD**

**CBS-TV eyes electronic news syndication . page 21**

**After five years of spot, what's not? . . . . page 21**

**Chicago papers have a devoted reader . . . page 117**

## **Electronic News**

CBS-TV, with an eye on NBC's successful entry into the field of electronic syndication of newsfilm, confirmed a report that it would shortly be in the field. "At the moment," said John Cooper, manager of syndicated services, "we're working out price details, and have nothing official to announce on operations, starting dates and so forth. The affiliates have been made aware of our plans in a general way, but it will probably be a month or so before anything definite is set."

The NBC venture into the area (first reported as testing in Telescope, April 18, 1960) got under way on a regular basis Feb. 1 of this year. Don Meaney, manager of national news, reported 44 affiliates subscribing to the service at last count, with most of them taking more footage than originally planned. A flat rate entitles the local station to tape whatever it wants from the NBC 12:55 Ray Scherer newscast, a special 5:30 feed of news, sports and feature material and the Huntley-Brinkley telecast.

"The 5:30 feed always includes one sports story, a lot of short material and top news stories that aren't covered on the Texaco show," he said. "We find the affiliate with a 6 p.m. or 11 p.m. newscast prefers to lead off with a national or international story that wasn't covered by the Huntley-Brinkley program. Additionally, we've expanded our week-end coverage and provide feature material the stations can use on week-ends when the network shows aren't on."

Reaction to the program thus far has been favorable. Mr. Meaney reported, although "there have been rough spots in getting organized, and

we've shifted about in procedure to smooth them out." He felt certain the stations would approve the technique from the beginning: "After all, it was partly their idea." The advantage, of course, is that there is no delay while film footage is flown from New York to the local station. "Many stations tape our 5:30 feed and have the shots on the air in their six o'clock newscast."

ABC-TV's plans, now that its rivals are providing—or are about to provide—a "special" service? "We have no plans in the area," noted an ABC news executive, denying a rumor that the network might enter into an arrangement with United Press International. "We haven't talked to UPI or Telenews," he said, "or—if we have—it's been on the very top level, and I haven't heard about it."

## **Wooden Anniversary**

As advertising and business measure their gains and losses on an annual basis, it's customary every now and then to look back and see "where we've come" during the past century, decade or—in the case of spot tv expenditures—half-decade. To mark five years of reports on spot investments, the Television Bureau of Advertising has issued a wrap-up showing among other things that expenditures increased more than 50 per cent—from \$397,606,000 in 1956 to \$616,701,000 in 1960—during the period.

Bowing appreciatively to N. C. Rorabaugh, who supplied the necessary data, and to the stations who co-operated in furnishing information, TvB reveals that 530 advertisers used spot in the first six months of 1949, 2,000 in 1953, 3,000 in 1955 and 4,000 in 1956, with the figure holding relatively steady thereafter. A

decline to 3,807 in 1960 was attributed almost entirely to companies spending under \$20,000 in an entire year. During the five years past, the greatest increase in number of advertisers using spot came among those spending more than \$1 million annually. In 1956 81 such companies used spot; in 1960 the number was up to 125 firms.

Among other trends through the years: investments in announcements-and-participations increased 75 per cent, from \$266.9 million in 1956 to \$466.5 million in 1960; ID expenditures rose 42 per cent, from \$46.9 million in 1956 to \$66.3 million in 1960; program investments held steady at \$83.8 million in 1956 and \$83.8 million in 1960. As a result, announcements-and-participations increased its share of the total spot dollar from 67 to 76 per cent, while programs' share went from 21 to 13.6 per cent, and ID's declined slightly from 11.8 to 10.8 per cent.

While it is hard to find a classification of products, says TvB, that has not used spot television, some product categories have turned spot-ward faster than others. In the past five years, classifications more than doubling their spot tv investments included amusements, garden supplies, hotels, household cleaners-polishes-waxes, publications and sporting goods. Classifications increasing their investments by 50 per cent—automotive, clothing, confections-soft drinks, cosmetics, food, gasoline, pet products; up 25-50 per cent—agriculture, beer-ale-wine, stationery, transportation; less than 25 per cent higher—household paper products and tobacco. Not everything was up, however, as seven categories—including building material, dental products, notions and household furnishings—reduced their spot dollars.

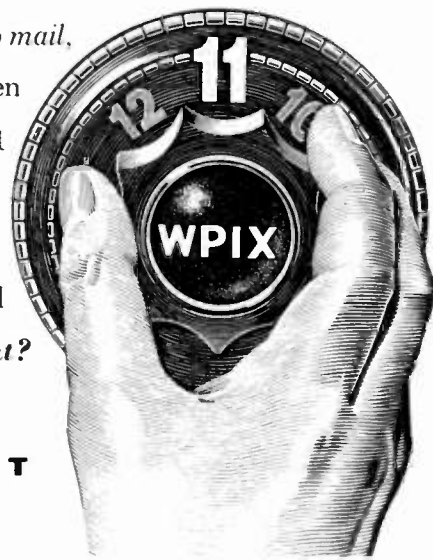
Among specific brands, TvB illustrates that spot is employed in different ways for many advertisers who have appeared in the top-10 listing:

(Continued on page 117)



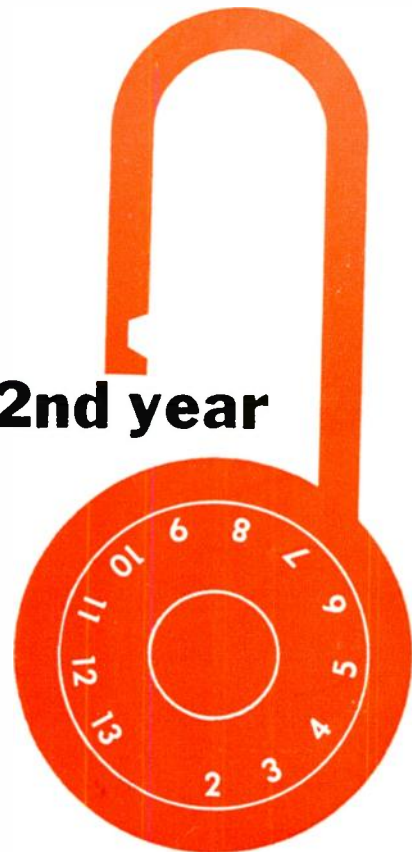
Mail is usually a good barometer of one's popularity. Yet, because WPIX-11 *has no mail*, we're *more* popular with advertisers! An extraordinary statement except when you understand the *kind* of mail we mean: *No Mail Order Advertisers!* WPIX-11 advertisers are *national*, representing the foremost advertisers in the land. General Motors, General Foods, P & G, Coca-Cola, R. J. Reynolds—they're all here in quantity. It makes good sense to join in the fine company of national advertisers on WPIX-11. *Where are your 60 second commercials tonight?*

**NEW YORK'S PRESTIGE INDEPENDENT**



## Network control: 2nd year

*Agencies mix  
blessings and blasts  
at increased trend  
toward network-owned  
properties*



**“T**here’s no such thing as network control,” remarked the programming head at one of several agencies queried by TELEVISION AGE on the subject. Then, noticing a pair of raised eyebrows before him, he added, “That is, if you’re one of two or three giant advertisers. For the rest of us, it’s rough.”

The executive in question had been first interviewed before the beginning of the 1960-61 season (TV AGE, Aug. 8, 1960) for opinions as to the problems that might arise during the first season of solid network control. *Control* meaning, of course, not only a tight rein on program content but on production, financing, selling and

slotting of properties.

Spurred by numerous factors—the quiz-show explosions and resultant Government warnings to tighten the reins on what was being sent out on the nation’s airwaves, program “raiding” by rivals, a lack of consistent and reliable sources of new material—the networks last season stepped up a trend that had been growing over the past few years. With very few exceptions, advertisers found themselves in the position of being asked to take what ABC-TV, NBC-TV and CBS-TV had to offer—in the time periods when the networks offered it.

To say that reactions were mixed is to put it

*Garry Moore's contract ties his  
program to CBS*

lightly. "Monopoly?" questioned Benton & Bowles' Lee Rich. "Lack of program balance?" asked McCann-Erickson's Terry Clyne. "Elimination of ideas from many creative minds?" wondered BBDO's George Polk. And these and others were concerned with the new-program mortality rate, an increase or decrease in sets-in-use, how the success or failure of one type of programming would affect the following season's schedules, what would happen to the little guy, the packager with an idea and script but no funds, and what would happen to the personnel involved in programming at the agencies, networks and production firms.

From the vantage point of eight months later, as the first season winds up and the second is fairly well blocked in, it's a simple matter to note that network control of programming appears to have worked at



**CBS**



*James Aubrey*

*Oscar Katz*

*Michael Dann*

*William Hylan*

**NBC**



*Robert Sarnoff*

*Robert Kintner*

*Walter Scott*

*David Levy*

*Don Durgin*

**ABC**



*Leonard Goldenson*

*Oliver Treyz*

*Tom Moore*

least as well as any previous system under which agencies and advertisers sometimes created, produced and paid for their shows.

As with many a conclusion, the one above has a notable point of argument. In the area of program "balance," critics will find considerable ammunition to decry a lack of just that in next fall's regularly scheduled shows. On the surface, counting program categories alone, the upcoming season has even one more than in the 1958-59 period (to take the most recent season before network participation in production was a general topic of conversation).

A check of the programs-by-type listing on page 111 shows the '58-'59 season had 13 different categories of regularly scheduled programs per week in prime time, and (based on the largely firm but still tentative '61-'62 schedule) next fall's line-up will

make 14 different kinds of shows available to the viewer. Some of the "maverick" categories have come and gone—*You Asked for It* is replaced by *Candid Camera*, for example—but the roster includes the basic staples of westerns, situation comedies, adventure programs, etc.

Truly, any network can point out that its weekly schedule of prime-time offerings has variety. Even ABC-TV, considered the action-adventure network, can list its situation comedies, its cartoon half-hours, its Saturday-night boxing, its Lawrence Welk show and its Bell & Howell documentaries (although this last is in the "specials" category).

From the critical standpoint, however—and there's no doubt the newspaper columnists will pick it up—program "balance" by network is often predicated on the fact that each expects the viewer to remain solely

with it throughout the week. If the term is used to mean that viewers should have a variety available to them during each time period, the situation is something else again. The decrease in number of programs in certain areas (variety, music, live comedy, sports, game shows) and the increase in situation comedies and adventure films make inevitable period after period where the viewer can choose only between the specific *brand* of adventure or fun program he prefers.

"Having look-alike shows opposite one another is a problem," said Nicholas E. Keesely, senior vice president and tv-radio director at Lennen & Newell, "but I'm sympathetic to the networks' difficulties, too. We found out this season that bucking some of the adventure hours with half-hour situation comedies was a struggle. Consequently, there's going to be a

ABC "holds" nearly all shows—the new *Asphalt Jungle*, too



lot of adventure after 9 p.m. next fall, and some segments of the public may feel they're not getting enough light entertainment."

After studying the tentative '61-'62 schedule, Mr. Keesely cheerfully noted that, largely through the success of CBS as a light-entertainment network (21 of 36 shows in the humor area), the over-all situation wouldn't be "too bad. There will still be two networks offering basically the same type of program in most instances, but a choice of some sort will exist."

(An increased number of public-affairs specials and a corresponding decrease in entertainment programs in the specials category, while obviously affording greater "balance," were not considered part of next season's programming, as it is the week-to-week shows which primarily determine the video audience.)

For its clients L&N bought a quartet of situation comedies last September, as well as a western, an hour-long underwater actioner and a dramatic anthology. Of the comedies, only *Hennessey* was bought for '61-'62, with other new buys being made in two quiz-panel shows, Ed Sullivan's variety hour, *Father Knows Best* and three hour-long adventure shows.

"Although the networks are controlling their programs more than I've ever witnessed in my 30 years in the business," said Mr. Keesely, "it's obvious from our purchases alone that they're offering a suitable variety to the advertiser from which to choose."

A thought of the programming executive was echoed shortly afterwards by Richard Pinkham, senior vice president and broadcast-operations director at Ted Bates & Co., Inc. "While I don't feel it's wrong for the networks to buy their own programming," he said, "I do feel the smart network would be one that allowed agencies to play a creative part; the network would profit by calling in the top program men from several agencies to help decide

### Program Mortality

	new programs	remaining second season	% remaining
1957	56	25	45
1959	50	19	38
1960	43	17	40*

Source: A. C. Nielsen Co.

\*Estimated on scheduled fall programming.

whether or not a new show would be taken on."

Mr. Keesely, noting that agencies at one time became so involved in radio production that "they had no time for their other responsibilities," felt the present system of network supply was worthy of a "wait-and-see" attitude: "The coming season should tell the story. If the public decides it is not satisfied, if audiences are dissipated, then agencies will have an opportunity to move back in with programs of their own creation—and I think the networks will open their doors and welcome them."

Having already noted that some agency programming executives wondered before the *current* season began about audience dissipation and program mortality, a look at some recent Nielsen figures is in order. As the table on page 26 indicates, the

percentage of new programs which premiered this past fall and will be carried into next season is slightly higher than in 1959 and slightly lower than in 1957.

What does this mean? Basically, it appears that program-mortality rates are fairly constant and that strong network control in itself does not result in shows unacceptable to the public. A prediction by one highly knowledgeable agency man last August that "there will be more failures this year than ever before" was far wide of the mark.

As to viewing levels, Nielsen sets-in-use percentages for the first two weeks in January 1960 were 66.8 at 8-9 p.m., 66.3 at 9-10 p.m. and 55.6 at 10-11 p.m. The same periods for 1961 showed percentages of 69.1, 68.6 and 54.8, respectively. Meaning? A higher percentage of a greater number of sets (with the research

firm now using 46.9 million as its base) is tuned in during the early- and middle-night periods, but fewer viewers are staying up late.

The late-night situation apparently stems from a simple necessity and/or desire of many viewers to get some sleep. And the increase in the number of viewers heading bedward figured importantly in a recent case where network control at its strongest cost the network more than \$15 million in billings. ABC-TV was the network, Liggett & Myers the client, and McCann-Erickson, Inc., the advertising agency involved.

C. Terence Clyne, chairman and general manager of the agency affiliate, M-E Productions, ticked off the reasons why the tobacco firm had decided not to renew its participations in *The Untouchables*, *Asphalt Jungle* and *Adventures in Paradise*:

(Continued on page 110)

*ABC's production tie-in on Mitch Miller insures the program staying with the network*



# Future of factuials

(Part 2)

*Differences in style,  
outlook and emphasis in  
network news-gathering  
and interpretation  
are analyzed*

*The hardest of hard news*



**A**t a political convention in 1956, CBS circulated a memo to its reporting staff recommending that they refrain from attending the NBC open buffet for newsmen. A copy of the memo was intercepted by a pair of NBC commentators who solemnly read it on the air, nodded to the crowded convention floor and cooed, "Aw—cm'on, fellas, come and mix anyhow; nobody's going to tell . . ."

Whether it happened this way (it did) or is just part of the sometimes saccharine apocrypha that is beginning to adhere to the Huntley-Brinkley team doesn't much matter. There are other episodes that would serve as well to isolate the qualities that have made the pair the keystone in NBC's plans to overtake the CBS news department: a kind of cracker-barrel manner combined with a low-key, down-to-earth wit that puts them squarely in the tradition of Artemus Ward, Josh Billings, Twain and Will Rogers.

When Chet Huntley and David Brinkley first appeared together at the conventions in 1956, one viewer said they reminded him of a pair of traveling salesmen—one man breaking in the other to a new route. The approach of the two men has become increasingly sophisticated, yet it

seems to cut across more levels of U.S. life than does the New England blend of piety and moral reform which has characterized some factual production and newscasting at CBS.

NBC's breakthrough in news is the more sweet to the network because for so long a time CBS received most of the laurels. NBC is the older network, and therefore had a head start in lining up the more influential and profitable stations. But CBS, personified by the voice of Edward R. Murrow from London under the blitz, reinfused news with a sense of fate and of human destiny—qualities that made news a dramatic instrument.

### *The Voice of News*

After succeeding in making its radio voice the voice of news for millions of Americans, CBS was able to transplant the same qualities (plus many of Mr. Murrow's wartime recruits) into television.

Perhaps as much a cause as a result of success, CBS developed a somewhat superior attitude described variously as "an Olympian air" and "a BBC complex." A tv critic recently praised the salty delivery of CBS reporter Harry Reasoner and contrasted it with the usual "pear-shaped tone" of the network.

The problem of superimposing a

personality on the news—whether it is the personality of a single individual or a network or station—is a familiar problem. As Richard S. Salant, president of CBS News, notes: "A commentator must communicate, but in an interesting way, or people won't listen. But it's a mistake to let the newscaster get in the way of the news. When a program is over, you ought to come away with the feeling that you have been informed on important issues; you shouldn't be thinking of the personality of the newscaster. On the other hand, you can't have a man who's too bland or neutral . . ."

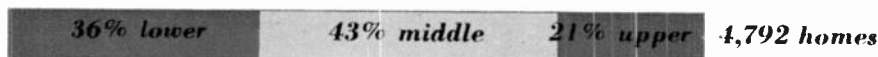
William R. McAndrew, executive vice president in charge of news at NBC-TV, is quick to point out that NBC's "resurrection" in news cannot be put down to Huntley-Brinkley, as some would like to. "That's not fair to them or to the people they work with," he says sharply. "There's close to 300 people working on these programs—and excellent reporters such as Jack Chancellor, Ray Scherer, Frank McGee, Cecil Brown and Sander Vanocur. I'll pit our correspondents against anyone's anytime . . ."

Some observers argue that in recent years there has been enough of an interchange of reporters and pro-

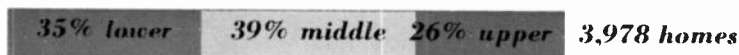
*(Continued on page 36)*

## *Average Audience Distribution by Income*

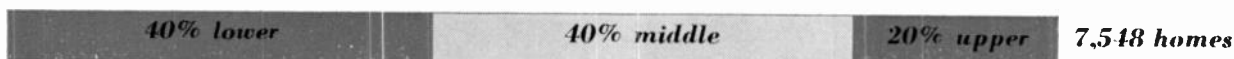
### **ABC: Winston Churchill**



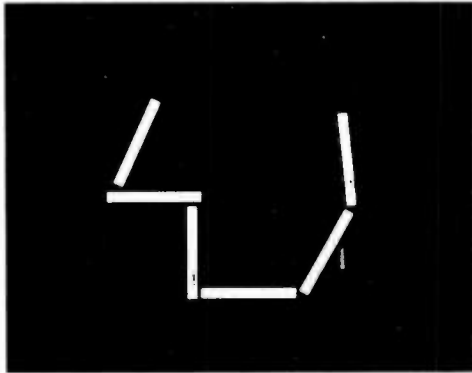
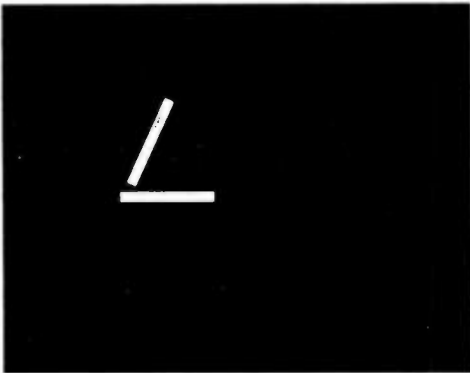
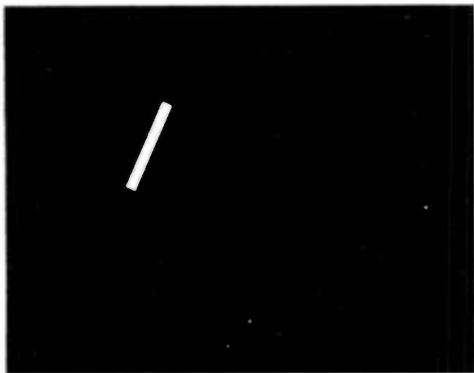
### **CBS: Face The Nation**



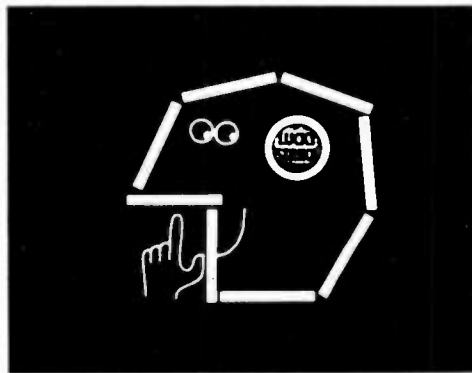
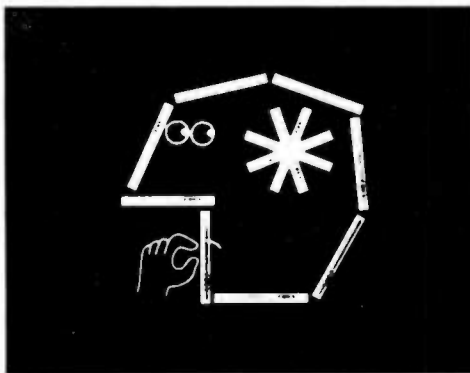
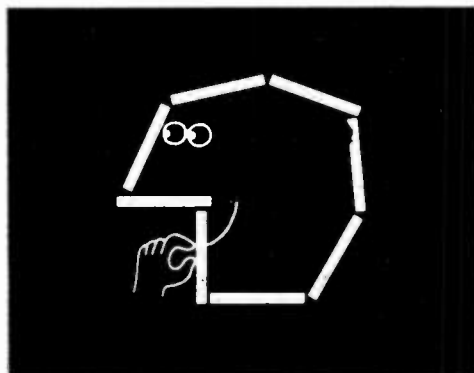
### **NBC: White Paper**



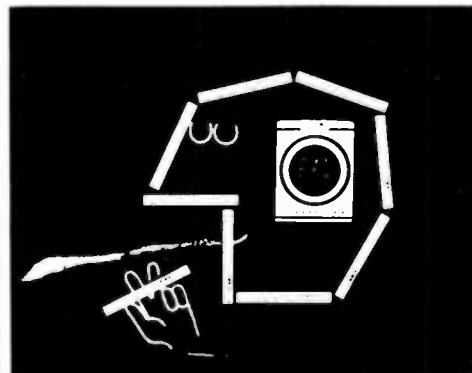
In a typical two-week period, all prime-time factuals, such as those above, averaged 39% viewers under \$5,000, 39% in the \$5-8,000 group, and 22% over, as compared to a 41-39-20 percentage split for all programs, according to A. C. Nielsen.



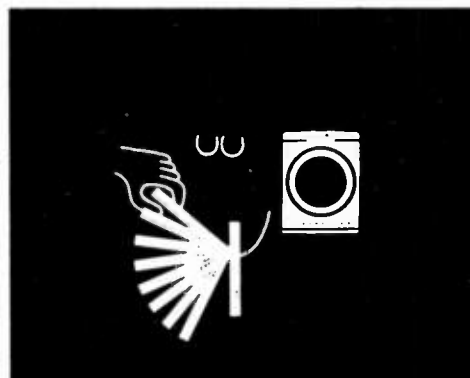
*The act of creation: remember how great cigarettes used to taste . . . Luckies still do . . .*



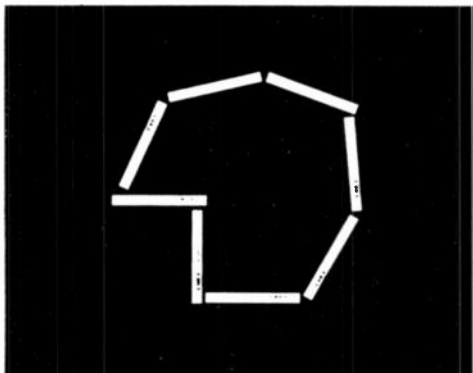
*The act of reflection: change to Luckies and get some taste for a change . . .*



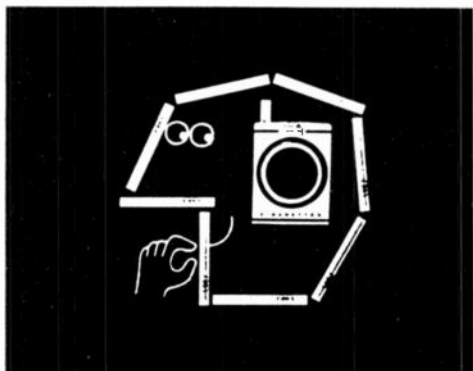
*The act of experimentation: if your smoking pleasure has been somehow misplaced . . .*



*The act of consummation: the juce smokes itself up*



... says the smoking man



... says the happy man



... change to Luckies



CHANGE TO LUCKIES AND  
GET SOME TASTE FOR A CHANGE

## Up in Smoke

*New Lucky Strike commercial  
creates, then consumes itself in  
fumes of glory*

In automation, they talk about automatic feedback; in animation, they can start talking about automatic smokeback. *The Face*—a 60-second Lucky Strike commercial, from which stills are presented on these pages—actually does what some consumers probably wish other commercials would do: it destroys itself.

The unusual commercial, created by Georg Olden at BBDO, was first previewed on the NBC-TV *Remember How Great* . . . Lucky Strike special Feb. 9, and is scheduled for heavy use beginning this month.

To the sound of tinkling, futuristic music (written by Joe Hornsby and Ben Allen, scored by Eddy Manson), viewers will see a face formed cigarette by cigarette, complete with animated eyes. As the soundtrack asks us to remember how great cigarettes used to taste, "an animated hand pops on in thoughtful pose next to mouth," according to the storyboard. "At the same time, mechanical wheels pop on inside head and begin to turn, indicating thought process."

The wheels turn into cigarette spokes, which in turn become the bull's-eye from a Lucky Strike pack. The bull's-eye is red—the only color in the cartoon. Even when a hand appears and lights up a cigarette, the match flame and smoke are in b&w.

The commercial took about six weeks to produce, with the work involving careful timing and optical lab work at Pintoff Productions.

Mr. Olden says the idea evolved from some doodles he was making that employed the same head drawing, but not with cigarettes. After 20 frames or so, the commercial ran out of steam, at which point it occurred to Mr. Olden to construct the face out of cigarettes, then have it smoke itself up for a finale.

"The pay-off is the most difficult thing in a short commercial," he noted. "It's a little like vaudeville. The last act must top everything that went before."

He has an idea for a follow-up commercial, but isn't saying a word until it's off the drawing board.

# Cheaper by the dozen?

*There are some*

**A**pparently some people feel that it's impossible to get too much of a good thing.

One home in four out of a sample of 500 households in the metropolitan New York area boasts two or more television sets, some 30 per cent of single-set owners are interested in getting a second receiver, and of these about four in 10 indicate that they plan to acquire same within the next year.

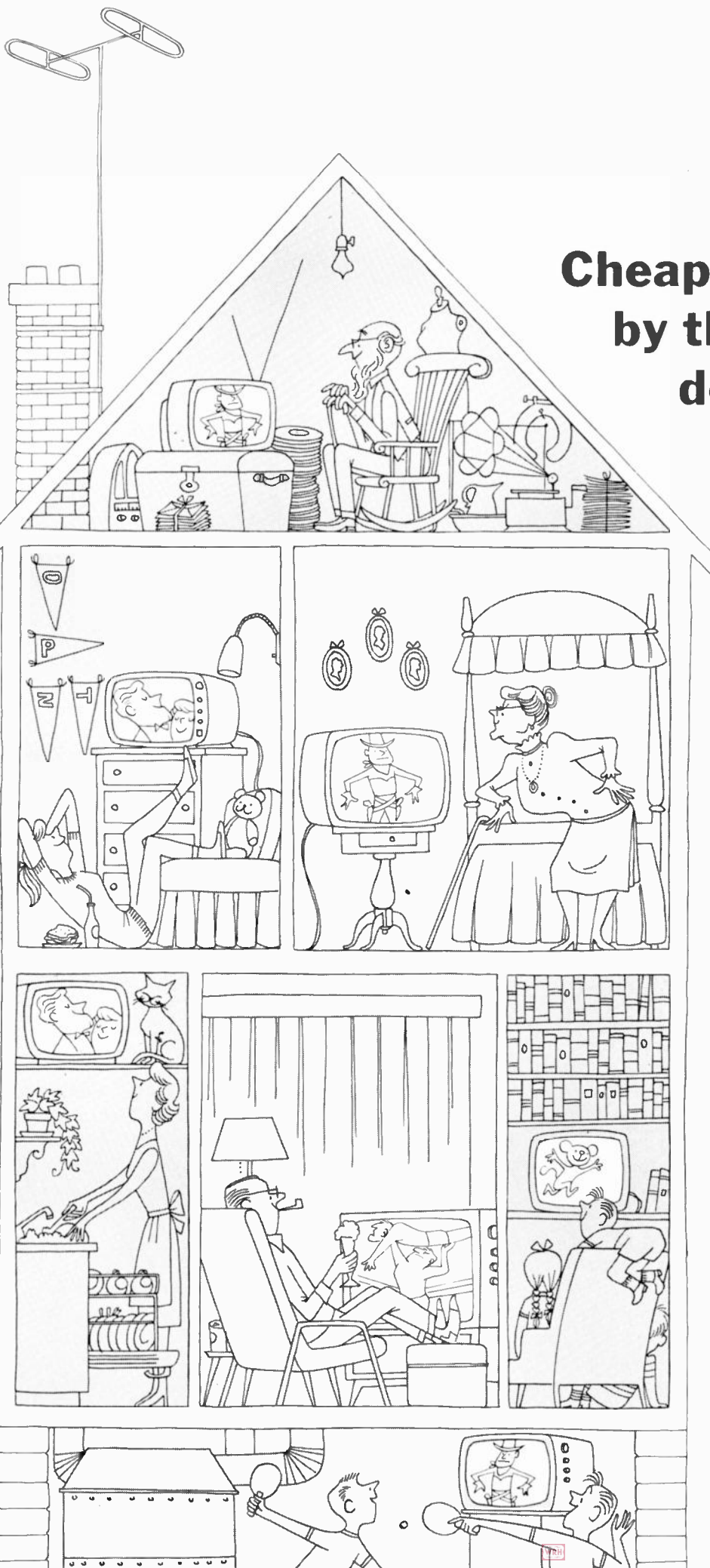
These salient points were unearthed in a survey of multiple-set ownership among Gothamites by The Pulse, Inc., as the latest in a series of studies con-

QUESTION 1: *How many television sets do you have in your home which are now in working order?*

	%
Own 1 Set	74.6
Own 2 Sets	22.3
Own 3 Sets	2.6
Total %	100.0
Base for Percent	500

ducted by the research organization exclusively for TELEVISION AGE.

Two tv sets were found in 22.3 per cent of the homes entered by Pulse interviewers, and three receivers were noted in 2.6 per cent of these domiciles; the remaining 74.6 per cent



*people who seem to think so, according to Pulse multiple-set study*

QUESTION 2: *Do you have any interest in having a second set in your home?*

	%
Yes	30.3
No	69.7
Total %	100.0
Base for Percent	373

were one-set households. A similar survey made by Pulse in August of 1955 tallied 13.6 per cent multi-screen homes, indicating that such households have increased by almost 12 per cent in a little over five-and-a-half years.

Of the 373 householders owning a single television set 30.3 per cent replied in the affirmative to question 2—"do you have any interest in having a second tv set in your home?"—while 69.7 per cent disclaimed any such interest. Forty-two per cent

QUESTION 3: *(If yes to question 2) Do you have any plans to buy a second set within the next year?*

	%
Yes	42.0
No	58.0
Total %	100.0
Base for Percent	114

among the 114 respondents who would like to buy a companion piece to their existing receiver (question 3) plan to do so within a matter of months. Despite their desire, 58 per cent have no plans to further its fulfillment.

While 71 per cent of all television

recreation" rooms, and 1.9 per cent of the total sample sets are placed in the dining room, presumably for those people requiring an aid to digestion, or vice versa.

Among multi-set owners the living-room placement is 42.3 per cent, as against a not surprising 91.7 per cent

QUESTION 4: *In which room (or rooms) is the tv set located?*

	Single Set Owners	Multiple Set Owners	Total Sample
	%	%	%
Living Room	91.7	42.3	71.0
Master Bedroom	2.4	19.9	9.7
Adult Bedroom	.5	6.0	2.8
Children's Bedroom	.3	21.4	9.1
Den-Recreation Room	3.2	5.3	4.1
Porch	.3	.7	.5
Foyer	.8	1.1	.9
Dining Room	.5	2.2	1.2
Kitchen	—	.4	.2
Portable—Not Permanently Placed	.3	.7	.5
Total %	100.0	100.0	100.0
Base for Percent	373	127	500

sets are to be found in the living room (question 4), almost 22 per cent of them are in bedrooms—9.7 per cent located in the master bedroom, 2.8 per cent in adult bedrooms and 9.1 per cent in children's bedrooms. Four-point-one per cent of the sets tallied by Pulse repose in "den-

in homes with only a single set. Bedrooms and recreation rooms account for 6.4 per cent of the set locations in one-receiver households, compared to the obviously high percentage of 52.6 where there is an auxiliary set or sets on hand. The placement of 21.4 per

*(Continued on page 117)*

# A is for audio Z is for zoom

## Agency First Reader

*TV commercial scripts  
can be understood—a primer  
by Richard Blake*

*Mr. Blake has been setting up and demolishing tv copy precedents since the days when he trumpeted NBC's big news of the first "network"—a two-station line between New York and Washington. After a decade of establishing the air-promotion pattern there, he moved into then new areas of industrial tv documentaries, closed-circuit powwows and sales-convention programs, while turning out a continuing flow of commercials at top agencies. A dedicated partisan of video tape, he's now spreading its gospel and exploring its techniques for tape houses. Here, Mr. Blake's snarls are happily directed at agency media buyers, account men and others who tend to be baffled by writers—and to some practitioners of their confusing craft, as well.*

**W**here you are concerned, buddy, the smart writer takes no chances. Unless you're a producer or an art director, he assumes you're a commercial illiterate. Can you comprehend how two scant pages he has wrought represent a brilliant 60 seconds of selling by sight and sound? He's probably right that you can't.

So he hangs on to the sheets and makes a presentation job of it—body English and all—just like a salesman with stacks of flip cards for prospects. Just like a parent with storybooks for children who haven't hit the Dick-and-Jane. Spot-and-Puff primer stage.

This can be pretty terrible, because

commercial writers should neither be seen nor heard. And their histrionics should be confined to paper. One who can act out his commercial successfully is off-Broadway's loss at your corporate expense, while one who can't is just downright painful. The performance itself implies a Meeting, anyway. And that is obviously a mistake, since writers should not be subjected to Meetings. The writer's place is in a lonely cubicle, with only an occasional friendly muse in attendance. Tell that to the next creative wordsmith you catch hamming it up.

On the other hand, you're hardly faultless. Having once seen you coping gingerly with a script, even the mildest writer would tend to become enraged; he would strive to prevent an upsetting repetition. You resolutely avoid looking at those words in capitals on the left, as you merely skim through the copy at the right. You betray your ignorance by thinking each block of words there is a paragraph. You puzzle over time and terms. You're a boob.

Acquitting yourself is relatively simple. First off, just realize that VIDEO, written on the left, tells what's to be seen while listening to the AUDIO, over there on the right. And as you read, be sure that any writer hovering nearby will see your eyes move horizontally, rather than vertically.

Next, don't be awed by the opening words in each block of video direction. They're essentially punctua-

tion spelled out. CUT indicates a period. DISSOLVE a paragraph. Such items as WIPE, POP ON and EXPLODE are the means to be used. If there aren't any, you'll know (1) the action continues as before, (2) the writer leaves it to the producer's discretion, or (3) he doesn't know how it's to be done. And (4) probably couldn't care less.

Another indication of (3) feeble imagination or (4) laziness is a too-frequent appearance of the word MONTAGE. You can assume, as a critical expert, that the writer can't think of what else to do at this stage of point-making. It corresponds roughly to a copywriter's reliance on "heart-warming" as appropriate description of a product, person or situation except one with peptic application.

The audio side is even easier to master. Phrases like LIP SYNC, DIRECT VOICE, VOICE OVER just tell whether or not you're to see who's gabbing. Auditory effects are prescribed by approximate sound techniques to be used. FILTER is one, calling for a voice to be less than vibrantly full. ECHO indicates that the speaker will make his point by shouting down a rain barrel or pontificating, perhaps, in a cave. Some popular singers rely on ECHO, too—or at least their sound technicians do. And given a chance, engineers will embroider a single voice so that it may end up like a Greek chorus chanting in counterpoint.

*(Continued on page 118)*



advertising  
speaks  
for itself

Prepared by Bozell & Jacobs, Inc.

**Fine. Who sharpens your people?...** The Advertising Federation of America works continually to sharpen the skills of those who sell this nation's products and services. > All year round, nearly every business day, one or more of the 180 advertising clubs of the AFA and the Advertising Association of the West across the country participate in workshop sessions or in advertising and marketing clinics. > From June 11-23, AFA will hold its annual Advanced Management Seminar in Advertising and Marketing, supervised by faculty members of the Harvard Graduate School of Business. At these seminars, advertising executives sharpen skills, gain scope, by working with management problems in which advertising is a vital element of the overall operation. For details, write AFA. > Participation in these programs makes for more effective businesses and a more vigorous economy. You have a stake in this economy. To further your business interests, join AFA-AAW and lend this study program your leadership. You will profit from it.



PREPARED BY  
**THE ADVERTISING FEDERATION OF AMERICA**  
655 MADISON AVENUE NEW YORK 21, NEW YORK

FOR THE AFA AND  
**THE ADVERTISING ASSOCIATION OF THE WEST**  
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA



*The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.*

ducers between the two top news networks to eliminate any major differences in tone and technique. But that is not so. Each network does have its way of going about things, and reporters have a way of taking on the color of their surroundings.

The warfare between NBC and CBS has come to a sliding halt since ABC-TV's James C. Hagerty, with sufficient national exposure, said nuts to the "well-modulated voices and nice-looking faces" of most "studio-bound" anchor men, and declared his intention of building a team of pack-a-back reporters.

NBC and CBS shot back that they had field reporters of the first line, and what was Jim Hagerty talking about? "I don't know what he means by saying he never saw some of these people at his briefings or at the President's press conferences," says Mr. McAndrew. "He never saw Scotty Reston or Walter Lippman at one either. We had correspondents at the White House before Jim ever got there . . . It's physically impossible for commentators to be out news-getting all the time and also be here helping prepare and edit the script . . ."

### ***Speed of Coverage***

The greatest news staff in the world isn't worth a hoot, of course, unless you can get its reports on the air. How do the three networks rate with regard to speed of coverage?

"It's the nature of news that it usually happens when there's no one there to report it," reflected Mr. Salant at CBS. From his desk he looked across Madison Avenue to the inlaid setbacks of the Look Building and added quietly, "News can be made in a committee of Congress, in a closed hearing . . . The death of Lumumba: who was there? And conceivably this was an event which may affect men for centuries. The birth of Christ . . ."

If President Kennedy were assassinated this second on the Capitol steps, how quickly could CBS get on the air with pictures?

"A matter of minutes," he said, "assuming we had a mobile unit

nearby. Sometimes you get a break, as we did at the U. N. when I decided to cover Adlai Stevenson's maiden speech and the rioting broke out in the Security Council. NBC came in later, but they did not carry the full speech. That was tape from NBC—nothing like live. . . ."

If President Kennedy were assassinated this instant?

Mr. McAndrew at NBC shot a ready-room look at a wall clock in the far corner of his office in Rockefeller Center, then ran his finger along a row of toggle switches on the telephone table next to his desk. "In as short a time as it would take to process the tape or film and get it on," he said. "Less than a half-hour, I'd say."

### ***'Pushbutton Powers'***

Did that mean he could "push the button" and pre-empt a regularly scheduled commercial program at his own discretion?

Mr. McAndrew noted that he would first phone Robert Kintner, president of the network. "He and I are in 24-hour phone contact; I always know where he is," said Mr. McAndrew. "And Bob was once a reporter: he can evaluate news. He has a sponge for a mind, in the sense of being retentive."

Mr. McAndrew added good-naturedly that in a recent story describing the "pushbutton powers" of Mr. Salant, the CBS News president had "sort of mentioned that Mr. Aubrey [Mr. Kintner's opposite number] was out of town or he would have called him as a 'courtesy'" before pre-empting to carry Mr. Stevenson's speech.

Behind the whitewashed facade of ABC, off Central Park, Mr. Hagerty, vice president of news, business events and public affairs, said ABC-TV would be on the air with any news of national urgency as quick as or quicker than the other networks.

"I have complete authority," he noted. "If I see such a need, I check with nobody . . . We came in at noon on Stevenson and ran a tape of his speech. In addition, we were the only one to carry Mr. Hammarskjöld's speech to the Russians. That

was my decision. As it turned out, it proved to be a highly important speech, hard-hitting and vital. . . ."

Mr. Hagerty mentioned that there are figures showing that more people get their news from radio than from any other medium, including newspapers. ABC-TV plans to capture some of the daily news audience with its series of five-minute news shows slotted in the afternoon.

Commenting on Mr. Hagerty's plans for news, Mr. Salant said that he feels strongly that one of the things that should be changed is the length of news shows. "There's no time for anything but headlines in five minutes. We should have at least a half-hour. One of the reasons we went to 10 minutes in radio was we didn't feel we could cover in five—and you can get a lot more reported in radio in five minutes than you can on tv."

Mr. Hagerty, while agreeing that more time would be welcome, considers it possible at least to hit the headlines intelligently. He noted that of the people who read newspapers few read more than the "first three paragraphs" of a story. "News is news," he said, "and it's been said many times before—one picture is worth ten thousand words. Depth in this business is hard to get on a daily basis. It can be got. But not each day. I think news on the slot basis is perfectly good . . ."

### ***Pre-emption Authority***

The rash of talk about "pushbutton powers" at the networks may seem a little like the venerable sport of playing president of a railroad. However, the authority of a department head to pre-empt commercial time does reflect on the importance a broadcasting company assigns to news and public affairs as compared to more commercial projects.

Last year Khrushchev's visits here and the elections caused so much pre-empting that CBS-TV announced this season that "our schedule of week-in and week-out programming has suffered substantially by reason of numerous interruptions," and that therefore the network would be more con-

(Continued on page 114)

# Film Report

## NO PAY-TV BOYCOTT

Should pay tv become a reality in the United States—and it becomes increasingly difficult to look away from Toronto and Hartford—television producers would not hesitate to turn out products for the new medium, Richard W. Jencks, president of the Alliance of TV Film Producers, told an audience of advertising and business men at a meeting of the Hollywood Chamber of Commerce. Even though the bread and butter of Hollywood now comes from producing films for commercial tv, with three-fourths of all craftsmen involved to some degree in tv production, it would be unrealistic not to take note of the new medium if it should prove itself to be a commercially promising operation. Tv producers, he indicated, won't repeat the mistake of the major studios when television first appeared on the scene.

In regard to more immediate matters, Mr. Jencks said that a tabulation shows that more than 200 new series, the greatest number in history, are being offered for sale to sponsors and agencies this spring. Since 40 of these, at most, will be bought, the chances of a completed pilot selling are at very best one in five.

The foreign tv field has only just begun to be tapped, Mr. Jencks declared, and revenues in this area may be expected to increase. Conversely, it does not appear likely, in his opinion, that foreign producers will ever be able to sell more than a trickle of items to television in this country.

## FCC VS. MCA

The question of whether a corporation can be forced to disclose publicly confidential information which it considers of value to its competitors will apparently receive a court test as a result of the dispute between the FCC and MCA. During a renewal of the FCC hearing into tv production practices, Taft Schreiber, the talent and production agency's vice president, again refused to testify publicly, though declaring his willingness

to do so in a closed session.

Thereupon, FCC chief hearing examiner James D. Cunningham indicated action would be taken against Mr. Schreiber and MCA in the U.S. District Court in Los Angeles. Transcripts of the hearing have been turned over to the Justice Department for study.

Other witnesses, testifying on "plugola," were Fred Kline, Dick Fishell, Mary Rothschild and Betty Langley, all of them in the business of placing products on tv programs for exposure. Little that is not common knowledge was revealed. Biggest opportunity for getting a plug (up to the time of the quiz scandals) was on the network quiz programs and daytime party shows, with value of products thus exposed estimated at up to \$100,000 annually for one network. Pay-offs to writers and producers concerned were usually in the form of gifts, though on isolated occasions cash payments of as much as \$500 were made.

## CORPORATION REPORTS . . .

Four Star TV virtually doubled its net income for the first six months of the current fiscal year. Dick Powell, president of the company, announced

in an interim report to stockholders. The net rose from \$160,358 to \$317,203 on respective grosses of \$11,037,250 and \$7,106,437 for the comparative periods ending Dec. 31. Twelve Four Star series are now on the networks, with two, *Dick Powell Theatre* and *Mother Was a Freshman*, already sold for next season.

Ampex Corp. has reported a net loss of \$1,762,000 on sales of \$17,372,000 for the quarter ending Jan. 31, compared with a net profit of \$659,000 on almost identical gross for the same period last year. For the first nine months of the fiscal year the loss is \$1,303,000 on sales of \$53,073,000, as compared with \$2,523,000 net on \$55,527,000 for 1959.

The company's president, George L. Long Jr., said that new economy measures are being taken and that the outlook for 1961 is very good; current backlog is \$27 million, compared with a backlog of \$17 million at the start of the present fiscal year.

## PRODUCTION . . .

With more than 200 pilots making the agency rounds, filming on new pilots has temporarily tapered off. Producers, however, already looking



Sterling's *The Legend of Valentino*, one-hour documentary on the star of yesteryear, will be seen this month in 27 markets under Peter Pan bra sponsorship.

# Advertising Directory of SELLING COMMERCIALS

A-1 Steak Sauce • F.R.C&H



GENERAL TELEVISION NETWORK, New York-Detroit

Ban • Ogilvy, Benson & Mather



WCD, INC., New York

Alcoa Aluminum • Ketchum, MacLeod & Grove



HFH PRODUCTIONS, INC., New York

British-American Petroleum • J. M. Lovick



PELICAN FILMS, INC., New York

American Bakeries • Tucker-Wayne



SANDE & GREENE, INC., Hollywood

Caloric Lectro Static • E.W. R & R



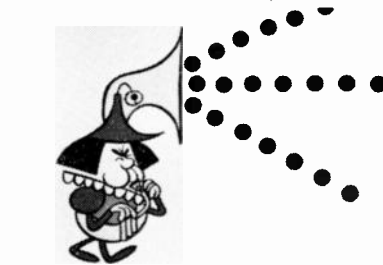
GROUP PRODUCTIONS, INC., Detroit

Arnolds Bakers • Donahue & Coe



VIDEOTAPE PRODUCTIONS OF NEW YORK, INC.

Chase & Sanborn • J. Walter Thompson



PAUL KIM & LEW GIFFORD, New York

towards January 1962, have by no means shuttered their cameras. Among the more significant new projects:

*The Coasters*, an hour-long adventure yarn, to be produced by Joe Naar; *Shannon*, starring George Nader, created by John Hawkins and produced by Jerry Briskin, and *The Expendables*, hour-long version of *Tightrope*, starring Mike Connors, with Greene-Rouse the producers. All three series are for Screen Gems.

*Some Like It Hot*, based on the feature-film comedy of the same name, being co-produced by the Mirisch Co. and NBC-TV. Vic Damone, Dick Patterson and Tina Louise are starred.

*The African Queen*, also a motion-picture derivative, whose tv rights have been acquired by John Ireland, Hillard Elkins and Hugh French from author C. S. Forester and producer Sam Spiegel.

*Myrnelene*, comedy about an unusual girl, to be developed by Peter Tewksbury for Don Feddersen Productions.

*Adventures of Jimmy Valentine*, based on an O. Henry story, will star Cesar Romero in a Louis Hayward script. Mr. Romero and Jerry Gross are partnered in the project.

*Touchdown*, a sports program, featuring Otto Graham, filmed by Filmaster Productions. Top professional stars will compete for prizes on the show.

Other pilots are: Warner Bros. *Tumbleweed*, an hour western; *Mr. Calico*, another western, dealing with famous frontier women, being produced by Edmund Crevie, and *Gideon*, based on John Creasey's detective character, to be produced in England by Harry E. Allen.

A 90-minute special, *Buntline's Wild West*, based on the life of Ned Buntline, is being produced by Allied Artists. To be filmed in late summer, the program will deal with Buntline's adventures as a showman and his promoting of Buffalo Bill into a national hero.

MPO Videotronics, Inc., will produce the Ford Dealer Introduction Show this year for the second year in a row. Ira Marvin will produce and

direct from New York, while Tommy Thomas will supervise production out of Detroit.

Artkino, the official film agency of the U.S.S.R., has leased to David L. Wolper Productions exclusive rights to use of the first motion-picture film footage showing actual Russian space exploration. The footage will be included in *Project: Man in Space*, which will be sponsored by Tidewater Oil through Foote, Cone & Belding on May 7. On April 9 the first hour of the show will be televised.

A new breed of tv series, or at least the pilot thereof—the “adventure-educational”—is being pioneered by Industrials Illustrated, Inc., in its new series involving “highlights of the colorful history of Brooklyn as seen through the eyes of a *Brooklyn Eagle* reporter.” The series is said to span the last 120 years from Murder, Inc., to the building of the Brooklyn Bridge and the departure of the Dodgers. Bern Robertson, the producer-director, is documenting the film from the files of the *Brooklyn Eagle*.

Sterling Television Co. has completed filming of *The Legend of Valentino*, a one-hour special which will be broadcast during the week of May 21, under sponsorship of Peter Pan Foundations (see photo on page 37).

## STUDIOS SOLD

Protracted negotiations for purchase of the lease of California Studios have been concluded, with a corporation headed by Fred Jordan taking over operations from Philip Krasne, who has been in sole charge of the studio since the dissolution of the Gross-Krasne partnership two years ago. Under its new name, Producers Studio, the lot will be operated by a group of which Mr. Jordan is president, Arthur Gaunt vice president and studio manager, John Young vice president and treasurer, and Gerald King vice president and secretary. The purchase price was approximately \$500,000.

NBC has sold its venerable radio and television studios at Sunset and Vine in Hollywood to Uhlen Properties, Inc., for \$3.5 million. The sale means that all of the RCA operations,

# Advertising Directory of SELLING COMMERCIALS

Cuticura Labs. • K, H, C, C & A



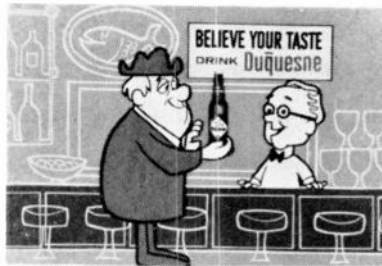
WILBUR STREECH PRODUCTIONS, INC., New York

Fritos Company • Erwin Wasey, Ruthrauff & Ryan



FILMFAIR, Hollywood

Duquesne Beer • Vic Maitland & Assoc.



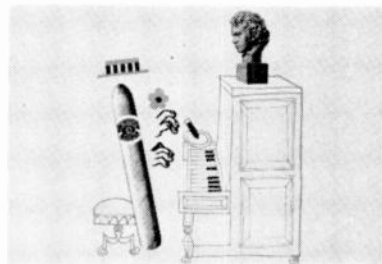
ANIMATION, INC., Hollywood

General Electric Co. • Young & Rubicam



TRANSFILM-CARAVEL INC., New York

El-Producto Cigar Co. • Compton Advertising



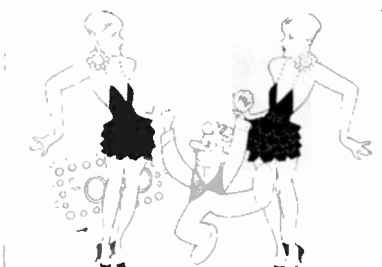
LARS CALONIUS PRODUCTIONS, INC., New York

General Mills • Knox-Reeves



PARAPIC SERVICE CORPORATION, Hollywood

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



PLAYHOUSE PICTURES, Hollywood

Gulf Oil • Young & Rubicam



GRAY-O'REILLY PRODUCTIONS, INC., New York

# Advertising Directory of SELLING COMMERCIALS

Holsun Bread • Rogers & Smith



KEITZ & HERNDON, Dallas

OJ's Beauty Lotion • G, D, L & W



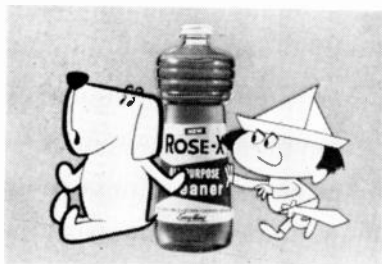
JAMIESON FILM COMPANY, Dallas

Ideal Toy Corp. • Grey Advertising



PECKHAM PRODUCTIONS INC., New York

Rosex Chemical Co. • Chalik & Dreyer



DOLPHIN PRODUCTIONS, INC., New York

Jacks Cookie Co. • Fitzgerald Advertising



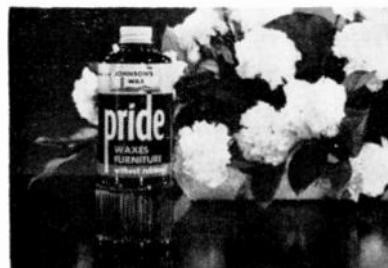
RAY PATIN PRODUCTIONS, Hollywood

Sealy, Inc. • Earle Ludgin & Co.



KTTV TAPE PRODUCTIONS, Hollywood

Johnson's Wax (Pride) • Needham, Louis & Brorby



CONSUL FILMS, INC., Hollywood

Sominex • Parkson Advertising



FILMEX, INC., New York

including RCA Victor records and the local tv station, KRCA, will now be concentrated at the new Burbank facilities. According to Lionel H. Uhlmann, president of the purchasing firm, a small replica of Rockefeller Center will be erected on the site. Included will be two 27-story office buildings and a 29-story hotel, the tallest buildings constructed in California to date.

## SALES . . .

NTA Pictures, Inc., has sold *Gulliver's Travels*, a full-length color-cartoon feature, to the Soviet Union through the state Soviet agency, Sovexport Films. Negotiations for the sale went on for nearly two years, and were climaxed by several visits to Moscow by Vernon Burns, general manager of NTA. Mr. Burns said that NTA is breaking ground for other film sales through Sovexport, but he declined to comment further on details of the transaction. *Gulliver's Travels*, based on Jonathan Swift's classic, was produced by Max Fleisher and directed by David Fleisher. It's in Technicolor.

*Assignment Underwater*, NTA-produced and syndicated series, has been sold in 20 western markets, making a total of 70 sales in five months. Newest purchasers are: KOB-TV Albuquerque; KERO-TV Bakersfield; KGHL-TV Billings; KHSL-TV Chico; KKTU Colorado Springs; KTVR Denver; KCDA Douglas; KEZI-TV Eugene; KLAS-TV Las Vegas; KNXT Los Angeles; KPHO-TV Phoenix; KOIN-TV Portland; KXTV Sacramento; KSL-TV Salt Lake City; KFMB-TV San Diego; KPIX San Francisco; KXLY-TV Spokane; KOLD-TV Tucson; KTVW Tacoma, and KIMA-TV Yakima.

*Treasure*, filmed and syndicated by Bill Burrud Productions, has been sold to WWJ-TV Detroit, XETV San Diego, WOR-TV New York and KTVU Oakland.

Modern Sound, the newly established firm creating musical commercials for radio and tv, will be represented by businessmen who are already calling on agencies on a regular basis. Sales will be on a commission basis.

The British Broadcasting Corp. has for the first time concluded an agreement with an American tv film distributor. Robeck & Co. will distribute BBC's *An Age of Kings*—15 stanzas of Shakespeare spanning 86 years of British history.

Sterling Television Co. has sold *Captain Sailor Bird Cartoons* to six markets, *The Abbott and Costello Show* to eight markets, and *Bowling Stars* to four markets.

#### PERSONNEL . . .

At ABC Films, Inc., a general realignment of division managers finds the following promotions and additions: Albert G. Hartigan to eastern division manager; James Delaney to southern division manager; Michael G. Gould to central division manager, with headquarters in Chicago.

James Tobin will head the western operation of the company, while Donal Joannes will serve as western sales manager in charge of all syndicated sales. It was previously announced that William D. Hannah will become ABC Films' Canadian division manager . . . Jack West has been named manager of General Film Laboratories' central division in Kansas City, Mo. He will be in charge of Hollywood sales and services to motion-picture producers east of the Rockies.

J. Remi Crasto appointed foreign sales supervisor for NTA . . . Robert Krauss has been named an account executive at Sterling Television . . . At Filmaster, Andrew Jaeger has been appointed regional sales director for the northeast; Jacques

Liebenguth has been named regional sales director for the mid-east; James Strain for the west. Also at Filmaster, Stanley Yentes has been made manager of sales and station services.

Herbert T. Green has been appointed manager of the closed-circuit division of General Television Network, Inc. At the same company, Bernard A. Davey will fill the newly created position of director of sales.

Philip Krasne, head of California Studios for the past eight years (and founder of United TV Productions, one of the first successful syndication distributors, later acquired by MCA), is resuming independent production operations. Plans call for filming a tv series, *The Orient*, in Hong Kong later this year.

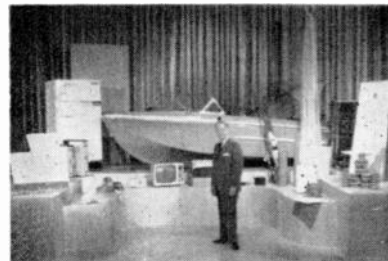
William L. Robinson has been named manager of tv sales in Canada for MGM-TV. . . . Harold Plevin has been appointed director of sales for the Screen News Digest Division of Sterling Television Co.

John J. Heffernen, formerly sales manager for CBS Terrytoons, has joined Gray-O'Reilly Productions as vice president in charge of sales. . . . Screen Gems has appointed Alfred Fernandez Jr. sales manager for Mexico. Mr. Fernandez was sales manager of CNQ-TV Havana for the past eight years. Also at Screen Gems, Arthur M. Frankel, head of the west-coast legal department, has been elected assistant secretary of the company.

Harold Breacher, for the past nine years in charge of packaging tv shows at the William Morris agency, has joined Famous Artists Corp. as execu-

## Advertising Directory of **SELLING COMMERCIALS**

Standard Oil Company • BBDO



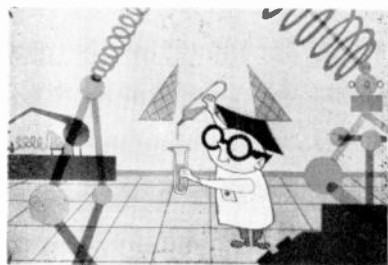
AMERICAN TELEVISION ENTERPRISES, Hollywood

State Farm Insurance • Needham, Louis & Brorby



PANTOMIME PICTURES, INC., Hollywood

Trans-Lux Television, Inc.



FELIX THE CAT CREATIONS, New York

Westinghouse Corp. • McCann-Erickson



ELEKTRA FILM PRODUCTIONS, INC., New York

# SERVICE

## Wilding tv

CHICAGO DETROIT HOLLYWOOD

tive in charge of all television activities. According to Martin Jurow, president of the agency, plans are under way for an intensification of the company's tv operation.

#### COMMERCIAL CUES . . .

MPO-TV of California has moved into its new studios in Hollywood, in what is labeled as the first step in long-range expansion plans. One of the most recently constructed facilities on the west coast, first built in 1958, the studio is completely equipped and features one of the largest independent stages, measuring 60x100x40, on the coast. Since opening its branch in Hollywood three years ago MPO has had its headquarters at Republic Studios. Mel Dellar is vice president in charge of the operation.

Het Manheim, former network and advertising agency executive, has been appointed head of Format Film's new program department for theatrical and tv film. Mr. Manheim will also function as a member of the company's planning board.

Veteran voice specialist and actor Mel Blanc has formed Mel Blanc Associates as a tv and radio commercials production firm. Mr. Blanc has been featured as a voice on the Jack Benny program since its origination, and has also provided the voices for many Warner Bros. cartoon characters. On the staff of the new firm are Noel Blanc, production director; Henry Marx and Richard Clorfene, writers, and Johnny Burton, animation consultant.

Videotape Productions set what it believes is a new record in taping four full-production one-minute commercials with a start-to-finish time of only three hours and 15 minutes. The commercials, all of them done for Nabisco, included eight different scenes, full sets, special lighting effects and product shots with demonstrations—all in nine takes. The agency was McCann-Erickson.

Videotape's production manager, Charles Holden, laid the feat to the tape skills of producer George Weber and director Charles Powers.

Wondsel, Carlisle & Dunphy, Inc., producers of tv commercials, announces a change in corporate name to WCD, Inc., and the election of Robert W. Carlisle as president, replacing Harold E. Wondsel, who has resigned from the company.

Don Estey has joined Jack Denove Productions, Inc., as vice president and producer. He will be in charge of the company's new industrial and training film division. Mr. Estey was former president of Tel National, Inc., a recording company that sold transcribed advertising to radio stations.

son-Roberts; GM Corp., Delco-Remy Div. (Delco-Remy products), C-E. In production: Blitz-Weinhard Co. (Blitz beer), Johnson & Lewis; Western Oil & Fuel Co. (gasoline), J. W. Forney; Bank of America (BankAmericard), Johnson & Lewis; Mattel Inc. (dolls), Carson-Roberts; Allstate Insurance Co. (car insurance), Leo Burnett; Campbell Soup Co. (beans & franks), NL&B.

#### GRAY & O'REILLY

Completed: Minute Maid Corp. (Snow Crop), KHCC&A; Block Drug Co. (Nytol), Baker Agency; General Cigar Co. (White Owl), Y&R. In production: Gulf Oil Co. (gasoline), Y&R; White Co. (chams), Delroy.

#### KEITZ & HERNDON

Completed: Campbell-Taggart Assoc. Bakeries (Rainbo french loaf), Bel-Art. In production: Lone Star Gas Co. (gas appliances, spring range campaign, institutional), EWR&R; Patterson Bakeries (Hollsum bread), Rogers & Smith; Frito Co. (Fritos), Tracy Locke; Carey Salt Co. (salt), Lowe Runkle; Campbell-Taggart Assoc. Bakeries (Rainbo-Colonial bread), Bel-Art; Standard Oil Co., Humble Oil Co. Div. (Humble-Enco gas), M-E; Austin National Bank (services), Winn-McLane; Enco Gasoline (gasoline), NL&B.

#### PANTOMIME PICTURES

Completed: Los Angeles Times (circulation), Donahue & Coe; S. C. Johnson & Son (Stride), NL&B; Plumbing Industry (local plumber), David Olen; Schludenberg-T. J. Kurlle Co. (Eskay quality meats), Van Sant & Dugdale. In production: State Farm Insurance Co. (auto insurance), NL&B; Pantomime Pictures (Lance Crossfire series), direct.

#### RAY PATIN PRODUCTIONS

Completed: Hospital Trust Co. (banking), Creamer, Trowbridge & Case; Jack's Cookie Co. (cookies), Fitzgerald. In production: Consolidated Food Corp. (Sara Lee cakes), C&W; General Foods Corp. (Jell-O), Y&R; National Sugar Refining Co. (Godechaux sugar), Fitzgerald.

#### S. J. STIBER PRODUCTIONS

In production: U. S. Rubber Co. (snow tires), FRC&H.

#### TELEPIX

Completed: Fradelis Frozen Food Corp. (frozen dinners), Beckman-Koblitz; Desmond Co. (deft wood finishes), Ad Larson; Paramount Savings (money), J. W. Raymond; Bourns Laboratories (potentiometers), direct; Royal City of Foods (canned food), Cockfield-Brown; Successors to Pridham Davis (optometry), General Advertising; Home Oil Co. (gasoline & oil), Cockfield-Brown; Ellis Co. (beer), direct; Deere-McCormack (engineering service), direct.

In production: Fradelis Frozen Food Corp. (frozen dinners), Beckman-Koblitz; Landreth Industries (R. R. carliners), Zed R. Daniels; Plumbing Institute (plumbing service), David Olen; Eldon Industries (toys), GB&B; Relax-A-Cizer Inc. (exercise equipment), direct; Stillman Rubber Co. (rubber products), direct; Mity Dity (plastic diapers), John Schwartz; Champion's Formula (vitamins), direct; First American Bank of Nashville (banking), Noble-Dury & Assoc.; Lincoln Savings & Loans (money), Ward-Frojen; California Farm Bureau (farming), direct; California Agricultural Council (farming), direct.

## Advertising Directory of TV SERVICES

### FILM EQUIPMENT

#### CAMERA EQUIPMENT CO., INC.

315 West 43rd Street, New York 36, N. Y.  
JUdson 6-1420

#### LIGHTING EQUIPMENT

Motion picture and television equipment  
... generators ... film editing equipment  
... processing equipment.  
RENTALS — SALES — SERVICE

#### S. O. S. CINEMA SUPPLY CORP.

New York City: 602 West 52nd Street, Plaza 7-0440  
Hollywood, Calif.: 6331 Hollywood Blvd., HO 7-2124

#### SALES • LEASING • SERVICE

The world's largest source for film production equipment: Animation, Producing, Lighting, Processing, Recording, Projection, Etc.  
SEND FOR OUR HUGE CATALOG ON YOUR LETTERHEAD TO DEPT. N.

### LIGHTING

#### CHARLES ROSS, INC.

333 West 52nd Street, New York 19, N. Y.  
Circle 6-5470

#### LIGHTING, GRIP EQUIPMENT, PROPS AND GENERATORS

For Motion Pictures and Television  
SALES • SERVICE • RENTALS

## Film Commercials

### DOLPHIN PRODUCTIONS

Completed: Quaker Oats Co. (Puss 'n Boots cat food), Lynn Baker; M. Hohner, Inc. (Melodica), Smith & Dorian; Roselux Chemical Co. (Rose-X all purpose cleaner), Chalek & Dreyer; Capital Cities Brdstng. Co. (promotional), direct.

### FILM FAIR

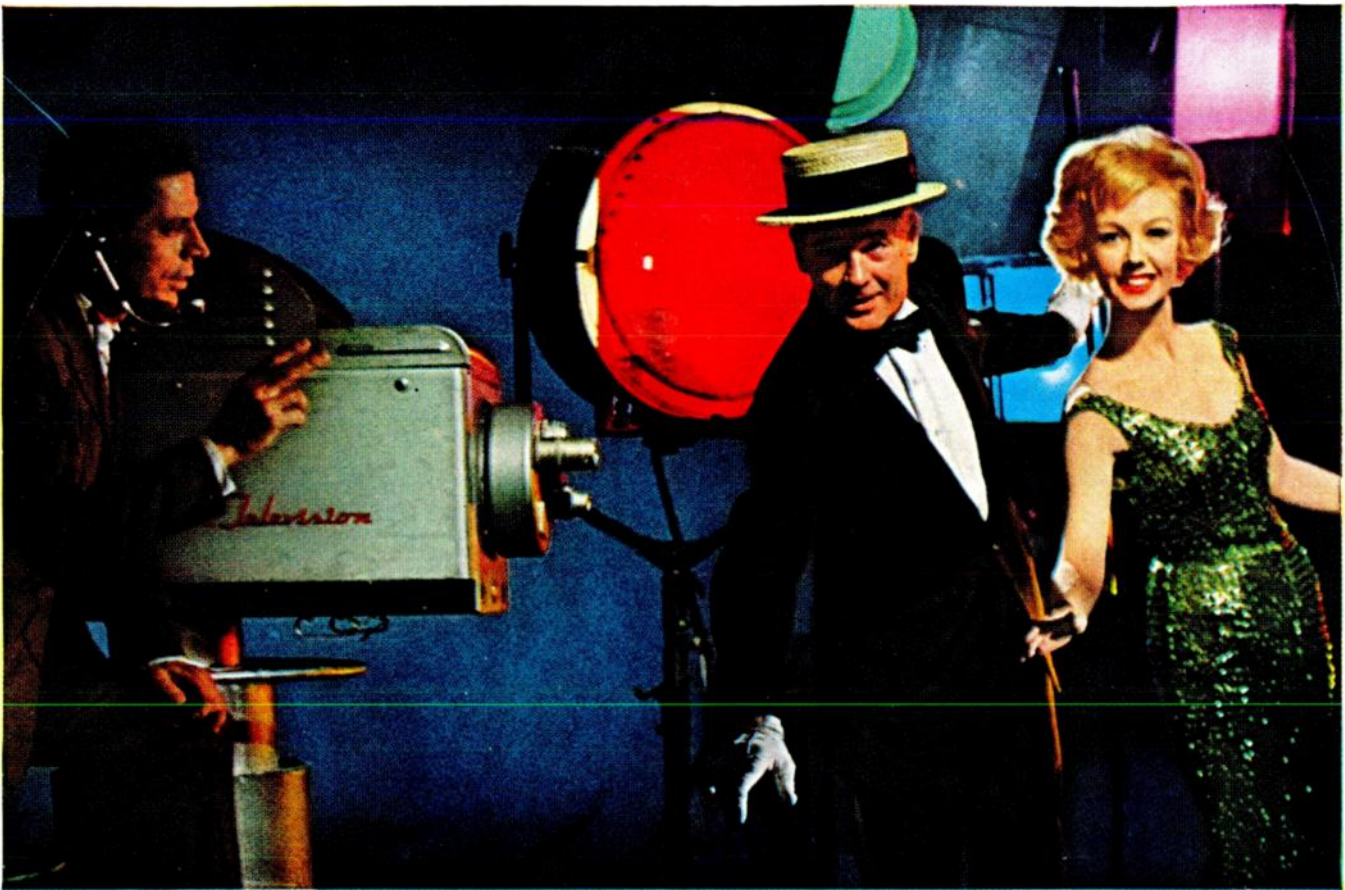
Completed: Ralston Purina Co. (Ry-Krisp), GB&B; General Foods Corp. (Jell-O), Y&R; Bardahl Oil Co. (Bardahl Top oil), Miller, Mackay, Hoeck & Hartung; Kellogg Co. (Kellogg's breakfast foods), Leo Burnett; Frito Co. (Fritos), EWR&R; Max Factor & Co. (No Shine lipstick), Car-

Television Age Network Program Chart—Nighttime

PM	MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY			SATURDAY			SUNDAY			PM		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC			
6:00	ABC News			ABC News			ABC News			ABC News			ABC News							I Love Lucy Clairton Block Drug	Meet the Press (color) Co-op	6:00		
6:15																						6:15		
6:30																						6:30		
6:45		News Amer. Home	Texaco, Huntley- Brinkley Report		News Amer. Home Schlitz	Texaco, Huntley- Brinkley Report		News Amer. Home alt. Carter	Texaco, Huntley- Brinkley Report		News P. Morris Schlitz	Texaco, Huntley- Brinkley Report		News Amer. Home alt. P. Morris	Texaco, Huntley- Brinkley Report				Walt Disney Presents Gen. Mills Derby	Twentieth Century Prudential	People Are Funny E. R. Squibb Burlington Mills	6:45		
7:00																						7:00		
7:15		News		Expedition Ralston	News			News			News			News						Lassie Campbell Soup			7:15	
7:30																					Shirley Temple (color)	7:30		
7:45		To Tell the Truth Amer. Home H. Curtis		Bugs Bunny Gen. Foods Colgate						Guestward Ho! Ralston 7-Up	TBA		Matty's Funday Funnies Mattel		Happy Brown & Wmsn Dupont				Dennis the Menace Best Foods alt. Kellogg			7:45		
8:00	Cheyenne		The Americans			Laramie	Hong Kong	Malibu Run	Wagon Train			Outlaws				Roaring '20's	Perry Mason	Bonanza (color)	Maverick			8:00		
8:15		Pete & Gladys Carnation Goodyear		The Rifleman P&G	Father Knows Best Corn Products Scott					Donna Reed Show Campbell Soup J. & J.	Angel S. C. Johnson alt. Gen. Foods			Harrigan & Son Reynolds	Rawhide		"Five Star Jubilee" Mascot- Ferguson			National Velvet Itexalt alt. Gen. Mills		8:15		
8:30																			The Ed Sullivan Show Colgate- Palmolive Eastman- Kodak			8:30		
8:45		Bringing Up Buddy Scott	Tales of Wells Fargo Am. Tobacco Beechnut	Wyatt Earp P&G Gen. Mills	Dobie Gillis Pillsbury Phillip Morris	Hitchcock Presents Ford alt. Revlon	Ozzie & Harriet Eastman- Kodak Coca Cola	Danger Man Brown and Williamson alt. Kimberly- Clark	The Price Is Right (color) Lever	Real McCoy's P&G	Zane Grey Theatre S. C. Johnson P. Lorillard	Bat Masterson Seallert Hills Bros.			Westinghouse Playhouse Westinghouse	Leave It to Beaver		Tall Man Reynolds Block Drug	Lawman R. J. Reynolds Whitehall		Tab Hunter Lorillard	8:45		
9:00	Surfside 6													Route 66				Checkmate				9:00		
9:15		Danny Thomas Show Gen. Foods	Acapulco Reynolds 5s alt. Warner Lambert 5s		Tom Ewell Show Quaker Oats P&G			My Sister Eileen Colgate		My Three Sons Chevrolet		Bachelor Father Am. Home alt. Am. Tobacco							The Deputy Gen. Clear Bristol Myers	The Rebel P&G Laggett & Myers	G. E. Theatre General Electric	Chevy Show (color) Chevrolet	9:15	
9:30				Stagecoach West		Thriller	Hawaiian Eye		Perry Como (color) Kraft				77 Sunset Strip		Specials (color) Bell Telephone AT&T		The Lawrence Welk Show Dodge J. B. Williams						9:30	
9:45		Andy Griffith Gen. Foods	Concentration Lorillard		Red Skelton Pet. Milk S. C. Johnson			I've Got A Secret R. J. Reynolds alt. Bristol- Myers				Gunslinger R. J. Reynolds Gillette	Tennessee Ernie Ford (color)				Way Out Laggett & Myers		Have Gun, Will Travel Lever Whitehall	The Nation's Future	Asphalt Jungle	Jack Benny Program Lever State Farm Mutual		9:45
10:00	Adventures In Paradise									The Untouchables													10:00	
10:15		Hennessey P. Lorillard Gen. Foods	Barbara Stan- wyck Theatre Alberto-Culver alt. Am. Gas	Aleca Presents Aleca				Armstrong Circle Theatre Armstrong Cork (alt.) U. S. Steel Hour U. S. Steel	Peter Loves Mary P&G			CBS Reports 10-11 pm	Groucho Marx Toni Block	Robert Taylor's Detectives P&G	Twilight Zone Colgate			The Fight of the Week Gillette, Miles	Gunsmoke Laggett & Myers Remington Rand		Candid Camera Bristol Myers Lever	Loretta Young Show Toni alt. Warner- Lambert	10:15	
10:30				Garry Moore Show		NBC Specials	Naked City			Silents Please Consolidated Clear	stunt alt with Face the Nation 10-10:30 alt 10-11 pm												10:30	
10:45	Peter Gunn Bristol Myers R. J. Reynolds	Jane Allyson Show DuPont						U. S. Steel						The Law and Mr. Jones	Eyewitness to History Firestone			Man From Interpol Glenbrook	Winston Churchill— The Valiant Years Ed Dalton	What's My Line All State Kellogg	This Is Your Life Block alt.		10:45	
11:00																							11:00	
11:15			Jack Paar (color) participating sponsors (11:15-1 a.m.)			Jack Paar (color) participating sponsors (11:15-1 a.m.)			Jack Paar (color) participating sponsors (11:15-1 a.m.)			Jack Paar (color) participating sponsors (11:15-1 a.m.)			Jack Paar (color) participating sponsors (11:15-1 a.m.)	Make That Spare Brown & Wmsn, Gillette				Sunday News Special Whitehall Carter			11:15	

<b>Nighttime Index</b> ABC News M-F 6 Acapulco NHC M 9 Adventures in Paradise ABC M 9:30 J. B. Williams, Whitehall, L&M, Am. Chicle, Noxzema, Mennen, Union Carbide Aleca Presents ABC Tu 10 The Americans NBC M 7:30 Dow, Readers Digest Services, Pepsi Cola, Pan Am. Coffee Andy Griffith CBS M 9:30 Angel CBS Th 8 The Aquanuts ABC W 7:30 Concentration NHC M 9:30 Dancer Man CBS W 8:30 Danny Thomas Show CBS M 9 Dennis the Menace CBS Sun 7:30 The Deputy NBC Sat 9 Dobie Gillis ABC Tu 8:30 Donna Reed ABC Th 9 The Ed Sullivan Show CBS Sun 8 Expedition ABC Tu 7 Eyewitness to History CBS F 10:30 Bat Masterson NBC Th 8:30 Bonanza NBC Sat 7:30 Amer. Tobacco, RCA Bringing Up Buddy CBS M 8:30 Bugs Bunny ABC Tu 7:30 Candid Camera CBS Sun 10 Checkmate CBS Sat 8:30 Brown & Williamson, Lever, Kimberly-Clark Chevy Show NBC Sun 9 Cheyenne ABC M 7:30 R. J. Reynolds, Peter Paul, P&G, Ralston, Bristol Myers, Pepsi, Brillo, DuPont, Mennen Concentration NHC M 9:30 Dancer Man CBS W 8:30 Danny Thomas Show CBS M 9 Dennis the Menace CBS Sun 7:30 The Deputy NBC Sat 9 Dobie Gillis ABC Tu 8:30 Donna Reed ABC Th 9 The Ed Sullivan Show CBS Sun 8 Expedition ABC Tu 7 Eyewitness to History CBS F 10:30 Father Knows Best CBS Tu 8 Kayser-Roth The Flintstones ABC F 8:30 Fight of the Week ABC Sat 10 G. E. Theatre CBS Sun 9 Garry Moore Show CBS Tu 10 Plymouth, Polaroid, S. C. Johnson Groucho Marx NBC Th 10 Guestward Ho! ABC Th 7:30 Gunslinger CBS Th 9 Gunsmoke CBS Sat 10 Happy NHC F 7:30 Harrigan & Son ABC F 8 Have Gun, Will Travel CBS Sat 9:30 Hawalian Eye ABC W 9 Loretta Young Show NBC Sun 10 Love & Marriage NBC M 8 Make That Spare ABC Sat 10:30 Malibu Run CBS W 7:30 Man From Interpol NBC Sat 10:30 Matty's Funday Funnies ABC F 7:30 Maverick ABC Sun 7:30 Reynolds, Armour, Kaiser, Noxzema, DuPont Jack Benny Program CBS Sun 9:30 Jack Paar NBC M-F 11:15 Klondike NBC M 9 Kraft Music Hall NBC W 9 Laramie NBC Tu 7:30 Pitt Plate Glass, Beechnut Life Savers, Am. Gas, Reynolds, Quaker Oats Lassie CBS Sun 7 Lawman ABC Sun 8:30 The Law and Mr. Jones ABC F 10:30 P&G, Simoniz The Lawrence Welk Show ABC Sat 9 Leave It To Beaver ABC Sat 8:30 Ralston, General Electric, Colgate Loretta Young Show NBC Sun 10 Love & Marriage NBC M 8 Make That Spare ABC Sat 10:30 Malibu Run CBS W 7:30 Man From Interpol NBC Sat 10:30 Matty's Funday Funnies ABC F 7:30 Maverick ABC Sun 7:30 Reynolds, Armour, Kaiser, Noxzema, DuPont Meet the Press NBC Sun 6 Michael Shayne NBC F 10 Oldsmobile, Pitt Plate Glass Mr. Lucky CBS Sat 9 My Sister Eileen CBS W 9 My Three Sons ABC Th 9 Naked City ABC W 10 Bristol Myers, Brown & Wmsn, Haggar, Derby, Warner Lambert, DuPont The Nation's Future NBC Sat 9:30 National Velvet NBC Sun 8 NBC Specials Tu 10 New Comedy Showcase CBS M 10 News CBS M-F 6:45; 7:15 Whitehall, Philip Morris, Carter, Schlitz Outlaws NBC Th 7:30 Warner-Lam., Pan Am. Coffee, Colgate, Beech Nut Life Savers, Pillsbury Ozzie & Harriet ABC W 8:30 Perry Are Funny NBC Sun 6:30 Perry Como NBC W 9	<p>Perry Mason CBS Sat 7:30 Colgate, Parliament, Sterling, Drackett, Pream Pete &amp; Gladys CBS M 8 Peter Gunn ABC M 10:30 Peter Loves Mary NBC W 10 Play Your Hunch NBC F 9 The Price Is Right NBC W 8:30 Rawhide CBS F 7:30 Nabisco, Gen. Foods, Philip Morris, Bristol Myers, Drackett Real McCoy's ABC Th 8:30 The Rebel ABC Sun 9 Red Skelton CBS Tu 9:30 Riflemen ABC Tu 8 Roaring '20's ABC Sat 7:30 Beecham, Am. Chicle, Derby, Brown &amp; Wmsn, Gillette, Simoniz, Corn Products Robert Taylor's Detectives ABC F 10 Route 66 CBS F 8:30 Cherolite, Marlboro, Sterling 77 Sunset Strip ABC F 9 American Chicle, Whitehall,</p> <p>Beecham, R. J. Reynolds Shirley Temple NBC Sun 7 Beechnut Life Savers, Nabisco Silents Please ABC Th 10:30 Specials NHC W 9:00 Stagecoach West ABC Tu 9 Simoniz, Brown &amp; Wmsn, Miles, Gen. Foods, Ralston, Gillette Sunday News Special CBS Sun 11 Surfside 6 ABC M 8:30 Brown &amp; Wmsn, Pontiac, Whitehall, Johnson &amp; Johnson Tab Hunter NBC Sun 8:30 Tales of Wells Fargo NBC M 8:30 Tall Man NBC Sat 8:30 Texaco, Huntley-Brinkley Report NBC M-F 6:45 Equipe, Mutual of Omaha This Is Your Life NBC Sun 10:30 Thriller NBC Tu 10:30 Glenbrook, Am. Tobacco, Beech-nut Life Savers</p> <p>Tom Ewell Show CBS Tu 9 To Tell the Truth CBS M 7:30 Twentieth Century CBS Sun 6:30 Twilight Zone CBS F 10 U. S. Steel Hour CBS W 10 The Untouchables ABC Th 9:30 L&amp;M, Armour, Beecham, Whitehall, Corn Products Wagon Train NBC W 7:30 Reynolds, National Biscuit, Revlon Walt Disney Presents ABC Sun 6:30 Warner Lambert, Canada Dry, Derby, Dixie Cup, Dow, Peter Paul Way Out CBS F 9:30 Westinghouse Playhouse NBC F 8:30 Winston Churchill — The Valiant Years ABC Sun 10:30 What's My Line CBS Sun 10:30 Wyatt Earp ABC Tu 8:30 Zane Grey Theatre CBS Th 8:30</p>
--	---

Notes: When participating programs and other programs have more than two sponsors, names of sponsors appear with alphabetical listing below chart.  
CBS: 4/2 Easter Service From Boston Cathedral 10-11 a.m.; 4/2 From Riverside Church N.Y.C. 11-12 noon; 4/2 M.I.T. Anniversary Program 4-5; 4/3 Master's Golf Tournament 5-6; 4/9 Jewish Passover Oratorio 10-11 a.m.; 4/9 Young People's Concert 8-9; 4/9 Master's Golf Tournament 4-5:30; 4/20 Highlights of the 1961 Circus 8-9 4-21 Million Dollar Incident (Jackie Gleason) 8:30-10; 4-27 Family Classics 9-10.  
NBC: 4/1 Equitable's Our American Heritage 9:30-10; 4/2 Marineland Circus 8-9; 4/7 Sing Along With Mitch (color) 9-10; 4/9 Trial of Adolph Eichmann 6:30-7; 4/11 JFK #2 10-11; 4/12 Bob Hope Buick Show 9-10; 4/13 Purex Specials for Women 4-5; 4/14 Bell Telephone Hour (color) 9-10; 4/16 Omnibus 5-6; 4/16 NBC White Paper #5 10-11; 4/18 Cry Vengeance 10-11; 4/21 Sing Along With Mitch (color) 9-10; 4/22 Equitable's Our American Heritage 9:30-10; 4/25 Dean Martin Show (color) 10-11; 4/28 Bell Telephone Hour (color) 9-10; 4/28 Jane Powell Show (color) 10-11.  
ABC: 4/2 Break of Day 1-2; 4/2 The Other Adoll 3:30-4; 4/9 Eichmann and Israel 3:30-4; 4/14 Bell & Howell Close-Up: 10:30-11; 4/17 Oscar Awards 10:30-12; 4/18 Bell & Howell Close-Up: 10-10:30; 4/20 Pat Boone Show 8:30-9:30; 4/20 Ernie Kovacs Show 10:30-11; 4/27 Bell & Howell Close-Up: 10:30-11.



The most exciting new profit ingredient in local broadcasting is

COLOR TV!

- Today, 104 TV stations, network and independent, are equipped for local color. Most of them are programming in color on a regular daily basis.
- Color commercials have greater impact—3½ times recall over black & white.
  - Color attracts new local advertisers. Department stores, automotive dealers and others need and want color.
  - Color wins praise from newspaper TV critics.
- If you want to know more about profits in color, call or wire William Boss, Director, Color TV Coordination, RCA, 30 Rockefeller Plaza, N.Y.C. Columbus 5-5900.
- Look what local color can mean to you:
- Color provides an exciting *promotable plus*.
  - Color builds station prestige . . . strengthens station image in minds of viewers and advertisers.
  - Color doubles program ratings in color homes.

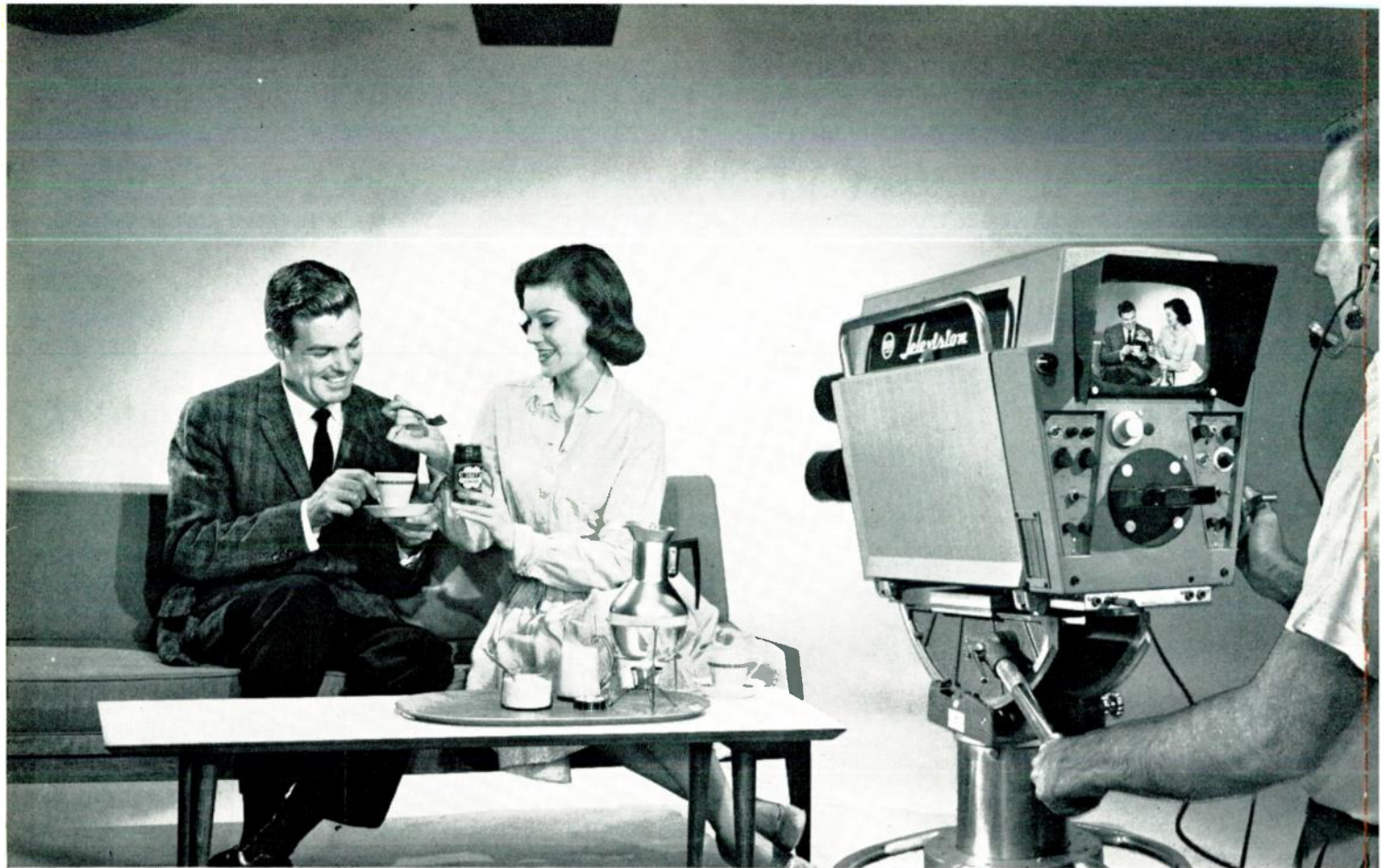


APRIL, 1961

## Television Age Network Program Chart—Daytime

AM	MONDAY-FRIDAY			SATURDAY			SUNDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
9:00									
9:15									
9:30									
9:45									
10:00					Captain Kangaroo parties, 9:30-10:30 (st. 4/15)				
10:15		I Love Lucy	Say When			Sharl Lewis (color) Nat'l. Biscuit Assoc. Doll & Toy	Lamp Unto My Feet (sust.)		
10:30									
10:45		Video Village	Play Your Hunch (color)		Mighty Mouse Playhouse (color) (st. 4/15)	King Leonardo & His Short Subjects (color) Gen. Mills	Look Up & Live (sust.)		
11:00									
11:15	Morning Court	Double Exposure	Price Is Right (color)		Magic Land of Allakazam Kellogg	Fury	UN in Action (sust.)		
11:30									
11:45	Love That Bob	Surprise Package	Concentration		Roy Rogers Nestle	Lone Ranger Gen. Mills	Camera Three (sust.)		
12:00									
12:15	Camouflage	Love of Life	Truth Or Consequences	Lunch with Soupy Sales Gen. Foods	Sky King Nabisco	True Story Sterling	Meet the Professor	Washington Conversation	
12:30									
12:45	Number Please	Search For Tomorrow P&G The Guiding Light P&G	It Could Be You (color)	Pip the Piper Gen. Mills	CBS News (st. 4/15)	Detective's Diary Glenbrook Simoniz	Pip the Piper Gen. Mills	Accent (sust.) News 12:55	
1:00	About Faces	1-1:05 CBS News							
1:15	Midday Report					Mr. Wizard sust	Directions '61		

PM	MONDAY-FRIDAY			SATURDAY			SUNDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
1:30								Issues and Answers	
1:45		As The World Turns							Frontiers of Faith (sust.)
2:00					Baseball Game of the Week (co-sponsor-ship)			Baseball Game of the Week (co-sponsor-ship)	
2:15	Day in Court	Face The Facts Lever, Best Foods (sust.)	Jan Murray Show (color)	Championship Basketball Gen. Mills Bristol Myers					
2:30						Major League Baseball (Various Regional) (st. 4/15)			Major League Baseball (Various Regional) (st. 4/15)
2:45	Seven Keys	House Party	The Loretta Young Theatre						
3:00									
3:15	Queen For A Day	The Millionaire	Young Dr. Malone						
3:30									
3:45	Who Do You Trust part	The Verdict Is Yours	From These Roots					Roundup USA	
4:00									
4:15	American Bandstand part (to 5:30)	The Brighter Day The Secret Storm	Make Room for Daddy					Championship Bridge	
4:30									
4:45		The Edge of Night	Here's Hollywood			Bowling Stars Gen. Mills	Paul Winchell Hartz		
5:00				All Star Golf					
5:15						Captain Gallant	Matty's Funday Funnies Stattel	Amateur Hour J. B. Williams	Celebrity Golf Kemper (alt)
5:30						Saturday Prom Beechnut Life Savers	Rocky and His Friends	GE College Bowl Gen. Electric	Time: Present Mutual of Omaha
5:45	Action/-Cartoon Series								



## New TK-12 Monochrome Camera by RCA Provides Finer Product Detail...Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary

the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. T-278, Bldg. 15-1, Camden, N.J. **RCA Broadcast and Television Equipment, Camden, N.J.**



The Most Trusted Name in Television  
RADIO CORPORATION OF AMERICA

### Daytime Index

\*ABC "Operation Daybreak" advertisers  
American Home Products, American Red Ball, Armour, Babbitt, Belone, Block Drug, Bon Ami, Brillo, Bristol Myers, Bymart, Calson, Carters, Chemstrand, Chesebrough-Pond's, Dr. Pepper, DuPont, Ex-Lax, Filberts, Frito, Gen. Foods, Hartz Mountain, J&J, Lehn & Pink, Lever, M&M, Minn. Mining, Mortons, Minute Maid, Northam Warren, Nutrition, Old London Foods, Staley, Sterling Drug, Warner Lambert, Welch, Uncle Ben's Rice, Glenbrook, Corn Products, Campana  
Accent CBS Sun 12:30  
About Faces ABC M-F 1\*  
Adventure Theatre NBC M-F 4:30  
All Star Golf ABC Sat 5  
Reynolds Metals, Armour, Gen Mills  
Amateur Hour CBS Sun 5  
American Bandstand ABC M-F 4  
Beech-Nut, Welch, Toni, Lever.

Strides, Novzena, International Shoe, Carter, Northam Warren, Lambert & Feasley, Vick, J&J, Minnesota Mining Mfg., M&M, Kurash, B. F. Goodrich, Block As The World Turns CBS M-F 1:30  
Procter & Gamble, Carnation, Sterling, Pillsbury, Nabisco, H. Curtis, Best Foods, R. T. French, Quaker Oats, Vick Chem.  
Baseball Game of the Week CBS Sat & Sun 2  
Bowling Stars NBC Sat 4:30  
The Brighter Day CBS M-F 4  
Drackett, Vick, Borax, Lever, Best Foods  
Camouflage ABC M-F 12  
Camera Three CBS Sun 11:30  
Captain Gallant NBC Sat 5  
Captain Kangaroo CBS Sat 9:30  
\*CBS Morning Minute M-F 10:12  
Complete listing of participating advertisers TBA  
CBS News CBS M-F 1

CBS News CBS Sat 12:30  
CBS News CBS Sun 12:55  
Celebrity Golf NBC Sun 5  
Championship Bridge ABC Sun 4  
No. Amer. Van Lines, Shwader, Anam  
Championship College Basketball ABC Sat 2-5  
College Bowl CBS Sun 5:30  
Concentration NBC M-F 11:30  
Alberto-Culver, Lever, Frigidaire, Heinz, Miles, Nabisco, Whitehall, Mennen, Gen. Mills, Simoniz, Jergens, Colgate  
Day in Court ABC M-F 2\*  
Detective's Diary NBC Sat 12:30  
Directions '61 ABC Sun 1  
Double Exposure CBS M-F 11:00\*\*  
The Edge of Night CBS M-F 4:30  
P&G, Sterling Drug, Pet Milk, Pillsbury, Nabisco, H. Curtis, American Home, Quaker Oats, R. T. French, Drackett, Vick Chem.  
Face The Facts CBS M-F 2:00  
From These Roots NBC M-F 3:30  
Simoniz, Plough, Heinz, Beech-

nut, Purex, Lever, Bauer & Black, Nabisco, Colgate, Dow, Sweets, Frito, Toni, Borax  
Frontiers of Faith NBC Sun 1:30  
Fury NBC Sat 11  
Miles, Nabisco, Sweets  
The Guiding Light CBS M-F 12:45  
Here's Hollywood NBC M-F 4:30  
Colgate, Whitehall, Culver, Beechnut, Gen. Mills, Heinz, Simoniz, Jergens, Gold Seal, Dow, Campana, Toni  
House Party CBS M-F 2:30  
Lever, Scott, Chicken of the Sea, Kellogg, Carnation, Pillsbury, Hoover, J. B. Williams, Drackett, Colgate  
I Love Lucy CBS M-F 10\*\*  
Issues and Answers ABC Sun 1:30  
It Could Be You NBC M-F 12:30  
Whitehall, P&G, Alberto-Culver, Nabisco, Miles, Heinz, Campana, Toni  
Jan Murray Show NBC M-F 2  
Whitehall, Bon Ami, Borax, Toni, Silex, Colgate

King Leonardo & His Short Subjects  
NBC Sat 10:30  
Lamp Unto My Feet CBS Sun 10  
Lone Ranger NBC Sat 11:30  
Lone Ranger ABC W 5:30  
Gilbert, Gen. Mills, Crackerjack, Am. Home Foods  
Look Up and Live CBS Sun 10:30  
The Loretta Young Theatre NBC M-F 2:30  
Frigidaire, Heinz, P&G, Gen. Mills, Simoniz, Beechnut, Frito, Miles, Borax  
Love That Bob ABC M-F 11:30\*  
Love of Life CBS M-F 12  
American Home Prods, Lever, R. T. French, Quaker Oats, Nabisco, Dorax  
Lunch with Soupy Sales ABC Sat 12  
Magic Land of Allakazam CBS Sat 11  
Major League Baseball NBC Sat & Sun 2:30  
Make Room for Daddy NBC M-F 4  
Heinz, Culver, P&G, Frigidaire, Frito

Matty's Funday Funnies ABC Sun 5  
Meet the Professor ABC Sun 12  
Midday Report ABC M-F 1:25  
Mighty Mouse Playhouse CBS Sat 12:30  
The Millionaire CBS M-F 3  
Drackett, Vick, Gerber, R. T. French, Gen. Foods, Best Foods, Quaker Oats, Scott, Nabisco  
Morning Court M-F 11:00\*  
Mr. Wizard NBC Sat 1  
National League Football Games CBS Sun 2  
News CBS Sun 11:55  
News NBC M-F 12:55  
Gen. Mills  
Number Please ABC M-F 12:30\*  
Paul Winchell ABC Sun 4:30  
Pip the Piper ABC Sat & Sun 12:30-1  
Play Your Hunch NBC M-F 10:30  
Miles, Heinz, Simoniz, Sterling, Colgate, Sweets, Nabisco, Frito  
Queen For A Day ABC M 3\*  
The Price Is Right NBC M-F 11

Lever, Heinz, Alberto Culver, Miles, Beechnut, Glenbrook, Gold Seal, Toni  
Rin Tin Tin ABC M & F 5:30  
Gen. Mills, Sweets, Gilbert  
Rocky and His Friends ABC Sun 5:30, Tu & Th 5:30  
Gen. Mills, Am. Chicle, Peter Paul, Sweden  
Roundup USA ABC Sun 5:30  
Roy Rogers CBS Sat 11:30  
Ruff & Reddy NBC Sat 10:30  
Saturday News CBS Sat 12  
Say When NBC M-F 10  
Beechnut, Glenbrook, Frito, Bon Ami, Reader's Digest  
Search For Tomorrow CBS M-F 12:30  
The Secret Storm CBS M-F 4:15  
American Home Prods, R. T. French, Quaker Oats, Gen. Foods  
Seven Keys ABC M-F 2:30\*  
Sharl Lewis NBC Sat 10  
Sky King CBS Sat 12  
Sunday Sports Spectacular CBS Sun 2

Schlitz, Lizzett & Myers, Carter, Bristol Myers  
Surprise Package CBS M-F 11:30\*\*  
Time: Present NBC Sun 5:30  
True Story NBC Sat 12  
Dow, Simoniz, Sterling  
Truth Or Consequences NBC M-F 13  
Miles, P&G, Culver, Nabisco, Whitehall, Heinz, Frigidaire, Beechnut, Jergens  
UN in Action CBS Sun 11  
The Verdict Is Yours CBS M-F 3:30  
American Home Prods, Lever, Sterling Drug, Vick, Quaker Oats, R. T. French  
Video Village CBS M-F 10:30\*\*  
Washington Conversation CBS Sun 12  
Who Do You Trust ABC M-F 3:30\*  
Young Dr. Malone NBC M-F 3  
Miles, Heinz, Culver, Mennen, Plough, P&G, Gen. Mills, Glenbrook, Jergens, Lever

### Finer Detail for Better Brand Identification



### Improved Gray Scale to Dramatize Product Features



# TELEVISION AGE **SPOT** REPORT

a review of  
current activity  
in national  
spot tv

**T**he word for spot business as spring began was just that—"spotty." Several representatives reported flurries of activity ("we're presenting arguments, checking avails and so on"), but the amount of actual *buying* was noted as varying from market to market. "One area will be ahead of last year," said one sales executive, "but a place such as Detroit is naturally going to be off because of the unemployment and tight-money situation."

Some manufacturers, highly cognizant of the country's economic situation, were planning to stay out of spring spot altogether. As one time-buyer on a perfume account put it when asked why the client wasn't setting the usual pre-Mother's Day schedule, "The high-cost luxury items are generally the first to cut back when people start watching budgets. It's not like the food field where you know people have to eat and you keep advertising to take away business from the competition."

Another trend that seems to be peaking in its inroads on national spot is the movement of former spot users to the low-cost network carriers—particularly NBC's *Jack Paar Show*.

Account executive Pete Weinberg at Smith Greenland Co. discussed the reasons behind the move of Melnor lawn sprinklers from spot last season to Paar this spring: "Our budget allowed spot schedules in about 40 markets, but the 40 markets only made available to us some 50 per cent of the country's detached dwell-

ings (houses with yards). Now, even the basic 64-station line-up on the network show covers 84 per cent of the detached dwellings."

Question: But does the larger percentage of possible consumer homes mean as many commercial viewers at the late hour of the Paar telecast as would be reached by spots at more convenient times?

"We'll see," said Mr. Weinberg. "With our not inconsiderable spot budget, we still found ourselves in the position of having to cover some top markets with a few thousand dollars. After all, when you split the budget into 40 parts . . . Then, to reach male viewers, we naturally needed nighttime, and would be offered prime ID's while the copy story needed minutes."

At Doyle Dane Bernbach, Len Press, account executive on Puritron, had nothing but praise for the sales results in six weeks of twice-weekly Paar minutes. The air-purifier had

also used past spot campaigns of ID's and had tried national magazines, but was reported getting amazing reaction now on both the consumer and dealer levels. "In a time of a bad appliance market, Puritron is very exciting," said Mr. Press, "and it's a \$40 and \$80 item."

He laid the network show's success primarily on the personality factors involved, while also noting that spot schedules would be "a lot more expensive." He added, however, "I don't mean to take anything away from spot as a medium. It's done excellent jobs for us and others, and will go on doing so. But Paar carries a lot of weight just now with the distributors. The show and the commercials are on at a time when the dealers can see them—something not always possible with spot schedules."

While an upbeat thought is that the advertisers' budgets are at least staying in television, probably a lot of local-station sales departments are looking toward that day of the NBC star's oft-contemplated retirement from his show.



*Timebuyer Bill Millar places schedules for Phillips Petroleum Co. from Lambert & Feasley, Inc., New York.*

Among current and upcoming spot campaigns from agencies and advertisers across the country are the following:

## AVON PRODUCTS, INC.

(Monroe F. Dreher, Inc., N. Y.)

At press time, AVON cosmetics were renewing schedules in many of the markets it's been using since last fall and the first of the year, with the new runs of minutes to go another seven weeks from April 10. Frequencies in most instances are reduced. Indications are that the account



FOR  
T. V. STATIONS  
PROGRAMMING  
OPPOSITE...  
**FELIX THE CAT!**

The world's most famous feline will go before the cameras soon for the 260th and final episode in the current series. Thus, TV stations will start moving schedules around to program FELIX as a full half-hour per day—causing an anticipated upheaval in local ratings.

FELIX Fan Clubs . . . FELIX Birthday Parties . . . FELIX merchandising aids are also creating major problems for opposition stations relying on ordinary cartoons to attract and hold the loyal children's audience.

**WARNING!**

Don't let this happen to you. If Felix has not picked a channel in your market area as yet . . . do the obvious . . . make certain he's pushing your call letters . . . and make your move NOW, . . . while there's still time!

CALL OR WRITE

**TRANS-LUX  
TELEVISION CORP.**

625 Madison Avenue  
New York 22, New York  
PL 1-3110  
Chicago • Hollywood

**Rep Report**

Griffith (Pete) E. Fulton, formerly with the Katz Agency, joined Blair-TV as a member of the New York sales staff.

James Theiss (L.) was named sales manager for eastern stations represented by Blair Television Associates, while Lloyd Heaney (r.)



MR. THEISS

MR. HEANEY

was appointed to the same post for the firm's western stations. Both executives have been with Blair for several years in various sales capacities.

Gerald E. Marenoff was appointed business manager of CBS TV spot Sales, having worked in the broadcast accounting field for five years with CBS and NBC.

Donald (Chips) Barrabee, formerly a broadcast buyer in the media department of Lambert & Feasley, Inc., and Norman Alpert, formerly with WTVU Scranton, joined the New York office of Venard, Rintoul & McConnell, Inc., as account executives. Ted Chambon, last with Northwest Airlines, and James Fox, from Rollins Broadcasting Co., took similar posts with the representative's Chicago office. In Los Angeles, Jack Kabateck joined the firm from Headley-Reed.

Larry H. Israel was elected president of Television Advertising Representatives, the Westinghouse stations sales outlet. Formerly vice president and general manager, Mr. Israel succeeds Donald H. McGannon, who became chairman of the board. Also elected to new offices were Robert McGredy, named executive vice president, and Lamont

(Tommy) Thompson, named vice president, Chicago. The former joined TvAR this year as general sales manager, while Mr. Thompson has served as Chicago office manager since the firm's inception.

Stuart I. Mackie was named manager of the Detroit office of Avery-Knodel, Inc. For the past four years he has been a member of the representative's Chicago sales staff.

William Carpenter was added to the sales staff of H-R Television, coming to the representative from account positions with Ziv-TV and NBC's film division.

David N. Simmons, with a background of 25 years in broadcasting and most recently president of Simmons Associates, Inc., was appointed



MR. SIMMONS

vice president, television, at Devney-O'Connell, Inc. The addition of the former vice president of John Blair & Co. is to further the representative's plan to increase its television activity.

Ben Margolis moved to Television Advertising Representatives, Inc., as administrative assistant to the general manager. He was with CBS for the past 33 years, serving as business manager for CBS TV Spot Sales during the last 10 years.

Joseph P. Dowling was named sales promotion manager of Storer Television Sales, Inc., recently formed representative for the Storer stations.

will continue in spot through the summer in a large number of markets as it did last year. Lee Petry is the timebuyer.

**BALL BROTHERS CO., INC.**

(Applegate Adv. Agency,  
Muncie, Ind.)

For its BALL brand home-canning jars

and caps, this company will repeat its customary spring campaign in a good-sized group of markets primarily throughout the south and west, but with a few other areas also used where a lot of canning is done. Strong schedules of daytime minutes run for 13 weeks from various starting dates, depending on the fruit seasons. Account executive Lester Johnson is the contact.

(Continued on page 52)

## The Buyer Talks About . . .

### SUMMER RATES? WHAT HAPPENED?

Just about one year ago a top agency stirred the advertising world by mailing out some questionnaires. The forms indicated, perhaps, a willingness to deal with stations that might offer lower rates in summer to spot advertisers. The agency's reasoning was that since audiences drop in summer, costs should drop, too.

Well, it's 12 months later. And, except for an impassioned speech here and there during the period, what has been done about summer rates? Nothing.

Oh, groups of stations in scattered markets have revised their rate cards on a sectional basis, the idea being that an absence of competitive bids for a spot might bring an advertiser a lower rate in the summer. Still, to my knowledge, only one or two stations of consequence have announced flat hot-weather rate reductions.

And—while it apparently puts this buyer on the side of the representatives for a change—I think this is the way it should be. Treason? No. Let's consider some of the inequities and problems summer cuts would create.

First of all, are the audience decreases during July-August-September really significant enough to warrant reductions in themselves? Yes, I know there are important drops in early evening, but—even though Nielsen claims "summer viewing in general is one-third lower than winter levels"—aren't there still large audiences in daytime and late-evening periods?

Or, take the case, often heard, of the advertiser with a strictly summertime product—ice cream, soda, beer or the like that chalks up its greatest sales in a few hot months. Should this product get on the air at less cost than one that sells all year long? I don't see why it should: admittedly its cost per thousand viewers may be high during its advertising period, but its sales are higher as well.

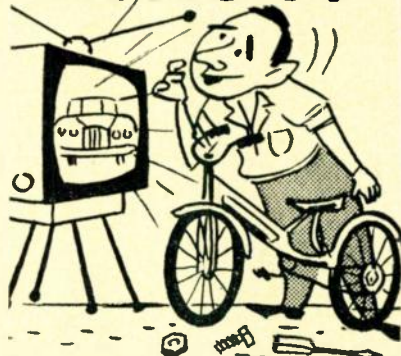
We've all heard, too, of the stations which claim larger viewing audiences in summer than in winter—due to an influx of tourists or something. While I doubt many tourists go on vacation to watch television, there's a chance that a market *could* get more viewers for a brief period. (Should the station in the market *raise* its summer rates? And what about an infrequent summer night when a national news event or a network special boosts an audience above the norm—should that night's advertisers pay more because they got extra viewers? The answer is no, in either instance.)

Everybody knows magazines vary in circulation from issue to issue. Does any advertiser suggest he be given a rebate if July newsstand sales are less than May's, or that he pay more in November than in August?

Before I begin sounding like a station salesman, let's make it clear that *more* than summertime reductions are needed. Clients are complaining not just about third-quarter costs, but about spot costs in general. From this corner, it seems more and more rate increases are taking place merely because one or another station in the market can claim a two-point rating increase. Total number of sets in the market, however, don't increase—and when a switch in competitive programming cancels out that two-point rise, does the station put its rates back where they were? Not on your life. Usually, it waits until another audience move takes place and it gains back those two points—then it boosts its rates again.

The cry for lower summer rates has died down, yes—but isn't it time to start a crusade for lower rates all year long?

## What they see on WJAC-TV



## THEY BUY!



If you're interested in sales results in the Johnstown-Altoona market, you should know about WJAC-TV! Happy sponsors say that WJAC-TV sells everything, from automobiles to zithers, and in large quantities, too.

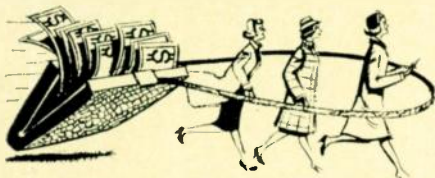
And no wonder! Both ARB and Nielsen rate WJAC-TV tops, month after month. But more important than statistics are results. Statistics don't buy products . . . people do! And purchasing people watch WJAC-TV

For Complete Details, Contact:  
**HARRINGTON, RIGHTER  
AND PARSONS, INC.**

New York Boston Chicago Detroit  
Atlanta Los Angeles San Francisco



# WOMEN...



## CONTROL THE PURSE STRINGS

and December 1960 Nielsen  
**PROVES** that each afternoon  
**MORE** of them  
**WATCH...**



## CHATTANOOGA

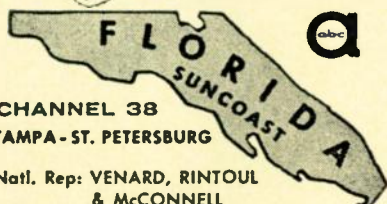
Your Branham Man has Details  
**Call Him NOW!**

**"SUNNY" DELIVERS**  
**210,000**  
**HOMES DAILY**



In this ever expanding, 'buy-happy' market, "Sunny" delivers your message to 210,000 TV homes daily! And does it at the lowest cost per thousand!

# WSUN-TV



CHANNEL 38  
TAMPA-ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL  
& McCONNELL

S.E. Rep: JAMES S. AYERS (NCS #3)

**Spot** (Continued from page 50)

### BERKSHIRE KNITTING MILLS

(Ogilvy, Benson & Mather, Inc., N.Y.)

This hosiery maker, who entered spot for the first time last fall, reportedly will hit about 25 major markets late this month, using a couple of weeks of taped minutes and ID's in day and late-night slots. Henry Cleeff is the timebuyer.

### BRISTOL-MYERS CO.

(DCS&S, New York)

Relatively quiet in spot for some time, MUM deodorant kicked off a campaign early last month in a number of markets in the south and southwest. Daytime filmed minutes will run for 26 weeks. Don Miller is the timebuyer.

### CARTER PRODUCTS, INC.

(SSC&B, New York)

In addition to the ARRID buying noted here last issue, RISE shaving cream reportedly moved into a group of 10-12 markets at the first of the month. Night and day minutes to reach male viewers will continue through the summer. The deodorant was also adding markets and weight at press time. Jeanne Sullivan and Mike Cambridge are the timebuyers.

### COLGATE-PALMOLIVE CO.

(D'Arcy Adv. Co., N.Y.)

At issue date, an eight-week campaign on HALO kicks off in 75 markets. Light schedules of prime-time ID's will be used. Robert Lazetara is the timebuyer.

### CONTINENTAL CASUALTY CO.

(George H. Hartman Co., Chicago)

Another of this insurance firm's infrequent two-week placements starts this week in 15 major selected markets to promote its "over 65" plan. Day and late-night minutes and ID's run in frequencies of 100 spots per week. Cities covered are New York, Newark, Chicago, Los Angeles, Long Beach, Minneapolis, St. Paul, Washington, Pittsburgh, Philadelphia, San Francisco, Oakland, Boston, Cleveland, Miami, Houston, Portland (Ore.), Cincinnati, Tampa and St. Petersburg. Media director Len Kay and timebuyer Audrey Thorelius are the contacts.

### CORNING GLASS WORKS

(N. W. Ayer & Son, Inc., Phila.)

Taking a temporary hiatus from spot after its heavy pre-Christmas drive, PYRO-CERAM electric appliances return the end of this month for a four-week drive to cover the Mother's Day, spring-bride and graduation market. A large group of markets across the country get filmed minutes in evening time, up to six spots weekly. Arne Ramberg is the timebuyer.

### FALSTAFF BREWING CO.

(Dancer-Fitzgerald-Sample, Inc., N.Y.)

While it was reported setting minutes and 20's for lengthy runs at the first of the year (Spot Report, Jan. 9), FALSTAFF was noted as adding prime-time 20's to begin at issue date and run through the summer. The market list includes most of the brewer's important areas. Roy Terzi, assisted by Joe Cifarelli and John Griffin, is the timebuyer.

### GENERAL FOODS CORP.

(Benton & Bowles, Inc., N.Y.)

(Continued on page 54)



Merle S. Jones, president, CBS Television Station Division (fourth from left), accepts in behalf of CBS the American Heritage Foundation's Outstanding Citizenship Award for its "Informed Vote and Contribute to Your Party" program. The award is presented by the Foundation's executive director, Brendan Byrne. The five station managers of the CBS-owned-and-operated stations overseeing the presentations are (l. to r.): Frank Shakespeare, WCBS-TV New York; Gene Wilkey, KMOX-TV St. Louis; John Schneider, WCAU-TV Philadelphia; George Clarke, WBBM-TV Chicago, and Robert Wood, KNXT Los Angeles.

**P**ublic-service programming with its many-faceted definitions is bulging in equally faceted directions. William E. ("Pete") Matthews, vice president and media director at Young & Rubicam, Inc., has some comments on the attributes and snags of sponsoring such programs.

"Some advertisers shy away from this type of programming," Mr. Matthews says, "to avoid being associated with a controversial subject matter." An example of such programs might be one dealing with segregation locally or nationally.

"However," he adds, "I don't think this association is as serious as people think. The U. S. population is getting used to conflicting ideas and opinions. People are less apt to equate the ideas of the program to those of the advertiser. Yet some advertisers find it easier (or safer) to buy the romantic, innocuous type of program."

Another shortcoming of public-



affairs programming the media director lists—with the exception of unusually important national or international events—is the limited audience. "Here the advertiser must exercise certain efficiency in spending, especially with the high cost of documentaries. The advertiser with limited viewers is paying the same amount for effective audience that someone

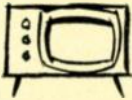


else is paying for total audience." This paradox of whether one pays for buyers or audience, he admits, is open on both ends for argument, "but the advertiser is charged for the program cost itself rather than the audience.

Mr. Matthews, who oversees on such accounts as Gulf Oil, American Home products and others, hopes that "public-service purchases will not become compulsive and lead into the tie-in sale. Here the advertiser must buy programs in the same manner as the block-booking days when to buy a good bottle of scotch you had to purchase three inferior bottles of gin.

"Sponsors of public-affairs programs do contribute to the quality and interest of tv," he underscores, "develop good customer relations [which he backs by the Gulf Oil sponsorship of NBC's special events and news projects] and reap commercial value in both sales and prestige."

Mr. Matthews lives in New Canaan, Conn., with his wife. He writes and paints in his free time.

# WRGB puts your MESSAGE WHERE THE SALE BEGINS

Sales begin long before sales are made, and WRGB  is there at the outset in the homes  and on the minds of the people  who can translate your message into sales.

Sales begin here, too, because more and more manufacturers are discovering the test-marketability of this Northeastern New York and Western New England audience. The thousands of engineers, skilled workers, farmers and their families who live here represent a wide cross section of preferences and tastes. And, the metropolitan, suburban and rural nature of this market further gives you an excellent sampling of modern America's living habits. But, what really makes sales begin here is that WRGB is the number 1 voice and picture in this area. Let WRGB place your message where sales begin. Contact your NBC Spot Sales representative.

**WRGB**  
CHANNEL  
A GENERAL ELECTRIC STATION  
ALBANY • SCHENECTADY • TROY **6**

## Spot (Continued from page 52)

To coincide with the opening of the baseball season, the POST line of juvenile-slatted cereals will hit numerous kid shows with filmed minutes to promote baseball trading card cutouts on the packages. Heavy frequencies will run 8-13 weeks. George Simko, assisted by Jack Mitchum, is the buying contact.

### GENERAL FOODS (Perkins Products Co.)

(Foote, Cone & Belding, Inc., Chicago)

Hot weather's ahead, and KOOL-AID starts its '61 schedules at issue date and thereafter in 30 markets across the country. Filmed minutes, 20's and 1D's in juvenile programming and daytime slots will run for 10 weeks initially. Assistant media supervisor Dorothy Fromherz is the contact.

### GENERAL FOODS CORP.

(Young & Rubicam, Inc., N.Y.)

For BIRDSEYE foods, this firm will be setting schedules of mostly daytime and non-prime night minutes in its usual group of markets next month, with the schedules running for brief periods. Toni Egan and Steve Semons are the timebuyers. For a new breakfast-type product, BRIM, test schedules are running in Albany-Schenectady-Troy and elsewhere. Roger Jones is the timebuyer.

### HELENA RUBINSTEIN, INC.

(Ogilvy, Benson & Mather, Inc., N.Y.)

Another small group of markets gets a four-week placement for this cosmetics firm at the middle of the month. Filmed minutes in day and late-night slots are used. Maxine Cohen is the timebuyer.

### HERTZ SYSTEM, INC.

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

Evidently having found spot to its liking, this rent-a-car service has lined up filmed minutes around the baseball telecasts on WPIX New York and in various other markets. Most placements got under way late last month and run through the season. Marie Greene is the timebuyer.

### HILLS BROS. COFFEE, INC.

(N. W. Ayer & Son, Inc., Phila.)

Staying with its policy of using short-term flights, rather than the lengthy campaigns of previous years, this coffee firm moves back into its wide group of markets at the end of the month. Filmed 20's and 1D's in prime and non-prime slots will run for four weeks. Paul Kizenberger is the timebuyer.

## Personals

RONALD SCHER has joined Cunningham & Walsh, Inc., New York, as media buyer on the Nifty Division of St. Regis and other accounts. Previously with Compton Advertising, Inc., Mr. Scher replaces HAROLD GREGG, who left C&W.

HUGH H. JOHNSON, director of media at Kudner Agency, Inc., New York, retired from his post. He will continue to serve in a consulting capacity. Before his 17-year association with the agency, he was advertising director of Bell Aircraft, Buffalo, for two years and advertising manager for Reo cars 10 years and Buick nine years.

DOLORES CARBONE is leaving Compton Advertising, Inc., New York, where she is supervisor of spot buying. Before Compton, Miss Carbone worked at Street & Finney and Norman, Craig & Kummel, Inc.

SHELDON BODEN has been appointed to assistant vice president and broadcast media director at

York. ELIZABETH HARPER, once on the Hertz account at NC&K, has joined J. Walter Thompson, supervising all estimating. She replaces



MISS HARPER

LUCILLE GIORELLI at JWT. MARIE GREENE has taken over Miss Harper's duties at NC&K.

HARRY TORP has been added to the media department at Ted Bates & Co., New York. Mr. Torp was with C. J. LaRoche and most recently media director at Grant Advertising, Inc., this city.

WILLIAM C. DEKKER has been named vice president and media director at Lambert & Feasley, Inc., New York. Prior to this appointment Mr. Dekker spent 17 years at McCann-Erickson, Inc., as media director. Earlier he was media supervisor at Ted Bates.

ROSEMARY VORDENBERG has joined the Ralph H. Jones Co., Cincinnati, as director of market and media analysis. She had been with Stockton-West-Burkhart, Inc., that city.



MR. BODEN

Norman, Craig & Kummel, New

### HOT SHOT QUALITY PRODUCTS

(Simon & Gwynn, Inc., Memphis)

A summertime campaign reportedly is in

the works for this company's HOT SHOT insecticide line, with 13 weeks of mostly night minutes getting started about June 1 as the weather heats up. Markets are primarily in the south. Partner H. N. Gwynn is the contact.

# SNEAK-A-PEEK

Like to see shows before you buy? Pre-view commercials? Pre-test copy lines? All without a snarl of red tape? Our Videotape equipment makes it possible. The only rep firm with a Videotape machine in its offices! Come use it. Another unique service of...

TELEVISION ADVERTISING REPRESENTATIVES, INC.

TVAR

# A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL  
ON THIS FIVE-FINGERED  
TELEVISION QUIZ



**Q—**Who's got the "look women love" in the Flint-Saginaw-Bay City viewing area?

**Q—**If you had only one match and entered a room where there was a lamp, an oil heater and some kindling wood, which would you light first?

**Q—**What's the quickest and lowest cost way to display my wares to more than 400,000 television families in Eastern Michigan?

**Q—**Only ONE station can give you dominant coverage of Flint-Saginaw-Bay City... the multi-city market of Eastern Michigan. Can you name the station?

**Q—**How far can a dog run into the woods?



**WNEB-TV**

serving FLINT • SAGINAW • BAY CITY  
EASTERN MICHIGAN'S FIRST VHF STATION —  
ALL WAYS!

## M. HOHNER, INC.

(Smith & Dorian, Inc., N.Y.)

From the famed maker of harmonicas comes a new product called MELODICA, a musical instrument described as "more than just a toy," that's currently being tested via spot in Albany-Schenectady-Troy. Schedules of minutes in kid shows, as well as in one adult-audience program, got under way last month in a 12-week drive that already has shown good results. The announcements feature 20 seconds of film and 40 seconds delivered live by local personalities. Priced at \$9.95 and \$12.95, the product will take a hiatus after the schedule winds up in May while test results are studied before additional placements are made. Account executive Alan Rosenfeld is the contact.

## HOOVER CO.

(Leo Burnett Co., Inc., Chicago)

Having used a limited group of markets last fall for a spot campaign on its electric floor-washer, this company was reported contemplating a spring campaign, similar in scope. Day and night minutes should run for about 13 weeks. Arnie Nordmark is the buying contact.

## IDEAL TOY CORP.

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

Right behind a trio of companies noted here last issue as already making plans for spot schedules next September, this toy giant has announced a \$3-million budget for network and spot tv (with some magazine supplement). One new feature this year: Ideal is first with color commercials. Grey, now handling the firm's hobby and model-craft line, will probably be more interested in package plans than heretofore. Kid-show minutes in numerous markets will be used as previously, with some one-hour fall specials also contemplated. (The company set a taped Shari Lewis special last year on a market-by-market basis for good results.) Jerry Rettig is the timebuyer.

## LANVIN PARFUMS, INC.

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

Undaunted by recession-caused budget problems that have influenced some of its competitors to hold off spring campaigns (see Spot Report lead this issue), ARPEGE and MY SIN will be heightening spot schedules this month in preparation for Mother's Day sales. The customary ID's in prime-time slots will be used. Barbara Swedeen is the timebuyer.

## LEVER BROS. CO.

(SSC&B, New York)

Having placed six weeks of filmed minutes in mid-January in about 30 major markets, SILVER DUST BLUE moves back into 25 areas next week with similar placements of day and late-night spots. Frequencies vary from light to moderate. Charles Woodruff is the timebuyer.

## P. LORILLARD CO.

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

While SPRING cigarettes made news recently by going into daytime network, OLD GOLD FILTERS stays on the spot trail by kicking off a 13-week schedule in a large group of markets at issue date. Filmed minutes and ID's in light frequencies will be used. Betty Nasse, assisted by Irene Levy, is the timebuyer.

# A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS  
MIKE JAMES, YOUR  
PETRYMAN IN NEW YORK



**A—**The station with the magnetic personality in this multi-city market is WNEB-TV. An average high of nearly 40,000\* feminine viewers take channel 5 to their hearts... afternoons, Monday through Friday. (\*ARB, Nov., 1960)

**A—**The match.

**A—**To get in solid with this buying force of more than \$2 billion dollars, you need Channel 5, Eastern Michigan's first VHF station, consistently delivering viewer-buyers at the lowest cost-per-thousand of any single media serving this rich and diversified area.

**A—**WNEB-TV is your solid buy-way to Michigan's \$2 billion dollar Second Market... now officially rated nationally as the Nation's 19th industrial area.

**A—**Halfway. After that he's running out of the woods.



**WNEB-TV**

serving FLINT • SAGINAW • BAY CITY  
EASTERN MICHIGAN'S FIRST VHF STATION —  
ALL WAYS!

## MATTEL, INC.

(Carson/Roberts, Inc., L.A.)

Another toymaker firming up its fall plans at this early date, this maker of western gun ensembles and various dolls and musical items announced plans to use spot in 40 markets from a September start. The schedules of filmed minutes will carry through December in kid shows to back up the firm's network program. Media director Beverly Plotkin is the contact.

## MENNEN FOOD PRODUCTS

(Victor & Richards, Inc., N. Y.)

For JIFFY POP popcorn, this agency is handling placements in a large number of markets (Detroit's Garfield Adv. Associates also works on the account —see Spot Report, Jan. 9) and set 13-week schedules of filmed minutes last

September and thereafter. Renewals for another 13 weeks of spring were made in about 20 markets. Kid shows are used, with the product most likely taking a summer hiatus and returning next fall. Spot is the sole medium employed, and results are reported good in areas not hit too hard by recession problems. Lucille Widener and agency head Victor Lindeman handled the buying.

## MINUTE MAID CORP.

(Dancer-Fitzgerald-Sample, Inc., N.Y.)

Having set its first major spot buy last spring in some 70 top markets, HI-C juice returns with a similar schedule the middle and end of this month. Day and night filmed minutes will run for 13 weeks (longer in some important areas) in



Having recently joined Doherty, Clifford, Steers & Shenfield, Inc., Frank McDonald is an assistant buyer on Jax, Shulton and others.

MORE THAN

33

HOURS


of LOCAL programming  
EACH  
WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.


These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

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.

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



THE QUINT CITIES  
DAVENPORT } IOWA  
BETTENDORF }  
ROCK ISLAND } ILL.  
MOLINE }  
EAST MOLINE }



PETERS, GRIFFIN, WOODWARD, INC.  
EXCLUSIVE NATIONAL REPRESENTATIVES

moderate frequencies. Dorothy Medanic is the timebuyer.

## MINUTE MAID CORP.

(KHCC&A, New York)

Continuing with the expansion moves noted here March 6, SNOW CROP improved juice concentrate hits a dozen additional markets the middle of the month with day and early-evening minutes set to run 13 weeks and longer. Beryl Seidenberg is the timebuyer.

## NORTHAM WARREN CORP.

(DCS&S, New York)

A spring campaign on CUTEX nail polish and lipstick starts the middle of the month in roughly the top 35 markets, with late-night and non-prime minutes scheduled. The placements are for four to six weeks. Don Miller is the timebuyer.

## PHARMACRAFT CORP.

(Daniel & Charles, Inc., N.Y.)

At issue date, spring schedules for FRESH deodorant start in a good-sized group of markets, with a second group to start next week. Brief flights of two, three and four weeks will run throughout the summer. Daytime and non-prime minutes, along with some prime-time ID's, are used. Isabelle Stannard is the timebuyer.

*Elisabeth M. Beckjorden*

Station, Network and  
Personal Representative

representing

KELO-TV, Sioux Falls, S. D.

KROC-TV, Rochester, Minn.

WIMA-TV, Lima, Ohio

WPBN-TV, Traverse City, Mich.

WTOM-TV, Cheboygan, Mich.

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

## Market Studies

Two new market-station presentations covering Orlando, Fla., and central Illinois are available from Young-Tv. Prepared on behalf of WLOF-TV Orlando, WICS Springfield-Decatur, WCHU Champaign-Urbana and WICO Danville, the studies offer data on network coverage, home impressions and similar factors.

A recently published pair of studies by Avery-Knodel, Inc., is comprised of a station-market presentation for WKRC-TV Mobile, covering the Gulf Coast area, and a revised, third edition of "Best Days and Nights for Grocery and Drug Spots."

## PHARMACRAFT CORP.

(Papert, Koenig & Lois, Inc., N.Y.)

For a new anti-allergy tablet called ALLEREST, this maker of Coldene will kick off a spot campaign at the middle of the month in under 50 markets, using filmed minutes with animation through the summer. Carol Lewis is the timebuyer.

## PROCTER & GAMBLE CO.

(Benton & Bowles, Inc., N.Y.)

A new campaign for ZEST reportedly gets under way at issue date to continue through the P&G "contract year," with minutes set in prime and non-prime

periods in a large group of markets across the country. Jim Courtney, assisted by Don Hotaling, is the timebuyer.

## PROCTER & GAMBLE CO.

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

Currently testing two new salad oils—CRISCO and PURITAN—P&G is using day and night minutes in various markets, including Binghamton, Syracuse, Springfield (Mass.) and parts of the midwest. The Puritan campaign got under way later than the Crisco drive, with the two products kept in largely separate markets, but overlapping in a few spots. Length of the tests is indefinite. Doug McMullen is the timebuyer.

## PROCTER & GAMBLE CO.

(Tatham-Laird, Inc., Chicago)

New activity for MR. CLEAN was reported in a great many markets across the country, with year-long schedules of minutes set for 52 weeks. Frequencies vary but are fairly light, since in many instances the new new buys are additions to ones already placed. Annette Malpede and Mary Rodger are the buying contacts.

## F. & M. SCHAEFER BREWING CO.

(BBDO, New York)

Long-term activity for the brewer was set late last month in Albany, Philadelphia and New York, with in-and-out flights scheduled over 52 weeks. Activity in other markets (last year's buys included Hartford, Syracuse, Portland, Me.) was under consideration. Prime minutes, 20's and 10's are used. John Nielan is the timebuyer.

## JOSEPH SCHLITZ BREWING CO.

(Gordon Best Co., Chicago)

The year's campaign on OLD MILWAUKEE beer opened last month and will extend for a full year, with spot

and syndicated-film schedules set in various markets. Four new areas in South Carolina—Columbia, Greenville, Florence and Charleston—are being used, with new spot activity also slated for Dallas-Ft. Worth. Heavy frequencies run in varying periods. Radio-tv manager Helen Wood is the contact.

(Continued on page 60)

When you buy  
**KCTV, SAN ANGELO**



**YOU ARE BUYING  
THE FASTEST GROWING  
MARKET IN WEST TEXAS**

  **KCTV, SAN ANGELO**   
**J. HARLEY HUBBARD, GEN. MGR.**  
Represented by  
**VENARD, RINTOUL & McCONNELL, INC.**

## WAST PUTS YOUR MESSAGE ACROSS



In this important  
**ALBANY—SCHENECTADY—  
TROY MARKET . . .**

Special balanced program-  
ming attuned to area prefer-  
ences exposes more prospects  
to your selling strategy. And  
... viewer confidence in WAST  
multiplies the effectiveness of  
your sales message.



**WAST**  
13 ALBANY, N. Y.

SELL Where People BUY

call your **HR** man

## Buyers' Check List

### Station Changes

KOCO-TV San Diego is the new call-letter designation for KFSD-TV.

KTBS-TV Shreveport will become a primary affiliate of ABC-TV, effective Sept. 3.

WBNB-TV Charlotte Amalie, St. Thomas, will commence telecasting in black-and-white only, approximately April 15. The station became available for NBC-TV programming on an occasional basis, effective March 1.

### Station Rate Increases

#### ABC:

KCPX-TV Salt Lake City, from \$700 to \$800, effective April 1.

KCRG-TV Cedar Rapids, from \$575 to \$625, effective April 1.

KDUB-TV Lubbock, Tex., from \$375 to \$400, effective March 15.

KHVV-TV Honolulu, from \$400 to

\$500, effective April 1.

KMMT Austin, Minn., from \$250 to \$300, effective April 1.

KNTV San Jose, Calif., from \$250 to \$300, effective April 1.

KOMO-TV Seattle, from \$1,400 to \$1,500, effective April 1.

KTRK-TV Houston, from \$1,250 to \$1,350, effective April 1.

WCHS-TV Charleston, W. Va., from \$800 to \$850, effective April 1.

WPST-TV Miami, from \$900 to \$1,000, effective April 1.

WPTA Fort Wayne, from \$475 to \$525, effective April 1.

WSIX-TV Nashville, from \$850 to \$950, effective April 1.

#### NBC:

WTOK-TV Meridian, Miss., from \$325 to \$375, effective March 1.

#### CBS:

WBRC-TV Birmingham, Ala., from \$1,250 to \$1,450, effective April 1.

# ARB City-by-City Ratings January-February 1961

## ATLANTA 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Whirlbirds\* (CBS) WSB-TV Wed. 7 .....41
2. Mr. Ed (Filmways-MCA) WSB-TV Tue. 7 .....35
2. The Brothers Brannagan (CBS) WSB-TV Thu. 7 .....35
2. Death Valley Days (U.S. Borax) WSB-TV Mon. 7 .....35
3. Meet McGraw (MCA) WAGA-TV Sat. 10:30 .....32
4. Sea Hunt (Ziv-UA) WSB-TV Fri. 7 .....31
5. Huckleberry Hound (Screen Gems) WSB-TV Thu. 6 .....30
6. Popeye\* (UAA) WSB-TV Sun. 4:30 .....25
7. Woody Woodpecker\* (Burnett) WSB-TV Mon. 6 .....24
7. Deputy Dawg\* (CBS) WSB-TV Wed. 6 .....24
8. Quick Draw McGraw (Screen Gems) WSB-TV Tue. 6 .....23
8. Highway Patrol\* (Ziv-UA) WSB-TV Sat. 6 .....23
9. U.S. Marshal (NTA) WSB-TV Thu. 10:30 .....22
9. Coronado 9 (MCA) WAGA-TV Sat. 8 .....22
10. Rescue 8 (Screen Gems) WLW-A Thu. 7 .....19

### TOP FEATURE FILMS

1. Matinee\* WSB-TV Sun. 2:15-5 .....21
2. Playhouse\* WSB-TV Sat. 4-6 .....19
2. Armchair Playhouse\* WSB-TV Sun. 1-4:30 .....19
3. Big Movie WAGA-TV Sun. 5:30-7 .....16
4. Big Movie WAGA-TV Sat. 11-1:30 a.m. ....14

### TOP NETWORK SHOWS

1. Gunsmoke WAGA-TV .....49
2. Wagon Train WSB-TV .....45
2. Have Gun, Will Travel WAGA-TV .....45
3. 77 Sunset Strip WLW-A .....40
4. Andy Griffith WAGA-TV .....37
5. The Real McCoys WLW-A .....36
5. The Flintstones WLW-A .....36
6. Perry Mason WAGA-TV .....36
6. The Untouchables WLW-A .....35
6. Bonanza WSB-TV .....35

## DETROIT

### 4-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Bugs Bunny (UAA) WXYZ-TV Tue. 7:30 .....24
1. Huckleberry Hound (Screen Gems) OKLW-TV Thu. 7 .....24
2. Sea Hunt (Ziv-UA) WJBK-TV Sat. 10:30 .....23
3. Woody Woodpecker\* (Burnett) OKLW-TV Wed. 6:30 .....20
4. Quick Draw McGraw (Screen Gems) OKLW-TV Tue. 6:30 .....19
5. Popeye (UAA) OKLW-TV M-Sun. 6 .....18
6. Divorce Court (KTTV) WJBK-TV Tue. 7 .....17
7. Case of the Dangerous Robin (Ziv-UA) WWJ-TV Wed. 7 .....16
7. San Francisco Beat\* (CBS) WJBK-TV Fri. 7 .....16
7. Death Valley Days (U.S. Borax) WJBK-TV Sat. 7 .....16
8. U.S. Marshal\* (NTA) WJBK-TV Fri. 8 .....15
9. Trackdown (CBS) WWJ-TV M-F 6 .....14
9. Tugboat Annie (ITC) OKLW-TV Tue. 7 .....14
10. You Asked for It (Crosby/Brown) OKLW-TV Mon. 7 .....13
10. Jim Backus Show (CNP) WWJ-TV Thu. 10:30 .....13
10. Clutch Cargo (Cambria) WWJ-TV Sat. 9:30 .....13

### TOP FEATURE FILMS

1. Million Dollar Movie OKLW-TV Sun. 3:30-5:30 .....16
2. Kennedy Showtime OKLW-TV Sun. 1-3:30 .....15
3. Saturday Showcase\* WJBK-TV Sat. 1-3:30 .....11
4. Comedy Time OKLW-TV Sat. 4:30-6 .....10
5. Command Performance OKLW-TV Sun. 9-11 .....8

### TOP NETWORK SHOWS

1. The Untouchables WXYZ-TV .....45
2. 77 Sunset Strip WXYZ-TV .....38
3. Gunsmoke WJBK-TV .....36
4. My Three Sons WXYZ-TV .....34
5. Wagon Train WWJ-TV .....33
6. Surfside 6 WXYZ-TV .....31
7. Have Gun, Will Travel WJBK-TV .....30
8. Hawaiian Eye WXYZ-TV .....29
9. Candid Camera WJBK-TV .....29
9. Adventures in Paradise WXYZ-TV .....28
9. Bob Hope/Perry Como WWJ-TV .....28
9. Hong Kong/Naked City WXYZ-TV .....28
9. The Real McCoys WXYZ-TV .....28
9. Perry Mason WJBK-TV .....28
9. Gershwin Years/Ed Sullivan WJBK-TV .....28

\*Indicates programming changes during four-week period.

## BOSTON 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Huckleberry Hound (Screen Gems) WNAO-TV Thu. 6:30 .....22
2. Lock Up (Ziv-UA) WHDH-TV Sat. 10:30 .....19
3. Bugs Bunny (UAA) WNAO-TV Tue. 6:30 .....18
3. U.S. Marshal (NTA) WNAO-TV Fri. 10:30 .....18
4. Rescue 8 (Screen Gems) WNAO-TV Tue. 7 .....17
4. State Trooper (MCA) WNAO-TV Thu. 7 .....17
4. Mr. Ed (Filmways-MCA) WBZ-TV Sat. 7 .....17
5. Quick Draw McGraw (Screen Gems) WNAO-TV Mon. 6:30 .....16
5. RCMP\* (CNP) WBZ-TV Wed. 7 .....16
5. The Brothers Brannagan (CBS) WNAO-TV Thu. 10:30 .....16
5. Death Valley Days (U.S. Borax) WBZ-TV Fri. 7 .....16
6. Tales of the Texas Rangers (Screen Gems) WNAO-TV Mon. 7 .....15
6. Honeymooners (CBS) WNAO-TV Wed. 7 .....15
6. Johnny Midnight (MCA) WBZ-TV Thu. 10:30 .....15
6. Whirlbirds (CBS) WNAO-TV Fri. 7 .....15

### TOP FEATURE FILMS

1. Command Premiere WBZ-TV Sun. 12-4 .....10
1. Cinema 7 WNAO-TV Sun. 12-3:30 .....10
2. Million Dollar Movie WNAO-TV Sat. 1-5:30 .....8
3. MovieTime\* WBZ-TV Sat. 5-6 .....7
5. Movie 5\* WHDH-TV Sat. 2-3:30 .....6

### TOP NETWORK SHOWS

1. The Untouchables WNAO-TV .....43
2. Bob Hope/Perry Como WBZ-TV .....38
2. Gunsmoke WHDH-TV .....38
3. Gershwin Years/Ed Sullivan WHDH-TV .....37
4. Perry Mason WHDH-TV .....36
5. Candid Camera WHDH-TV .....35
6. Jack Benny WHDH-TV .....34
7. 77 Sunset Strip WNAO-TV .....33
8. Checkmate WHDH-TV .....32
8. Lawrence Welk WNAO-TV .....32

## NEW ORLEANS

### 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. The Brothers Brannagan (CBS) WDSU-TV Thu. 9:30 .....32
1. Blue Angels (CNP) WWL-TV Sat. 9:30 .....32
2. Trackdown (CBS) WDSU-TV Sat. 6 .....25
2. Mike Hammer (MCA) WWL-TV Mon. 10 .....23
4. Coronado 9 (MCA) WWL-TV Mon. 8:30 .....22
4. The Third Man\* (NTA) WDSU-TV Fri. 10 .....22
5. Wild Cargo\* (Lakeside Tv) WWL-TV Tue. 10 .....20
6. Sea Hunt (Ziv-UA) WDSU-TV Wed. 9:30 .....19
6. Lock Up (Ziv-UA) WWL-TV Fri. 8:30 .....19
6. Amos 'n' Andy\* (CBS) WDSU-TV Fri. 10:30 .....19
7. Two Faces West (Screen Gems) WDSU-TV Wed. 10 .....18
8. Panic\* (CNP) WDSU-TV Thu. 10 .....17
9. Johnny Midnight\* (MCA) WDSU-TV Tue. 10 .....16
9. Three Stooges (Screen Gems) WDSU-TV Sun. 9:30 a.m. ....16
9. Brave Stallion\* (ITC) WDSU-TV Sun. 10 .....16

### TOP FEATURE FILMS

1. Matinee\* WDSU-TV Sun. 4:30-6 .....24
2. Sunday Spectacular WWL-TV Sun. 10:15-12:30 a.m. ....15
3. Roy Rogers Feature WDSU-TV Sat. 7:30-8:30 a.m. ....14
5. Adventure Time\* WWL-TV Sat. 1:30-3 .....14
5. First Run Theatre WDSU-TV Sat. 10:15-12:45 a.m. ....14

### TOP NETWORK SHOWS

1. Gunsmoke WWL-TV .....47
2. Wagon Train WDSU-TV .....44
3. Garry Moore WWL-TV .....42
3. Have Gun, Will Travel WWL-TV .....42
4. What's My Line WWL-TV .....41
5. Bonanza WDSU-TV .....38
6. Gershwin Years/Ed Sullivan WWL-TV .....35
7. Candid Camera WWL-TV .....34
7. Bachelor Father WDSU-TV .....34
8. Danny Thomas WWL-TV .....33
8. Bob Hope/Perry Como WDSU-TV .....33

## CHICAGO 4-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Trackdown (CBS) WBBM-TV Sat. 9:30 .....35
2. Lock Up (Ziv-UA) WNBQ Thu. 9:30 .....18
2. Best of the Post (ITC) WGN-TV Thu. 9:30 .....18
3. Huckleberry Hound (Screen Gems) WGN-TV Wed. 7:30 .....17
4. Woody Woodpecker\* (Burnett) WGN-TV Tue. 6 .....14
5. Mr. Ed (Filmways-MCA) WNBQ Wed. 9:30 .....13
6. Bugs Bunny (UAA) WGN-TV Mon. 6:30 .....11
6. Jim Backus Show (CNP) WBBM-TV Tue. 6:30 .....11
6. Superman (Flamingo) WGN-TV Sat. 5:30 .....11
6. Meet McGraw (ABC) WNBQ Sat. 6 .....11
6. Championship Bowling (Schwimmer) WBBM Sat. 9:45 .....11
7. Sea Hunt (Ziv-UA) WGN-TV Mon. 9:30 .....10
7. Bugs Bunny (UAA) WBBM Tue. 6:30 .....10
7. Death Valley Days (U.S. Borax) WGN-TV Wed. 9 .....10
7. Science Fiction Theatre (Ziv-UA) WGN-TV Sat. 6 .....10
7. Divorce Court (KTTV) WGN-TV Sat. 10:30 .....10
7. Flash Gordon (Guild) WBBM Sun. 11:30 a.m. ....10

### TOP FEATURE FILMS

1. Best of CBS WBBM-TV Sat. 10-1 a.m. ....25
2. Late Show WBBM-TV Sun. 10:15-12:15 a.m. ....15
3. MovieTime USA WBBM Fri. 10:15-11:45 .....13
4. Late Show WBBM-TV Fri. 10:15-12 mid. ....12
5. Late Show WBBM-TV Tue. 10:15-12 mid. ....11
5. Late Show WBBM-TV Wed. 10:15-11:45 .....11

### TOP NETWORK SHOWS

1. Gunsmoke WBBM-TV .....47
2. The Untouchables WBBM .....44
2. Candid Camera WBBM-TV .....44
3. Danny Thomas WBBM-TV .....38
4. Garry Moore WBBM-TV .....35
4. Bob Hope/Perry Como WNBQ .....35
4. The Real McCoys WBBM .....35
4. Perry Mason WBBM-TV .....35
5. What's My Line-WBBM TV .....34
6. Red Skelton WBBM-TV .....33

## PHILADELPHIA

### 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Sea Hunt (Ziv-UA) WCAU-TV Sat. 7 .....27
2. Mike Hammer (MCA) WCAU-TV Sat. 10:30 .....26
3. Death Valley Days (U.S. Borax) WRCV-TV Mon. 7 .....21
4. Rescue 8\* (Screen Gems) WRCV-TV Wed. 7 .....19
4. Johnny Midnight (MCA) WRCV-TV Thu. 10:30 .....19
5. Quick Draw McGraw (Screen Gems) WFIL-TV Fri. 7:30 .....18
6. Popeye (UAA) WFIL-TV M-F 6 .....17
6. Lock Up (Ziv-UA) WRCV-TV Tue. 7 .....17
7. Jim Backus Show (CNP) WRCV-TV Thu. 7 .....15
7. William Tell\* (NTA) WFIL-TV Sat. 6:30 .....15
8. Huckleberry Hound (Screen Gems) WCAU-TV Tue. 7:30 .....14
8. Play of the Week\* (NTA) WRCV-TV Sun. 3 .....14
8. Mr. Ed (Filmways-MCA) WFIL-TV Sun. 7 .....14
9. Bugs Bunny (UAA) WFIL-TV Tue. 7:30 .....13
9. Medic (CNP) WFIL-TV Tue. 10:30 .....13
9. Best of the Post (ITC) WFIL-TV Sun. 6:30 .....13

### TOP FEATURE FILMS

1. Late Show WCAU-TV Sat. 11:15-12:45 a.m. ....15
1. Early Show WCAU-TV Mon. 6-7 .....15
1. Early Show WCAU-TV Tue. 6-7 .....15
2. Early Show WCAU-TV Thu. 6-7 .....14
3. Early Show WCAU-TV Fri. 6-7 .....13

### TOP NETWORK SHOWS

1. The Untouchables WFIL-TV .....50
2. My Three Sons WFIL-TV .....42
3. Gunsmoke WCAU-TV .....39
4. Gershwin Years/Ed Sullivan WCAU-TV .....36
5. Bob Hope/Perry Como WRCV-TV .....35
5. The Real McCoys WFIL-TV .....35
6. The Flintstones WFIL-TV .....34
6. 77 Sunset Strip WFIL-TV .....34
6. Lawrence Welk WFIL-TV .....34
7. Candid Camera WCAU-TV .....33

# ARB City-by-City Ratings January-February 1961

## CINCINNATI

### 3-Station Report

#### (four-week ratings)

#### TOP SYNDICATED FILMS

1. Huckleberry Hound (Screen Gems)	
WOPO-TV Thu. 6:30	23
2. This Man Dawson* (Ziv-UA)	
WKRO-TV Sat. 10:30	22
3. Woody Woodpecker* (Burnett)	
WOPO-TV Mon. 6:30	21
3. Bugs Bunny (UAA) WOPO-TV Tue. 7:30	21
4. U.S. Marshal (NTA) WOPO-TV Thu. 10:30	21
4. Three Stooges (Screen Gems) WOPO-TV M-F 6:19	
5. Quick Draw McGraw (Screen Gems)	
WOPO-TV Tue. 6:30	18
5. The Vikings (Ziv-UA) WOPO-TV Wed. 6:30	18
5. Jim Backus Show (CNP) WLW-TV Thu. 7	18
5. Sea Hunt (Ziv-UA) WKRO-TV Thu. 7:30	18
5. Mr. Ed (Filmways-MCA) WOPO-TV Fri. 6:30	18
5. Death Valley Days (U.S. Borax)	
WKRO-TV Fri. 7	18
6. Best of the Post (ITC) WLW-TV Thu. 10:30	16
7. Manhunt (Screen Gems) WKRO-TV Sat. 7	15
8. Adventure in Tomorrow (KOOP) WLW-TV Mon. 7:13	
8. Blue Angels (CNP) WLW-TV Sat. 10:30	13
8. Championship Bowling (Schwimmer)	
WKRO-TV Sun. 1	13
8. Bold Venture* (Ziv-UA) WKRO-TV Sun. 6	13

#### TOP FEATURE FILMS

1. Spectacular WKRO-TV Sun. 2-4	16
2. Family Theatre* WKRO-TV Sat. 1-2:30	13
2. Home Theatre WKRO-TV Sat. 11:15-1:45 a.m.	13
3. World's Best Movies* WKRO-TV Sat. 5:15-7:10	
4. Gold Cup Theatre WLW-TV Sat. 11:15-1 a.m.	8

#### TOP NETWORK SHOWS

1. The Untouchables WOPO-TV	51
2. Gunsmoke WKRO-TV	46
3. Wagon Train WLW-TV	42
3. The Real McCoys WOPO-TV	42
4. My Three Sons WOPO-TV	38
5. Bonanza WLW-TV	36
6. Lawrence Welk WOPO-TV	34
7. Bob Hope/Perry Como* WLW-TV	32
7. 77 Sunset Strip WOPO-TV	32
8. Cheyenne WOPO-TV	31
8. The Flintstones WOPO-TV	31

## PITTSBURGH

### 3-Station Report

#### (four-week ratings)

#### TOP SYNDICATED FILMS

1. Manhunt (Screen Gems) WTAE Thu. 10:30	37
2. Huckleberry Hound (Screen Gems)	
KDKA-TV Mon. 6:30	29
3. The Brothers Brannagan (CBS)	
KDKA-TV Sat. 10:30	28
4. Bugs Bunny (UAA) WTAE Tue. 7:30	23
5. Championship Bowling (Schwimmer)	
WTAE Sat. 6	22
6. Sea Hunt (Ziv-UA) KDKA-TV Sat. 7	21
7. Quick Draw McGraw (Screen Gems)	
KDKA-TV Tue. 6:30	20
8. Assignment Underwater* (NTA)	
KDKA-TV Mon. 7:30	18
9. Woody Woodpecker* (Burnett)	
KDKA-TV Wed. 6:30	15
10. Walter Winchell File (NTA) WHIO Thu. 7	13
10. Tombstone Territory (Ziv-UA) WHIO Fri. 7	13
10. Polka Parade (Paramount) WTAE Sat. 7	13
11. U.S. Marshal (NTA) WHIO Wed. 7	11
11. Jim Backus Show (CNP) WTAE Fri. 7:30	11
11. Popeye (UAA) WHIO M-F 6	11

#### TOP FEATURE FILMS

1. Feature for Sunday KDKA-TV Sun. 1:30-5	19
2. Family Movie Album* WTAE Sun. 4-6:30	17
3. Gateway Studio* KDKA-TV Fri. 11:15-1 a.m.	16
4. Million Dollar Movie WTAE	
Mon. 11:15-1:30 a.m.	15
5. Million Dollar Movie WTAE	
Wed. 11:15-1:30 a.m.	11
5. Million Dollar Movie WTAE	
Thu. 11:15-1 a.m.	11
5. Million Dollar Movie WTAE	
Fri. 11:15-1:15 a.m.	11
5. Early Show KDKA-TV Sat. 5-6:30	11

#### TOP NETWORK SHOWS

1. Gunsmoke KDKA-TV	48
2. Candid Camera KDKA-TV	47
3. The Untouchables WTAE	45
4. Gershwin Years/Ed Sullivan KDKA-TV	44
4. What's My Line KDKA-TV	44
5. Garry Moore KDKA-TV	42
6. Have Gun, Will Travel KDKA-TV	41
7. Jack Benny KDKA-TV	39
8. Dennis the Menace KDKA-TV	37

## COLUMBUS

### 3-Station Report

#### (four-week ratings)

#### TOP SYNDICATED FILMS

1. Mike Hammer (MCA) WBNS-TV Sat. 10:30	38
2. Huckleberry Hound (Screen Gems)	
WTVN-TV Thu. 6:30	28
3. Whirllybirds (CBS) WTVN-TV Thu. 7	26
4. Quick Draw McGraw (Screen Gems)	
WTVN-TV Tue. 6:30	25
5. Rescue 8 (Screen Gems) WTVN-TV Tue. 7	21
5. Bugs Bunny (UAA) WTVN-TV Tue. 7:30	21
6. The Third Man* (NTA) WTVN-TV Thu. 10:30	20
7. Circus Boy (Screen Gems)	
WTVN-TV Mon. 6:30	19
7. Woody Woodpecker (Burnett)	
WTVN-TV Wed. 6:30	19
7. The Vikings* (Ziv-UA) WTVN-TV Sun. 6	19
8. Sea Hunt (Ziv-UA) WBNS-TV Mon. 7:30	18
8. Death Valley Days (U.S. Borax)	
WBNS-TV Sat. 7	18
9. American Civil War* (Trans-Lux)	
WTVN-TV Mon. 7	17
9. Pony Express (CNP) WTVN-TV Wed. 7	17
10. Bold Venture* (Ziv-UA)	
WTVN-TV Fri. 6:30	16
10. Adventure Theatre (Cinema-Vue Corp.)	
WBNS-TV Thu. 9	16

#### TOP FEATURE FILMS

1. Shirley Temple Theatre* WBNS-TV	
Sun. 12-1:30	27
2. Sherlock Holmes* WBNS-TV Sat. 2:30-4	15
2. Picture for Sunday* WLW-TV Sun. 2-4:30	15
3. Movie* WTVN-TV Sun. 1:30-2:30	13
4. Theatre WBNS-TV Sat. 1:30-2	12

#### TOP NETWORK SHOWS

1. The Real McCoys WTVN-TV	43
2. The Untouchables WTVN-TV	42
2. Gunsmoke WBNS-TV	42
3. My Three Sons WTVN-TV	40
4. The Flintstones WTVN-TV	35
4. 77 Sunset Strip WTVN-TV	35
4. Maverick WTVN-TV	35
4. Candid Camera WBNS-TV	35
5. The Rifleman WTVN-TV	34
5. Perry Mason WBNS-TV	34

## SAN FRANCISCO

### 4-Station Report

#### (four-week ratings)

#### TOP SYNDICATED FILMS

1. Divorce Court (KTVU) KRON-TV Sat. 6	28
2. Manhunt (Screen Gems) KRON-TV Tue. 7:30	27
3. Sea Hunt (Ziv-UA) KRON-TV Tue. 7	25
4. The Honeyymooners (CBS) KRON-TV Mon. 6:30	24
4. San Francisco Beat (CBS) KPIX Sat. 7	24
5. Tombstone Territory (Ziv-UA) KRON-TV	
Wed. 7	20
6. Lock Up (Ziv-UA) KRON-TV Thu. 7	19
7. Huckleberry Hound (Screen Gems)	
KTVU Wed. 6:30	16
8. Two Faces West (Screen Gems)	
KRON-TV Wed. 6:30	15
8. Death Valley Days (U.S. Borax) KPIX	
Sat. 10:30	15
9. Bugs Bunny (UAA) KGO-TV Tue. 7:30	13
9. The People's Choice (ABC) KRON-TV	
Thu. 6:30	13
9. You Asked for It (Crosby/Brown)	
KTVU Thu. 7	13
10. Tightrope* (Screen Gems) KGO-TV Wed. 7	12
10. Jeff's Collie (ITC) KTVU Fri. 6:30	12
10. Mr. Ed (Filmways-MCA) KRON-TV Sun. 6:30	12

#### TOP FEATURE FILMS

1. Movie Time* KRON-TV Sun. 5-6:30	14
2. Shirley Temple Theatre KTVU Sun. 4-5:30	10
3. Early Show KPIX Wed. 6-7	9
3. Two on the Aisle KRON-TV Sun. 4-5	9
3. Channel 2 Playhouse* KTVU Sun. 7-10	9

#### TOP NETWORK SHOWS

1. Perry Mason KPIX	36
2. Wagon Train KRON-TV	34
2. Gershwin Years/Ed Sullivan KPIX	32
4. Alfred Hitchcock* KRON-TV	30
4. Bob Hope/Perry Como KRON-TV	30
4. The Untouchables KGO-TV	30
4. Checkmate KPIX	30
5. Candid Camera KPIX	29
6. Bobby Darin Show/Thriller KRON-TV	28
7. The Real McCoys KGO-TV	27
7. Have Gun, Will Travel KPIX	27

## DALLAS-FT. WORTH

### 4-Station Report

#### (four-week ratings)

#### TOP SYNDICATED FILMS

1. Death Valley Days (U.S. Borax) KRLD-TV	
Sat. 9:30	32
2. Two Faces West (Screen Gems)	
WBAP-TV Thu. 9:30	26
3. Bugs Bunny (UAA) WFAA-TV Tue. 6:30	22
4. Huckleberry Hound (Screen Gems)	
KTVT Thu. 6	14
5. Quick Draw McGraw (Screen Gems)	
KTVT Tue. 6	13
6. Woody Woodpecker* (Burnett) KTVT Mon. 6	12
7. Amos 'n' Andy (CBS) KTVT Fri. 6	11
7. Sea Hunt (Ziv-UA) WFAA-TV Fri. 10:30	11
8. The Brothers Brannagan (CBS) WFAA-TV	
Tue. 9:30	10
8. Roy Rogers (Roy Rogers Synd.)	
KRDL-TV Sat. 10:30	10
9. Polka Parade (Paramount) KRLD-TV	
Tue. 6:30	9
9. Soldiers of Fortune (MCA) KTVT Wed. 6	9
9. Championship Bowling (Schwimmer)	
WFAA-TV Sat. 4	9
9. Walter Winchell File* (NTA)	
WFAA-TV Sun. 4	9
10. Pony Express* (CNP) KRLD-TV Thu. 7	8

#### TOP FEATURE FILMS

1. Feature Movie* KRLD-TV Sat. 1-4	10
2. Saturday Showcase WBAP-TV Sat. 5-6:15	9
3. Showcase* WBAP-TV Sun. 12-1:30	8
4. Theatre 61 WFAA-TV Sun. 9-10:45 a.m.	6
4. Gold Award Theatre KTVT Sun. 4-6	6

#### TOP NETWORK SHOWS

1. Gunsmoke KRLD-TV	46
2. The Real McCoys WFAA-TV	40
3. The Untouchables WFAA-TV	39
4. Have Gun, Will Travel KRLD-TV	35
4. Candid Camera KRLD-TV	35
5. Wagon Train WBAP-TV	33
5. My Three Sons WFAA-TV	33
5. The Rebel WFAA-TV	33
6. Garry Moore KRLD-TV	32
6. Donna Reed WFAA-TV	32

## WASHINGTON

### 4-Station Report

#### (four-week ratings)

#### TOP SYNDICATED FILMS

1. Huckleberry Hound (Screen Gems)	
WTGO Thu. 7	24
2. M Squad (MCA) WMAL-TV Thu. 10:30	22
3. Bugs Bunny (UAA) WMAL-TV Tue. 7:30	21
4. Quick Draw McGraw (Screen Gems)	
WTGO Mon. 6:30	18
5. Woody Woodpecker (Burnett) WTGO	
Wed. 6:30	17
6. Deputy Davg (CBS) WTGO Thu. 6:30	16
7. Three Stooges (Screen Gems) WTGO M-F 6	15
8. Tombstone Territory (Ziv-UA)	
WRO-TV Wed. 7	14
8. Sea Hunt (Ziv-UA) WMAL-TV Sat. 6:30	14
9. Highway Patrol (Ziv-UA) WTGO Sat. 7	13
10. Death Valley Days (U.S. Borax)	
WRO-TV Mon. 7	12
10. Circus Boy (Screen Gems) WTGO Tue. 6:30	12
10. Trackdown* (CBS) WMAL-TV Sun. 6	12
11. You Asked for It (Crosby/Brown)	
WMAL-TV M-F 6:30	11
11. Copter Patrol (CBS) WTOP-TV Fri. 7	11

#### TOP FEATURE FILMS

1. 10:30 Theatre WTOP-TV Sat. 10:30-1 a.m.	13
2. Late Show WTOP-TV Fri. 11:15-1:45 a.m.	7
2. Sunday Playhouse WRO-TV Sun. 12-1	7
2. Picture For Sunday WTOP-TV Sun. 1-2:30	7
2. Metropolitan Movie WTOP-TV Sun. 4-6	7

#### TOP NETWORK SHOWS

1. Gunsmoke WTOP-TV	44
2. The Untouchables WMAL-TV	40
3. The Real McCoys WMAL-TV	36
4. 77 Sunset Strip WMAL-TV	34
4. Have Gun, Will Travel WTOP-TV	34
5. Wagon Train WRO-TV	33
5. Jack Benny WTOP-TV	33
6. Hong Kong/Naked City WMAL-TV	32
6. The Flintstones WMAL-TV	32
7. Bob Hope/Perry Como WDC-TV	31
7. Gershwin Years/Ed Sullivan WTOP-TV	31
7. Candid Camera WTOP-TV	31

# WLBC-TV

## MUNCIE

Middletown, U.S.A.

# WLBC-TV

## MUNCIE

Crossroads of the Middle West

# WLBC-TV

## MUNCIE

Cross-section of the nation

# WLBC-TV

## MUNCIE

Test Market, U.S.A.

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

# WLBC-TV

## Muncie, Indiana

### Agency Adds

Jane Haeberly, formerly a television producer at Doherty, Clifford, Steers & Shenfield, Inc., joined Chester Gore Co., Inc., as a tv producer and account executive.

Kenneth E. Hegard, last month appointed director of the tv-radio department at the Cramer-Krasselt Co., Milwaukee, was named a vice president.

Charles de la Fuente joined Harwood Advertising Agency, Tucson, to handle all broadcast commercials and shows under his title of creative director. He was last with Walt Disney and served as creative consultant on tv commercials for numerous agencies.

### Spot (Continued from page 57)

#### SICKS' RAINIER BREWING CO.

(Doyle Dane Bernbach, Inc., Seattle-L.A.)

A heavy seven-state spot campaign is being launched by the brewery on behalf of RAINIER beer. A variety of minutes, 20's and 1D's will be used in a new approach, with each commercial emphasizing one feature of the product, rather than its over-all merits. Markets in Washington, Alaska, Hawaii, Oregon, Idaho, Montana and Wyoming will be used. William Zarkades is the media contact.

#### SWIFT & CO.

(Leo Burnett Co., Inc., Chicago)

At the middle of the month, a spring campaign on ALLSWEET margarine reportedly will get under way in more than a dozen selected markets. Day and late-night minutes will run through the quarter. Mary Lou Ruxton is the timebuyer.

#### TOPPS CHEWING GUM, INC.

(Wexton Co., N.Y.)

Noted in Tele-Scope last Oct. 3 as contemplating a spot test, this maker of

BAZOOKA bubble gum entered the medium last month in a 12-week campaign. Minutes in juvenile programming on WNEW-TV, WOR-TV and WPIX New York run in heavy frequencies, with the animated films getting lead-ins from the program hosts. Additions to the market list will not be decided on until the initial test results are studied. Jeff Fine is the timebuyer.

#### U. S. RUBBER CO.

(Fletcher Richards, Calkins & Holden, Inc., N.Y.)

As part of a consistent program over the past two years, this tire manufacturer renews its sports and news programs every 13 weeks in a small group of secondary markets. The spring-summer heavy driving period means continued action, with local dealers often placing their own schedules on a co-op basis. Jim Kelly is the buying contact.

#### WINSTON SALES CO.

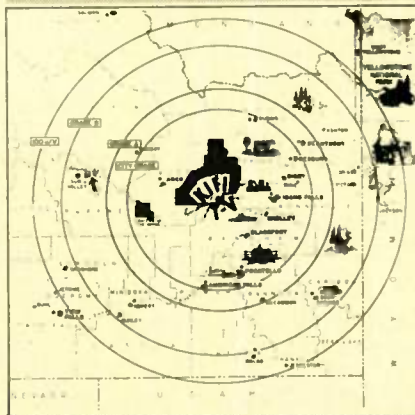
(Mohr & Eicoff, Inc., Chicago)

Still reporting great results from past tv promotions on its "fishing kit," this order-by-mail concern is starting new spring-summer schedules on the kit and other items. Southern markets get the first placements at mid-month, with countless others added as weather improves. Sports shows and male-audience programs are used for two-, three- and 10-minute commercials. Roy MacLean and Sherman Smith are the timebuyers.

### Account Activity

U. S. Tobacco Co. shifted its \$1.2-million account from C. J. LaRoche & Co. to Donahue & Coe, Inc., which will handle the Sano cigarette line, and to Doherty, Clifford, Steers & Shenfield, Inc., which will handle Encore cigarettes. Both agencies, dividing the billings equally, also will work on various smoking tobaccos and new products.

Henry Heide, Inc., user of spot and syndicated programs for its low-priced candies, named Fuller & Smith & Ross, Inc., to succeed Kelly, Nason, Inc., on the account.



# KIFI-TV

Now the exclusive NBC outlet for  
Idaho Falls — Pocatello

Full Power — 316,000 watts on

Channel 8

James Brady, President & Gen. Mgr.  
Represented by The Meeker Co.

APRIL 3, 1961

# Television Age

Directory of agency commercial producers

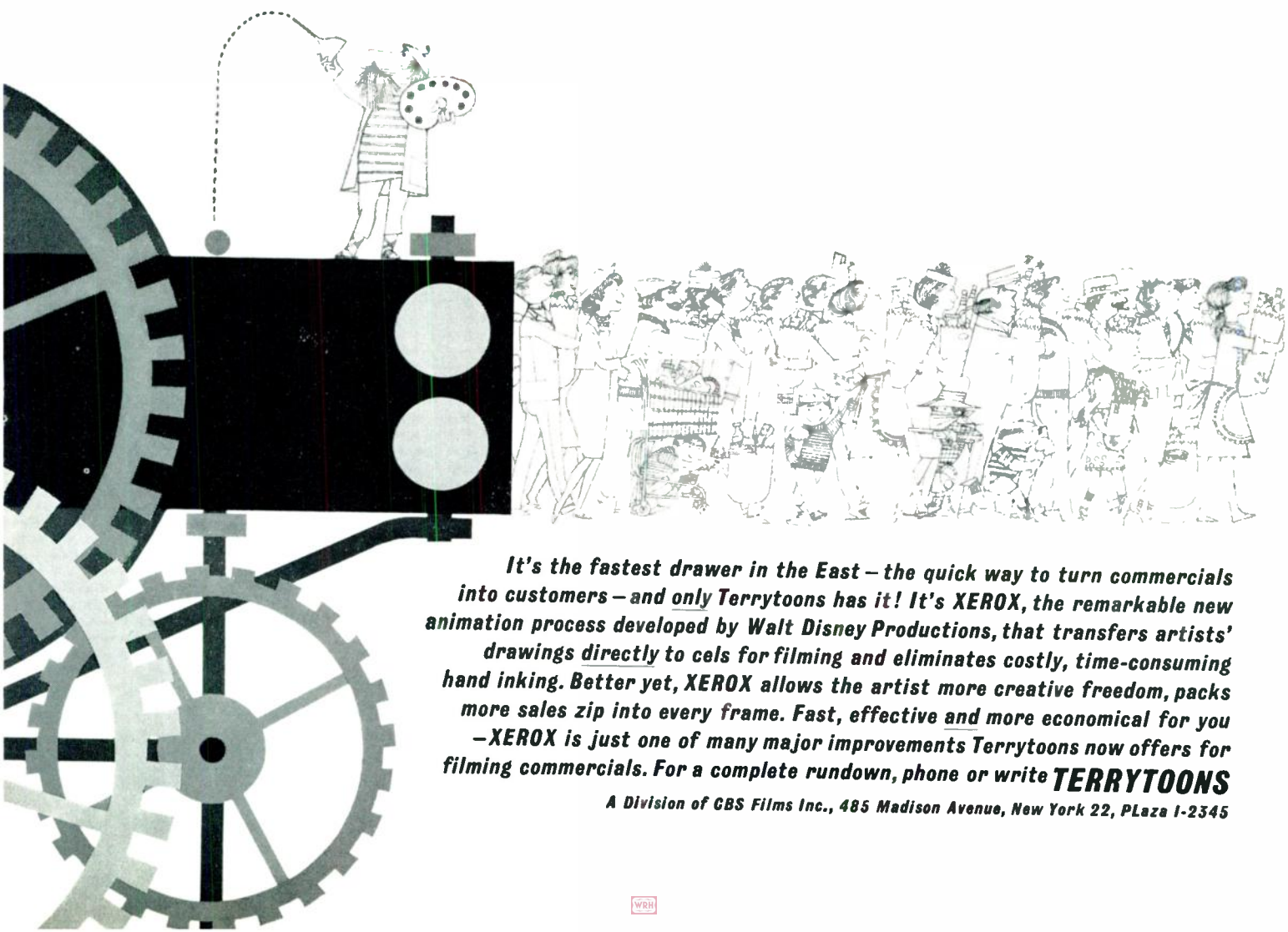
page 63

Directory of supply and service companies

page 89

READY TO PRINT ON 10 1/2 X 14 IN. PAPER

**Geared  
for  
sales  
action!**



*It's the fastest drawer in the East – the quick way to turn commercials into customers – and only Terrytoons has it! It's XEROX, the remarkable new animation process developed by Walt Disney Productions, that transfers artists' drawings directly to cels for filming and eliminates costly, time-consuming hand inking. Better yet, XEROX allows the artist more creative freedom, packs more sales zip into every frame. Fast, effective and more economical for you – XEROX is just one of many major improvements Terrytoons now offers for filming commercials. For a complete rundown, phone or write **TERRYTOONS***

*A Division of CBS Films Inc., 485 Madison Avenue, New York 22, PLaza 1-2345*

**AGENCY PRODUCERS**

**VALUE**

**CINEMAGINATION**

**AND**

**SERVICE**

**FOR THEIR**

**COMMERCIALS**

**AND**

**STOP AT THIS SIGN.....**

**339 E. 48**

**N.Y. 17 N.Y.**

**P L A Z A**

**2 - 0 7 4 4**



## Directory of agency commercial producers

(The following list includes all television commercial producers or other agency executives in the top 50 television markets who contract for, or supervise, the production of television commercials. Titles are listed as indicated by the agencies on questionnaires supplied by TELEVISION AGE. Abbreviations used are listed on page 86.)

### ALABAMA

#### Birmingham

**EVELYN ALLEN PROD.**  
3504 Mountain Park Dr.  
Evelyn Allen, o. mgr; Cecile Sundock, prodn coord.  
**GRIFFITH & SEGO ADV.**  
1417 28th Ave. S., zn 9  
Frank J. Sego, William S. Griffith, pts.  
**KEEGAN ADV.**  
303 Title Guarantee Bldg., zn 3  
Forbes McKay, p.  
**ROBERT LUCKIE & CO., INC.**  
P. O. Box 2254, zn 1  
Arden D. Moser, md, tv-rad d; John Forney, exec vp.  
**PARKER & ASSOC.**  
204-08 Comer Bldg., zn 3  
Wayne Parker, p; Maurice G. Wald, tv-rad d.  
**SPARROW ADV. AGCY.**  
Farley Bldg., zn 3  
J. O. Ward, art d.

### ARIZONA

#### Phoenix

**GOLDBERG & BLOCK ADV.**  
1017 N. Third St.

### CALIFORNIA

#### Los Angeles

**ADVERTISING AGENCIES, INC.**  
12412 Ventura Blvd., Studio City  
Bill Wolf, copy chf, tv-rad d.  
**ATHERTON MCGEE PRIVETT, INC.**  
8467 Beverly Blvd., zn 48  
Alfred A. Atherton, exec vp, creative d.  
**BARNES CHASE CO.**  
3450 Wilshire Blvd., zn 5  
Frank M. Huff, J. L. Buchanan, Phil Franklin, vps;  
Glenn Michel, ae; Burl Stiff, copy chf.  
**BATES & WEST**  
1250 Wilshire Blvd., zn 17  
K. O. Bates, p; Harvey West, pt.  
**BAUS & ROSS CO.**  
2796 W. Eighth St., zn 5  
A. V. Sammelman, art d, prodn mgr.  
**JERE BAYARD ADV., INC.**  
1012 S. Robertson Blvd., zn 35  
Jere Bayard, vp; Charles Murray, & mgr; Lawrence E. Kraft, tv-rad d.  
**MAX W. BECKER ADV. SERVICE**  
4439 Atlantic Ave., Long Beach, zn 7  
Don Kracke, art d; Norma Pearson, copy chf.  
**BECKMAN KOBLITZ, INC.**  
915 N. La Cienega Blvd., zn 46  
Milton Beckman, principal; Jack Ostrode, tv rad d;  
Sandy Dare, tb.  
**BERCHOFF ASSOC., INC.**  
511 N. La Cienega Blvd., zn 48  
Jerry Berghoff, p, tal b; Maroid Ross, exec vp; Rick Lazaar, tv-rad tb; Howard Miller, art & prodn d.  
**CHARLES BOWES ADV., INC.**  
1010 S. Flower St., zn 15  
Charles A. Bowes, p; Robert E. Brandon, vp; John A. Duvall, Howard C. Borschel, Locke Turner, aes.  
**FRANK BULL & CO.**  
1239 Highland Ave., zn 38  
Ken Jewett, md, prodn mgr.  
**LEO BURNETT CO., INC.**  
1680 N. Vine St., zn 28  
George Bole, mgr tv film, tape; Chet Glassley, Wally Burr, Russ Mayberry; Emrich Nicholson, tv art d.  
**RUSS, BEAR & ASSOC.**  
2352 W. Third St., zn 57  
Mel Hall, tv-rad d.  
**CAMPBELL-EWALD CO.**  
1717 N. Highland Ave.  
Willard Hanes, Peck Prior, Bud Cole, Jack Parker, tv prods.  
**CAMPBELL-MITHUN, INC.**  
1213 Hollywood, Taft Bldg., zn 28  
Ernest P. Andrews, tv-rad prodn mgr; Jane Baker, asst tv-rad prodn mgr.  
**MILTON CARLSON CO.**  
3510 Wilshire Blvd., zn 5  
Milton V. Carlson, tv prodn.  
**CARSON-ROBERTS, INC.**  
8322 Beverly Blvd., zn 48  
Gil Lieberman, tv prodn mgr; Ed Smardan, tv d; Dick Perkins, tv art d; Jack Roberts, creative d.  
**COLE, FISHER & ROGOW**  
9033 Wilshire Blvd., Beverly Hills  
Robert Witte, tv d.  
**COMPTON ADV., INC.**  
6505 Wilshire Blvd., zn 48  
Joseph Agnello, Robert Howell, Mickie Kies, Marjorie

Bane, tv-rad prods.  
**CONSOLIDATED ADV.**  
8762 Holloway St., zn 46  
Ralph Weinstock, vp, copy chf; Andrew Furr, art d.  
**CRAIG & REID**  
1717 N. Highland Ave., Hollywood, zn 28  
Ellis E. Craig; James A. Lilly.  
**DANCER-FITZGERALD-SAMPLE, INC.**  
1680 N. Vine St., Hollywood, zn 28  
William S. Watkins, film prod.  
**DAVIS & BLACKWELL, INC.**  
3607 W. Magnolia Blvd., Burbank  
Walter Davis, p.  
**DAVIS-HARRISON-SIMMONDS**  
11032 Magnolia Blvd., North Hollywood  
Jon L. Davis, p; M. L. Moffitt, Elsa Carrow, S. U. Lockhardt, Mardon L. Davis, vps; Ruth Tracy, Bill Wittrock, Meredith Kelly, N. V. Laltosa, Bill Anson, aes.  
**DAVIS, JOHNSON, ANDERSON & COLOMBATTO, INC.**  
2301 W. Third St., zn 57  
Don C. Johnson, vp.  
**DENNIS ADV.**  
1127 Wilshire Blvd., Suite 510, zn 17  
Robert F. Dennis, p, tv-rad d.  
**DONAHUE & COE ADV., INC.**  
3243 Wilshire Blvd., zn 5  
Glenn Grossman, tv-rad d; Charles J. Helfrich, md.  
**JOEL DOUGLAS ADV.**  
7461 Beverly Blvd., zn 36  
Miss Elinor Adelson, creative d.  
**DOYLE DANE BERNBACH, INC.**  
6399 Wilshire Blvd., zn 48  
Robert E. Gips, tv-rad prodn.  
**DREYFUS & GARDNER**  
511 N. La Cienega Blvd., zn 48  
Norman Gollin, art d.  
**EDWIN C. DUNAS CO., INC.**  
8100 Sunset Blvd., zn 46  
Marilyn Land, tv-rad d.  
**EISAMAN, JOHNS & LAWS**  
1680 N. Vine St., Hollywood, zn 28  
Joe Eisaman, sec-treas; Philip Wolf, tv d.  
**NEIL M. ELLIOTT ADV., INC.**  
955 S. Western, zn 6  
K. Wolfe, art d.  
**ERWIN WASEY, RUTHRAUFF & RYAN, INC.**

5045 Wilshire Blvd., zn 36  
Robert L. Redd, vp, tv-rad d; Edwin T. Morgan, asst tv-rad d.  
**WILLIAM ESTY CO., INC.**  
6331 Hollywood Blvd., zn 28  
Arnold Wester, vp chg; Gordon Ecker, John Claar, Rita Montgomery, tv e prods.  
**CARL FALKENHAIER ADV., INC.**  
435 S. La Cienega Blvd., zn 48  
Victor Mall, art d.  
**FALLON, BRANCHAM & MOON**  
7805 Sunset Blvd., zn 46  
John E. Spurk, art d, prodn mgr.  
**FOOTE, CONE & BELDING**  
900 Wilshire Blvd., zn 17  
Jack McQueen, bdast d.  
**JIMMY FRITZ & ASSOC.**  
1680 N. Vine St., Hollywood, zn 28  
Jane Langford, tv-rad d.  
**GAYNOR & DUCAS, INC.**  
291 S. La Cienega Blvd., Beverly Hills  
A. V. Cline, sr vp; Edward W. Poyser, vp creative; Ralph Jungheim, copy d.  
**GERTH, BROWN, CLARK & ELKUS OF LOS ANGELES, INC.**  
8421 Wilshire Blvd., Beverly Hills  
L. B. Moses, vp; Byron H. Brown, p.  
**W. B. GEISSINGER & CO., INC.**  
311 N. Flores St., zn 48  
**CLIFFORD GILL AGCY.**  
8701 Wilshire Blvd., Beverly Hills  
Clifford Gill, creative d.  
**GLENN ADV., INC.**  
6399 Wilshire Blvd., zn 48  
Raymond E. Prochnow, vp.  
**GOODMAN ORGANIZATION**  
8350 Santa Monica Blvd., zn 46  
Mont Goodman, p; Stanton Kramer, vp; David Hordwitz, tv-rad d; Claire Moses, md; Sylvester Brown, art d.  
**GRANT ADV., INC.**  
Taft Bldg., Hollywood, zn 28  
Rudy Behlmer, mgr tv-rad dept; Jack Parker, tv d; Sally Hope, tv coord; Dorothy Staff, md.  
**CLERIN, JOHNSTONE, GAGLE, INC.**  
1900 Beverly Blvd., zn 57  
Ted Baillie, tv-rad d.

**HEINTZ & CO., INC.**  
611 Wilshire Blvd., zn 17  
Kenneth Higgins, tv-rad d.  
**HENDERSON ASSOC.**  
716 S. Central Ave., zn 21  
Sybil Henderson, tv-rad d.  
**HIXSON & JORGENSEN, INC.**  
3540 Wilshire Blvd., zn 5  
H. Dorr Walsh, vp, tv-rad d; Brian Harvey, vp, creative d.  
**HONIG-COOPER & HARRINGTON**  
304 S. Kingsley Dr.  
Hildred Sanders, vp, tv-rad d; Jack Gatti, prod.  
**HUNTER & WILLHITE ADV.**  
721 N. La Brea, zn 38  
Bill S. Hunter, p; Earl M. Willhite, vp; Cy Kelly, prodn mgr; Dave Manning, md, copy d.  
**HOWARD M. IRWIN & ASSOC.**  
2806 W. Seventh St., zn 5  
Howard M. Irwin, o.  
**DON JESSER ADV. AGCY., INC.**  
400 S. Alvarado St.  
Don Jenner, p, m, copy chf.  
**JETT ADV.**  
6000 Sunset Blvd., Hollywood, zn 28  
John A. Ettinger, p; Dalton Dutton, art; Thelen I. Gladden, tv-rad d.  
**BERNARD F. KAMINS ADV.**  
190 N. Canon Drive, Beverly Hills  
Vera Servi, vp, tv d.  
**LON KAUFMAN CO.**  
1529 W. Olympic Blvd., zn 15  
Art Kevin, md, tv-rad d.  
**EDWARD S. KELLOGG CO.**  
685 S. Carondelet, zn 57  
Wally Seidler, tv-rad d.  
**LANSDALE CO.**  
471 S. Fairfax Ave., zn 36  
Robert Schulberg, a sup; Lonnie Hood, prodn mgr.  
**C. J. LAROCHE & CO., INC.**  
6269 Selma Ave., Hollywood, zn 28  
Arthur G. White, vp; Thor Holmes, tv-rad d; G. Mackie Cornwall, copywriter.  
**LATTA & CO.**  
317 N. Central Ave., Glendale, zn 9  
Wm. R. Latta, p; Phil C. Jacks Jr., ae.  
**LESTER-VOORHEES CO.**  
1022 S. La Cienega Blvd.  
William P. Lester, o.  
**LEVITT & BRANDT, INC.**  
1511 N. Highland, zn 28  
Charles Levitt, p; John Town, m dept.  
**LINDER, BERINGHAUSE & LAWRENCE**  
1101 Crenshaw Blvd., zn 19  
John R. Catalani, tv-rad d.  
**MAGNA ADV.**  
1540 N. Highland Ave., zn 28  
Joss Wasserman, agev hd; Ruth Russell, tv d.  
**MAYS & CO.**  
112 W. Sixth St., zn 11  
Albert Musso, art d; Ray Chifford, prodn mgr.  
**McCANN-ERICKSON**  
3325 Wilshire Blvd., zn 5  
Peter Spier, mgr tv-rad, e prod.  
**McCARTY CO.**  
3576 Wilshire Blvd., zn 5  
Herb Brown, vp chg tv-rad; William H. Geisler, vp; William H. Atwell, ae; Wis. Fisher, th.  
**WALTER McCREERY, INC.**  
256 S. La Cienega Blvd., Beverly Hills  
Howard Flynn, tv-rad d.  
**McNAUGHTON-LAUB, INC.**  
5909 W. Third St., zn 36  
J. J. McNaughton, p; W. O. Laub, exec vp; T. R. Colville, vp; Terese Watkins, md; Curt Dean, prodn mgr; Henry Bartenstein, copy chf.  
**McNEILL & McCLEERY**  
606 S. Hobart Blvd., zn 5  
Ken McNeill Sr., p, art d.  
**FRANK MORELAND ADV.**  
3723 Wilshire Blvd., zn 5  
Mark Scott, tv-rad d.  
**CHARLES A. MOTTI, INC.**  
291 S. La Cienega Blvd., Beverly Hills  
Charles A. Motti, p; Rudolph Perkal, vp.  
**MULLIE, BREEN & WALDIE, INC.**  
405 N. Camden Dr., Beverly Hills  
Sanford J. Kahn, tv-rad d.  
**NEALE ADV. ASSOC.**  
8462 Sunset Blvd., zn 46  
Hank Maye, art d.  
**NELDHAM, LOUIS & BRORBY**  
9130 Sunset Blvd., Hollywood, zn 16  
Kenneth C. T. Snyder, vp, tv-rad creative d, w coord.

# CREATIVITY

Bringing the exact effect and flavor of the client's and the agency's creation intact to the television screen . . . that is CreaTVity. It is hard to define but easy to recognize in any good commercial. It requires the total effort of a crack production team, working with the most modern equipment.

CreaTVity is the reason the finest agencies choose Audio Productions to serve their most valued clients, again and again.

## AUDIO PRODUCTIONS, INC.

630 Ninth Ave., N. Y. 36, N. Y. • PL 7-0760

mgr; Thomas D. Thomas, Donald D. Zabel, tv rad prod; Willis J. Davis, tv rad prod, art d.  
**STANLEY PFLAUM ASSOC.**  
 8693 Wilshire Blvd., Beverly Hills  
 Stanley Pflaum, p; Gwen Wunder, tv md  
**REACH, McCLINTON & CO.**  
 6434 Wilshire Blvd., zn 48  
 Harry W. Wild, vp, mgr.  
**ROBINSON, FENWICK & HAYNES, INC.**  
 1111 Wilshire Blvd., zn 17  
 Leo Lauter, vp, tv rad d.  
**ROCKETT-LAURITZEN ADV.**  
 1636 S. Oxford St., zn 6  
 Donald C. Lauritzen, p.  
**M. B. SCOTT, INC.**  
 8350 Wilshire Blvd., Beverly Hills  
 Don Otis, vp, tv rad d.  
**J. B. SEBRELL ADV.**  
 300 S. Los Angeles St., zn 13  
 Gilbert Martinez, art d; K. Pyle, copy chf.  
**LEONARD SHANE AGENCY**  
 6061 Hollywood Blvd., Hollywood, zn 23  
 Leonard Shane, p, tv rad d.  
**STANLEY ASSOC.**  
 1403 N. Fairfax Ave., zn 46  
 Bob Morris, p, treas, tv rad d.  
**BARTON A. STEBBINS ADV.**  
 3142 Wilshire Blvd., zn 5  
 Frank C. Williams, art d; Stan Elstad, copy chf.  
**HAL STEBBINS, INC.**  
 714 W. Olympic Blvd., zn 15  
 Kendall Mann, asst; Joyce Little, md; Winifred Graham, oil mgr.  
**STILLER & HUNT**  
 9033 Wilshire Blvd., Beverly Hills  
 Willard Specht, art d.  
**STODEL ADV. CO.**  
 850 S. Hill St., zn 11  
 Edward C. Stodel, p, tv-rad d.  
**SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.**  
 6253 Hollywood Blvd., Hollywood, zn 28  
 John J. Van Nstrand, Robert W. Ballin, tv rad ds.  
**SWAFFORD & CO.**  
 307 S. Robertson Blvd., Beverly Hills  
 Eugene Cope, art d.  
**TAGGART & YOUNG**  
 466 Beverly Blvd., zn 36  
 Ray Lewis, tv rad d.  
**TILDS & CANTZ**  
 8833 Sunset Blvd., zn 16  
 Alan M. Berger, tv d.  
**TULLIS CO.**  
 6000 Sunset Blvd., zn 28  
 Bernard Swartz, tv-rad d.  
**WADE ADV., INC.**  
 1717 N. Highland Ave., zn 28  
 Edgar Pierce, tv-rad d.  
**WELSH-HOLLANDER**  
 1725 Beverly Blvd., zn 26  
 Henry W. Welsh, A. M. Hollander, asst; Alta Dubkin.  
**WILLIS & DE SANTIS, INC.**  
 404 E. Broadway, Glendale, zn 5  
 Harry G. Willis, p, tv rad d.  
**LEN WOOLF CO.**  
 2252 W. Beverly Blvd., zn 57  
 Michael F. Doane, ae.  
**YOUNG & RUBICAM, INC.**  
 Hollywood Blvd. & Highland Ave.  
 Hollywood, zn 28  
 John Fross, vp.

## Sacramento

**CHAPIN-DAMM ADV.**  
 1412 S. St., zn 11  
 Earl Warner, art d, prodn mgr.  
**CUMMINGS-KNAUP & ASSOC.**  
 205 Financial Bldg., zn 11  
 P. Clinton Jones, tv-rad d.  
**GERTH, BROWN, CLARK & ELKS OF SACRAMENTO, INC.**  
 1722 J. St.  
 Fred Elks Jr., p, creative d.; Albert Hellenheit, vp, tv d.

## San Francisco

**ROLAND ASSOC.**  
 755 Sansome St., zn 11  
 Paul Turley, art d.  
**CONLEY, BALTZER & STEWARD**  
 494 Jefferson St., zn 9  
 William A. Steward, vp, art d.  
**GUNNINGHAM & WALSH, INC.**  
 1660 Bush St., zn 9  
 Fred Manly, vp, copy chf; Robert Matthes, mgt tv rad.  
 Patricia Olsen, asst prod & traff mgt.  
**IDOREMUS & CO., LTD.**  
 425 Bush St., zn 8  
 George Sutton, vp, creative d, tv  
**ROY S. DURSTINE, INC.**  
 1714 Stockton St., zn 11  
 Neil Heard, p; Fred Becker, vp.  
**EVANS MCCLURE & ASSOC.**  
 9 First St., zn 5  
 William Carpenter, art & creative d.  
**FOOTE, CONE & BELDING**  
 235 Montgomery St., zn 4  
 Jack McQueen, bdest d.  
**AD FRIED & ASSOC.**  
 160 Santa Clara Ave., Oakland, zn 10  
 Ad Fried, p, tv rad d; Kay Bachrach, art d; Madge Brubaker, th; Vicki Fried, mus d.  
**JOHN M. GALLAGHER ADV.**  
 2525 Van Ness Ave., zn 9  
 John M. Gallagher, o, tv rad d.  
**GUILD, BASCOM & BONFIGLI, INC.**  
 130 Kearny St.  
 Alex Anderson, vp chg bdest prodn; Dave Fulmer, tv creative d; Dan Lindquist, hd tv e prodn; Dolly Spina, asst prodn; Randy Grochoske, tv art d; Chet Rhodes, hd tv optns & rad prodn.  
**HOEFER, DIETERICH & BROWN, INC.**  
 414 Jackson Sq., zn 11  
 James C. Nelson Jr., vp, tv-rad d.  
**HONIG-COOPER & HARRINGTON**  
 1275 Columbus Ave., zn 11  
 Charles Lorraine, d; George Watson, sup; Yvonne Hopkins, prodn mgr.  
**HOPFER-CASTLEMAN ADV. ASSOC.**  
 3121 E. 11th St., Oakland, zn 1  
 Paul R. Castleman, o.  
**JEWELL ADV.**  
 1634 Telegraph Ave., zn 12  
 Robert Shelton, art d, prodn mgr.  
**JOHNSON & LEWIS ADV.**  
 433 California St., zn 5  
 Alan Aleh, copy chf.  
**KENNEDY-HANNAFORD, INC.**  
 1706 Broadway, Oakland, zn 12  
**Pier 33, Embarcadero, San Francisco, zn 11**  
 Helen A. Kennedy, p; Peter D. Hannaford, vp.  
**KNOLLIN ADV.**  
 391 Sutter St., zn 8  
 Robert H. Knollin, p; Sigurd Mortenson, creative d.  
**RAYMOND I. LANG ADV.**  
 116 New Montgomery St., zn 5  
 Rene C. Pinchuk, tv d.  
**LENKEN & NEWELL, INC.**  
 248 Battery St., zn 11  
 Alan Nelson, creative d.  
**LONG ADV., INC.**  
 681 Market St., San Francisco  
 19 N. Second, San Jose, zn 11  
 Gertrude B. Murphy, sv vp, tv rad d, Joanna Yates, tv-rad m asst.  
**JAMES R. LUNKE & ASSOC.**  
 Tribune Tower, Oakland, zn 12  
 James R. Lunke, o, copy chf, tv-rad d.  
**MCCANN-ERICKSON, INC.**  
 114 Sansome Street, zn 4  
 John Magnuson, tv-rad d; Allen A. Nye, tv rad prod.  
**RICHARD N. MELTZER ADV.**  
 3100 Russ Bldg., zn 4  
 Richard Lemen, vp & exec art d; Richard Ferber, George Lowe, copy.  
**MITCHELL, MURRAY & HORN**  
 704 N. Point St., zn 9  
 Sonny Mitchell, p, o; S. James Matchett, ae.  
**JOHN O'ROURKE ADV., INC.**  
 Flood Bldg., zn 2  
 William Baron, creative d.  
**PACIFIC ADV. STAFF**  
 3770 Piedmont Ave., Oakland, zn 11  
 Gene Tartt, ae.  
**REINHARDT ADV., INC.**  
 1736 Franklin St., Oakland, zn 12  
 Emil Reinhardt, p; Henry E. Freitas, tv rad d.  
**J. WALTER THOMPSON**  
 320 California St., zn 4  
 Preston Philhower, art d; Martha Conger, traff d; C. Badger, md.  
**WEINER & GOSSAGE, INC.**  
 149 California St., zn 11  
 Robert B. Freeman, creative d.  
**WENGER-MICHAEL, INC.**  
 580 Market St.  
 Dianne Cameron, tv rad.  
**WYCKOFF & ASSOC.**  
 140 Geary St., zn 8  
 Joyce Jan-en, tv-rad d.  
**WYMAN ADV.**  
 278 Post St., zn 8  
 Joseph R. Wallace, creative art d; Don V. Carleson, exec art d.  
**YOUNG & RUBICAM, INC.**  
 120 Montgomery St., zn 4

# diseases of the common film . . .

## Blurred idea, Distorted message

### Anemic results . . .

Imagine how wonderful it would be if all television commercials were vibrant, strong, healthy vehicles for the carrying of their sales stories. Unfortunately, however, for the viewer, agency and the client, not all TV spots pass their physical. Sometimes it's easy to spot their ailments; sometimes not. Among the more common afflictions are . . .

**BLURRED IDEA.** A somewhat painful ill in which the whole story idea for the spot is a bit wretched. Frequently the result of a too short incubation period coupled with a low corpuscle count of creativity. It's contagious in the sense the viewer usually gets nauseous.

**DISTORTED MESSAGE.** Even though a spot may start with a robust and blooming story idea, many become indispensed and deteriorate in their actual performance. Lack of thoughtful nutrition at this point is a paralyzing disorder. An easily spotted symptom is an overcrowded conference room. An additional danger is that a hypnotic lethargy spreads plague-like through the viewing audience.

**ANEMIC RESULTS.** If a commercial is stricken with either or both of the above two diseases it's surely going to follow that you'll be quarantined with anemic results. They are always accompanied by shooting pains in the pocketbook region. Clients are most susceptible and frequently prescribe themselves a change in agencies as a cure. The remedy isn't infallible.

It may be comforting for you to know that none of these film disease are incurable, though they may seem so at times. To keep your spots healthy, a recommended plan of "preventative medicine" is seek professional advice from an experienced film producer from conception of idea to finished film.

We modestly suggest you have your films in for a physical checkup twice a year at

**PANTOMIME PICTURES, INC.**  
 8961 SUNSET BOULEVARD  
 HOLLYWOOD 46, CALIFORNIA  
 CRESTVIEW 4-1008

# Advertising Directory of TOP MUSICAL COMMERCIALS

BRILLO (J. WALTER THOMPSON) BY JERRY JEROME PRODUCTIONS, INC.



NINETY-NINE SQUEEZES NINETY-NINE MAKES THE BRILLO SOAP PAD SHINE SHINE SHINE...

**JERRY JEROME  
PRODUCTIONS, INC.**



COCA COLA (McCANN-ERICKSON) BY PHIL DAVIS MUSICAL ENTERPRISES, INC.



Z-ZING! CO-CA CO-LA GIVES YOU THAT RE-FRESHING NEW FEELING!

**PHIL DAVIS  
MUSICAL ENTERPRISES, INC.**



L&M (D-F-S)

BY SCOTT-TEXTOR PRODUCTIONS, INC.



L & M HAS FOUND THE SEC-RET THAT UN-LOCKS THE FLA-VOR

**SCOTT-TEXTOR  
PRODUCTIONS, INC.**



GEO. A. HORMEL & CO. (B.B.D.O.) BY CHUCK GOLDSTEIN PRODUCTIONS, INC.



SSS-SSS SIZ-ZLE WHY DON'T YOU PUT SOME SIZ-ZLE IN YOUR BREAK-FAST

**CHUCK GOLDSTEIN  
PRODUCTIONS, INC.**



## COLORADO

### Denver

**ARNOLD & CO.**  
105 Filmore St., zn 6  
Samuel P. Arnold, p; John L. Robbins, g mgr; Jody Shupe, prodn d tv rad.

**BALL & DAVIDSON, INC.**  
670 Delaware St., zn 4  
James B. Forrest, exec vp; Bill Blacklock, ae; Ida Hagen, copy dept.

**BETTS-DRAGER, INC.**  
655 Broadway Bldg., zn 3  
R. J. Betts, K. W. Drager, aes

**BLACKWELL-SKILLINGS, INC.**  
2424 W. Alameda Ave., zn 23  
Carlton Tune, prodn mgr; Joe St. Dennis, art d

**GALEN E. BROYLES CO., INC.**  
200 Clayton St., zn 6  
Robert Geddy, tv prodn mgr.

**BYRUM ADV.**  
924 Broadway, zn 3  
R. H. Byrum, o.

**CLAIR & MEYER ADV.**  
1150 Delaware St., zn 1  
Forrest G. Meyer, pt.

**HAROLD WALTER CLARK, INC.**  
933 Sherman St., zn 3  
Duncan J. Ross, tv-rad d.

**CONNER ADV., INC.**  
501-9 Zook Bldg.  
431 W. Colfax Ave., zn 4  
Ceell R. Conner, p, treas; Samuel G. Howard, vp.

**FOX & CHENOWETH, INC.**  
655 Broadway Bldg., zn 3  
Reyall J. Fox, p; William B. Chenoweth, vp.

**CURT FREIBERGER & CO.**  
1439 Court Pl., zn 2  
Curt Freiburger, p, ae.

**ED M. HUNTER & CO.**  
Suite 130, American Natl Bank Bldg.,  
17th & Stout, zn 2  
Leonard E. Ekberg, p; Ed M. Hunter Jr.

**WILLIAM KOSTKA & ASSOC., INC.**  
1740 Broadway, zn 2  
Jack W. Melford, adv vp.

**BRADLEY LANE ADV.**  
1061 Eli St., zn 4  
Steve Demarest, ae, tv rad prodn mgr.

**JEROME PHILIP ADV.**  
1637 Marion St., zn 18  
Gray Fair, art d; Barbara Aiton, prodn mgr.

**RIPPEY-HENDERSON-BUCKNUM & CO.**  
909 Sherman St., zn 3  
H. Bond Badgley, prodn mgr.

**MARSHALL ROBERTSON ADV.**  
1550 Speer Blvd., zn 4  
Jack Helling, tv d.

**MARK SCHREIBER ADV.**  
1090 Fox St., zn 4  
Lowell B. Switzer, prod; Robert E. Hahn, tv d.

**HARRY E. SHUBART CO.**  
716 Colorado Bldg., zn 2  
Fred Spiegel, asoc.

**WESTCOTT-FRYE & ASSOC., INC.**  
333 W. Colfax Ave., zn 4  
Gilbert C. Frye, p, art d, copy chf.

## CONNECTICUT

### New Haven-Hartford

**CRONIN & CO.**  
252 Asylum St., Hartford  
W. J. Cronin, p.

**GRACEMAN ADV., INC.**  
983 Main St., Hartford, zn 3  
John M. Boothroyd, vp, art d; Edward W. Foster Jr.,  
John D. Moreton, creative serv; Sheldon M. Stone,  
hdest control mgr.

**E. J. LUSH, INC.**  
207 Orange St., New Haven  
Edw. J. Lush, p, ae.

**POST, JOHNSON & LIVINGSTON, INC.**  
57 Gillett St., Hartford, zn 5  
Jack Livingston, p; Seura Blake, prodn mgr.

**RANDALL CO.**  
75 Pearl St., Hartford, zn 3  
Robert N. Berger, art d; John E. Reynolds, tv rad d.

**ALBEE TRIEBER CO.**  
742 Asylum Ave., Hartford, zn 5  
Albee Trieber, tv rad prodn d.

**WILLIAM SCHALLER CO., INC.**  
1245 Farmington Ave., W. Hartford  
John A. Rodick, vp.

## DISTRICT OF COLUMBIA

### Washington

COURTLAND D. FERGUSON, INC.

315 Natl Press Bldg., zn 4  
Bertram J. Cleaves, prodn mgr.  
**ROBERT M. GAMBLE JR., INC.**  
1025 Connecticut Ave., N.W., zn 6  
Eleanor J. Lauer, creative d.  
**KAL-EHRLICH & MERRICK**  
2141 Wisconsin Ave., N.W., zn 7  
David P. Thomas, tv-rad d.  
**HENRY J. KAUFMAN & ASSOC.**  
1419 H St., N.W., zn 5  
Jeffrey A. Abel, tv-rad d.; Eugene Hoover, art d.; A. A. Allenback, prodn mgr.  
**LARRABEE ASSOC.**  
1145—19th St., N.W., zn 6  
Arthur J. Lamb, exec vp & g mgr; Lee Perri, vp, exec art d.  
**W.M. D. MURDOCK ADV.**  
851 Warner Bldg., zn 4  
Gertrude M. Entenmann, tv-rad d.  
**EARL C. NOYES ADV.**  
Washington Bldg., zn 5  
M. D. Randall.  
**STAMLER, BROOKS & SOGHIGIAN, INC.**  
2000 P St., N.W., zn 6  
Murry Gelberg, creative d.  
**M. BELMONT VER STANDIG, INC.**  
1107 19th St., N.W., zn 6  
Helen Ver Standig, vp.

## FLORIDA

### Miami

**ADVERTISING TRADE SERVICE, INC.**  
350 Lincoln Rd., Miami Beach  
Bernard Tockar, art prodn mgr, vp.  
**AGEY ADV., INC.**  
1451 N. Bayshore Dr.  
John Price, vp, tv-rad & motion pics.  
**BEVIS ASSOC. ADV.**  
1140 Ingraham Bldg., zn 32  
E. B. Hollingsworth, pt.  
**BISCAYNE ADV.**  
2138 Biscayne Blvd.  
Betty Waddell, sec-treas, prodn mgr; Jim Ward, tv rad d, ae; Betty Engel, art d.  
**BISHOPRIC-GREEN-FIELDEN, INC.**  
3361 S.W. Third Ave., zn 15  
Arthur Fielden, vp, tv rad; Jean M. Webster, tv rad d.  
**BURG ADV., INC.**  
Congress Bldg., 111 N.E. Second Ave., zn 32  
Julian I. Burg, p; Ann Schurer, md.  
**TALLY EMBRY, INC.**  
150 S.E. Third Ave., zn 32  
Tally Embry, p; Gifford Thayer, vp, creative d;  
Joseph Bennett, art d; Jack Buckholtz, tv rad d;  
James M. Woodman, Jr, vp & mktg d.  
**GORDON, RUDLEY, BARON, BERG**  
3910 N.W. Seventh Ave., zn 57  
Irving B. Rudley, p, art d; William Baron, sec, copy chf, ae; Paul L. Berg, treas, prodn mgr; Martha George, tv-rad d.  
**HUME, SMITH, MICKELBERRY**  
126 S.E. Second St., zn 32  
J. W. Compton, tv-rad d.  
**MCCANN-MARSHALK CO., INC.**  
100 Biscayne Blvd. S., zn 32  
James Rice, tv rad prodn d.  
**MILCO, INC.**  
924 Lincoln Rd., Miami Beach, zn 39  
Ezra Millstein, p; Graham Jackson, ae.  
**HENRY QUEDNAU, INC.**  
531 Pan American Bank Bldg.  
Frank E. Thomas, mgr.  
**PALMER TYLER & CO.**  
Biscayne Plaza Bldg.,  
Biscayne Blvd. & 79th St., zn 38  
Palmer Tyler, p.  
**WAKES/SILVERSHEIN/WAKES, INC.**  
561 N.E. 79th St., zn 38  
Marlene Randell, md; Ben Wakes, creative hd.

## GEORGIA

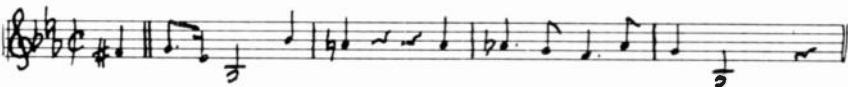
### Atlanta

**BEARDEN-THOMPSON-FRANKEL, INC., & EASTMAN, SCOTT**  
22 Eighth St., N.E., zn 9  
Lucille M. Freeman, vp, copy chf; John K. Kaiser, vp, prodn mgr; Luman Ramsdell, art d.  
**GEORGE I. CLARKE CO.**  
1401 Peachtree St., N.E., zn 9  
George I. Clarke, p, o.  
**EASTBURN & SIEGEL**  
1042 Northside Drive, N.W.  
Judy Hubbard, tv rad prodn.  
**HARRIS & WEINSTEIN ASSOC.**  
1046 Northside Dr., N.W., zn 18  
Abe Weinstein, p; Carolyn H. Harris, vp; Gene H Ledbetter, art d; John K. Hinde, prodn d.

# Advertising Directory of TOP MUSICAL COMMERCIALS

PEPSI-COLA (K. & E.)

BY HANK SYLVERN—SIGNATURE MUSIC, INC.

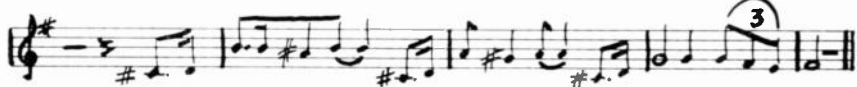


BE SOCIABLE LOOK SMART KEEP UP TO DATE WITH PEP-SI

**HANK SYLVERN—  
SIGNATURE MUSIC, INC.**



TWA (FOOTE, CONE & BELDING) BY FORRELL, THOMAS & POLACK ASSOC., INC.



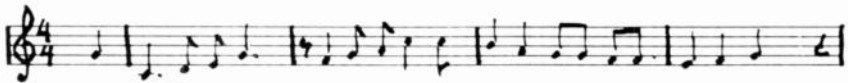
WHEN YOU TRAV-EL THE WORLD OR THE U.S.A. PLAN TO FLY T-W-A

**FORRELL, THOMAS & POLACK  
ASSOC., INC.**



VICEROY CIGARETTES (TED BATES)

BY BIEVER & STEIN PRODUCTIONS



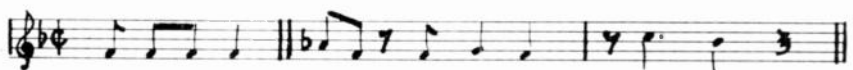
THEY GO TO-GETH-ER, GO TO-GETH-ER, THE VICE-ROY FIL-TER AND THE VICE-ROY BLEND!

**BIEVER & STEIN PRODUCTIONS**



WILDROOT (TED BATES)

BY FAILLACE PRODUCTIONS, INC.



HE US-ES A WHIS-TLE, A WINK, AND WILD-ROOT

**FAILLACE PRODUCTIONS, INC.**



LISTEN TO THIS, SANDRA: SANDRA AND BRUCEY IN A SERIES OF TEN ANIMATED SPOTS. CUSTOMIZED 20'S WITH YOUR AUDIO AND VIDEO IDENTIFICATION!"



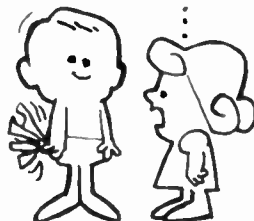
GOSH! I HOPE THE PUBLIC LIKES US. I NEED THE MONEY. I BETTER CALL MY TAILOR, MY BARBER, AND MY AGENT...



...I'LL HAVE TO CALL MY MANAGER, MY PUBLICITY MAN... AND LET'S SEE...



YOU BETTER CALL YOUR MOM FIRST, BRUCEY!



#### JACOBS, DILLARD

1559 Peachtree St., N.E., zn 9  
P. W. Smith, copy chf, b. tv-rad d. ae.

#### LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., N.E., zn 9  
Sam W. Longino, vp, prodn; Baron G. Roberts, vp, art

#### LOWE & STEVENS

685 W. Peachtree St., N.E., zn 8  
Robert C. Lowe Jr., John H. Stevens, prs; Donald S. McKelvey, copy chf

#### McCAIN-MARSHALL, INC.

634-795 Peachtree St., N.E., zn 8  
Jonas Gold, creative d; Andrew S. Jenkins, copy chf

#### ROBERT E. MARTIN & CO.

1401 Peachtree St., N.E., zn 9  
Charles H. Kupfer, prodn mgr; Frances C. Martin, md

### ILLINOIS

#### Champaign

GRUBB ADVERTISING, INC.  
111 N. Market St.

BRUCEY and SANDRA, two of the nicest kids on television, are the stars of a new series of 20-second TV commercials made for the baking trade. Produced by Animation, Inc., for Advantage Film Sales, this syndicated package of bread spots is obtainable at a fraction of the original cost. Write for details.

## ADVANTAGE FILMS

736 North Seward Street + Hollywood 38,

California

Robert E. Smith, tv-rad d; Dale R. Arvidson, vp, hdest activities.

### Chicago

#### JOSEPH P. ABRAHAM & ASSOC.

108 W. Lake St., zn 1  
Joseph P. Abraham, o. copy chf; Ernest Duerksen, prodn mgr, art d.

#### WILLIAM HART ADLER, INC.

919 N. Michigan Ave., zn 11  
Alldor Belskis, vp, copy chf, tv-rad d.

#### ALLEN ALPERN ADV., INC.

1227 Lavola Ave., zn 26  
Gertrude Alpern, tv d.

#### HARRY ATKINSON, INC.

200 E. Walton Pl., zn 11  
Norm Pierce, tv-rad film dept.

#### AUBREY-FINLAY-MARLEY-HODGSON, INC.

230 N. Michigan Ave., zn 1  
Dixon L. Harper, tv-rad film d.

#### AVES, SHAW & RING, INC.

333 N. Michigan Ave., zn 1  
Kenneth C. Ring, exec vp, mgr.

#### N. W. AYER & SON, INC.

135 S. LaSalle St., zn 3  
Jim Cooper, Sally Dieken, Jim Robertson, tv-rad prod.

#### ERLE BAKER ADV. CO.

154 E. Erie St., zn 11

#### BENTLEY, BARNES & LYNN, INC.

307 N. Michigan, zn 1

#### GORDON BEST CO., INC.

228 N. La Salle St., zn 1

#### LEO P. BOTT JR. ADV.

64 E. Jackson Blvd., zn 4

#### ROZELL & JACOBS, INC.

205 N. La Salle St., zn 1

#### E. H. BROWN ADV.

20 N. Wacker Dr., zn 6

D. E. Meitzer, prodn dept; E. G. Brown, copy dept.

#### BUCHEN ADV., INC.

400 W. Madison St., zn 6

John Cole, tv-rad film d.

#### BURLINGAME-GROSSMAN ADV.

207 S. Wabash, zn 1

Sidney J. Brichia, ae.

#### LEO BURNETT CO., INC.

Prudential Plaza, zn 1

Bob Wickersham, c. prod.

#### CALDWELL ADV., INC.

400 N. Michigan Ave., zn 11

R. P. Caldwell Jr., p; C. R. Taaffe, vp, art d;

Frances Burns, md

#### CAMPBELL-MITHUN, INC.

919 N. Michigan Ave., zn 11

Ernest W. Turner, vp, d. creative servs

#### CARLSON ADV. CO.

510 N. Dearborn St., zn 10

D. J. Carlson, p. prodn mgr

#### CHRISTIENSEN ADV.

135 S. La Salle St., zn 3

Martin Fritz, vp, mgr; John H. Suttner, vp, copy.

#### RICHARD CRAIB ASSOC.

20 N. Wacker Dr., zn 6

Herb Howard, vp, creative d

#### CRUTTENDEN ADV.

75 E. Wacker Dr., zn 1

Mary Jane Hallagan, prodn mgr.

#### CUNNINGHAM & WALSH, INC.

6 N. Michigan Ave., zn 2

Ivan Hill, exec vp; Laurence Scott, sr. vp; Edmor

Fahrenmütz, tv-rad d; George Kleitz, md; Betty McKeough, tb

#### D'ARCY ADV. CO., INC.

2525 Prudential Plaza, zn 1

Russell B. Young, Niles Swanson, Harry Babcock

Robert Lewis, tv-rad ds

#### W. B. DONER & CO.

35 E. Wacker Dr., zn 1

Milford P. Kostman, vp, tv-rad d

#### EDELSTEIN-NELSON ADV.

203 N. Wabash Ave., zn 1

#### ERWIN WASEY, RUTHAUFF & RYAN

360 N. Michigan Ave., zn 1

Lou Jackson, prodn mgr, tv-rad lpt; Ted Schulte

Industrial film prod; George B. Anderson, vp, chg, tv-rad

#### M. M. FISHER ASSOC. ADV.

79 W. Monroe St., zn 3

Bud Fisher; Ted Williams, creative d; Harry Miller, art d.

#### GEORGE F. FLOREY, INC.

135 S. La Salle St., zn 3

John J. McEnroe, copy chf; James J. Lyons, prodn mgr.

#### FOOTE, CONE & BELDING

155 E. Superior St., zn 11

Homer Heck, vp, hdest d; Duane Boz, assoc. hdest

d; John Lobberton, c. prodn d; Mike Clarke, hdest

serv mgr; Barney Palmer, Tom Aron, prod.

#### CLINTON E. FRANK, INC.

2400 Merchandise Mart, zn 54

Buckingham W. Gunn, vp, tv-rad d; Donald Kooler

Donald Wallace, Clarence Wooding, tv-rad prod.

#### JULIAN FRANK & ASSOC.

22 E. Elm St., zn 11

Julian Frank, o; David Grossman, prodn mgr.

#### ALEN T. FRANZ, INC.

221 N. La Salle St., zn 1

John T. Miller, vp.

#### FULLER & SMITH & ROSS, INC.

105 W. Adams St., zn 3

David H. Echols, Paul Brickman, vps

#### FULTON, MORRISSEY CO.

612 N. Michigan Ave., zn 11

Jan Tangdellus, p. creative d.

#### GARDNER & STEIN

11 N. Wacker Dr., zn 6

Joseph Arbelt, copy chf; Bernard J. Ois, prodn mgr

#### GARFIELD-LINN & CO.

333 N. Michigan Ave., zn 1

Jan Marinello, tv d.

#### CHRISTOPHER GARTH ADV.

996 Main St., Evanston

Christopher Garth, p. copy chf, a

#### GEYER, MOREY, MADDEN & BALLARD-CAPLES DIV.

216 E. Ontario St., zn 11

Jack Stillwell, vp, tv-rad d; Helen Taylor, md

#### PHIL GORDON AGCY, INC.

23 E. Jackson Blvd., zn 4

Philip W. Abrams, exec vp.

#### GOURFAIN-LOEFF, INC.

35 E. Wacker Dr., zn 6

Walter Zivi, tv-rad d.

#### GRANT ADV., INC.

919 N. Michigan Ave., zn 11

Gail Light, tv-rad prodn

#### GRANT, SCHWENCK & BAKER, INC.

520 N. Michigan Ave., zn 11

Frank M. Baker, vp, tv-rad d

#### H. M. GROSS CO.

919 N. Michigan Ave., zn 11

Charlene Roberts, prodn mgr; Edward Baumgartner

art d.

#### ROBERT HAAS ADV., INC.

515 Michigan Ave., zn 11

Robert Haas, p; Olin W. Hoskins, exec vp; Richard

Estequist, vp, prodn mgr; Robert Wahlstrom, art d;

Neal Waldman, copy chf

#### HANSON & STEVENS, INC.

11 N. Wacker Dr., zn 6

Richard B. Stevens, prodn mgr; Theodore J. Johnson,

art d.

#### GEORGE H. HARTMAN CO.

307 N. Michigan Ave., zn 1

Jack Leonard, tv-rad prod.

#### HEADEN, HORRELL & WENTSEL, INC.

185 N. Wabash Ave., zn 1

Judson Horrell, vp

#### HENRI, HURST & McDONALD

121 W. Wacker Dr., zn 1

Lee Haddon, tv-rad d.

#### HOLTZMAN-KAIN ADV.

59 E. Van Buren, zn 5

#### HOPKINS, PATWELL & ASSOC.

100 W. Monroe St., zn 11

#### E. ROSS HUMPHREY & ASSOC.

154 E. Erie

Emmet Melienthl, tv-rad d.

#### ROBERT KAHN & ASSOC.

2660 W. Medill Ave., zn 47

Bernice Stone, art d.





*“You can go right in, sir—he’s expecting you!”*

*Acceptance — acceptance at the point-of-sale:*

*That’s how the sales volume grows.*

*It grows with a pre-interested, pre-sold,  
pre-disposed buyer, ready to listen and give  
credence to your important story.*

*It’s a success story that has it’s best possible  
beginning in the publication that offers  
the kind of complete television information  
more television decision-makers want.*

*That’s because Television Age is 100% television.*

*The percentage is all in your favor when  
you open doors with **Television Age.***

*the climate is compelling*

# Television Age

How to get the most out of your spot television billings this fall! PAGE 36  
A guide to the new spot television advertising agencies in the Midwest PAGE 38  
A guide to the new spot television advertising agencies in the South PAGE 40



local boy  
makes good  
business  
FOR SPOT TV

**Edward Petry & Co., Inc.**

**HENRY SENNE ADV., INC.**

75 E. Wacker Dr., zn 1  
William Barth, tv-rad d.

**SHAFFER, LAZARUS & LASHAY, INC.**

100 E. Ohio St., zn 11  
Jerome B. Shaffer, p; J. E. LaShay, vp; Theodore Muta, art d.

**JOHN W. SHAW ADV., INC.**

200 E. Ohio St., zn 11  
George Filippetti, vp, creative d; Stuart Beng, tv-rad prodn d.

**SORENSEN ADV. CO.**

154 Erie St., zn 11  
W. D. MacCourt, art d; Arline Beatty, prodn mgr.  
**E. J. SPERRY BAKERY ADV.**

733 N. Rush St., zn 11  
Harold R. Glingrich, tv-rad d.

**STERN, WALTERS & SIMMONS, INC.**

201 E. Erie St.  
Herschell Goodman, vp, creative d.

**TATHAM-LAIRD, INC.**

64 E. Jackson Blvd., zn 4  
Tom Cadden, sup tv-rad c prodn; George Lekas, Lou Perkins, c prods.

**MARVIN E. TENCH ADV., INC.**

1111 Chicago Ave., Oak Park  
Marvin E. Tench, p

**J. WALTER THOMPSON CO.**

410 N. Michigan Ave., zn 11  
Mark A. Forgette, mgr. tv c dept; Murray Pattinson, exec prod, tv c dept; Lincoln Scheurle, Donald Franz, prods tv c dept.

**UNITED ADV. CO., INC.**

127 W. Randolph St., zn 6  
Joe Littleton, md, tv-rad d.

**WADE ADV., INC.**

20 N. Wacker Dr., zn 6  
Royal Abbott, tv film d; Grover J. Allen, str sup.

**EDWARD H. WEISS & CO.**

360 N. Michigan Ave., zn 1  
Rolf W. Brandis, tv-rad d.

**FREDERICK C. WILLIAMS & ASSOC.**

6 N. Michigan Ave., zn 2  
Frederick C. Williams, pt.

**WILLIAM R. WILLIAMS, INC.**

221 N. La Salle St., zn 1  
Charles R. Heath, tv d.  
**WILSON-SAYLOR-WARE, INC.**

**188 Randolph Tower, zn 1**

Lynn Saylor, vp.

**WRIGHT, CAMPBELL & SUFF, INC.**

152 E. Superior St.  
William E. Wright, p; Donald L. Campbell, vp.

**YOUNG & RUBICAM, INC.**

333 N. Michigan Ave., zn 1  
William W. Wilson Jr., mgr tv rad dept; MacKenzie Ward, prodn tv c thrs.

**INDIANA****Indianapolis****BULL ADV.**

130 E. Washington St., Suite 801-5, zn 4  
H. F. Bull, o; Rogers F. Brackmann, a rep.

**CALDWELL, LARKIN & SIDENER-****VAN RIPE, INC.**

Merchants Bank Bldg., zn 1  
Charles Golling, tv-rad d.

**CARLSON & CO., INC.**

701 Fidelity Bldg., zn 4  
M. P. Jenkins, vp.

**CENTRAL ADV. CORP.**

Board of Trade Bldg., zn 4  
G. Vance Smith Jr., vp.

**TEVIE JACOBS ADV.**

206-209 Goodman Bldg., zn 4  
Avis C. Davis, prodn mgr.

**ROHR ADV., INC.**

3465 N. College Ave., zn 5  
W. H. Rohr Jr., p.

**RUBEN ADV.**

3209 N. Meridian St.  
Ted Pollack, Chuck Reed, tv-rad ds.

**STEVE SMITH ADV., INC.**

122 Ober Bldg., zn 4  
Susan Sherman, bdest d.

**IOWA****Davenport****R. A. MORITZ CO.**

2729 Harrison St.  
Marjorie Ankeny, art d.

**SPERRY BOOM, INC.**

Union Arcade Bldg.  
Jane Sperry Boom, vp, tv rad d.

**H. M. STAHL ADV.**

103 First Natl Bank Bldg.  
K. J. Francis, tv-rad d.

**WARREN & LITZENBERGER ADV.**

905 First Natl Bank Bldg.  
Roger S. Smith, prodn mgr.

**KENTUCKY****Louisville****FRED R. BECKER ADV. AGCY., INC.**

901 S. Third St., zn 3  
Theodore D. Tighe, copy chf, tv-rad d.

**DOE-ANDERSON ADV.**

308 Commonwealth Bldg., zn 2  
Joseph V. Higsby, art d.

**JACK M. DOYLE ADV.**

305 W. Broadway, zn 2  
Mrs. Jean Spaulding, prodn mgr; Jack M. Doyle, o.

**FAIRSON, HUFF & NORTLICH**

Republic Bldg., zn 2  
J. Rodney Will, tv-rad d; Robert Brewcr, ae.

**MADISON ADV.**

1321 Heyburn Bldg., zn 2  
Roger P. Madison, p; Balne A. Guthrie Jr., ae.

**MULLICAN CO.**

310 W. Liberty St., zn 2  
C. Kenneth Meeker, p; Sarah W. Hoge, md.

**SIEGEL, COLGROVE & ASSOC.**

4050 Westport Rd., zn 7  
Howard Brown, creative d.

**STAPLES ADV., INC.**

333 Guthrie St., zn 2  
George Yenowine, prodn mgr.

**ZIMMER-McCLASKEY ADV.**

1169 S. Fourth St., zn 8  
Mary L. Moore, tv-rad d.

**LOUISIANA****New Orleans****BAUERLEIN, INC.**

1026 Hibernia Bldg., zn 12  
G. Cranow, tv-rad d.

**PERRY BROWN ADV., INC.**

Natl Bank of Commerce Bldg., zn 12  
Wm. Perry Brown Jr., p; Hughes D. Drumm, vp;

Elizabeth A. Salisbury, prodn d; W. James Atwood, art d; John Sheppard, traff mgr; Claire Clavierie, sp b.

**FITZGERALD ADV., INC.**

Lee Circle Bldg., zn 13  
Walter K. Collins, creative d tv-rad; Daryl Turgeon, writer-prod; Campbell Fairley, prod.

# Robert Swanson Productions



689 FIFTH AVENUE, NEW YORK 22, N. Y.

Telephone: MUrray Hill 8-4355



## Sixteen Years of Award Winning Commercials

Winner of two out of ten Radio Advertising Bureau awards for the most effective radio commercials for 1960:

Lucky Strike Cigarettes, for BBDO, New York

Northwest Orient Airlines, for Campbell-Mithum, Minn.

**We expect to make it seventeen years of award-winning commercials. Will you join us?**

**ROBERT KOTTWITZ ADV., INC.**  
925 Whitney Bldg., zn 12  
Margaret A. Dalton, tv-rad d; Robert Kottwitz Jr., p & ae; Wm. R. McHugh, produ mgr & ae; Robert Morse, ae.  
**WALKER SAUSSY ADV., INC.**  
1820 St. Charles Ave.  
Peter A. Mayer, tv-rad d.  
**SWIGART & EVANS**  
327 Exchange Pl., zn 16  
Jan Farnsworth, tv rad d.

## MARYLAND

### Baltimore

**APPLESTEIN-LEVINSTEIN-GOLNICK ADV.**  
342 N. Charles St., zn 1  
Leon S. Golnick, p; Cas Applestein, exec vp; Morton Lewinstein, sec-treas; Lee Blom, tv-rad d.  
**H. W. BUDDEMEIER CO., INC.**  
916 N. Charles St., zn 1  
Emanuel Herman, Don Schnably, art ds.  
**CAHN, MILLER & STROUSE, INC.**  
310 St. Paul Pl., zn 2  
Louis F. Cahn, p.  
**EMERY ADV. CORP.**  
1201 St. Paul St., zn 2  
Marshall Hawks, vp, tv-rad d.  
**GABRIEL ADV.**  
1900 Maryland Ave., zn 18  
Gabriel Goldman, p.  
**GALBRAITH, HOFFMAN & ROGERS, INC.**  
2502 N. Calvert St., zn 18  
Ernest K. Schultz Jr., tv-rad d.  
**JOSEPH KATZ CO.**  
501 St. Paul Pl., zn 2  
Stanley E. Blumberg, p; Frank J. Smith, tv-rad d.  
**KAUFMAN-SIROFNIK ADV.**  
337 St. Paul Pl., zn 2  
Myron Sirofnik, p.  
**S. A. LEVYNE CO.**  
343 St. Paul Pl., zn 2  
Walter Pearthree, vp, art d  
**ROMAN ADV., INC.**  
810 N. Calvert St., zn 2  
George Roman, p; Joseph Dunn, bus mgr  
**TORRIERI-MYERS ADV., INC.**  
911 N. Charles St., zn 1  
Robert D. Myers, p; Peter Torrieri, tv d  
**VANSANT-DUGDALE & CO.**  
15 E. Fayette St., zn 2  
P. D. Thillett, tv-rad produ d; Kenneth E. Mayhorne, tv rad prod; Robert V. Walsh, vp, tv rad d.  
**PAUL VENZE ASSOC., INC.**  
Charles & 25th St., zn 18  
Charles K. Hepner, vp.

## MASSACHUSETTS

### Boston

**ARNOLD & CO., INC.**  
334 Boylston St., zn 16  
Edward P. Janecowicz, vp, tv rad; Anne M. Gotz, asst tv rad d.  
**ROBERT ARONSON ASSOC., INC.**  
651 Boylston St., zn 16  
Robert S. Aronson, p; Robert P. Daly, vp.  
**RAY BARRON, INC.**  
120 Boylston St., zn 16  
Parker V. Kirk, vp; John Chervokas, copy chf; Ralph Terry, art d.  
**BENNETT & NORTHIOP, INC.**  
711 Boylston St., zn 16  
Nelson Bennett, p.  
**BRESNICK CO., INC.**  
334 Boylston St., zn 16  
Leonard Karsakov, vp, art d; Leo Barron, produ mgr  
**JULIAN BRIGHTMAN CO.**  
534 Beacon St., zn 15  
Julian Brightman, p, ae; Sidney Kerber, ae.  
**HAROLD CABOT & CO., INC.**  
136 Federal St., zn 10  
Harold Cabot Jr., vp copy & tv rad; Aud Davis, tv rad prod.  
**JAMES THOMAS CHIRURG CO.**  
824 Boylston St., Chestnut Hill, zn 67  
Channing Hadlock, tv-rad d; Frank Bladuzzi, Raymond Pinet, art ds; Richard D. Sisson, produ mgr.  
**DOREMUS & CO.**  
60 Batterymarch St., zn 10  
Ted Pittman, ae, tv rad d.  
**JOHN C. DOWD CO.**  
208 Park Square Bldg., zn 16  
Joseph L. Tuilly, d tv-rad dept.  
**HERBERT W. FRANK ADV., INC.**  
314 Stuart St., zn 16  
Alberta Sugarman, copy chf; Frank Sparks, produ mgr; Joseph Distasio, art d.  
**HARRY M. FROST CO., INC.**  
260 Tremont St., zn 16

Virginia M. Fairweather, tv rad d.  
**DONALD W. GARDNER ADV., INC.**  
41 Mt. Vernon St., zn 8  
Donald W. Gardner, p; Arthur J. Knapp, art d; Eleanor M. Wilbur, tv rad d.  
**GOULSTON CO., INC.**  
54 Devonshire St., zn 9  
Ernest J. Goulston, p, treas, ae.  
**GRANT ADV., INC.**  
250 Park Square Bldg., zn 16  
J. George Whinnery, art d; Richard Hanser, mgr  
**HOAG & PROVANDIE, INC.**  
137 Newbury St., zn 16  
Richard V. Lombardi, tv-rad d.  
**DAVID HOFF ADV.**  
120 Boylston St., zn 16  
David Hoff, o, produ mgr.  
**CHARLES F. HUTCHINSON, INC.**  
115 Newbury St., zn 16  
Helen C. Horizan, md; Wm. A. Rockett, tv rad produ mgr.  
**INGALLS ASSOC.**  
137 Newbury St., zn 16  
Joseph J. McCuskey, produ mgr.  
**KENYON & ECKHARDT, INC.**  
334 Boylston St., zn 16  
D. Bach, copy sup; I. Ford, tv-rad b.  
**HENRY A. LOUDON ADV., INC.**  
705 Statler Bldg., zn 16  
L. A. Layman, p.  
**REACH, MCCLINTON & HUMPHREY**  
1235 Statler Bldg., zn 16  
Marianne Meoli, mb  
**REILLY, BROWN & TAPPLY, INC.**  
216 Tremont St., zn 16  
Robert M. Goode, vp, art d; George J. McCarron, produ mgr.  
**SILTON BROTHERS, CALLAWAY, INC.**  
131 Clarendon St., zn 16  
Earle W. Hoffman, sr vp.  
**CORY SNOW, INC.**  
655 Beacon St., zn 15  
Robert M. Lambert, m & tcs d; Tom Grosvenor, Herbert C. Ballard, aes.  
**GABRIEL STERN, INC.**  
420 Boylston St., zn 16  
Lionel Brotman, creative d.  
**HERMON W. STEVENS AGCY., INC.**  
38 Newbury St., zn 16  
M. L. "Spike" Tyler, p.  
**DANIEL F. SULLIVAN CO., INC.**  
216 Tremont St., zn 16  
Henry A. Reeves, David M. Guinee, Leo V. Cahill, James Wheatley Myers, tv prods.  
**SUTHERLAND-ABBOTT**  
581 Boylston St., zn 16  
John A. Keary, John S. Spofford, Charles E. Brown, aes.  
**TARLER & SKINNER, INC.**  
216 Tremont St., zn 16  
Walter G. Skinner, treas, art d, produ mgr, ae.  
**F. P. WALTHER JR. & ASSOC.**  
661 Boylston St., zn 16  
Edwin C. Whittmore, asst to p.  
**E. F. WHEELER & CO.**  
31 Milk St., zn 9  
Claire Crawford, vp chg tv-rad.

## MICHIGAN

### Detroit

**ALLEN CO., INC.**  
814 Free Press Bldg., zn 26  
D. Plom, produ mgr.  
**J. H. ALTMAN & CO.**  
105 Fox Bldg.  
J. H. Altman, o.  
**BELFAIRE, VINCENT & HULL**  
6525 Third Ave., zn 2  
Roger W. Hull, copy chf, md; Thomas J. Sobeck, art d, produ mgr.  
**D. P. BROTHER & CO.**  
General Motors Bldg., zn 2  
R. E. Reynolds, vp chg tv rad; L. B. Mange, vp, art d; D. B. Rank, vp, creative d; D. E. Delozier, produ mgr; C. W. Wacker, vp, md  
**CAMPBELL-EWALD CO.**  
General Motors Bldg., zn 2  
Willard Kiese, tv rad creative d; Donald L. Miller, sup tv rad c, produ; James Morrison, asst sup; Dave Greene, Nicholas Ames, III, Paul Barry, Ray Delman, Paul Dimitrovich, prods; Henry Caroselli, William Bogness, tv art ds.  
**BENMAN & BAKER, INC.**  
1012 Buhl Bldg., zn 26  
William Stephenson, produ mgr.  
**W. B. DONER**  
505 Washington Blvd., zn 26  
Wilfred B. Doner, p; Charles F. Rosen, exec vp, ae; Felix Hower, vp, ae; Julian A. Grace, treas, ae;

John Alexander, Dale Silverberg, Dave Russell, aes.  
**GARFIELD ADV. ASSOC.**  
15181 Jas. Couzens Hwy.  
S. C. Garfield, creative dept hd; James B. Lambert, asst.  
**GEYER, MOREY, MADDEN & BALLARD, INC.**  
14250 Plymouth Rd., zn 32  
Edward J. Corbett Jr., vp, creative d; Richard Marks, produ mgr.  
**GLEASON ADV.**  
726 Fisher Bldg., zn 2  
Luann Hadley, produ mgr; Marjorie M. Sawyer, tv rad.  
**GLOBE ADV. SERVICE**  
400 Bellvue Ave., zn 7  
Sam Pleks, tv rad d.  
**GRAY & KILGORE, INC.**  
18845 W. McNichols Rd., zn 19  
A. E. Browning, produ mgr.  
**HERSHEY-PAXTON CO.**  
12200 Mark Twain Ave., zn 27  
M. E. Hershey, tv rad d.  
**HOLDEN, CHAPIN, LARUE, INC.**  
16180 Wyoming Ave., zn 21  
Hugh Johnston, produ mgr.  
**HOPKINS AGCY.**  
1504 Guardian Bldg., zn 26  
James H. Hopkins, md.  
**LUCKOFF & WAYBURN PRODUCTIONS**  
320 W. Lafayette Blvd., zn 26  
Alan E. Luckoff, tv-rad d.  
**MACMANUS, JOHN & ADAMS, INC.**  
Bloomfield Hills  
William R. Hussy, mgr, tv rad dept; Richard A. Forsyth Jr., asst mgr, tv rad dept; Dave Bonnell, Anne Ranta, tv rad prods.  
**MAXON, INC.**  
2761 E. Jefferson, zn 7  
Victor Kenyon, vp, tv rad d; Richard Pedelini, Robert Higgins, Daniel Waldron, Gus Kaser, Charles Chapman, prods.  
**MOLNER & CO. ADV.**  
20169 Jas. Couzens Hwy., zn 35  
Monroe D. Molner, p.  
**E. A. OPPENHEIM CO.**  
1200 Michigan Theatre Bldg., zn 26  
E. A. Oppenheim, mng d; Val Best, produ mgr; J. Ridley, art d.  
**FRED M. RANDALL CO.**  
Book Tower, zn 26



## HUNTING . . .

For an animation studio that cheerfully gives all the extra services . . . reasonable prices . . . with no sacrifice in quality . . . that makes a spot a *commercial* as well as entertainingly action-provoking . . . and tops it off with an eyebrow raising delivery date?

State Farm got on the horn (see cut).  
Won't you?

## PANTOMIME PICTURES, INC.

8961 Sunset Blvd.  
Hollywood 46, Calif.  
CRestview 4-1008

George L. Husted, prodn mgr; H. R. Mack, Jr., tv rad d, ae.

#### ROSSI & CO.

607 Shelby St., zn 26

Ken Kelly, creative d; Robert F. Anthony, mktg d; H. V. Rossi.

#### ROSS ROY, B.S.F.-D., INC.

2751 E. Jefferson Ave., zn 17

Maurice G. Vaughn, sr vp & d; hdest serv; Charles J. Snell, ae; Jack H. Roy, asst tv-rad d

#### SACHS ADV. STUDIOS

10519 Puritan St., zn 3B

Sid Sachs, p, art d.

#### SIMONS-MICHELSON CO.

Lafayette Bldg., zn 26

Arthur H. Copland, prodn mgr; Al Stelaff, art d; Charles Lloyd, tv-rad.

#### STONE & SIMONS ADV., INC.

10821 W. McNichols Rd., zn 21

Leonard B. Miskelly, prodn mgr; Robert D. Adams, sec, art d.

#### TECH AGENCY, INC.

1004 E. Jefferson Ave., zn 7

Marie M. Winthrop, p.

#### J. WALTER THOMPSON CO.

535 Griswold St., zn 26

William D. Laurie Jr., vp, mgr.

#### YOUNG & RUBICAM, INC.

645 Griswold St., zn 26

Joseph G. Standart, Jr., vp chg; Claude R. Streb, art d.

#### ZIMMER-KELLER-CALVERT

28 Adams St., zn 26

L. B. Williams, Richard Long, Donald Graves, Stanley Bahnsen, Robert Gass.

### Flint

#### THURSTON-SMITH-JENKINS ADV.

813 Citizens Bank Bldg., zn 2

T. S. Jenkins, p; R. D. Jenkins, art d

### Grand Rapids

#### AVES, SHAW & RING, INC.

Federal Square Bldg., zn 2

Wesley Aves, d, g mgr; William A. Hagaman, John Turean, vps; James C. Gielow, tv-rad d.

#### JOHNSON & DEAN, INC.

Waters Bldg.

Charles P. Johnson Jr., p; Ben Dean, vp; Lorraine B. Shaw, creative d.

#### NORMAN NAVAN, MOORE, MARINEAU & BAIRD, INC.

147 Federal Square Bldg., zn 2

Dale L. Gish, tv-rad d.

#### WALLACE-BLAKESLEE, INC.

415 Assn of Commerce Bldg., zn 2

David A. Wallace, vp, copy chf, ae; Harold P. Driscoll, prodn mgr; Clarence Brower, art d; Roger Erickson, tv-rad d.

### Kalamazoo

#### SCHOONMAKER, WILLIAMS & MOSS, INC.

408 Kalamazoo

Edgar H. Moss, vp, prodn mgr.

### Saginaw

#### PARKER ADV.

112 N. Michigan Ave.

Jack Parker, p; Ted Malone, vp; Howard W. Finger, tv d.

## MINNESOTA

### Minneapolis

#### WILLIAM L. BAXTER ADV.

24 S. Sixth St., zn 2

#### CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg., zn 2

Arthur H. Lund, d ty prodn; Richard L. Stevens, tv bus & prodn mgr; Sally Gibson, Joseph H. Hoffman, Kenneth R. Oelachlager, creative sups; Donald H. Grawert, tv copy flm sup; Scott Park, George Zimbelman, tv art sups; Cy DeCosse, tv art d; Jack Roddy, tv copy sup.

#### FABER ADV., INC.

2525 Park Ave., zn 1

F. H. Faber, p; R. D. Froeman, vp; Warren Headley; Gerald Madison.

#### MIKE FADELL ADV.

310 Lewis Bldg., zn 2

Jack S. Stanton, tv d.

#### FIRESTONE-GOODMAN ADV., INC.

1801 Nicollet Ave., zn 3

Allan Firestone; Archie L. Goodman; Richard J. Firestone; Robert Dennett.

#### FISCHBEIN ADV.

510 S. Seventh St., zn 15

James P. Richardson, copy chf, tv d.

#### JOHN W. FORNEY, INC.

1800 Foshay Tower, zn 2

Fred R. Jones, vp.

#### GOULD, BROWN & BICKETT, INC.

Rand Tower, zn 2

Edward L. Brewton, tv-rad d.

#### ART GRUBER ASSOC.

4401 E. Lake St., zn 6

Art Gruber, p; Norman Vintsky, vp.

#### KERKER-PETERSON, INC.

2855 Park Ave.

Paul LeMay, tv-rad d.

#### KNOX REEVES ADV.

400 Second Ave. S., zn 1

Larry LaBelle, tv art d; Russell E. Neff, vp, tv-rad d; Bill Shepherd, prodn d; Ron Oakland, asst tv d.

#### MACMANUS, JOHN & ADAMS, INC.

1750 Hennepin Ave., zn 3

Gloria Davis, prodn mgr.

#### MANSON-GOLD-MILLER, INC.

724 Roanoke Bldg., zn 2

Kenneth M. Schlasinger, vp, tv-rad d, ae; Lee Stenbeck, prodn mgr, art d.

#### PIGGEON-SAVAGE-LEWIS, INC.

1050 Builders Exchange, zn 2

Donald Allen, creative d; John Henry, art d.

#### REACH, MCCLINTON & CO.

706 Second Ave. S., zn 2

Donald K. Skoro, art d.

#### REVERE ADV., INC.

76 South Eighth St., zn 2

E. C. Blanchard, vp.

#### WEAVER-GARDNER, INC.

405 Oppenheim Bldg., zn 1

Luther P. Weaver, p; Don Gardner, vp; June Gilats, tb.

#### WHITE, HERZOG & NEE

523 Marquette Ave., zn 2

Wm. J. Nee, vp.

#### HERBERT WILLIS & ASSOC.

954 Midland Bank Bldg., zn 1

Kerin Murphy, tv-rad d.

### St. Paul

#### DAVID, INC.

First Natl Bank Bldg., zn 1

Quentin J. David Jr., prodn mgr, ae; Jeanne Dudley.

tv-rad d.

#### ERWIN WASEY, RUTHRAUFF & RYAN, INC.

690 Robert St., zn 1

Steward Almleaf, mgr art dept; Robert Goebel, prodn mgr.

#### HARPER CO.

818 Pioneer Bldg., zn 1

Paul Ginter, prodn mgr.

#### J. H. MCGUIRE ADV.

470 S. Snelling Ave., zn 5

John H. McGuire, p; H. E. McGuire, vp.

## MISSOURI

### Kansas City

#### ALLMAYER, FOX & RESHWIN AGCY., INC.

612 W. 47th St., zn 12

Randall S. Jesse, tv-rad d.

#### BRUCE B. BREWER & CO.

900 Walnut St.

John S. Kirwan, tv rad d; W. M. Giesecke, pt.

#### LAWRENCE S. COVINGTON ADV.

1003½ W. 43rd St., zn 11

Dale Bowers, prodn mgr.

#### CALVIN-FARRIS-ALLVINE

2201 Grand Ave., zn 8

Shelby Henderson, tv-rad d; Jack Hill, copy chf.

#### STANLEY R. GRANT ADV.

3203 Summit

Stanley R. Grant, p; Vivian Eckenroed, g mgr.

#### JONES & HANGER, INC.

612 W. 47th St., zn 12

Robert J. Illidge, prodn mgr.

#### RICHARD LANE & CO.

4534 Wornall Rd., zn 11

Arthur Law, Thomas Korchak, art ds; Mrs. Marion Davis, copy chf.

#### CARL LAWSON ADV. CO.

4722 Broadway, zn 12

Jim Howard, art d; Richard Maloney, copy d.

#### MERRITT OWENS ADV., INC.

New Brotherhood Bldg., zn 1

Frank Richey, tv-rad d.

#### POLLARD & HAMER, INC.

2727 Main St.

Bob Holloway, art d.

#### POTTS-WOODBURY

2233 Grand Ave.

Ransom P. Dunnell, vp, d tv-rad dept; Kelly O'Neill, chf tb.

#### FRANK ROBINSON & CO., INC.

406 W. 34th St.

Frank F. Robinson, p; Edgar Burgerwaldt, tv-rad d

#### ROGERS & SMITH ADV. AGENTS

1006 Grand Ave., zn 6

William B. Harmon, tv-rad d.

#### STANDART & O'HARE ADV.

1627 Main St., zn 8

Berkley Brandon, prodn mgr; Robin League, tv prod-d.

#### R. S. TOWNSEND, INC.

406 W. 34th St., zn 11

R. S. Townsend, p.

#### VALENTINE-RADFORD, INC.

1049 Central St.

C. C. Bogaach, G. W. Hawley, Bill Alexander, aes

#### WASSON ADV. AGCY., INC.

Manufacturers Exchange Bldg., zn 5

Jack Rippel, p, tv-rad d.

### St. Louis

#### FRANK BLOCK ASSOC.

212 N. Kingshighway, zn 8

Maurice A. Seligson, art d.

#### CLAYTON-DAVIS & ASSOC., INC.

408 Olive St., zn 2

Irvin Davis, g mgr; Cleo Paulos, prodn mgr.

#### D'ARCY ADV. CO.

Missouri Pacific Bldg., zn 3

H. K. Renfro, vp tv rad dept; Robert Johnson, vp tv rad prodn.

#### FRENCH ADV., INC.

University Club Bldg., zn 3

George Johnson, vp.

#### GARDNER ADV. CO.

915 Olive St., zn 1

Ralph W. Pasek, prodn mgr; Laney Lee, Stanley Wilten, Noel Digby, writer prods; May Kohler, William McGowan, prodn sups.

#### HARTOGENSIS ADV. CO.

10406 Manchester Rd., zn 22

Harold Hartogensis, p, copy chf; Jack C. Kuhl, art d.

#### HUFFMAN ADV. CO.

Arcade Bldg., zn 1

Edna E. Suermann, art d.

#### CHRISTY HUMBERG ADV.

P. O. Box 151, Fenton

Christy Humberg, o, tv-rad d.

#### KELLY, ZAHNDT & KELLY

2343 Hampton Ave.

*Al Stahl is the de Mille  
of miniature stage epics*



SEND FOR  
AL STAHL'S FREE  
TV TIMETABLE-  
HANDY FILM COMPUTER

**AP**  
ANIMATED PRODUCTIONS, INC.  
1600 Broadway, New York 19, Columbus 5-2942

Robert W. Kelly, vp & sec; Fred J. Shannon, mktg d.

#### KILROY ADV.

3608 S. Grand Ave., zn 18

Roy Dinges, p; Ray Manning, vp; K. Lorraine, copy chf; Olive Wrablik, art d; Kay Burge, tv prod.

#### KRUPNICK & ASSOC., INC.

508 N. Grand Ave., zn 3

Ray J. Armbruster, vp, tv-rad; Sue Perkins, tv rad prodn.

#### ROBERT LURIE, INC.

1401 S. Brentwood Blvd., zn 17

Robert Lurie, p, tv d.

#### LYNCH & HART ADV. CO.

7730 Carondelet Ave., zn 5

James T. Blume, copy chf; Willard T. Bartlett III, asst copy chf; Stewart McCormack, art d.

#### AL MAESCHER ADV.

25 S. Bemiston, zn 5

Richard Derringer, prodn mgr.

#### PLESSNER & JOHNSON, INC.

539 N. Grand Ave., zn 3

Robert E. Johnson, p; George Robinson, sup

#### RIDGEWAY-HIRSCH

8012 Carondelet, zn 5

Eleanor Werner, tv-rad d.

#### EDITH ROEDDER ADV. CO.

818 Olive St.

Edith A. Roedder, o.

#### ROMAN ADV. CO.

309 N. 11th St.

John Keding, tv-rad.

#### RUTLEDGE ADV. CO.

1000 Market St., zn 1

Granville Rutledge, p; Elliot R. Davis, John G. Rutledge, Dal Franklin, vps; George T. Gale, vp & creative d.

#### SAVAN & HAMMERMAN ADV., INC.

2311 Hampton Ave.

#### SEELIG & CO.

8147 Delmar Blvd., zn 30

Leon Seelig, p.

#### GLEE R. STOCKER & ASSOC.

721 Olive St., zn 1

William H. Mullgardt, tv-rad d.

#### WEINTRAUB & ASSOC.

111 S. Bemiston, zn 8

Hershel Frankel, art d.

#### WINFIELD ADV., INC.

8012 Bonhomme Rd., zn 5

Barbara Block, tv-rad d; Robert O. Scott, exec vp

#### WINIUS-BRANDON CO.

1706 Olive St., zn 3

James D. Neums, vp, creative d.

#### M. L. WINKLER CO. ADV.

1000 Washington Ave., zn 1

M. La. Winkler, p, tv-rad d.

### NEBRASKA

#### Omaha

#### ALLEN & REYNOLDS, INC.

3104 Farnam St., zn 31

Lyle W. De Moss, vp tv-rad; Tom Mack, tv rad prodn mgr.

#### BOZELL & JACOBS

510 Electric Bldg., zn 2

Clair Gross, tv rad d; James Harker, vp tv prodn

#### DREVES-ARENDT & ASSOC., INC.

1111 W. O. W. Bldg.

William F. Arendt, Lee W. Dreves.

#### GOODSELL-DAWSON ADV.

3867 Leavenworth, zn 5

John M. Goodsell, p.

#### ADAM REINEMUND ADV.

2207 N. 56th St., zn 4

Adam Reinemund, o.

#### ZIMMERMAN ADV.

923 Redick Tower, zn 2

Brandt J. Zimmerman, Robert E. Beebe.

### NEW YORK

#### Albany

#### DAVE FRIS ADV., INC.

277 Lark St., zn 10

Donald J. Moore, p.

#### GOLDMAN & WALTERS ADV.

19 Clinton Ave., zn 7

Tony Hines, tv rad d.

#### Buffalo

#### ALVIN ADV. CO.

279 Longnecker St., zn 6

Al Bennett, p.

#### HARBER & DRULLARD, INC.

2005 Liberty Bank Bldg., zn 2

Helen Newman, as, tv-rad tb.

#### HATTEN, BARTON, DURSTINE & OSBORN, INC.

1614 Rand Bldg., zn 3

Earl J. Ashcroft, copy chf; Robert Siemer, Robert

Truckenbrod, art ds.

#### AD BUSCH, INC.

425 Franklin St., zn 2

Charles Rohrbach, art d.

#### COMSTOCK & CO.

651 Delaware Ave., zn 2

Everett L. Thompson, d tv-rad dept; Howard C

Schellenberg, creative d; Robert F. Crawford, prod.

#### ELLIS ADV. CO.

Hotel Statler Hilton, zn 2

Maxwell E. Ellis, vp tv prodn mgr; Beatrice Hamford,

tv d.

#### FLAGLER ADV., INC.

170 Franklin St., zn 2

Otello Manna, prodn mgr.

#### GOTTHELF & WEIL, INC.

47 W. Huron St., zn 2

Peter King, vp, tv d, ae; C. J. Glinther, prodn mgr

#### LIPPMAN ADV. ASSOC.

1910 Liberty Bank Bldg., zn 2

Albert Lippman, p; Casey Palermo, Max Gross, exec

vps; John Hartung, prodn mgr; Bonnie Roberts, Ste

phen Solomon, Jack Greenfield, tv rad prodn.

#### MACLAUGHLIN ADV.

466 Ellicott Square, zn 3

F. R. MacLaughlin, o.

#### MOSS-CHASE CO.

425 Franklin St., zn 2

David N. Getman.

#### RUMRILL CO.

10 Lafayette Sq., zn 3

John E. Stoller, tv-rad m sup; Robert P. Kuehnel,

tv-rad prodn sup.

#### New York

#### ADAMS & KEYES, INC.

3 E. 54th St., zn 22

James J. Freeman, g mgr.

#### AD-VANTAGES, INC.

405 Lexington Ave., zn 17

A. Lewis King, p.

#### ADVERTISING TRADE SERVICE, INC.

303 Fifth Ave., zn 16

Leon Gilbert, vp, prodn mgr, copy chf, mb, tal b;

Robert Roth, art d.

#### RALPH ALLUM CO., INC.

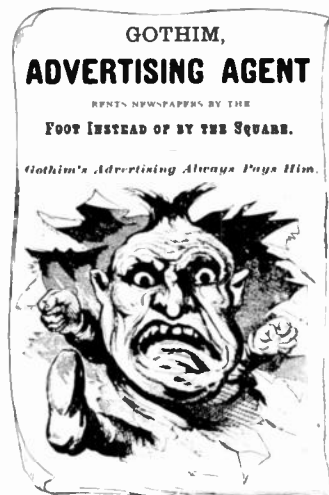
660 Madison Ave., zn 22

Ralph Allum, p; Gene Geary, prodn mgr

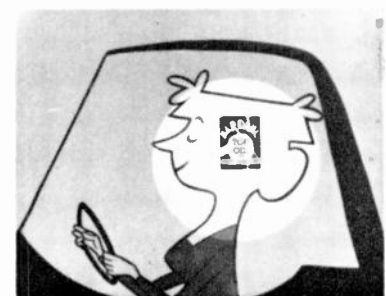
#### ALTMAN-STOLLER ADV., INC.

254 W. 54th St., zn 19

ADVERTISING  
might still look  
like this



If it wasn't for  
Television Spots  
like this



RAY PATIN  
PRODUCTIONS

3425 CAHUENGA BOULEVARD  
HOLLYWOOD 28, CALIFORNIA

the best film spot we've ever made  
is the one we're making for you next!!!

CONSUL FILM CORPORATION

SAMUEL GOLDWYN STUDIOS  
HOLLYWOOD 46, CALIFORNIA

St. Muntner, produ mgr; Lee Ratlin, vp, art d; Joseph Nis en, art d; Lois Harman, copy chf.

**AMBER ADV., INC.**  
1501 Broadway, zn 36  
Harry W. Graff, p; Mrs. Minerva Newmark, ae

**ANDERSON & CAIRNS**  
130 E. 59th St., zn 22  
Victor Seydel, tv prod; Miles Berman, asst to prod

**ARKWRIGHT ADV. CO.**  
65 E. 55th St., zn 22  
Jack Wilcher, writer-prod; Thomas Mannos, produ sup.

**ARPADI-SARETT ASSOC.**  
45 E. 34th St., zn 16  
Arthur Brooks, copy chf, tv d; Maxwell S. Schwartz, art d.

**ASHE & ENGELMORE ADV., INC.**  
244 Madison Ave., zn 16  
Edward Rostock, vp, sr art d; Alice Moroz, copy chf; Gene Kuris, produ mgr.

**ATLANTIC-BERNSTEIN ASSOC.**  
655 Madison Ave., zn 21  
Julius Golden, copy chf; Arthur Abravanel, Don Williams, aes, produ mgrs.

**N. W. AYER & SON**  
Time & Life Bldg., 1271 Ave. of Americas, zn 20  
T. H. Calhoun, vp prodn; W. J. Rateiff, mgr e prodn; David Gudehus, mgr flm prod; S. C. Zurich, mgr live & tape; Chase, Demarest, Hanley, Horton, Harvey, Laclair, Lawson, Manno, Penn, Scala, Stephens, Walshe, White, Wilber, Williams, Zimmer, prods.

**HENRY BACH ASSOC.**  
245 Fifth Ave., zn 16  
Henry Goldsmith, ae, produ mgr.

**LYNN BAKER, INC.**  
720 Fifth Ave., zn 19  
David Savage, vp, tv-rad d.

**G. M. BASFORD CO.**  
60 E. 42nd St., zn 17  
Winsor Watson, vp, copy d; F. L. LeBenz, produ mgr; Murray Fairbairn, tv prodn.

**BASS & CO., INC.**  
50 Broad St., zn 4  
Sydney Bass, p, ae, copy chf, pub d; David J. Gallagher, vp, produ mgr.

**TED BATES & CO.**  
666 Fifth Ave., zn 19  
Herbert Gunter, vp chg produ tv-rad dept; William E. Watts, flm tape produ d; Zachary Schwartz, creative sup flm-tape c; Alfred Basso, Edward Carroll, Hal Douglas, Julius Edelman, Douglas Gabrielle, Les

Goldman, Robert Harris, Lawrence Katz, Robert Margulies, Gilbert Williams, flm tape c sups.

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**  
383 Madison Ave., zn 17  
Hermínio Traviesas, vp & mgr, tv-rad dept; Larry Berger, vp chg tv art; Art Bellante, vp chg tv copy; Mary Babcock, Chan Buck, Rocco Dielarso, Karl Fischer, Lois Pernol, Mal Thompson, Jack Zoller, Milton Bernstein, G. B. Busceni, Nicholas DeMarco, Les Collins, Earl McNulty, tv flm prods; Bernie Haber, vp chg tv flm prod; Mary Rudden, asst tv flm prod; Al Cartwell, vp chg live & vtr prodn; Dorothy Winter, asst chg daytime tv prodn; John Dean, Roger Hinkley, Bill Jackson, Henry Monasch, Nancy Sliff, Ray Teague, Joe DiLuono, Louls Georgaras, live prods; Nan Matquand, casting hd.

**V. S. BECKER PRODUCTIONS**  
551 Fifth Ave., zn 17  
Viola S. Becker, exec prod, tv rad d, t & tal b

**VICTOR A. BENNETT CO., INC.**  
6 E. 45th St., zn 17  
Edward D. Kahn, vp, & mgr.

**BENTON & BOWLES, INC.**  
666 Fifth Ave., zn 19  
Gordon Webber, vp, d bdest e prodn; Ray Lind, vp, mgr tv e prodn.

**BEN B. BLISS & CO.**  
571 Fifth Ave., zn 36  
Donald Roth, produ mgr; Ken Barasch, copy chf.

**BROWN & CRANE**  
630 Fifth Ave., zn 20  
Robert P. Crane Jr., p, creative d; Robert F. Kuby, produ mgr; Irving Weber, art d

**M. B. BRUCKER CO., INC.**  
48 W. 48th St., zn 36  
Martin B. Brucker, p, ae, copy chf; Ray Fulde, md, tv tal b; Joseph Heise, ae, produ mgr; Martin Lynn art d; Norman Alperin, tv-rad d.

**LEO BURNETT CO., INC.**  
477 Madison Ave., zn 22  
Hooper White, mgr, e prodn; Robert Lachance, Walter Sachs, e prods; Mary Lu Hertvig, casting

**CAMPBELL-EWALD CO.**  
488 Madison Ave., zn 22  
Alfred J. Miranda III, hd tv dept, tv prod; Andy Doyle, Avery Chenoweth, tv prods.

**CAPLES CO.**  
10 E. 40th St., zn 17  
Joseph A. Terry, vp, tv rad; Ruth D. Folster, t & sp b

**CHARLES J. CHARNEY & CO., INC.**  
101 W. 55th St., zn 19  
Emily Leeds, md.

**CHIRURG & CAIRNS, INC.**  
130 E. 59th St.  
Channing M. Hadlock, tv rad d.

**COHEN & ALLSHURE**  
41 E. 42nd St., zn 17  
Edward Allshire, p; Elizabeth Black, m t d

**COLL FISCHER & ROGOW**  
445 Park Ave., zn 22  
Arthur A. Fischer, chmn, md; Jabez Williams, art d.

**WENDELL P. COLTON CO.**  
750 Third Ave., zn 17  
Graham B. Wilson, copy chf; George C. Stengle, produ mgr.

**COMPTON ADV., INC.**  
625 Madison Ave., zn 22  
Frank Brandt, vp, hd dept; Paul Burggraf, dept mgr, prod; Fredric Cammann, Weston Einmart, Helen Nelson, Edward Rizzo, John Nicholas, Martin Slat tony, Marion Kraft, Ruth Davis, Peggy Gannon, prods; Frank Tortorelli, Sue Shuttman, Stan Dragoti, Robert Van Buren, asst prods.

**CO-ORDINATED MARKETING AGCY., INC.**  
575 Lexington Ave., zn 22  
Lester L. Wolff, p; Arthur A. Felty, vp; Walter Reed, prom d; Irving Herz, exec vp; Hilda Morse, copy writer.

**CROMWELL ADV., INC.**  
55 W. 42nd St., zn 36  
J. J. Pollack, p, treas, t & tal b; W. Carter, produ mgr, art d

**CUNNINGHAM & WALSH, INC.**  
260 Madison Ave., zn 16  
Larry Baker, Robert Burtis, flm prods; William La cava, Sanford Levy, flm prods, pzmng ds; Edward F. Moore, bus mgr tv-rad dept; Richard B. Burton, art & tv prodn; Frederic Carney, tv prod; Jerry Gedney John Milhcan, Vernon Steffen, David Lyons, tv art ds, prods; A. C. Chevins, chg tv creative dept.

**CURTIS ADV. CO.**  
One Park Ave., zn 16  
L. B. Curtis, p, copy chf; Frank Oliver, produ mgr, ae; David Nathan, tv-rad d.

**DANCER-FITZGERALD-SAMPLE, INC.**  
347 Madison Ave., zn 17  
Norman Mathers, d; Joe Shaw, asst d; Peter K. Smith, Robert Johnson, Ernest Pittaro, Lee Davis, John Held, Sanly Semel, flm prods; Dave Davidow, live tv prodn

sup; Ray Rossi, Bert Saperstein, live tv prods; Harry Hess, admin asst.

**DANIEL & CHARLES, INC.**  
185 Madison Ave., zn 16  
Lincoln Diamant, vp chg tv rad; Kenneth Benzel, asst tv d.

**D'ARCY ADV. CO.**  
430 Park Ave., zn 22  
Allen De Coveny, tv rad d; Joseph Felice, Jack War con, Chuck Keelus, tv prods; Neil Wilder, pzm sup

**HENRY L. DAVIS CO.**  
12 E. 41st St., zn 17  
Henry L. Davis, o, copy chf, tv rad d; Lou Aserutto, produ mgr, art d, ae.

**EMIL J. DE DONATO, INC.**  
299 Madison Ave., zn 17  
Jack D. Luchinger, tv rad d.

**DELPHI ADV., INC.**  
1620 61st St., Brooklyn, zn 1  
Walter Gusew, art d.

**DE PERRI ADV., INC.**  
141 E. 44th St., zn 19  
Walter Swift, copy chf.

**DILLON-COUSINS & ASSOC., INC.**  
500 Fifth Ave., zn 36  
Enrique Loinaz, creative d.

**DOHERTY, CLIFFORD, STEERS & SHENFIELD**  
530 Fifth Ave., zn 36  
Russell H. Ford, vp tv rad; Gene Bassin, Jane Har bely, George Lawrence, Arnold Leeds, tv rad prods

**DONAHUE & COE, INC.**  
1271 Ave. of Americas, zn 20  
Carl Rigrod, vp & mgr tv rad, motion pres; Joseph Lammock, exec prod; Evelyn Jones, bus mgr

**W. B. DONER & CO.**  
400 Madison Ave., zn 17  
Harry Fleischmann, produ mgr.

**DOREMUS & CO.**  
120 Broadway, zn 17  
Vincent H. Coryell Jr., tv prodn d; Bettie Sue Flynn, Ronnie Levine, produ assts.

**DOYLE DANE BERNBACH, INC.**  
20 W. 43rd St., zn 36  
Don Trevor, tv-rad d; Ernest Hartman, John Capsis, Bruce McGuineas, prods; Joan Walker, prod, casting d

**MONROE F. DREIER, INC.**  
30 Rockefeller Plaza, zn 20  
John Thayer, tv rad produ d.

**EHRLICH, NEUWIRTH & SOBO, INC.**  
210 Madison Ave., zn 16  
Roslyn Seldes, copy chf; Robert Weissner, produ mgr

**ELLINGTON & CO.**  
535 Fifth Ave., zn 17  
Warren Brooks, produ mgr.

**CORIEZ E. ENLOE, INC.**  
551 Fifth Ave., zn 17  
Peter Vogel, produ d; William H. Oakley Jr., vp creative affairs.

**ERWIN WASEY, RUTHRAUFF & RYAN**  
711 Third Ave., zn 17  
Bollo Hunter, vp, tv-rad d; Bill Thunhurst, Jack Schwartz, Vic Watson, prods.

**WILLIAM ESTY CO.**  
100 E. 42nd St., zn 17  
Joseph S. Forest, vp tv-rad e dept; Donald S. Devor, vp, tv prod; Charles Kinney, casting d; Walter King, Robert Steel, Charles Kambourian, Robert Baden hausen, Paul Martin, Joseph Cinelli, Charles Jilnicki, John Streus, James McAward, tv e prods; Arline Lunny rad prod; Robert Finn, bus mgr.

**ETTINGER ADV.**  
320 Fifth Ave., zn 1  
Lola Koxener, copy chf; Martin Diamond, produ mgr

**FAIRFAX, INC.**  
270 Madison Ave., zn 16  
Stanley I. Fishel, exec vp, ae; James W. Fishel, vp, ae; Adelo Kanter, asst ae

**FOOTE, CONE & BELDING, INC.**  
237 Park Ave., zn 17  
 Hoyt Allen, Gordon Kolunbach, Thomas McDonnell, Robert Steen, Henry Hull Jr., Ted Storb, Richard Wolting, e produ sup; Roger Prior, vp, natl bdest prod; Raymond A. Betuel, tv art d.


**ALBERT FRANK-GUENTHER LAW, INC.**  
131 Cedar St., zn 6  
Robert W. Day, vp, tv rad dept; Brooks Chitt, tv e prod d; Lawrence Butler, mgr, tb.

**FREDERICK-CLINTON CO.**  
545 Fifth Ave., zn 17  
Harold S. Rieff, p, treas, tv rad d, t & tal b; Rich ard Condal, produ mgr.

**FRIEND-REISS ADV.**  
221 W. 57th St., zn 19  
Bill Reese, tv-rad d.

**L. W. FROELICH & CO., INC.**  
34 E. 51st St., zn 22  
Neil Brant, d tv, flm, rad dept; Earl James Rowland, tv writer-prod.

**FULLER & SMITH & ROSS**  
666 Fifth Ave., zn 19



**FINE ANIMATION**      **FINE IDEAS**

**LARS CALONIUS PRODUCTIONS INC**  
45 WEST 45 ST. NEW YORK, N.Y.  
PLAZA 7-0350



**SPRINGING  
INTO  
action!**

VITALITY IS THE HEART OF  
OUR EXPANDING ORGANIZATION...  
NEW FACILITIES... DYNAMIC STAFF...  
PERSONALIZED SERVICE...  
COMPLETE IN EVERY WAY FOR  
ALL YOUR FILM PRODUCTION  
NEEDS. CALL US. PLAZA 2-4100.

**TRANSFILM-CARAVEL**

EXECUTIVE OFFICES:  
445 PARK AVENUE, NEW YORK 22, N.Y.

FILM PRODUCTION DIVISION:  
20 WEST END AVENUE, NEW YORK 23, N.Y.





## Why did the American Cancer Society grant this man \$688,000?

With \$688,000 in research grants, Dr. Papanicolaou developed the *Pap Smear*, a detection aid for uterine cancer that has saved the lives of 175,000 women!

HIS FULL NAME is Dr. George N. Papanicolaou. He allows himself to be called "Dr. Pap," which undoubtedly is a great time-saver for his busy laboratory colleagues. He is responsible for saving the lives of many thousands of women.

Dr. Pap pioneered the Pap Smear—a cell examination that is used to detect uterine cancer in its early stages, when the chances for cure are greatest. Uterine cancer (the second most common cancer in women) causes 14,000 deaths a year. Today, if every woman had the quick, simple examination called the Pap Smear once a year, there would be a uterine cancer cure rate of nearly 100%.

Your contribution to the American Cancer Society has made Dr. Pap's great work possible. It will continue to help men like him attain their ultimate goal—a cure for all cancer!

Guard your family. Fight cancer with a checkup and a check.

**AMERICAN  
CANCER SOCIETY**



Ed Mahoney, vp, mgr tv rad; Catherine Ames, tv rad prod; Philip L. Worcester, prodn sup, tv-rad; George Wyland, grp creative d, tv-rad; Peter S. Cardozo, vp, creative d, tv-rad.

**GALBRAITH, HOFFMAN & ROGERS, INC.**  
29 W. 56th St., zn 19

Ernest K. Schultz Jr., tv rad d.

**GARDEN ADV. CO.**

370 Lexington Ave., zn 17

John O. Roche, vp, creative d; Arthur A. Bindrim, prodn mgr.

**FRED GARDNER CO.**

50 E. 42nd St., zn 17

Harry Lotito, vp.

**RALPH D. GARDNER ADV.**

745 Fifth Ave., zn 22

Ralph D. Gardner, p, ae; Allan Schwartzberg, tb

**ROY GARN CO.**

35 W. 43rd St., zn 36

Gene Kalvar, prod; Bernard George, chg animation.

**GAYNOR & DUCAS, INC.**

400 Madison Ave., zn 17

Arthur Larsen.

**GEYER, MOREY, MADDEN & BALLARD**

595 Madison Ave., zn 22

Leroy A. Emmerich, tv-rad prodn mgr; Joseph Danis, Richard Gray tv rad prods; Donald Meguin, tv rad bus mgr; Barbara Ossola, tv rad prodn asst.

**GIBRAELTAR ADV.**

17 East 45th St., zn 17

Ronald Dawson, tv-rad d.

**GOTHAM-VLADIMIR ADV., INC.**

342 Madison Ave., zn 17

William V. Riegane, vp, art & prodn sup.

**GRANT ADV., INC.**

711 Third Ave., zn 17

Jack Sharp, prod; Mrs. Lee Platt, asst prod; R. C. Mack, vp tv rad.

**MONROE GREENTHAL CO.**

595 Madison Ave., zn 22

Norman Trell, md; Harvey Schulman, tv.

**GREY ADV.**

430 Park Ave.

Alfred Lohlander, exec vp, hd tv rad; Wm. Craig, vp chg pmgng; Eugene Arcus, vp chg net rel; Catherine Pitts, Jim Somers, Mickey Teimer, Paul Minor, prods; Sidney Hertz, tv rad bus mgr; Claudia Walden, tv casting d.

**LAWRENCE C. GUMBINNER ADV.**

655 Madison Ave., zn 21

Paul G. Gumbinner, vp, tv-rad; Hugh Cohen, asst d tv rad dept; Michael Sassanoff, tv creative d; Milton Kasman, Ed Kenner, prods.

**GUTH, FRANCIS & RICHARDS**

1775 Broadway, zn 19

Edwin J. Schwartz, vp; Shelley Berman, prodn

**LESTER HARRISON, INC.**

210 E. 50th St., zn 22

Jefferson D. Berman, tv rad d.

**MILTON HERDER ADV., INC.**

55 W. 42nd St., zn 36

Addie Olkes, prodn mgr.

**J. M. HICKERSON, INC.**

551 Fifth Ave., zn 17

William A. Miller, md.

**HICKS & GREIST, INC.**

555 Fifth Ave., zn 17

Theodore J. Grunewald, sr vp, tv rad d; Richard R. Rendeley, exec prod.

**HOCKADAY ASSOC., INC.**

201 E. 57th St., zn 22

Alvin Chereskin, exec vp, art d; Michael de Leo, vp, art d; Glenn McCaskey, prodn mgr; Cele Singer, tv prod; Mike Marzuk, md.

**MELVIN A. HOFFMAN, INC.**

55 N. Broadway, Hicksville, L. I.

Melvin A. Hoffman, p.

**E. T. HOWARD CO., INC.**

40 E. 49th St., zn 17

Robert Tenny, vp, copy chf; George Consentino, prodn mgr; Chris Kaestner, art d.

**CHARLES W. HOYT CO.**

380 Madison Ave., zn 17

Thomas A. Lee Jr., tv-rad d; Valerie Clarke traf mgr, tv rad.

**JOSEPH JACOBS ORGANIZATION, INC.**

342 Madison Ave., zn 17

Joseph H. Winters, copy chf; Leonard Katz, prodn mgr.

**M. J. JACOBS, INC.**

303 W. 42nd St., zn 36

Seymour Davis, prodn mgr, art d.

**ROBERT LOUIS JOHNS ADV.**

225 W. 34th St., zn 1

Leonard Copen, tv rad d, fm prodn.

**MYRON JONAS CO.**

154 Nassau St., zn 38

Myron Jonas, ae.

**KAMENY ASSOC., INC.**

2 W. 45th St., zn 36

Seymour Kamens, chmn, creative d; Fred Newman, copy chf, ae; Gil Laufman, art d; William Egan, prodn mgr; Vernon Delston, tv-rad d; Allen Schneider, fm prodn d.

**ROBERT B. KANE ADV., INC.**

271 Madison Ave.

John S. Davidson, mgr.

**KASTOR HILTON CHESLEY CLIFFORD & ATHERTON**

575 Lexington Ave., zn 22

John P. Atherton, vp, d tv-rad c prodn, tal b; Jules Bundaus, vp chg tv rad; Richard King, exec prod, casting d; Donald McAree, tv art d.

**JOSEPH KATZ CO.**

555 Fifth Ave., zn 17

James Shelby, tv-rad d; Alice Polver Biviano, asst tv-rad d.

**KENYON & ECKHARDT, INC.**

247 Park Ave., zn 17

Francis H. Amy, Dirk Content, Max Glenbard, Blake Johnson, Edward Murphy, Larry Semon, Richard Whitson, prods; Andrew J. Duca, Betty Levitt, asst prods; William D. Gargan, Larry Parker, Leon Rothberg, Marshall Rothson, prodn sups.

**KETCHUM, MACLEOD & GROVE, INC.**

155 E. 44th St., zn 17

Lausling B. Lindquist, vp chg bdst & m; Donald Fox, tv rad prodn sup; Edgar J. Donabson, vp, tv rad d; Lynne Clarke, tv rad prodn asst.

**C. K. KONDLA ADV.**

20 W. 43rd St., zn 36

C. K. Kondla, o.

**KUDNER AGCY, INC.**

575 Madison Ave., zn 22

Edgar C. Kahn, d, tv-rad prodn; Richard W. Clemmer, asst d tv rad prodn; Hal Davis, tv prod; Mario Landberg, asst prod; David Elliott, ae.

**KUSHINS-ANDERSON & TAKARO, INC.**

15 E. 48th St., zn 17

Gideon Takaro, vp, exec art d.

**RICHARD LA FOND ADV., INC.**

655 Madison Ave., zn 21

A. Cullin, prodn mgr; C. Bauer, art d

**LAMBERT & FEASLEY, INC.**

430 Park Ave., zn 22

Stephen R. Oils, George P. Turner Jr., asst tv rad ds

**A. B. LANBAU, INC.**

239 Fourth Ave., zn 3

Joel Gabbo, copy chf.

**ERBERTO LANDI ADV. CO.**

853 Seventh Ave., zn 19

Erberto Landi, o.

**PHILIP I. LANE ADV.**

667 Madison Ave., zn 21

Philip I. Lane, o.

**C. J. LAROCHE & CO.**

575 Lexington Ave., zn 22

Jay Bottomly, vp, mgr tv prodn; Peter Tomlinson, tv art d; Frank Dennis, sup tv c copy; Tom Lewis, vp chg tv rad.

**LEBER & KATZ, INC.**

625 Madison Ave., zn 22

Murray A. Valenstein, tv rad prodn d

**MACK LEBLANC CO., INC.**

720 Fifth Ave., zn 19

Mack Leblanc, p.

**AL PAUL LEFTON CO.**

71 Vanderbilt Ave., zn 17

Jack Creamer, d tv rad dept; Charlotte Armstrong, tv prod.

**LENNEN & NEWELL, INC.**

380 Madison Ave., zn 17

Tony Pan, hd tv rad c prodn; Bruce Allen, Phil Mathias, Jack Strang, Jim Walsh, Bud Ehrlich, Jim Hareson, John Edgerton, Gene Robins, Lou Florence, Sean Morrison, prods; Drew Andreotta, Sam Cerni, asst prods.

**S. R. LEON CO.**

119 W. 57th St., zn 19

M. Brookmeyer, exec vp.

**LOEWY, STEMPPEL, ZAHN, INC.**

95 Madison Ave., zn 16

Irvyng Stempel, art d, ae.

**STANLEY A. LOMAS & CO.**

9 Rockefeller Plaza, zn 20

Deborah Lane.

**LUBELL ADV. ASSOC.**

342 Madison Ave., zn 17

George Gottridge, vp, copy chf; Arnold Golden, prodn mgr.

**LUCERNA CO.**

17 E. 45th St., zn 17

Emanuel Goldman, p, tv-rad d; M. Lewis Lacher, prodn mgr.

**MACMANUS, JOHN & ADAMS**

444 Madison Ave., zn 22

Frank P. Bibas, exec prod tv-rad dept; Mark Lawrence, vp tv-rad.

**RICHARD K. MANOFF, INC.**

575 Lexington Ave., zn 22

James N. Harvey, vp, creative d; John R. McCann, prodn mgr.

**MARK, SIMEON & RENARD, INC.**

317 Fifth Ave., zn 16

J. Jablons, prodn mgr.

**ROBERT M. MARKS CO.**

32 E. 57th St., zn 22

Donald Berard, art d.

**MARSTELLER, RICKARD, GEBHARDT & REED**

400 Second Ave., zn 17

D. M. Howell, prodn mgr; Eugene P. Cole, art d.

**J. M. MATHES, INC.**

260 Madison Ave., zn 16

Roy Passman, vp, tv-rad d; Albert Morrison, assoc tv-rad d; Frank Huber, copy & prodn sup.

**MAURY, LEE & MARSHALL**

250 Fifth Ave., zn 1

Maury Bergman, o, tv-rad t & tal b, ae; Douglas F. Rodgers, tv d.

**MAXON, INC.**

12 E. 53rd St., zn 22

Allen Hoshire, Victor Kenyon, vps; Richard Barlow, William W. Lewis, John R. McKinney, Joel Nixon.

**McCANN-ERICKSON, INC.**

485 Lexington Ave., zn 17

Robert Ball-Aquina, d tv-rad c prodn; James Manilla, Robert Milford, Harold Mathews, George Weber, John Westing, William Workman, Edmund Anderson, Jack Fenimore, Chet Gierlach, Burt Harris, Neil Tardio, tv-rad prods.

**McCANN-MARSHALK CO.**

460 Park Ave., zn 22

Glen Bammann, hd tv-rad pgning & prodn; Paul Blustein, tv prod.

**METLIS & LEBOW CORP.**

200 W. 57th St., zn 19

Stevens P. Jackson, tv d; Harry Alleva, tv prod-d.

**MOHR & EICOFF, INC.**

400 Madison Ave., zn 17

Dan Rubin, vp, tv, flm, rad, vtr prod-d; Hal Kirk, d.

**MOGUL WILLIAMS & SAYLOR, INC.**

625 Madison Ave., zn 22

Leslie Dunler, vp, tv-rad d; Jeanne Harrison, exec tv prod; Jim Lichtman, tv d, prod.

**MORSE INTERNATIONAL**

122 E. 42nd St., zn 17

C. Buffington, tv-rad prodn d; G. Harrington, asst tv rad prodn d.

**NATIONAL EXPORT ADV. SERVICE**

405 Lexington Ave., zn 17

Jerome B. Kates, tv-rad d.

**NEEDHAM, LOUIS & BROBBY**

730 Fifth Ave., zn 19

M. E. Kinnan, tv-rad sup.

**NEMAROW ADV.**

299 Madison Ave., zn 17

Forest Cooper, art d.

**ALBERT SIDNEY NOBLE**

52 Vanderbilt Ave., zn 17

A. S. Noble, p, creative d; A. A. Swenson, tv-rad prodn.

**NORMAN, CRAIG & KUMMEL**

488 Madison Ave., zn 22

Walter A. Tibbals, vp, prodn sup; Wm. B. Mosely, tv rad d; Alice Middleton, asst & casting prod; Leonard V. Koch, bus mgr; John McLaughlin, tv art d & asst prod.

**NORTH ADV., INC.**

16 E. 40th St., zn 16

Herbert H. Strauss, prodn mgr tv-rad.

**OGILVY, BENSON & MATHER**

589 Fifth Ave., zn 17

Newt Mitzman, vp, d o prodn; Henry Bate, Chet Maxwell, Ken Shaw, sr prods; Hal Burdick Jr., S. Willis Wright, prods.

**REGINA OVESEY, INC.**

214 E. 58th St., zn 22

M. Fireman, art d.

**PARKSON ADV.**

400 Park Ave., zn 22

Don Blauhut, vp, tv-rad d; Helen Lawin, tv optns mgr.

**W. MONTAGUE PEARSALL**

30 Vesey St., zn 7

Walter Montague Pearsall, o.

**PICARD ADV., INC.**

655 Madison Ave., zn 21

Charles Fuller, tv d; Charles Bauer, art d.

**PLATT & O'DONNELL ADV.**

7 E. 44th St., zn 17

Thomas Cosgrove, vp; Kenneth Groesbeck, g mgr.

**JOSEPH PORRO ADV.**

580 Fifth Ave., zn 36

Joseph Porro, p & tv-rad sup.

**JULES POWER PRODUCTIONS**

9 E. 75th St., zn 21

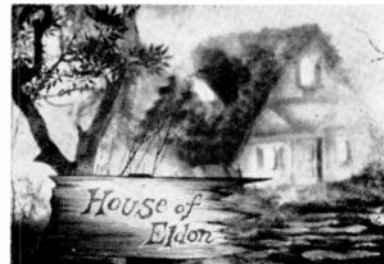
# the **MPO** Directory of TOP COMMERCIALS

Parliament • Benton & Bowles, Inc.



Director: Marshall Stone  
Cameraman: Tony Brooke

Eldon Toy • Guild, Bascom & Bonfigli



Director: Charles Dubin  
Cameraman: Zoli Vidor

Campbell Soup Co. • BBDO



Director: Charles Dubin  
Cameraman: Vernon Lewis

Domino Sugar • Ted Bates & Co.



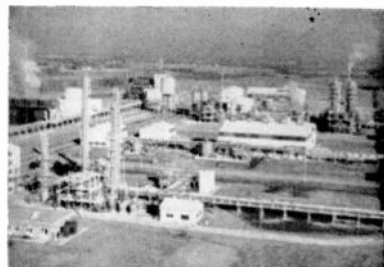
Director: Dave Monahan,  
Cameraman: Hans Koenekamp,  
Hollywood

The Mennen Co. • Warwick & Leger, Inc.



Director: Chuck Wasserman  
Cameraman: Zoli Vidor

Gulf Oil Corp. • Young & Rubicam, Inc.



Director: Murray Lerner  
Cameraman: Al Mozell



**VIDEOTRONICS, INC.**

**IN NEW YORK:**

15 East 53rd St., MU 8-7830

**IN DEARBORN:**

921 Monroe Blvd., CR 8-4412

**IN CHICAGO:**

134 South LaSalle St., CE 6-3164

**IN HOLLYWOOD:**

800 N. Seward St., HO 6-3341



## FOR UNUSUAL FILM COMMERCIALS and HARD SELL JINGLES

**WILBER STREECH PRODUCTIONS, INC.**  
135 W. 52nd St., N.Y.C. JU. 2-3816

# ELEKTRA

Film Productions Incorporated 33 West 46th Street  
New York 36, New York JUdon 2-3806

JAMES POWER, p; Daniel Wilson, prom  
**PRODUCT SERVICES, INC.**  
17 E. 45th St., zn 17  
Richard De Mado, c flm prod  
**QUA ADV. BUREAU**  
120 W. 42nd St., zn 36  
Eugene Nicolait Jr., tv rad d.  
**KENNETH RADER ADV.**  
18 W. 56th St., zn 19  
Kenneth Rader, p; Arthur Briskin, vp, chg, tv rad;  
Madeline Allison, tv rad tb  
**REACH, McCLINTON & CO.**  
305 Park Ave., zn 22  
Werner Mielche, vp; James K. Graham, James Young  
Merl Bloom, prods.  
**JOSEPH REISS ASSOC.**  
210 Fifth Ave., zn 10  
Cecile B. Reiss, pt.  
**FLETCHER RICHARDS, CALKINS & HOLDEN**  
730 Fifth Ave., zn 19  
S. J. Frolick, sr vp, tv-rad d; William Vance, tv  
rad copy, prodn chf; Bob Nugent, Steve Rappolo,  
tv rad writer prods; Vio Miranda, tv art. d  
**ROCKMORE CO.**  
575 Lexington Ave., zn 22  
Harry Pesin, copy chf; Sydney J. Cohn, prodn mgr;  
Charles L. Lewin, vp chg tv rad, ae  
**ROSE-MARTIN INC.**  
3 W. 57th St., zn 19  
Bernard Glasgow, art d.  
**BEN SACKHEIM, INC.**  
2 W. 59th St., zn 19  
William Pitts, vp, tv rad; Joe Battaglia, bdrt &  
prodn sup; Dan Solomon, traff mgr.  
**MAXWELL SACKHEIM-FRANKLIN BRUCK, INC.**  
345 Madison Ave., zn 22  
Ron Romano, tv rad prod.  
**SANGER-FUNNELL, INC.**  
355 Lexington Ave., zn 17  
Robert J. Neff, Robert L. Starski, vps.  
**FRANK B. SAWDON, INC.**  
60 E. 56th St., zn 22  
John Paul Jones, tv rad d; Adrian Rodner, v  
**CHARLES SCHLAIFER & CO.**  
4 W. 58th St., zn 19  
John Cloppa, prodn mgr.  
**SCHNEIDER-STOGEL CO.**  
286 Fifth Ave., zn 1  
David Schneider, p, copy chf; Phillip Stogel, exec vp,  
art d; Ely Basil, prodn mgr, art sup.  
**SCHOEN COORDINATED ADV., INC.**  
320 Greenwich St., zn 14  
Betty Anne Schoen, tv c prod.  
**SCHWAR, BEATTY & PORTER, INC.**  
660 Madison Ave., zn 21  
G. C. Violante, vp, copy sup; Norman C. Wingert, vp,  
prodn mgr; A. J. Geyer, vp, art d.  
**WILLIAM G. SEIDENBAUM & CO., INC.**  
267 Fifth Ave., zn 16  
William G. Seidenbaum, p.  
**SHELDON FREDERICKS ADV. ASSOC., INC.**  
71 Vanderbilt Ave., zn 17  
Sheldon O. Schwartz, exec vp, ae, art d; Laurence C.  
Bassett, creative d.  
**HAROLD J. SIESEL CO., INC.**  
216 E. 49th St., zn 17  
Leonard M. Scherer, vp, creative d; Mort Friend,  
prodn mgr; Si Friedman, art d; Dan Siesel, tb.  
**SMITH & DORIAN, INC.**  
256 E. 49th St., zn 17  
Gerald J. Kaufman, tv prod.  
**SMITH-GREENLAND CO., INC.**  
666 Fifth Ave., zn 19  
Murray Klein, Peter Weinberg, Murray Platte.  
**JOSEPH I. SONNENREICH**  
205 W. 89th St.  
Joseph I. Sonnenreich.  
**RAYMOND SPECTOR CO., INC.**  
445 Park Ave., zn 22  
Irving Trablach, art d; Bernard Ludin, prodn mgr.  
**G. T. STANLEY**  
19 W. 41th St., zn 36  
Stanley Wiener, p; Marjorie Cleland, ml.  
**WILLIAM STEINER ASSOC., INC.**  
42 E. 64th St., zn 21  
Renee Kaplan, vp.  
**STREET & FINNEY**  
45 W. 45th St., zn 36  
Lyman B. Cooper, art d, tv prod; O. Clinton Car-  
penter Jr., Howard Miller, Janet Price, copywriters.  
**SUDLER & HENNESSEY, INC.**  
130 E. 59th St., zn 22  
Hal Davis, tv rad d.  
**SULLIVAN, STAUFFER, COLWELL &  
BAYLES, INC.**  
575 Lexington Ave., zn 22  
Harry Ommerle Sr, vp, tv-rad; Phillip H. Cohen, vp,  
tv-rad d; Frank Reed, vp, tv-rad bus mgr; Tom  
Victor, vp chg tv-rad prodn; James Hayes, Rodney  
Albright, vps; Nick Albano, Warren Bryan, John  
Cole, Don Harrington, Perry Harten, H. G. Kelley,  
Walter Selden, tv prods.  
**TATHAM-LAIRD, INC.**  
111 Madison Ave., zn 22  
Chester Kuleza, chg c prodn, Dixie Thompson, Paul  
Field, prods.  
**J. WALTER THOMPSON CO.**  
120 Lexington Ave., zn 17  
Harry Herriman, Maury Holland, Harry Trekavan,  
Donald Wedlund, vps; Alan Anderson, Robert Car-  
son, Paul deMontefree, John Donnelly, Lou Glacobbie,  
William Gibbs, Marie Gordon, Charles Green, Matthew  
Harlib, John Keown, Arthur Kling, Robert Krone-  
berg, Robert Kuhn, Al Lattwich, Morton Levin, Carol  
Lushear, James Marshitz, John Marsh, Byron Mc-  
Kinney, Ernie Motyl, Bob Richardson, John Scatola,  
Lewis Schwartz, Al Scott, Paul Todd, Wm. Whited,  
Sidney Woloshin.  
**THOMPSON-KOCH CO., INC.**  
1150 Broadway, zn 18  
William W. Madill, vp, a sup; George Deins, vp,  
copy chf; Robert J. Rohman, vp, art d.  
**THE HOUSE OF TWINS, INC.**  
355 Fifth Ave., zn 17  
Howard R. Hayward, vp.  
**VICTOR & RICHARDS**  
565 Fifth Ave., zn 17  
Vio Lindeman Jr., prod; Lucille Widener, hd tb;  
Alan Sands, prod ae.  
**J. FRANKLYN VIOLA & CO.**  
152 W. 42nd St., zn 36  
Paul Mills, tv d.  
**W. L. VOMACK, INC.**  
1723 Jerome Ave., Brooklyn, zn 35  
Rene Lee, prodn mgr, art d; John Vomack, tv-rad d,  
c & tal b.  
**FRANK VOS & CO., INC.**  
3 W. 57th St., zn 19  
Guy H. Papale, vp.  
**WARWICK & LEGLER**  
375 Park Ave., zn 22  
Andrew V. Christian, vp chg c prodn; Benjamin  
Colarossi, Ethel Jensen, Mickey Lynn, prods.  
**WATERMAN-GETZ ADV.**  
370 Lexington Ave., zn 17  
Harriette Waterman, chmn hd, copy chf, ae; Edna  
Okasaki, prodn mgr, art d.  
**WEBB ASSOC.**  
330 Fifth Ave.  
Bernard J. Schiff, p; Elaine B. Hudson, tv d, Lee  
H. Kriss, tv prod.  
**WEISS & GELLER, INC.**  
400 Madison Ave., zn 17  
Lawrence Wisser, sr vp, creative d; Max Tendlich,  
exec vp; George De Vito, bdrt traff mgr.  
**WESLEY ASSOC.**  
630 Fifth Ave., zn 20  
Charles M. Amory, tv rad d; Robert Ralbock, tv  
rad c, prodn sup.  
**WENTON CO.**  
441 Madison Ave., zn 22  
Harvey Kahn, tv rad sup.  
**ROBERT WHITEHEAD, INC.**  
37 W. 57th St., zn 19  
Alan Charles, md.  
**WILDRICK & MILLER, INC.**  
1 Rockefeller Plaza, zn 20  
Bruce Jenkins, G. B. Burden, prodn mgrs; Herb  
Hands, tv d; E. F. Ramster, art d.  
**WALTER WILEY ADV., INC.**  
29 Pearl St., zn 4  
Jerome K. Kanner, vp, tv d; Dorothy F. Wiley, tv b.  
**WORTMAN, BARTON & RUSSELL, INC.**  
345 Madison Ave., zn 17  
Elbert B. M. Wortman, p; Frederick G. Smith III,  
exec vp, pr; L. Alice Seafuss, md.  
**YOUNG & RUBICAM, INC.**  
285 Madison Ave., zn 17  
Jack Slidebotham, vp & d tv c art & prodn; John  
Freeze, mgr, tv rad c prodn; Fred Frost, mgr, tv-  
rad c art & prodn; Leita Thompson, Alice Scott,  
prodn estimators; Pyron Smith, William Muyskens,  
Robert Waters, Carl Stunges, sr flm prod; John Di  
Sesa, Charles Price, Joan Kennedy, Thomas Ford,  
Ted Storb, Barbara Lane, flm prods; Richard  
Saunders, sr prod live prodn; Roger Brann, Walter  
Eckley, Leon McNamara, Harry Hicks, prods live  
prodn.  
**L. D. ZETLIN & CO.**  
630 Third Ave., zn 17  
L. D. Zetlin, p; R. Alvo, prodn mgr; V. Ernest, asst  
prodn mgr.  
**ZLOWE CO., INC.**  
770 Lexington Ave., zn 21  
Milton Sutton, vp, creative d; Don Sheerin, hd tv  
prodn; Joe Goldberg, art d; Bernie Spiro, prodn mgr.

**Schenectady**  
**JOHN L. HALPIN ADV.**  
277 State St., zn 5

John L. Halpin, Marion G. Halpin, pts.  
**GEORGE R. NELSON, INC.**  
 208 State St., zn 3  
 Robert B. Stone, tv d.

## Syracuse

### BARLOW ADV.

742 James St., zn 1  
 H. C. Millard, vp, art d; Marcus L. Hughes, vp,  
 produ mgr.

### CONKLIN, LABS & BEBEL, INC.

133 S. Warren St., zn 2  
 Leon Michel, creative d.

### COOLICAN, COE & COOLICAN, INC.

216 Denison Bldg., zn 2  
 William LeMon, tv-rad d; Frank Martorelli,

### FELLOWS ADV.

511 E. Fayette St., zn 3  
 Madeline Clark, copy chf; David Robert, produ mgr;  
 James Gridley, art d.

### SILVERMAN ADV.

210 Paramount Bldg.

Arthur Silverman, p.

### SPITZ ADV., INC.

530 Oak St., zn 3

Peter Penizotto, copy chf; Frederic Berg, art d; Bob  
 Sawyer, tv-rad d.

### SCHINDLER-HOWARD ADV. AGCY., INC.

530 Maxwell Ave., zn 19  
 Art Hirsch, tv-rad d.

### LEWIS W. SELMEIER CO.

811 Race St., zn 2  
 Lewis W. Selmeier, p.

### LEONARD M. SIVE ASSOC.

712 Broadway, zn 2  
 V. E. Dwyer, art d.

### STOCKTON-WEST-BURKHART

1303 First Natl Bank Bldg., zn 2  
 Gary Lee, tv prod.

### STRAUCHEN & McKIM, INC.

1120 E. McMillan St., zn 6  
 Holmes E. Leed, tv-rad d; Jack D. Gifford, copy chf

## Cleveland

### ALLIED ADV. AGCY.

Standard Bldg., zn 13  
 Thomas Shem, mktg d.

### BAISCH ADV.

3737 Chester Ave., zn 14  
 Roman Drake, art d.

### BAYLESS-KERR CO.

1166 Hanna Bldg., zn 15  
 Harrison A. Bush, art d; Theodore B. Gymer, produ  
 mgr.

### RALPH RING ADV. CO.

2063 E. Fourth St., zn 15  
 Ralph S. Ring, tv-rad d.

### DUFFY, McCLURE & WILDER, INC.

100 Lincoln Bldg., zn 14  
 B. D. Spofford, vp; Gladys Kopf, a coord.

### FULLER & SMITH & ROSS

35 Public Square

John James, d tv-rad, films; John Sallay, mgr tv-rad  
 films.

### GATES-BOURGEOIS ADV.

3515 Prospect Ave., zn 15  
 Charles Heminger, pt, th; Russell Bourgeois, pt.

## NORTH CAROLINA

## Charlotte

### AYER & GILLET, INC.

1815 Park Dr., zn 1  
 Beth Laney Smith, Charles B. Seward, James Webb  
 Jr., aes; Jerry Hendrick, creative d; Riggs Luther,  
 script writer; Mrs. Joyce Clark, th.

### BOETTIGER & SUMMERS

121 E. Third St.

Audrey M. Summers, pt

### KINCAID ADV.

311 E. Fifth St., zn 6  
 C. A. Kincaid, p; Bea Stetler, sec.

### WALTER J. KLEIN CO., INC.

1214 Elizabeth Ave., zn 4  
 Dorothy Goldfarb, sec. copy chf; Billy Lineberger,  
 produ mgr; Charles Johnson, tv d.

## Greensboro

### BRADHAM & CO.

Piedmont Bldg.

George W. Bradham, p

### HEGE, MIDDLETON & NEAL

1304 Battleground, Box 9437

William Alexander, tv-rad d.

## Winston-Salem

### LONG-HAYMES ADV.

421 Summit St.

Curtis E. Long, Joseph A. Haymes, Austin H. Carr,  
 a sups.

## OHIO

## Cincinnati

### ROBERT ACOMB, INC.

111 E. Fifth St., zn 2  
 W. H. Rand, produ mgr.

### FARSON, HUFF & NORTHLICH

700 Terrace Hilton Bldg., zn 2  
 John J. Robinson, a sup; Bernard Pawlus, ae

### HERBERT FLAIG ADV.

703 Provident Bank Bldg., zn 3

Audrey Stigler, tv-rad d.

### WILLIAM L. HOLLAND AGCY.

2530 Auburn Ave.

Earl L. Holland, o.

### RALPH H. JONES CO.

3100 Carew Tower, zn 2

Edward O. Carder, d film & transcript dept.

### KEELOR & STITES CO.

318 Broadway, zn 2

Arthur A. Radkey, vp, tv d; David J. Clarke, asst tv  
 d.

### TED MENDERSON CO.

1077 Celestial St., zn 2

Ted Menderson, p; Hank Marowitz, tv b.

### RICHARD F. PECK AGCY., INC.

410 Mercantile Library Bldg., zn 2

Tom Murphy, vp, creative d.

### PERRY-BROWN, INC.

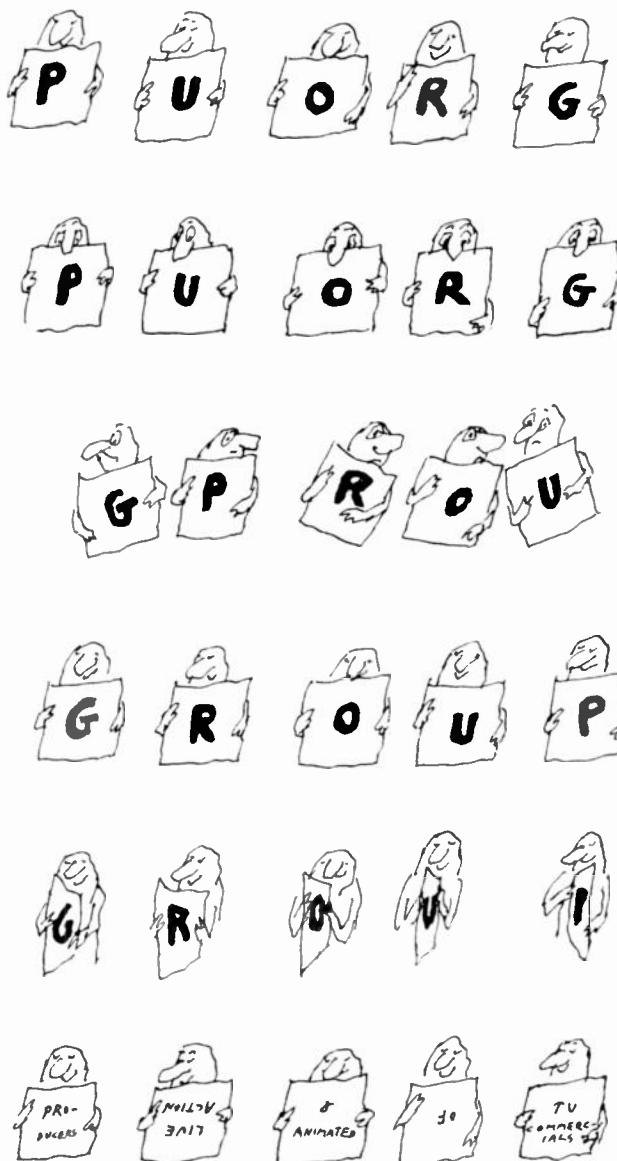
2831 Vernon Pl., zn 19

Robert J. Wilkins, Louis D. Mueller, Thomas A  
 Murphy, aes; Bertha Smith, md.

### WILLIAM SAVAGE & CO.

805 Fountain Square Bldg., zn 2

Thomas McDonough, copy chf; Larry Deutenberg, art d



BLECHMAN & PALLADINO

# Source Book of TV Success Stories Volume Two

Over 400 case histories  
from every size market,  
demonstrating tv's ability  
to sell!

## Product Groups Include:

Shoe stores and  
Manufacturers

Farm Implements and  
Machinery

Electric Power Companies  
Gas Companies

Telephone Companies

Insurance Companies

Coffee Distributors

Men's Clothing Stores

Cough and Cold Remedies

Electrical Appliances

Beer and Ale

Department Stores

Restaurants and  
Cafeterias

Moving and Storage

Television and  
Radio Receivers

ONLY \$3.00 PER COPY

## Television Age

444 Madison Ave.,  
New York 22, N. Y.

**GERST, SYLVESTER & WALSH, INC.**  
3113 Prospect Ave., zn 15  
Trudi Schluembach, tv-rad d.

**GREGORY & HOUSE & JANSEN, INC.**  
1621 Euclid Ave., zn 15  
Bernice Boyce Smith, tb.

**H. CRIDER ADV., INC.**  
3030 Euclid Ave., zn 15  
D. Marsh, tv-rad prod; H. Kulow, vp.

**GRISWOLD-ESHEMAN CO.**  
55 Public Square, zn 13  
Ralph A. Borzi, tv-rad flm prodn d.

**HUBBELL ADV., INC.**  
1621 Euclid Ave., zn 15

**ANN KOBLITZ ADV.**  
Chester-12th Bldg., zn 14  
Ann Koblitz, o; Adrienne Melena, ae.

**LANG, FISHER & STASHOWER, INC.**  
1010 Euclid Ave., zn 15  
Alvin R. Fisher, vp, tv rad; John L. Rose, mgr, tv  
rad; Edward T. Noll, prodn mgr, tv rad; Wayne M.  
Schakel, coord tv rad; G. C. McKelvey, m & field serv  
d; James Kovach, tb.

**LEECH ADV. CO.**  
664 Hanna Bldg., zn 15  
Edward Leech, p.

**MARCUS ADV., INC.**  
3134 Euclid Ave., zn 15  
Marvin Marcus, exec vp, treas, art d, ae; Jack Sulak,  
prodn mgr.

**McCANN-MARSHALK CO.**  
335 Euclid Ave., zn 14  
Harry N. Black, assoc creative d; Joseph S. Tanski Jr.,  
sr tv-rad prod; Salvatore A. DeMarco, tv rad prod

**MELDRUM & FEWSMITH, INC.**  
1220 Huron Rd., zn 15  
S. A. Hunt, vp; D. R. Martin, vp, art; R. J. Nason,  
vp, prodn; B. F. Stauderman, vp, tv rad flm.

**PENN & HAMAKER**  
20521 Chagrin Blvd., zn 22  
Edson E. Penn, p; James H. Solisson, art d; Jack E.  
Rigg, prodn mgr.

**JACK T. SHARP ADV.**  
3101 Euclid Ave., zn 15  
Jack T. Sharp, p; Mel Tenenbaum, tv rad d; Ed  
Steinberg, asst tv-rad d.

**WATTENMAKER ADV.**  
1220 Huron Rd., zn 15  
James S. Wattenmaker, tv d.

**WELLMAN CO.**  
Sixth & Rockwell, zn 15  
John M. Walsh, ae; Peter C. Poss, research & md;  
Wm. H. Bernsau, art d.

**WYSE ADV.**  
2800 Euclid Ave., zn 15  
Lois Wyse, vp, sec, creative d, ae; Robert Fulton,  
prodn mgr; Richard Loader, art d.

## Columbus

**BARCROFT ADV.**  
16 E. Broad St.  
Richard L. Raab, vp tv.

**BYER & BOWMAN ADV., INC.**  
66 S. Sixth St., zn 15  
John D. Mezger, tv-rad prodn d; Martha Sullivan,  
rad prod; Ann Duffy, tv prod.

**DODSWORTH, FALCK & HUTCHISON, INC.**  
700 Bryden Rd., zn 15  
Maxine B. Sopher, a sup; Frederick Peerenboom, crea-  
tive d.

**A. LOVELL ELLIOTT ADV.**  
5295 N. High St., zn 14  
A. Lovell Elliott, W. B. Vayroch.

**KELLY & LAMB ADV.**  
897 Higgs Ave., zn 12  
George Miller, prodn mgr; Frederick Hoffman, art d.

**KETCHUM, MacLEOD & GROVE, INC.**  
8 E. Long St., zn 15  
Kim Rotzoll, tv rad ae.

**R. W. KNOPF & CO.**  
8 E. Long, zn 15  
R. W. Knopf.

**CYE LANDY ADV., INC.**  
929 E. Broad St., zn 5  
Irwin Kahn, copy enf, tv-rad tb; Katherine Mitchell,  
prodn mgr; Charles Platt, art d.

**HARRY M. MILLER, INC.**  
595 E. Broad St., zn 15  
J. B. Summers, tv-rad d.

**WHEELER-KIGHT & GAINES, INC.**  
975 S. High St., zn 6  
James S. Johnson, prodn mgr; William H. Elsele Jr.,  
art d; Russell C. Mock, tv rad d, t & tal b.

## Dayton

**DANGER-FITZGERALD-SAMPLE, INC.**  
33 W. First St., zn 2  
Thomas J. Pritchard, admin mgr; Byron Clark, copy  
sup.

**HUTZLER & SABATINO, INC.**  
714 Third Natl Bldg., zn 2  
Nicholas S. Sabatino, p.

**DON KEMPER CO.**  
608 S. Main St., zn 2  
Carl Deibel, prodn mgr.

**KIRCHER, HELTON & COLLETT**  
2600 Far Hills, zn 19  
Don R. Lyons, tv rad d; Watson B. Metcalfe, exec vp,  
Jack Westerman, Norman Van Zant, vps; William  
Hily, asst tv rad d.  
**HUGO WAGENSEIL & ASSOC. CO.**  
Talbot Bldg., zn 2  
Robert Harwood, tv rad d

## Toledo

**BEESON REICHERT, INC.**  
600 Toledo Trust Bldg., zn 4  
A. H. Rotsinger, exec vp; Ronald Colon, prod writer.  
**MERVIN N. LEVEY CO.**  
Hotel Ft. Meigs—Mezzanine, zn 4  
Mervin N. Levey, p; Thomas M. Aubry, A. N. Levey,  
aes.

**SLAYTON-RACINE, INC.**  
515 Madison Ave., zn 4  
James Harris, art d; Charles A. Gardiner, copy chf  
**WENDT ADV.**  
1060 Spitzer Bldg., zn 4  
E. Bailey, tv rad; Fern Kalmbach, art d, prodn mgr.

## OKLAHOMA

### Oklahoma City

**ACKERMAN ASSOC.**  
1411 Classen Blvd., zn 6  
Al Fiegel, vp, tv rad d.  
**ANGELO ADV.**  
2303 N. Broadway  
Edwin J. Angelo, E. Meriel Angelo, p's  
**BEALS ADV.**  
1503 N.E. 23 St.  
Warren K. Jordan, Robert C. Kumler, aes.  
**TOM P. GORDON CO.**  
805 Midwest Bldg.  
Doe Smith, tv-rad d.  
**HUMPHREY-WILLIAMSON & GIBSON**  
1809—First Natl Bldg.  
H. C. Childs, tv-rad d; Barbara West, asst.  
**JONES & JONES ADV.**  
717 Leonhardt Bldg., zn 2  
Henry C. Jones, o.  
**LOWE RUNKLE CO.**  
1313 Liberty Bank Bldg., zn 2  
Mack Fuller, tv-rad d.

## OREGON

### Portland

**ADVERTISING COUNSELORS, AL VAUGHAN & ASSOC.**  
1019 W. 10th St., zn 5  
Julie Prise, continuity sup.  
**ADOLPH L. BLOCH ADV., AGCY.**  
108 N.W. Ninth Ave., zn 9  
Lee H. Still, prodn mgr.  
**BOTSFORD, CONSTANTINE & GARDNER, INC.**  
400 S.W. Sixth Ave., zn 4  
Marilyn Lees, tv-rad d; Dean Lierle, creative d.  
**BURKETT ADV.**  
1600 S.E. Ankeny St., zn 14  
E. B. Burkitt, p.  
**CLENAGHEN & MOUNT**  
822 Corbett Bldg., zn 4  
Nancy Stuart, tv-rad d.  
**COLE & WEBER, INC.**  
Corbett Bldg., zn 4  
Ralph Rogers, tv-rad d.  
**RALPH P. COLEMAN & ASSOC.**  
716 Mead Bldg., zn 4  
Bill Erler, art d.  
**DAWSON & TURNER, INC.**  
522 Pittock Bldg., zn 5  
J. Gerald Fortis, creative d.  
**GERBER ADV.**  
1305 S.W. 12th Ave., zn 1  
Dean Pollock, pt, creative d; F. D. Wieden pt, tv d.

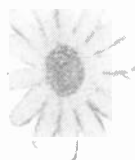
*for* **LIVE ACTION**

... *or* **Animation**



**Pelican Films are Fresher**

**pelican FILMS INC.**  
292 MADISON AVENUE, NEW YORK 17, N.Y.



**HEIMS & TURTLEDOVE, INC.**  
1424 S.W. 12th Ave., zn 1  
Harry L. Turtle dove.  
**EVERETT MITCHELL ADV.**  
Terminal Sales Bldg., zn 5  
Everett Mitchell, p.  
**RICHARD G. MONTGOMERY**  
1126 S.W. 13th Ave., zn 5  
Jim Sherard, tv rad d.  
**PACIFIC NATIONAL ADV.**  
829 N.W. 19th Ave., zn 4  
S. Dave Habbitt, tv rad d.

## PENNSYLVANIA

### Philadelphia

**ATKIN-KYNEIT CO., INC.**  
1400 S. Penn Square, zn 2  
Allen Gray, tv rad d.; James A. Gross, Robert O. Johnson.



**ARNDT, PRESTON, CHAPIN, LAMB & KEEN, INC.**  
160 N. 15th St., zn 2  
Herman S. Thoenne, vp, creative d.; James C. Robertson, vp, art d.; Stanley Goldstein, tv rad d.; Thomas McGinn, prodn mgr.

**N. W. AYER & SON, INC.**  
210 W. Washington Sq., zn 6  
James M. Wallace, exec vp, chmn plans board; Charles T. Colner, vp, exec d art dept; John W. Hull Jr., lhm prodn.

**BALL ASSOC.**  
845 N. Broad St., zn 30  
Joseph H. Ball, p, o; Charles Melven, pt. d; Pat Sackett, art d; William Hall, Dana Sara, copy writers.

**BARKUS & KAPLAN ADV.**  
Western Savings Fund Bldg., zn 7  
Theodore Barkus, pt.

**BAROL & ISRAEL**  
1428 S. Penn Sq.  
Jack Israel, Bernard Barol, pts.

**BAUER & TRIPP ADV.**  
1528 Walnut St., zn 2  
Elmer F. Jaapan, vp tv-rad.

**COX & TANZ, INC.**  
333 S. 21st St., zn 3  
R. D. Carlo, prodn mgr; Ronald Rivers; James Kirkconnell, tv d, tv tal b, ae.

**DOREMUS-ESHEMAN CO.**  
1616 Walnut St., zn 3  
Benjamin F. Busch, md.

**H. ARTHUR ENGLEMAN**  
Washington House, zn 31  
H. Arthur Engleman, o-mgr; Mrs. Fay Sandler, md.

**ERWIN WASEY, RUTHRAUFF & RYAN**  
3 Penn Center Plaza, zn 2  
John C. Bythrow, creative d; Jesse A. Plumley, prodn mgr.

**RICHARD A. FOLEY ADV.**  
1528 Walnut St., zn 2  
Allee L. Mooney, tv-rad d.

**ALBERT FRANK-GUENTHER LAW, INC.**  
Philadelphia Natl Bank Bldg.  
Robert G. Fest, vp.

**GRAY & ROGERS**  
12 S. 12th St., zn 7  
Edmund H. Rogers, pt. sup; Walter M. Erickson, pgn & mgmt d; Edward Pappzian, md; Chester Cooper, prodn d.

**GRESH & KRAMER, INC.**  
1717 Sansom St., zn 3  
R. J. Kramer, creative d; P. Kent, md.

**LAVERSON BUREAU OF ADV.**  
1212 Chestnut St., zn 7  
H. A. Egbert, vp.

**AL PAUL LEFTON CO.**  
1617 Pennsylvania Blvd., zn 3  
Jack Creamer, tv rad dept hd; Roy LaPlante, Sheldon Roseman, tv rad prodn.

**H. LESSERAUX ADV.**  
1920 Chestnut St., zn 3  
Richard S. Lesseraux, tv d, ae.

**LEWIS & GILMAN, INC.**  
6 Penn Center Plaza, zn 3  
John R. Bleasdale, tv-rad d, mgr tv-rad prodn.

**MAY ADV. CO.**  
1518 Walnut St., zn 2  
Frank J. McGinnis, vp, tv rad, ae.  
**GEORGE MOLL ADV., INC.**  
Security-Pennsylvania Co. Bldg., zn 34  
Richard A. Moll, sec & ae.

**PETRIK & STEPHENSON, INC.**  
1405 Locust St., zn 2  
Margaret J. Farrell, prodn mgr.  
**ROBINSON, ADLEMAN & MONTGOMERY, INC.**  
2016 Walnut St., zn 3  
Michelle Dickerman, prodn mgr; Robert Meyers, art d; Ruth Chilton, tv d.

**SHAW & SCHREIBER, INC.**  
1420 Walnut St., zn 2  
R. D. Bauer.

**SAMUEL TAUBMAN**  
1922 Spruce St.  
**WARREN ADV., INC.**  
1516 Summer St., zn 2  
Jesse R. Fubini, George Miller III, ae.

**WEIGHTMAN, INC.**  
6 Penn Center Plaza, Suite 303, zn 3  
S. A. Tannenbaum, p, copy chief; David Nazionale, vp, art d, ae; Leonard Stevens, tv-rad d.

**WERMEN & SCHORR, INC.**  
1616 Walnut St., zn 3  
Jerry Samuelsohn, tv rad d; Lester J. Harmon.  
**YARDIS ADV. CO.**  
1922 Spruce St., zn 3  
Harold Smith, prodn mgr; John Rife, art d.

### Pittsburgh

**BACHMAN, KELLY & TRAUTMAN**  
600 Grant St., zn 19  
Stanton M. Lenchner, tv-rad d.

**CAVANAUGH-MORRIS ADV.**  
946 Greentree Rd., zn 20  
Lorraine Steffens, vp, tv rad d.

**W. CRAIG CHAMBERS, INC.**  
513 Second Ave., zn 19  
W. Craig Chambers, H. A. McCoy.

**DUHN ADVERTISING, INC.**  
Bigelow Bldg., zn 19  
Barry Farnol, tv-rad d.

**ERWIN WASEY, RUTHRAUFF & RYAN, INC.**  
527 Oliver Bldg., zn 22  
Yale Shafer, tv-rad d.

**FULLER & SMITH & ROSS**  
211 Oliver Ave., zn 22  
Tom Slater, vp, tv-rad d.

**GIBBONS ADV.**  
10 Wood St., zn 22  
Arthur D. Gibbons, o, p.  
**KETCHUM, MACLEOD & GROVE**  
1 Gateway Ctr., zn 22  
Warren C. Rosell, tv rad mgr; H. Truman Rice, William Morris, William Burchinal, tv rad aev.

**LANDO ADVERTISING AGCY.**  
197 Carlton House, zn 19  
Jane L. Callomon, creative d; Fred Hedding, tv rad prod; Joseph C. Gushy, vp consumer adv.

**VIC MATTLAND & ASSOC.**  
2 Gateway Center, zn 22  
William E. Burge, tv rad d; Jack R. Elliott, asst tv rad d.

**JAY REICH ADV. AGCY.**  
902 Frick Bldg., zn 19  
Alex deGurian, Mario Domiano, Armando Posto.

**RAY SAYRE ADV. AGCY.**  
Investment Bldg., zn 22  
Ray Sayre, o; Edward Kilgore, d; Betty Schultz, sec.

**SMITH & ARMBRUSTER, INC.**  
700 Dewberry Rd., Monroeville  
Mrs. Janet S. Tilton, prodn d, md.

**SMITH, TAYLOR & JENKINS**  
223 Fourth Ave., zn 22  
William D. Morrissey, tv rad d; John J. O'Neil, tv dept.

**THOMPSON & ASSOC., INC.**  
1231 Banksville Rd., zn 16  
Alvin L. Roth, tv-rad d.

**DORA C. WEISS ASSOC.**  
515 Farmers Bank Bldg., zn 22  
Miss Dora C. Weiss, p.

**JOHN R. C. WILLIAMS ADV.**  
Investment Bldg., zn 22  
W. Killmeyer, tv-rad d.

## RHODE ISLAND

### Providence

**BO BERNSTEIN CO.**  
24 Mason St., zn 1  
Bo Bernstein, p, ae; Frank Weston, Harry Bernstein, Frank W. Barad, vps, aev; Ellen L. Diamond, th.

**PECKHAM PRODUCTIONS INCORPORATED**



fifteen east forty-eighth st.  
new york 17, new york  
plaza 8-0490

**L. C. FITZGERALD, INC.**  
58 Weybosset St., zn 3  
Alan Andrews, tv produ-  
**GOLDSMITH-TREGAR CO.**  
49 Peck St., zn 3  
Grace Black, tv-rad d.  
**HORTON, CHURCH & GOLF, INC.**  
800 Turks Head Bldg., zn 1  
William C. Cook, tv rad d; James Dullis, creative d;  
T. Raymond Parker, art d.  
**KNIGHT & GILBERT, INC.**  
711 Industrial Bank Bldg., zn 3  
Norman Clegg, vp, tv rad d.  
**JOSEPH MAXFIELD CO.**  
87 Weybosset St., zn 3  
Joseph M. Flukie, tv rad d.  
**FRANK McCABE & ASSOC.**  
29 Weybosset St., zn 3  
Anthony W. Frank, art d.  
**GEORGE T. MITCHELL CO.**  
31 Canal St., zn 3  
Robert A. Meehan, tv d.  
**NOYES & CO.**  
1800 Industrial Bank Bldg., zn 3  
Henry C. Hart Jr., tv d; E. George Cloutier, Ronald  
Clayton, writers.  
**DARRELL PRUTZMAN ASSOC.**  
85 Westminster St., zn 3  
T. F. Goodchild, vp.  
**GORDON SCHONFARBER & ASSOC.**  
58 Weybosset St., zn 3  
Amanda C. Olsen, copy sec., mh.

## SOUTH CAROLINA

### Clinton

**JACOBS, BILLARD**  
Jacobs Building  
J. P. Jacobs, o.

## TENNESSEE

### Memphis

**KREMER, MERRILL, INC.**  
1930 Exchange Bldg., zn 3  
Ernest Lee, p; Homer Gentry, sec; Robert Cooper,  
exec vp, treas; Charles Montgomery, Edmunda Foy,  
James McDoanman, aces.  
**LAKE-SPIRO-SHURMAN, INC.**  
Radio Center Bldg., zn 3  
Jane Zussman, d creative work, ac; Leonard Cook, art  
d; Mrs. M. Ross, produ mgr.  
**SIMON & GWYNN**  
3329 Poplar Ave., zn 11  
C. E. Gordon, produ mgr, art d; W. E. Davidson, tv d  
ae.

### Nashville

**BUNTIN & ASSOC.**  
Penthouse, James Robertson Hotel, zn 3  
William Allison Buntin, vp creative d; Edwin J.  
Schuffman, asst creative d.  
**CULBERTSON, KING, SMITH, ADV., INC.**  
708 Sudekum Bldg., zn 3  
William R. Culbertson, o, ae.  
**NOBLE DURY & ASSOC.**  
Life & Casualty Tower, zn 3  
Clifford Johnson, art d; Harvey Conger, produ mgr.  
**SAVAGE, STANFORD, HAMILTON & KEHR**  
Third Nat Bank Bldg., zn 3  
Al Kehr, John M. Savage, R. C. Manning, aces.  
Betty Jo Hamilton, copy chf & produ.

## TEXAS

### Dallas

**ADVERTISING ASSOC.**  
5749 Swiss Ave., zn 14  
E. M. Kilflon, tv rad d.  
**DON L. BAXTER, INC.**  
Fifth Floor Corrigan Tower, zn 1  
William L. Coulter, vp, tv-rad d.  
**SAM BLOOM ADV.**  
512 S. Akard St., zn 2  
Hillman Taylor, tv-rad d.  
**CRANDALL CORP.**  
1710 Jackson St., zn 1  
Don H. Fowler, art d.  
**CROOK ADV., INC.**  
407-411 Adolphus Tower, zn 1  
Jack Sutton, art d.  
**GLENN ADV., INC.**  
620 Republic Bank Bldg., zn 1  
Mark Leonard, produ mgr.

**GRANT ADV., INC.**  
2003 Davis Bldg., zn 2  
L. K. Hughes, vp.  
**HEPWORTH ADV. CO.**  
3403 McKinney Ave., zn 4  
Winston Ball, produ mgr.  
**MCCARTY CO. OF TEXAS**  
1500 Jackson St., zn 1  
Mary Hukel, produ mgr.  
**PAMS ADV., INC.**  
3423 Knox St., zn 5  
Charles McIner, Shirley Rust, produ mgrs.

**RANDALL PERRY ADV.**  
702 Texas Bank Bldg., zn 2  
James W. E. Randall, pt, copy chf, tv rad d.  
**RATCLIFFE ADV.**  
1911 Mercantile Bank Bldg., zn 1  
M. K. Ratcliffe Jr., ae.  
**ROGERS & SMITH ADV. AGENTS**  
505 N. Ervas  
Sheldon Kaplan, tv rad d.  
**ROMINGER ADV.**  
708 Kirby Bldg., zn 1  
Forrest W. Moore, ae.  
**SANDERS ADV.**  
5534 Yale Blvd.  
Ben January, tv rad d.  
**TAYLOR-NORSWORTHY, INC.**  
Dallas Fed. Savings & Loan Bldg., zn 1  
Jim Pratt, tv rad d.  
**TRACY-LOCKE CO., INC.**  
2501 Cedar Springs Rd., zn 1  
Lawrence E. DuPont, vp, tv d; Paul Girard, asst tv  
d, th; Howard Fisher, tv d; Ernestine Parker, md;  
William J. James, exec vp, ae.

### Ft. Worth

**FULLER & SMITH & ROSS**  
909 Dan Waggoner Bldg.  
Stanley Schlenker, vp, mgr.  
**JACK T. HOLMES & ASSOC.**  
927 Eighth Ave., zn 4  
Peter J. McKone, a mgr.

### Houston

**AMS ADV.**  
3014 San Jacinto Blvd.



## THE GUY IN THE SNEAKERS AND TAILS...

He often does the unusual and with good reason—to make his product known and remembered. Perhaps that's why his name is as familiar as Alcoa (Ketchum, MacCleod & Grove), American Gas Association (Lennen & Newell), Texaco and AMF (Cunningham & Walsh), Air France, Sterling International and so many other of our clients.

**HAH PRODUCTIONS, INC.**

216 East 49th Street, New York 16, N. Y.  
PLaza 2-1940

A. M. Shackeroff Jr., o; John Watkins, vp.  
**AYLIN ADV.**  
 904 Lovett Blvd., zn 6  
 Miss Josephine Moore, tv-rad d.  
**BOONE & CUMMINGS**  
 3003 Louisiana St., zn 6  
 Woods A. Robinson, prodn mgr; Lauri Reese, tv-rad d.  
**DUDDLESTEN, WAYNE & ASSOC.**  
 4904 Travis St., zn 2  
 Frances E. Jenkins, copy chf, md, ae; Edward M. Norton, mh, prodn mgr, tv-rad d, tv tal b, ae; Steve Kash, art d.  
**GOODWIN, DANNENBAUM, LITTMAN & WINGFIELD, INC.**  
 P. O. Box 22212, zn 27  
 John Paul Goodwin, p; Anna Jane Wingfield, vp; Danny Kirk, tv-rad d.  
**GREGORY-GIEZENDANNER CO.**  
 3005 Louisiana, zn 6  
 Miss Maudeen Marks, vp; Miss Annette Kercheval, tv-rad d; Mrs. Lyne Chesnar, prodn mgr.

**GULF STATE ADV., INC.**  
 P. O. Box 6733, zn 5  
 Joe Mackenzie, prodn mgr; Paula Reece, tv-rad d, t & tal b.  
**RICHARD L. MINNS ADV., INC.**  
 2304 Waugh Drive, P. O. Box 6032, zn 6  
 D. F. Berry, Jo Ann Kopecky, Dorothy Sherwood, aes.  
**NAHAS-BLUMBERG CORP.**  
 605 McGowen St., zn 6  
 Fred J. Nahas, B. L. Blumberg, Nathan A. Zellkow, pbs; Mrs. Diana Muth, copy chf; Pat Braudrick.  
**ULLRICH & BROWN ADV.**  
 P. O. Box 13175, zn 19  
 Carl D. Bond, tv prodn.  
**ZIMMERMAN ADV.**  
 603 Avondale Ave., zn 6  
 W. B. Zimmerman, o.

R. S. Nichols, p; A. W. Simon, ae; Helen Gragg, writer.

**CAPPY RICKS & ASSOC.**  
 1117 Second Ave., zn 1  
 Phyllis O. Miller, tv-rad d.

**Tacoma**  
**HOWARD R. SMITH CO.**  
 1720 Tacoma Ave., zn 5  
 Larry Huseby, tv-rad.

## WEST VIRGINIA

**Huntington**  
**JOHN J. McCORMACK ADV., INC.**  
 213 Ninth St.  
 Mrs. Carol Brodtrick, tv-rad d.

**Wheeling**  
**GUTMAN ADVERTISING CO.**  
**Peoples Federal Bldg.**  
 D. Milton Gutman Sr., o; D. Milton Gutman Jr., Helen Gaynor, tv prodn.

## VIRGINIA

**Richmond**  
**CARGILL WILSON & ACRE, INC.**  
 201 E. Franklin St., zn 19  
 Lawrence Kaplan, tv rad d.

## WASHINGTON

**Seattle**  
**ADCO, INC.**  
 7 Valley St., zn 9  
 Wm. Shearer, ae; Barbata Miller, copy writer; Lyle Seufert, art d.  
**A M S**  
 1500 Westlake N., zn 9  
 Paul Dunstan, Gerald T. Thorsen, aes.  
**BAKER & STIMPSON ADV.**  
 Joseph Vance Bldg., zn 1  
 Rufus T. Carlson, creative d.  
**BOTSFORD, CONSTANTINE & GARDNER, INC.**  
 1400 Tower Bldg., zn 1  
 Thomas L. Blosl, vp, tv-rad d; Douglas Murray, vp, art d.  
**COLE & WEBER**  
 Republic Bldg., zn 1  
 Robert G. Hurd, tv-rad d; Laurence H. Field, tv rad prodn d.  
**RUNE GORANSON CO.**  
 314 First Ave., W., zn 99  
 Rune Goranson, o; Virginia F. Hays, copy md.  
**GRANT ADV., INC.**  
 203 Norton Bldg., zn 4  
 William M. Burke, vp, mgr, ae.  
**KRAFT, SMITH & EHRLIG, INC.**  
 1108 Tower Bldg., zn 1  
 Paul Smith, tv-rad d.  
**McCANN-ERICKSON, INC.**  
 Northern Life Tower, zn 1  
 F. G. Mullins, vp, mgr; K. F. Michaels, vp; Eric Jeschke, copy chf; Gerri Richardson, md; Don Usher, tv rad d; Clay Peters, prodn mgr.  
**MILLER, MACKAY, HOECK & HARTUNG, INC.**  
 510 Virginia St., zn 1  
 Gerald A. Hoeck, vp, ae, sec, tv-rad d; Marlowe Hartung, vp, treas, art d; Roger S. Bye, copy chf; Burrel Brumbaugh, prodn mgr.  
**PACIFIC NATIONAL ADV.**  
 2124 Fourth Ave., zn 1  
 Frederick D. Sprague, vp, creative d, ae; Grant Merrill, tv-rad d; Monte Solkover, prodn coordinator, ae.  
**ROBERT NICHOLS ADV. ASSOC.**  
 310 15th Ave. N.

## WISCONSIN

**Milwaukee**  
**BAKER, JOHNSON & DICKINSON**  
 740 N. Plankinton, zn 3  
 John R. Meagher, tv-rad d; Will Johnson, creative d.  
**BARNES ADV.**  
 312 E. Wisconsin Ave., zn 2  
 Norman E. Morey, art d.  
**CARNEY ADV., INC.**  
 238 W. Wisconsin Ave., zn 3  
 W. G. Carney; Jerry Slnanek; Alex Bruni; Muriel Anderson; Thomas Pignery.  
**JOHN F. COSTIGAN, INC.**  
 1324 W. Wisconsin Ave., zn 3  
 Dan Bolda, prodn mgr.  
**CRAMER-KRASSETT CO.**  
 733 N. Van Buren St., zn 2  
 Ken Hegard, vp & tv d; James F. Lewis, Gene Soldatos, aes.  
**BERT S. GUTINS ADV., INC.**  
 739 N. Broadway, zn 2  
 James D. Looper.  
**AL HERR ADV.**  
 225 E. Michigan St., zn 2  
 Pat Kocian, vp; Roy Rafenstein, tv-rad d; Sally Reuter, Ron Carson, tv-rad writer-prods.  
**KLAU, VAN PIETERSOM, DUNLAP**  
 714 N. Fourth St., zn 3  
 Fred J. Crowl, tv-rad d.  
**MAERCKLEIN ADV.**  
 4887 N. Green Bay Ave., zn 9  
 John P. Koch, prodn mgr.  
**MATHISSON & ASSOC.**  
 411 E. Mason St., zn 2  
 C. A. Mathisson, p; Walt E. Krueger, exec admin; Robert Geary, tv-rad d.  
**SID STONE ADV.**  
 212 W. Wisconsin Ave., zn 3  
 Edgar C. Goethel, art d.

## Abbreviations

Abbreviations commonly used in this directory: a—account; ae—account executive; bd—board; bdest—broadcast; b—buyer; c—commercial; chf—chief; chg—in charge; chmn—chairman; d—director; flm—film; g—general; m—media; mktg—marketing; mgr—manager; o—owner; optns—operations; p—president; pt—partner; pgm—program; prod—producer; prodn—production; pr—public relations; rad—radio; sp—space; sup—supervisor; tb—timebuyer; tal—talent; traff—traffic; vtr—video tape; vp—vice president; zn—zone.



**PLAYHOUSE PICTURES**  
 Hollywood  
 THE FINEST  
 IN ANIMATED  
 FILM.  
 1401 North La Brea Avenue  
 Hollywood 28, California  
 Telephone: HOLLYWOOD 5-2193

## is the T A P E in your commercials all red?

Shackled by red tape?  
 Meet UNIT TEN!

Here, out of your need, is a completely-staffed and completely-dependable organization assembled to provide you with every creative and technical service to produce quality tape commercials.

Call UNIT TEN for a bid. The red can be cut out of your tape when you choose the one organization set up to do just that.

1. Direction
2. Set decoration
3. Fashion coordination
4. Complete music services
5. Storyboards and graphics
6. Art direction
7. Home economics
8. Make-up and Hairstyling
9. Script writing
10. Technical and Production services

**UNIT TEN**

video tape productions  
 Suite 1518  
 Crossroads of the World  
 Hollywood 28, California HO 6-3688

in the east... it's  
**MOVIELAB**

for

**color\***



and

**black**

**&**  
**white**

**MOVIELAB**

**MOVIELAB FILM LABORATORIES**  
MOVIELAB BUILDING, 619 W. 54th ST.  
NEW YORK 19, N.Y. JUDSON 6-0360

\* developing color negatives • additive color printing • reduction printing including A & B • color slide film processing • blowups • internegatives • Kodachrome scene-to-scene color balanced printing • Ektachrome developing and printing • registration printing • plus complete black and white facilities including cutting rooms, storage rooms and the finest screening facilities in the east.

# **SKELTON STUDIOS - HOLLYWOOD**

The most modern in Hollywood on completion of its \$2,500,000 reconstruction program . . . three sound stages including an audience stage to house 300 people in addition to orchestra and production crews . . . full air conditioning and counter-weighted lighting grid system . . . concrete slab flooring covered by special composition material . . . in excess of 20,000 square feet of office space . . . other facilities include makeup and hairdressing rooms . . . cafeteria . . . mill . . . scene and lamp docks . . . paint shop . . . editing rooms . . . vaults . . . both tape and film projection

# **SKELTON RED-EO-TAPE - ANYWHERE**

The world's most modern and complete large-scale television studio on wheels constructed at a cost of \$1,000,000 . . . operated by 16 of the nation's most experienced video engineers . . . employs color and black and white tape and film . . . three RCA color cameras and up to six black and white cameras . . . capability of effecting well over 100 electronic special effects . . . five RCA color monitors with provisions for 10 black and white monitors . . . two Ampex Videotape recorders with complete double system editing and splicing facilities



*Our thanks to these distinguished organizations who continue to demonstrate their confidence in the personnel and facilities of Skelton Studios and the RED-EO-TAPE Mobile Television System:*

N. W. AYER & SON, Inc. / BEECH-NUT LIFESAVERS, Inc. / BELL TELEPHONE SYSTEM  
BUDDY BREGMAN'S HERITAGE PRODUCTIONS, Inc. / BUENA VISTA RECORDS  
CAMPBELL-EWALD COMPANY / CANADIAN BROADCASTING COMPANY  
CHEVROLET Division of GENERAL MOTORS CORPORATION / W. B. DONER & COMPANY  
FOOTE, CONE & BELDING / GARDNER ADVERTISING COMPANY / GREY ADVERTISING, Inc.  
HENRY JAFFE ENTERPRISES, Inc. / S. C. JOHNSON & SON, Inc.  
MILES PRODUCTS Division of MILES LABORATORIES / PET MILK COMPANY  
RCA VICTOR RECORDS / T & D ENTERPRISES / U. S. TIME CORPORATION  
WADE ADVERTISING, Inc. / WARWICK & LEGLER, Inc. / YOUNG & RUBICAM, Inc.

*Also employing the facilities of Skelton Studios: THE RED SKELTON SHOW (in association with CBS)*



RED SKELTON, *President*

EDWARD M. HILLIE, *General Manager*

**1416 NORTH LA BREA AVENUE • HOLLYWOOD 28, CALIFORNIA • Hollywood 9-2731**

## Directory of supply and service companies

(The following list includes all supply and service companies in the major production centers which operate in the television commercials field. They are grouped by categories. Titles are listed as indicated by the companies on questionnaires supplied by TELEVISION AGE. Firms are listed under each group in alphabetical order.)

<b>Costuming</b> . . . . .	<b>page 89</b>
<b>Editing Services</b> . . . . .	<b>89</b>
<b>Equipment and Supplies</b> . . . . .	<b>91</b>
<b>Film Labs</b> . . . . .	<b>94</b>
<b>Film Raw and Print Stock</b> . . . . .	<b>97</b>
<b>Film Repairs and Restoration</b> . . . . .	<b>97</b>
<b>Film Storage and Distribution</b> . . . . .	<b>97</b>
<b>Guilds and Unions</b> . . . . .	<b>97</b>
<b>Insurance</b> . . . . .	<b>97</b>
<b>Make-up</b> . . . . .	<b>97</b>
<b>Music Libraries and Sound Effects</b> . . . . .	<b>97</b>
<b>Optical Effects</b> . . . . .	<b>98</b>
<b>Original Music Producers</b> . . . . .	<b>98</b>
<b>Prop Rental</b> . . . . .	<b>100</b>
<b>Screening Rooms</b> . . . . .	<b>100</b>
<b>Set Construction and Scenic Supplies</b> . . . . .	<b>100</b>
<b>Shipping</b> . . . . .	<b>100</b>
<b>Sound Recording</b> . . . . .	<b>100</b>
<b>Stage Rental</b> . . . . .	<b>101</b>
<b>Stock-Shot Libraries</b> . . . . .	<b>101</b>
<b>Talent</b> . . . . .	<b>102</b>
<b>Titles and Art</b> . . . . .	<b>103</b>
<b>Video-Tape Services</b> . . . . .	<b>106</b>

### COSTUMING:

**GLORIA ANDERSON (STYLIST)**  
1435 N. Fairfax Ave., W. Hollywood 16,  
OL 6-3267  
Gloria Anderson.  
**MAX BERMAN & SONS, INC.**  
8330 Santa Monica Blvd., Hollywood 16,  
OL 4-1007  
**BROOKS COSTUME CO.**  
3 W. 61st St., N. Y. 23, PL 7-5800  
Harold D. Blumberg.  
**DAZIAN'S, INC.**  
112 W. 11th St., N. Y. 36, JU 2-1800  
Philip Flocra.  
**Branch Office:**  
318 S. Robertson Blvd., Los Angeles 18  
Sam Gutfreman, mgr.  
**MANHATTAN COSTUME CO., INC.**  
519 W. 52nd St., N. Y. 19  
Joseph Crosby.  
**MEYERS COSTUME**  
1729 N. Highland, Hollywood, HO 2-9605,  
5-6589  
Michael D. Meyers.  
**LOU SAMUELSON CO.**  
1037 S. Los Angeles St., Los Angeles 15, RI  
9-8213.  
**VARIETY COSTUME, INC.**  
353 W. 18th St., N. Y. 19, CO 5-8196-7-8  
Sol Binder, p.  
**WESTERN COSTUME CO.**  
5335 Melrose Ave., Hollywood 38, HO 9-1151  
Albert P. Nickel, vp.

### EDITING SERVICES:

**ALLEGRO FILM PRODUCTIONS**  
723 Seventh Ave., N. Y. 19, JU 6-3057  
Jerry Furman, g. mgr.  
**BEHREND CINE CORP.—BEHREND RENTAL  
CORP.**  
161 E. Grand Ave., Chicago 11, MI 2-2281  
Jack Behrend, p.



# Bigger and Better to Serve You...

Call or write...

We've moved to brand new quarters at 45 West 45th Street. Four cutting rooms. 16mm and 35mm interlock.

J F

Narration sound studio with top quality acoustics. Ampex and Magnasync recording and transfer.

J F

New York's fastest growing film producer's service. Skilled editors. Exclusive sound effects library.

J F

J F clients include dozens of leading industrial and television producers and in-plant photographers. Ask to see sample of our work.



# JF

FILM EDITING  
AND SOUND  
COMPANY, INC.

45 West 45th Street  
New York, N. Y.  
Circle 6-4030

**EAST COAST PRODUCTION, EDITORIAL & TECHNICAL SERV., INC.**

45 W. 45th St., N. Y. 36, CI 6-2145-6

Joe Josephson, p.

**FILM EDITING CO.**

6 E. 46th St., N. Y. 17, ON 7-4439

Anthony Ciccolini, p.

**J. F. FILM SERVICE**

45 W. 45th St., N. Y. 36, CI 6-4030

Josef Filipowicz, p.

**KENCO FILMS, INC.**

621 W. 54th St., N. Y. 19, PL 7-8466

Ken Cofod, p.

**KOSTER FILM FACILITIES, INC.**

1017 New Jersey Ave., S. E., Washington 3, LI 4-4410

William Koster, p.

**NEW YORK STUDIOS, INC.**

354 W. 45th St., N. Y. 36, PL 7-2271

J. Lenelna.

**FIMA NOVECK PRODUCTIONS**

619 W. 54th St., N. Y. 19, PL 7-3138

Fima Noveck.

**DAVID POLLACK**

630 Ninth Ave., N. Y. 36, CI 5-2130

David Pollack.

**PREFERRED FILM SERVICE, INC.**

2 W. 45th St., N. Y. 36, MU 2-0331

Philip Larschan, p.

**PROJECTED FILM EDITING SERVICE, INC.**

1600 Broadway, N. Y. 19, LT 1-1030

Diek Cohen; Bert Feldman.

**ROSS-GAFFNEY, INC.**

45 W. 45th St., N. Y. 36, JU 2-3744

James Gaffney, vp.

**DANNY ROUZER STUDIO**

7022 Melrose Ave., Hollywood 38, WE 6-2191

Danny Rouzer, o.

**STAHL EDITING & TITLING SERVICE**

33 W. 42nd St., N. Y. 36, PE 6-9517

W. E. Stahl Wrinn.

**TECHNICAL PRODUCTION SERVICES**

255 W. 55th St., N. Y. 19, JU 6-7296

Dan Nemeth.

**TELE-CRAFT FILM EDITING SERVICE, INC.**

630 Ninth Ave., N. Y. 36, CI 5-1909

Max Sellgman.

**UNIVERSAL RECORDERS**

6757 Hollywood Blvd., Hollywood, HO 9-8282

Arnold Daly, sls mgr.

**FREDERICK F. WATSON, INC.**

202 E. 44th St., N. Y. 17, MU 2-2780

Allan A. Armour, asst. to vp.

**EQUIPMENT & SUPPLIES:**

**ANIMATION PHOTOGRAPHY SERVICE**

1550 Crossroads of the World, Hollywood,

HO 4-4321

Mike Sweeten.

**ANIMATION STAND, INC.**

2 W. 46th St., N. Y. 36, JU 6-2228

Ed Wyckoff.

**BACH AURICON, INC. (CAMERA & TAPE)**

938 N. Mansfield, Hollywood 38

Walter Bach, p.

**E. J. BARNES & CO. INC. (PROJECTION)**

480 Lexington Ave., N. Y., YU 6-8100

E. J. Barnes

**BEHREND CINE CORP. — BEHREND CINE**

RENTAL CORP.

161 E. Grand Ave., Chicago 11, MI 2-2281

Jack Behrend, p.

**BIRNS & SAWYER CINE EQUIPMENT CO.**

6424 Santa Monica Blvd., Los Angeles 38,

HO 4-5166

Jack Birns, p.

**S. W. CALDWELL, LTD.**

447 Jarvis St., Toronto, Ont., WA 2-2103

G. F. Keeble, exec vp.

**CAMERA EQUIPMENT CO., INC. (RENTAL &**

**SALES)**

315 W. 43rd St., N. Y. 36, JU 6-1120

Eugene H. Levy, g mgr.

**Specialist  
in Animation Editing  
Expert Track Analysis  
Tele-Craft**

Film Editing Service Inc.  
630 Ninth Ave., N. Y. 36, N. Y. Circle 5-4909

**NAIL DOWN YOUR PROFITS!**

**Cameras:** 16mm & 35mm—Sound  
(Single or Double System)—Silent  
—Hi-Speed

**Lighting:** Arcs—Incandescents  
—Spots—Floods—Dimmers—  
Reflectors—All Lighting Accessories

**Generators:** Portable—Truck  
Mounted

**Sound Equipment:** Magnetic—  
Optical—Mikes—Booms

**Grip Equipment:** Parallels—  
Goboes—Other Grip accessories

**Cranes, Dollies:** Crab—Western—  
Portable Panoram

**Lenses:** Wide angle—Zoom—Tele-  
photo—Anamorphic

**Editing Equipment:** Moviolas  
—Viewers—Splicers—Rewinders

**Projection Equipment:** 16mm &  
35mm—Sound & Silent—Slide—  
Continuous

**Television:** Closed Circuit TV

**Camera Cars:**

\*CECO—Trademark of Camera  
Equipment CO.

**RENT  
FROM  
CECO\***

**CAMERAS • LIGHTS  
ACCESSORIES**

Why be equipment-rich, but profits poor? If *your* main concern is making money, investigate full-service leasing from CECO. Some of America's largest corporations have such arrangements with us. Renting your cameras, lights, sound recorders and

accessories puts the problem of maintenance where it belongs—in the hands of factory-trained experts. Your accountant will explain the savings of renting versus buying. Want to talk about it? Call Judson 6-1420. Today!

  
**aps**  
animation  
photography  
service

*Three animation cameras  
with experienced operators  
always at your service.*

**1550 CROSSROADS  
OF THE WORLD  
Hollywood 28, California**

  
**CAMERA  
EQUIPMENT CO., INC.**

315 W. 43rd St., N. Y. 36, N. Y.  
Judson 6-1420

**In Hialeah, Florida:**

Camera Equipment Co., Inc. of Florida  
1335 East 10th Ave • TUxedo 8-4604

Camera Equipment Co., Inc.  
Dept. C-14, 315 W. 43rd St., N. Y. 36, N. Y.  
Gentlemen: Please rush me your FREE complete  
catalogue of Rental Equipment.

Name.....  
Firm.....  
Street.....  
City.....Zone.....State.....

## F & B PARADE OF PRODUCTS

### ACMADE MARK II EDITING TABLE



**Makes  
Editing  
Easy!**

Prices are  
in line—  
complete  
2 channel  
unit

**\$2975**

f.o.b. New York

Operation of this simple, efficient editing machine can be mastered in minutes. Continuous movement provides absolute safety for your film. Instant controls and de-clutching allows up to 50% increase speed and efficiency in editing. Any combination of 2 or 3, 16mm or 35mm channels, plus magnetic and optical sound available.

WRITE FOR DETAILED BROCHURE



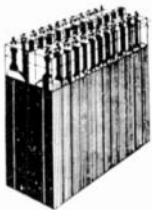
### DIRECTORS' VIEWFINDERS

New, imported director's viewfinder with large, clear optics in 4 new models at very reasonable prices.

Model I—for 35mm, range 25mm-135mm	\$49.50
Model 1A—for 16mm, range 11.5mm-75mm	49.50
Model 1B—for 16 mm, range 8mm-75mm	69.50
Model 111—for 35mm Wide-Screen & TV Camera range 3-4 to 2.55-1, with sliding, adjustable marks	89.50

**FREE** —Neckchain and Leather Case with Order

### F & B NICKEL CADMIUM BATTERIES



The perfect companion for your Arriflex, mounted in rugged aluminum case, with shoulder strap. Indestructible, high capacity Nickel Cadmium cells provide perfect power, absolutely guaranteed for 1 year.

7v. Battery (6 cells)	\$85.00
10v. Battery (8 cells)	100.00
15v. Battery (12 cells)	135.00
Voltmeter attach. (opt)	20.00
Ammeter attach. (opt)	10.00
Miniaturized Charger	29.50
NEW—15v-7½v Battery—can be switched for 7½v or 15v for both 16mm and 35mm Arris	\$155.00
With Built-In Charger	184.50

Serving the World's  
Finest Film Makers

**FLORMAN & BABB, INC.**

68 West 45th Street  
New York 36, N.Y.  
MUrrayhill 2-2928

THE CAMERA MART, INC.  
1815 Broadway, N.Y. 23, PL 7-6977  
Samuel H. Karp, mgr.

CHAPMAN STUDIO EQUIPMENT CO.  
12950 Raymer St., N. Hollywood, TR 7-5701  
Leonard Chapman, central mgr.

CINE 60 MOTION PICTURE EQUIPMENT  
630 Ninth Ave., N.Y. 36, JU 6-8782  
Paul Waldman

JOHN P. FIBBERI CO., INC.  
2007 S. Vermont Ave., Los Angeles 7,  
RI 4-1195  
Spero E. Karpis, mgr.

FLORMAN & BABB, INC. (RENTAL & SALES)  
68 W. 45th St., N.Y. 36, MU 2-2928  
Arthur Florman, p.

GORDON ENTERPRISES (LIGHTING)  
5362 N. Cahuenga Blvd., N. Hollywood,  
TR 7-2135  
Roy Low

GRIP-REEL RENTALS  
110 N. Victory Blvd., Burbank, Calif.,  
VI 9-1611  
Alex K. Hume, p.

HARWALD CO., INC. (CAMERA)  
1215 Chicago Ave., Evanston, Ill., DA 8-7075  
Sam Caldwell, east & central mgr.; Ray Short, west mgr.

HOLLYWOOD CAMERA EXCHANGE  
1600 N. Cahuenga Blvd., Hollywood 28,  
HO 9-3651  
Cliffen Thomas, p.

HOLLYWOOD FILM CO. (EDITING)  
956 Seward St., Hollywood 38, HO 2-3281  
Warren Strang, sls mgr.

Branch Office:  
521 W. 43rd St., N.Y. 36, LO 3-1516  
Sheldon Kaplan, mgr.

HOLLYWOOD SCENE DOCK (GRIP)  
6474 Santa Monica Blvd., Hollywood, HO 7-0034  
K. D. Clardy, p.

HYTEN CO. (SOUND)  
1908 W. Oak St., Burbank, Calif., VI 9-6237  
Gordon Edwards

KLEGG, BROS. LIGHTING  
321 W. 50th St., N.Y. 19, CO 5-0130  
H. Moore, dist. mgr.

FLOYD'S CAMERA EXCHANGE  
1612 N. Cahuenga Blvd., Hollywood 28,  
HO 7-7956  
Floyd A. Berman, o.

LOS ANGELES STAGE LIGHTING CO., LTD.  
1151 Venice Blvd., Los Angeles 6, DL 4-1211  
C. Chas Stevens, p.

### SAVE MAN HOURS!

with the new lightweight  
honeycomb sun reflectors

#### HOLLYWOOD SCENE DOCK

6474 Santa Monica Blvd., Hollywood 38, Calif.  
HO 7-0034 K. D. Clardy  
general grip equipment, century stands, etc.

### CAMART DUAL SOUND EDITOR

#### Model SB-111

Complete with optical sound reproduction head (or choice of magnetic soundhead) base plate, amplifier-speaker. For single or double system sound. An unbeatable combination with Zeiss Moviscop 16mm precision viewer, sharp brilliant 2¼ x 3¼ picture.



### The Camera Mart, Inc.

1845 Broadway New York 23, N.Y.  
Plaza 7-6977

## AUDIO

CUSTOM CONSOLES  
FROM STANDARD MODULES  
AUDIO AMPLIFIERS—INSTRUMENTS

CONSULTING ENGINEERS

## HYTEN CO.

1008 Oak, Burbank, Calif.  
VI 9-6237 Gordon Edwards

## NOW AVAILABLE 6½" & 8" VIDEO TAPE REELS OF high impact PLASTIC

EACH PACKED IN FLIP TYPE CARTON \*48 TO A MASTER CARTON AND EACH REEL MADE IN ACCORDANCE WITH NAB AND PROPOSED SMPTE STANDARDS  
**SAVE MONEY ON REEL & SHIPPING COSTS**

PRICES	UNIT COST	
	VTP-65 (6½")	VTP-8 (8")
1—47	2.75	3.00
48—95	2.30	2.55
96—240	2.10	2.35
241—480	1.95	2.20
481—720	1.80	2.05
721—960	1.75	2.00

LARGER QUANTITY PRICE BREAKS  
ON REQUEST

IMMEDIATE DELIVERY FROM STOCK



### HOLLYWOOD FILM COMPANY

designers and manufacturers of film & video tape editing equipment

956 N. SEWARD ST.

HOLLYWOOD, CALIFORNIA HO 2-3281

524 W. 43RD ST.

NEW YORK CITY NEW YORK LO 3-1516

Zeiss Moviscop Viewer \$89.50  
Camart Dual Reader \$195.00  
Comb. Viewer Reader \$269.50

# How to save 1/4th the cost of modernizing your kitchen



**Will you be ready to modernize when your home needs it?** Buying U.S. Savings Bonds will help. This way you save money that will pay \$4 worth of remodeling for every \$3 you put aside.

Unlike your kitchen, United States Savings Bonds get better with age. Hold them until they mature, and you get back \$4 for every \$3 you put in. This means if you start buying Savings Bonds now, the money *plus* interest will be ready to modernize when you are. A modest plan will do it for you. Just 63¢ a day, for example, adds up in 40 months to \$750 saved—and Savings Bonds worth \$1000 at maturity. That's like getting a 25% discount on your new kitchen, or whatever room you decide to modernize.



**Guaranteed in writing.** The Government guarantees that you get 3¾% interest to maturity. A table on the back shows you exactly how your Savings Bond grows.

*Why U.S. Bonds are good  
to buy and hold*

You can save automatically on the Payroll Savings Plan, or buy Bonds at any Bank • You now earn 3¾% to maturity, ½% more than ever before • You invest without risk under a U.S. Government guarantee • Your Bonds are replaced free if lost or stolen • You can get your money with interest anytime you want it • You save more than money—you buy shares in a stronger America.



**You save more than money with U.S. Savings Bonds.** You help build a secure future in a peaceful world for yourself and your loved ones.

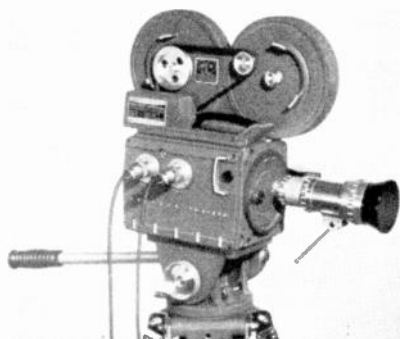


**You save more than money  
with U.S. Savings Bonds**

*This advertising is donated by The Advertising Council and this magazine.*



# The NEW AURICON All-Transistorized FILM MAGNETIC PRO-600 SPECIAL



## 16mm Sound-On-Film Camera

**Records either Optical or  
Magnetic Sound-Track  
with Picture**

- Newly developed Auricon Self Blimped Super-Silent Synchronous Soundrive, designed to meet the most exacting sound recording requirements.
- Weighs only 24 lbs. which is 30% less than the popular Pro-600, for easy portability, yet retains all the superb sound-recording features of heavier Auricon studio camera.
- Models available for both Magnetic and Optical single system recording. Can also be used for double system recording.
- New "All Weather" Amplifier, Model MA-11, performs perfectly under any climatic conditions—0° to 140° F.—at the freezing South Pole or broiling Sahara Desert, without affecting its temperature compensated 14 transistor circuitry or frequency response of 50 to 12,000 cycles. Wt. only 5 lbs.
- Permanent internal rechargeable battery for complete portability, or A.C. operated when plugged into a 110 v. outlet.
- Film capacity is 400 feet, will also accommodate 100-ft. and 200-ft. daylight loading spools of 16mm film.
- All Auricon Equipment is SOLD WITH A 30-DAY MONEY-BACK GUARANTEE and a 1-year Service Warranty. You must be satisfied!

Write for brochure

VISIT S.O.S. BOOTH 32 at  
89th SMPTE CONVENTION  
Toronto, Canada—May 12 to 17

## S.O.S. CINEMA SUPPLY CORP.

Dept. N, 602 W. 52nd St., N.Y. 19—PLaza 7-0440  
Western Branch: 6331 Hollywood Blvd., Holly'd., Cal.

### J. G. McALISTER, INC. (LIGHTING & CAMERA)

P. O. Box 38368, 1117 N. McCadden Pl.,  
Hollywood 38, HO 3-3253

K. D. Clardy, sls mgr.

#### Rental Office:

5420 Sierra Vista, Hollywood 38, HO 9-5317  
Walter Clinger, sls mgr.

### METROPOLITAN ELECTRIC MFG. CO. (LIGHTING)

22-50 Steinway St., L. I. City 5, N. Y.  
AS 8-3200

Charles Shevlin, div sls mgr.

### MITCHELL-VINTEN, INC. (CRANES & TRIPODS)

521 Fifth Ave., N. Y. 17, OX 7-0227  
Charles Austin.

#### Branch Office:

611 W. Harvard St., Glendale 1, Calif.  
CH 5-1085

Alastair MacMath.

### MOVIOIA MFG. CO. (EDITING & DOLBES)

1451 Gordon St., Hollywood, HO 7-3178  
George Kendall, sls mgr.

### NATIONAL CINE EQUIPMENT, INC.

209 W. 18th St., N. Y. 36, CI 6-0318-9  
John Clemens.

### PLASTIC REEL & CORE CO., INC.

520 Fifth Ave., N. Y. 36, YU 6-8197  
Walter Elterman, vp sls.

### PRECISION CINE EQUIPMENT CORP. LABORATORIES DIV. (EDITING)

1037 Utica Ave., Brooklyn 3, N. Y., DI 6-7157  
Irvin R. Sheldon, p.

### PREVIEW THEATRE, INC.

1600 Broadway, N. Y. 19, CI 6-0865  
William B. Gullette; Mort Hartung.

### RELIANCE SERVICE CO. (REPAIR)

236 W. 55th St., N. Y. 19, JU 6-2347  
C. Nowinski.

### CHARLES ROSS, INC.

333 W. 52nd St., N. Y. 19, CI 6-5470  
William Leonard; Esther Turner.

### STANCIL-HOFFMAN CORP. (SOUND)

815 N. Highland Ave., Hollywood 38,  
HO 4-7161

William V. Stancil, p.

### S. O. S. CINEMA SUPPLY CORP. (RENTAL & SALES)

602 W. 52nd St., N. Y. 19, PL 7-0410  
Ollie Cain, sls prom mgr.

#### Branch Office:

6331 Hollywood Blvd., Hollywood 28,  
HO 7-2124

### TELEPROMPTER CORP. (PROMPTING)

311 W. 43rd St., N. Y. 36, JU 2-3800  
E. J. Spilo, d. prodn serv.

### TELEVISION ZOOMAR CO. (LENSES)

500 Fifth Ave., N. Y. 36, BR 9-5835  
Jack Pegler; Bill Pegler.

### VISUAL ELECTRONICS CORP.

356 W. 40th St., N. Y. 18, PE 6-5810  
James B. Tharpe, p.

### FREDERICK F. WATSON, INC.

202 E. 41th St., N. Y. 17, MU 2-2780  
Allan A. Armour, asst to vp.

### WESTREN CORP. (SOUND)

6601 Romaine St., Hollywood 38, HO 7-1171  
T. L. Jacobsen, sup.

### THE WHOLESALE SUPPLY CO. (CHEMICAL)

6500 Santa Monica Blvd., P. O. Box 38337,  
Vine St. Sta., HO 7-1194

A. B. Cully, sls mgr.

### FILM LABS:

ACME FILM LABORATORIES, INC.  
1161 N. Highland Ave., Los Angeles, HO 4-7171

Mel Sawelson.

### ARTA LABORATORY, INC.

723 Seventh Ave., N. Y. 19, JU 6-7196  
William Kapelmaster.

### ASSOCIATED SCREEN INDUSTRIES, LTD.

2000 Northcliffe Ave., Montreal, Que.,  
HU 4-1186

James Weatherby, sls mgr.

### COMPLETE LINE OF LIGHTING EQUIPMENT

including BARDWELL-McALISTER lights. Switch-  
boards, dimmers, location generators & crab  
camera dollies.

### J. G. McALISTER, INC.

1117 No. McCadden Pl., Hollywood 38, Calif.  
HO 3-3253 K. D. Clardy

## PREVIEW'S PRODUCERS SERVICES . . .

### ★ THREE DELUXE THEATRES—

seating to 70, offering an extensive  
variety of projection facilities in-  
cluding 16mm, 35mm—magnetic or  
optical — all interlock combina-  
tions. Cinemascope, stereophonic or  
optical.

### ★ EDITING SERVICES—

fully equipped modernized air  
conditioned cutting rooms, some  
with private offices.

### ★ RENTAL—

off premises rental of editing  
equipment.

### ★ REPAIR

of all editorial equipment.

### ★ FILM STORAGE VAULTS

Conveniently located in midtown  
Manhattan. All facilities available  
24 hours a day.

William B. Gullette, Pres.

## PREVIEW THEATRES, Inc.

1600 BROADWAY, N. Y. C.  
CIRCLE 6-0865

Since 1921...



*Charles Ross* INC.

has  
been  
a  
leader  
in...



large stock of  
arc and incandescent  
fixtures available

**LIGHTING EQUIPMENT**  
**GRIPS**  
**PROPS**  
**GENERATOR TRUCKS**

1400, 1000, 700  
300 and 200 ampere  
trucks available

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

**SALES - RENTALS - SERVICE**

333 West 52nd Street, New York City, Circle 6-5470

Send for a schedule of rental rates.



*Announcing*

**THE NEW  
PLIOMAGIC<sup>®</sup>  
FILM-SAVER**

***The reel  
with the  
"TENDER-TOUCH"***

**PLASTIC REEL & CORE CO., INC.**

**IT'S BETTER BECAUSE...**

- Up to 250% weight reduction for tremendous savings on your shipping costs.
- Will not crimp if dropped. Guaranteed unbreakable.
- Absence of sharp edges dramatically increases the life of the film. Eliminates peel-off of the emulsion which in turn prevents build-up in the projector—the primary cause of film scratching.
- Metal insert at shaft hole for complete durability.

**Available sizes:**

16mm 800 ft. reel  
16mm 1200 ft. reel  
16mm 1600 ft. reel  
16mm 2000 ft. reel

**Used by Producers, Networks, Film Services and Labs**

**520 FIFTH AVE., NEW YORK 36, N.Y.**

**YUkon 6-8197**

**FACTORY AND WAREHOUSE: EAST RUTHERFORD, N. J.**

*Contact Walter Elterman*

Patent Pending



# W. J. GERMAN, INC.

agent for the sale and distribution of

## EASTMAN FILMS

that you should  
specify for the  
best of television  
quality from  
photography thru  
release printing.

FORT LEE, N. J.  
Jane Street  
LOngacre 5-5978

CHICAGO, ILL.  
6040 N. Pulaski Rd.  
IRving 8-4064

HOLLYWOOD, CALIF.  
6677 Santa Monica Blvd.  
HOllywood 4-6131



Send for Brochure TA-10

### COLOR SPECIALISTS TO INDUSTRY AND TRADE

- SLIDES
- FILMSTRIP PRODUCTION
- QUANTITY DUPLICATIONS
- COLOR PRINTS
- DIAZO PRINTS and TRANSPARENCIES

20 years of color experience  
enables us to offer

**UNEXCELLED QUALITY—SPEED**

**Cineque Colorfilm Laboratories, Inc.**

424 East 89th St., New York 28, N. Y.

Call SAcramento 2-5837-8-9

**CANADIAN FILM INDUSTRIES CO., LTD.**  
310 Lake Shore Rd., Toronto 14, Ont.,  
CL 5-2351  
Arthur Gottlieb, p.  
**CINEQUE COLORFILM LABS (SLIDES & FILM STRIPS)**  
424 E. 89th St., N. Y. 28, SA 2-5831  
Sam Marcus.  
**CRE-ART PHOTO LABS, INC.**  
1438 N. Gower, Hollywood 28, HO 2-5815  
Ed Saylan; Les Vaughn, foreman.  
**CONSOLIDATED FILM INDUSTRIES**  
959 Seward St., Hollywood 38, HO 9-1441,  
2-0881  
Sidney P. Solow, vp & g mgr; Jack M. Goetz, sls.  
**CONSOLIDATED FILM INDUSTRIES DIV. OF REPUBLIC CORP.**  
521 W. 57th St., N. Y. 19, CI 6-0210  
Burton Stone, g mgr.  
**CRITERION FILM LABS, INC.**  
33 W. 60th St., N. Y. 23, CO 5-2180  
Irving Scheeter, sls mgr.  
**DELUKE LABORATORIES, INC.**  
850 10th Ave., N. Y. 19, CI 7-3220  
Irwin B. Freedman, asst to p.  
**DE ART FILM LABORATORIES, INC.—TRIARTCOLOR CORP.**  
245 W. 55th St., N. Y. 36, PL 7-1580  
Doe Feldman, vp sls.  
**FILM EFFECTS OF HOLLYWOOD, INC.**  
1153 N. Highland Ave., Los Angeles 38,  
HO 9-5808  
Linwood Dunn, p; Don Weed, g mgr.  
**FILM LABORATORIES OF CANADA, LTD.**  
310 Lakeshore Rd., Toronto 14, Ont., CL 5-2351  
Arthur Gottlieb, p.  
**FILM SERVICES, INC.**  
113-19 W. Hubbard St., Chicago 10, SU 7-0735  
L. Hanchek, p.  
**GENERAL FILM LABORATORIES**  
1546 N. Argyle Ave., Hollywood 28, HO 2-6171  
Neal Keelin, vp chg sls.  
**HOLLYWOOD FILM ENTERPRISES, INC.**  
6060 Sunset Blvd., Hollywood 28  
T. H. Emmett, sec.  
**HOUSTON COLOR FILM LABORATORIES, INC.**  
230 W. Olive Ave., Burbank, Calif., TH 2-8188,  
VI 9-4627  
K. B. Elliott, vp & g mgr.  
**KOSTER FILM FACILITIES, INC.**  
1017 New Jersey Ave. S. E., Washington 3,  
LI 4-1110  
William Koster, p.  
**LAB-TV**  
723 Seventh Ave., N. Y. 19, JU 6-2293  
Ken Williams, lab mgr.  
**MODERNAGE PHOTOGRAPHIC SERVICE, INC.**  
319 E. 44th St., N. Y. 17, LE 2-1051  
Len Spiegel, sls mgr.  
**MOVIELAB FILM LABS, INC.**  
619 W. 54th St., N. Y. 19, JU 6-0360  
Ben Bloom, vp sls.  
**NATIONAL CINE LABORATORIES**  
2006 Powhatan Rd., Hyattsville, Md., HA 2-1333  
Bob Miller.  
**NORTHERN MOTION PICTURE LABORATORIES, LTD.**  
10 Dell Park Ave., Toronto 19, Ont., RU 1-6603  
S. Clemson, sls mgr.  
**PHOTO LAB, INC.**  
3825 Georgia Ave. N. W., Washington,  
RA 6-2814  
Walter W. Hicks, p.  
**RUSSELL-BARTON FILM CO.**  
4853 Waller St., Jacksonville 5, Fla., EV 9-0331  
Donald E. Barton.  
**SWIFT MOTION PICTURE LABORATORIES, INC.**  
1183 University Ave., N. Y. 52, CY 3-2400  
W. G. Snowden, p.  
**TRANS-WORLD FILM LABORATORIES, LTD.**  
4824 Cote des Neiges Rd., Montreal 26, Que.,  
RE 3-7181  
A. Prefontaine; P. Quinn  
**UNITED FILM LABORATORIES, INC.**  
6314 Santa Monica Blvd., Hollywood 38, HO  
3-3350  
Gerald Brodersen, optng mgr.

### UNITED FILM LABS, INC.

Complete 35mm, 16mm & 8mm  
Black and White Processing.  
Color Printing.

8mm Magnetic Sound.  
6314 Santa Monica Blvd.  
Hollywood 38, Calif. HO 3-3350

VIDEO FILM LABORATORIES  
350 W. 50th St., N. Y. 19, JU 6-7196

## FILM RAW & PRINT STOCK:

ALLIED FILM LIBRARIES  
1326 N. Beachwood Dr., Hollywood 28, HO 7-7715

Gail Hamilton, libr.

E. L. DUPONT DE NEMOURS & CO., INC.  
Wilmington 98, Del.

H. T. Harding, motion pic mgr.

Branch Offices:

4560 Touhy Ave., Chicago 46, OR 5-5500  
D. F. Jones

7051 Santa Monica Blvd., Los Angeles 38, HO 9-5117

J. W. DuVall

218 W. 18th St., N. Y. 11, WA 4-3100

J. T. Dougherty

DUPONT OF CANADA, LTD.

85 Eglinton Ave. E., Toronto, Ont.

K. H. Houtz

W. J. GERMAN, INC.

Jane St., Fort Lee, N. J., LO 5-5978

Branch Offices:

6040 N. Pulaski Rd., Chicago 46, IR 8-1061  
6677 Santa Monica Blvd., Hollywood 38, HO 4-6131

GEVAERT CO OF AMERICA

321 W. 51th St., N. Y., JU 6-2770

E. J. Drexler, sls mgr

## FILM REPAIRS & RESTORATION:

BEKINS FILM SERVICE CTR.

1025 N. Highland Ave., Hollywood 38, HO 9-8181

N. C. Muskey, mgr.

FILMKARE PRODUCTS CO. (SUPPLIES)

416 W. 43rd St., N. Y. 36, LO 4-1886

Mrs. H. Fleck

NEW YORK HYPO & SILVER REFINING CO.

473 Scott Ave., Brooklyn 22, N. Y., ST 2-1988

Max Gilgoff, part

NICHOLSON PRODUCTS CO. (CLEANER & PRESERVATIVE)

3103 Cahuenga Blvd., Los Angeles 28, HO 7-1712

J. B. Nicholson

PEERLESS FILM PROCESSING CORP.

165 W. 46th St., N. Y. 36, PL 7-3630

Raoul J. Menendez, sls mgr; Stanley Cohen, optns mgr.

Branch Office:

959 Seward St., Hollywood 38, HO 7-9223

Victor C. Krupa, vp.

PERMAFILM, INC.

723 Seventh Ave., N. Y. 19, CI 6-0130

Paul N. Jobbins, p.

PERMAFILM OF CALIFORNIA, INC.

7261 Melrose Ave., Los Angeles 16, WE 3-8215

Sol J. Cohen, sec treas.

RAPID FILM TECHNIQUE, INC.

37-02 27th St., L. I. City 1, N. Y., ST 6-1600

Jack Bernard, p.

VACU-MATE CORP.

416 W. 43rd St., N. Y. 36, LO 4-1886

L. H. Fleck, p.

## FILM STORAGE & DISTRIBUTION:

AFP DISTRIBUTORS, INC.

1600 Broadway, N. Y. 19, PL 7-5915

Robert Gross, p.

ASSOCIATION FILMS, INC.

347 Madison Ave., N. Y. 17, MU 5-2212

R. W. Butcher, vp.

BEKINS FILM SERVICE CTR.

1025 N. Highland Ave., Hollywood 38, HO 9-8181

N. C. Muskey, mgr.

BONDED TV FILM SERVICE

630 Ninth Ave., N. Y. 36, JU 6-1030

Wade Barnes, vp chg sls.

Branch Offices:

160 E. Illinois, Chicago

413 Jarvis St., Toronto, Ont.

EAST COAST PRODUCTION, EDITORIAL & TECHNICAL SERV., INC.

45 W. 45th St., N. Y. 36, CI 6-2145-6

Joe Josephson, p.

PAUL'S FILM SERVICE

10th Fl., 521 W. 57th St., N. Y. 19, JU 2-5131

Paul Polishuk, o.

PEERLESS FILM PROCESSING CORP.

165 W. 46th St., N. Y. 36, PL 7-3630

Raoul J. Menendez, sls mgr; Stanley Cohen, optns mgr.

Branch Office:

959 Seward St., Hollywood 38, HO 7-9223

Victor C. Krupa, vp.

JOHN G. STRATFORD FILM CORP.

250 W. 57th St., N. Y. 19, JU 6-7590

John G. Stratford, p.

SWIFT MOTION PICTURE LABORATORIES, INC.

1183 University Ave., N. Y. 52, CY 3-2400

W. G. Snowden, p.

TAPE-FILMS, INC.

Rt. 3 at Eighth St., Secaucus, N. J., UN 4-1711

Roy C. Lindau

TELEPRINT, INC.

630 Ninth Ave., N. Y. 36, PL 7-8936

Russ Kone, mgr.

TRIM TELEFILM SERVICE CORP.

619 W. 51th St., N. Y. 19, CO 5-4011

Art Cofod, p.

VIDEO VIEW DEPT. OF GENERAL FILM LABORATORIES

1546 N. Argyle, Hollywood 28, HO 3-4179

Bradley Kemp, mgr.

## GUILDS & UNIONS:

AMERICAN GUILD OF MUSICAL ARTISTS (AFM-CIO)

1811 Broadway, N. Y., CO 5-3687

Hy Falme, natl exec sec.

DIRECTORS GUILD OF AMERICA, INC.

114 E. 52nd St., N. Y. 22, PL 9-8215

Newman H. Burnett, exec sec.

NABET, LOCAL #531 AFC

6223 Selma, Hollywood, HO 5-9102

E. Martin, p; Syd Rose, regional d.

## INSURANCE:

JEROME J. COHEN, INC.

225 W. 31th St., N. Y. 1, CH 4-3127

Jerry Cohen; Ron Cohen.

SAUL KORNREICH & SONS, INC.

116 John St., N. Y. 38, BE 3-3973

Matthew R. Kornreich.

STANDARD ACTUARIAL WARRANTY CO.

220 W. 42nd St., N. Y. 36, LO 5-5990

Mark Royce, part.

## MAKE-UP:

VINCENT J-R KEHOE ENTERPRISES

115 E. 78th St., N. Y. 21, RE 7-0485

MEHRON, INC.

150 W. 46th St., N. Y. 36, CO 5-4196

MERCURY SUPPLY CO.

337 S. Western Ave., Los Angeles 5, DU 3-1321

Edward Naver; Sig Friends.

## MUSIC LIBRARIES & SOUND EFFECTS:

ALLIED FILM LIBRARIES

1326 N. Beachwood Dr., Hollywood 28, HO 7-7715

Gail Hamilton, libr.

## THE ONLY GUARANTEED FILM SCRATCH REMOVAL SERVICE!

Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film.

Add hundreds of showings to any film! Cut costs drastically!

See how Rapid's unusual low cost saves thousands of film dollars for top-name clients—and precious hundreds for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.

**R**apid "The Film Doctors"  
FILM TECHNIQUE, INC.

37-02 27th St., Long Island City 1, N. Y.

"New Life For Old Film"  
"Long Life For New Film!"

## CERTIFIED FILM STORAGE

For 500,000,000 feet

**NOW AVAILABLE**

- Complete Records
- Access Service
- Delivery Anywhere

## QUANTITY DISCOUNTS

## COMPLETE FILM SERVICE CENTER

Services provided:

DISTRIBUTION • INSPECTION • GRADING  
& CLEANING • REPAIRING & REJUVENATION  
• SCRATCH REMOVAL • PROTECTIVE  
COATING • EDITING • COMMERCIAL  
INSERTIONS • STORAGE

## BEKINS

FILM SERVICE CENTER

1025 N. Highland Ave., Hollywood 38, Calif.

Hollywood 9-8181

WRITE FOR FREE BROCHURE

# Scratches on film distract attention

*The whole purpose  
of your films may be  
frustrated by damaged  
physical condition*

**Peerless**  
**Reconditioning**  
*restores films to  
presentable condition  
and keeps them in service*

**PEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46TH STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

**EAST COAST**  
MOTION PICTURE PRODUCTION,  
EDITORIAL and TECHNICAL SERVICES  
**R FOR BETTER FILMS**  
CREATIVE EDITING AND COMPLETE  
PERSONAL SUPERVISION  
JOSEPH JOSEPHSON 45 West 45th St.  
Circle 6-2146 New York 36

## SUCCESS STORY

**1957:** AD-STAFF, INC. founded. Objective: to create and produce the finest radio and television commercials.

**1958:** Honorary citation from Maryland State Legislature for National Beer image, "Land O'Pleasant Living."

**1959:** Award for best 60" musical radio spot (SUNKIST—Foote, Cone & Belding).

**1960:** TWO IBA Awards (33 countries), for best 60" musical spot (OKLA. OIL—Needham, Louis & Brorby), best local one-market, any type, (ASSUMPTION ABBEY WINES).

**1961-2-3-4, etc.:** AD-STAFF, INC. would like to put YOUR commercials into competition.

WRITE OR PHONE FOR DEMONSTRATION TAPE OF COMMERCIALS WITH IMAGINATION, TASTE AND SELLING IMPACT.



CR 5-5291 9122 Sunset Blvd. BR 2-2671  
Hollywood 46, Calif.

# why residuals?



when you  
can get  
everything  
you need  
from the  
R/G  
music  
library!

The finest in library music from a shepherds flute to a full symphony orchestra... from Basin Street to Beethoven... and with R/G's special talents your selections can be edited to give that "original" score!

Write, wire, or call

**ROSS-GAFFNEY INC.**  
45 West 45 St., New York 36, N. Y.  
Judson 2-3744

### AUDIO EFFECTS CO.

1600 N. Western Ave., Los Angeles 27,  
HO 9-3692

Red Sutton, Bud Tollefson, parts.

**CAPITOL RECORDS—LIBRARY SERVICES**  
Hollywood & Vine, Hollywood, HO 2-6252  
William Loose, sup.

**CORELLI-JACOBS FILM MUSIC, INC.**  
723 Seventh Ave., N. Y. 19, JU 6-6673  
Fred Jacobs, p.

**FILM EFFECTS OF HOLLYWOOD, INC.**  
1153 N. Highland Ave., Los Angeles 38, HO 9-  
5808

Linwood Dunn, p; Don Weed, g mgr.

**FILMSOUNDS, INC.**

128 E. 41st St., N. Y. 17, LE 2-9020  
Norman Kasow.

**J. F. FILM SERVICE**

45 W. 45th St., N. Y. 36, CI 6-1030  
Josef Filipowicz, p.

**MUSIFEX, INC.**

45 W. 45th St., N. Y. 36, CI 6-1061  
E. Robert Velazco.

**MUSIC FOR FILMS, INC.**

33 W. 60th St., N. Y. 23, CI 7-3577  
Lou Turchen; Hy Fuchs.

**ROSS-GAFFNEY, INC.**

45 W. 45th St., N. Y. 36, JU 2-3711  
James Gaffney, vp.

**THOMAS J. VALENTINO, INC.**

150 W. 46th St., N. Y. 36, CI 6-1675  
T. J. Valentino.

### OPTICAL EFFECTS:

**ANIMATION STAND, INC.**

2 W. 16th St., N. Y. 36, JU 6-2228  
Ed Wyckoff.

**C&G FILM EFFECTS, INC.**

1600 Broadway, N. Y. 19, PL 7-2098  
Hugo A. Casolaro, p.

**CINEFFECTS, INC.**

115 W. 15th St., N. Y. 36, CI 6-0951  
Nathan Sobel, p; Isaac Hecht, treas.

**CINEMA RESEARCH CORP.**

716 N. LaBrea Ave., Hollywood 38, WE 3-9301  
H. A. Scheib, p.

**CONSOLIDATED FILM INDUSTRIES**

959 Seward St., Hollywood 38, HO 9-1411,  
2-0881

Sidney P. Solow, vp & g mgr; Jack M. Goetz, sls.

**EASTERN EFFECTS, INC.**

333 W. 52nd St., N. Y. 19, CI 5-5280  
Max Levy, sls mgr.

**COASTAL FILM SERVICE INC.**

321 W. 44th St., N. Y. 36, JU 2-7780  
Manuel Casiano, p.

**FILM OPTICALS, INC.**

421 W. 54th St., N. Y. 19, PL 7-7170  
Leon Levy.

**K & W FILM SERVICE CORP.**

1657 Broadway, N. Y. 19, CI 5-8080-1-2  
Norman Witten, p; Ralph Koeb, vp.

**L & L ANIMATION, INC.**

16 W. 16th St., N. Y. 36, CI 5-7471

**JOHN LEWIS FILM SERVICE, INC.**

619 W. 54th St., N. Y. 19, JU 2-3922  
John H. Lewis, p.

**JACK LIEB PRODUCTIONS**

540 N. Lake Shore Dr., Chicago 11,  
WH 3-1410

Jack H. Lieb, p; Warren H. Lieb, vp.

**RAY MERCER & CO.**

4241 Normal Ave., Los Angeles 29, NO 3-9331  
Ray Mercer, g part & mgr.

### W.M. L. NEMETH STUDIOS

45 W. 45th St., N. Y. 36, CI 7-1676

Wm. L. Nemeth, o.

**STUDIO FILM SERVICE**

7321 Santa Monica Blvd., Hollywood 16,  
HO 1-3658

Louis DeWitt, p; Robert Khoshita, vp, Kenneth  
Urhelm, prodn mgr; Jim Liles, plant mgr.

**TRI-PIX FILM SERVICE, INC.**

1604 Broadway, N. Y. 19, JU 2-0650  
Guy Varriehlo, p.

**WESTHEIMER CO.**

6585 Santa Monica Blvd., Hollywood 38,  
HO 2-6381

Joseph Westheimer.

### ORIGINAL MUSIC:

**AD-STAFF, INC.**

9122 Sunset Blvd., Los Angeles 16, BR 2-2671  
Helen Hendricks, bus mgr.

**AGENCY RECORDING STUDIOS**

20 N. Wacker Dr., Chicago 6, CI 6-3632  
John G. Garamoni.

**BIEVER & STEIN PRODUCTIONS**

527 Madison Ave., N. Y. 22, PL 3-1147  
Curtis Biever, p; Lou Stein, sec-treas.

**JIMMIE CARROLL, INC.**

210 W. 55th St., N. Y. 19, CI 6-5967.

**RAY CONNIE ENTERPRISES**

15022 Ventura Blvd., Sherman Oaks, Calif.,  
St 9-8101

Charles H. Stern, sls d.

**CORONADO PRODUCTIONS, INC.**

414 Madison Ave., N. Y. 22, MU 7-4515.

**CUMMINGS PRODUCTIONS, INC.**

1 W. 56th St., N. Y. 19, PL 7-6152  
Ralph Waldo Cummings, p.

**PHIL DAVIS MUSICAL ENTERPRISES, INC.**

59 E. 54th St., N. Y. 22, MU 8-3950  
Phil Davis, p.

**DOLPHIN ROSS PRODUCTIONS**

37 W. 57th St., N. Y. 19, PL 3-5892  
Alban Stanley, chg prodn; Roy Ross, creative d.

**FAILLAGE PRODUCTIONS, INC.**

59 E. 54th St., N. Y. 22, EL 5-1752  
Tony Faillore, p; Len Mackenzie, vp & creative d;

Chick Vincent, vp chg pmng; Bob Haggart, mus d;  
Bob Nash, prod, pm d.

**CHUCK GOLDSTEIN PRODUCTIONS, INC.**

730 Fifth Ave., N. Y. 19, JU 6-7477  
Chuck Goldstein; Norman Richards.

**GORDON M. DAY PRODUCTIONS**

45 W. 44th St., N. Y. 36, MU 2-5299  
Gordon M. Day.

**HAP MUSIC, INC.**

Suite 1501, 200 W. 57th St., N. Y. 19,  
CI 6-5548

Robin Page, sls mgr; Howard Plummer, creative d.

**RILEY JACKSON PRODUCTIONS**

6253 Hollywood Blvd., Hollywood, HO 3-2324.

**JERRY JEROME PRODUCTIONS, INC.**

1 Snapdragon Lane, Roslyn Hts., N. Y.,  
MA 1-4567-54

Jerry Jerome, vp.

**JOHNSON JINGLES**

53 Greenway South, Forest Hills 75, N. Y.,  
BO 8-2822

Margaret Johnson, Travis Johnson, parts.

**MADISON AVENUE SOUNDS, INC.**

603 Madison Ave., N. Y. 22, PL 5-4030  
Willis H. Schaefer, p.

**MORRIS MAMORSKY**

56 W. 45th St., N. Y. 36, YU 6-1084  
Tommy Hamm, sls mgr.

## musifex co

45 w. 45 st. n.y.c.

background music

musical commercials

sound effects

ci-6-4061-2

Create the RIGHT mood every time  
with the

## MAJOR MOOD MUSIC LIBRARY

MAJOR offers you a full twenty hours  
of mood music for titles, bridges,  
backgrounds.

WRITE FOR FREE CATALOGUE

**THOMAS J. VALENTINO, INC.**

Established 1932

150 WEST 46th STREET

New York 36, New York—CI-6-4675



Cameraman Ted Rickman captures an exciting moment in the 1960 All-Star Game at Yankee Stadium... on Du Pont Superior 2.

## **"DU PONT SUPERIOR® 2 AND 4 FILL A CAMERAMAN'S EXACTING NEEDS UNDER ALL CONDITIONS"**

That's a quote from James C. Delevan, Staff Cameraman for Hearst Metrotone News, Inc., New York City. He says, "I have to cover many events of major news importance when time and other considerations simply don't permit the improvement of natural light. I must be able to get good pictures under poor lighting conditions at all times ... and I do it with Du Pont."

Hearst Metrotone News maintains camera crews in New York City as well as other large cities throughout the world. Their film is released in the theaters as "News of the Day," and is seen regularly on television on the ABC network.

Mr. Delevan concludes, "I've used Du Pont film through-

out my professional career. I find DuPont's superior emulsions have wider latitudes, finer grain and better rendition in the shadows plus dependable quality."

If you're looking for more dependability and greater versatility, there's a DuPont film to suit all of your motion picture needs. For complete data, write your local Du Pont Photo Products Sales Office shown below or E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.



**BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY**

Atlanta 18, Ga., 1737 Ellsworth Ind. Dr., N. W.; Chicago 46, Ill., 4560 Touhy Ave., Edgebrook Station; Cleveland 16, Ohio, 20575 Center Ridge Road; Dallas 7, Texas, 1628 Oak Lawn Ave.; Los Angeles 38, Calif., 7051 Santa Monica Blvd.; New York 11, N. Y., 248 West 18th St.; Waltham 54, Mass., 45 4th Ave. (Boston); Wynnewood, Pa., 308 East Lancaster Ave. (Phila.); Export, Nemours Bldg., Wilmington 98, Del. In Canada: Du Pont of Canada, Ltd., Toronto

# Swingin' Musical Images

Specialists  
in creating  
contemporary  
commercials  
for AM/TV...  
and title  
themes for  
programs.  
Send for  
demo film  
or tape.

HOLLYWOOD  
8400 Sunset Blvd.  
Oldfield 6-0300

NEW YORK  
55 West 53rd St.  
Judson 6-2388

**SANDE & GREENE**  
creative and production consultants  
in film and sound for television •  
radio • motion pictures

# HT. SALES CO. INC.

416 W. 53rd St., N. Y. C.  
**CO. 5-0747-8**

## HARDWARE FOR

Television      Motion Picture  
Theatrical

**SOLD AND RENTED**

**Special Metal Props  
MADE-TO-ORDER  
24 HOUR SERVICE**

*Write for new catalog*

### EDDY MANSON

8 Maple St., Tenafly, N. J., MU 7-1750  
Dell Peters, mgr.

### MUSIC MAKERS, INC.

6 W. 57th St., N. Y. 19, CI 5-3737  
Mitch Leigh, p.

### ROSS-GAFFNEY, INC.

15 W. 45th St., N. Y. 36, JU 2-3744  
James Gaffney, vp.

### R. T. S. PRODUCTIONS, INC.

2 W. 46th St., N. Y. 36, PL 7-9260  
John Gart, p; Roger White, sis rep.

### JACK RUSSELL & ASSOC.

203 N. Wabash Ave., Chicago 1, ST 2-2818  
Jack Russell, p.

### SANDE & GREENE, INC.

8400 Sunset Blvd., Hollywood 46, OL 6-0300  
Robert L. Sande, p. treas; Larry Greene, exec vp, sec.

### Branch Office:

55 W. 53rd St., New York, New York, Judson  
6-2388

### SCOTT-TEXTOR PRODUCTIONS, INC.

333 E. 46th St., N. Y. 17, YU 6-3850  
Keith Textor, p; Alan Scott, treas.

### RAYMOND SCOTT'S JINGLE WORKSHOP

140 W. 57th St., N. Y. 19, PL 7-5685  
Charles Barclay, mgr.

### SIGNATURE MUSIC, INC.

240 E. 53rd St., N. Y. 22, JU 2-8800  
Hank Sylvan, p.

### PROP RENTAL:

#### CENTRE FIREARMS CO. (WEAPONS)

105 W. 18th St., N. Y. 36, CI 6-7307  
Seidman, Ellenhorn.

#### ENCORE STUDIO (FURNITURE)

110 W. 47th St., N. Y. 36, CI 6-5237  
EARL HAYS PRESS (PRINTED MATERIAL)

1121 N. Las Palmas Ave., Hollywood 38,  
HO 2-2835-1877

William G. Bailey; K. Lentz.

#### HOLLYWOOD FANCY FEATHER CO.

512 Broadway, Los Angeles 13, MA 5-8153  
J. Weinstein, o

#### HOUSE OF PROPS, INC. (ANTIQUES & CURIOS)

1117 N. Gower St., Hollywood 38, HO 3-3166  
Al Torf, p.

#### H. T. SALES CO., INC. (HARDWARE)

401 W. 53rd St., N. Y. 19, CO 5-0717  
Henry Todaro.

#### HUDKINS STABLES, INC. (HORSE DRAWN)

7245 Coldwater Canyon, N. Hollywood,  
TR 7-2513

Clyde Hudkins, p.

#### IMITATION FOOD DISPLAY CO.

197 Waverly Ave., Brooklyn 5, N. Y., TR 5-1268  
M. Toman, sis mgr.

#### FAT JONES STABLES, INC. (HORSE DRAWN)

11340 Sherman Way, P. O. Box 272, N.  
Hollywood, PO 5-0795

C. Y. Jones, o; C. Fowler, sec.

#### MODERN ARTIFICIAL FLOWERS & DISPLAYS, LTD.

157 W. 46th St., N. Y. 36, CO 5-0111  
Gary Filippelli, mgr.

#### DON POST STUDIOS (PROTOTYPES)

5537 Cleon Ave., N. Hollywood, TR 7-1608  
Don Post.

#### SILVESTRI STUDIO (MANNEQUINS)

968 N. Formosa Ave., Hollywood 46, OL 1-1616  
Mario J. Silvestri; Roland Silvestri.

#### STATE SUPPLY CO.

34 Stone St., N. Y. 4, WH 3-0183  
M. Weiner.

## WE CAN FIND ANYTHING!

FACTS,  
PICTURES,  
ETC.

de FOREST RESEARCH  
780 North Gower Street  
Hollywood 38, California

**HO 9-7440**

### DUBBING — NARRATION & TRANSFER SERVICE with interlock

Stage and Insert Service

### TELESOUND STUDIOS

6926 Melrose Ave., Hollywood 28, Calif.  
WE 1-8161 Clarence Thompson

### SCREENING ROOMS:

#### MOVIELAB THEATRE SERVICE, INC.

619 W. 54th St., N. Y. 19, JU 6-0360  
Ben Bloom, vp sis.

#### PREVIEW THEATRE, INC.

1600 Broadway, N. Y. 19, CI 6-0865  
William B. Gullette; Mort Hartung.

#### FREDERICK F. WATSON, INC.

202 E. 44th St., N. Y. 17, MU 2-2780  
Allan A. Armour, asst to vp.

### SET CONSTRUCTION & SCENIC SUPPLIES:

#### BERGMAN ASSOC. (DEMO PROPS)

732 Eastern Pkwy., Brooklyn 13, N. Y., SL  
6-0131

Lester Bergman.

#### DAZIANS, INC. (FABRICS)

112 W. 44th St., N. Y. 36, JU 2-1800  
Filipe Florca

#### Branch Office:

318 N. Robertson Blvd., Los Angeles 18  
Sam Gutterman, mgr.

#### DUNKEL STUDIO ASSOC., INC.

637 Greenwich St., N. Y., OR 5-6675  
George Dunkel, sec treas.

#### DONN GREER & ASSOC.

1518 Crossroads of the World, Hollywood 28,  
HO 6-3688

Donn Greer.

#### M. B. PAUL STUDIOS, INC.

1008 N. Roxbury Dr., Beverly Hills, BR 2-2505  
M. B. Paul

#### LOU SAMUELSON CO. (FABRICS)

1037 S. Los Angeles St., Los Angeles 15, RI 9-  
3243

#### SCENIC BACKGROUNDS, INC.

8949 Sunset Blvd., Los Angeles 46, CR 1-7191  
Frank E. Mullen, p.

#### SILVESTRI STUDIO

968 N. Formosa Ave., Hollywood 46, OL 1-1616  
Mario J. Silvestri; Roland Silvestri.

### SHIPPING:

#### BRUCE DUNCAN CO. (INTERNATIONAL)

7611 $\frac{1}{2}$  Melrose Ave., Hollywood 46, WE 6-6138  
A. B. Staudt, vp

#### FLEET MESSENGER SERVICE, INC.

125 W. 50th St., N. Y. 19, LT 1-2121  
David D. Chase, vp.

#### REA EXPRESS

219 E. 12nd St., N. Y. 17, MU 6-7900  
Victor Dell Aquila

#### SCHMER THEATRICAL TRANSFER, INC. (TRUCKING)

429 W. 53rd St., N. Y. 19, CI 6-0021-2-3  
Henry Schumer, p.

### SOUND RECORDING:

#### AD-STAFF, INC.

9122 Sunset Blvd., Los Angeles 46, BR 2-2671  
Helen Hendricks, bus mgr.

#### AGENCY RECORDING STUDIOS

20 N. Wacker Dr., Chicago 6, CE 6-3632  
John G. Garamoni, o

#### A&R RECORDING, INC.

122 W. 48th St., N. Y. 36, JU 2-1070  
Norman Jensen, studio mgr.

#### AUDIO EFFECTS CO.

1600 N. Western Ave., Los Angeles 27,  
HO 9-3692

Rod Sutton, Budd Tollefson, parts.

#### BOULEVARD RECORDING STUDIOS, INC.

632 N. Dearborn St., Chicago 10, WH 1-2752  
Miss Kay.

#### DICK CHARLES RECORDING SERVICE, INC.

729 Seventh Ave., N. Y. 19, JU 2-7920  
Charles Hopp, bus mgr.

#### CINESOUND CO.

1037 N. La Brea Ave., Hollywood 38,  
OL 4-3004

Rose Layus Green, o

## TV RECORDERS

Production recording, Re-recording on all types  
of Magnetic Film, and transfers to any  
type of optical negative.



Lawrence A. Aicholtz,  
Pres.  
6054 Sunset Blvd.  
Hollywood 28, Calif.  
HO 9-8201

#### FILM RECORDERS

1515 N. Western, Hollywood 27, HO 9-3163  
R. Newman.

#### J. F. FILM SERVICE

45 W. 45th St., N. Y. 36, CI 6-1030  
Josef Filipowicz, p.

#### GLEN GLENN SOUND CO.

6624 Romaine, Hollywood 38, HO 9-7221  
Harry Eckles, p.

#### KOSTER FILM FACILITIES, INC.

1017 New Jersey Ave., S. E., Washington 3,  
LI 4-4410

William Koster, p.

#### JACK LIEB PRODUCTIONS

510 N. Lake Shore Dr., Chicago 11, WH 3-1440  
Jack H. Lieb, p.; Warren H. Lieb, vp.

#### NORTHERN MOTION PICTURE LABORATORIES, LTD.

10 Del Park Ave., Toronto 19, Ont., RU 1-6603  
S. Clemson, sis mgr.

#### OLMSTED SOUND STUDIOS, INC.

1 E. 54th St., N. Y. 22, PL 1-0890  
Richard B. Olmsted, p.

#### PATHE SOUND SERVICES, INC.

105 E. 106th St., N. Y. 29, EN 9-1010  
Ken Upton, vp.

#### PHOTO-MAGNETIC SOUND STUDIOS, INC.

3 E. 57th St., N. Y. 22, MU 8-8690  
John Aronlo, studio mgr.

#### QUE RECORDING CO.

6233 Hollywood Blvd., Hollywood 28,  
HO 4-8351

Normand Houle; John Barber.

#### RADIO UNIVERSAL RECORDERS

7000 Santa Monica Blvd., Hollywood, HO 3-  
3282, 9-8282

Arnold Daly, sis mgr.

#### 411 SOUND RECORDING STUDIO, INC.

411 Fifth Ave., New York 16, MU 3-7611  
Pat Sullivan.

#### TELESOUND STUDIOS

6926 Melrose Ave., Hollywood 38, WE 1-8161  
Clarence Thompson.

#### TITRA SOUND CORP.-TITRA DUBBING CO., INC.

1600 Broadway, N. Y., PL 7-6681  
Dave Horne, vp.

#### TODD-AO

1021 N. Seward St., Hollywood 38, HO 3-1136  
Fred Hynes, vp.

#### TV RECORDERS

6054 Sunset Blvd., Hollywood 28, HO 9-8201  
Lawrence A. Alcholtz, p.

#### UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 11, ME 2-6165  
John Brix, prodn sup.

#### STAGE RENTAL:

#### S. W. CALDWELL LTD.

147 Jarvis St., Toronto, Ont., WA 2-2103  
G. F. Keeble, exec vp.

#### CANADIAN FILM INDUSTRIES CO., LTD.

310 Lakeshore Rd., Toronto 14, Ont.,  
CL 5-2351

Arthur Gottlieb, p.

#### KOSTER FILM FACILITIES, INC.

1017 New Jersey Ave., S. E., Washington 3,  
LI 4-4410

William Koster, p.

#### JACK LIEB PRODUCTIONS

510 N. Lake Shore Dr., Chicago 11, WH 3-1440  
Jack H. Lieb, p.; Warren H. Lieb, vp.

#### MAGNA FILM PRODUCTIONS, INC.

55 Berkeley St., Boston 16, HU 2-5580  
Robert Berman, p.; Ad Schmelder, vp.

#### MELROSE STUDIOS

5308 Melrose Ave., Hollywood, HO 4-8353  
Normand Houle, hd.; John Barber, prodn chf.

#### NELSON STUDIOS, INC.

1079 Nelson Ave., N. Y. 52, CY 3-8480  
Vincent Dennerlein, mgr.

#### NEW YORK STUDIOS, INC.

351 W. 45th St., N. Y. 36, PL 7-2271  
J. Lencina.

#### FREDERICK K. ROCKETT CO.

6063 Sunset Blvd., Los Angeles, HO 4-3183  
P. Stanton Webb, vp.

#### DANNY ROUZER STUDIO

7022 Melrose Ave., Hollywood 38, WE 6-2494  
Danny Rouzer, o.

#### RUSSELL-BARTON FILM CO.

4853 Waller St., Jacksonville 5, Fla., FV 9-0331  
Donald E. Barton.

#### STOCK SHOT LIBRARIES:

#### LEM BAILEY COLOR STOCK LIBRARY

7934 Santa Monica Blvd., Los Angeles 46,  
OL 4-8197

Lem Bailey, g mgr.

#### ELMER DYER FILM LIBRARY-WORLD WIDE FILMS

711 N. Lajolla Ave., Hollywood, WE 9-8308  
Elmer Dyer.

#### SHERMAN GRINBERG FILM LIBRARIES, INC.

1138 N. Gower St., Hollywood 28, HO 1-7491  
Sherman Grinberg, p.

#### Branch Office:

245 W. 55th St., N. Y. 19, JU 6-8750  
Bernard Chertok, vp.

#### SOUND STAGE 55' X 125'

Complete Stage & Equipment Rental. Lights  
—Sound and full range of sets, interior and  
exterior.

#### MELROSE STUDIOS

5308 Melrose Ave., Hollywood, Calif.  
HO 4-8353

#### RENTAL SOUND STAGE

Completely soundproof. Fully equipped. 25 feet  
by 55 feet with 22 foot ceiling. Heavy-duty  
intake & exhaust blowers, 100% fireproof. 600  
amps 110v AC power. 220v 3-phase for cameras.  
Rental includes available set materials includ-  
ing 100 running feet of wall flats, window flats  
and door flats. Sets, props, crews, and special  
equipment arranged for.

#### NEW YORK STUDIOS, INC.

354 West 45th Street, New York 36, N. Y.

# SOUND RECORDING

by

# 400

... let us give your films  
that award winning realism ...

# 400

*Sound Recording Studios, Inc.*

411 Fifth Avenue, New York 16, N. Y.

Telephone MUrray Hill 3-7611



#### WORLD'S LARGEST STOCK FOOTAGE LIBRARY

Columbia Pictures, Pathe News,  
and many others

#### SHERMAN GRINBERG FILM LIBRARIES, INC.

1438 N. Gower St., Hollywood 28, Calif., HO 4-7491  
245 W. 55th St., New York 19, N. Y., JU 6-8750

**ALLAN SANDLER FILM LIBRARIES, INC.**  
6926 Melrose Ave., Los Angeles, WE 3-0700  
Allan Sandler.

**STOCK SHOTS, INC.**  
333 W. 52nd St., N. Y. 19, JU 2-6185  
Maurice H. Zouary, p.

**STOCK SHOTS TO ORDER, INC.**  
550 Fifth Ave., N. Y. 36, CI 6-0690  
Raymond Pheelan.

**JOHN G. STRATFORD FILM CORP.**  
250 W. 57th St., N. Y. 19, JU 6-7390  
John G. Stratford, p.

## TV FILM PRODUCERS

Complete services and facilities for producing Motion Pictures from Shooting Stage to Finished Print.

- \* STAGE, approx. 80' x 100'
- \* RYDER Hollywood Recording equipment for Studio & Location
- \* RECORDING, RERECORDING, MIXING, DUBBING STUDIO
- \* TRANSFERS — Magnetic, Optical

and

**PATHÉ FABULOUS 7-A.** The one Studio that combines Spaciousness and Acoustical design for the best in Music Scoring and Recording.

- \* 35 and 16 MM Projection
- \* 1/4"-1/2" Monaural, Stereo, Triple Track, 15-30 ips.
- \* Transcriptions, Dubs, Sync Discs, Masters, Pressings.
- \* Editing, Remixing.

### PATHÉ SOUND SERVICES, INC.

(A subsidiary of World Famous PATHÉ LABORATORIES.)

105 East 106th Street

New York 29, New York

EN-9-1010

TR-6-1120

### DON'T PAY RESIDUALS

SKILLED TALENTED PERFORMERS FOR TELEVISION COMMERCIALS & SHOWS  
Douglas Gruber, Business Manager

#### ALL-TAME ANIMALS

48 East 57 St., N. Y. 22, N. Y.  
PLaza 2-5885

### TALENT:

**BRET ADAMS AGCY. (PERFORMER, MODEL)**  
21 W. 45th St., N. Y. 36, YU 6-3360  
Bret Adams.

**AIRTIME PROCEDURES, INC. (PAPERWORK)**  
6646 Hollywood Blvd., Hollywood 28, HO 6-6011

J. Stuart Galbraith, p.  
**ALL-TAME ANIMALS AGCY.**  
18 E. 57th St., N. Y. 22, CI 7-2550  
Douglas Gruber, mgr.

**GLORIA ANDERSON (MODEL)**  
1135 N. Fairfax Ave., W. Hollywood 46, OL 6-3267

Gloria Anderson.  
**ANIMAL KINGDOM**  
3021 Milwaukee Ave., Chicago, CA 7-6110  
Bernie Hoffmann.

**ANIMAL TALENT SCOUTS, INC.**  
331 W. 18th St., N. Y., CH 3-2700  
Lorrain D'Essen.

**CHATEAU THEATRICAL ANIMALS**  
608 W. 18th St., N. Y. 36, CI 6-0520  
Fred E. Birkner, mgr.

**FOSTER-FERGUSON AGCY., INC.**  
256 E. 19th St., N. Y. 17, PL 2-1710  
Jean Foster; Babs Ferguson.

**HOLLYWOOD CASTING AGCY. (MODEL)**  
6616 Hollywood Blvd., Suite 208, Hollywood 28, HO 1-9308

Robert Cochran, casting d.  
**HUDKINS STABLES, INC.**  
7245 Coldwater Canyon, N. Hollywood, TR 7-2513

Clyde Hudkins, p.  
**FAT JONES STABLES, INC.**  
11340 Sherman Way, P. O. Box 272, N. Hollywood, PO 5-0795

C. Y. Jones, o.; C. Fowler, sec.  
**VINCENT J.R. KEHOE ENTERPRISES (DEMONSTRATION)**

115 E. 78th St., N. Y. 21, RE 7-0185

**PEOPLE & PRODUCTIONS, INC.**  
1697 Broadway, N. Y., JU 6-0173  
Marge Kerr, p.

**RICE McHUGH AGCY. (PERFORMER, MODEL)**  
59 E. 54th St., N. Y. 22, PL 2-0222  
Ruth Hakim, tv agent.

**JACK RUSSELL & ASSOC. (CONSULTANT)**  
203 N. Wabash Ave., Chicago 1, ST 2-2818  
Jack Russell, p.

**WILLIAM SCHUELER AGCY. (MODEL)**  
200 W. 57th St., N. Y. 19, JU 2-3134  
Monica Stuart, mgr.

**SCHWARTZ-LUSKIN AGCY.**  
65 E. 55th St., N. Y. 22, PL 3-1529  
Mor Schwartz.

**JACK/JACKIE SHAFTON'S PUPPETMASTERS**  
8118 Lookout Mt. Ave., Hollywood 46, OL 1-2350

Jack Shafton, o.  
**PATRICIA STEVENS MODEL & TALENT AGCY.**  
22 W. Madison, Chicago, ST 2-9107  
Norman Seneart, tal d.

**Animal Talent Scouts, Inc.**  
**Come Meet Us And Be Sure**  
1500 VARIOUS ANIMALS ALWAYS ON FILE  
**Call CH 3-2700**  
331 W. 18 ST.  
N. Y. 11, N. Y.

Reprints of this and the Agency Producers Directory are available at \$1 a copy  
Address orders to Readers Service,

## TELEVISION AGE

444 Madison Avenue  
New York 22, N. Y.

### ANIMAL RENTING ANIMAL HANDLING



"The Moose"

MU 9-0552 248 E. 33rd St., N.Y.C.

**Animal • Artists**

Full insurance. Experienced animals with handlers. Photogenic willing Actors and Models.

From an Aardvark to a Zebra. From a trick Dog to a team of performing Elephants.

it has been  
our pleasure

Marlboro • Leo Burnett Co.



FILMWAYS OF CALIF., Hollywood

Chrysler Corp., Dodge Div.—B. B. D. & O.



WILDING INC., Hollywood

**CHARLES B. TRANUM, INC.**  
603 Madison Ave., N. Y. 22, PL 1-3880  
Charles B. Tranum.  
**WARD-KEMP AGCY, INC.**  
1227 Sixth Ave., N. Y., PL 7-0280  
Tom Ward; Lynn Russell

#### TITLES & ART:

**ARTHUR BROWN & BRO., INC.**  
2 W. 46th St., N. Y. 36, CO 5-7100  
William Ehlhorn, sls mgr.  
**C&G FILM EFFECTS, INC.**  
1600 Broadway, N. Y. 19, PL 7-2098  
Hugo A. Casolaro, p.  
**CINEMA RESEARCH CORP.**  
716 N. LaBrea Ave., Hollywood 38, WE 3-9301  
H. A. Scheib, p.  
**COASTAL FILM SERVICE, INC.**  
521 W. 11th St., N. Y. 36, JU 2-7780  
Manuel Casiano, p.  
**CONSOLIDATED FILM INDUSTRIES**  
959 Seward St., Hollywood 38, HO 9-1111,  
2-0881  
Sidney P. Sulow, vp & g mgr; Jack M. Goetz, sls.  
**THE CRAFTSMAN CO.**  
6362 Santa Monica Blvd., Hollywood 38, HO  
9-5591  
Harry C. Reitz, o  
**A. I. FRIEDMAN, INC. (MATERIALS)**  
25 W. 15th St., N. Y. 36, CI 5-6600  
Tobias Moss, adv mgr.  
**F. HILLSBERG, INC.**  
121 W. 54th St., N. Y. 19, PL 7-1525  
Frank Hillsberg  
**HOT PRESS CO.**  
2 W. 46th St., N. Y. 36, CI 5-6350  
Bud Wyckoff  
**RAY M. JOHNSON**  
6653 Santa Monica Blvd., Hollywood 38, HO  
5-5115  
Ray M. Johnson.

#### HOT PRESS CO.

2 West 46 Street, N.Y.C.  
TYPOGRAPHY IN COLOR

Film Titles, Slides, Charts,  
Flip Cards, Packaging

Contact BUD WYCKOFF CI 5-6350

**Chateau** 

== THEATRICAL ANIMALS

**ANIMAL TALENT FOR  
TV COMMERCIALS**

*From A Flea To An Elephant  
From A Goatcart To A  
Stagecoach*

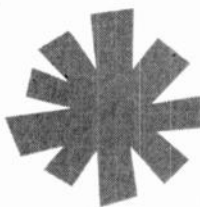
608 W. 48th St., N. Y. 36, N. Y.

TELEPHONE: CI 6-0520

# Television Age

*reaches more  
agency executives  
than any publication  
in the field*

*You deserve Top Quality!*



**COASTAL FILM SERVICE, INC.**

321 WEST 44th STREET JU-2-7780

OPTICAL EFFECTS • ART • ANIMATION • TITLES

Johnsons Wax • Needham, Louis & Brorby



PARAPIC SERVICE CORP., No:lywood

**title and  
optical effects by  
cinema research**

716 N. LA BREA AVENUE  
HOLLYWOOD 38, CALIF.  
Phone WEBster 3-9301

# L&L animation, inc.

## THE PRODUCERS SERVICE

- animation
- slidefilms
- filmographs
- opticals



irv levine  
larry lippman  
chris grodewald

**BRING YOUR PROBLEMS TO US!**

16 West 46th Street  
New York 36, N. Y.

Circle 5  
7471

**THE ANSWER TO THE PRODUCER'S PRAYER** →

PHONE-NORwood 3-9331



**RAY MERCER & CO.**

TITLES..SPECIAL EFFECTS..FADES  
WIPES..MATTES..SUPERIMPOSURES  
DISSOLVES..INSERTS..ANIMATION  
MINIATURES..TRICK PHOTOGRAPHY  
CINEMASCOPE..BLK & WHT..COLOR

SEND FOR FREE SPECIAL EFFECTS CHART  
4241 NORMAL AVE., HOLLYWOOD 29, CALIF.

**TITLES  
SPECIAL EFFECTS  
INSERTS  
MATTE SHOTS  
OPTICALS  
MINIATURES  
ANIMATION**

# STUDIO FILM SERVICE

**LOUIS DeWITT**  
President  
**ROBERT KINOSHITA**  
Vice-President  
**JAMES LILES**  
General Manager

**Oldfield 4-3658**  
7324 SANTA MONICA BLVD.  
HOLLYWOOD 46, CALIF.

**KNIGHT TITLE SERVICE**  
115 W. 45th St., N. Y. 36, CO 5-2080  
R. B. Knight.

**L&L ANIMATION, INC.**  
16 W. 46th St., N. Y. 36, CI 5-7471  
**JOHN LEWIS FILM SERVICE, INC.**  
619 W. 51th St., N. Y. 19, JU 2-3922  
John H. Lewis, p.

**MAZIN-WYCKOFF CO., INC.**  
2 W. 46th St., N. Y. 36, JU 6-2226  
Ed Wyckoff.

**RAY MERCER & CO.**  
1241 Normal Ave., Los Angeles 29, NO 3-9331  
Ray Mercer, g part & mgr.

**WM. L. NEMETH STUDIOS**  
45 W. 45th St., N. Y. 36, CI 7-1676  
Wm. L. Nemeth, o

**ALBERT PAGANELLI**  
21 W. 46th St., N. Y. 36, JU 2-2899  
Albert Paganelli, o.

**QQ TITLES**  
247 W. 16th St., N. Y. 36, CI 7-2126-7  
Irving Shelb.

**LARRY REYNOLDS**  
160 Storer Ave., New Rochelle, N. Y., NE 6-8992

**RUSSO PHOTOGRAPHIC SERVICE**  
180 Lexington Ave., N. Y., YU 6-9180  
Nell Cronin, g mgr.

**HAL SEEGER PRODUCTIONS**  
48 W. 48th St., N. Y. 36, CI 6-4939  
Richard Rauh, prodn sup.

**ALBERT SEMELS STUDIO, INC.**  
165 W. 46th St., N. Y. 36, CI 5-6806  
Albert Semels.

**STAHL EDITING & TITLING SERVICE**  
33 W. 42nd St., N. Y. 36, PE 6-9517  
W. E. Stahl Wrinn.

**STEVEN SCREEN PRINT, INC.**  
8163 Melrose Ave., Los Angeles 46, OL 1-2333  
Harvey Gosh.

**STUDIO BLEE PRINT CO. (REPRODUCTION)**  
5750 Hollywood Blvd., Los Angeles 28, HO 2-6405

V. H. Sandel, o  
**STUDIO FILM SERVICE**  
7324 Santa Monica Blvd., Hollywood 46, HO 4-3658

Louis DeWitt, p; Robert Kinoshita, vp; Kenneth Urhelm, prodn mgr; Jim Liles, plant mgr.

**TRI-PIX FILM SERVICE, INC.**  
1604 Broadway, N. Y. 19, JU 2-0650  
Guy Varrichio, p.

**WESTHEIMER CO.**  
6585 Santa Monica Blvd., Hollywood 38, HO 2-6381  
Joseph Westheimer, p.

**You spent  
\$300,000,000  
on chewing gum  
last year!**

*More than 9 times as much as you  
gave to fight cancer.*

**Shocking? Yes.** And here's another shocking fact: in 1961 cancer will strike in approximately two out of three American homes.

Chew all the gum you like. For every penny you spend for chewing gum, give a penny to the American Cancer Society.

In that way, you will be giving \$300,000,000 to fight cancer this year. *More than nine times as much as last year!*

Fight cancer with a checkup—and a check to the American Cancer Society.





when film  
is processed at

**CFI**

*From original photography to release prints, skilled CFI technicians accurately interpret the creative objectives of the cinematographer. Extracting CFI laboratory control and advanced processing methods insure maximum definition and correct tone reproduction...consistently.*

**CONSOLIDATED FILM INDUSTRIES**

959 Seward St., Hollywood 38, California • HOLLYWOOD 9-1441

521 W. 57th St., New York 19, New York • CIRCLE 6-0210

**COMPLETE 35MM AND 16MM FILM SERVICES**

# Television Age

444 Madison Ave., New York 22, N. Y.

Please send me reprints (25c each, 20c in lots totalling 10 or more) of the Product Group Success Stories checked:

No.	Number of copies
33. Auto Dealers	_____
44. Bakeries	_____
42. Banks & Savings Institutions	_____
26. Beer & Ale	_____
36. Candy & Confectionary Stores	_____
22. Coffee Distributors	_____
31. Cosmetics & Beauty Preparation	_____
24. Cough & Cold Remedies	_____
41. Dairies & Dairy Products	_____
27. Department Stores	_____
14. Drugs & Remedies	_____
43. Drug Stores	_____
19. Dry Cleaners & Laundries	_____
18. Electric Power Companies	_____
25. Electrical Appliances	_____
17. Farm Implements & Machinery	_____
46. Furniture & Home Furnishings	_____
19. Gas Companies	_____
47. Gasoline & Oil	_____
50. Groceries & Supermarkets	_____
10. Hardware & Building Supplies	_____
45. Home Building & Real Estate	_____
21. Insurance Companies	_____
8. Jewelry Stores & Manufacturers	_____
23. Men's Clothing Stores	_____
29. Moving & Storage	_____
38. Newspapers & Magazines	_____
9. Nurseries, Seed & Feed	_____
35. Pet Food & Pet Shops	_____
40. Pre-fab Housing	_____
28. Restaurants & Cafeterias	_____
16. Shoe Stores & Manufacturers	_____
11. Soft Drink Distributors	_____
13. Sporting Goods & Toys	_____
20. Telephone Companies	_____
18. Television & Radio Receivers	_____
39. Theatres	_____
37. Tires & Auto Accessories	_____
12. Travel, Hotels & Resorts	_____
32. Weight Control	_____
34. Women's Specialty Shops	_____

Name \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_

☐ I enclose payment

☐ Please enter my subscription for TELEVISION AGE for one year at \$7. As a premium I will receive a copy of the Source Book of Success Stories which includes the second 15 of the above Product Groups.

## VIDEO TAPE SERVICES:

### GENERAL TELEVISION NETWORK

1280 Fifth Ave., N. Y. 29, EN 9-3000

R. L. Colten, vp, g mgr.

Branch Office:

901 Livernois Ave., Ferndale 20, Mich., LI 8-2500

J. L. Mayer, vp, g mgr.

### GENN-ARMISTEAD TELEVISION

1041 N. Formosa Ave., Hollywood 16, HO 7-6181

Mark Armistead.

### MAGNA FILM PRODUCTIONS, INC.

55 Berkeley St., Boston 16, BU 2-5580

Robert Berman, p; Ad Schneider, vp

### MERIDIAN FILMS LTD.

1202 Woodbine Ave., Toronto, Ont., ON 8-1628

Ralph Foster, p; Herbert S. Alport, d film div; James Letich, chf eng

### METROTAPE DIV. OF METROPOLITAN BROADCASTING CORP.

205 E. 67th St., N. Y. 21, LE 5-1000

L. W. Hicks, optns mgr.

### MOBILE VIDEO TAPES, INC.

1607 N. El Centro, Hollywood, HO 4-7188

Jack Meyer, vp.

### NATIONAL BROADCASTING CO., TELESales DEPT.

30 Rockefeller Plaza, N. Y. 20, CI 7-8300

Jerry Madden, d.

### NATIONAL VIDEO TAPE PRODUCTIONS, INC.

36 W. 14th St., N. Y. 36, MU 2-3627

William Duryea, client serv

### SKELTON STUDIOS

1416 N. LaBrea Ave., Hollywood 28, HO 9-2734

Red Skelton, p; Ed Hillie, g mgr.

### TELE-PAPE PRODUCTIONS, INC.

134 W. Chicago Ave., Chicago 10, SI 7-1919

Jim Witte, prod-sls.

### VIDEO RECORDING SALES WNBQ CHICAGO

Merchandise Mart Plaza, Chicago 51, SU 7-8300

William W. Huffman, mgr.

### VIDEOTAPE PRODUCTIONS OF NEW YORK, INC.

205 W. 58th St., N. Y. 19, JU 2-3300

John B. Langan, vp, g mgr; Herbert W. Hobler, sls mgr; Charles Holen, exec prod

## VIDEO VIEW DEPT. OF GENERAL FILM LABORATORIES

1546 N. Argyle, Hollywood 28, HO 3-4179

Bradley Kemp, mgr.

### WBBM-TV

630 N. McClurg Court, Chicago 11, WH 1-6000

Eugene H. Bohi, d vtr prod sls.

## Abbreviations

Abbreviations commonly used in this directory: c—commercial; chf—chief; chg—in charge; chmn—chairman; d—director; flm—film; g—general; mgr—manager; o—owner; optns—operations; p—president; part—partner; pgm—program; prod—producer; prodn—production; pr—public relations; sls—sales; sup—supervisor; tal—talent; traff—traffic; vtr—video tape; vp—vice president; zn—zone.

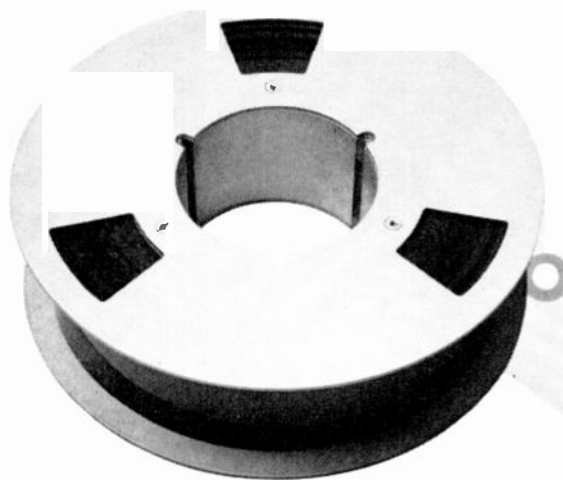
### STEVE'S ORIGINAL

## CRAB CAMERA DOLLY

most versatile dual steering crab dolly in the world. Sales & Rental

### J. G. McALISTER, INC.

1117 No. McCadden Pl., Hollywood 38, Calif.  
HO 3-3253 K. D. Clardy



GTN  
Videotape  
Productions

## OUR PACKAGE HAS LIFE IN IT

The natural life-like quality of videotape\* and General Television's experience add up to a lively commercial for you! General's facilities include 22,000 square feet of shooting space. A staff of professionals with a solid background in the TV industry. Nine TV cameras. Four Ampex TV Recorders and complete mobile units for location work—anywhere, anytime. Couldn't you benefit from General's videotape facilities and experience?

\*T.M. Ampex



## GENERAL TELEVISION NETWORK

1280 Fifth Ave., N.Y. 29, N.Y., EN 9-3000 901 Livernois Ave., Ferndale, Michigan, LI 8-2500

**VIDEO  
TAPE**  
is the shape of  
**QUALITY**  
TV commercials  
**TODAY!**



## **SPECIAL EFFECTS: 1001 special reasons why your commercials should be on SCOTCH® BRAND Live-Action Video Tape!**

There is nothing new about special optical effects in TV. What is new . . . excitingly new in video-taping special effects on "SCOTCH" BRAND Video Tape is the instantaneous speed, ease and economy with which tape does the whole bag-of-tricks . . . does 90 per cent of them merely by pushing a button! No waiting for days, weeks, while lab work and processing laboriously create an "effect." On video tape you create electronically, instantaneously. And "1001" is just a number—in creative hands there is no limit!

By pushbutton and an electronic special-effects generator you can create thousands of variations . . . wipes, dissolves, fade-outs . . . you can matte a person or product from one scene into an entirely different one . . . combine several images of the same person on the screen . . . introduce pixie or giant characters with normal-size people . . . do split-screen "before and afters," or a montage of different scenes . . . combine photographs, miniature sets, drawings, cartoons, movies, with live or tape

scenes . . . produce pop-on overlay effects, faces, product labels . . . do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape . . . create rain, snow, fire, smoke, even dream sequences—you name it!

*And special effects* are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback, (3) time and money savings.

*Get the tape story!* Next TV storyboard you produce, take to your local video tape house for analysis—and a bid that will surprise you. No cost or obligation. **FREE ILLUSTRATED BOOKLET:** "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.

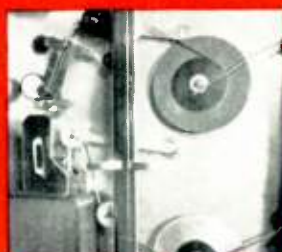
"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW



PHOTOGRAPH BY MICHAEL KATZ



**EXCLUSIVE! STILL THE ONLY LABORATORY EQUIPPED WITH VIDEO TAPE RECORDERS...**

**PLUS COMPLETE SERVICE IN BOTH FILM AND VIDEOTAPE\***



# A



**Hollywood 4-7471**

**ACME FILM LABORATORIES INC., 1161 N. HIGHLAND AVE., HOLLYWOOD 38, CALIF.**

# Wall Street Report

**SOLID INVESTMENT.** Storer Broadcasting Co. is one of the largest companies in the tv-radio field and also has been one of the most solid investments in the tv-electronic industry. Storer common was initially offered to the public in 1953 and was listed on the New York Stock Exchange in 1955. In that year there was a 100-per-cent stock dividend made to shareholders. Storer has paid cash dividends for over 28 years. And in January of this year the Storer board declared a cash dividend of 45 cents per share on the common stock and a 12½-cents-per-share dividend on the Class B common.

The two classes of stock are identical in all respects save those of dividends. The Class B shares may or may not receive a dividend paid on the common shares, but the common shares must receive a dividend of at least equal size if one is declared on the Class B stock. Most of the Class B stock is held by the Storer family.

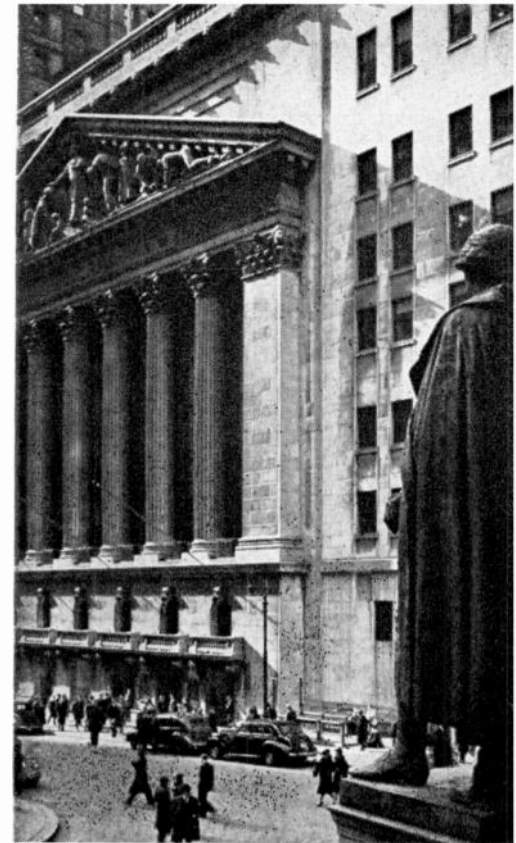
In mid-March some 210,000 shares of Storer common held by George B. Storer, founder and principal stockholder, and 50,000 shares held by Mr. and Mrs. J. Harold Ryan were sold to the public. Actually the original shares were Class B stock which was converted into common by the underwriters, since only the common shares are traded on the New York Stock Exchange.

**SLIGHT LAG BEHIND '60.** In the prospectus filed with the offering it was disclosed that the Storer company's business for the first 10 weeks of 1961 was lagging slightly behind a year ago, reflecting not only the general business recession but some increase in expenses and higher depreciation provisions. Gross operating revenue in that period slipped to \$5.1 million, as compared with \$5.2 million in the comparable 1960 period. (See box on this page for Storer's revenue and earnings over the past five years.)

Storer's strong dependency on national spot advertising is reflected in

the report, which shows that for the year 1960 slightly under 10 per cent of the company's combined gross revenues from tv and radio were derived from tv spot advertising. If the revenue from radio spots is included, the total revenue derived from this source would exceed 18 per cent—an impressive figure for so large a company. Network tv contributed over 17 per cent to the gross, while local advertising accounted for about 14½ per cent on tv and 9½ per cent on radio.

**MAJOR DEVELOPMENT.** The major development pending for Storer at the moment is its application to the Federal Communications Commission for approval of its plan to purchase radio station WINS New York. WINS is a 50,000-watt independent station which has been operating since 1923. Storer plans to pay \$10 million in cash subject to certain de-



velopment in the station's earnings in the final 1960 quarter. WINS in 1960 had operating revenues of \$2.4 million and net income of about \$370,000. The assets included in the

purchase price are property in Lyndhurst, N. J., transmitting equipment, leaseholds, etc.

The purchase contract expires on

	Revenue	Net Income	Per Share	Dividends	
			Earnings	Common	B
1956	\$28.3 million	\$5.5 million	\$2.23	\$1.75	\$ .21
1957	26.2	6.3	2.58	1.80	.21
1958	25.1	1.6	.68	1.80	.21
1959	28.1	5.3	2.16	1.80	.21
1960	30.5	5.0	2.05	1.80	.50

velopments in the station's earnings in the final 1960 quarter. WINS in 1960 had operating revenues of \$2.4 million and net income of about \$370,000. The assets included in the

July 10, 1961, if it has not obtained the FCC approval on or before that date, although it can be extended. Meanwhile WINS has received commitments from the Society National Bank

## FINANCING AVAILABLE

We are providing an increasing volume of financing for radio and television properties. Inquiries are held in the strictest confidence.

## BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

### WASHINGTON, D. C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Strick  
Washington Building  
Sterling 3-4341

### MIDWEST

H. W. Cassill  
William B. Ryan  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

### ATLANTA

Clifford B. Marshall  
Stanley Whitaker  
Robert M. Baird  
Healey Building  
Jackson 5-1576

### WEST COAST

Colin M. Selph  
Calif. Bank Bldg.  
9441 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-2770

of Cleveland and the Chase Manhattan National Bank of New York for a term loan of \$5 million to be guaranteed by Storer.

To stay within the FCC's requirements that no one operator may own more than seven radio stations, Storer must dispose of one of its present stations when it takes over control of WINS. It plans to sell WWVA Wheeling, W. Va., and has signed a contract for the sale of the station at a price of \$1.3 million, which would represent a profit to Storer of \$957,687 after taxes.

Storer has been one of the most active buyers and sellers of tv and radio stations in the country, all with the avowed purpose of constantly upgrading the properties it operates. In the last five years it has bought and sold eight tv and radio stations quite apart from the five tv and seven radio stations it now holds. At present Storer operates five vhf stations—in Atlanta, Cleveland, Detroit, Milwaukee and Toledo. In all but Toledo the Storer station is a CBS affiliate.

## Control (Continued from page 27)

"When ABC rescheduled the shows for next season in 10-11 p.m. periods, rather than the 9:30-10:30 slots now occupied, we looked at the move as one pre-empting Liggett & Myers from three Class A half-hours weekly. Naturally we didn't like it.

"When we bought into these programs originally—in the case of *Asphalt Jungle*, we were in *Islanders* before the replacement move—we bought because of the time period, not merely the program. The shows at that time were speculative and unknown quantities. When they hit, it was great, but it seems to us that moving them can only weaken the programs. Going to a later hour automatically means you have to get higher ratings to make up for the decrease in viewers, just to hold the same-size audience."

What prompted the ABC decision that antagonized sponsor and agency? Obvious was the intent, apparent at all networks, to circumvent the two-and-a-half-hour option-time ruling,



*Daniel E. Hydrick Jr. has been appointed assistant to John W. Kluge, president and chairman of the board of the Metropolitan Broadcasting Corp. Mr. Hydrick moved to Metropolitan following a six-and-one-half-year association as general manager of WGH Norfolk, Va.*

("Use hour-long shows at the beginning and end of your nightly schedule," said one network employee, "and you make a mockery of the whole ruling.") And, to illustrate that 10-11-p.m. shows *can* succeed, ABC could point to its own *Naked City* and boxing telecasts, to CBS' *Garry Moore Show*, to NBC's late-night specials and others. Additionally, the network knew Liggett & Myers had signed to share in the hour-long *Gunsmoke* series at 10-11 Saturday nights next fall.

("That's *one* show," Terry Clynne remarked, "We don't want the entire schedule at that time.")

Behind the scenes, however, there was more to the ABC negotiations, and the "more" reveals how the very few advertisers who have not accepted network control—because they can afford not to accept—can use their power to great advantage.

## Potent Properties

"You can see what happened," said a programming executive at an agency not involved in the ABC case. "Procter & Gamble, with *The Real McCoys* before the hot *My Three Sons* suddenly gets another half-hour after *Sons* and before *The Untouchables*, even though P&G doesn't yet have a specific show for the period. It's a great slot, and ABC must have figured *Untouchables* is such a

strong-enough property that its advertisers would stay. Why, within a few hours of the Liggett & Myers announcement, the network had sold out the program to others.

"In addition to taking a backseat to P&G, L&M reportedly was unhappy over ABC's giving half of *Bus Stop* to Brown & Williamson at 9 on Sunday, right before *Asphalt Jungle*. It's a case where Liggett & Myers felt it was being discriminated against in favor of larger and competitive advertisers—and the thing that makes it funny, of course, is that L&M has used its weight against smaller advertisers in the past. So long as there's a number of advertisers bidding for limited hours of broadcasting time, the networks are going to bow to the power."

## Capitulations Forced

This example of power politics, in which ABC could call the shots because it controlled all the programs involved, had a counterpoint in the CBS situation where an advertiser held its own shows and forced capitulations from the network. Here, General Foods—controlling the high-rated Danny Thomas and Andy Griffith shows, along with a new Gertrude Berg-Cedric Hardwicke comedy—began negotiations with NBC about moving its business to that network. When the smoke cleared, CBS had retained the three programs concerned, but had opened up Wednesday at 8:30 for the Berg-Hardwicke program and had made other concessions to retain GF's \$18 million in billings.

The ability to wield this kind of power is evidently the factor that keeps a handful of advertisers doggedly endeavoring to develop their own programs. But it's increasingly evident that only the corporate giants can succeed in making the networks bend a bit. A case in point—General Mills and *Father of the Bride*.

"Network control is getting stronger all the time, but a good show breaks through," said George Polk, programming vice president at BBDO, as he happily repeated what he told TV AGE last November. At that time, the agency had set—after lengthy

negotiation—Rexall's *National Velvet* on NBC opposite *Maverick* and Ed Sullivan. ("Not exactly a choice position," was the way another agency man put it.) *Father* seems to have had better luck, being taken on by CBS at 9:30 Friday, with a *Route 66* lead-in that will put it in competition with the second half of 77 *Sunset Strip* and a to-be-announced NBC show.

"All three networks are very eager to see new material," Mr. Polk reiterated. "They'll make moves to fit in something of quality if they don't have advertisers already locked in to certain periods. ABC was very interested in *Father*, for instance, but had commitments or hour-long shows in all the suitable times."

### No. of Programs by Type: 1958, 1961

(regularly scheduled per week)

1958-'59	1961-'62
22 Western	15
20 Situation Comedy	23
16 Quiz, Panel	5
16 Adventure	26
9 Variety	5
8 Music	3
6 Comedy (live)	1
3 Sports	1
2 Drama (live)	1½*
1 Interview	0
1 Request Format	0
1 Comedy (film)	1
1 Newscast	0
0 Candid Format	1
1½* Cartoons	5
0 Public Affairs	3
0 Feature Films	1

\*Du Pont, Armstrong programs include sporadic drama presentations; Disney format alternated cartoons with filmed adventure.

The BBDO executive agreed, however, that a factor in CBS's decision to take the new program was a possibility that additional General Mills business might be swung its way from the rival chains. While General Mills is high on the list of video investors, it will be interesting to see how readily the agency finds a place for two other client-controlled programs. Pepsi-Cola's *Jane Powell*

*Show* and Autolite's *The Racers*.

"The present schedules only prove the day of the agency- or client-controlled program is completely over," said Michael Dann, vice president for CBS-TV programming, New York. "General Foods is the exception that stands out because it is so unique. The company desires a particular kind of program and is big enough to pay for it. There are one or two others in the same category, but today's programming picture is one where only the giants participate in production."

Ross Donaldson at NBC-TV agreed. "There've always been cycles in production," said the creative-services director, "but any swing away from network control now could only result from a loosening of the money problem. A network can't stand back and wait for agencies or clients to bring in product. Few companies want to—or can afford to—take the risk of coming up with a good show. It's not only that the networks are interested in building their own programs so the advertiser can't switch to a rival, but that a sure source of supply must exist. You have to have stand-by product ready in case programs fail. You can't rely solely on other people—sure, they may come in with material, but it might not be good or salable."

### Frustrating Situation

"Admittedly, the present situation is frustrating to some of the agencies with huge program departments, but there's nothing to prevent them from coming up with ideas."

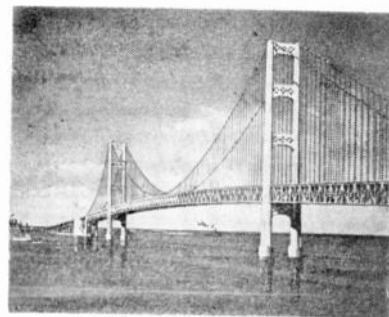
"There's an entire difference in philosophy between the program departments of agencies such as McCann-Erickson and Ted Bates," said an executive at an agency which hews to the Bates idea that "advertising is the agency's job, and show business is the networks' and packagers'." "We're lined up on two sides, with many of the formerly very active program people champing at the bit now that they're forced into the jobs of editors—cutting out what's best of all the offered material."

"Strangely, the network programming people find themselves in the

## MICHIGAN'S

UPPER PENINSULA  
IS EASILY AVAILABLE

# NOW



The New \$100,000,000  
**BIG-MAC Bridge**  
carries thousands to the U. P. daily!

**Paul Bunyan Television**  
**WPBN-TV WTOM-TV**

Traverse City

Cheboygan

One Rate Card

Covers 25 Northern Michigan Counties  
INCLUDING a big chunk of the U. P.  
and parts of Canada

Offering the Only Principal  
City Grade and Grade A  
coverage to Traverse City,  
Cheboygan, and much of Resort-Rich  
Northern Michigan

Reach the **MOST** homes with **P B N** \*

7000 MORE Homes Reached Than Sta. B.  
(M-F, Noon-6 PM)  
1900 MORE Homes Reached Than Sta. B.  
(M-F, 6 PM-Mid.)  
2800 MORE Homes Reached Than Sta. B.  
(Sat. 6 PM-Mid.)  
1900 MORE Homes Reached Than Sta. B.  
(Sun. 6 PM-Mid.)

\*ARB (March, 1960)



Network Representative Elisabeth Beckjorden

same position much of the time. They're not creating, they're not experimenting—they're assigning someone else to make a show just like the one on another network, or at best they approve one of a dozen ideas brought to them."

Ted Bates' Dick Pinkham stressed the fact that "there are a couple of good programming men at the networks, but it's difficult to keep them, since they can do financially better at an agency." If a man is not permitted to be creative, Mr. Pinkham appeared to say, he might as well look to financial gain.

"But, under present conditions," he continued, "we can't recommend that client risk his money in producing a program. His chances are perhaps better than an independent packager's in getting the show on a network, but not by much. It's often difficult to convince an advertiser who's seen General Foods deal with CBS that *he* can't exert the same leverage, but it must be done in the best interests of the client. How many General Foods are there?"

"Buying gets more difficult as the networks go to the hour shows, and the problem of losing a valuable time franchise is always present. The basic rule to follow, though, is not to buy failures." He added, "That's how I minimize problems," with a chuckle.

What about that question of a few minds—rather than the combined ef-



John F. Cundiff has been named station manager of WNHCTV Hartford, Conn. Mr. Cundiff joined the Tri-angle station in 1957 as general sales manager—a position which he will continue to hold.

## No Let-up in Toy Advertising

Cincinnati's I. C. Elman Co., wholesale toy distributor, uses off-season advertising to promote its dealers' toys throughout the year. Instead of cutting back on advertising right after the Christmas peak period, Elman concentrates on a heavy tv spot campaign on popular children's shows.

For the fifth consecutive season the company contracted for spot schedules that started in January on three programs over WKRC-TV and WCPO-TV Cincinnati. The programs, *Popeye*, *Tarzan* and *Skipper Ryle*, run late afternoons, Saturday and Sunday mornings.

To boost toy sales after Christmas, Morris G. Levin, Elman vice president, and the company's agency, Ted Menderson Co., buy time on top-rated children's shows and sell spots within this time to such toy manufacturers as Louis Marx, Mattel and Ideal.

Several dealers are featured in each one-minute spot, and balop cards are shown giving viewers the names and addresses of stores where the advertised toys can be bought. To merchandise the toys further, window banners are distributed to dealers carrying them.

At the New York Toy Fair last month, Mr. Levin lined up leading national manufacturers for participation in Elman's schedules for the rest of 1961.

forts of 50 agencies and hundreds of small and large production companies—providing each season's tv fare? Is it "good" to have a handful of executives at each network, executives often more concerned with administration and sales than with programs, forming a "Program Board" (see photos, page 25) to determine what goes on the air? Or is it "bad?"

"I doubt if there would be much difference in next season's programming if it were made up of more client-controlled shows," said one agency head. "The big gripe is 'look what they give us to pick from,' but the networks don't control the syndicated market—and just take a look at the junk offered there. We buy formula shows; we buy non-formula shows; we buy action shows and comedy shows. My personal feeling is that there's nothing wrong with this—and we have indicators to show the public doesn't think there is, either. By indicators, I mean not only the ratings, but letters from viewers, surveys and product sales."

"There's more to 'carbon-copy' programming than you see on the surface," stated NBC's Ross Donaldson. "I don't think anybody does it out of laziness or a supposed inability to come up with 'something better.' There are two sides of the coin—the public will prefer one certain

kind of program for a while, and advertisers want to provide that kind of show for the viewer. After a period, the public tires, and another kind of show becomes highly popular. Right now it's the hour-long adventure, two years ago it was the western, in another year it might be something else."

## Second-Season Scorecard

Going into the second season, then, of network dominance in the program-supply field, the scorecard reads as follows:

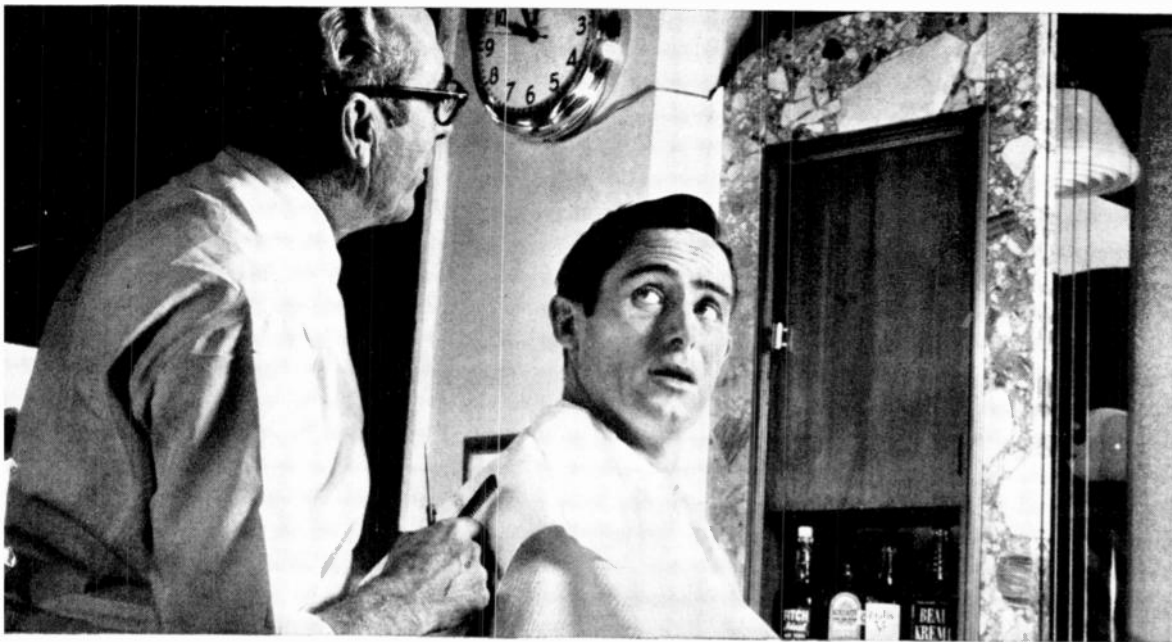
**Monopoly?** Evidently not. (At least no charges have been publicly voiced by any authoritative sources.)

**Audiences?** Generally up.

**Mortality?** No worse than usual—bad for those whose programs fail, good for those with new properties waiting in the wings.

**Program balance?** Debatable, as it's been since the time television itself became a power of such importance that it *had* to be criticized.

**The future?** Unless the unexpected happens—and no one foresees a reduction of video costs—program control by advertisers will remain a characteristic of a small, elite group. The lower-budget advertiser will find, however, a wide variety of program types in which to invest his tv dollars.



# “Some new grey ones, Tony?”



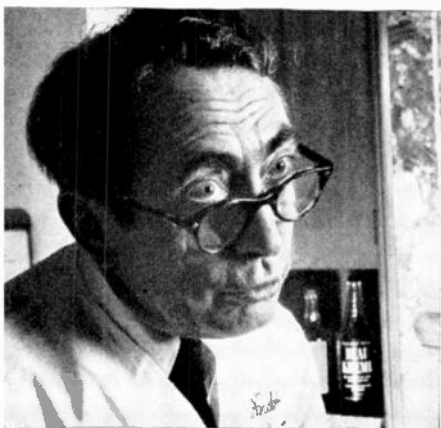
“I guess that comes from worrying, Tony. You see, I’m in media promotion. Just launched a big campaign that promotes the main reasons why advertisers should go along with us.



“But what bothers me is that there are eight other big points in our total sales story for an advertiser and I have an awful feeling that we lose business to competitors who are pushing some of the *other* points.



“What can I do to be sure they don’t miss *any* important point when they’re comparing us with the others?”



“Well, I don’t know, Mr. Jones. But I do know we get so many advertising men in here that we keep copies of—how do you say it—SRDS, over on the rack near the waiting chairs. A lot of them look things up in it.”



“Oh, sure—Standard Rate. We have an ad in there pushing our main—Hey... that’s it! Why don’t I put *all* our good points in there—the whole story—where they have to look when they’re working on schedules. Thanks, Tony, this is sure going to cut down on the grey hairs.”

*With competent, strategically placed information in SRDS*  
**YOU ARE THERE**  
*Selling by helping people buy*

**SRDS**  
**Standard Rate & Data Service, Inc.**  
*the national authority serving the media-buying function*

C. Laury Botthof, *President & Publisher*  
5201 Old Orchard Road, Skokie, Ill.—Yorktown 6-8500  
Sales Offices—Skokie, New York, Atlanta, Los Angeles



servative in the future. It was noted, however, that the company would cut back on entertainment specials rather than on special informational broadcasts.

In the previous article of this series (TV AGE, March 20) mention was made of the Gulf Oil Co. contract with NBC-TV whereby approximately \$1.2 million has been made available for NBC special news reports covering "unpredictable" national and international crises. In actual practice the network notifies Gulf's agency when it plans to put on a special news show, and the agency either participates or it does not. Although the \$1.2 million is theoretically allotted over four quarters, the money is used up as fast as the news justifies. You can't pro-rate money for news, since obviously the big events may be concentrated more in one quarter than in another.

On the thorny question of pre-empting time for factuals there is little discussion where really hard news is concerned. As in other things, it is the gray area that causes trouble. What seems critically important to one official may not seem worth sacrificing \$1½-million worth of air time to another.

### ***Growing 'Sponsorability'***

In the first article of this series it was shown that the viewer "appetite" for factuals is up. Recent statistics further show that the "sponsorability" of factuals is constantly on the increase. There were more sponsors for public-affairs shows this season than last season, according to A. C. Nielsen Co., and they sponsored 155 hours, as compared to 127½ hours for the comparable season last year. Moreover, factual programming may profit from the trend away from program sponsorship to shared sponsorship and participations.

Naturally, there is and always will be a disinclination of some sponsors to become involved with anything that approaches controversial programming. They do not seem to see that the phenomenal growth of tv, its continued appeal and sales power

## ***New Young Posts***

Two new executive posts have been established at the Adam Young Companies: James F. O'Grady has been appointed executive vice president of Adam Young, Inc., and Young Television Corp., and Stephen A. Machcinski has been named general sales manager and vice president of both companies.



MR. O'GRADY      MR. MACHCINSKI

Mr. O'Grady, who has been the executive vice president of Young Television Corp., will function in a general administrative capacity for both companies. Before joining Young in 1955 he was associated with the Dumont Television Network and ABC.

Mr. Machcinski has been executive vice president of Adam Young, Inc., and will now be in charge of sales for both radio and television. He joined Adam Young in 1946. Previously he was with the Katz Agency and Headley-Reed.

are directly related to the medium's ability to bring people into immediate confrontation with their world.

Bearing on this, a special study by NBC on the Timex sponsorship of the U-2 *White Paper* indicated an exceptionally high degree of viewer recall of the product. The chart on page 29 which accompanies this article shows that factual programming reaches a significantly more influential and higher-income audience.

The Purex Corp. began sponsoring special NBC factuals in January 1960 when the stock was quoted over-the-counter at about \$24. After nearly 20 shows, including five repeats, the

stock had climbed to \$40 by the end of summer. Following the company's sponsorship of the Presidential Inauguration the stock shot into the high 60s and sat down at about \$65. During 1960 the company grossed over \$100 million for the first time.

The problem of controversial programming often coincides with that of "editorializing," since controversy is clearly as much a product of treatment as of subject matter.

"There's a point of view in every show," Fred W. Friendly, executive producer of *CBS Reports*, said. "Our Justice show [*A Real Case of Murder*] was a look at a trial from the point of view of justice instead of from the point of view of those involved. . . ."

"In our show about Joe McCarthy we said: 'Joe McCarthy hurts America' . . . *Time* magazine was doing McCarthy long before we did our show, yet we had thousands of letters . . ."

### ***Always a Point of View***

"Each picture you show has a point of view. Do we try for balance? Of course we do, and sometimes we succeed and sometimes we do not succeed," Mr. Friendly noted that some subjects lent themselves more easily to objective treatment than did others. Referring to the recent *Harvest of Shame* program dealing with migratory laborers, he noted that there are no Federal laws to protect these people. "If laws are enacted, if the position of the laborer is improved, we who worked on the show would like to think that we had some small share in it."

Mr. Friendly added that *See It Now* and *CBS Reports* had never had to retract a fact in hundreds of presentations. He checked himself and recalled that a Senator had recently alleged that, contrary to a statement made on *Harvest of Shame*, there had been several sons of migrant laborers who graduated from college. "We try to get people who have a fire in their belly," he said. "Whether it's health, justice . . . this is an effort to reflect the great issues in which people are involved."

As to whether controversy is neces-

sary to good programming in the area of public affairs. Mr. Friendly cites such programs as *CBS Reports' Polaris: Biography of a Missile* and *The Great Holiday Massacre* as examples of good, non-controversial programs that nevertheless involved the audience.

Excellent ground rules for controversial programming and broadcast editorializing have already been drafted and tried by stations such as WWDC-TV Washington, D.C., and WAGA-TV Atlanta. Such rules have worked out well on a local level, but there is no surety that the same principles can be applied successfully nationally. At this writing, the matter of editorializing can be considered open, with the only sign for the future pointing to a dramatic increase in editorial content.

Each of the networks operates its news and public-affairs programs through what can be called a "task force" system.

The best example is at NBC-TV, where Mr. McAndrew describes the set-up as a "unit" system. The most important group is that headed by Irving Gitlin, executive producer, creative projects, news and public affairs. Mr. Gitlin, who came to NBC from CBS last year in a dramatic switch, brought with him a number of men who are still working with him—Al Wasserman, who produces the NBC *White Papers*, and Art Barron, who produces *The Nation's Future*.

### Special-Projects Section

In another group, Reuven Frank heads up a special-projects section, with a group responsible for the 6:45 p.m. show. Chet Hagen, who produced such shows as *Castro's Year of Power* (for which he gives most of the credit to cameraman Priestly), heads a group that does the Gulf NBC News specials and Huntley-Brinkley. Robert Northshield and Lou Hazem, who did the Inauguration, head up other groups, with responsibility for, among other things, the *Tonight* show. There is also the Washington group and the NBC special-projects unit headed by Donald Hyatt, vice president in charge of

programming.

The budget for the NBC shows is very high, with some of the *White Papers* running well over \$100,000. A producer on a rival network noted that in one of Mr. Gitlin's productions his team was said to have shot nearly 40 cans of film before they began to edit. "It's easy to do a job when you've got that kind of money and are so autonomous," he said.

"Autonomous?" said Mr. Gitlin. "I suppose that's right if they're talking about success. If we do well—if our programs achieve their objectives and are also well-received—there's no necessity to be put on a cash diet . . ."

### The Unsung Heroes

Under Mr. Gitlin, besides those already mentioned, are such unsung heroes as George Lefferts, producer on the NBC Purex shows, and Walter Mitlis, who does the homework on many of the *White Papers*.

At CBS News the center ring in the big public-affairs show is run by Fred Friendly. Burton (Bud) Benjamin produces *The Twentieth Century*, and Les Midgeley is the executive producer of *Eyewitness to History*. Jack Kiermaier, director of public affairs, oversees *Accent, Washington Conversation*, *The Great Challenge*, religious shows and *The U.N. in Action*. Sam Zelman, head of tv news, pilots such shows as Doug Edwards'.

At ABC-TV Mr. Hagerty is rapidly building the Washington bureau, with respect to news. But at least through the rest of this year it can be expected that the burden of longer public-affairs programming will be shunted through Time, Inc., to the unorthodox production unit headed by Robert Drew.

Mr. Drew, who did the Time-ABC *Yanqui No* show, is a seemingly easygoing person, young but with a mind that combines business acumen, dramatic precepts and literary theory effortlessly.

In shows which Mr. Drew produced for the Time stations there were less than three minutes' narration per half-hour. The shows were *Primary*, on the Wisconsin Humph-

rey-Kennedy barnstorming, and *On the Pole*, dealing with auto racing. Narration is a kind of crutch, he says.

Asked how he would explain such a concept as that presented on NBC—"the Congo was once the private farm of King Leopold"—without narration, Mr. Drew answered, "You don't have to say it at all; leave such things to the print media. Tv is for immediate visual effect. . . ."

This attitude, he says, applies to prime evening time, and is the only way the medium will keep vitality. For programs that depend on verbal exegesis, "you can't ask people to stand still for it in prime time. Prime time should be for massive audiences with massive impact, and it should be able to pay its own way . . ."

"We have to add a new standard to this spectrum—a prime-time show that will do a job—a show that will not tell the why and the wherefore, but which will give people the feeling of being on the scene of what's taking place without intrusion. You eliminate reporters on camera, the

## WTRF-TV STORY BOARD



T. R. Effic!

AS THE X-RAY specialist walked down the aisle to say the marriage vows with a former patient, someone whispered: "I wonder what he saw in her?" (Thanks to the Harrisburg-Tilghans.)

### Wheeling wtrf-tv

DID YOU HEAR about the girl with the gleem in her eye . . . her husband nudged her while she was brushing her teeth.

### wtrf-tv Wheeling

A RIPE OLD AGE is nothing to brag about. Consider the tomato.

### Wheeling wtrf-tv

THIS MESSAGE MAY HELP . . . just think about it . . . a priceless pearl was once some oyster's ulcer.

### wtrf-tv Wheeling

THIS MESSAGE means RESULTS . . . your advertising gets across to the big and spending audience when it's transmitted to the Wheeling-Steubenville Industrial Ohio Valley by WTRF-TV from Wheeling, Merchandising, too . . . just ask Hollingbery.

### Wheeling wtrf-tv

ANCIENT ROME DURING THE REIGN OF NERO . . . two Romans met to discuss plans to burn down the city. "Let's abandon our plans; rumor has it that Nero himself plans to set fire to Rome. Let him do it for us," one of them said. "Why wait for Nero?" replied his companion. "If we do it ourselves, we can eliminate the fiddle man."

### wtrf-tv Wheeling

OVERHEARD . . . "All she got out of the evening was rum and coax."

### Wheeling wtrf-tv

MODERN PROFILES . . . When the teacher asked little Greg Frank who was the Great Profila, he answered "Alfred Hitchcock!"

CHANNEL  
SEVEN

NB  
C

WHEELING,  
WEST VIRGINIA

interviewer, the interpreter-narrator."

Mr. Drew says it's "wonderful" that there are other approaches besides his own, yet he is a little bit crusading, since he feels that people have not yet *had* a real picture approach. He and his camera crews are constantly roving through Congressional corridors and other less likely places in a search for natural footage.

NBC, he says, has leaned increasingly heavily on a word approach and been kind of pious about it, as in the Congo show. CBS has made the same kind of mistake. "*Harvest of Shame* is a good example; they actually stopped in their tracks to editorialize. . . ."

Says Mr. Friendly at CBS: "What we try to do is capture events of the greatest consequence at the right time, the time it happens. How do we do it? By holding up a mirror. We photograph and record the event . . . We'd put a still in if we needed a still; we put a still in last night, in *A Real Case of Murder*."

Would racier techniques and visual focus keep documentaries from dying in prime time?

"I don't think ratings ever killed any programs . . . I shall always insist there is just one criterion for these programs: how well they report what they set out to report."

### ***Vanished Superstitions***

At NBC Bill McAndrew said his department had not begun really to move ahead until they had got rid of the old superstitions concerning live and still pictures, and talking on camera. "There was a time," he said, "in the days of John Cameron Swayze, maybe, when we were bound to pictures. We aren't now. We rebuilt this department on a different principle. The tv screen is not just a miniature movie screen: it is something much more than that by its nature and intimacy in the home. When we rebuilt this department we did away with the taboo against talking. Hell, it's the only way you can say many things. How *do* you say that the Congo was once King Leopold's private ranch? We aren't afraid to use talk as long as it's interesting talk."

Mr. Salant at CBS says he thinks it is a mistake to let pictures dictate. The producers, he says, like pictures, naturally, and that is why the network sometimes has to sit on producers to keep programs in balance. "One of our most successful shows," he says, "was *The Great Challenge*, with five men talking to each other—Kissinger and others. It made the front page of the *New York Times*, a tremendously interesting show. . . . There's no right or wrong way to produce such programs. The subject matter is the only arbiter of whether the emphasis should be on pictures or conversation."

Mr. Gitlin at NBC feels much the same way and lays down these ground rules for the production of factuals:

1. Each show must be understandable. It must be a law unto itself, without complex reference.
2. Each show must be done with professional skill and be dramatically sound insofar as truth and logical development permit.
3. Don't lecture your audience.

### ***Creature of Technology***

Aesthetics, of course, must have access. Television is the creature of technology. "Give us cameras the size of a Minox," said Mr. Salant, "and we'd be in business." And there was no dissent from the promise of miniaturization of television equipment. Said another CBS executive, "To do a show from the capital of Laos you might as well go down to Studio 41 around the corner. The only answer will be these transit satellites to bounce the shows off . . ."

Mr. Salant noted that CBS-TV had just signed a major contract along the lines of miniaturization of equipment with Fairchild. There are other signs of much more activity along these lines, but there may be no major innovation in equipment prior to the establishment of a transit satellite system, which Mr. Hagerty has guessed may be operative "by the next Olympics."

Other tv devices—the sync process and introduction of more sophisticated shooting techniques, plus the use of better cameras (the Auricon, the Mitchell and the Arriflex are the



*Richard McCutchen is head of the newly established Time & Life broadcast news bureau in New York. Mr. McCutchen was former public-affairs producer for CBS-TV and news-caster-reporter for the NBC-TV Today show. The broadcast news bureau will process and edit material for broadcast on Time, Inc.'s tv-radio stations.*

only really reliable tv instruments today)—will vastly improve the total picture.

By way of summary, what can be said with certainty regarding the future of network news and public-affairs programming?

It is generally agreed that despite the many hopeful signs, this is no "kingdom-come" year for factuals. The great increase in the number of factuals will be a mixed blessing in the sense that public-affairs budgets will be spread thin, resulting in some flimsy shows and some static shows, with an increase in Americana and so-called "fringe" factuals.

New techniques for production of factuals will be employed, with such innovations as the "on-the-scene" debate filmed or taped on location. With a half-decent break in world news, by November and December sponsors will be seeking last-minute participation in the programs, even though controversial content increases—as it must.

A real breakthrough in factual programming must wait now, of course, until the 1962 season, when the nation, hopefully, will have put most of the recession blues behind, and the networks begin staffing and tooling in earnest for the transit navigational satellite system.

cent of the sets in children's bedrooms among the multiple-set owners would seem to indicate some special significance with respect to the types of program viewed by the small fry.

Multiple-set ownership, Pulse discovered, is definitely related to the size of the household, the presence of children under 18 years of age and private-home residence. For example, among single-receiver owners 51 per cent of the sets are in homes of four or more persons, while among the multi-set contingent 63 per cent of the sets are in these households.

Among those Pulse respondents with only one set 30 per cent have no young children, compared to 21 per cent of the multi-set householders. And 15 per cent of those with a single tv set reside in private homes, as against 28 per cent of those who own more than one receiver.

Question 5 asked of the Pulse interviewers pertained to the year their sets were purchased, and the query was directed to only the 373 members of the sample who possess just one set apiece. With one in three sets having been acquired in 1955 and earlier, it would seem that there is a good potential market for new-set sales, if this percentage is projected across the country.

Twenty-seven-point-three per cent of the receivers in the homes of the one-set families queried by Pulse were bought in 1954 and before. The second highest percentage of purchase occurred in 1957, when 16.1

QUESTION 5: *What year did you buy the tv set you now have in your home?*

	%
1960	9.1
1959	9.7
1958	14.5
1957	16.1
1956	13.9
1955	9.4
1954 and Earlier	27.3
Total %	100.0
Base for Percent	373

sets were brand-new in these homes, with the years surrounding '57 the next best in this regard.

In 1958 14.5 per cent of Pulse's single-set families bought their receivers, and for 1956 the percentage was 13.9. In 1955, 1959 and last year set sales to these householders showed only the slightest of variations: 9.4 per cent in '55, 9.7 per cent four years later and 9.1 per cent in 1960.

## Newsfront (Continued from 21)

Wrigley gum, for example, spent less than \$1 million 1956, but was up to \$7.8 million in 1960; Lestoil went from \$807,630 in 1956 to \$17.6 million in 1959 to \$7.1 in 1960; Kellogg cereals have been in the top-10 list for three of the past five years, up \$1 million in 1960 from 1956; Maxwell House coffee and Alka-Seltzer have both been on the list for each of the five years; Ford is the only automobile to be included in the top-10 brands, and the expenditure of 1956's top spot tv brand would rank any company number five in the 1960 top-10 list.

Moving to spot's proven ability to promote ideas and services, introduce new products, sell high-ticket luxury items as well as low-cost, quick-turnover products and do its job regardless of season, market and competitive influences, TvB lists a variety of cases to prove its contention that spot is the be-all and end-all solution to any advertising problem. And, from the examples, it's difficult to argue otherwise.

For instance, the report shows that last year 91 companies used spot to sell insurance, 116 public utilities and phone companies used the medium and so on through 17 religious groups, 12 schools, 13 trading-stamp firms, four farm-tractor makers, five motorboat companies, eight foreign airlines and three swimming-pool outfits, among others. Among the uses of spot, says TvB, are examples where a schedule was designed specifically to fit local tastes, extend network coverage, launch seasonal campaigns, stimulate dealer support, improve frequency, bolster weak markets, select specific audiences and test tv copy.

## Gentle Reader

"They had always regarded us as fair game, but it came as a surprise to them to discover we regarded them as fair game. The result was a sort of anguished shock," recalls Carter Davidson, who, after nine months of reading and analyzing the journalistic output of the four major Chicago daily newspapers, can be considered ready for some sort of blessed event.

Mr. Davidson, whose modest and scholarly demeanor cloaks a sharp and sometimes devastating wit, has been conducting a 15-minute program, *WBBM-TV Views the Press*, on alternate Sundays for that CBS owned-and-operated outlet in Chicago since last June. The concept, which must have struck most of the lords of the publishing business as downright seditious when it was announced last year by Merle S. Jones, president of the CBS Television Stations Division, is to be put into practice in New York over WCBS-TV April 23 and probably on other CBS-own-



## INTERNATIONAL DESIGN CONFERENCE IN ASPEN, COLORADO, JUNE 18 TO 24

"We propose to examine the broad and fascinating area of man's development as a problem-solving animal; to discuss the various forces that, acting upon man, have enabled him to develop the skills and acquire the knowledge with which he has fashioned his environment and overcome its obstacles. We shall have people from various disciplines and arts who will discuss their attitudes about these matters and how these ideas relate to their own endeavors. We anticipate that the conferees will find ample opportunity to question and relate their own activities in the light of the discussions by the speakers."

Herbert Pinzke/IDCA Program Chairman, 1961

For further information contact: James Cross, General Membership Chairman, 9744 Wilshire Blvd., Beverly Hills, Calif./W. M. de Majo, European Membership Chairman, 33 Jubilee Pl., London SW 3, Eng.

ed stations in the future.

In New York recently to research and prepare a series of programs on the United Nations. Mr. Davidson remembers that most of the press expressed little consternation when he first went on the air—it's just that later one of them tried to get him fired, and failing that, tried to deprive him of his doughty sponsor, the Oak Park Federal Savings bank. (Which backs, he notes wryly, what can only be called "the most unsponsorable program on the air.")

Precisely what does Mr. Davidson do on the air to arouse the wrath of Chicago newspaperdom? Objectively speaking, the program would seem nicely balanced, since approximately 40 percent of it is in a complimentary vein, 40 per cent of it criticism and the remainder a sort of institutional appraisal, pointing out the problems and history of publishing.

It is the criticism, Mr. Davidson feels, that the newspapers find absolutely intolerable. To suggest, as he has done, that the press "place a little more emphasis on stories of real importance and less on things that are traditional newspaper fare—on the not-so-juicy murders, for instance" is to challenge their very freedoms, apparently.

### **Areas of Criticism**

Generally, his criticisms fall into two areas: the slanting of news for political reasons, and inaccurate reporting. "An accusation we often make is that Chicago is served by a one-party press, and the voice of the opposition is not published. We make the point that any politician is fair game, but when the *Chicago Tribune*, which has been carrying on a vendetta against Soapy [G. Mennen] Williams—criticizing his politics, his manners, his bow ties, his existence on the face of the earth—carries a headline 'Congress OKs \$24,000 Booze Fund for Soapy's Crew,' they're going too far."

Mr. Davidson's credentials are valid enough for just such a program: like many former and current newspapermen (he spent close to 20 years in the field), he has some decided views on the business. So do



*John E. Crawford has been appointed national sales manager for WTVM Columbus, Ga. Most recently with Young Television Corp. in New York. Mr. Crawford was affiliated with WPLG Radio Atlanta. At WTVM Ben Purvis and Lynn Avery have been appointed regional and local sales managers, respectively.*

some of his newspaper friends in Chicago, who phone in tips on things to watch for in their columns. After four years with the Associated Press as foreign correspondent, he was hired by WBBM-TV last June. He now serves as foreign editor as well, which was why he was in New York preparing a series on the effect of the new countries on the U.N.

Why such a program as *WBBM-TV Views the Press?* (which, incidentally, received an 8.8 rating and 40-per-cent share, according to a February Nielsen)? The answer was given by Mr. Jones better than a year ago.

"It is our belief," he said, "that our public can better be served if we present a weekly program on our stations reviewing the press. Television stations, their programs, the operating policies and their procedures are being quite thoroughly reviewed and previewed by the press. We think it is high time we provide this type of service to the citizens of America. . . . We might want to make some comment as to whether or not the really important world- and community-interest stories are being positioned in 'prime time' in the daily paper. We have some feeling that this type of program may also bring us closer to the people and the people closer to us."

### **Reader** (Continued from page 34)

Musical specifications are as likely to bemuse the writer as you. Almost invariably you can spot his or her uncertainty when the word *SEGUE* leaps out at you. Literally, it means to continue the music, without break, into the next section. On a script it means "do something fancy here if possible." The music producer can do it, too.

Things to watch out for, if yours is a concern with holding down the budget of the commercial, are the number of characters and their relative professional importance. "Name" talent costs more than actors who work at scale fees; two people cost much less than a crowd, and if hands only appear, that's cheaper yet. Of course, economies in general are to be discouraged for their own sake. You're likely to get what you pay for, and there's always the agency commission to be pondered.

But here are some more word signals to look for when cost is a consideration: at the left, *STOCK*—film footage which already exists; *RP*—rear projection of a scene's background, instead of actual location shooting, which, while jolly fun for all concerned, is an expensive production item; *CAMEO*—actors and products are lighted only; no sets are required. And at the right, *LIBRARY*—music chosen from already recorded material, instead of especially composed, scored and played.

### **Esoteric References**

It's relatively easy to throw your man off balance by an easy reference to some production aspect—doubtless as esoteric to a writer as it is to you. Right now, that can be done with a critical second look at the script and the question, "I suppose this will play as well on tape, won't it?" or "Nothing here that inter-sync can't handle, is there?"

The final escape hatch is to ask to see the storyboard. If the writer bristles, as well he may, merely remark airily or stonily as the circumstances seem to warrant, "After all, storyboards were invented for the non-creative branches of this business—people like me. And clients."

# In the picture



**William W. Mulvey** has joined McCann-Erickson, Inc., it has been announced by Robert E. Healy, chairman of the board of the agency. Mr. Mulvey will hold the position of a senior vice president, and will make his headquarters in the New York office of McCann-Erickson. Formerly associated with Cunningham & Walsh, Inc., as executive vice president, Mr. Mulvey also held, during his eight years with that organization, the posts of vice president and member of the executive committee and the board of directors. Mr. Mulvey's career in the advertising business dates back to 1938. At that time he went with Batten, Barton, Durstine & Osborn, Inc., as a copywriter. Following his BBDO association he worked for Kenyon & Eckhardt, Inc., and still later for Maxon, Inc. A graduate of Union College, Schenectady, N. Y., Mr. Mulvey makes his home in New Canaan, Conn.

The election of **Sylvia Dowling** as a vice president of Benton & Bowles, Inc., has been announced by Robert F. Lusk, president of the agency. Mrs. Dowling, who is copy group head on Post cereals, joined B&B's copy department in 1956 and was later appointed a copy group head. She becomes the third woman vice president of the agency, joining Dorothy Whitney and Jean Brown, creative supervisors, in that capacity. Before joining Benton & Bowles Mrs. Dowling held creative positions with Sullivan, Stauffer, Colwell & Bayles and with Young & Rubicam. While at the latter agency, she was responsible for the award-winning Schlitz silent tv commercials and for the direction of the radio coverage of a national political convention. She is also credited with the "drench yourself in luxury" theme for Prell Liquid's television commercials.



**John E. Doble** (l.) and **John D. Leinbach** (r.) have been elected vice presidents of BBDO, it has been announced by Charles H. Brower, president. Mr. Doble came to the agency in February from Ted Bates, where he had worked on the Brown & Williamson account; he is now an account group head at BBDO. Mr. Leinbach has been with BBDO since 1917. Originally a radio copywriter, he was named a tv-radio copy group head in 1955 and a supervisor three years later, the position he now holds. Prior to coming to BBDO Mr. Leinbach served as a radio copywriter for Compton Advertising and for J. Walter Thompson.

**William E. Holden**, a vice president and director of Doherty, Clifford, Steers and Shenfield, Inc., will join Fuller & Smith & Ross, Inc., May 1 as a senior vice president and manager of the agency's New York office, Robert E. Allen, FSR president, has announced. Mr. Holden, who also has been appointed a member of the board of directors, steps into the post made vacant by the appointment of Ralph Nicholson as U. S. assistant postmaster general in January. Prior to joining DCSS in 1917 Mr. Holden was assistant to the president of American Home Foods and later general manager of Affiliated Products, both subsidiaries of American Home Products. He was also with Standard Brands, Inc., in a sales and marketing capacity. Mr. Holden's appointment is expected to bring a great amount of consumer package-goods experience to FSR, according to Mr. Allen.



**John W. Adams Jr.**, a vice president and account executive with Albert Frank-Guenther Law, Inc., has been elected to the board of directors of the agency, it has been announced by Howard W. Calkins, chairman. Mr. Adams, who succeeds the late Richard A. Cullinan on the board, was assistant advertising director for the Dictaphone Corp. for two years before becoming associated with AF-GL in 1917. Prior to 1915 he served briefly as copywriter and account executive at L. E. McGivena, Inc., New York agency. Mr. Adams, who attended grade and high schools in New York and Chicago, is a native of Brightwaters, Long Island, N. Y. He was attending Yale University when he enlisted in the Navy in 1910. He served on destroyers in the North Atlantic and later piloted Navy fighter planes in the Pacific, attaining the rank of lieutenant commander.

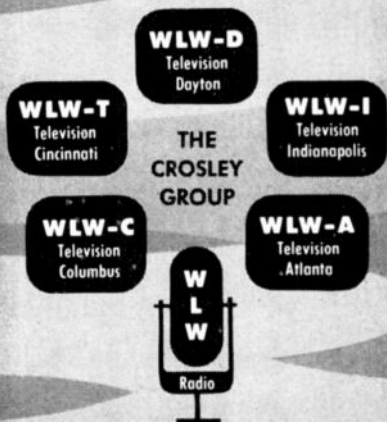
**You can quote me...**

"We recommend the WLW Stations for advertising Lestol Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

*Len Tardner*

Vice-President Media  
Sackel-Jackson Co./Advertising Agency  
Boston, Mass.

Call your  
WLW Stations' Representative...  
you'll be glad you did!



Crosley Broadcasting Corporation  
a division of **Arco**

We don't mean to be competitive or anything, but what with all the talk about balance and imbalance in television, the thought has struck us that it could be extended to other areas—especially to the corner newsstand, where, with the exception of the girlie magazines (which have their own ideas about balance and proportion), things seem to have settled into a dismal rut. Specifically, we're thinking about three similar-sized books which now have sound-alike cover lines—*Reader's Digest*, *Coronet* and *Pageant*. Some titles: "Once More—VD!" (*Reader's Digest*), "The Tragedy of Test-Tube Babies" (*Coronet*), "Six Ways to Make Your Mate Your Lover" (*Pageant*).

We didn't buy any of them—the first and last-mentioned because we've got troubles enough now, the middle one because we saw the tv show (*Oedipus Rex: Drama Into Opera*, CBS-TV, Feb. 26, 1961).

\* \* \*

*Irv Kupcinet, who hosts a program called At Random over WBBM-TV Chicago (that station's contribution to the late-night set), must have gotten an awful jolt recently if he picked up the April issue of Redbook magazine, which has a feature on NBC-TV's Huntley-Brinkley team. Said newscaster Huntley: "The moment a tv set enters a house where there are children, the parents must make up their minds that they have some policing to do. You don't let them watch at random."*

\* \* \*

*The following scene has not been verified, but supposedly took place last week at the office of a top national advertiser.*

DINGLEY: Yes, Miss Britt, what is it?  
SECRETARY: Mr. Dingley, sir, there's a man out here dressed in a loincloth and waving a spear. He wants to see you.

DINGLEY: In a loincloth?

SECRETARY: Yes, sir, I think he's some kind of native.

DINGLEY: Oh, send him in then. Don't

want any trouble with pressure groups. (*The door opens, and MOWGLI enters.*)

MOWGLI: Greetings, tuan sahib, Me Mowgli, chief all witch doctors, Tanganyika branch, local 203.

DINGLEY: Is this a promotion . . .

MOWGLI: No stunt, Yanqui. Me here to protest. You sponsor many programs unfair to witch doctors. Must stop!

DINGLEY: Unfair?

MOWGLI: Yes, *Sheena, Queen of Jungle*, old Tarzan movies, many more. Always shows witch doctors in bad light. Make people think all we do is stick pins in voodoo dolls. Oh, we admit there are *some* bad witch doctors, but you malign whole industry. Look at our great men—gunbearers for Hemingway, porters for Schweitzer, famed man of song who said 'Ooo-ah, ting-tang, walla-walla, bing-bang'! Why you never do program about them?

DINGLEY: But, man, they're not exciting!

MOWGLI: Exciting, shmexciting! Me here with formal notice: you stop all programs making monkey of witch doctor, or we picket, begorrah!

DINGLEY: Good heavens, man, there's a stockholders meeting next week. We can't have any bad publicity now!

MOWGLI: Then you no sponsor programs?

DINGLEY: Yes, yes, you win. Now clear out of here.

MOWGLI: I go, but keep this wax doll of you—just to make sure. (*He goes. Secretary enters.*)

SECRETARY: I heard it all on the intercom, Mr. Dingley. Are you really going to drop all our programs?

DINGLEY: Of course not! I just told the idiot that to get him out of here. (*He stops, his face going white.*)

SECRETARY: Mr. Dingley, what's wrong? Why are you clutching your side like that? What's the matter, Mr. Dingley? What's the matter? . . .



FOR INDUSTRY THERE'S  
NOTHING LIKE FILM...  
It sells your product...  
tells your story... trains  
personnel... motivates  
management... helps  
build your public image.



FOR INDUSTRY'S FILMS  
THERE'S NO PLACE LIKE  
GENERAL...for Academy  
Award-winning prints...  
personalized service...  
delivery commitments  
that are met.

For your next laboratory  
assignment call General.



  
**GENERAL**  
FILM LABORATORIES  
A DIVISION OF PACIFIC INDUSTRIES, INC.

# OCEANS OF RAVES FOR "Diver Dan"

"Edwards Shoes (Sponsor) excited about DIVER DAN. After only three programs, WCAU-TV and client impressed. This show a winner."

Al Fingerman,  
Ernest William Greenfield, Inc.



Killer  
Squid

"DIVER DAN at 4:30-5:15 P.M.  
... (period) ... number one in  
ratings."

Bob Guy, Program Director,  
WWL-TV, New Orleans

Skipper  
Kipper



"Kids will be fascinated by the underwater movement. The action has an hypnotic effect that makes you follow the characters. Kids will love it ... We have always been ahead of the trend. DIVER DAN's gonna be big! It will be a winner!"

George W. Cyr, Program Manager,  
WGR-TV, Buffalo



Finley  
Haddock

"Just a note to let you know that I have heard from Ernie Greup at WTVD about DIVER DAN. He says: "... Their (ITC's) product is a great one. Our children viewers scream for DIVER DAN to come back."

Donald A. Pels, Controller,  
Capital Cities Broadcasting



Baron  
Barracuda

"The new concept inherent in the DIVER DAN series is very exciting ... A great success!"

Warren Wright, Program Manager,  
WFBM-TV, Indianapolis

IVA-B  
MR F BRADLEY STUBINGER  
MELVIN F HALL ADVTG  
220 DELAWARE AVE-AGCY  
BUFFALO 2 N Y

Delightful ...

... Exploits of the fearless ...

... the beautiful mermaid ... and the ...

ful puppet-fish ... all part of this underwater live-and-puppet adventure in color and black-and-white. Can be shown as you see fit. One adventure flows into another for a half-hour, a 15-minute series, or include 7-minutes of DIVER DAN in your own local program.

# "Diver Dan"

Already sold: New York, Chicago, Philadelphia, Indianapolis, Buffalo, Cincinnati, New Orleans, Seattle, St. Louis, Detroit and other top markets. Key stations KTVI-TV, WKRC-TV, WGR-TV, WWJ-TV, KKTU-TV, WCAU-TV, WFBM-TV, KOMO-TV, WGN-TV, WFRV-TV, WNEW-TV, WJAC-TV, WREX-TV, WTVD-TV, etc., etc. For TV's newest color-ful entertainment-success for the whole family, phone or wire today.



THE THRILLING ACTION ADVENTURES OF DIVER DAN AND HIS UNDERSEA FRIENDS



**INDEPENDENT TELEVISION CORPORATION**

488 Madison Avenue • New York 22, N.Y. • PLaza 5-2100  
100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

WRN