

Sponsor

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

OCTOBER 19, 1964 PRICE 40c

The U.S. Spanish-language market

... see page 29

• NEWSPAPER • NEWSPAPER •

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still tall in texas...

and first in the heart  of houston



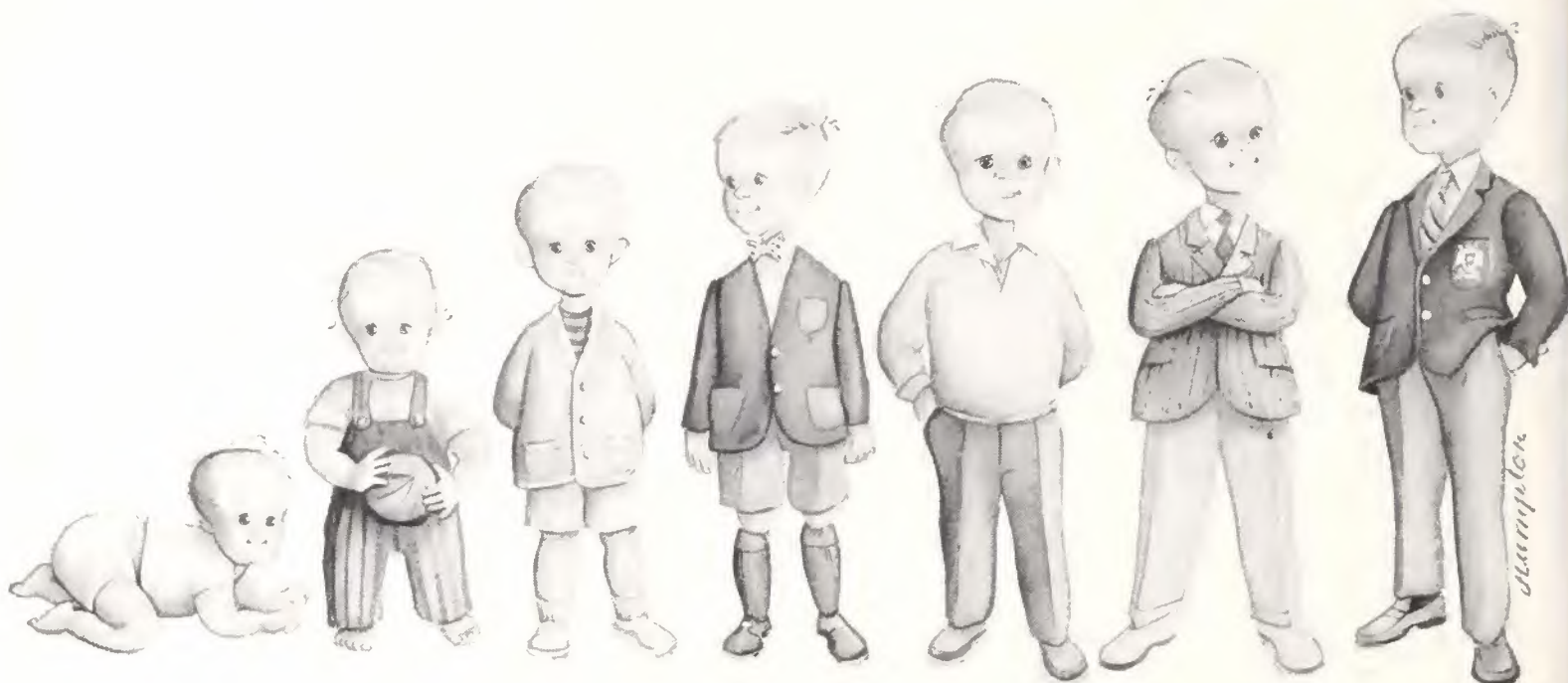
KTRK-TV



Once... Boy!



Twice... Boy, oh boy!



Seven times... Boy, oh boy, oh boy, oh boy, oh boy, oh boy, oh boy!

Are we proud? We're in seventh heaven.

Media experts in seven major cities were asked which local radio stations they chose for the bulk of their buying.*

In every city, the great majority chose the CBS Owned radio station as one of the top three.

Seven out of seven can't be luck. So what's the reason?

The reason is programming. They find talk-and-information programming a most effective setting for their commercials. And they want the

kind of informative, responsible programming that people in the community respect.

Because they live in the community themselves, they can make sure they get what they want. They listen to the local stations. They talk to people around town. They know that the CBS Owned radio station delivers the programming and the audience — both male and female — that they want.

And they put their money where their choice is. Boy, oh boy!

THE CBS OWNED RADIO STATIONS

WCBS New York, WBBM Chicago, WEEI Boston, WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco
Represented by CBS Radio Spot Sales

*Source: Study by Charles Harriman Smith/Associates, Inc. Available on request.

Color Tv 'Boom' Will Aid Sponsor, Agency, Broadcaster, Says RCA Exec

RCA Sales Corp. vice president predicts 3.3 million color television sets by next year, 5.3 million by end of 1965

New York—Predicting that by early next year there will be 3.3 million color tv sets in use and that by the end of 1965 the figure will hit 5.3 million, Jack M. Williams, vice president in charge of advertising and sales promotion for RCA Sales Corp., told the New York Advertising Club that "color television is just too good an opportunity for anybody to pass up—sponsor, advertising agency, or even broadcaster."

William added: "Foot-dragging and procrastination will not slow up color's advancement into the living rooms of nearly every American home."

Buttressing his point, Williams said that measured in dollars alone, color tv is approaching the total dollar sales level of black-and-white receivers and will surpass it early next year.

Discussing color tv's effectiveness as an advertising medium, Williams quoted Domenico Mortellito, director of E. I. DuPont's Color Council as saying: "Mostly, color permits television advertising to more strongly influence the viewers optical, symbolical and haptic sensations, making it almost impossible for the viewer not to

remember the advertising message and the product. The visual impact of color tv advertising is increased over black-and-white to the same degree that sound tracks have increased their impact over silent films."

Turning to the higher cost of producing commercials in color, Williams told the admen "the dollar value of the increased audience—not to mention the increased commercial memorability that color provides—will more than offset the additional production cost for color."

FCC Umpires Texas-Louisiana Football Fracas

Washington — FCC last week umpired hassle over rebroadcast of an NFL game not authorized by the originating station. Rebroadcaster, KLTV Tyler, Tex., is subject to \$250 fine for going ahead without permission of originating KSLA-TV Shreveport, La. But originating station was warned not to withhold permission in future, as a matter of public interest, and has agreed, FCC says, to abide by commission decision.

FCC scolded Tyler station for going ahead though Shreveport station had said, back in December, 1963, that it would grant no more rebroadcasts, as it had for two previous years.

FCC then sent admonitory letter to KSLA, pointing out that under law, the station must have "reasonable" grounds for refusal—or face some questions on operation in public interest. Action by KSLA-TV would bar Dallas NFL games to over 50,000 tv homes in KLTV service area which overlaps Louisiana station's grade B contour.

FCC said excuse for denying rebroadcast was poor one: KSLA said it was trying to insure "choice on programs" to overlap area. FCC notes this aspect didn't bother KSLA during previous two years.

FCC was sternly disapproving of KSLA's telling Texas station it could have games cabled in for \$400 per game.

KLTV said cost would be far

Court Upholds FCC On WDKD Revoke

Washington—The Supreme Court last week decided to leave FCC's decision on the Kingstree, S.C., radio station license revoke strictly alone. The court made no comment on the deejay vulgarity factor in the action, keeping its skirts clear of any suggestion of letting FCC judge or censor program content.

The FCC was equally careful when it based the refusal to renew WDKD license on the station's "wilful deception" of the commission. But FCC spelled out the deejay's gamey patter as a big factor in its decision at the time. District of Columbia Court of Appeals sustained FCC after the Kingstree station appealed the revoke, and the Supreme Court has now refused, without comment, to review.

higher. FCC said price was immaterial—there was no reason why the Tyler station should be put to such expense.

Sword, Sandal Popular Despite High Inventory

New York — Despite a growing trend to a "buyer's market" in the syndication of sword-and-sandal movies for tv, caused largely by a boom in the supply from tv film distributors, these action epics continue to pull large audiences in local-level showings for spot advertisers.

Recent example: on Oct. 11, a Sunday, New York's WOR-TV scheduled two such films in color from Embassy Pictures. The first, *Mule Men Against the Son of Hercules*, pulled an Arbitron rating of 11.7 and a 26.0 share in New York's seven-station market from 6-7 p.m., checking closely with a Nielsen rating of 11.3 and 23.0 share. The second, *Thief of Baghdad*, scored 10.6 and 17 share in Arbitron, an 11.2 and 15 share in Nielsen in the 7:30-9:15 p.m. period.

To put it mildly, this rating pattern holds up well against network competition; top-rated Ed Sullivan in National Arbitron for Oct. 5-11 drew a 26.6, by comparison, in the 8-9 p.m. slot on CBS-TV. It also demonstrates that a well-promoted local feature telecast can unexpectedly take the edge off a sponsor's national ratings.

FC&B Okays Stock Split

New York—Stockholders of Foote, Cone & Belding, Inc., last year ranked eighth in broadcast billings, last week put their collective stamp of approval on a five-for-four stock split.

The split, effective Oct. 15, will increase the number of outstanding shares of common stock from 1,233,017 to approximately 1,540,000 shares. The vote also increased the number of shares of authorized common stock from 1,488,408 to 2,360,510 and of authorized class B common stock from 511,592 to 639,490 shares.

Earlier the company, which is the largest publicly owned agency in the U.S., declared a quarterly dividend of 14 cents per share on its common stock. On the basis of split shares this will be the equivalent of a dividend of 17.5 cents on each old share, a hike of 17 percent over previous dividends.

CONTINUED ON NEXT PAGE

Broadcasters Have CATV Headache, Again Urge FCC To Enact Controls

ABC wants commission to "act at once," sees CATV as a threat if left unchecked, but helpful if controlled

Washington—Worried broadcasters resumed urging the FCC to put controls on runaway CATV wire service last week, in early-bird comment.

NAB asked for and got a week's extension of FCC's deadline for comment, to Oct. 26, to get in a broad-scale report on CATV by its consulting economist. ABC's Washington attorneys, McKenna and Wilkinson, warned commission to act at once, on existing authority, rather than wait for requested CATV control legislation facing possibly lengthy congressional processing.

ABC wants FCC to:

- limit each station service to a zone, preferably its grade B contour;
- set up ground rules for permitting any franchised CATV to extend service beyond a station zone;
- publicly recommend that local stations get first crack at local CATV franchises.

ABC believes that at present rate of growth, the unregulated, multi-channel wire CATV stampede can in effect demolish the commission's allocations plan. Local station viewers, advertising and programming would be eroded by CATV's metropolitan, multi-network channel influx into secondary markets. ABC believes CATV webbing would eventually take over all free tv viewing and programming, after first fattening on free tv's stolen service.

ABC sees CATV as both threat and blessing—a threat if left to run unchecked, a helpful adjunct to free tv, both UHF and VHF, if properly controlled.

ABC adds the numbers and gets formidable picture of CATV's original three-channel operation trending to 12 channel systems: growth rate from 1959's 550 systems serving 1.5 million persons, to today's 1300 systems serving 4 million viewers.

ABC-TV Takes Issue With National Arbitron

New York—In a memo to all salesmen, ABC's research department has taken strong issue with the National Arbitron rating figures, arguing that they "grossly understate" the network's national performance relative to its two rivals.

Pointing to the week ending Sept. 27, the ABC researchers compare the Arbitron ratings with Nielsen's national figures. While Arbitron showed ABC with a 16.1, CBS with 18.3 and NBC with 15.3, Nielsen gave ABC a 19.8, CBS a 19.6 and NBC a 16.5.

Projecting the Nielsen figures into the rating week ending Oct. 4, ABC comes up with a 19.1, CBS an 18.5 and NBC a 16.6 as opposed to Arbitron's 15.5 for ABC, 17.3 for CBS and 15.5 for NBC.

ABC also argues that MNA data supports its projections of the Nielsen national figures.

AFA Raps Presidential Assistant in Memo

New York — The Advertising Federation of America has sent a strongly worded memo to its membership and other interested organizations criticizing Esther Peterson, President Johnson's special assistant for consumer affairs, charging that "from the outset," she has created "unwarranted suspicion of American business."

The memo urged AFA members to speak out "strongly" against the tenor of Mrs. Peterson's consumer conferences and her "approach to her assignment."

Hawaiian Stations Sold

Honolulu—With the price pegged at \$3 million, KONA-TV, NBC affiliate in Honolulu, has been sold to a New York couple along with its island satellite stations, KALA-TV on Maui and KALU on Hilo.

The sale, still subject to FCC approval, was made by the Advertising Publishing Co. and John D. Keating, each with a 50 percent interest in the properties, to Mr. and Mrs. Harrison DeSales who currently have a minor interest in KSTP-TV Minneapolis and KOB Albuquerque.

Gulf Renews Sponsorship of NBC 'Instant Specials' for Fifth Year

New York—With a track-record of more than 100 broadcasts in the past four years, Gulf Oil Corp. has renewed its sponsorship of NBC-TV's "instant specials," the network's coverage of fast-breaking events.

Gulf also is picking up the tab once more for *Projection '65*, NBC News' annual year-end forecast of world events.

Although the exact figure was not disclosed, industry sources estimate that Gulf has spent approximately \$5 million on the "instant specials" over the past four years.

Number and length of programs in the series is determined by the news breaks. Among the news developments which may provide "instant specials" in 1965 is Project Gemini, the U.S. effort to land two men on the moon.

Frank McGee will continue as

anchorman on most programs in the series.

Agency for Gulf is Young & Rubicam, Inc.

Aluminum To Sponsor 'Profiles of Courage'

New York — Following on the heels of Gulf's "instant special" renewal is the announcement that Aluminum Limited (Alcan) has purchased alternate week sponsorship of *Profiles in Courage*, NBC-TV's series based on the Pulitzer prize-winning book by the late President John F. Kennedy.

This marks Aluminum's first use of television since 1961 when it sponsored *Omnibus* on NBC.



What makes a great salesman?

In 1903 an obscure bottle salesman decided to make money by inventing a new product—a product that would be used up, thrown away, and repurchased. Standing in front of his mirror one morning, King Camp Gillette came up with the answer—a safety razor that used thin, disposable blades.

To get his razors into circulation

as quickly as possible, Gillette had the government furnish every World War I soldier with a free razor. Then, after selling thousands of razors, he decided the razor should be used primarily to sell *blades*. Gillette reduced the razor's price, and saw to it that millions were given away as premiums.

In a very competitive field, Gillette surged ahead because he believed in

improving his product and his merchandising. The Storer stations have paced competition in their markets by programming to individual community preferences—the kind of programming that consistently turns more listeners and viewers into *buyers*. In Milwaukee, Storer's great salesman is WITI-TV, an important station in an important market.



LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK W'HN	TOLEDO W'SPD	DETROIT W'JBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV

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Growing awareness of the market has triggered growing use of Spanish-directed media, particularly radio

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41 Spanish-language air media open door to burgeoning market

In U.S. markets where the Spanish language is an important form of basic communication, radio and tv stations serving this ethnic segment find their audiences growing steadily

44 Spanish-language air media help newcomers

Spanish-speaking persons new in this country find the media helpful in "Americanizing," while they maintain ethnic ties with Spanish heritage

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Here are the top reps in this field

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Many large ad agencies and clients have a low-grade image among broadcasters in the Spanish-language field — and not just because many agencies ignore this media opportunity

52 Contests and premiums

Special promotions are popular in the Spanish-language field

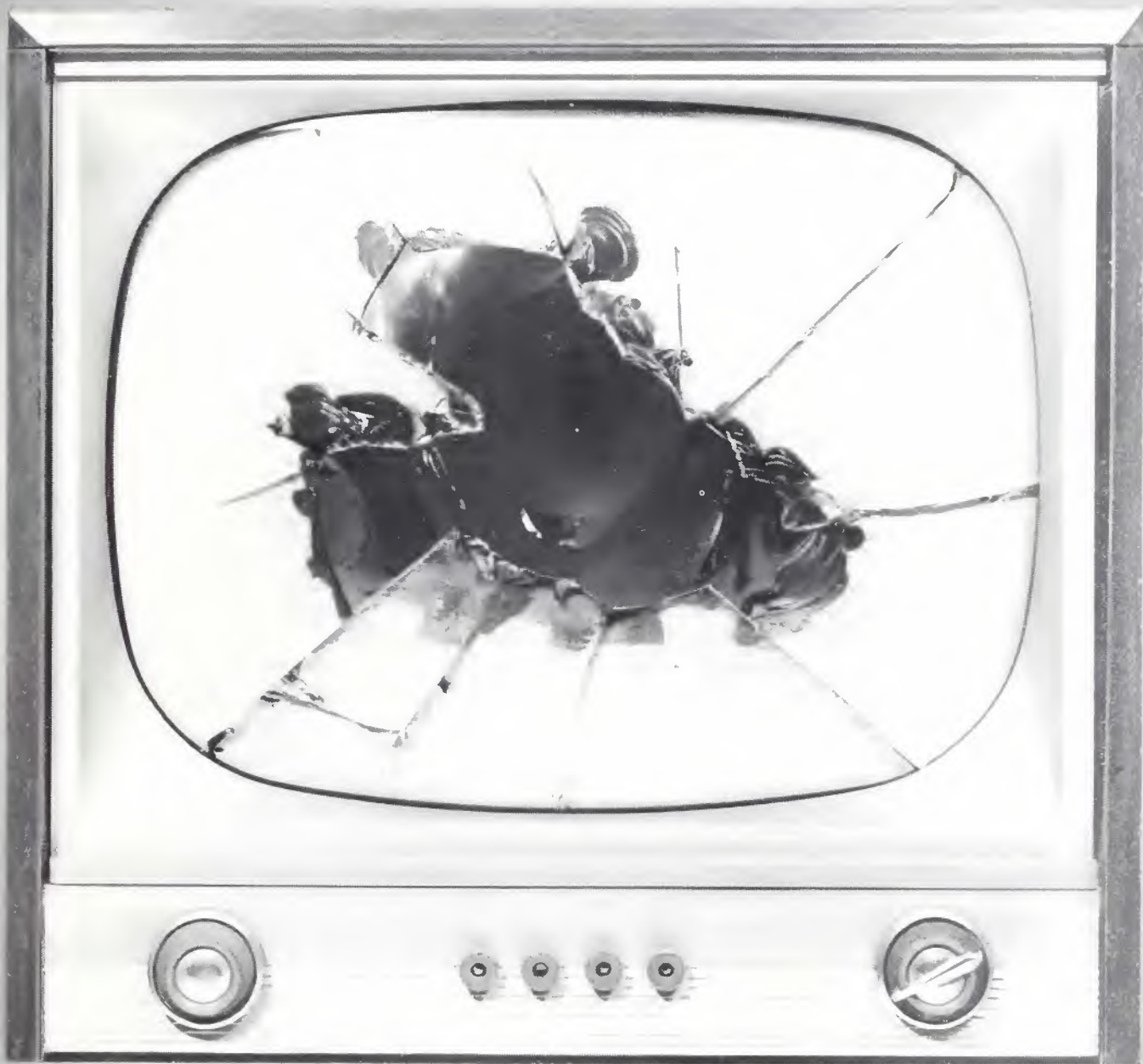
53 Directory of Spanish-language stations

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Watch out! We shatter old TV ideas!

That's what video tape (SCOTCH® BRAND, of course) is doing. There are more production improvements than you can shake a storyboard at. With this result: Today, there are very few tv commercials that can't be produced *better* on tape than on film or live! Surprised? Then at least have your next tv commercials costed out for tape, whether for local or national use.

Why *better* on tape? Incomparable "live" picture and sound quality, no danger of a live goof. Instant playback. Pushbutton-fast special effects, no lab processing. Your rewards: production speed (you may save weeks over film), convenience, peace-of-mind, and frequently, lower cost. Call



your nearby tv station or tape studio for specifics in terms of *your* commercials. Over 200 tv stations have already signed up for 3M's comprehensive new program to help advertisers and agencies create better commercials. *These stations have available a 25-minute demonstration reel, plus a variety of printed materials.* (If we haven't contacted your local station yet, write to the Magnetic Products Division, Dept. MCK-104, 3M Company, St. Paul, Minn. 55119.)

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Magnetic Products Division **3M** COMPANY



RINGMASTER KEN GRANT
IN THE
BIG TOP RADIO CENTER RING
SUNDAY 6:00 -midnight



K•NUZ
HOUSTON'S 24-HOUR MUSIC AND NEWS
National Reps.:
THE KATZ AGENCY, INC.
New York • Chicago
• Detroit • Atlanta •
St. Louis • San Francisco
• Los Angeles • Dallas
In Houston: Call DAVE MORRIS — JA 3-2581



Publisher's Report



Hottest issue at the NAB meetings

I'm writing this from beautiful Salt Lake City, where I've just sat through two hours of CATV and pay tv panels highlighting the first of the NAB fall conferences.

The weather was hot and so were the panelists. NAB pitted some CATV operators against some broadcasters who weren't. Toward the end the fur was flying.

Right now CATV is the newest in a long line of industry crises. This is one that is destined to be around a while. It's one, too, that has special significance for national and regional advertisers as well as broadcasters and the public.

While the NAB session didn't settle anything it certainly pinpointed the problem and indicated the direction in which broadcasters are moving. It also highlighted possible areas of legislation.

In recent weeks I've noted a shift by station operators regarding their CATV policy. It's pronounced and even appears to be in landslide proportions. It's engulfing not only broadcasters who were on the fence but many who were outspoken opponents only a short time ago.

The new policy: if CATV has to come (and it looks like it's here to stay), let's protect our interests and get into it.

An authoritative NAB source estimated for me that broadcasters already have a \$50,000,000 stake in CATV, that the 1500 CATV systems now operating serve two million homes, that about 180 new franchises are being granted each month. He also states that beyond question broadcasters will be the dominant force in CATV now that the floodgates are open.

So where's the argument?

Broadcasters sense the wisdom of controlling the CATV systems in their home markets, supplementing their own coverage with added service that they control. They also appreciate the favorable economics of outside systems as good business investments.

But there's a big question.

If suitable groundrules aren't quickly established what will happen to their tv stations?

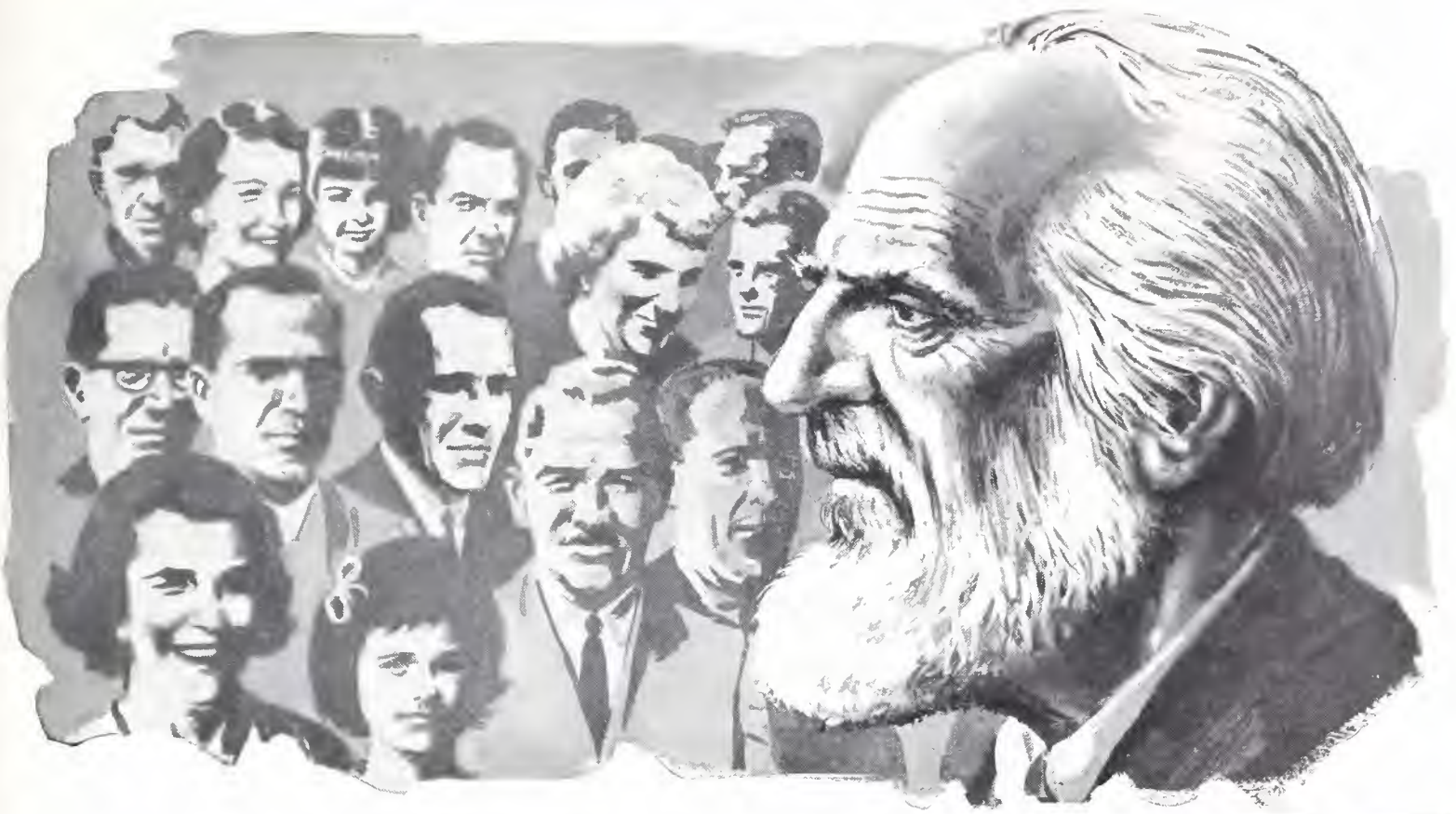
How can they be certain that CATV operators not concerned with ownership of tv stations will give them fair treatment?

And (the spectre in the distance) what will the advent of pay tv, possibly aided by the honeycomb of CATV setups everywhere, do to their tv operations?

Of course there are many broadcasters, notably those in small markets, who are opposed to CATV on any count and look at it as a mortal enemy that threatens the continuing existence of their tv stations.

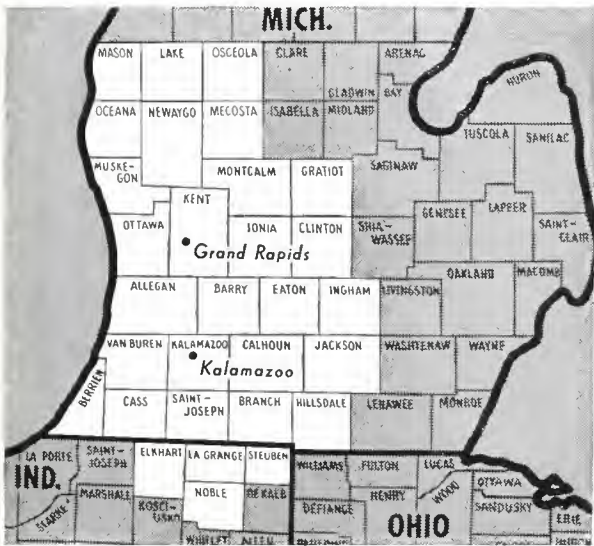
Joe Sample, head of KOOK-TV Billings, Mont., and son of the one-time president of Blackett-Sample-Hummert, is a small-market operator. He expressed his opposition in clear, forthright language and recommended that cable systems be required to operate in the public interest by not duplicating a local station's programming within its grade B coverage area, by not degrading a local station's signal when carried, by not licensing tv stations with cable interests in the same area (a point not concurred in by many tv station interests) and by requiring that net programming on cable systems come from the nearest stations.

Worm Glenn



YOU MAY NEVER SEE 410 DESCENDANTS*—

WKZO-TV MARKET
COVERAGE AREA • NCS '61



Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

BUT... WKZO-TV Breeds Followers in Greater Western Michigan!

WKZO-TV propagates more viewers for its advertisers than any other Michigan station outside Detroit. Here's what NSI (July, '64) shows:

- 9 a.m.-midnight, Sunday through Saturday, prolific WKZO-TV delivers 29% more homes than Station "B."
- 7:30 p.m.-11 p.m. Sunday through Saturday, WKZO-TV begets 53% more viewers than Station "B."
- 9 a.m.-noon, Monday through Friday, WKZO-TV's viewing population explodes to 166% more than that of Station "B."

Let your Avery-Knodel man show you all the vital statistics on WKZO-TV! *And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

*410 descendants survived John Eli Miller when he died at 94 in 1960.



The Tetzler Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV/ CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV/LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
 For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



JEWEL

What makes the "sell" tick? Every element — from concept through testing — is balanced on that single jewel we label "communication." The radio/tv commercial corpses interred in the files of failure probably do not have their terminal ailments stamped on their covers, but in most cases the breath went out of them because they failed to communicate. Perhaps — because communication lets the balance wheel swing both ways — it would be better said that what they thought was being sent wasn't what was received.

In a political year it is perhaps simple for the adman to see the "invisible" wall that often separates Southern drawl from New England twang, yet remain unaware of the stony partition that keeps his message from being received even though it is delivered in neutral, no-accent phrasing.

Admen also too often assume that English-language commercials reach into foreign-language U.S. homes with only slightly reduced impact. (After all, goes the argument, isn't America a melting pot that absorbs its foreign-tongued immigrants?)

Such philosophies, to borrow from Ira Gershwin's lyric, ain't necessarily so. In the case of six million-plus Americans who speak Spanish, a growing body of research shows that a special air-approach pays sales dividends.

The broad and penetrating report on this country's largest foreign language broadcast activity, Spanish-language programming, — by SPONSOR'S Charles Sinclair — begins on page 35. One needn't be a marketer of frozen tortillas to find it of value.

Sam Elber

LETTERS

Much on the Scene

In the Oct. 5 issue of SPONSOR magazine, I came across an item in Sponsor Scope titled "Last in action among rep pioneers," wherein your reporter alluded to the fact that John Blair assigned himself to chairman of the board of John Blair & Co. and inferred that Mr. Blair has become inactive in the operation and direction of this company. Well, sir, nothing can be further from the truth!

John Blair is the operating head of John Blair & Co. The reason for his elevation to chairman of the board simply was made because of the expansion of this organization and the need for greater top management administration.

John Blair & Co. and its divisions, namely Blair Radio and Blair Television, are the largest in the industry and cannot be administered without top people. Arthur M. McCoy, president of John Blair & Co., was named to this post to assist Mr. Blair in carrying out the many complex problems facing an organization of this size on a day-by-day basis.

MILTON RICH

*Advertising Director
John Blair & Co.
New York*

a er O!

I wanted to express our appreciation for the lead item under Sponsor Scope in your Oct. 5 issue.

There is a slight matter of spelling I should call to your attention — one on which we frequently slip up ourselves.

The name of the firm should be spelled Stouffer rather than Stauffer, as you have it.

JERRY CONN

*Account Supervisor
Public Relations Dept.
Ketchum, MacLeod & Grove, Inc.
Pittsburgh*

Ayers Welcome

In your Sept. 8 issue under "The Changing Scene" regarding the story about Peters, Griffin & Woodward opening an office in Charlotte, N.C., we would like to

welcome PGW as the second radio and television representative with offices in Charlotte.

The Charlotte office of the James S. Ayers Co. was opened in June, 1955, and Guy Vaughan, Jr., vice president, has been manager of the office for the past seven years.

Buck Vaughan joins me in welcoming PGW to Charlotte.

JAMES S. AYERS

*President
James S. Ayers Co.
Atlanta, Ga.*

Dept. of Clarification

With reference to your article on "Why Not Get Technical," [Sept. 8] under classes of radio stations, the following statement is made:

"Daytime stations are usually assigned local channels. They operate with low power between local sunrise and local sunset."

Actually, daytime stations are usually assigned to clear and regional channels and almost never to local channels. Their power may vary from 250 watts to 50,000 watts depending upon the channel.

HAYWARD L. TALLEY

*President
Talley Radio Stations
Litchfield, Ill.*

ED NOTE: AM Radio Sales explained that in an attempt to simplify information on the assignments of daytime station the subject was oversimplified. The rep firm issued the following statement for clarification.

Prior to 1959 the FCC assigned daytime stations to some of the clear-channel station frequencies. These were known as Class II stations. They were operated with varying powers, some of them rather high power. The Clear Channel Broadcast Stations maintained there was enough daytime skywave from the daytime Class II stations to give them interference. After 1959 no more daytime assignments were made to clear channels and all daytimers after that date were put on local channels. There are, however, a number of daytime Class II stations still operating on clear channels.



FM Transmitters



A whole new line of the finest in FM transmitters 5-kw... 10-kw... 20-kw... designed for Stereo

RCA gives you the FM Transmitter you want... with everything that is new and exciting... new-improved stability, simplified operation, space-age styling, full-fidelity sound. Designed for the exacting requirements of FM stereo. Provides excellent performance in monaural and multiplex as well. Ready for remote control and automatic logging.

IMPROVED STABILITY. New circuitry means a new kind of stereo and multiplex performance, with stability never before possible.

SIMPLER OPERATION. New simplified exciter eases operation and maintenance, resulting in greater dependability.

NEW STYLING. Convenient new height, with eye-level metering and space-age colors, combines operating convenience with modern decor.

POWER EXPANSION. All three transmitters are housed in identical enclosures. Field modification of a 5-kw or 10-kw to higher power requires changes only in the basic power-determining parts.

FULL FIDELITY DIRECT FM. The famous RCA direct FM principle, first used in FM transmitters built in 1941, is your assurance of full-fidelity sound.

These are the exciting new transmitters to put your station ahead in FM. Be the first in your market to own one! RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN RADIO

CHARLOTTE IS A DAISY



Metro Charlotte is just the golden center. The full beauty of the market — 75 miles in diameter — is yours for the plucking when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, only WBT's 50,000 watt signal delivers Charlotte PLUS . . . a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. Your BLAIR man has the WBT story. And he doesn't soft petal it!

WBT RADIO
CHARLOTTE



Jefferson Standard Broadcasting Company

THE WEEK in WASHINGTON

AS VIEWED BY OUR WASHINGTON NEWS BUREAU

October 16, 1964

A very straight-faced Supreme Court will soon examine in full conclave a 1960 tv commercial showing an alleged shave of a piece of sandpaper with the aid of Colgate-Palmolive's Rapid Shave cream. The high court will hear argument by the Federal Trade Commission that the mockup of loose sand on Plexiglas was deceptive. The court will decide whether the FTC should have the final word on what can and what cannot be used in tv camera dramas of product capabilities.

The Supreme Court's decision to hear this case indicates that it is fully aware of the smashing national impact of the television commercial on the advertising of American goods--and on the general economy which is being propelled by advertising.

Even a few years back, the advertising puff would have seemed like a tempest in a teapot. What if there was a bit of exaggeration in portraying the marvelous "moisturizing" powers of Rapid Shave with the mockup? Attorneys for Colgate and its advertising agency, Ted Bates, defending mockups in general and this advertisement in particular, have told the Supreme Court the matter is "trivial" and not worth the court's valuable time.

Lower courts have leaned similarly. In two instances, they have chided the FTC--in Rapid Shave, and Carter's Rise cases--for over-strict ruling that would make all mockups subject to attack. Appeals Courts said there should be no bar to substitute materials for camera use, unless they show the product as doing what it could not do in real life.

In the particular instances, the Appeals Court found both Rapid Shave and Rise commercials deceptive.

The commission holds that courts cannot decide the mockup issue. FTC claims it is up to agency expertise to decide when the public is being deceived by mockups on tv, or any kind of advertising.

The broadcaster has a big stake in the whole matter. As NAB's Code director Howard Bell recently pointed out, the consumer becomes as irritated with the station as with the advertising he sees on it, when the commercials are patently bad. The media's whole stature as a reliable representative of product is endangered when viewers feel they've been led down the garden path.

A voluntary drawing back from this ground of FTC challenge might have been a more tactful course for the advertiser and agency involved. But horns have locked, and the decision will make a point of reference for the FTC for the rest of the tv commercial's natural life, if the high court upholds the agency's "right of expertise."

The impact will travel through commercials in production and planning.

CONTINUED ON NEXT PAGE

THE WEEK in WASHINGTON

AS VIEWED BY OUR WASHINGTON NEWS BUREAU

The mockup issue will be one more aspect to be included in NAB's continual revamp of its code rules.

The FTC attorneys have been smarting under mild twitting by Appeals Court's reminder that on tv ice cream had to be mashed potatoes, under camera lights. The commission's brief tells the Supreme Court grimly that it is perfectly able to decide when a mashed potato substitute is necessary and legitimately portrays ice cream. But the commission says it is just as well equipped to determine when substitutes are deceptive.

In the Rise shaving cream case, the Appeals Court upheld FTC's order that ruled off the Rise use of thickened foam for its own commercial bow, and a swiftly collapsing water-foam for brand X. This particular mockup was clearly deceptive said the court--but FTC was to rewrite the order easing strictures on non-deceptive mockup use.

A similar ruling was handed down by Appeals Courts on the Colgate-Palmolive case. On the second remand, FTC again stubbornly rewrote the order in wording Colgate and Bates felt was much too broad. The order would make the commission the final arbiter on any use of non-genuine materials used in commercial mockups.

The commission put down the Colgate plea for modifying this order and scolded both FTC and Colgate-Bates counsel for "extreme arguments" during court hearings. The commission said it would clear up any ambiguities here and now: "The Supreme Court has frequently reminded the federal administrative agencies" that when ambiguities arise, it is the duty of the agency to clear them up, "not its lawyers arguing on appeal."

Nevertheless, FTC attorneys' brief to the Supreme Court still uses fairly extreme language. It refers to "sham" and "rigged experiments," and says if such mockups are permitted, television can never realize its potential as a medium for bona fide showing of what products can do. The FTC brief scolds the Appeals Courts for substituting their judgment for the agency delegated by statute to decide these matters.

Actually, the Appeals Court in the Rise case upheld much of the FTC claims. It found the use of the mockup deceptive, and warned advertisers not to use substitute materials unless they were necessary to overcome photographic problems. The courts also upheld FTC's duty to pursue a case long after the offending advertising has been withdrawn.

But human psychology being what it is, the Fifth Circuit Appeals Court's eloquent and rather whimsical decision on Rise shaving cream may have put the commission's back up the crucial notch to bring the earlier Colgate case to the Supreme Court. "Everyone knows that on tv," sighed Judge John Wisdom, "the lily must be painted... coffee looks like mud..."

FTC's crucial May, 1963, order to Colgate and Bates warns against unfairly and deceptively advertising "any product."

Mildred Hall

**The great thing about radio
is you can turn it on...**

...and hear things like:

**WABC's exciting pro football
coverage by Otto Graham.**

**WXYZ's exposé of
political payoffs in Detroit.**

**KQV's Emperor Hal Murray
good-humoring the get-up hours.**

**WLS's behind-the-scenes look
at Chicago jail conditions.**

**KGO's Jim Dunbar trading
telephone barbs with an irate Bircher.**

**KABC's "Personal Portrait"
closeup on Upton Sinclair.**

**Radio...one of the good things
about America.**

**ABC Owned Stations...six of the best things
about Radio.**



Don't Worship Figures, Warns K&E President

New York — Underscoring the "growing tendency to confuse numbers with reality," David C. Stewart, president of Kenyon & Eckhardt, Inc., last week told the Magazine Promotion Group that whenever a broadcaster begins to "concentrate, not on the reality of his service, but on the symbols and numerical evidence he finds in ratings, and audience figures, and stock prices, and P&L statements, then he starts inevitably on the downhill road."

Stewart added: "And I would be less than honest if I did not tell you that some broadcasters and network officials are on this road today."

In making his point about the numbers game, Stewart cited all major media as guilty of the tendency to worship figures and statistics as entities in themselves and not as "mere symbols, and at best partial evidence of something far more important and substantial."

Although stressing the need for numbers, figures and statistics, Stewart said: "We must also realize—and this applies to all businessmen, all advertisers, all agencies, all media, in this computer age—that there is a great danger in numbers, and a danger for the men who use them."

Stating his case in tv terms, Stewart said: "Great stations and net-

works start with original and forceful ideas. No great station or network has ever been conceived as an advertising medium. Every great station and network has been conceived as a service to viewers."

Whenever a broadcaster forgets this, Stewart pointed out, he starts on the downhill road.

Applying the philosophy of service to all business operations, the K&E president declared: "The consumer-goods companies which are in trouble today are almost invariably those which, in the midst of their statistics, have forgotten or don't fully understand the concept itself."

Summing up, Stewart told his audience: "All of us, as publishers, advertisers, agency men, and broadcasters, must avoid this numbers trap, must concentrate on the funda-



Stewart . . . "mere symbols"

mental principles of our business, and must attempt to express these principles more fully and more meaningfully than mere numbers can ever do."

FCC Doctrine 'Worst Kind of Censorship' - - Howell

Salt Lake City — Slapping the FCC Fairness Doctrine as the "worst kind of censorship," chairman Rex G. Howell of the NAB's Radio Board of Directors, last week said the commission did well in requiring broadcasters to exercise fairness in handling controversial issues, but complicated the problem by taking the final judgment away from the broadcaster and trying to spell it out for him.

In this respect, Howell told broadcasters assembled for the first of eight NAB conferences to be held across the country, the FCC is much like the guest at a party who thanks his hostess for having been served "a nice meal . . . what there was of it." Having realized his blunder, the guest quickly explains that "there was plenty of it . . . such as it was."

Howell argued that the FCC made the same mistake by not only endorsing fairness but "saying too much — and nullifying an otherwise clear-cut statement by adding confusing verbiage of dubious propriety."

The broadcaster added: The problem lies in a government fiat that *requires* of us to do something by formula. It is a matter of prescribing the method, rather than the desired result."

We do not need new laws or rules, Howell concluded. "The FCC should continue to encourage the voicing of controversy in the air, but it should recognize the basic inconsistency in a policy which insists that the execution of fairness will be closely supervised."

Embassy Sales up 150%

New York — The syndication sales curve would appear to be soaring at Embassy Pictures with announcement that the tv division's sales through October are up 150 percent over the same period last year.

In addition, E. Jonny Graff, vice president of the operation, pointed out last week that the September sale of product to 10 stations was proportionately higher than Embassy's monthly average.

NAB CITATION



Lt. Co. Samuel R. Loboda, leader and commanding officer of the U.S. Army Band & Chorus, receives a special Citation of Merit award from Willard Schroeder, chairman, NAB joint board of directors, and general manager of WOOD-AM-FM-TV Grand Rapids, Mich. The award was in recognition of Loboda's composition, "The Broadcaster's March," written in honor of the radio-tv industry.

Y&R Exec Offers Checklist on Media Plans

Colihan in Dallas speech stresses thoroughness, practicality, progressiveness in media strategy

Dallas — Discussing media plans “where the money goes out in chunks,” William J. Colihan, Jr., executive vice president of Young & Rubicam, last week outlined a check list of considerations in buying broadcast, print and other vehicles to showcase a client’s product. Among the elements cited were thoroughness, practicality, progressiveness and whether or not the plan is measure-minded.

The outline on media plans was part of a talk on over-all ad strategy delivered by the agency executive at the 33rd annual Financial Executives Institute Convention in Dallas.

Giving his audience a typical example of a media plan, Colihan first asked: “Is it thorough? Is this last year’s plan all over again? Maybe it should be? But did they consider other approaches? Did they have some alternates? We

don’t ask for nine plans so we can choose. We just want to be sure they thought all around and through the media problem.”

Next, he asked: “Is this media plan progressive? That’s what they’re not all too often. Did they try to think different before they came back with a standard list?” Colihan added that some of the “most spectacular successes I know of have been scored by imaginative media thinking.”

Continuing his rhetorical questions, Colihan asked: “How about measure-minded? Of course all media plans are measure-minded. They show us the circulation and — wait, that’s old hat. We want the audience, too — the whole universe that is exposed to our advertising. That includes pass-along readers and a breakdown of viewers. And we want the number of our prospects in that audience. And the *reach* of our total effort or various parts of it . . . what percentage it will get to. And the *frequency* — how often they will be exposed. And maybe we want r&f by quintiles — are we putting too much of our effort against heavy tv viewers and missing the light viewing 20 percent?”

Media measures are endless, Colihan concluded. “Just be sure your plan shows proof of measure-minded media thinking,” he said. Continuing, Colihan asked: “Is it practical? That’s a hell of a reach and frequency argument for sky-writing, Charlie, but does it make sense for the product, the corporation? Are we *not* using some prime medium because of prejudice — the chairman’s wife doesn’t like tv?”

Colihan’s final question on the media plan was: “Is it optimistic? Do you get a picture of those prospects out there everywhere or in Columbus, Ohio, where we have a problem seeing our ad, hearing our commercial, being moved toward our product? You in particular who can feel money circulate should be able to feel advertising circulate. That’s money translated. Does it feel good?”

July Network Billings On Upswing

New York—TvB reports a 5.9 percent boost in estimated net time and program billings for network television for July, 1964, as compared with the same month last year.

Total billings jumped from \$66,405,800 to \$70,316,200 during the month.

TvB also records a 7.8 percent

hike in billings for the first seven months of the year, from \$592,716,800 in 1963 to \$638,835,100 in 1964.

According to the July figures, the largest percentage increase in net time and program billings was a 14.2 percent boost in Monday-Friday daytime (see chart). Nighttime billings were up 5 percent.

NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS BY DAY PARTS

(Source: TvB/LNA-BAR)

	July			January-July		
	1963	1964	% Chg.	1963	1964	% Chg.
Daytime	\$17,988.6	\$19,486.1	+ 8.3	\$158,962.5	\$165,888.8	+ 4.4
Mon.-Fri.	14,517.1	16,578.3	+14.2	122,639.5	127,094.1	+ 3.6
Sat.-Sun.	3,471.5	2,907.8	-16.2	36,323.0	38,794.7	+ 6.8
Nighttime	48,417.2	50,830.1	+ 5.0	433,754.3	472,946.3	+ 9.0
TOTAL	\$66,405.8	\$70,316.2	+ 5.9	\$592,716.8	\$638,835.1	+ 7.8

NETWORK TELEVISION GROSS TIME BILLINGS BY NETWORK MONTH-BY-MONTH 1964

(Source: TvB/LNA-BAR)

	ABC	CBS	NBC	TOTAL
January	\$18,474.6	\$29,134.7	\$26,801.0	\$74,410.3
February	18,330.4	27,716.2	25,822.4	71,869.0
March	18,980.2	30,051.9	28,966.4	77,998.5
April	18,159.0	28,852.3	27,467.4	74,478.7
May	17,859.4	30,189.9	27,290.4	75,339.7
June	18,153.4	28,199.3	25,820.4	72,173.1
July	17,633.9	29,838.9	27,541.5	75,014.3

Figures for April changed as of October 6, 1964.

*Television is the only
efficient way to reach the
49-county North Florida/
South Georgia regional market,
and WJXT, Jacksonville
is the only television station
to blanket the total area*



Broadcaster Predicts Congressional Curb on Spots

WHP'S Sansbury tells AWRT audience that "bad apples" will spark congressional action

Philadelphia — Blaming the "bad apples in the industry basket," Cecil M. Sansbury, executive vice president of WHP Harrisburg, Pa., foresees the day when Congress will move in and set limitations on how many commercials a station can air similar to those in NAB's Radio and Tv Codes.

Sansbury declared that the Rogers Bill, aimed at prohibiting the FCC from restricting or limiting commercials, was no "real manifestation of love and affection from the Congress. I personally consider this just another instance where Congress suddenly decided that a regulatory agency had gone too far and was in fact getting into a sacred province of the lawmakers," he added in his keynote speech before the mid-eastern conference of the American Women in Radio and Television.

Citing the wide difference of opinion as to the proper legal function of regulatory agencies, the FCC in particular, Sansbury declared: "Suffice it to say, the end result has been a great deal of confusion

as to not only the real authority of the FCC, but the intent of the commission in many, many areas. And we might add that judging from the frequent dissents there is a division in the thinking of the seven august commissioners.

Sansbury cited a case in point. "If you think everything is black and white," he said, "consider this situation: Radio station A says in its renewal application it will run 900 spot announcements per week; station B says it will run 2000. Now, supposing that three years later station A admits it ran 1000 spots, 100 more than promised, while station B did as promised, running 2000 spots. In the eyes of the commission, station A is in trouble by the 'promise versus performance' yardstick, even though it still was 50 percent under station B.

The broadcaster continued: "Now, how would you *find*, ladies of the jury? Would you penalize station A for being a bit more successful than anticipated, holding up its license? Or would you finally decide that the real offender was

station B, a radio facility guilty of overcommercializing."

With the Rogers Bill preventing the FCC from calling the 2000 spot station on the carpet, Sansbury said, "and with the 'promise versus performance' requirement, it goes without saying that station A alone will be nailed. But, considering the premise of operating in the public interest, which decision would be right?"

Sansbury said that his "hunch is that one of these days there will be guidelines for commercials, specific limitations a la the NAB Radio and Television Codes, and not voluntary either, but rather via a bill passed by Congress and the request of the commission. Why? Simply because there are just enough bad apples in the industry basket to justify, to the commission, such absolute controls."

New Sales Forecast Tool Is Based on Predictions

Washington, D. C. — Lessons learned in forecasting election winners via the computer have been applied by C-E-I-R, Inc., to development of a new sales and profit forecasting technique for use by the D.C.-based research company's clients.

According to C-E-I-R, the new "method permits companies to forecast more accurately sales, both by product and by regions, several months, and in some instances, years, in advance." The firm also notes that profits, to the extent they are dependent on sales may also be projected through the technique.

It was also pointed out that fluctuations in the economy as a whole are taken into account by the technique, and that forecasts made by the technique have "surpassed previous methods in accuracy by as much as 100 percent in some cases.

A major benefit cited is that the new system enables sales executives to discern very early sales territories and product lines that are slipping and need corrective action.



Elizabeth Bain, AWRT national president, congratulates Cecil Sansbury, executive vice president of WHP-AM-FM-TV Harrisburg, Pa., keynote speaker at AWRT's recent mid-eastern area conference. Pictured, from left, are Patti Sealright, area vice president; Marion Granger, conference chairman, WIBF Jenkintown, Pa.; Miss Bain; Sansbury; Doris Graham, "Tv Guide" and president of AWRT's Philadelphia chapter.

If it's newsworthy **JOSEPH McCaffrey** will comment on it

Joseph McCaffrey is one of the most widely-quoted, highly respected political reporters working the Hill. He is quoted frequently in "The Congressional Record," the official report on the proceedings of the U.S. Congress. On his 20th anniversary in broadcasting this year, Congressional leaders of both parties took time out to pay tribute to McCaffrey's outstanding contribution to the news media.

A key member of our 25-man staff of news and public affairs specialists. McCaffrey helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

ABC RADIO **wmal** radio and television **abc**

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

AM-FM Radio Revenues, Profits All Up In 1963, Says FCC Financial Report

Washington — In 1963, network radio had its first profitable year since 1954. All revenues and profits were up in the whole AM-FM service over calendar 1962, which had racked up big gains over 1961. The cheerful news is reported in FCC's 1963 Financial Report on AM-FM Radio (released too late for last week's SPONSOR).

FCC reports total radio and tv revenues of more than \$2.25 billion, up 7.4 per cent over 1962, and before-tax profits of \$398.1 million, up 12.1 percent over previous year. (Detailed figures on tv were released in July. See SPONSOR, July 27, p. 3.)

Radio broadcast revenues in 1963 were \$681.1 million, a 7.1 percent gain over 1962. Before-tax profits were \$54.9 million, a gain of 26.2 percent over 1962, which itself set a fast pace with profits of

\$43.5 million, up 48 percent over 1961.

The four nationwide radio networks as a group reported pre-tax profits of \$929,000, with \$34.6 million revenue topping \$33.7 million in expenses. Profits are attributed to increase of revenues by 9.7 percent and reducing expenses by .7 percent compared with 1962 networking, when \$31.5 million revenue and \$33.9 million expenses left a \$2.4 million deficit.

Total radio time sales were \$711.7 million, an increase of \$46.5 million over 1962. Local time sales accounted for \$449.7 million, 63 percent of total sales. Network time sales were \$41.8 million, up from \$37.3 million, but same 6 percent of total times sales as in 1962, and back to 1959. National spot accounted for \$220.2 million, 31 per-

cent of total, as in 1962. Percentage gains for each type of revenue in 1963 were: 12 percent network time sales; 6 percent national spot and 7 percent for local time sales.

Metropolitan area stations accounted for nearly 70 percent of all radio broadcast revenues and 78 percent of total profits although there are only 1483 metropolitan stations out of total of 3685 AM and AM-FM stations. (figures do not include independent FM operations). Average broadcast revenue of profitable station was almost twice that of unprofitable: a ratio of \$201,082 to \$112,894. Metropolitan stations accounted for 87 percent of national spot and 64 percent of local time sales.

Some high-water marks in before-tax profits in metropolitan areas: New York, \$7.9 million with 32 stations; Chicago, \$5.9 million with 29 stations; Los Angeles-Longbeach \$4.8 million with 31 stations.

FM continues to have an uphill battle going it alone. The 323 independent FM's reporting had loss of \$3.2 million on revenues of \$11.4 million. However, the 1963 independent FM revenue is up 22.6 percent over 1962, while losses stayed pegged at 1962 figure. Total revenue of all FM's, including AM-FM combinations, reached \$16.3 million. AM-owned FM stations generated revenues of \$4.9 million, up 6.5 percent from 1962.

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO* AND TV BROADCAST SERVICES

1962-63
(In millions of dollars)

Service	1963	1962	Percent Change 1962-63
Total Broadcast Revenues			
Radio	\$681.1	\$636.1	7.1
Television	1,597.2	1,486.2	7.5
Industry Total	\$2,278.3	\$2,122.3	7.4
Total Broadcast Expenses			
Radio	\$626.2	\$592.6	5.7
Television	1,254.0	1,174.6	6.8
Industry Total	\$1,880.2	\$1,767.2	6.4
Broadcast Income (before Federal Income Tax)			
Radio	\$54.9	\$43.5	26.2
Television	343.2	311.6	10.1
Industry Total	\$398.1	\$355.1	12.1

*Includes AM and FM broadcasting.

NOTE: 1963 radio data covers the operations of four nationwide networks, 3,832 AM and AM-FM and 294 independent FM stations. Excluded are 72 AM and AM-FM stations and 29 independent FM stations whose reports were filed too late for tabulation. 1962 data is for four nationwide networks, 3,698 AM and AM-FM and 279 independent FM stations. 1962 TV data covers the operations of three networks and 544 stations. 1963 TV data covers the operations of 3 networks and 565 stations.

Silverbach Named VP At 20th Century-Fox

New York — Alan M. Silverbach, an 18-year veteran with 20th Century-Fox, has been upped from director to the newly created post of vice president in charge of syndicated sales for the firm's tv division.

In making the announcement, William Self, executive vice president of the tv company, noted that "the appointment of a vice president in charge of syndicated sales is designed to strengthen the syndication arm of our company."

Silverbach will be responsible for both the domestic and international syndicated operation for 20th-Fox Tv.

A vice president in charge of national sales is expected to be chosen in the near future, according to a company spokesman.



You wouldn't run newspaper screen in McCall's.



Why put this on Channel 2?

When it comes to getting all you can out of your TV dollar, putting a commercial on film is about as effective as running a 55-newspaper screen in a slick magazine that will take 120.

For TV advertising, you want the medium that's absolutely *compatible* with TV. That's video tape.

Why do TV and tape go so well together? Because they both deal with the same raw material—electronic impulses.

When you shoot your commercials in video tape, you dramatically increase the quality of picture and sound. Tape gives added impact to your message, because it's completely adaptable to electronic transmission.

In short, your potential customer sees and remembers your product more favorably and a lot more clearly.

At Videotape Center, we make the most sophisticated commercials. With our modern Edimation equipment, we do any editing job quickly and accurately. (And we do it right before your eyes—so that top creative people can be in on important decisions.)

The people you work with at Videotape Center are the best in the business. They have the taste and experience to provide whatever your board requires. And if you have a problem in editing, lighting, or special effects, you can trust them to solve it.

Videotape Center, 101 West 67th St., TR 3-5800

Please fill me in on Videotape Center and the advantages of putting my next commercial on video tape.

Name _____

Title _____

Company _____

Address _____

City _____

State _____

Videotape Productions, Inc. **3M**
A SUBSIDIARY OF **3M** COMPANY

Agencies, Studios, Stations Join In Field Tests of Magnetic Recorder

New York — A new magnetic disc recorder, making a bid to unseat the tape cartridge as a radio spot vehicle, is being tested by 10 of New York's leading advertising agencies, 12 top recording studios, stations WCBS New York, KYA San Francisco and KLIV San Jose, Calif. The tests are expected to run well into November.

A spokesman for BBDO told SPONSOR that his agency was pleased with the playback quality of the new recorder when transferring electrical transcriptions to tape, a recurring problem when spots are sent local stations.

The new device consists of a disc made of the same material as recording tape, but double the thickness, and a recorder. The disc is slipped into a slot in the recorder and automatically cues itself. A press of a button and it plays.

The unit is being tested by

Ampex Corp., which is unwilling to say exactly when the new device will go into production. Ampex admits it faces a problem in the fact that many stations have sizeable investments in cartridge equipment, but the company feels that the disc recorder has eliminated "so many of the drawbacks of the cartridge" that both agencies and station will ultimately accept it.

While prices have not yet been determined, Ampex said the new recorder would be competitive with existing systems. In addition to its function as a commercial vehicle, the magnetic disc can be used to dub program material such as records and telephoned news reports.

Comedy of '30s, '40s Sparks Chase & Sanborn

New York — Chase & Sanborn, one of radio's early "big-time" sponsors, will celebrate its 100th anniversary with a 55-minute special show on NBC radio featuring comedy highlights of the old *Chase & Sanborn Hour* of the 1930s and 1940s.

Host of the show will be Edgar Bergen who will tie the taped excerpts together with the aid of his traditional pals, Charlie McCarthy and Mortimer Snerd.

In announcing the radio special, it was pointed out that the program will consist of comedy segments from the original shows, not re-creations or re-enactments. Among the stars to be heard are Fred Allen, Mary Pickford, Don Ameche, W.C. Fields, Eddie Cantor and Jack Oakie, to name a few.

Henderson Joins in New Production Firm

New York — Skitch Henderson, musical stalwart and occasional purveyor of products on NBC-TV *Tonight Show*, has joined forces with three other advertising-broadcast veterans to form Clef 10 Productions, Inc., a new firm which will

produce commercials, background scoring and "a complete range of musical services for the communications industry.

Announcement of the new company was made jointly by Henderson and Gerald Auerbach, president of The Communications Group, parent firm of Clef 10.

Joining in the operation, which will be headquartered on W. 54th St. in New York, will be David Savage, who was named president of Clef 10, and Charles Barclay, vice president and general manager.

Henderson will serve as creative director.

ARMOUR TV DRIVE



Using the comedy talents of Dennis Day, Armour Grocery Products Co. will stage a \$1 million "around-the-clock" television campaign for its dishwashing detergent, Acqua Lotion Chiffon. The 30-second spots will be seen in nearly every tv viewing segment. Early morning viewers will see the spots on NBC's "Today Show." During the day, the commercials will appear on a total of seven ABC shows. In early evening, "Ron Cochran and the News" on ABC will be the vehicle, and in the late evening hours the Chiffon spots will appear on NBC's "Tonight Show." Foote, Cone & Belding, Chicago, is the agency.

New ABC Headquarters Are Under Construction

New York — The three major networks will soon be closer together geographically, if not competitively.

With announcement that ABC has signed a long-term lease for a building under construction on the Avenue of the Americas between 53rd and 54th, a time-buyer, or anyone else doing business with all three networks, will find himself in walking distance of each. CBS' new building, located between 52nd and 53rd streets, is almost finished, and NBC is in the RCA building between 49th and 50th.

The new ABC building will house the network's administrative offices.

ABC expects to occupy these new offices by June, 1965.



Skitch and other 'Cleffers'



**“WGAR
is a
fink”**

This kid is completely disgusted with WGAR because our Betty Ott talked most of his gang into going back to school. Betty's program was called "Second Chance for Drop-outs" and it worked so well that it won the Cleveland Radio-TV Council award for outstanding public service. And praise from Cleveland

City Council and the Board of Education. From the Department of Health, Education and Welfare. From parents. From listeners all over Cleveland and northeastern Ohio.

GOOD SOUND RADIO
wgar
NB
50,000 WATTS

WGAR is the place to get real action—whether you're selling ideas or products. We don't have a dropout in our audience.

PEOPLES BROADCASTING CORPORATION • CLEVELAND, OHIO • MEMBER BLAIR GROUP PLAN

October tv spot to break records?

Consensus of key tv reps: October spot tv has all the earmarks of a two-way record maker, in terms of gross billings. First, the biggest October to date; secondly, the highest revenue ever for any one month. However, a shadow hovers over this huzzah. Bookings for November and December at this time are softer than they were a year ago. Spot schedules this fall started earlier than normally, with standard flight patterns of six to eight weeks. Means most of them will expire by first half of November. Reps, meantime, are keeping their fingers crossed. Average tv stations are expected to score richly in October over and beyond the revenue from national and local advertisers. Political campaigning is the source of the other lode.

Radio benefits from agency change

Nestle's Ever-Ready cocoa is back in spot radio, after a two-year lapse. The campaign will run from Oct. 26 to Nov. 27 in traffic time. It would seem the buy is epilogue to the story about a client who suddenly realized that a product of his was no longer on radio. Subsequently that client switched agencies. The central elements in this story are Nestle Co., Ever-Ready cocoa, McCann-Erickson, (the agency that until a few months ago had the cocoa brand), Van Zant, Dugdale & Co. (the agency now on Ever-Ready cocoa). P.S.: West Coast reps are grieved because McCann-Erickson didn't include radio in the latest media plan recommended to Continental Airlines.

Renewals begin for net daytime

The signs point to network tv daytime maintaining, in the first 1965 quarter, the towering billings pace that the medium is experiencing during the present quarter. Renewals have started to come in at a strong rate, even though notice time is six weeks off. For example, NBC-TV daytime is at least a third sold-out for the initial 1965 quarter. Adding to NBC-TV's bright outlook for that quarter are these two pieces of business with January starting dates: Coca Cola's High C Div. six commercial minutes a week for

52 weeks; Lehn & Fink, 35 commercial minutes a week over seven weeks. The High C order could come out to \$1.2 million for the year.

Gurlain, Elgin going radio

Another perfume brand, Gurlain (Gilbert), has joined the pre-Christmas parade on spot radio. Gurlain had been preceded by Chanel No. 5 and Lanvin in requesting availabilities. Also on the availability trail for a pre-Christmas schedule is Elgin Watch, out of Gumbinner.

Average home viewing up 8 percent

There's plenty of kick left in the growth appeal of tv viewing. Boding well for the new season in terms of sets-in-use was a statistic in this second September NTI report. The figure related that during the period of the report the average home used sets for 5 hours and 21 minutes per day. Parallel period comparisons: it was 4 hours and 58 minutes in 1963 and 4 hours and 37 minutes in 1962. That's an 8 percent pickup for '64 over '63 and a 16 percent hike for '64 over '62.

NTI revamps demo data sections

Pressure on Nielsen from agency-advertiser researchers for smaller and more compact demographic groupings has paid off. Revised age and income breakouts will take effect with the NSI's November-December cycle. Nielsen's own explanation for the changes: provides a "better reflection of the shifts in population and marketing tool." Also notes Nielsen: the changes meet the recommendations of the 4 As. Instead of three, there will be four age breaks: from under 35 to 35; from 35 to 49; from 50 to 64; 65 and plus. Household income will show these brackets: under \$5000 to \$5000; \$5000 to \$9999; \$10,000 and over. The net result: a broadening of the middle base. Designation of heads of household have become more complex. The data will no longer measure housewives at home. A woman will be considered a working housewife if she puts in 30 hours a week away from home. However, the word, "housewife," has been banished from the

Nielsen lexicon. Hereafter she'll be called, "lady of the house." The male counterpart will be referred to as "man of the house," instead of "head of household." The purpose of all this: show a clearer demarcation of the household role. In other words, who's actually the boss of the household, be it the man, the working housewife or the woman who's unmarried and runs her own home.

Tv habits override social scale

One of the myths that tv has had a hard time demolishing is that there's a wide variation in viewing quotient between (1) the lower and higher income groups and (2) the lower and upper educated groups. Nielsen processed data demonstrates that there's no significant difference. You can see that for yourself in the following cross-section of how much viewing was done daily on the average during four weeks ending April 5, according to income, education, size of family and age of housewife:

INCOME: Lower, 5.27 hours; middle, 6.37 hours; upper, 5.67 hours. Composite home viewing, 5.84 hours.

EDUCATION: Grade school, 5.41 hours; one through three years high school, 6.50 hours; four years high school, 6.10 hours; one or more years of college, 5.43 hours.

HOUSEHOLD SIZE: One or two members, 4.46 hours; three or four members, 6.28 hours; five or more members, 7.08 hours.

AGE OF HOUSEWIFE: Under 35, 6.88 hours; 35 through 49, 6.57 hours; 50 and plus, 4.84 hours.

ABC-TV daytime rate rise seen

You might say it was inevitable. ABC-TV's share of the daytime audiences is up 20 percent over last year. Now Ed Bleier, vice president in charge of daytime sales and programming, and associates are wrestling with the dimensions of a daytime rate increase. The new rates would become effective Jan. 1. The current price per commercial minute ranges from \$2700 to \$3200 for *General Hospital*, which gets a better than 30 share. ABC-TV's apparent competitive target is NBC-TV in the afternoon. ABC-TV hopes

that the revamped programming which goes into effect Dec. 18 will produce a higher afternoon rating level than NBC-TV's. P.S.: NBC-TV daytime has also been cogitating about upping rates. It wouldn't be surprising if one were announced for January.

Priemer vacates P&G media section

P&G's media and program operations may undergo a sharp reshuffle now and then, but a defection from either is quite rare. The latest rare case is Gus Priemer, who functioned as media coordinator under Paul Huth, who in turn has the title of director of broadcast media. Priemer was unhappy because he had been passed over on promotions. Unusual sequel: Priemer didn't get the time to say goodbye to all the people he wanted to in the company.

More spot buying veers to Detroit

New York reps have lost another source of automotive radio business to Detroit. The buying of factory schedules for Lincoln-Mercury will henceforth be done in Kenyon & Eckhardt's Detroit office instead of New York. Apparently the L-M people want a closer contact with K&E's media operations. The factory buying for the Ford line comes through JWT New York and Los Angeles. Schedules for several of the General Motors and Chrysler divisions are also placed from Detroit.

Rush is on for stronger episodes

Do you know what makes October an extra-busy month around a tv network program department? Answer: screening the episodes of current new tv film series that have just come off the production assembly line and swinging the best of them up front of the broadcast schedule. This annual ritual of quickly substituting strength for weakness seems to be more pronounced than ever this season. The smart programmer keeps a weather-eye on the Nielsen rating service periods. In other words, he slots what he considers the cream of the newer crop into those weeks measured by the next rating report. Right now it's

CONTINUED ON NEXT PAGE

the two weeks ending Oct. 25. Surprising as it may seem, even the series that look like clicks come in for rescheduling. It's to make sure they stay that way. ABC-TV, for example, will keep on doing it through October-November with *Be-witched*, which reached upper rating levels from the start.

Crosley rep arm on manpower hunt

Crosley's rep arm, now known as Broadcast Communications Group, is on the lookout for a research director and radio sales people. Migrations to PG&W created the holes in the sales staff. John Abel switched from manager of the BCG's Cleveland office to PG&W's Detroit office, while Dick Hammer went from BCG radio in New York to PG&W radio New York.

4As may enter Rapid Shave litigation

Don't be surprised to find Four As projecting itself into the U.S. Supreme Court's hearing of Colgate's appeal from the FTC charge that the Rapid Shave sandpaper commercial constituted a fraud. The case comes up in November, and the Four As is reported weighing stratagem of participating by the amicus curiae route. What the association appears to be afraid of is this: a decision unfavorable to Colgate might endanger the wide practice of using mock-ups in advertising. It could even bar the automotives from using a clay mock-up as just the bare body of a car commercial which is produced weeks before the actual new model comes off the assembly line. The Four A's decision to act, it seems, will largely depend on whether it deems Colgate's a landmark case in respect to what constitutes a deception.

New NSI about to see the light

Nielsen is getting ready to unveil to prospective subscribers generally its "repackaged" local tv service (NSI). It's already been previewed to a few major agencies. The outstanding changes in the service: (1) the sample has been increased to 75,000-100,000, (2) the sample will be measured in synchronous cycles, two of the cycles covering the entire country, (3) only homes with telephones

will be counted, (4) the age groups will be expanded to provide a separate bracket for those 65 and over. What Nielsen calls getting a "step closer to advertising accountability": major advertisers will be able to get a geographical break-out of 25 sales areas, with the data derived from the latest ratings. This special service will be available, naturally, for extra compensation. Background: Nielsen started to work on these changes after the dust settled down from the Harris committee hearings on ratings in 1960-61.

Spot radio's top 15 advertisers

Poll the national sellers of farm radio for the leading spenders in that medium and you'll probably come up with a list which approximates the following top 15: International Harvester, Ford, Massey-Ferguson, Geigy Chemical, American Cyanamid, J. I. Case, De Kalb Agricultural Assn., Virginia-Carolina Chemical Corp., Hess & Clark, Spencer Chemical Co., Agricultural Labs, Inc., Ralston Purina, Quaker Oats (Full-O-Pep feeds), Shell Chemical Co., Keystone Steel & Wire.

Electric shavers over 7 million

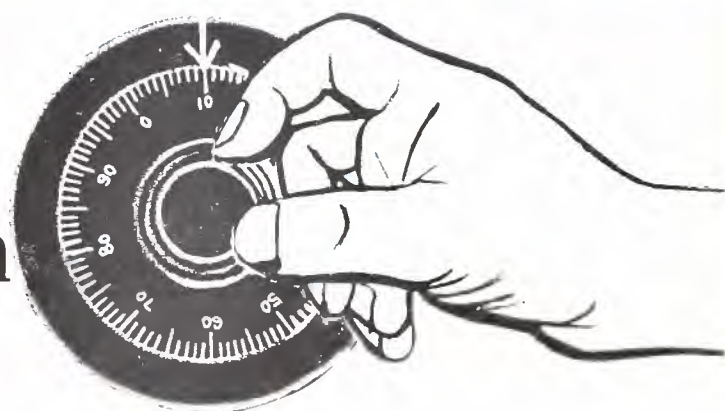
Looks like the electric shaver field will wind up 1964 with sales somewhat over 7 million units. About 70 percent of the market is shared between Norelco and Remington. But the brand that seems sharply on the rise is Sunbeam. It's strong on franchises and sales organization. The shaver field itself might be considered as having shaken itself down to three actual brand competitors: Norelco, Remington and Sunbeam. Schick has been mostly busy turning out private label shavers and diversifying into hair dryers and otherwise catering to professional beauty shops. Schick in this respect has been taking some of the production load off the Realistic Co. of Cincinnati, its fellow Revlon subsidiary. Incidentally, Remington this year is leaning more than ever toward dealer newspaper co-op and retailer contests, leaving tv expenditure dominance to Norelco. Rather gray side of the shaver business: it continues to fall behind population growth. The introduction of the steel blade has added to the electric's woes, as far as the younger generation is concerned.

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

SPANISH-LANGUAGE MARKET

Only station
with the right combination
for reaching the
Spanish market in New York



- 1. AUDIENCE SHARE** (60% Average - Pulse and Hooper)
- 2. PROGRAMMING** (custom tailored for the New York Spanish listener)
- 3. COMMUNITY SERVICE** (extending from the heart of New York to every corner of Puerto Rico)
- 4. MERCHANDISING & PROMOTION** (meaningful coverage at consumer, retail, and wholesale levels)

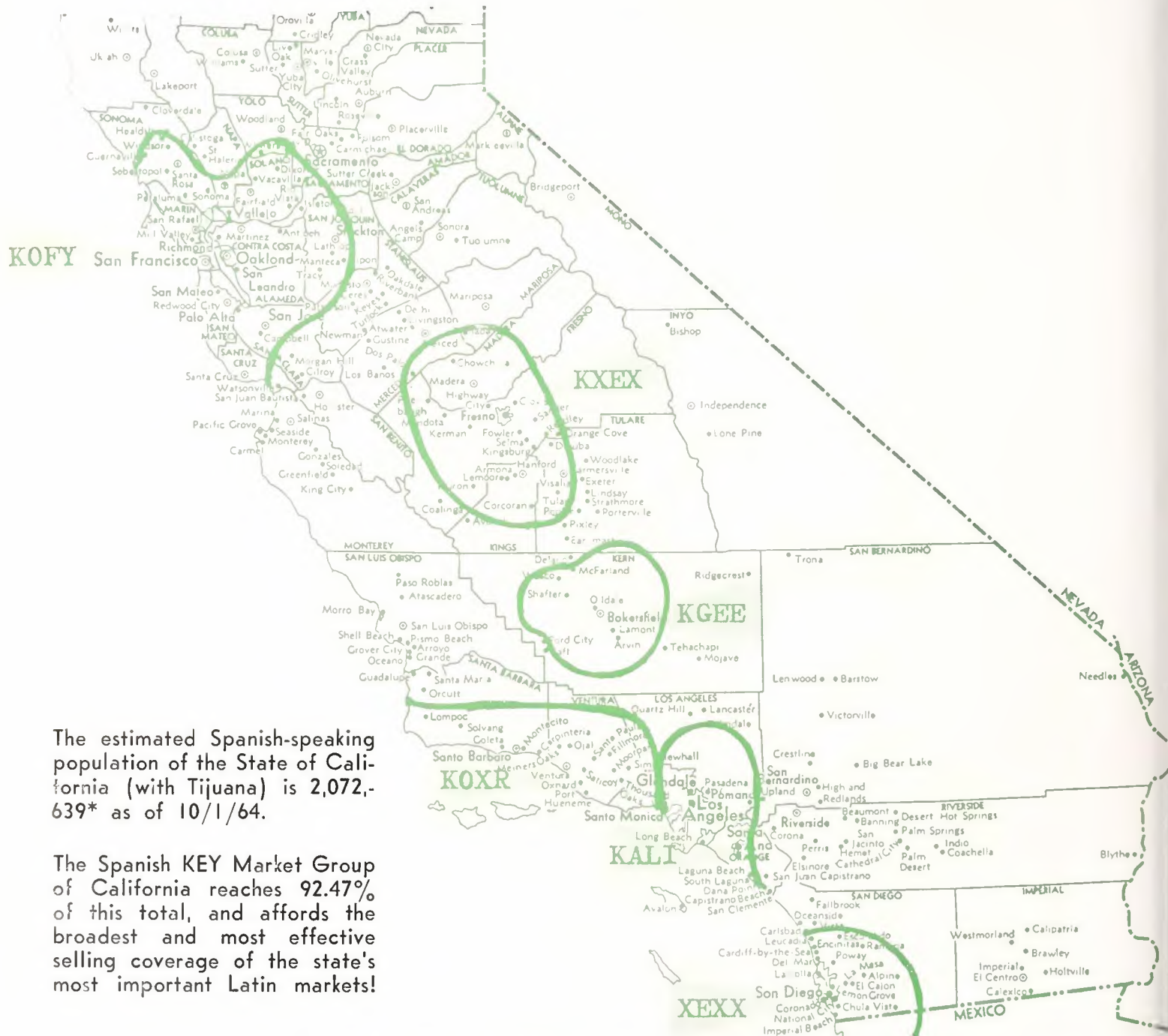
WHOM

AM
FM

New York's Leading Spanish Station

CALIFORNIA Spanish Market Group

The Spanish KEY Market Group of California is comprised of 6 excellent Spanish-programmed radio stations. The SKMG affiliates cover California's most important Spanish-speaking markets, which include some of the major U. S. Mexican-American areas. California has the largest Latin population of any state in the U. S.!



The estimated Spanish-speaking population of the State of California (with Tijuana) is 2,072,639* as of 10/1/64.

The Spanish KEY Market Group of California reaches 92.47% of this total, and affords the broadest and most effective selling coverage of the state's most important Latin markets!

THE SPANISH KEY MARKET GROUP OF CALIFORNIA

Station	Market	Power	Freq.	Spanish Population	
KALI,	Los Angeles	5,000 watts	1430 kc	891,486	
KOFY,	San Francisco/Oakland	1,000 watts	1050 kc	444,996	
KGEE,	Bakersfield	1,000 watts	1230 kc	40,850	
KOXR,	Oxnard/Ventura	1,000 watts	910 kc	89,144	
KXEX,	Fresno	500 watts	1550 kc	163,419	
XEXX,	San Diego/Tijuana	2,000 watts	1420 kc	286,742	
				TOTAL	1,916,637

Represented by  **Tele-Radio & TV Sales, Inc.**

733 Third Ave., New York, N.Y. YU 6-9717
 505 No. Ervay, Dallas, Tex. RI 8-2172
 100 California St., San Francisco, Calif. YU 2-9933

*Sources: U.S. Census 1960—"Latin American Population of L.A."—Far West Surveys 6/62; "The Mexican-American Market in the U.S."—Belden Associates 1962; "Latin American Population of S.F."—Far West Surveys 6/62; "The Latin American Radio Audience of L.A." 1/64; Spanish Hooperatings Study 1/64.

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WADO New York's important all-day Spanish station, programming to a loyal and responsive audience of over 1,300,000 Spanish speaking listeners . . . Offering advertisers an influential and vital approach to a burgeoning one-billion dollar market. *WADO, Overwhelmingly The Dynamic Voice Of The Spanish-Speaking Community!*

MAS- SI, MUCHO MAS

(MEANS MORE, MUCH
MORE) . . . FROM

WADO

THE ONLY STATION
THAT COVERS
SPANISH NEW YORK,
NEW JERSEY AND
LOWER CONNECTICUT
ALL DAY—EVERY DAY!

WADO

1280 IN NEW YORK
A MACFADDEN-BARTELL
BROADCASTING
STATION

WADO

MEANS MORE . . .

PENETRATING IMPACT

BRAND AWARENESS

CREATIVE MARKETING

**MERCHANDISING
SUPPORT**

SPONSOR IMAGE

COMMUNITY SERVICE

AUDIENCE LOYALTY

SALES!

Use WADO's Unique
Media-Marketing Con-
cept To Reach And
Increase Your Share of
New York's Spanish-
Speaking Market.

WADO MEANS
MORE TO IMPORTANT
CLIENTS OF THESE
ADVERTISING AGENCIES

**B. B. D. & O.
BENTON & BOWLES
D'ARCY AGENCY
FOOTE CONE & BELDING
J. WALTER THOMPSON
KENYON AND ECKHARDT
LAWRENCE G. GUMBINNER
LENNEN & NEWELL
LEO BURNETT
MATTHISON ASSOCIATES
N. W. AYER
OGILVEY BENSON AND MATHER
S. S. C. & B.
TED BATES
WEST, WEIR AND BARTEL
WILLIAM ESTY
YOUNG & RUBICAM
... AND MANY MANY MORE**

WADO
WILL MEAN MORE
TO YOU, TOO!

**FOR MORE INFORMATION
CONTACT:** Sydney Kavaleer,
V.P. and Station Manager,
WADO, 205 East 42nd Street,
New York 17, N.Y.
TELEPHONE
LE 2-9266

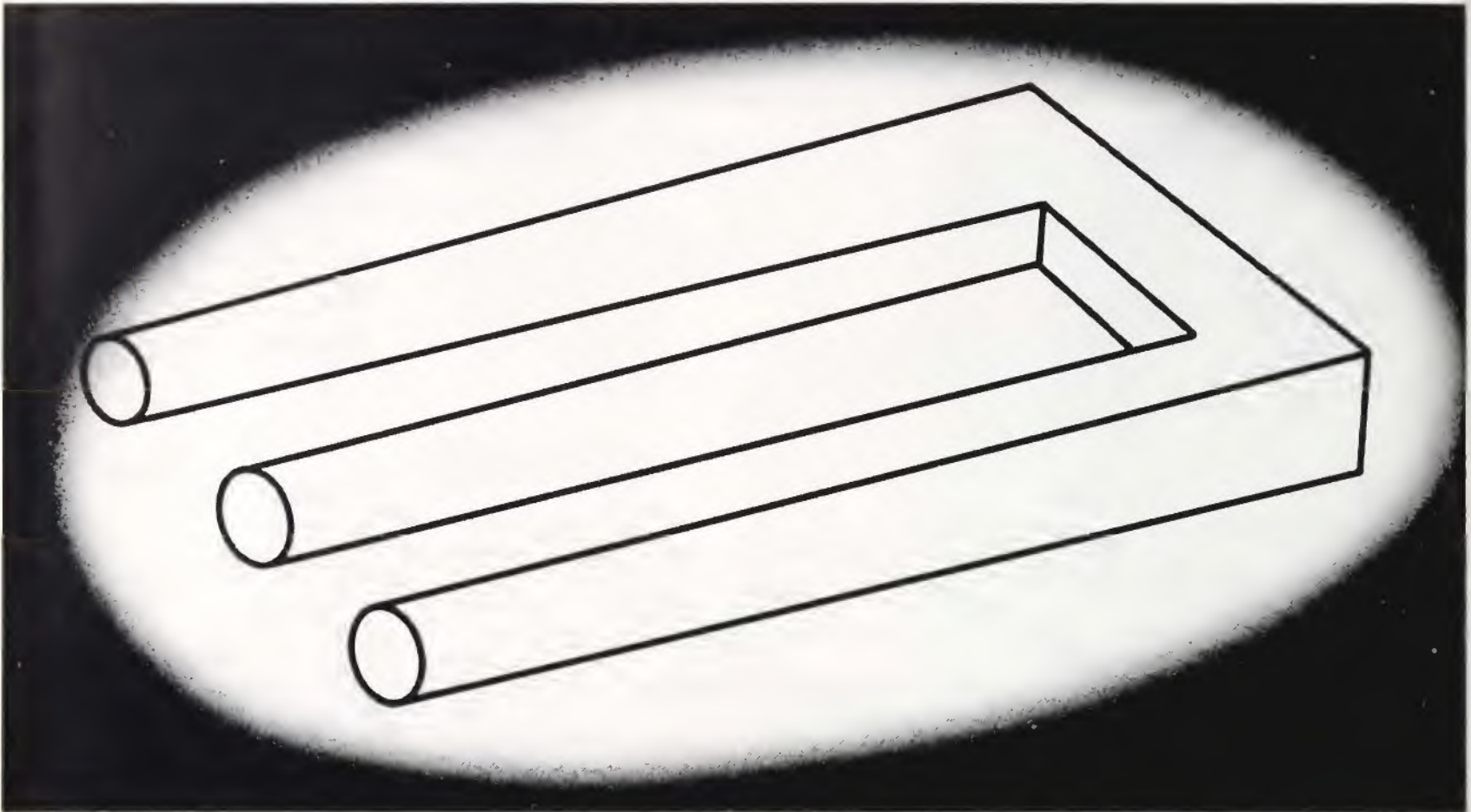
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OCTOBER 19, 1964

A special report on the U.S. Spanish-language market

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How will you merchandise it?



After you've established the market, after your designers have made the product fool-proof, after your packaging personnel have okayed a package that does everything but bark, after your advertising agency has developed a consumer campaign that's the greatest thing since nylon—how will you keep your dealers, retailers and all the other factors in your distribution channels steamed up?

Use the specialized business press. To help open new retail accounts. To tell retailers' salesmen how to sell. To step up distribution. To tell about your consumer advertising campaign. To build a fire under buyers.

No medium can compare in **reach**, in **efficiency**, in **audience selection**, in **cost**. There's an appropriate merchandising or industrial publication exactly suited to every manufacturing or distribution problem. Tell us your problems and we'll name the publications that can help you solve them.

The specialized business press is industry's reporter, management's instructor, the sales manager's divining rod, the marketer's market data source. Read by the man who wants to get ahead and the man determined to stay ahead, the business press teaches the newcomer, trains the analyst, retreads the old-timer. It serves, pinpoints, identifies. It is **not** all things to all men. It is specific, seeking out specialized markets. It isolates, clarifies, inspires. It reaches—efficiently.

1913 Eye Street, N.W., Washington, D.C. 20006. Representing the 280 member magazines of National Business Publications, Inc., whose membership qualifications include independent audits by the Audit Bureau of Circulations, the Business Publications Audit of Circulation, Inc., or the Canadian Circulations Audit Board Inc.



Air media: doorway to the U.S. Spanish-speaking market



YOU CAN'T SAY THAT MAJOR advertisers today have never heard of the Spanish-speaking market in major U.S. cities and in key sales areas. You also can't say that the market is clearly defined, widely understood and correctly approached in the advertising plans of major U.S. corporations.

Growing awareness of the market, which many estimate at more than six million people with a total purchasing power of some \$10 billion, has triggered growing use of Spanish-directed media, particularly radio. The number of familiar brand names you'll hear today on Spanish-language stations gains steadily — Breeze, Camel, Coca-Cola, Fab, Silver Dust, Pan-American Airways, Budweiser, Bufferin, Carolina Rice, Richfield Oil, Winston, to name a few.

But the problem of understanding, appreciating and evaluating the Spanish-language market, and its air media, remains. Some major advertisers and agencies admit the

existence of the Spanish-language market, for instance, while maintaining that English-language media — general-market radio and tv included — will do the basic job because of the bilingual quality of much of the Hispanic-derived U.S. market.

This is the crux of the Spanish-language-market problem.

A comment by Warren Shuman, veteran rep in the Spanish air media field and manager of Tele-Radio

& Tv Sales, to SPONSOR two seasons ago still applies: *"The point is not the degree to which the Spanish-language market speaks or understands English, but rather how this group can best be sold goods."*

The Spanish-language market can make an important difference in an advertiser's profit-and-loss figures, particularly in the areas of foods, beverages, household products, automotive supplies, soaps and cleansers, tobacco products and appliances.

SPONSOR's own survey of broadcasters in the Spanish-language field produced one result which should make many advertisers wonder, indeed, if their advertising-marketing plans are really complete: a mere 1 percent of the respondents felt that major advertising agencies were "well-informed" on the subject of Spanish air media.

It is in an effort to help close this informational gap on the part of admen and marketers that SPONSOR presents the extensive report on the following pages. ♦



How big is it? ● How high its income?

Fact and fallacy about the

FALLACY: "The Spanish-speaking U.S. market really isn't big enough to be worth an advertiser's time and trouble."

FACT: Estimates vary concerning the number of Spanish-speaking people in this country, ranging from about 4.5 million (a very conservative figure, used by some agencies and based on the census check of Spanish-surname citizens in 1960) to as much as six million or more (an informed guess which includes many Mexicans in towns just over the border, such as Juarez or Nuevo Laredo, who shop or work in the United States).

The market is concentrated in a crescent which swings from Florida to the mouth of the Rio Grande across Texas, New Mexico, Ariz-

ona and up into California. In the North, the concentration is in Chicago and large northeast cities, notably New York. As many people speak Spanish in New York as speak it in Barcelona, even though the accent is markedly different.

FALLACY: "Most of the Spanish-speaking U.S. market is composed of Johnny-come-lately immigrants in a low economic and purchasing bracket."

FACT: It's true that there's been heavy migration from Puerto Rico to the New York area since World War II, although half of the lucrative island tourist trade these days is from Puerto Ricans going back home for visits. It's also true that the official migration rate from

Mexico to the United States is about 55,000 annually. But the Latin element in the United States is hardly new. Many Spanish-speaking families in the Southwest are descendants of Spanish families which have lived there since the 1750s. In much of Texas, Americans moved into what was an area of Spanish heritage in the mid-19th century, with much the same happening in southern Florida. Puerto Rico was a Spanish colony from the time of the conquistadores until it became U.S. soil.

On an economic level, Spanish-speaking males, 14 and over, have a median income in the United States of some \$2800, and women score about \$1100. This isn't high, but at the same time families are large and often everybody old

A market measured in billions

Advertisers and their agencies are being forced to recognize the Spanish-speaking market in this country by the strength of purchasing power and language difference

What amounts to a quiet Latin invasion of the United States is changing many of the marketing habits of U.S. broadcast advertisers:

- In Tampa, a pretty, natural blonde in stretch slacks finishes her shopping at a local supermarket, thanks the boy who carries her grocery packages in English, hops into a late-model convertible and turns to her mother, with whom she talks in Basque-accented Spanish.

- In Laredo, a Mexican businessman and his family, on a shopping tour from over-the-bridge Nuevo Laredo, buy an electric toaster advertised on a border radio station, and pay for it in pesos.

- In Los Angeles, a telecast on KMEX-TV of the annual Independence Day festivities in Mexico City draws a large and devoted audience even against the competition of seven VHF channels televising in English.

- In New York, the brewing company which made "Miss Rheingold" a national personality is quietly easing up on this theme; it doesn't sit too well with New York's Puerto Ricans, who resent the well-scrubbed-American-girl look of most contestants and who drink some 20 percent of all the beer in the city.

Advertisers and agency men who

are willing to take the time, trouble and effort to study the U.S. Spanish-speaking market — a market whose disposable income has been reckoned as high as eight billion dollars annually — can find many such examples of the growing strength of the Spanish-speaking market.

Some, however, will content themselves with oft-repeated fallacies about the Spanish-language market, which at least will keep them in a state of marketing euphoria without making waves.

Which route will be followed is an increasingly important question in American marketing.

● How dominant the language? ● Is it brand conscious? ● How do you reach it?

Spanish-language U.S. market

enough to work is doing so. Thus, "household" income in New York, for example, is nearly \$4500 on the average in Spanish-language homes, and is even higher in other Spanish-speaking areas. The Cuban refugee influx in Florida is a particularly interesting situation; thousands entered the country but few are on civic relief rolls. As for general household purchases, Spanish-speaking homes match the average "Anglo" home on most household items, exceed it on others (soft drinks, beer, rice, etc.), lag behind only on special purchases (new autos, certain foods, luxury items).

In Southern California, more of a "settled" Spanish-speaking area than the New York City area, a rising socio-economic tide is evident. In a 1962 study prepared for KALI, Far West Surveys, aided by such sources as Bureau of the Census, California State Department of Public Health, etc., placed the median income figure for the area's Latin-descent families at \$5762—about \$1000 higher than the family-income median in New York City's Spanish-language homes. In the same geographical area, a 1964 checkup by Belden Associates found that 23 percent of Spanish-language radio households had family incomes of \$4000 to \$5000 and 21 percent were in the \$5000 to \$7000 category. Not everyone in such families has a job, incidentally; more than nine out of 10 males (household heads) are employed, but only a third of the women — with the balance largely available to advertisers at home via Spanish-language daytime radio.

FALLACY: "The official language of the United States is English. As Spanish-speaking immigrants learn English, the market disappears and can be reached by the usual English-

MARKETING HIGHLIGHTS OF SPANISH-LANGUAGE HOME PRODUCTS USE

With over a million Spanish-speaking residents, New York City is the largest concentration of Latin-descent population within the borders of the United States. (California and Texas have more people, but they are distributed over a larger geographical area.) Although the Spanish spoken in New York—largely with a Puerto Rican accent—is not the same as the Spanish of Los Angeles or Brownsville or Tampa, much of the product usage reported below in a 1964 study by Pulse for WHOM is considered "typical" of Spanish-language U.S. homes by marketing experts. Highlights of the study:

- Spanish-language families spend nearly \$6,000,000.00 a week for food in New York. Most of the shopping is done on Friday and Saturday; 51 percent prefer to shop at supermarkets, 30 percent at independents and 19 percent at both. Median weekly expenditure for groceries: \$28.20.
- Virtually all homes, 99 percent, serve white bread with two-thirds preferring wrapped brands and one-third buying in local bakeries.
- Rice, a Spanish staple, was found in nearly all homes. Spanish, American brands are about equally preferred.
- Marcaroni, spaghetti and tomato sauce, usually associated with Italian rather than Spanish tastes, are served by more than 95 percent of the families, as are salad and olive oils.
- The use of coffee is at a high level of 93 percent with Spanish blends predominating. Instant coffee is used by less than 28 percent. Tea is also a popular beverage in 89 percent of the homes surveyed.
- Both hot and cold breakfast cereals show a high level of use, over 89 percent. Packaged crackers and cookies are 87 percent and 73 percent respectively.
- In the fields of drugs and cosmetics, headache and indigestion remedies are used in more than 95 percent of homes, personal deodorants in 93 percent, hair shampoos and tonics in more than 80 percent and liniments in 69 percent. While razor blades are used by 95 percent, electric razors were found in only 7 percent of homes.
- Cold beverages are popular with Spanish-speaking households. Soft drinks were found in 98 percent while beer and ale are consumed in 77 percent. More than 48 percent of families serve wine.
- More than 72 percent of the Spanish-language population smokes cigarettes but cigar smoking is represented in only 14 percent of homes.
- Canned fruits were found in 95 percent of homes while 87 percent serve canned vegetables with Spanish labels well represented. Canned fish products were found in 73 percent and canned meats in 66 percent of homes.



language broadcast, print and other media.”

FACT: Spanish culture, of which the Spanish language is an integral part, is remarkably durable. Home-oriented, it resists change mightily, in the opinion of those familiar with the Spanish-speaking U.S. market. Spanish is a sort of Esperanto of the Western Hemisphere; in California, for instance, 98 percent of schools teach it. Since it is less of a “foreign language” than, say, Danish, and since it is not particularly a factor for social discrimination, there’s no innate push on the part of Spanish-speaking families to get rid of it, and it is passed from generation to generation.

Certainly, many who originally spoke only Spanish become bilingual. But it is regarded as a social or business skill, like learning

to play a piano or operate a turret lathe. Furthermore, Spanish-speaking Americans often “cluster” in communities and on the job. This further preserves the language.

English-language media *do* reach the Spanish market, and English-language radio and tv *do* have some impact. But advertising media are generally part of the framework of “leisure time,” and when the pressures are off in Spanish-language homes, Spanish is the household language. (A Pulse checkup in New York recently, where over a million people speak Spanish, showed that only 7.8 percent spoke only English at home and three out of four consider that advertising in Spanish has more meaning to them.) Many agencies feel, because of strong saturation of radio and tv sets in Spanish-language U.S. homes, that general-market broadcast commercials get through. They often don’t — even in families where English is fluent.

FALLACY: “There’s no real problem in reaching the Spanish-language market. Spanish is Spanish. You just translate your copy and commercial into Spanish and place it in the right markets.”

FACT: It’s true that the basic written language has little variance in Spanish-speaking areas. A resident of San Juan or Mexico City has no great trouble in making himself understood while visiting Madrid, just as New Yorkers can somehow communicate to their cousins in London. But there are definite regional accents and local peculiarities in the language which can aid, or hamper, a radio-tv campaign in Spanish.

A Puerto Rican adman, Premier Maldonado, a vice-president of Gotham-Vladimir, points out “a marked difference between the Spanish spoken in Puerto Rico and the Spanish in other Latin American countries and Spain.” For one thing, a lot of English (“windshield wiper,” etc.) has crept into the Puerto Rican vocabulary, and many generic items (such as auto tires) have a different name in Puerto Rican Spanish.

In Texas, and along the border into California, the influence is Mexican Spanish. It is a self-perpetuating influence, too, since some 250,000 tourists a year come to the United States *from* Mexico, not to mention visits by Mexican-Americans to what many consider their real homeland. (A veteran station rep in the Spanish field puts it this way: “When a Mexican-American in Texas speaks of the capital of the United States, he says ‘Washington.’ When he speaks of ‘the capital,’ he means Mexico City.”)

In Florida cities such as Miami and Tampa, the big influence today is Cuba, thanks to the great influx of refugees from the Castro regime. However, this is an overlay upon the basic cultural structure of Spain, as handed down by descendants of original settlers from Cuba in the early 1800s and the Basque country of Spain.

In short, you can’t just have a commercial translated by someone knowledgeable in the language. In addition to missing out on the particular sales approach of strong local personalities, you may run afoul of local vagaries or accents in Spanish. A few large stations, such as San Antonio’s KCOR and New York outlets WHOM, WADO and WBNX, and such specialized commercial production houses as New York’s The Latin Sound (along

The Spanish-language ‘brand switching phenomenon’

Among Spanish-language migrants to the U.S., a curious phenomenon takes place. There is a genuine, recognizable drive to “Americanize” themselves, in terms of products, goods and services. Brands which may have been popular in households in Puerto Rico, Mexico, Cuba, Dominican Republic, etc. are shoved aside in favor of U.S. brands, with much of the switching guided by Spanish-language air media.

A good case in point is India Beer, an extremely popular brand in Puerto Rico, where it has 47 percent of the beer market and rival Schaefer has a mere 1 percent. When a Puerto Rican makes the jet hop (some three hours) to New York, the situation reverses overnight. Although India Beer is distributed in New York City, and is currently promoting a 25th anniversary heavily, it has only 1 per-

cent of the New York Puerto Rican beer market, while Schaefer has 38 percent.

Cerveceria India, Inc., has taken the hint, now pursues Puerto Rican families in New York via spot radio campaigns and print media. Other Spanish-type brands, such as Cafe Bustello (bought not long ago by Nestle), hold their high market positions only with heavy Spanish media use.



with some of the leading station reps, who farm out such work through their own contacts) do handle such custom commercials for their local markets, or even for multi-market use where local situations are known by experts not to be a problem.

FALLACY: "Spanish - speaking consumers bring their brand preferences with them from 'the old country,' and it isn't worth the effort to try to get them to change."

FACT: In the face of a continuance of Spanish cultural and family traditions, this one would seem to

make sense. But it is a peculiar characteristic of recent migrants to the United States from the Latin world that many of their brand or product habits are dropped in favor of an "Americanization" which does not necessarily extend to the English language.

A 1962 study by W. R. Simmons and Associates for *El Diario-La Prensa*, for example, shows that among Puerto Ricans in New York, the favorite headache remedy is Bufferin, with a Sterling product called Cortal getting 11 percent of the market. In Puerto Rico itself, Cortal has a whopping 43 percent of the market. Similarly, Heinz

Baby Foods has 32 percent of the market in Puerto Rico, but among Puerto Ricans in New York, Heinz has only two percent. Beer brands are also switched. India beer, a local product, is the big name (47 percent of market) in Puerto Rico; Schaefer has a mere 1 percent. Both are available in New York City, but the positions are virtually reversed among Puerto Ricans in New York.

What makes for changes such as these, or those found in the Southwest or in Florida?

To a mild extent, it's product availability; many everyday Mexican products (or even those with

WHERE IS THE U.S. SPANISH-SPEAKING MARKET?

Chart below is based on U.S. Census for 1960 (which pinpointed families with Spanish surnames), plus projections which are the consensus of agency men, media reps and others close to the Spanish-speaking market. Total for all market areas in chart is 8,880,000 and is considered "reasonable" estimate. Areas and cities with concentration of Spanish-speaking residents are listed in descending order of numerical importance. Puerto Rico, although often treated as an "export market" in advertising plans, is included in these U.S. figures.

MARKET AREA	SPANISH-SPEAKING POPULATION	PRINCIPAL ETHNIC DERIVATIONS	MARKET AREA	SPANISH-SPEAKING POPULATION	PRINCIPAL ETHNIC DERIVATIONS
Puerto Rico	2,650,000*	Mostly island-born. Many families descended from original Spanish settlers, but there has been considerable intermarriage with Indians, Negroes, etc.	Arizona and New Mexico	310,000**	Similar to California and Texas. Primary ethnic strain is Mexican-Spanish. Phoenix, Albuquerque are largest population centers for Spanish-speaking.
California	2,100,000**	Some direct descent from early Spanish colonials, but primary ethnic strain is Mexican-Spanish. There is steady migration to this area from Mexico.	Colorado	145,000	Although not a border state, Colorado has large Mexican-descent population in Pueblo and Denver. Ethnic strain is similar to that of New Mexico.
Texas	2,000,000**	Similar to California. Spanish-speaking Texans are located primarily along U.S.-Mexican border, in large border markets (El Paso-Juarez, etc.)	Chicago	85,000	About half of area's Spanish-speaking residents are of Puerto Rican descent. Area is growing as a migration center for both Puerto Ricans and Mexicans.
New York City	1,100,000	Primarily Puerto Rican migrants (about 70 percent) and Cubans (about 20 percent). Most live in central city in "communities" (86 percent), a few in nearby suburbs.	Philadelphia	70,000	Another "growth area" for Spanish-speaking settlement; two-thirds is of Puerto Rican descent, many move in from crowded New York City areas.
Florida	375,000	Nearly half of Florida's Spanish-speaking population is Cuban descent, largely refugee. About two-thirds of total is in either Miami or Tampa.	Washington	45,000	Smallest U.S. Spanish-language major market, but the most "cosmopolitan" since figure includes the sizable (over 30,000) Latin diplomatic colony.

*Estimated for 1964-65 by Commonwealth of Puerto Rico Economic Development Administration.

**Includes citizens of Mexico in border markets (Nuevo Laredo, Juarez, Tijuana, Nogales, etc.) who have regular access to U.S. retail shops within United States.



names like Colgate which are made in Mexico) become import luxuries, and you can hardly find a good Havana cigar these days. More practically, it's a case of strong promotion and advertising effort by advertisers who have taken the trouble to approach the U.S. Spanish-speaking market effectively, particularly through air media. ♦

Spanish-speaking families are larger families

Traditionally, families of Latin-American origin are larger families. Many factors—tradition, religion, economic level, education, etc.—are involved. However, such homes, from the advertiser's viewpoint, are excellent markets for baby foods, convenience foods, clothing, detergents, soft drinks and a host of other products. An independent survey in the Southern California Spanish-speaking market in 1962 produced these responses from "Anglo" (i.e., non-Spanish-descent) homes and from homes basically of Latin American lineage to queries on household size.

<u>Number in household</u>	<u>Anglo homes</u>	<u>Latin homes</u>
One	9.5%	2.8%
Two	25.5%	11.5%
Three	19.7%	16.4%
Four	20.9%	19.4%
Five	13.8%	19.7%
Six	6.4%	13.2%
Seven	2.4%	11.3%
Eight or more	1.8%	6.0%

Note: While less than 2.5 percent of Anglo families have seven people under one household roof, more than 11 percent of Spanish-speaking families are in this category, and 6 percent have eight or more in the household. Often, everyone from teenagers up in a Spanish-language household is a wage earner.

SPANISH PERSISTS AS HOUSEHOLD LANGUAGE IN U.S.

In U.S. markets along the Mexican-U.S. border, an immigrant or even a native-born U.S. citizen can live most of his life without really having to learn English at all. In California, the bilingual home is common in the Spanish market (a 1962 study by Far West Surveys in Los Angeles Spanish-speaking homes showed that 90 percent of respondents used Spanish at home, even though from 60 percent to 80 percent could speak English, often with great fluency). In New York City, a study by W. R. Simmons and Associates for "El Diario-La Prensa" in 1962 showed this high usage of Spanish, even though the city is by no means part of Spain's colonial heritage:

LANGUAGE USUALLY SPOKEN AT HOME

Spanish usually spoken	96.0%
English usually spoken	2.3%
Both languages spoken	1.7%

RADIO AND TV SET OWNERSHIP IS HIGH IN SPANISH-LANGUAGE HOMES

There are no national figures available as to the penetration of radio and tv in Spanish-language households, and where such figures exist they are on a market-by-market basis. Here are some key markets and latest available radio-tv figures:

SOUTHERN CALIFORNIA: A Belden Associates study in January, 1964, for KALI showed that radio ownership and tv ownership averaged the same for the Los Angeles area—91 percent—in Spanish-language households. The same research firm found that 30 percent of the homes had two or more radios. In the same home group, 68 percent of families owned cars, and 82 percent of the cars had working radios. Studies by ARB and Facts Consolidated both show that KMEX-TV, a Spanish-language UHF independent, has achieved a basic audience of over 175,000 Spanish-speaking homes in the Los Angeles area through conversions or new-set purchases.

NEW YORK CITY: A 1962 survey by W. R. Simmons & Associates showed a radio penetration of 97.2 percent in Spanish-language New York homes which read the city's daily Spanish-language newspaper, and a tv ownership of 90.2 percent. A somewhat broader study by Pulse in the same market, made at about the same time, showed a radio ownership figure of 97.4 percent (similar to Simmons study), and a lower tv-owning figure of 61 percent.

COMMONWEALTH OF PUERTO RICO: Most advertising agencies on the island agree that radio ownership in Puerto Rican homes is at a saturation level of well over 90 percent. Tv ownership lags behind, partially because it is a big-city phenomenon and partially for economic reasons, and is generally considered to be about 66 percent.

FLORIDA: In Miami and Tampa, both of which are growing as Spanish-speaking markets thanks to Cuban and Puerto Rican migration, radio ownership is virtually universal, with Pulse reporting that Spanish-speaking households have "an average of two radios per home, and 21 percent have three sets or more." No recent figures are available as to tv set ownership, but it's estimated to be less than 70 percent, a figure important for marketing knowledge but not competitive with radio.

Veteran Spanish-language broadcaster Roberto Adame of KGEE Bakersfield looks over a group of national and regional products sold regularly to Spanish-speaking listeners on the station. They range from beer and vitamins to dairy products and packaged bread.



Spanish-language air media

open door to burgeoning market

In U.S. markets where the Spanish language is an important form of basic communication, stations serving this ethnic segment find growing audiences

■ In any large U.S. market today, it's no trick to find a general-appeal radio or tv station on which 70 percent or more of the spot billings are from national or major regional advertisers. Such stations are the exception, rather than the rule, in Spanish-language air media:

The Latin market within the United States and in Puerto Rico is in the midst of a growth boom. It is clearly multiplying at a rate faster than the population growth in "Anglo" homes. It is growing in disposable income per family, and in over-all spending power.

It is, however, unlike the U.S. Negro market in some important ways, and its air media are unlike Negro-appeal stations for the same reasons. Whereas U.S. Negroes almost universally speak English and tune to Negro-appeal stations because they offer news of the Negro community, Negro artists, interviews with Negro leaders, etc., Spanish-language homes dial Spanish-voiced air media primarily because of the language and secondarily for news and entertainment geared to the Latin market.

What makes a Spanish-speaking home different from a Negro home, in many cases, is a considerable pride in a Latin cultural heritage and a desire to preserve it. Thus, Spanish-language stations play a role similar to Negro-appeal stations in that they are programming for a minority audience — a "minority," incidentally, which is sometimes larger than the number of English-speaking homes in an area. But they differ from Negro-appeal stations in that there is less of the feeling of racial stress, reported or implied, and more of a feeling of ethnic pride in program content.

Advertisers, meanwhile, have not given the Spanish-speaking air media the kind of attention which has recently been given Negro-appeal air media.

Broadcasters within the field have been quick to give reasons: "There's no 'race riot' activity in the Spanish-language market that compares to that in the Negro market, and there hasn't been the kind of 'let's-do-something-for-the-Negroes' feelings aroused in outsiders," says a New York broadcaster

whose station programs for the city's large (over 700,000 Puerto Rican colony). "The Negro market is right under an advertiser's eyes in most large U.S. cities, but the Spanish-speaking market is light years away from Madison Avenue, particularly down here," says the manager of a Spanish-voiced radio station in a large Texas market.

The real reason why national advertisers seldom make up more than 30 percent of the billing on a "typical" Spanish-language U.S. station, other than those in Puerto Rico where almost all stations are Spanish-voiced, is two-fold:

1. Advertisers are largely unaware of the importance of the Spanish-language market today, since it is not normally measured and reported in the usual marketing and research studies.

2. Even where advertisers are aware of the Spanish-speaking market, and air media associated with the market, there is often a feeling on the part of admen that enough of the Spanish-speaking U.S. population is reached through "general" air media and print to make



the extra effort more trouble than it's worth.

Thus, many advertisers pass up a good bet in the Spanish-language market through a combination of lack of knowledge and lack of initiative. One station rep in the Spanish-language air media field, Richard O'Connell, puts it this way: "The trouble is, many agency men just simply close their minds to the U.S. Spanish-speaking market. When you try to tell them that 25 to 30 percent of the border economy comes from Mexicans who shop in the United States, they think you're crazy."

Spanish-language air media abound in advertiser bargains, since virtually every station in the field would like to have more national spot business, and the selling is highly competitive.

WSOL Tampa airs a Monday-through-Saturday series called *La Hora Latina*, which is actually not an "hour" at all but more like a Spanish version of *Monitor*. A number of five-minute features — news, English lessons, sports highlights, etc.—are carried. This is what the advertiser's dollar buys:

"Advertisers purchasing any of the [program's] features receive: a 15-second opening message an-

nouncing the name, address and product or service of the sponsor of the feature; a full 60-second commercial (no charge is made for translation from English) in the middle of the feature advertising the product or service of the sponsor; a 30-second announcement at the closing of the feature also mentioning the advertiser's name, address and product or service offered. In addition, the sponsor receives free of charge, two promotional spots every day inviting the audience to tune in that particular feature, sponsored by the advertiser."

Such deals are not uncommon in the Spanish-language broadcast field. Rates for spot radio or tv slots are generally quite modest, and the kind of money which buys only a few IDs in large tv markets makes a loud splash in Spanish-voiced air media.

Is the pursuit of Spanish-speaking consumers through specialized air media worthwhile?

Part of the answer can be found in marketing facts, which are explored elsewhere in this special SPONSOR report. Part, also, can be seen in the following quote taken from a memo on the California Spanish-speaking market prepared for internal use at McCann-Erickson. (In California, Spanish-speaking households are somewhat more apt to be bilingual. There is steady migration from Mexico and other Latin areas, but the area is not a direct settlement area for huge groups of Spanish-speaking-only Latin newcomers — as are New York and Miami — and does not have the same degree of border

shopping as does the Texas-Mexican boundary.) Said the memo:

"You can probably reach between 60 and 80 percent of the Spanish-speaking population through general radio, tv, newspapers and magazines. The figures, of course, do not show if you can effectively sell them. Since we are hazy as to how many of these people do not actually understand English, let us approach the matter in this way — can you sell the majority of Spanish (speaking) people via Spanish media better than through English media?"

"The obvious answer is yes. Ethnic groups, no matter what their background, feel that if an advertiser thinks enough of their business to come after it through their own media, then they will be more receptive to the message."

To approach the Spanish-language market via Spanish-voiced air media for a nationally advertised product involves station reps to a larger degree than virtually any other form of broadcast advertising. The leading reps in the field are specialists who are used to dealing both with agencies which think along more traditional media lines and with stations far removed from computerized buying.

On one major point of Spanish-language air media use nearly every executive in the field is agreed: what works in one area may backfire in another because of variations in the local Spanish spoken and because of the programming formulas which stations have found will work in their particular areas.

Stations like WHOM, WBNX and WADO in New York, for in-



Even general-market stations are programming for the Spanish-speaking radio audience. Capitalizing on baseball interest this year among growing Spanish-language segment in Philadelphia is WTEL, which broadcasts sports show from local firm featuring Phillies stars as hosts.



Hundreds of Spanish-speaking women turned out in San Antonio for a special show by KCOR, as shown above. The show was aired on radio.

stance, do not bother to carry sportscasts of bullfights; it just isn't part of the culture of Puerto Ricans, who make up most of the city's Spanish-speaking element. Taped bullfights from Mexico City, however, are popular on outlets such as KMEX-TV Los Angeles and KWEX-TV San Antonio, and on other tv outlets which buy programs from Mexico's Telesistema.

A Spanish-language station like KWKW Los Angeles or KCAL Redlands, for example, will feature many Mexican musical artists via records, and will have extensive coverage of Mexican political developments and national holidays. At the same time, the Mexican influence is felt much more lightly on stations like Miami's WFAB or WMIE, which give heavy attention to developments reported in Castro's Cuba or to news of a hurricane bearing down on Puerto Rico.

From the advertiser's viewpoint, this means that he must usually (not always) depend primarily on local-level air personalities to voice his sales message, using whatever "local style" has proved popular with listeners. He is by no means getting a second-best commercial treatment; it's practically impossible, admen familiar with the field agree, to develop a uniform, national Spanish-language air media campaign for a major product. However, many supportive elements of the campaign — merchandising pieces, premium offers, display units keyed to radio or to tv announcements, etc. — can be developed for multi-market use.

That the Spanish-language radio and tv stations in the United States, in Puerto Rico and across the Mexican border serving U.S. markets are finding ready acceptance and a genuine "hunger" for their programming isn't always easy to prove to an advertiser or agency.

One good case in point, however, was provided SPONSOR in its survey of Spanish-language air media by KWAC Bakersfield, Calif., whose manager, Ed Hopple, reported:

"The interesting 'story' KWAC has to tell is the fact that it went Spanish on Nov. 1, 1963. In the January general Pulse (to which the station did not subscribe), KWAC came out number two—with more adults listening in the morning driv-

ing times than any other Bakersfield station. The interesting thing to note is the 9 percent increase in the sets-in-use in the morning segment.

"Analysis shows that the Spanish-language element (18 percent of the general population) started to listen to radio in the morning. The afternoon (basically English-language at that time) showed little or no increase in sets-in-use."

Often geared strongly to premium offers, redemption offers, contests, endless syndicated soap operas in which domestic crises are a way of life, parades and other festivities, sports and specialized community projects, Spanish-language radio and tv sometimes strikes big-city agencyman or client as being a bit naive.

In a way it is, and broadcasters do not deny this fact. But, it is providing a brand of service and entertainment which mirrors listeners and viewers—and gets results.

This, typically, was a "case history" result story to be found in Spanish-language air media, reported to SPONSOR by KIFN Phoenix and concerning a nationally advertised pharmaceutical product:

"Commenced use of KIFN as its sole advertising expenditure (to Spanish-language market) in central Arizona area in February, 1962. Used modest budget for flights on a seasonal basis.

"In February, 1963, the records showed a 33.4 percent increase in sales. Monthly budget was left same, but flights were discontinued in favor of year-round schedule which actually increased advertising expenditure by nearly 40 percent.

"A 1964 recap showed that sales again had increased another 31 percent over previous period. Budget has been increased by a third."

Such results speak for themselves. ♦

Does Spanish-language radio really sell?

National advertisers use a wide variety of advertising media, and thus it is difficult—if not impossible — to pin down a cause-and-effect relationship between a particular medium and product sales.

In the Spanish-language radio field, the "pull" of the medium has often been directly demonstrated in the sackloads of returns in contests and self-liquidating premium promotions. Some admen, however, write these off as "freaks," or attribute it simply to a supposed Latin fondness for obtaining something-for-nothing when buying a product.

Two clear-cut marketing examples, unearthed in studies in 1954 and 1960 for Los Angeles' KALI by Belden Associates Marketing Research, however, give a striking picture of the changes in market rankings caused by the use of Spanish-language radio:

• **INSTANT COFFEE:** In Spanish-speaking Los Angeles homes in 1954, Nescafe was the leader with 34 percent of the market. Maxwell House was close behind with 33 percent. Borden's Instant had 14 percent and Chase & Sanborn had 6 percent. Folger's had a mere 3 percent. During the intervening six years, Folger's launched a major,

continuing campaign in Spanish-language radio. In 1960, another Belden survey showed Folger's with 20 percent of the instant coffee market in Spanish-language Los Angeles households, highest for any brand. Nescafe, with little direct approach to the Spanish-speaking market, had fallen from its top spot to a 10 percent level, and Maxwell House to 15 percent.

• **ALL-PURPOSE SHORTENING:** In wide use in Mexican-American cookery, shortening is an important market item in Spanish-language communities. In 1954, a Belden checkup in Los Angeles showed that Crisco had 47 percent of the shortening market, Luer's (local brand) had 11 percent, Spry had 8 percent and Rex (regional brand) had a mere 4 percent. In the intervening years between 1954 and 1960, Crisco received little or no direct promotion to the Spanish-language market, although it had heavy spending in general media. Rex, however, was the subject of a continuing campaign in Spanish-language radio. In 1960, Rex had jumped to the leadership position with 31 percent of the market in Spanish-speaking households, trailed by Crisco with only 19 percent.



Spanish-language air media help newcomers to "American"



Public service show aimed at some 500,000 Spanish-speaking residents of Northern California is weekly 15-minute series featuring bilingual SSgt Angelina Laguna as a d. j. recruiter for WACs. Spanish-voiced KOFY received commendation from Army brass for work done by Charles Lynn (l), Frank Crennan.



It's "Se habla Espanol" with this Santa. He's William Valentin Rico, without his whiskers, news director of Spanish-language independent WHOM New York. He has made this an annual stint at Christmas party sponsored by station for Puerto Rican youngsters familiar with mainland customs who speak Spanish.



Mainland fondness for beauty contests has counterpart in New York Spanish-language market, where WADO this fall held windup of "Miss Latin America" contest sponsored by Schlitz. Over 1100 people attended special coronation ball. Winner, Inez Delgado, is in center, pictured with two runner-up finalists.



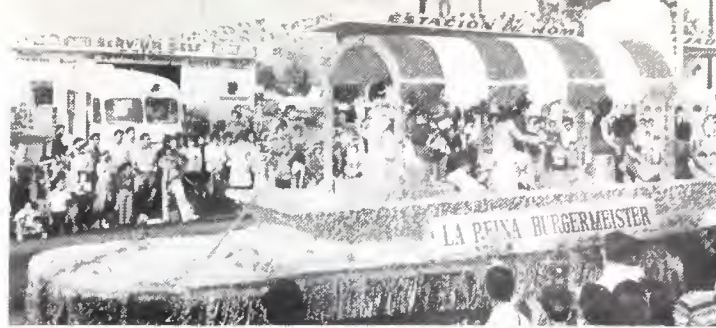
Former Cuban radio-tv star, bilingual Maria Gutierrez conducts Spanish-language home-making show on Miami's WMIE. Her specialty is helping Cuban refugee housewives to understand American-style weights and measures, recipe directions, meat cuts, etc., since many had depended on household servants.



In-store merchandising aids Spanish-language commercials to make their final sales impact, and is widely practiced among large-market outlets aimed at Spanish-speaking newcomers. In Miami-area store, Carlos Borges (l), WFAB account exec, looks over Budweiser promotion with Guillermo Nunez, owner.



Beer is a heavy consumption item in Spanish-language homes, and major beer brands in Spanish-speaking areas compete strongly for new customers. P. Ballantine & Sons (with R. J. Reynolds) sponsors Spanish broadcasts of Yankees on WHOM features sportcasters Jose Ramon Diaz (l) seen with Yogi Berra.



Parades in Spanish-speaking areas of Los Angeles are covered for Spanish-language tv homes by KMEX-TV, ethnic-slanted tv UHF independent.

while maintaining ethnic ties with Spanish heritage



International stars of Latin-American world get a big play in Spanish-language U. S. broadcasts, and help form a "bridge" between United States and ethnic homelands. Here, noted dancer Jose Greco (c) is interviewed for "La Hora Latino" on Tampa's WSOL. Programs even go to local cigar factories.



KOXR Oxnard, Calif., staged promotion with a traditional Mexican "mariachi" street band at Morning View Homes, a housing project in Spanish-speaking area which sold several houses via radio commercials aimed at emerging Mexican-American middle class.



On another WBNX front, station pitched in to help raise funds for annual "Puerto Rican Day" parade by staging "Marathon" which raised several thousands. Puerto Ricans in New York maintain close ties with island commonwealth, like heavy diet of news of homeland, baseball results, election reports, storm warnings and so forth in their radio fare.



Strong premium offer on KVOZ Laredo was offer of "Virgen de Guadalupe" plaque in exchange for Pet milk labels. Listeners, largely of Mexican descent, mailed in over 80,000 labels. In another Pet milk promotion on same station, 70,000 labels came in for nylon mantilla. Sponsor runs two or three premiums annually.



When town of Alazan in Mexico was struck by smallpox, Fresno's Spanish-language KXEX organized relief mission among station's Mexican-American listeners, dispatched an airlift of supplies and clothing across border to aid refugees. Newsman Victor Gacia of KXEX covered story for radio listeners, anxious to hear word of their Mexican relatives.



Los Angeles County Fair this year pulled big attendance (over one million), with a key attraction being section called Mexican Village, featuring folk art, music, food. Spanish-language KWKW, which covered Republican Convention in Spanish, set up booth in Mexican Village, plugged such sponsors as Lucky Lager, Folger's Coffee.



Want Spanish-language availabilities? Here are the top reps in this field

■ Although there are plans for everything from program interchange to a Spanish-language radio news service in the works, there are at present no true "networks" of Spanish-language radio or tv stations in the United States or even on the Mexican side of the border.

The simplified buying in a network pattern, however, is available to a large extent through station representatives who specialize in the Spanish-language field. Because of the nature of the business, these reps perform not only as time sellers but as program consultants and commercial advisers to agencies and stations.

Following is an alphabetical list of station representatives in the Spanish-language broadcast field.

● *The Latin Network*: Newest station rep in the field. TLN is actually an international group of radio stations (three in United States, all of which are UBC outlets, plus eight over Mexican bor-

der). Pricing is modest, and a minute spot can be had on each station for total package price of \$50. Sales are handled through United Broadcasting Co., whose owner, Richard Eaton, has been pioneer in ethnic broadcasting. Sales offices or contract representative deals can be found in New York, Chicago, Atlanta, Washington and Mexico City.

● *National Time Sales*: Handles sales for National Spanish Language Network in single-invoice purchase, with translation and production services available. Radio stations are in a trio of Mexican border cities and a dozen U.S. markets, including California, Miami and San Antonio. Firm has offices in New York and Chicago, with authorized reps in Atlanta, Los Angeles and San Francisco. NSLN has featured offer of 10 percent discount for full group buy.

● *Richard O'Connell*: Functions as a consultant firm and as sales rep for The Sombrero Group, three

Spanish-language stations in Texas plus two Mexican stations and a Tucson outlet. All are radio stations. Office maintained in New York City, and in association with Pearson National Representatives.

● *Spanish International Network Sales*: Handles time and program sales to U.S. advertisers for seven tv outlets with full-time Spanish-language programming. Two (both UHF stations) are in U.S. markets: KMEX-TV in Los Angeles and KWEX-TV in San Antonio. There is a family tie between this group and Mexico's highly successful Telesistema Mexicano, with a number of Telesistema's programs (soap operas, bullfights, etc.) carried on the U.S. stations. Remaining five SIN stations are in key Mexican border markets. Firm maintains offices in New York, Los Angeles.

● *Tele-Radio & Tv Sales Inc.*: Primarily handles the Spanish Key Market Group of stations in California, Florida, Texas and other Spanish-speaking areas. Also represents production and agency services in New York and Miami. All outlets are radio stations, although the firm is contemplating tv activity. Makes color films available on markets in which firm has represented stations. Special regional sales office for Spanish-language radio, handling nearly two dozen stations in Southwest, has been opened by firm in Dallas, with Jack Riley as manager. ♦

TOP 10 AGENCIES IN SPANISH-LANGUAGE FIELD

These are the 10 agencies most frequently mentioned in connection with accounts advertising in a SPONSOR survey.

1. Glenn Advertising, Inc.
2. Batton, Barton, Durstine & Osborn, Inc.
3. Gardner Advertising Co.
4. William Esty Co.
5. J. Walter Thompson Co.
6. Erwin Wasey, Ruthrauff & Ryan, Inc.
7. Tracy-Locke Co.
8. Post-Keyes-Gardner, Inc.
9. Dancer-Fitzgerald-Sample, Inc.
10. Wade Advertising, Inc.

TOP 10 CLIENTS IN SPANISH-LANGUAGE FIELD

These advertisers air commercials most frequently on Spanish broadcasts, according to a SPONSOR survey. List is in order of frequency of mention.

Advertiser	Product	Agency
Quaker Oats Co.	Masa Harina tortilla flour	Glenn
Ford Motor Co.	Ford cars, trucks	JWT
Falstaff Brewing Co.	Falstaff beer	Wade D-F-S
Jos. Schlitz Brewing Co.	Burgermeister beer	Post-Keyes-Gardner
Jackson Brewing Co.	Jax beer	DCSS
Lone Star Brewing Co.	Lone Star beer	Glenn
Pet Milk Co.	Pet evaporated milk	Gardner
Carnation Co.	Carnation evaporated milk	EWR&R
Theo. Hamm Brewing Co.	Hamm's beer	Campbell-Mithun
R.J. Reynolds Tobacco Co.	Winston, Salem and Camel cigarets	William Esty

**LATIN
NETWORK
COVERS OVER
8,500,000
SPANISH SPEAKING IN
THE MAJOR MARKETS
IN NORTH AMERICA**



**COVERAGE
OF THE LATIN NETWORK**

SELL THE SPANISH MARKET OF NORTH AMERICA WITH THE ONE NETWORK WHICH COVERS THE MAJOR SPANISH SPEAKING AREAS. THE LATIN NETWORK FOR THE FIRST TIME, HERE IS YOUR OPPORTUNITY TO SELL THE OVERALL SPANISH MARKET WITH ONE BUY AND ONE CONTRACT AT A VERY LOW COST. CALL YOUR NEAREST UBC SALES OFFICE FOR MORE DETAILS.



SI USTED NO COMPRENDE LO ANTERIOR,
POR FAVOR VUELVA LA PAGINA PARA UNA
TRADUCCION AL ESPANOL.

RATES — ONE MINUTE

PLAN 1 — 10 AFFILIATES . . . \$30.00

PLAN 2 — 11 AFFILIATES . . . 35.00

PLAN 3 — all 12 AFFILIATES . . . 50.00

i.e. only plan 3 includes the N.Y.C. AFFILIATE

CHAINBREAKS — 75% of earned rate

LIST OF LATIN NETWORK MARKETS

- XECB** ARIZONA:
Yuma (San Luis)
- XEO** CALIFORNIA
Calexico
- XEAO** SAN DIEGO, CALIF.
Tijuana
- XEWG** EL PASO, TEXAS
Ciudad Juarez, Chih.
- XESM** MEXICO CITY, MEX.
Mexico City, D.F.
- XEWJ** EAGLE PASS, TEX.
(Piedras Negras)
- XERT** Mc ALLEN, TEX.
Reynosa
- XEOM** BROWNSVILLE, TEX.
(Matamoros)
- KEWL** LAREDO, TEX.
(Nuevo Laredo)
- WFAN-FM** WASHINGTON, D.C.
- WFAB** MIAMI, FLA.
- WBNT** NEW YORK, NEW YORK

call your nearest

UBC SALES OFFICE

New York 10017
7 East 43rd St.
Tel 212 682 1833 1834

CHICAGO
10 410 N. MICHIGAN AVE.
Tel 312 467 1632

WASHINGTON, D.C.
SHOREHAM HOTEL
SUITE — 101A
Tel 202 CO 5 4734

SELLING THE SPANISH SPEAKING MARKET OF NORTH AMERICA

THE LATIN NETWORK

ONE BUY / **ONE CONTRACT**
(una compra) / (un contrato)

XEAU

XED

XECB

XEWG

XEMJ

XEWL

XERT

XEAM

XESM

WBNX

WFAN-FM

WFAB





What Spanish-language broadcasters think of Madison Avenue

Many large ad agencies and clients have a low-grade image among broadcasters in the Spanish-language field—and not just because many agencies ignore this media opportunity

■ The Madison Avenue adman who feels he knows the Spanish-language U.S. market, and that his agency is regarded as a source of media wisdom on this population segment, is in for a surprise.

A SPONSOR survey of Spanish-language radio-tv broadcasters in this country, in Puerto Rico and on the Mexican side of the Texas border, revealed these attitudes toward the average large agency in New York, Chicago, Los Angeles and other advertising centers:

- Only one percent of the station executives felt that agencies were “well-informed” on the Spanish-language market, and even this small segment represented Puerto Rican broadcasters who admittedly were thinking about locally-oriented branches of Lennen & Newell, Young & Rubicam and other Madison Avenue shops in San Juan.

- Better than six out of 10 Spanish-directed broadcasters feel that most large agencies are “poorly informed” about broadcast media aimed at a Spanish-speaking audience. This image of agency ignorance would probably rank at the top of any such media-derived survey; agencies are generally considered knowledgeable by media on most other broadcast matters, even specialties like Negro radio-tv.

- A bit better than one out of 10 surveyed broadcasters—12 percent — feel that large agencies are at least “adequately” informed on the subject of Spanish-language broadcasting. Twice as many as that — 24 percent — ducked the question with “no answer,” either because they felt they didn’t know the information level among agencies, or because it was more politic not to comment.

Is this simply a “sour grapes”

attitude on the part of broadcasters in the Spanish-language field, who seldom draw more than 30 or 40 percent of their spot revenue from nationally-advertised U.S. products even in large markets, and who draw even less in the smaller markets?

Possibly, but not likely.

Many of the broadcasters responding to the SPONSOR survey of Spanish-language air media amplified their critique of Madison Avenue with comments concerning the “why” of the agency information gap in the Spanish-language air media, or attempted to explain why agencies often avoid the use of Spanish-voiced broadcast advertising.

Basically, they broke down into these main divisions:

1. *Bottlenecks caused by general failure of agencies and advertisers to recognize the Spanish-speaking market in the United States as a “market-within-a-market.”*

This was the biggest single problem in the eyes of Spanish-language broadcasters, whose comments varied but generally stuck close to this theme. Samples of comment from station executives on what they felt was the key drawback toward wider use of Spanish-language radio-tv:

“An unwillingness to recognize that the Spanish-speaking market can’t be reached effectively via non-Spanish mass-market approach,” says Charles Baltin, vice president and sales manager of New York’s WHOM.

“Insufficient knowledge of Spanish market’s population, buying power and habits. Potential buying power is not known by agencies,” adds Paul R. Schneider, general manager of KOXR Oxnard, Calif.

Similarly, Ron Strother, general manager of another California station, Brawley-El Centro’s KROP, cites the agencies’ “lack of information concerning both number and potential of this segment.”

“Lack of first-hand knowledge of the market, lack of knowledge of people and area,” said Charles McKasson, general manager of KIRT Mission, Tex.—a station which is among several Spanish-language outlets serving the Rio Grande area.

These comments were typical.

2. *Failure on the part of agencies and advertisers to realize that the Spanish language—which is part of a heritage in most cases, rather than a “discrimination factor” — sets the Spanish-speaking market apart.*

This is a hard fact for agencies to grasp — that many Spanish-speaking immigrants to the United States (from Puerto Rico, Mexico, Cuba, etc.) do not learn English for the same reason that some U.S. Negroes use skin-bleaching creams; English is learned as an additional skill, with Spanish maintained as a language for home and social use.

As owner-manager Walter H. Herbort, Jr. of KBEN Carrizo Springs, Tex., summarizes this particular agency bottleneck:

“They fail to realize that advertising should appeal to the individual in the language he is used to speaking in everyday living . . . and buying. In our area, the predominance of population is Spanish-speaking — 98 percent of the homes have nothing but Spanish spoken at home. How would an English-language commercial appeal to one who does not understand the language?”

True, more and more people



speak and learn English as the years go by. But, tradition dies slow. And in our Southwest, Spanish is as close to its people as it was in the days of Mexican and Spanish rule."

Adds R.C. Curry, owner of KHER Santa Maria, Calif.:

"[The Spanish-speaking market] is not as cohesive a market as, say, the Negro market, and the bilingual capability of most of the Spanish audience makes them a shadow world. California probably leads

the nation in recognizing the Spanish market as an entity."

The often-self-imposed language difference is true of large urban areas as much as it is true of the agricultural areas of California and Texas. Quentin C. Sturm, general manager of Philadelphia's WTEL, terms a principal blindness to Spanish-language media that agencies do not appear to want to bridge, as: "Their unawareness of the magnitude of this market and the captivity of this audience because of the language barrier."

3. *A lack of research effort by agencies and advertisers to measure the Spanish-language market in terms of media, or the faulty use of research.*

Frequently, when surveys are conducted in the Spanish-language market for broadcasters programming in Spanish, the results are so strongly in favor of Spanish-language air media that they are high-

ly suspect. ("If a survey is made for an agency, it's research. But if the same survey is made by the same outfit for me, agencies will say it's promotional," griped a New York City broadcaster to SPONSOR.)

There is a more sophisticated level of the problem, which stems in part from the failure on the part of agencies to apply research correctly to draw the true significance of the Spanish-speaking market, or (as some Spanish-language broadcasters complain) the failure on the part of some research companies to include the proper representation of Spanish-speaking interviewers in field staffs or Spanish-language homes in samples.

Here's what broadcasters in several key markets say of agencies in this respect:

"No research expenditures, particularly in Miami," says vice president and general manager Arthur

BULK OF SPOT BUSINESS ON SPANISH-LANGUAGE STATIONS IS FROM LOCAL/REGIONAL ACCOUNTS

Local/regional account for 84 percent of spot revenue income for stations with Spanish-language programming, according to a recent survey by SPONSOR. Income from national (United States) accounts amounted to 16 percent. Stations were also asked which national and which local/regional agency they considered most active in the Spanish field. Here are the results in order of frequency of mention:

NATIONAL (U.S.) AGENCIES

1. Glenn Advertising, Inc.
2. Post-Keyes-Gardner, Inc.
3. Campbell-Mithun
4. Gardner Advertising
5. Sullivan, Stauffer, Colwell & Bayles

LOCAL/REGIONAL AGENCIES

1. Glenn Advertising, Inc.
2. Tracy-Locke Co.
3. Spanish Advertising & Marketing Services
4. Batten, Barton, Durstine & Osborne
5. Jennings & Thompson

SPANISH-LANGUAGE PROGRAMING IS LOCAL

Unlike local general tv, Spanish-language relies lightly — 3.5 percent — on syndication (this mostly for soap opera drama), while 96.5 percent was done by the station's staff. Of 95 replies to a SPONSOR survey, 66 stations said they did 100 percent of Spanish programming using their station's staff.

Of total Spanish programming, the following percentages are devoted to these areas:

Music	77%
News	11%
Religion	4%
Drama	2%
Sports	2%
Other	4%

Will Spanish

The unofficial language of much U.S. territory is Spanish, but marketers often wonder if the language will survive in Spanish-speaking areas since the official language of the United States is English.

In SPONSOR's special survey of Spanish-language broadcasters, the question was put directly to station executives and others in the field. Generally, the answer was "yes."

That Puerto Rico, virtually a Latin American country despite its U.S. commonwealth status, will continue to be basically a Spanish-speaking area is a marketing fact. That New York City and Florida, migration targets for Puerto Ricans and Cubans, among other Latin American sources, will continue to receive a steady transfusion of people who speak Spanish as a primary (sometimes, only) language is fairly certain for a long time to come.

The only relatively "settled" U.S. area with a large concentration of Spanish-speaking residents is the Mexican-U.S. border, stretching from the coast of Southern California to the mouth of the Rio Grande. But even this area, despite pressures of Anglicization, is likely to hold to its Spanish cultural heritage for many, many years.

Gordeon of WFAB, a UBC station.

"Lack of knowledge and time to acquire facts on Spanish-language markets outside of New York, particularly in the West," adds John Gregory, manager of KPER San Jose, Calif.

"I visited agencies in New York this summer," recalls manager Chuck Schwartzkopf of KULP El Campo and Wharton, Tex., "and found that all had read last year's special SPONSOR issue on the Spanish-language market, but that it really had not affected any of their actions. Yet they agreed that there was a market that could be more greatly investigated and used."

A little research is not necessarily better than no research at all, a number of Spanish-language broadcasters feel. Al Kinsall, vice president and general manager of KEPS Eagle Pass, Tex., sums up his view of this agency problem thusly:

"Misunderstanding of the Spanish-language market. Inadequate field trips with client into markets. Reliance on surveys, which are virtually impossible in a bilingual market."

In much the same vein, John K. Redfield, general manager of KIFN Phoenix, sees the principal agency bottleneck in Spanish-language broadcasting as "the buying of time by 'survey-result' when the survey does not use bilingual interviewers and therefore does not reflect Spanish language radio as the effective medium it is." Adds broadcaster Redfield, whose station is represented by National Spanish Language Network:

"An equal bottleneck is the false pre-conception of the Spanish-speaking market as being economically inferior. After 15 years of operation in this market we find that we have more listeners than ever before, and are getting better

results for our clients than ever before. In addition, more 'Anglos' are interested in speaking Spanish than ever before."

Other broadcasters cited other reasons why agencies, in their opinion, shy away from Spanish-language air media. These ranged from confusions over whether a U.S. account should be handled by the domestic or export agency in the Spanish-language field to a feeling that not a few agencymen see the Spanish-speaking market as an extension of the gang rumbles in "West Side Story."

But in the main, the view of Madison Avenue that broadcasters close to the scene of Spanish-language air media have is that of unfamiliarity with a marketing fact of life, and an unwillingness to alter it quickly.

Is this attitude likely to change?

It will—when Madison Avenue's attitudes change. ♦

persist as language in 'Anglo' United States?

Here's what Larry Mazursky, assistant general manager of Los Angeles-area KWKW, a 5 kw independent (1 kw at night), told SPONSOR in answer to the question of the survival of Spanish as a language in his area:

"To me, this is the most asked question in our field of specialized broadcasting: assimilating into the general market or becoming so-called Anglicized. Positively not so, because of the general make-up and personality of the Latin.

"Take a typical Spanish-speaking resident in our market of Los Angeles, comprised of approximately 90 percent residents of Mexican descent. He takes great pride in his traditional and cultural background. I firmly believe that the most important single factor that confirms this is the intense feeling and love he has for Latin music, the key to his heart.

"Of course, the type of music will vary in areas. For example, here in the Southwest we very definitely will program and direct our music format in a Mexican flavor with mariachis, rancheros and Mexican traditional music being the base and weaving and incorporating other types of Latin music

periodically. In the East, it would carry a Caribbean influence to best serve the Puerto Rican and Cuban communities.

"I also believe that even those persons with a fair working knowledge of English will still *think* in Spanish basically. You must remember that with this great pride in his background the Latin will, in the majority, depend on Spanish media for his entertainment and news. The fantastic loyalty Spanish broadcasting enjoys today is not by accident. The respective stations have taken great steps to program and to service his needs in every possible way.

"That, too, is why you will hear the Latin-American say 'I'm listening to my station.'

"I can recall the stories told regarding Spanish speaking broadcasting in many agencies where the feeling was that Spanish would almost disappear with the exception of some facilities carrying two or three hour segments. We are now approaching 1965 and Spanish radio is stronger than ever."

In another California market, the San Bernadino-Riverside-Ontario area, station manager Norman Keats of KCAL sums it up thusly:

"In the 10 years we have programmed in Spanish, this same question has come up from time to time. It is usually asked by a person who is obviously unaware of the Mexican-American way of life. I can best answer the question by quoting two large advertisers, whose representatives several years ago stated in part: 'Five years from now, Spanish radio will be a thing of the past because everyone will have learned to speak English by then!' The fact is that, in the past five years, interest has grown by leaps and bounds, as have station billings and client sales. In addition, in California the Spanish-speaking population, between 1950 and 1960, increased at the almost unbelievable rate of twice the rate of the general population of the state.

"Just ask any Mexican-American when he plans to stop speaking Spanish and the answer will unquestionably be: 'I hope I never forget my language, my culture and my background!' Every statistic available indicates that Spanish radio, and the language and entertainment it represents, is not only here to stay, but has a tremendous future."



Contests, premiums are popular in Spanish-language field



Talent contest on WBNX New York featured amateurs in city's large Latin-American segment, under sponsorship of Wonder Bread. Promotion drew retailers and salesmen into act as well as consumers, pulled 113,000 votes in some 10 weeks, involved screening 500 amateurs for show.



Mail arrived at KIFN Phoenix by the sackload in recent premium promotion for Quaker's Masa Harina (a corn-flour product used in Mexican-type dishes popular in this border area). Station has been all-Spanish for 14 years, runs spot campaigns for many big clients.



Sales director of New York office of Carnation Milk, William Beardman (l) congratulates Mrs. Natalia Munet, first-prize winner in Carnation contest as executives of WHOM beam approval. Promotion pulled more than 37,000 labels for fairly modest prizes.



New Mexico's entry in "La Reina Burgermeister" beauty contest, a Schlitz promotion, for 1964 was dark-haired Marie Ingersoll, born in Spain and now resident of Albuquerque. She's being congratulated by Ralph Manning, an official of Spanish-language radio KABO.



Premiums pull well on both sides of the border in Spanish-language radio. Nuevo Laredo station XEGNK, just across from Texas, pulled 45,000 labels in write-in promotion for Carnation Milk. Station is technically in Mexico, but carries many clients in United States.



More than 16,000 empty Pall Mall cigaret packs were received by radio station KCOR San Antonio as witnessed here by W. A. Gold, merchandising representative for American Tobacco Co. Station offered a Pall Mall lighter to listeners in exchange for 10 empty packages.

Directory of major Spanish Language stations in the United States

To compile this directory, SPONSOR sent questionnaires to several hundred radio and tv stations which are listed in various sources as programmers in the Spanish language.

This list is not intended as a directory of all stations which program to Spanish-speaking listeners. It is a directory of stations which, according to available information, schedule at least 10 percent of their programming in the Spanish language.

A dagger after a station's call letters indicates that its program-

ing is 100 percent Spanish. On page 58 is a directory of stations which replied to the questionnaire, classified by the percentage of Spanish broadcast they carry.

An asterisk after a station's power information indicates that it is a daytime-only station. Stations are listed by the cities they serve, as indicated in the returned questionnaire.

Programming and personnel information is given only for those stations which returned SPONSOR's questionnaire.

News	3
Religion	6
Manager	Dave Hofer, Jr.
Representative	None
KXEX†	1550 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (84 hours per week)	Percent
Music	69½
News	10
Drama	5
Sports	½
Religion	5
Other	10
Manager	John W. Sonder
Sales Manager	Harold Torosian
Representative	Tele-Radio & TV Sales

KING CITY

KRKC	1490 kc 1 kw (d) 250 kw (n)
Spanish Broadcast (16 hours per week)	Percent
Music	95
News	2½
Religion	2½
Manager	Robert T. McVay
Representative	Sandeberg Co.

LOS ANGELES

KMEX-TV†	Channel 34 (UHF)
Spanish Broadcast (65 hours per week—100%)	
Programming:	local news, programs from Mexico (bullfights, soap operas, etc.) and features.
Manager	Burt S. Avedon
Sales Manager	Gene Idom
Representative	Spanish International Network
KWKW (Pasadena)†	1300 kc 5 kw (d) 1 kw (n)
Spanish Broadcast (163½ hours per week)	Percent
Music	75
News	13.7
Drama	1.4
Sports	7.1
Religion	2
Other	.8
Manager	Howard A. Kalmenson
Sales Manager	Andy James
Representative	Jack Masla & Co.

KALI (San Gabriel)†	1430 kc 5 kw (d) 5 kw (n)
Spanish Broadcast (130 hours per week)	Percent
Music	60
News	30
Sports	5
Religion	5
Manager	James E. Coyle
Sales Manager	Sterling Zimmerman
Representative	Tele-Radio & TV Sales

KVFM-FM (San Fernando)	94.3 mc 1 kw
Spanish Broadcast (25 hours per week)	
General Manager	John Stroud
Sales Manager	Norm Allen

ONTARIO

KASK (Cucamonga)	1510 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (14 hours per week)	Percent
Music	100
Manager	R. H. Armstrong
Representative	Harlan Oakes
KASK-FM	93.5 mc 1 kw
(Programming duplicates KASK-AM)	

OXNARD

KOXR	910 kc 1 kw*
Spanish Broadcast (80 hours per week)	Percent
Music	78
News	15
Drama	5
Sports	2
Manager	Paul R. Schneider
Sales Manager	Henry C. Palomino
Representatives	Tele-Radio & TV Sales; J. A. Lucas

RIVERSIDE

KREL (Corona)	1370 kc 1 kw (d) 500 w (n)
Spanish Broadcast (12 hours per week)	Percent
Music	75
News	15
Sports	10

ARIZONA

NOGALES

KNOG	1340 kc 250 w (d) 250 w (n)
Spanish Broadcast (30 hours per week)	Percent
Music	100
Manager	Bill Ingram
Representative	George T. Hopewell, Inc.

PHOENIX

KIFN†	860 kc 1 kw*
Spanish Broadcast (80½ hours per week)	Percent
Music	50
News	15
Drama	12½
Religion	10
Other	12¼
Manager	John K. Redfield
National Sales Manager	John K. Redfield
Local Sales Manager	Luis Estrada
Representatives	National Time Sales; Harlan G. Oakes; Don R. Pickens; David Carpenter

TUCSON

KEVT†	690 kc 250 w*
Spanish Broadcast (84½ hours per week)	Percent
Music	87
News	10
Drama	2
Religion	1
Manager	Peter Trowbridge
Sales Manager	Dan C. Park
Representatives	National Time Sales; Spot Time Sales; Harlan G. Oakes; David Carpenter; Don R. Pickens

KXEW†

1600 kc 1 kw*	
Spanish Broadcast (84 hours per week)	Percent
Music	80
News	7½
Drama	2½
Sports	1
Religion	7
Other	2
Manager	Ernesto Portillo
Sales Manager	Henry Villegas
Representatives	Savalli/Gates; Richard O'Connell

YUMA

XECB†	(See list of Mexico stations)
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CALIFORNIA

BAKERSFIELD

KWAC	1490 kc 1 kw (d) 250 w (n)
Spanish Broadcast (98 hours per week)	Percent
Music	70
News	8

Drama	4
Sports	4
Religion	6
Other	8
Manager	Robert J. Duffy
Sales Manager	Ed Hopple
Representative	Jack Masla & Co.

BRAWLEY

KROP	1300 kc 1 kw (d) 500 w (n)
Spanish Broadcast (14 hours per week)	Percent
Music	60
News	15
Religion	5
Other	25
Manager	Ron Strother
Sales Manager	Winn Beck
Representative	Venard, Torbet & McConnell

CALEXICO

KICO	1490 kc 250 w (d) 250 w (n)
Spanish Broadcast (20 hours per week)	Percent
Music	50
News	5
Sports	5
Religion	5
Other	35
Manager	W. L. Gleeson
Sales Manager	John Clark
Representative	Savalli/Gates

XEJ* (Ciudad Juarez)

XEJ-TV† (Ciudad Juarez)

XELO (Ciudad Juarez)
(See list of Mexico stations)

COALINGA

KBMX	1470 kc 500 w*
Spanish Broadcast (13¼ hours per week)	Percent
Music	70
News	20
Other	10
Manager	Jack N. Miller
Sales Manager	Lloyd Wilson
Representative	Grant Webb

FRESNO

KGST	1600 kc 1 kw*
Spanish Broadcast (87 hours per week)	Percent
Music	79½
News	8½
Drama	5½
Sports	1½
Religion	5½
Other	½
Manager	Richard E. Ryan
Representatives	National Time Sales; Harlan Oakes; Don R. Pickens

KRDU (Dinuba)

1130 kc 1 kw (d) 1 kw (n)	
Spanish Broadcast (12½ hours per week)	Percent
Music	91

Manager Con Robinson
 Sales Manager Sherm Horn
 Representative None

SAN BERNARDINO/RIVERSIDE
 KCAL (Redlands) 1410 kc 5 w (d) 500 w (n)
 Spanish Broadcast 86½ hours per week) Percent
 Music 78.5
 News 14.4
 Drama .6
 Sports 2.9
 Religion 2.5
 Other 1.1
 General Manager Andy James
 Station Manager Norm Keats
 Representative National Time Sales

SAN DIEGO
 XEGM (Tijuana) ‡
 XEWT-TV (Tijuana) ‡
 XEXX (Tijuana) ‡
 (See list of Mexico stations)

SAN FRANCISCO
 KOFY (San Mateo) ‡ 1050 kc 1 kw*
 Spanish Broadcast (entire schedule) Percent
 Music 50
 News 20
 Sports 10
 Religion 10
 Other 10
 General Manager F. T. Crennan
 Representative Tele-Radio Tv Sales

SAN JOSE
 KLOK 1170 kc 10 kw (d) 5 kw (n)
 Spanish Broadcast (66¾ hours per week) Percent
 Music 82¼
 News 6
 Drama 5½
 Sports 1½
 Religion 5¼
 Other ½
 Manager Richard E. Ryan
 Sales Manager Eugene Hogan
 Representatives National Time Sales;
 Don R. Pickens; Harlan Oakes

KPER (Gilroy) 1290 kc 5 kw*
 Spanish Broadcast (40 hours per week) Percent
 Music 78
 News 10
 Drama 5
 Sports 2
 Religion 5
 Manager John Gregory
 Sales Manager Ben Gutierrez
 Representatives Broadcast Time Sales;
 J. A. Lucas Co.

SANTA MARIA
 KSEE 1480 kc 1 kw
 Spanish Broadcast (12 hours per week)
 (Information not supplied)

SANTA PAULA
 KSPA 1400 kc 250 w
 Spanish Broadcast (118 hours per week)
 (Information not supplied)

STOCKTON
 KWG 1230 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (14 hours per week)
 (Information not supplied)

COLORADO

DENVER
 KFSC 1220 kc 1 kw*
 Spanish Broadcast (82¼ hours per week) Percent
 Music 89
 News 3½
 Sports 1
 Other 6½
 Manager Levi J. Beall
 Representative National Time Sales

PUEBLO/COLORADO SPRINGS
 KAPI (Pueblo) ‡ 690 kc 250 w*
 Spanish Broadcast (81 hours per week) Percent
 Music 68
 News 3
 Drama 2
 Sports 5
 Religion 15
 Other 5
 Manager Rose Martino
 Sales Manager George Sandoval
 Representative National Time Sales

WALSENBERG
 KFLJ 1380 kc 1 kw*
 Spanish Broadcast (10½ hours per week)
 (Information not supplied)

DISTRICT OF COLUMBIA
 WFAN-FM ‡ 100.3 mc 16 kw
 Spanish Broadcast (119 hours per week) Percent
 Music 71
 News 9
 Sports 2
 Other 18
 Manager John Panagos
 Representative UBC Sales

FLORIDA

MIAMI
 WFAB ‡ 990 kc 5 kw
 Spanish Broadcast (168 hours per week) Percent
 Music 60

News 30
 Sports 5
 Religion 5
 Manager Arthur Gordon
 Representatives UBC Sales;
 Dora-Clayton; Savalli/Gates

WMET ‡ 1220 kc 250 w*
 Spanish Broadcast (84 hours per week) Percent
 Music 15
 News 66
 Drama 15
 Sports 2
 Religion 2
 Manager Omnis Bastos
 Sales Manager Norman Diaz
 Representative Tele-Radio & TV Sales

TAMPA
 WSOL 1300 kc 5 kw*
 Spanish Broadcast (36 hours per week) Percent
 Music 60
 News 9
 Drama 18
 Sports 1
 Religion 7
 Manager Albert B. Gale
 Representatives National Time Sales;
 David Carpenter

ILLINOIS

CHICAGO
 WCRW 1240 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (23 hours per week) Percent
 Music 92
 News 2
 Sports 6
 Manager Harold A. Fowler
 Sales Manager Mrs. Josephine A. White
 WOPA (Oak Park) 1490 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (16½ hours per week) Percent
 Music 75
 News 10
 Drama 10
 Religion 5
 Manager Al Michel
 Sales Manager Stan Noyes
 Representative Savalli/Gates

WSBC 1240 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (18 hours per week)
 (Information not received)
 WYCA-FM (Hammond, Ind.) 92.3 mc 30 kw
 Spanish Broadcast (24½ hours per week) Percent
 Music 98
 Religion 2
 Manager Roy F. Tobin
 Sales Manager Enrique Lopez Salgado
 Representative Alpha Associates

LOUISIANA

NEW ORLEANS
 WWL 870 kc 50 kw
 Spanish Broadcast (30 hours per week) Percent
 Music 25

**Tucson's Great New Sound
 in Spanish Language Radio**



1000 WATTS

Serving Southern Arizona's
 Largest Spanish Speaking
 market.



National Rep. Savalli/Gates

THE SPANISH VOICE OF NEW MEXICO

KABQ 1350 kc
ALBUQUERQUE
AT THE HUB

THE ONLY FULL TIME ALL SPANISH STATION

5000 POWER PACKED WATTS

- Serving More Than 350,000 Spanish Listeners
- NEWS • SPORTS • FEATURES • PUBLIC SERVICE PROGRAMS

TELL 'EM . . . SELL 'EM . . . **KABQ SPANISH RADIO**

Joe Fullerman, General Manager Dial 505 . . 243-1744 Albuquerque, New Mexico

News	40
Other (discussion)	35
Manager	William A. Dean
Sales Manager	Walter F. Bouche
Representative	The Katz Agency

NEW JERSEY

NEWARK
WHBI-FM 105.9 mc 2.55 kw
 Spanish Broadcast (35 hours per week)
 (Information not supplied)

NEW MEXICO

ALBUQUERQUE
KABQ# 1350 kc 5 kw (d) 500 w (n)
 Spanish Broadcast (115 hours per week) Percent
 Music 70
 News 5
 Sports 5
 Religion 5
 Other 15
 Manager Joseph J. Fullerman
 Representatives National Time Sales; Bob Hix Co.

KLOS 1450 kc 250 w
 Spanish Broadcast (98½ hours per week) Percent
 Music 100
 Manager Al Tafoya
 Representative Grant Webb & Co.

BELEN
KARS 860 kc 250 w*
 Spanish Broadcast (20 hours per week) Percent
 Music 85
 News 5
 Sports 5
 Other 5
 Manager John Tobola
 Sales Manager O. B. Hunnicutt
 Representative Keystone

DEMING
KOTS 1230 kc 250 w
 Spanish Broadcast (12 hours per week) Percent
 Music 98
 News 1
 Sports 1
 Manager Robert W. Tobey
 Representative None

LAS CRUCES
KOBE 1450 kc 250 w
 Spanish Broadcast (18 hours per week)
 (Information not supplied)

LAS VEGAS
KFUN 1330 kc 250 w (d) 250 w (n)
 Spanish Broadcast (18 hours per week) Percent
 Music 88
 News 5
 Religion 7
 Manager Stewart Chamberlain
 Representative Richard O'Connell, Inc.

ROSWELL
KRDD# 1320 kc 1 kw*
 Spanish Broadcast (84 hours per week) Percent
 Music 85
 News 12
 Drama .8
 Sports .5
 Religion .8
 Other .9
 Manager E. L. Lincoln
 Representative Harlan G. Oakes & Assoc.

SANTA FE
KTRC 1400 kc 250 w
 Spanish Broadcast (20 hours per week)
 (Information not supplied)

SANTA ROSA
KSUX 1420 kc 1 kw*
 Spanish Broadcast (11 hours per week)
 (Information not supplied)

SOCORRO
KSRC 1290 kc 1 kw*
 Spanish Broadcast (12 hours per week) Percent
 Music 100
 Manager Walter Shrode
 Representative Keystone & Halmon

TAOS
KKIT 1340 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (18 hours per week) Percent
 Music 85
 News 11
 Other 5

Manager Don Boston
 Sales Manager Norberto Martinez
 Representative George T. Hopewell, Inc.

NEW YORK

NEW YORK CITY
WADO 1280 kc 5 kw
 Spanish Broadcast (77 hours per week) Percent
 Music 85
 News 8
 Drama 3
 Sports 3
 Other 1
 Manager Sydney Kavaleer
 Representative None

WBNX 1380 kc 5 kw (d) 5 kw (n)
 Spanish Broadcast (120½ hours per week) Percent
 Music 70
 News 20
 Sports 1

Religion 1
 Other 8
 Manager C. Carroll Larkin
 Representative UBC Sales Inc.

WHOM 1480 kc 5 kw (d) 5 kw (n)
 Spanish Broadcast (118 hours per week) Percent
 Music 60
 News 10
 Drama 15
 Sports 5
 Religion & Other 10
 Manager Fortune Pope
 Sales Manager Charles Baltin
 Representative None

PENNSYLVANIA

PHILADELPHIA
WTEL 860 kc 250 w*
 Spanish Broadcast (40 hours per week) Percent
 Music 80



1,000,000 PEOPLE DO!

KWKW speaks the language of over 12% of the Los Angeles market! A market the size of Denver, and this Spanish speaking audience is largely unreached by other media!

- 22 consecutive years of service to the ever increasing Latin American Market!
- The only 24 hour, 100% Spanish station in the metropolitan area!
- Currently pre-selling for 100 national advertisers!
- KWKW serves the needs and desires of this loyal audience — and sells them best!

KWKW 1300
5000 WATTS

A member of the Spanish Broadcasters Association
 Represented nationally by the Jack Masla Company

17%

of the Phoenix
radio pie is yours



when you buy Spanish
KIFN

**COVERING PHOENIX AND
ALL OF CENTRAL ARIZONA**

in TAMPA FLORIDA



say it
in Spanish
to reach
the **LATIN**
PEOPLE

The FRIENDLY Voice

WSOL
RADIO

Something new under the Sun! WSOL—5 hours of Spanish programming daily. Serving 100,000 Spanish speaking people in the prosperous Tampa—one of the oldest Spanish settlements in the U.S.A.

For Rates, Plans and Avails

- IN TAMPA: Albert B. Gale, ph. 229-8024
 - IN NEW YORK: Lee Gaynor, JU 6-5510
- Member of Rust Craft Broadcasting Co.
New York & Chicago—National Time Sales
L.A. & San Francisco—Harlan G. Oakes & Assoc.

News	10
Sports	5
Religion	5

Manager
Representative

Quentin C. Sturm
National Time Sales

TEXAS

ALICE/KINGSVILLE
KPSO (Falfurrias) 1260 kc 500 w*
Spanish Broadcast (21 hours per week) Percent
Music 83
News 14
Religion 1/2
Other 2 1/2
Manager Robert Hicks
Sales Manager William Le Grand
Representative None

AUSTIN
KOKE 1370 kc 1 kw*
Spanish Broadcast (12 hours per week) Percent
Music 90
Religion 10
Manager Ron Rogers
Sales Manager Ron Wilson
Representative Jack Masla & Co.

KVET 1300 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (14 hours per week) Percent
Music 95
News 5
Manager Willard Deason
Sales Manager James Dodd
Representative Venard, Torbet & McConnell

BEEVILLE
KIBL 1490 kc 250 w (d) 250 w (n)
Spanish Broadcast (45 1/2 hours per week) Percent
Music 79
News 10
Drama 5
Sports 5
Religion 1
Manager John D. Rossi
Representative None

BROWNFIELD/LUBBOCK
KKUB (Brownfield) 1300 kc 1 kw*
Spanish Broadcast (30 hours per week) Percent
Music 60
News 15
Drama 1
Sports 4
Religion 12
Other 8
Manager Robert C. Sewell
Sales Manager Del Kirby
Representative Wells F. Bruen

BROWNSVILLE
KBOR 1600 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (20 hours per week) Percent
Music 85
News 15
Manager Minor J. Wilson
Representative George T. Hopewell Inc.

XEMT (Matamoras)*
XEAM (Matamoras)*
(See list of Mexico stations)

CARRIZO SPRINGS
KBEN 1450 kc 250 w*
Spanish Broadcast (36 1/2 hours per week) Percent
Music 84.7
News 9
Religion 1.3
Other 3
Manager Walter H. Herbert, Jr.
Representatives E. K. Beaver & Assoc.;
Continental Radio Sales

CORPUS CHRISTI
KCCT* 1150 kc 1 kw*
Spanish Broadcast (91 hours per week)
General Manager Gabe Lozano
Representative National Time Sales

KINE (Kingsville) 1330 kc 1 kw*
Spanish Broadcast (20 hours per week) Percent
Music 95
News 5
Manager Andy Cook
Sales Manager Jim Bixler

KROB (Robstown) 1510 kc 500 w*
Spanish Broadcast (15 hours per week) Percent
Music 90
News 5
Sports 3
Religion 2
Manager Mel Ammerman

Sales Manager Hugh Herrington
Representative Keystone

KUNO* 1400 kc 250 w (d) 250 w (n)
Spanish Broadcast (133 hours per week) Percent
Music 70
News 10
Drama 3
Sports 3
Religion 2
Other 3
Manager Art Thomas
Sales Manager Gene De La Pena
Representatives Venard, Torbett & McConnell;
Richard O'Connell

EAGLE PASS
KEPS 1270 kc 1 kw*
Spanish Broadcast (18 hours per week) Percent
Music 75
News 5
Sports 5
Religion 10
Other 5
Manager Al Kinsall
Representative None

XEMJ (Piedras Negras)*
XEMU (Piedras Negras)*
XEWG (Piedras Negras)*
(See list of Mexico stations)

KURV 710 kc 250 w (d) 250 w (n)
Spanish Broadcast (32 hours per week) Percent
Music 79
News 18
Religion 3
Manager Lloyd Hawkins
Sales Manager James Champion
Representative Charles Bernard Co.

EL CAMPO
KULP 1390 kc 500 w*
Spanish Broadcast (10 1/2 hours per week) Percent
Music 73
News 20
Sports 2
Religion 5
Manager Chuck Schwartzkopf
Representative None

EL PASO
XEJ (Ciudad Juarez)*
XEJ-TV (Ciudad Juarez)*
XELO (Ciudad Juarez)*
XEWG (Ciudad Juarez)*
(See list of Mexico stations)

HARLINGEN
KGBT 1530 kc 50 kw (d) 10 kw (n)
Spanish Broadcast (52 hours per week) Percent
Music 70
News 20
Sports 5
Other 5
General Manager Otis Schumate
Sales Manager Willie Harris, Jr.
Representative Richard O'Connell;
Venard, Torbet & McConnell

HEREFORD
KPAN 860 kc 250 w*
Spanish Broadcast (10 1/2 hours per week) Percent
Music 86
News 2
Sports 2
Religion 10
Manager Clint Formby
Sales Manager Roy Faubion

HOUSTON
KFRD (Rosenberg) 980 kc 1 kw*
Spanish Broadcast (12 hours per week) Percent
Music 85
News 10
Religion 5
Manager William Sloop

KLVL (Pasadena) 1480 kc 1 kw (d) 500 w (n)
Spanish Broadcast (88 hours per week)
General Manager Felix H. Morales
Sales Manager Johnny P. Hernandez
Representative National Time Sales

KENEDY/KARNES CITY
KMAL 990 kc 250 w*
Spanish Broadcast (21 hours per week) Percent
Music 60
News 30
Religion 10
Manager Charles L. Martini
Representative Mario Messina Co

LAREDO
KGNS 1300 kc 500 w*
 Spanish Broadcast (21 hours per week)
 (Information not supplied)
KVOZ 1490 kc 250 w (d) 250 w (n)
 Spanish Broadcast (14 hours per week) Percent
 Music 75
 News 10
 Religion 15
 Manager William Harrell
 Sales Manager Ernest Barton
 Representative Grant Webb & Co.
XEFE-TV (Nuevo Laredo)‡
XEAS (Nuevo Laredo)‡
XEBK (Nuevo Laredo)‡
XEK (Nuevo Laredo)‡
XEWL (Nuevo Laredo)‡
 (See list of Mexico stations) *

McALLEN
XERI (Reynosa)‡
XERO (Reynosa)‡
XERT (Reynosa)‡
 (See list of Mexico stations)

MISSION
KIRT 1580 kc 1 kw*
 Spanish Broadcast (58 hours per week) Percent
 Music 68
 News 20
 Sports 10
 Religion 2
 Manager C. T. McKasson
 Representative Grant Webb & Co.

MORTON
KRAN 1280 kc 500 w*
 Spanish Broadcast (15 hours per week)
 (Information not supplied)

PEARSALL
KVWG 1280 kc 500 w*
 Spanish Broadcast (14 hours per week) Percent
 Music 90
 News 5

Sports 5
 Manager Lee Anderson
 Representatives Tele-Radio & TV Sales;
 George T. Hopewell Inc.

PLEASANTON
KBOP 1380 kc 1 kw*
 Spanish Broadcast (36 hours per week)
 (Information not supplied)

RAYMONDVILLE
KSOX 1240 kc 250 w
 Spanish Broadcast (27 hours per week)
 (Information not supplied)

SAN ANTONIO
KWEX-TV‡ Channel 41 (UHF)
 Spanish Broadcast (69 hours per week—100%)
 (No data on programming, but known to be
 independent station carrying local news, pro-
 grams from Mexico, features, bullfights, soap
 operas, etc.)
 General Sales Manager Ben Tamborello
 Asst. General Manager Mike Mullins
 Representative Spanish International Network

KCOR‡ 1350 kc 5 kw (d) 1 kw (n)
 Spanish Broadcast (132 hours per week) Percent
 Music 60
 News 15
 Drama 15
 Sports 5
 Other 5
 Manager Nathan Safir
 Sales Manager William Lamar
 Representatives Richard O'Connell, Inc.;
 Savalli/Gates

KUKA‡ 1250 kc 1 kw*
 Spanish Broadcast (91 hours per week) Percent
 Music 85
 News 5
 Sports 1
 Religion 9
 Manager Alex Coe
 Sales Manager Norman Fischer
 Representative National Time Sales

KUBO‡ 1310 kc 5 kw*
 Spanish Broadcast (entire schedule) Percent
 Music 50
 News 20
 Sports 10
 Religion 10
 Other 10
 Manager Hal Hughes
 Representative Tele-Radio Tv Sales

UVALDE
KVOU 1400 kc 250 w (d) 250 w (n)
 Spanish Broadcast (18 hours per week) Percent
 Music 75
 News 5
 Sports 10
 Religion 10
 Manager Jay Harpole
 Sales Manager Joe Morgan

VERNON
KVWC 1490 kc 250 w (d) 250 w (n)
 Spanish Broadcast (12 hours per week) Percent
 Music 90
 News 5
 Religion 5
 Manager Joe Garrison
 Sales Manager Jerry Garrison
 Representative None

WESLACO
KRGV 1290 kc 5 kw
 Spanish Broadcast (15 hours per week) Percent
 Music 75
 News 15
 Drama 5
 Sports 5
 Manager Earl Noel
 Sales Manager James Ahlgrimm
 Representative George B. Hollingbery Co.

WASHINGTON
TOPPENISH
KENE 1490 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (15 hours per week) Percent
 Music 98
 News 1
 Religion 1
 Manager Don Downing
 Representative Savalli/Gates



In San Antonio

**KCOR is more
 than ever the
 overwhelming
 favorite of
 the Spanish
 radio audience!**

*New 1964 Spanish Pulse Report
 reveals KCOR's domination
 of all time periods!*

**In San Antonio you need
 DOUBLE EXPOSURE...
 the general advertising of
 your choice and always**



**5000 WATTS • FULL TIME • 1350 KC
 111 Martinez Street, San Antonio, Texas 78204**

Representatives:

RICHARD O'CONNELL, INC.
 in New York

SAVALLI/GATES, INC.
 In Chicago, Atlanta, Detroit

KCAL

**5000 watts* of the finest Spanish
 radio—music, news and special
 events. Our 7th year serving:**

**SAN BERNARDINO COUNTY
 RIVERSIDE COUNTY
 ORANGE COUNTY
 REDLANDS**

***KCAL: increases power Novem-
 ber 1st, to reach over 200,000
 Spanish-speaking people.
 KCAL: only full time Spanish
 Voice of the Inland Empire and
 only Spanish station serving this
 area.**

KCAL

**Box 390, Redlands
 California**

Representatives

**National Time Sales — N.Y.
 Latin American Time Sales — L.A.**

WE SQUEEZED THE AIR OUT AND LEFT NOTHING BUT AIR IN



All broadcast . . . all buying . . . all important. That's SPONSOR, designed as—and still—a buyer's book. Not pedantic, mind you. Not gossipy. We present the top of broadcast news, quickly; the meaning of the news, deeply; the trend of the news, perceptively; the future of the news, daringly. Do we ever annoy? Offend? Disrupt? Yes. We also enrich the buying mix in the back of the buyer's mind—with the stuff that helps make the difference between "ordering" and "buying." That's why the buyer reads SPONSOR, the broadcast idea weekly with the fat trimmed away. 555 Fifth Avenue, New York 17, Telephone: 212 MUrrayhill 7-8080.

How much Spanish-language programming?

This directory groups stations by the percent of their programming which is directed to Spanish-speaking persons. It does not include stations whose Spanish programming

amounts to less than 10 percent of the total stations schedule. The list is compiled primarily of stations which responded to SPONSOR's programming survey.

75 TO 100% SPANISH	25 TO 49% SPANISH
ARIZONA Nogales XHFA-TV Nogales XHEF Phoenix KIFN Tucson KEVT Tucson KXEW Yuma XECB CALIFORNIA Calexico XEJ Calexico XEJ-TV Calexico XELO Fresno KGST Fresno KXEX Los Angeles KMEX-TV Los Angeles KALI Los Angeles (San Gabriel) Los Angeles KWKW (Pasadena) Oxnard KOXR San Bernardino KCAL San Diego XEGM San Diego (Tijuana) XEXX San Francisco KOFY (San Mateo) Santa Paula KSPA COLORADO Denver KFSC Pueblo KAPI DISTRICT OF COLUMBIA Washington WFAN-FM FLORIDA Miami WFAB Miami WMET ILLINOIS Chicago WCRW NEW MEXICO Albuquerque KABQ Roswell KRDD NEW YORK New York City WBNX New York City WHOM TEXAS Brownsville XEMT Brownsville XEAM Corpus Christi KCCT Corpus Christi KUNO Eagle Pass XEMJ Eagle Pass XEMU Eagle Pass XEWG El Paso XEJ El Paso XEJ-TV El Paso XELO El Paso XEWG El Paso KLVL Houston (Pasadena) XEAS Laredo XEBK Laredo XEFE-TV Laredo XEK Laredo XEWL McAllen XERI McAllen XERO McAllen XERT San Antonio KCOR San Antonio KUBO San Antonio KUKA San Antonio KWEX-TV Yuma XECB	ARIZONA Nogales KNOG CALIFORNIA San Jose KPER (Gilroy) FLORIDA Tampa WSOL NEW MEXICO Belen KARS NEW JERSEY Newark WHBI-FM NEW YORK New York City WADO PENNSYLVANIA Philadelphia WTEL TEXAS Alire/Kingsville KPSO (Falfurrias) Beeville KIBL Brownfield KKUB Carrizo Springs KBEN Edinburg KURV Kennedy KMAL Pleasanton KBOP 10 TO 24% SPANISH CALIFORNIA Brawley KROP Calexico KICO Coalinga KBMX Fresno KRDU (Dinuba) King City KRKC Los Angeles KVF-FM (San Fernando) Ontario (Cucamonga) KASK Riverside KREL (Corona) Santa Maria KSEE Stockton KWG COLORADO Walsenberg KFLJ ILLINOIS Chicago WSBC Chicago WOPA (Oak Park) Chicago WYCA-FM (Hammond) LOUISIANA New Orleans WWL NEW MEXICO Deming KOTS Las Cruces KOBE Las Vegas KFUN Santa Fe KTRC Santa Rosa KSYX Socorro KSRC Taos KKIT TEXAS Austin KOKE Austin KVET Brownsville KBOR Corpus Christi KROB (Robstown) Corpus Christi KINE (Kingsville) Eagle Pass KEPS El Campo KULP Hereford KPAN Houston KFRD (Rosenberg) Laredo KGNS Laredo KVOZ Morton KRAN Pearsall KVVWG Raymondville KSOX Uvalde KVOU Vernon KVWC Weslaco KRGV WASHINGTON Toppenish KENE
50 TO 74% SPANISH	
CALIFORNIA Bakersfield KWAC San Jose KLOK FLORIDA Miami WMIE NEW MEXICO Albuquerque KLOS TEXAS Harlingen KGBT Mission KIRT	

Directory of major radio-tv stations in Mexico with U.S. audience

BAJA CALIF

MEXICALI
(Calexico, Calif., area)
XHBC-TV‡ Channel 3 (VHF)
Spanish Broadcast (entire schedule—42 hours per week)
Manager Raul Sanchez de Aparicio
Representative Spanish International Network

XED‡ 1050 kc 10 kw (d) 1 kw (n)
Spanish Broadcast (133 hours per week)
Manager Armando Aguirre Lopez
Representative UBC Sales

TIJUANA
(San Diego, Calif., area)
XEWT-TV‡ Channel 12
Spanish Broadcast (entire schedule)

XEAU‡ 1470 kc 5 kw
Spanish Broadcast (168 hours per week)
President Manuel Acuna Varela
Representative UBC Sales

XEAX‡ 1420 kc 2 kw
Spanish Broadcast (126 hours per week)
General Manager J. De La Torre
Representative Tele-Radio & Tv Sales

XEGM‡ 950 kc 3½ kw (d) 2½ kw (n)
Spanish Broadcast (119 hours per week)
General Manager Jose Liberman
Representative National Time Sales

CHIHUAHUA

CIUDAD JUAREZ
(El Paso, Tex., area)
XEJ-TV‡ Channel 5 (VHF)
Spanish Broadcast (entire schedule—42 hours per week)
General Manager P. Meneses
Sales Manager Ralph Fitzmaurice
Representative Spanish International Network

XELO 800 kc 15 kw
Spanish Broadcast (108 hours per week)
General Manager Jack R. McVeigh
Representative Richard O'Connell, Inc.

XEJ‡ 970 kc 10 kw
Spanish Broadcast (126 hours per week)
General Manager Pedro Meneses, Jr.
Representative National Time Sales

XEW‡ 1240 kc 250 w
Spanish Broadcast (entire schedule)
General Manager E. Vego
Representative UBC Sales

COAHUILA

PIEDRAS NEGRAS
(Eagle Pass, Tex., area)
XEMJ‡ 920 kc 1 kw (d) 250 w (n)
Spanish Broadcast (121 hours per week)
General Manager Jesus F. Elizondo
Representative UBC Sales

XEMU‡ 580 kc 5 kw*
Spanish Broadcast (94½ hours per week)
General Manager A. L. Bres
Representative National Time Sales

DISTRITO FEDERAL

MEXICO CITY
XESM‡ 1470 kc 10 kw (d) 5 kw (n)
Spanish Broadcast (168 hours per week)
President Homero Vega
Manager E. Pasquale
Representative (U.S.) UBC Sales

SONORA

NOGALES
(Nogales, Ariz., area)
XHFA-TV‡ Channel 12
Spanish Broadcast (entire schedule)

XEHF‡ 1370 kc 1 kw
Spanish Broadcast (126 hours per week)
General Manager Gaston Mascarenas
Station Manager Mario de La Fuente
Representative National Time Sales

SAN LUIS
(Yuma, Ariz., area)
XECB‡ 1450 kc 250 w
Spanish Broadcast (168 hours per week)
President Carlos Blando
Representative UBC Sales

TAMAULIPAS

MATAMOROS
(Brownsville, Tex., area)
XEMT‡ 1340 kc 250 w
Spanish Broadcast (112 hours per week)
Manager Armando Rodriguez G.
Sales Manager A. G. Hernandez
Representative Tele-Radio & Tv Sales

XEAM‡ 1310 kc 1 kw
Spanish Broadcast (133 hours per week)
General Manager Manuel L. Salinas
Representative UBC Sales

XEO‡ 970 kc 1 kw
Spanish Broadcast (132 hours per week)

XEO-FM‡ 88.2 mc ERP—60 w
Spanish Broadcast (119 hours per week)
General Manager Severo Garza
Sales Manager A. G. Hernandez
Representative National Time Sales

NUEVO LAREDO
(Laredo, Tex., area)
XEFE-TV‡ Channel 11 (VHF)
Spanish Broadcast (entire schedule—42 hours per week)
General Manager Ramoncita Esparza
Sales Manager Enrique Esparza
Representative Spanish International Network

XEAS‡ 1410 kc 1 kw (d) 250 w (n)
Spanish Broadcast (112½ hours per week)
General Manager Jose Maria Villarreat
Representative National Time Sales

XEBK‡ 1340 kc 250 w
Spanish Broadcast (133 hours per week)
General Manager Mario Cortez
Sales Manager Amando Cortez D.
Representative Continental Radio Sales

XEK‡ 960 kc 5 kw (d) 1 kw (n)
Spanish Broadcast (102 hours per week)
General Manager Ruperto Villarreal
Representative Savalli/Gates;
Richard O'Connell, Inc.

XEWL 1090 kc 2½ w*
Spanish Broadcast (84 hours per week)
General Manager Fidel Cuellar
Representative UBC Sales

REYNOSA
(McAllen, Tex., area)
XERT‡ 1170 kc 5 kw
Spanish Broadcast (133 hours per week)
General Manager Antonio Karam Kalifa
Representative UBC Sales

XERI‡ 810 kc 250 w*
Spanish Broadcast (84 hours per week)
Station Manager Rogelio Olivares
Sales Manager A. G. Hernandez
Representative Tele-Radio & TV Sales

XERO 1390 kc 1 kw
Spanish Broadcast (119 hours per week)
General Manager Severo Garza
Representative National Time Sales



MEET MARIA!

RADIO STATION/RADIOEMISORA
WMIE
1140 EN SU DIAL

HOSTESS OF MIAMI'S
SPANISH
HOMEMAKERS
PROGRAM

BLUE CHIP FOOD PRODUCTS
BUY HER YEAR 'ROUND

BOOST YOUR SALES BY
CALLING ART GORDON,
NAT. TIME SALES,
MU 2-4500, N.Y.C.

RADIO STATION/RADIOEMISORA
WMIE
1140 EN SU DIAL

1448 Northwest 36th Street
Miami, Florida
PHONE: NE 3-0161

Directory of major radio-tv stations in Puerto Rico

AGUADILLA
WABA 850 kc 500 w
 Spanish Broadcast (115 hours per week) Percent
 Music 40
 News 15
 Drama 25
 Sports 10
 Religion 5
 Other 5
 Manager H. Reichard
 Sales Manager F. Bonnet
 Representative Inter-American Publications

ARECIBO/AGUADILLA
WISA (Isabela) 1390 kc 1 kw (d) 500 w (n)
 Spanish Broadcast (80 hours per week) Percent
 Music 70
 News 20
 Sports 5
 Religion 5
 Manager Raul Santiago-Roman
 Sales Manager Diego Auiles

ARECIBO
WMIA 1070 kc 500 w
 Spanish Broadcast (117 hours per week) Percent
 Music 84
 News 5
 Drama 1
 Sports 5
 Religion 5
 Manager Epifanio Rodriguez-Velez

BAYAMON
WBYM-FM 94.7 mc 18.5 kw
 Spanish Broadcast (120 hours per week) Percent
 Music 90
 News 5
 Religion 5
 Manager Jose G. Pickard

CAGUAS
WKBM-TV Channel 11
 General Manager Perez Perry

FAJARDO
WMDD 1840 kc 5 kw (d) 5 kw (n)
 Spanish Broadcast (111 hours per week) Percent
 Music 60
 News 15
 Drama 2
 Sports 10
 Religion 10
 Other 3
 Manager Jose Luis Torregrosa
 Sales Manager Mrs. Laura Jimenez

GUAYAMA
WXRF 1590 kc 1 kw (d) 1 kw (n)
 Spanish Broadcast (115 hours per week) Percent
 Music 75
 News 15
 Sports 5
 Religion 5
 Manager Gumersindo Cordero, Jr.

MAYAGUEZ
WTIL 1300 kc 1 kw (d) 1 kw (n)
 Spanish Broadcast (168 hours per week) Percent
 Music 75
 News 20
 Sports 4
 Religion 1
 Manager Gilbert Mamary
 Representative Continental Radio Sales
WORA-TV Channel 5
 General Manager Alfredo de Arellano, Jr.
 Representative Inter-American Publications

PONCE
WISO 1260 kc 1 kw (d) 1 kw (n)
 Spanish Broadcast (115½ hours per week) Percent
 Music 65
 News 20
 Sports 10
 Religion 5
 Manager Luis E. Freyre
WLEO 1170 kc 250 w (d) 250 w (n)
 Spanish Broadcast (135 hours per week) Percent
 Music 76
 News 14
 Sports 4
 Religion 4
 Other 2
 Manager Charles L. Cordeo
 Sales Manager Alfonso Gimenez Jr.
 Representative A. Gimenez Aguayo
 Svens Schelleberg Assoc.

WRIK-TV Channel 7
 General Manager William Cortada
 Representative Inter-American Publications
WSUR-TV Channel 9
 Manager Gladys Boscio Vidal

SAN JUAN
WAPA-TV Channel 4
 General Manager Hector Modestti
WFID-FM 957 mc 30 kw (d) 30 kw (n)
 Spanish Broadcast (119 hours per week) Percent
 Music 70
 News 20
 Sports 5
 Religion 3
 Other 2
 Manager Victoria Suarez de Acosta
 Sales Manager Rafael Jose Acosta

WKAQ 580 kc 5 kw (d) 5 kw (n)
WKAQ-FM 103.4 mc 1 kw
 Spanish Broadcast (119 hours per week) Percent
 Music 10
 News 20
 Drama 52
 Sports 12
 Religion 2
 Other 4
 General Manager Ventura Lamas, Jr.
 Sales Manager German Felix

WKAQ-TV Channel 2
 General Manager Jose Oviedo
 Sales Manager Jorge L. Rivero
 Representative Inter-American Publications

WNEL 1430 kc 5 kw (d) 500 w (n)
 Spanish Broadcast (102 hours per week) Percent
 Music 60
 News 15
 Sports 5
 Religion 5
 Other 15
 Manager Gabriel Figueroa II
 Sales Manager Victor Lanz

WUNO 1320 kc 5 kw (d) 1 kw (n)
 Spanish Broadcast (140 hours per week) Percent
 Music 86
 News 7½
 Sports 1½
 Religion 1½
 Other 3½
 Manager M. Angelet Escudero
 Sales Manager Mrs. Betty M. Pichardo

YAUCO
WKFE 1550 kc 250 w (d) 250 w (n)
 Spanish Broadcast (105 hours per week) Percent
 Music 73
 News 16
 Sports 3
 Religion 5
 Other 3
 Manager Julio V. Ramirez
 Sales Manager Charles L. Cordero

UTUADO
WUPR 1530 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (120 hours per week) Percent
 Music 80
 News 10
 Sports 5
 Religion 5
 Manager Jose A. Ribas

**ONE BUY
 COVERS THE
 531,847*
 SPANISH
 SPEAKING
 PEOPLE IN
 NORTHERN
 CALIFORNIA**



KLOK
 SAN JOSE • SAN FRANCISCO
KGST
 FRESNO
 Represented by
 NATIONAL TIME SALES
 NEW YORK, CHICAGO
 HARLAN G. OAKES
 LOS ANGELES
 DON R. PICKENS CO.
 SAN FRANCISCO
 *U. S. Census, 1960

WMET Miami's 1st All-Spanish Voice is the Preferred Station of 285,594** Latins

WMET's national advertisers, 1963-1964

- Pepto Bismol
- Camel Cigarettes
- Breeze Detergent
- Warner Lambert Products
- Borden's "Magnolia"
- Condensed Milk
- Greyhound Buses
- Creomulsion
- National Beer
- Winston Cigarettes
- Regal Beer
- Salem Cigarettes
- Falstaff Beer
- Lydia E. Pinkham Medicine Company
- Look Magazine
- Pepsi Cola
- Miller Hi-Life
- Buitoni Foods
- Humble Oil
- Coca-Cola
- Dual Filter Tareyton
- Holsum Bakers
- Cafe Bustelo
- Silver Dust
- Newport Cigarettes
- Seidlitz Powders
- Ex Lax
- Rit Dyes
- Mejoral
- Breacol

**For official Latin population breakdown:

IN MIAMI, CALL
WMET -751-9743

IN NEW YORK, CALL
TV 212 YU 6-9717

AFFILIATED WITH THE
 Spanish  Market Group



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations occupy a position of **solidity** in the Detroit community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 38 years. And home ownership by The Detroit News.

Because of this **solidity**, both WWJ and WWJ-TV provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell toothpaste or tires.

WWJ and **WWJ-TV**

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc. **THE NEWS STATIONS**

Bankers Increase Television Advertising

Placing bankers in the forefront of enlightened advertisers, Norman E. Cash, TvB president, told the Milwaukee Advertising Club: "Today's banker is growing at a rapid rate in spite of increased competition because he has learned that now everyone is a potential customer, and that's why banks are now the third largest users of local television."

Cash continued: "Yesterday's banker was much like many of today's manufacturers who let a gap exist between them and the total public and think their advertising messages should be directed only at the few who know them best."

Continuing, Cash said: "We expect that manufacturers will see that they too have a vital need to reach the same total public and we expect to see more of them turn to television to reach this total public."

If you want to know why every

company should advertise to the total public, ask your banker, Cash said. "And, if you want to know why television is the way to this total public, ask your banker," he added.

Kraft Chocolates Launches Giveaway

Kraft chocolates this month launches one of the largest promotions in its history—a "Match & Win Giveaway" tied-in with Walt Disney's color movie *Mary Poppins*.

The promotion combines Kraft's regular fall sales drive for chocolates via national print and tv with special magazine ads, a giveaway game, more than 100,000 prizes, a Walt Disney feature movie (with its accompanying million dollar publicity campaign), and distribution of 12,000,000 five cent coupons.

OLYMPIC FUND AIDED



The Olympic Games Basketball fund is richer by \$2000 as a result of a KTVU telecast of a basketball game between the San Francisco Warriors and the Olympic team. Four sponsors — Cable Car Clothiers (making its tv debut), Lucky Lager Beer, P. Lorillard and Pacific Telephone — joined with the station in making the Olympic promotion possible. One-quarter of the telecast was devoted to Olympic spots. Seen here is Joe Constantino, KTVU sales promotion director (r) presenting the check to Franklin Mieuli, Warrior owner and chairman of the Warrior-Olympic Fund.

The promotion kicks-off with a full page, four-color ad in the October issue of *Ladies Home Journal*. The ad will appear again in *Look* magazine.

Grand Prize in the giveaway is Mary Poppins' Carpet Bag filled with \$10,000. Second, third, fourth and fifth prizes are portable television sets, movie cameras authentically costumed Mary Poppins dolls and Mary Poppins records from the movie's original sound track.

In addition to the Mary Poppins promotion, Kraft chocolates will be featured in regular product ads in November issues of *Ladies Home Journal*, *Woman's Day* and *Look* plus via tv commercials on the *Kraft Suspense Theatre* from October through December.

BEDSIDE NETWORK CONDUCTS CONTEST



The Bedside Network, for which hospitalized veterans tape their own music and drama shows for subsequent "broadcast" over intercom systems, is conducting its fourth annual contest to determine which of the 10 participating hospitals produces the best program. Actor Maurice Evans (c) is one of the celebrity judges, along with Carol Burnett, Barbara Britton and Sam Levenson. Flanking Evans are the contest's co-chairmen: Elizabeth Bain, president of American Women in Radio and Television as well as assistant to the vice president of CTS Program Services, CBS, and Richard Schneider, NBC television director who, among other things oversees Emmy telecasts. The Bedside Network, a project of the Veterans Hospital Radio and Television Guild, is conducted through the volunteer services of people prominent in the theater, radio and television.

IRTS Medal To FCC Commissioner Hyde

Veteran FCC commissioner Rosel Hyde has been unanimously voted to receive the International Radio and Television Society's highest award, its gold medal.

The medal will be presented during the IRTS 25th anniversary banquet in March, 1965.

KXOK

St. Louis

Storz Broadcasting Co.

**announces
the appointment of**

AM RADIO SALES COMPANY

**as its national
representative
effective
november 1, 1964**

WTRF-TV STORY BOARD

7

We have*

PUNCH CARDS! Don't worry about mechanical brains taking over. If machines get too powerful, we can always organize them into committees.

Wheeling wtrf-tv

SICK CANNIBALS! Man and wife were eating dinner and the wife said, "You know I don't like the taste of this meat!" Husband said, "I never did like your mother."

wtrf-tv Wheeling

ETERNAL WORDS! If you want to write something that has a chance of living forever, just sign a mortgage.

Wheeling wtrf-tv

WHAT A RIOT! Remember when that meant something was funny?

wtrf-tv Wheeling

SCIENTISTS REPORT that we're taller in the morning than we are in the evening. They didn't mention that we're all shorter around the end of the month.

Wheeling wtrf-tv

CONTRARY to popular belief, the world's oldest profession is actually fruit picking!

wtrf-tv Wheeling

SIGN in a Volkswagen factory: "Think BIG and you're fired!"

Wheeling wtrf-tv

HEAR ABOUT the beatnik girl who's engaged to be married? Instead of getting a shower, she's taking one.

wtrf-tv Wheeling

NON-CONFORMIST is someone who keeps gloves in a glove compartment.

Wheeling wtrf-tv

***SOMETHING FOR EVERYONE!** If you want to beam a particular spot schedule to a particular audience, WTRF-TV reaches that specific audience in the Wheeling/Steubenville Upper Ohio Valley Market. Just ask your Petry man for the availability breakdown you want.

CHANNEL SEVEN

NB

WHEELING, WEST VIRGINIA

THE CHANGING SCENE

Embassy Dislikes Chicago Conference

Embassy Pictures, a syndication major, doesn't think the planned Chicago conference of program executives from group-owned stations seeking ways to prime the pump of syndication production is such a hot idea.

Commenting on the late-October conference, Embassy vice president E. Jonny Graff agreed that "only by participating in the production of quality entertainment can independent stations hope to compete with the heavy line-up of network programming."

Graff, however, did not feel that "trying to organize a group of groups, each with its own point of view," would be the answer, either. "Stations would do better," Graff said, "by working in tandem with a distributor." His reason: "This way, they will benefit not only from the national perspective syndication spe-

cialists have developed, but also from the experience of a staff trained in national distribution."

The conference, expected to be attended by representatives from such groups as Triangle, Group W and Corinthian, was largely instigated by WGN-TV, Ward Quall.

Westinghouse Increases National Advertising

The Westinghouse portable appliance division is launching a heavy schedule of national magazine and television advertising in support of its electric housewares during the big gift buying months of October, November and December.

The division's expanded fall television schedule will begin Oct. 21 and will use a combination of daytime and nighttime television programs on a 203 station CBS network.

One minute filmed commercials will appear on such CBS shows as *Andy Griffith*, *I Love Lucy*, *Rawhide*, *Joey Bishop Show*, *Walter Cronkite News*, *Mike Wallace* and *Robert Trout News*.

DO PEOPLE WATCH BOB POOLE'S GOSPEL FAVORITES?

We know 371,400 **HOMESFUL** who do in only 16 of our markets in Class C time.

Sponsors paid \$748.60 for a one-minute commercial to reach those people.

That's \$2.02 per one thousand homes.

In those same 16 markets 745,000 homes watched the same stations at 9:00 pm Tuesday.

And **THAT'S** \$3.85 per one thousand homes.

Where did the sponsors get the **better** buy?

Do people like **BOB POOLE'S GOSPEL FAVORITES?**

Here are 7000 (count 'em) who paid to see a live production.

More than 100 hrs. now available on VTR for TV and audio tape for radio.

Audience figures were furnished by stations.

One-minute time cost as listed in SRDS Spot Television.



MEMORIAL AUDITORIUM

We will gladly give you details, rates and audition tapes. Please phone us collect.

**Poole Productions
Lawyers Building
Greenville, S.C.**

Tel. 803 239-7821
Twx 803 282-1098

Featured appliances to be promoted on the shows will be the Westinghouse non-stick appliances, electric toothbrushes, irons and a Christmas "gift selector" of portable appliances. Tied to the Westinghouse campaign will be special in-store displays, dealer aids and promotions.

Essex Is Named N. C. Broadcaster of Year

First winner of the North Carolina Association of Broadcasters' "Broadcaster of the Year" award is Harold Essex, general manager of WSJS-AM-FM-TV Winston-Salem. The award, which will be presented annually at each NCAB fall meeting, was established to honor the North Carolina broadcaster who has made the greatest contribution in service to broadcasting.



Harold Essex

Essex, a veteran of 25 years at WSJS, has twice been president of NCAB and is currently a member of the board of directors of the National Association of Broadcasters.

Bowlin New President Of Radio-Tv Reps

C. C. (Bud) Bowlin, Katz Agency tv manager for New England and Upper New York State has been elected president of the New England Assn. of Radio and Tv Representatives succeeding George C. Bingham, president of New England Spot Sales.

Richard P. Luetters, vice president of Bill Creed Associates is the new vice president and Steve Meterparel, New England manager of Robert E. Eastman & Co. is secretary-treasurer.

Shupert Resigns From Twentieth Century-Fox

George T. Shupert, vice president in charge of sales for Twentieth Century-Fox Television, Inc., has resigned as of Oct. 16, it was announced by William Self, executive vice president.

PERSONALITY POWER



Bill O'Donnell
SPORTS



Fred Hillegos
NEWS



Joel Mareniss
NEWS



Richard Hoffmann
BUSINESS NEWS



Floyd Ottoway
WSYR GANG



Ed Murphy
MUSIC



Carol Johnson
WOMEN



Elliot Gove
TIMEKEEPER



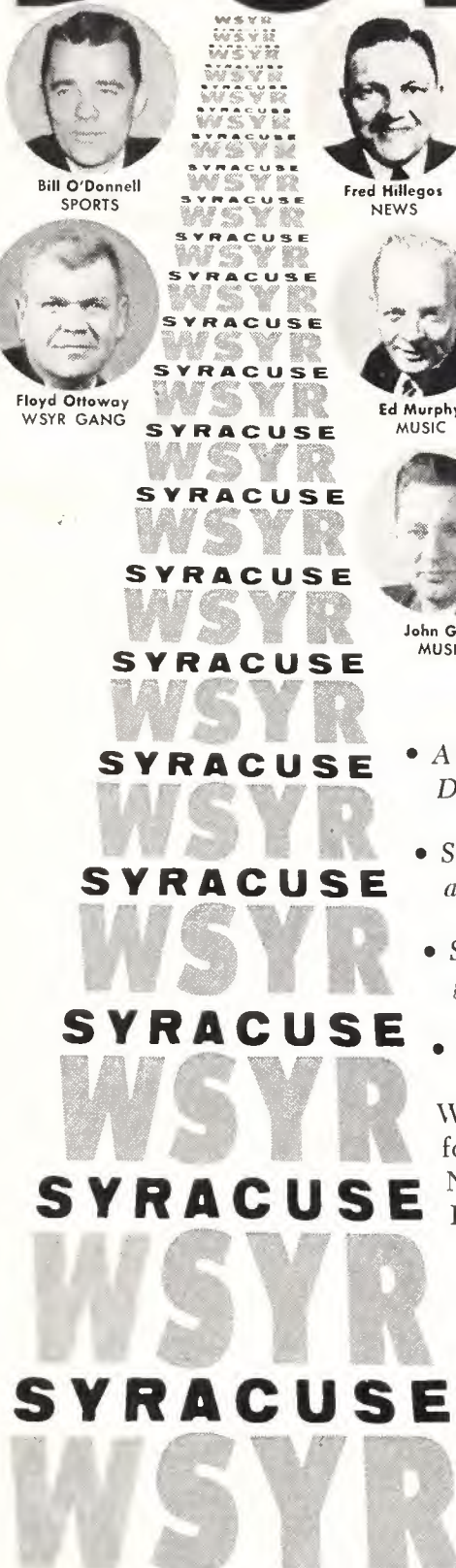
John Gray
MUSIC



Deacon Doubleday
FARM



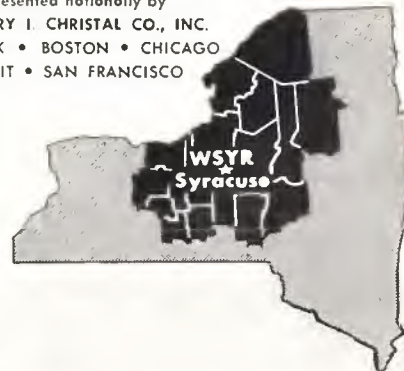
Alan Miloir
MUSIC



- An Onondaga County farmer phones Deacon Doubleday with a farm news item.
- Syracuse shoppers make a buying rush on a downtown store after an Ed Murphy spot.
- Sports fans call Bill O'Donnell to settle arguments about yesterday's game.
- This is personality power at work.

With WSYR's strong personalities selling for you in the 18-county area of Central New York, great things happen to sales. Put this sales power to work for you.

Represented notionally by
THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



NBC in Central New York



5 KW - Syracuse, N. Y. - 570 KC

SPONSOR SPOTLIGHT



**Look! If I wanted
Syracuse
or San Diego
I'd call
a travel agent.
Just tell me about
KELO-LAND!**

Sure! KELO-LAND is the Sioux Falls-98 County Market. A whale of a market prize for any advertiser — and only KELO-LAND TV, with three transmitters operating as one station, has the coverage to get it for you. To realize how very important KELO-LAND TV is to you in your national campaigns, hold the phone for this! KELO-LAND TV plays to a bigger prime-time audience among CBS affiliates than does Syracuse, San Diego, Norfolk, Sacramento, Albany or Jacksonville. Your one film or live commercial on KELO-TV SIOUX FALLS sweeps through KELO-LAND's 98 counties, simultaneously, powerfully!

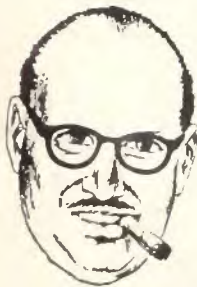
ARB, 6:30-10 p.m. March '64.
Submitted as estimates, not necessarily exact measurement.

KELO-TV LAND

CBS • ABC

KELO-TV • KDLO-TV • KPLO-TV
(interconnected)

Gen. Offices: Sioux Falls, S. D.



JOE FLOYD, President
Evans Nord, Executive
Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.
Represented nationally by
H-R

A **MIDCO** STATION

AGENCIES

Joseph Battaglia Jr. appointed vice president in charge of media and broadcast services at Ben Sackheim, Inc., New York. He joined this advertising agency in 1960 as tv director.

John F. Belcher named an account executive at Geyer, Morey, Ballard, Inc. His chief responsibilities will be on the Sinclair Refining Co. account.

Robert Wolfe joined the Gumbinner-North Co. as account executive in charge of Smirnoff on the Heublein account.

James R. Sanders joined the New York office of Foote, Cone & Belding as account executive on Clairol.

Kenneth J. Worland elected president of the Advertising Agency Financial Management Group. The group is affiliated with the New York Credit and Financial Management Assn.

Gerald H. Long appointed associate merchandising director of Foote, Cone & Belding's New York office.

Phil M. Bidlack appointed as a vice president of the Borden Chemical Co.

TIME/Buying and Selling

Michael D. Chambers named to the Blair Television office in Los Angeles as a sales specialist.

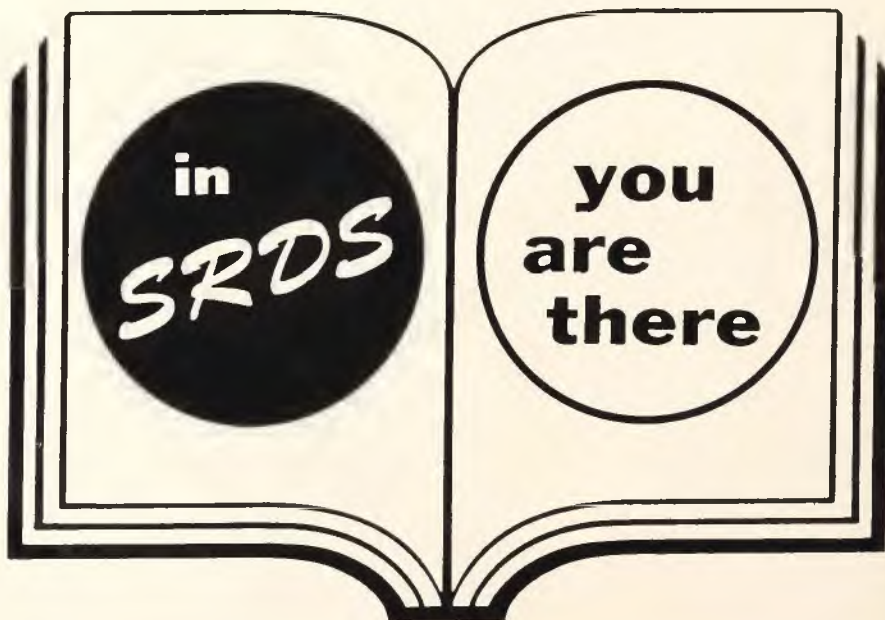
Richard S. Newman added to the sales department of Stone Representatives, Inc., New York.

TV MEDIA

Kenneth H. MacQueen named sales manager of WXYZ-TV Detroit, Mich.

Edward A. (Ted) Muller named local sales manager of WTEN-TV Albany, N.Y.

with a properly conceived, strategically placed Service-Ad



selling by helping people buy

Philip Henochstein named assistant director of advertising-sales promotion for the ABC flagship in New York, WABC-TV.

Philip Beuth appointed general sales manager of WSAZ Television, Huntington, W. Va.

RADIO MEDIA

Charles R. Sanders appointed general manager of Spartan Radio-casting Co. which owns and operates WSPA-AM-FM-TV Spartanburg, S.C.

William (Rusty) Russell appointed general manager of WKYW Chicago, Ill.

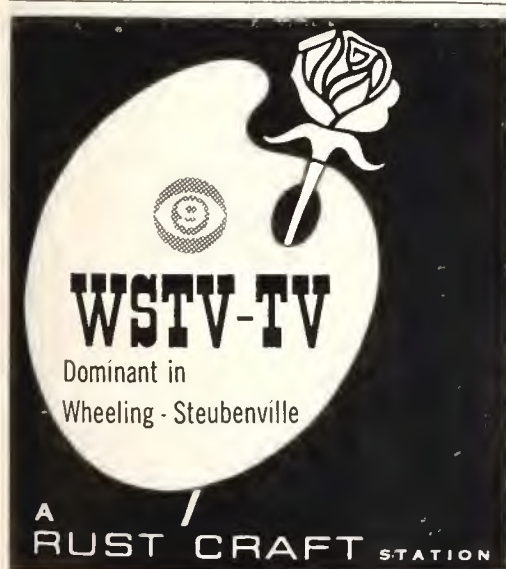
Al Maffie named general sales manager of Yankee Network, effective Nov. 1, 1964.

Jim Robinson appointed operations manager of WAKE Atlanta, Ga. **Rachel Clarke McCarthy** appointed sales manager.

SYNDICATION & SERVICES

Irving Roshwalb appointed assistant to the president and secretary of the policy committee for Audits & Surveys Co., New York.

Wilbur M. Fromm announced as president of communication services, New York. He was formerly director of new business and promotion at NBC Spot Sales.



WSTV-TV
Dominant in
Wheeling - Steubenville
A RUST CRAFT STATION

BROADCASTERS PROMOTION ASSOCIATION, INC.

1964 SEMINAR

NOV. 16-17-18 CHICAGO PICK-CONGRESS HOTEL



This year's B. P. A. Seminar is a "Must" for anyone in the Broadcasting Promotion Field.

"Work" sessions packed into three informative days.

Entertainment for the wives.

Bring your ideas and questions.

Chicago holds information and enjoyment for all.



SEND THIS COUPON FOR REGISTRATION INFORMATION TO: B.P.A. SECRETARY/TREASURER
215 East 49th Street
New York 17, New York
PLaza 2-4255

PLEASE RUSH ME REGISTRATION AND PROGRAM INFORMATION ON THE 1964 B.P.A. SEMINAR.

name _____

company _____

street address _____

city, state _____

ENTERPRISE BROADCAST FEATURES

*Exclusive New Service For
Radio Stations and Advertisers*

Good feature programming can be economical. It can build audiences. It attracts advertisers. It sells listeners.

Enterprise Broadcast Features now brings to radio timely, entertaining, informative features that appeal directly to the wide range of audience interests. We call this concept . . .

Target Programs

It's dynamic and different.

Enterprise Broadcast Features draws on the experience of the world's largest newspaper feature service . . . Newspaper Enterprise Association. Working with this wealth of outstanding talent, veteran broadcast producers have created dramatic, new features especially to serve stations and advertisers.

"By-Line", "SportsScene", "This Is Living", "Let's Exercise", "Gardener's Notebook", "Jacoby On Bridge", "Agribusiness", "Storytoon Express", are available now.

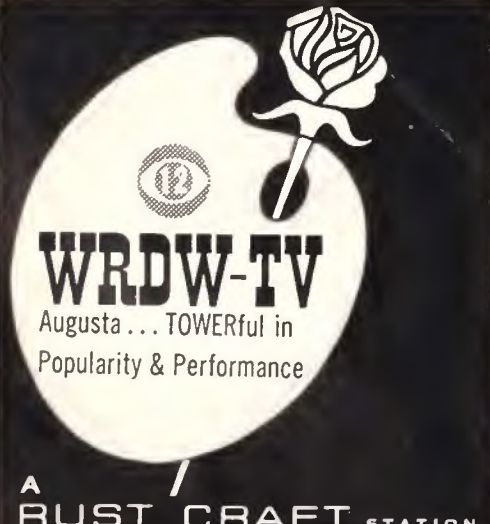
Cost? Surprisingly low.

Call, wire, write today.

ENTERPRISE BROADCAST FEATURES

7 East 43rd Street, New York 17, New York
Telephone: 212 TN 7-6800

**ONE GIFT
WORKS
MANY
WONDERS**

WRDW-TV
Augusta . . . TOWERful in
Popularity & Performance

A RUST CRAFT STATION

CALENDAR

OCTOBER

International Radio and Television Society Time Buying & Selling Seminar, New York, Tuesday evenings (13- Dec. 8).

ABC Radio regional affiliates meeting, Oklahoma City, Okla. (20).

The Pulse Inc's Man-of-the-Year award presentation to Chet Huntley and David Brinkley of NBC, Plaza Hotel, New York (21).

American Assn. of Advertising Agencies, Central regional meeting, Hotel Continental, Chicago, Ill. (21-22).

Kentucky Broadcasters Assn. fall meeting, Jennie Wiley State Park, near Prestonburg, Ky. (19-21).

National Electronics Conference twentieth annual meeting, McCormick Place, Chicago, Ill. (19-21).

Southern California Broadcasters Assn. luncheon, Michael's Restaurant, Hollywood, Calif. (22).

ABC Radio regional affiliates meeting, Des Moines, Iowa (23).

Chicago Unlimited benefit ball for mid-west radio-tv production industry, Sheraton Hotel, Chicago, Ill. (23).

Institute of Broadcasting Financial Management, annual meeting, Sheraton-Cadillac Hotel, Detroit, Mich. (21-23).

Missouri Broadcasters Assn. meeting, Ramada Inn, Jefferson City, Mo. (22-23).

NAB CONFERENCE SCHEDULE

National Assn. of Broadcasters fall regional conferences:

Hotel Skirvin, Oklahoma City (Oct. 19-20).

Fort Des Moines Hotel, Des Moines, Iowa (Oct. 22-23).

Jung Hotel, New Orleans (Oct. 26-27).

Statler Hotel, Detroit (Nov. 9-10).

Hotel Ten-Eyck, Albany, N.Y. (Nov. 12-13).

Fourth International Film & TV Festival of New York, held in conjunction with the annual Industrial Film and Audio-Visual Exhibition, New York Hilton Hotel, New York (21-23).

Indiana Broadcasters Assn. meeting, Marriott Hotel, Indianapolis, Ind. (22-23).

Massachusetts Broadcasters Assn. meeting, Hotel Somerset, Boston, Mass. (25-26).

National Assn. of Educational Broadcasters national convention, Austin, Tex. (25-28).

American Assn. of Advertising Agencies, Central Region meeting, Hotel Continental, Chicago (21-22); western meeting, Beverly Hilton Hotel, Beverly Hills (27-30).

ABC Radio regional affiliates meeting, New Orleans, La. (27).

Future of Tv in America Committee of National Assn. of Broadcasters meeting on CATV, Jung Hotel, New Orleans, La. (27-28).

Premium Advertising Assn. of America, premium ad conference, New York Coliseum, New York, N.Y. (27).

Television Program Development Group seminar in programing, WGN Mid-America Broadcast Center, Chicago, Ill. (27-28).

Official Films Inc. annual stockholders meeting, Delmonico's Hotel, New York (28).

American Assn. of Advertising Agencies, western meeting, Ambassador Hotel, Los Angeles (27-30).

International Radio & Television Society luncheon, Waldorf Astoria, Empire Room, New York, N.Y. (28).

National Industrial Conference Board Inc. twelfth annual marketing conference, Waldorf Astoria Hotel, New York (28-30).

Forum of Broadcast Controls, sponsored by Indiana University, University Campus, Bloomington, Ind. (29).

NOVEMBER

Second Canadian Radio Commercials Festival, Park Plaza Hotel, Toronto, Canada (5).

Maryland - D.C. - Delaware Broadcasters Assn. fall meeting, Washingtonian Motel, Rockville, Md. (6-7).

Two Great Leaders in the Spanish Market

MEMBERS OF THE LATIN NETWORK

WBNX

**IN NEW
NEW
YORK**

**18 HOURS
A DAY**

1380 kc. 5000 watts

**WBNX PROGRAMMING CREATES AUDIENCE AND SELLS
THE LARGEST SPANISH COMMUNITY IN THE UNITED
STATES — AND SEVENTH LARGEST IN THE WORLD**

**MIAMI'S
ONLY
FULL TIME
SPANISH
STATION**

WFAB

990 kc. 5000 watts

**FIRST IN THE
SPANISH PULSE SURVEY
MORNING, NOON AND NIGHT**

CALL OR WRITE:

NEW YORK Bob Wittig, UBC Sales Inc., 7 East 131st St., 212-224-1111
Carroll Larkin, Gen. Mgr., WBNX, 560 Fifth Avenue, 212-224-1111
MIAMI Art Gordon, Gen. Mgr., WFAB, 1034 Biscayne Blvd., 305-373-3100
CHICAGO Warren Daniels, UBC Sales Inc., 10-110 N. Michigan Ave., 312-224-1111
WASHINGTON, D.C. Shoreham Hotel, Suite - 101A, Tel. 202-638-4734

OLÉ! KMEX-TV CHANNEL 34

(and ARB for setting the record straight in Los Angeles)

KMEX-TV proves what Spanish International television stations have been doing all along . . . dominating the vast Southwestern Spanish language market!

KMEX-TV Monday through Friday 6:00 - 10:00 PM (July-August ARB)

60% share of audience Spanish speaking homes

Average homes delivered: 37,000

Ranks 6th in an 8 station market total women (18-19) delivered

Beats the Big V's 23-times total homes delivered

Beats the Big V's 135 times total women (18-39) delivered

Not bad for a Spanish language UHF station competing against seven V's!

Spanish language TV is doing the same or better in our other six markets. We'll soon have ARB proof of this too!

SPANISH INTERNATIONAL NETWORK



SPANISH INTERNATIONAL NETWORK

250 Park Avenue, New York 17, N. Y.
OXford 7-0585

721 North Bronson, Hollywood 38, Cal.
HOLlywood 6-8131