

Nielsen next week will introduce a monthly report called **Network Radio's Leading Advertisers**.

It will show the **top 20 buyers of network radio time** in terms of (1) total number of home-delivered broadcasts per month and (2) total number of home-delivered commercial minutes per month.

Though final price of the packages are yet to be worked out, the tv networks this week started to put out feelers for sponsorship prospects of the **Presidential convention and election returns in 1960**.

CBS's package for the events in 1956 covering both tv and radio ran somewhat over \$5 million.

Here's a radio development that maybe worth watching: **Two leading independent groups—Storz and McLendon—are making some changes in music policy.**

Storz' **KOMA, Oklahoma City**, has taken the accent off current pop releases and put it on **long-playing albums**, while McLendon's **KBAL (formerly KROW), San Francisco**, deserted the ranks of rock-'n'-roll for what the station termed "**good music.**"

Network tv finished the first quarter of this year with gross time billings of \$156,480,418, or 8.9% better than in 1958.

For March of 1959 alone, the collective edge was 12.2%. The March billings per network (and percentage margins over 1958): **ABC TV, \$11,565,031, 23%**; **CBS TV, \$23,226,385, 9.5%**; **NBC TV, \$20,728,315, 9.8%**. Total: \$55,519,731.

Plan-Ahead Dept.: NBC TV already is troubled by what may happen to its evening schedules this fall should the Los Angeles Dodgers or the San Francisco Giants be a party to the World Series.

California goes back to standard time at the end of September, putting it **four hours behind New York time**. One o'clock starting time in the Coast will be 5 o'clock EDST. Should the games run over substantially, **early evening shows would be knocked off**, in addition to the NBC News.

As the result of its award of more Whitehall business (notably Dristan), Tatham-Laird moves up a notch among leading Chicago agencies.

The Whitehall allocation (\$7 million) also makes **Dristan Chicago's second biggest drug account**, exceeded only by the approximately \$16 million spent by Miles Laboratories via Geoffrey Wade.

The five leading Chicago-based agencies line up thus in total billings:

1) **Leo Burnett, \$100 million**; 2) **Grant, \$96 million**; 3) **Needham, Louis & Brorby, \$38 million**; 4) **Tatham-Laird, \$25 million**; and 5) **Wade, \$18 million.**

(See **Newsmaker of the Week**, page 4, for more on Dristan shift.)

All three tv networks this week were in the process of tacking down some more or less important night-time sales for the fall.

The Sunday 9-9:30 p.m. period on ABC TV has gone to **L&M and P&G for the Rebel**, of the western species. That gives **L&M four shows on that network and P&G five.**

For other news coverage in this issue, see **Newsmaker of the Week**, page 4; **Spot Buys**, page 52; **News and Idea Wrap-Up**, page 78; **Washington Week**, page 73; **SPONSOR Hears**, page 76; **Tv and Radio Newsmakers**, page 90; and **Film-Scope**, page 74.