

# AIR MEDIA BASICS

THE UN-COMMON DENOMINATOR OF

SHAKESPEARE  
CAESAR  
BARNUM  
TEXAS GUINAN  
...WAS  
SALESMANSHIP

Whatever their product . . . whatever their  
they knew how to sell it. And . . . whatever  
your product, whatever your service,  
BALABAN STATIONS know how to sell it.  
BALABAN sells . . . and people BUY!



THE BALABAN STATIONS:

John F. Box, Jr., Managing Director

Most Experienced Flagship Stations in the Nation

ST. LOUIS WRIT-MILWAUKEE

KBOX-DALLAS

ationally by Robert E. Eastman & Co., Inc.

Sold Nationally by the Katz Agency, Inc.

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Part I: New York & Chicago

# TELEVISION

## The Principal TASO Findings on

### June PROCEEDINGS presents an exclusive report of world-wide significance

IRE is proud to present, in June 1960 Special Issue of PROCEEDINGS, the findings of a team of 271 engineers who for 2½ years conducted studies of world-wide significance for the future of television. The *Television Allocations Study Organization*—formed by the TV industry in 1956 at the FCC's request—has exhaustively analyzed the engineering factors underlying allocation of frequencies for VHF and UHF television broadcasting.

As the number of television services grows, a better use of TV channels becomes increasingly important. TASO engineers first drew up specifications for measuring TV field strengths; then sifted data on field strengths of VHF and UHF. They have discovered reasons for hitherto unexplained deviations, and have also sought to establish a relation between field strength and picture quality.

How good are directional TV transmitting antennas? The results of extensive field tests are analyzed. To what extent do interfering signals and noise affect picture quality? How accurately can one predict an interfering field? These and other questions are answered.

#### List of contents:

##### BE SURE YOU READ THESE ARTICLES!

- "Television Allocations Problems" by E. W. Allen, Federal Communications Commission
- "The Television Allocations Study Organization"—a Summary of its Objectives, Organization and Accomplishments" by George R. Town, exec. dir. of TASO; Iowa State University
- "Measurement of Television Field Strengths in the VHF and UHF Bands" by H. T. Head, A. O. Ring and Associates; and Ogden L. Prestholdt, CBS-TV
- "Forecasting Television Service Fields" by Alfred H. LaGrone, University of Texas
- "Influence of Trees on Television Field Strengths at Ultra-High Frequencies" by H. T. Head
- "Tropospheric Fields and their Long-Term Variability as reported by TASO" by Philip L. Rice, National Bureau of Standards
- "Picture Quality—Procedures for Evaluating Subjective Effects of Interference" by G. L. Fredendall and W. L. Behrend, RCA Labs.
- "Measurement of the Subjective Effects of Interference in Television Reception" by Charles E. Dean, Hazeltine Research Corp.
- "Studies of Correlation between Picture Quality and Field Strength in the United States" by C. M. Braun and W. L. Hughes, Iowa State University
- "Relative Performance of Receiving Equipment as reported by TV Servicemen" by Holmes W. Taylor, Burroughs Corp.
- "VHF and UHF Television Receiving Equipment" by William O. Swinyard, Hazeltine Research Corp.
- "Findings of TASO Panel I on Television Transmitting Equipment" by H. G. Towison of General Electric Co. and J. E. Young, RCA
- "Determining the Operational Patterns of Directional TV Antennas" by F. G. Kear, of Kear and Kennedy, and S. W. Kershner, of A. O. Ring and Assoc.
- "Sound-to-Picture Power Ratio" by Knox McIlwain, Burroughs Corp.
- "Presentation of Coverage Information" by O. C. Livingston, Sylvania Electric Products, Inc.
- "The Television System from the Allocation Engineering Point of View" by Robert M. Bowie, Sylvania Research Labs.



So important are the TASO findings that IRE has allocated 120 pages to them. If you are not already an IRE member, we suggest you send in the coupon below to reserve a copy, for the June 1960 PROCEEDINGS will surely remain the definitive work on VHF and UHF TV for many years to come.

**THE INSTITUTE OF RADIO ENGINEERS**  
1 East 79th Street • New York 21, N. Y.



- Enclosed is \$3.00.
- Enclosed is company purchase order for the June, 1960 issue on Television.

All IRE members will receive this June issue as well as Extra copies to members, \$1.25 each (only one to a member).

Name .....

Company .....

Address .....

City & State .....

You can  
do better  
with spot\*

The KATZ  
AGENCY

NATIONAL ADVERTISING REPRESENTATIVES

\*much better

# AIR MEDIA BASICS INDEX



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Cost Basics starts on.....page 16

This section includes two charts helpful in eliminating the time consuming task of estimating costs of spot radio and television campaigns, based on length, day and night discounts

Timebuyer's Tools starts on.....page 20

This handy material is designed to make a timebuyer's life easier. A renewal and expiration date calendar for schedules of various lengths and a chart showing sunset times by months

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The reach of radio and tv stations are easy to calculate with these simplified coverage charts. The charts take into account station power, frequency and terrain. Uhf map is also included

Ratings Basics starts on .....page 28

Timebuyers of all stages will find this rating, audience and share information a valuable asset in effective buying. Includes explanations of research terminology and cumulative audience

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Radio set production through the years as well as retail sales are shown here. The picture of popularity by type of set emphasizes new improvements and contributions to the radio industry

In-Home Listening starts on .....page 4

The in-home radio audience, analyzed from many angles, makes up this section. Interesting and informative details cover listening by hours of the day, by seasons and territories

Out-of-Home Listening starts on.....page 6

The bonus dimension of radio's out-of-home audience is separated and listed in this part. Accent is on the seasonal effect of out-of-home listening during winter and summer months

FM Basics starts on .....page 6

Fm radio's sudden popularity in the modern household makes it necessary to provide informative data on this fast growing medium. Facts include market penetration, homes, production

Spending and Costs starts on.....page 7

Valuable data covering advertiser expenditures and rates are collected in this section for complete and quick reference. They cover network, spot, local spending plus total market revenue

Network Patterns is on.....page 8

The difficulty to obtain research material on network radio in recent years has been challenged with this section. It contains ratings, audience composition and other data on top programs

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Here's where facts on the rapid accumulation of the radio audience, an important audience measurement, are compiled. Cumulative figures shown include daily, weekly and monthly circulation



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This section consists of the basic figures in tv advertising. Home saturation, location of homes, number of sets and stations are collected and put into easy-to-follow charts, graphs and trends



**THE MIRACLE OF MOTIVATION**

**SIGMUND FREUD** reversed the traditional thought of centuries by emphasizing the subconscious mental functions that motivate people to action. Here was a creative genius. Through his writings, he sold the world an entirely new concept: psychoanalysis. He has been called many things — now a salesman. WRIT has revised the traditional concept of radio programming. Its music, dominant personalities and public services form a powerful voice that sells your products and services on every level of consciousness in the big Milwaukee market. WRIT, above all, is a salesman! No wonder wonderful WRIT is first in Milwaukee. (June-July Nielsen.)

**WRIT MILWAUKEE**  
SOLD NATIONALLY BY ROBERT E. EASTMAN & CO., INC.

WIL  
St. Louis  
KBOX  
Dallas  
WRIT  
Milwaukee

**THE BALABAN STATIONS**  
*in tempo with the times*  
JOHN F. BOX JR., Managing Director

Set Production is on...page 90

The latest set production and retail sales picture together with trends dating back to the birth of television reveals tv's rapid growth. Also included are the total number of sets sold by type

Viewing Habits starts on...page 91

Shown here is a comprehensive and complete rundown of the television audience. Some categories covering daytime and nighttime viewing are: audience composition; cumulative data

Summer Viewing Habits starts on...page 102

The controversial subject of summer television has merited separate treatment. Emphasis is put on audience decline and gains during early viewing hours. Also—studies by territory

Spending and Costs starts on...page 108

Here are the figures on television spending through the years and how the advertisers divide their money among network, spot and local media. Also shown are spending by industries

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Here is an estimator of time and film costs and their ranges in 50 markets, a listing of what big regional buyers are using plus an alphabetical guide to shows now active in syndication

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# TIMEBUYERS OF THE U.S.

TIMEBUYERS OF THE U. S. starts on...page 144

This listing, the first part of which appears in Air Media Basics, includes most of the men and women in U.S. agencies connected with the buying of national radio/television time. A total of 19 cities is included (plus a few others) where 90% of the spot business is placed. Air Media Basics contains the most important part of this—buyers in New York City and Chicago. This listing shows agencies in alphabetical order, their accounts and the media executives and timebuyers responsible for the accounts. Material is updated from the winter-spring 1960 edition of *Time Buyers Register*. The material was updated from three sources: (1) replies from agencies to a questionnaire sent out by SPONSOR seeking the latest personnel information; (2) published data in SPONSOR's weekly WRAP-UP section; and (3) miscellaneous sources. Rest of list covering the other cities will appear in succeeding weekly issues of SPONSOR



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### STAFF FOR SPONSOR'S 14TH ANNUAL AIR MEDIA BASICS

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**6 FOR 7... .857**

pretty good batting average in anybody's league

**36 1<sup>sts</sup> out of 42  
daytime quarter hours**

**in April Nielsen**

**Monday thru Friday, 7:30 a.m. - 6 p.m.**

*... and May ARB confirms WJBK-TV's leadership with  
22% greater share of audience than Detroit's  
No. 2 station from sign-on to sign-off.*

**STORER station**

**WJBK-TV DETROIT  
CHANNEL 2 CBS**

**NATIONAL REPRESENTATIVES: THE KATZ AGENCY**



**WHAT'S  
BEHIND  
THIS  
REMARKABLE  
GROWTH  
STORY?**



*ABC Television has been growing rapidly. Next fall we will present our most ambitious schedule, with a program investment of well over \$3,250,000 per week. This is an advertisers' vote of confidence in the accelerated progress of ABC Television. Significant indications of ABC's drive to leadership are:*

**AUDIENCE GROWTH:** In prime time, ABC today is in a dead heat with one network and well ahead of the other in the competitive markets, according to Nielsen. In national evening circulation, ABC has passed one network and is closing the gap on the other.

**COST EFFICIENCY:** ABC's cost per thousand homes per commercial minute for 1959-60 was \$3.15, compared to Network Y's \$3.37 and Network Z's \$3.99, delivering from 7% to 26% more homes per ad dollar. This Nielsen data is for the full season, October '59 through April '60 . . . for the full week, Sunday through Saturday . . . for the full evening, 6 to 11 P.M.

**PUBLIC SERVICE:** ABC's meaningful breakthrough in the public service and educational fields is evidenced by Bell & Howell's sponsorship of 15 provocative, controversial special telecasts, and by their co-sponsorship of the weekly *Winston Churchill* series. Ralston, in sponsoring *Expedition*, returns for a fourth year of regularly scheduled educational programs. Both advertisers are making key contributions to the vitality of ABC's expanded efforts in this area.

**SPORTS LEADERSHIP:** Broadening the spectrum of its program appeal, ABC Television has become the Number One network in variety and extent of sports coverage. Sportscasts will include NCAA football, the new American Football League pro games, All-Star golf, major league baseball, and the only weekly boxing show.

**SPECIALS:** Programs such as the Bing Crosby Specials, Peter and the Wolf, Maurice Chevalier's Invitation to Paris, Elvis Presley and Frank Sinatra have enjoyed considerable success. They have, in fact, averaged a greater share of audience than any other network, according to the National Nielsen data for the 1959-1960 season. To maintain this leadership through the coming season, ABC will present specials featuring Bing Crosby, Debbie Reynolds, Victor Borge and John Wayne. Also scheduled is a two-part presentation of the biblical tale, "David The Out-Law," produced in Israel and starring Jeff Chandler.

**EXPANDED DAYTIME:** ABC audiences (12-4 P.M.) are up 72% this season over last, and are delivered at television's best cost efficiency. On October 10, another

daytime hour will be added, starting ABC's broadcast day at 11 A.M. The new schedule will include established favorites such as *Queen For A Day*, *The Texan* and an exciting new series, *Road To Reality*.

**ADVERTISER ACCEPTANCE:** An unmistakable trend is spelled out in the January-April gross time figures for 1960. ABC-TV's nighttime billings are up 30% over the previous year. And ABC-TV is the only network with a daytime increase.

*In the dynamic TV medium, it is essential to look ahead. The momentum ABC has gathered has been translated into its program schedule. Embracing greater scope and depth than any ABC has yet offered, it incorporates more power to inform and entertain. This lineup has been enthusiastically received. There are only a few remaining availabilities, including some in the best vehicles. With the support of its advertisers, ABC-TV will continue to climb in 1960-61. And all efforts—building audiences, developing broader base of programs, maintaining top cost efficiency—are aimed at one immediate result: to provide maximum service to the public and to the advertiser.*

**For Members of Advertising Agencies and Advertisers, this summer project:** Pulse invites all users of Pulse data, subscribers and *non*-subscribers alike, to participate in a rewarding project closing September 1. Just answer . . .

**“HOW I USE PULSE DATA TO SOLVE A SPECIFIC PROBLEM.”**

A letter of around 400 words will do, no thesis! And a committee of experienced judges will pick the 20 best answers, announce who won what Oct. 1, as Pulse enters its 20th year of service:

- Frank G. Boehm, Vice President  
Research-Promotion-Advertising  
Adam Young Companies
- Daniel Denenholz, Vice President  
Research-Promotion  
The Katz Agency, Inc.
- W. Ward Dorrell, Vice President  
Research director, John Blair & Co.,  
Blair TV, Blair Television Associates
- Robert M. Hoffman, Director  
Marketing and Research  
Television Advertising Reps.
- Lawrence Webb, Managing Director,  
Station Representatives Ass'n, Inc.

#1

**\$500 Cash Award**—Uncle Sam's own engravings for your spend-it-yourself use

#2

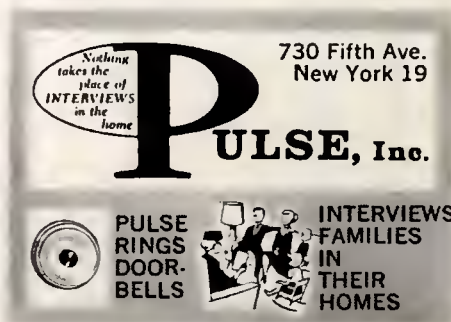
**\$349.95 Handsome RCA Console TV**, the Chadwick, 21-inch, twin-speaker model

#3

**\$275 magnificent all-transistor Zenith** portable; supersensitive, 9 wave-bands

**And 17 Bulova Bantam Radios, the tiny \$41.95 pocket-size, “jewelry-designed”** gold and ebony model, only 3¼ x 2¼ x 1” in handsome gift case. Precision-crafted, 6 transistors, 6 oz., including mercury battery. Big set-volume — amazing!

**“Nothing to buy—no boxtops.”** Get your entry certificate and details now from Pulse, 730 Fifth Avenue.





# TIMEBUYING BASICS

HERE IS A comprehensive and complete guide, full of useful facts for the tv/radio buyer. Routine and sometimes complicated everyday buying details are interpreted and put into easy-to-use time saving charts and graphs. The coverage of tv/radio signals can be estimated at a glance as well as cost of spot campaigns and expiration/renewal dates of schedules. Audience data together with advertising expenditures and explanations of radio/tv research terminology contribute to making the agency timebuyer's life easier

# JAC LEGOFF...

The Detroit Area's number 1 newscaster . . . and part of the big CKLW team that sells with personality and programming that is timely, compelling, effective.



ROBERT E. EASTMAN & CO., INC.  
Nat'l Radio Rep.

YOUNG TELEVISION CORP.  
Nat'l TV Rep.

An RKO General Station

**CKLW**  
CHANNEL 9 800 kc.

Essex Broadcasters, Inc.  
GUARDIAN BLDG. Detroit 26, Michigan

# TIMEBUYING BASICS

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FIFTY MILLION FRENCHMEN CAN'T BE WRONG TEXAS GUINAN

Texas Guinan's happy shout of "Hello, Sucker" to every customer who entered her restaurant—whether the senators, gangsters, or "Big Butter and Egg Men" from Iowa—endeared her to a generation. She made everyone feel at home in the Era of Wonderful Nonsense—and she made them feel at home as her customers. The secret of Texas Guinan's salesmanship was in real entertainment and warm hospitality—the keynote of Balaban programming in every market. WIL specializes in creating the happy mood to buy in the big St. Louis market through the power of dominant personalities and positive salesmanship. WIL is a powerful voice to sell your products and services in St. Louis, because WIL is, above all, a salesman. WIL is —first in Hooper, Nielsen and

# WIL ST. LOUIS

WIL St. Louis

KBOX Dallas

WRIT Milwaukee

THE BALABAN STATION

*in tempo with*

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. ...

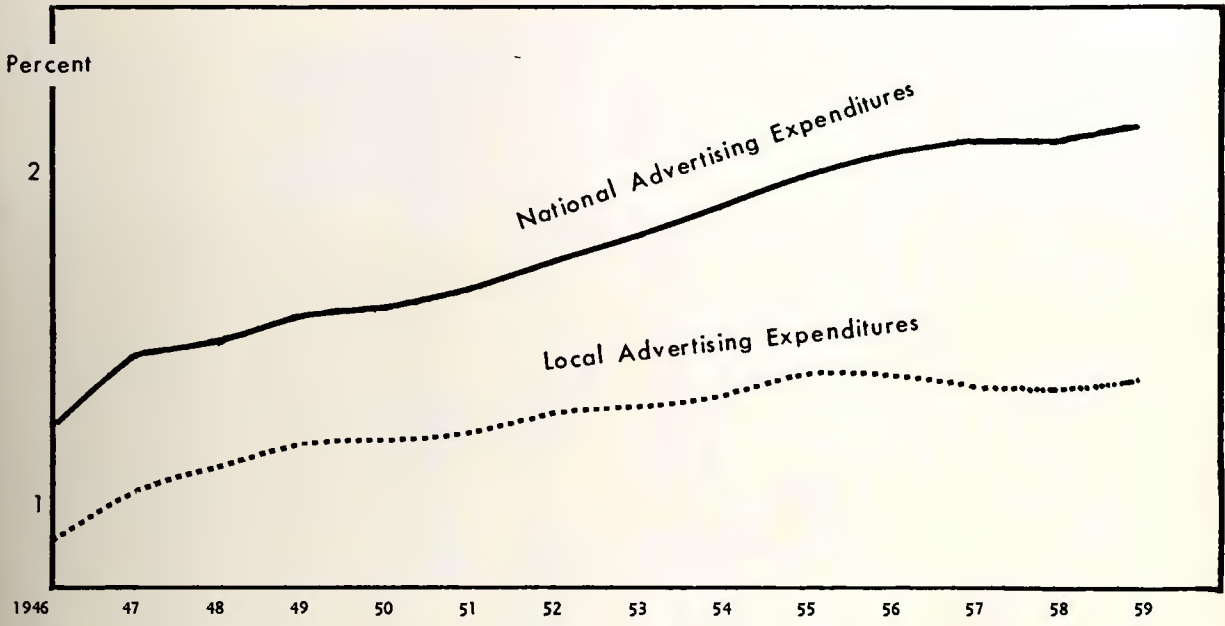


*Handwritten signature*

# ADVERTISING EXPENDITURE BASICS

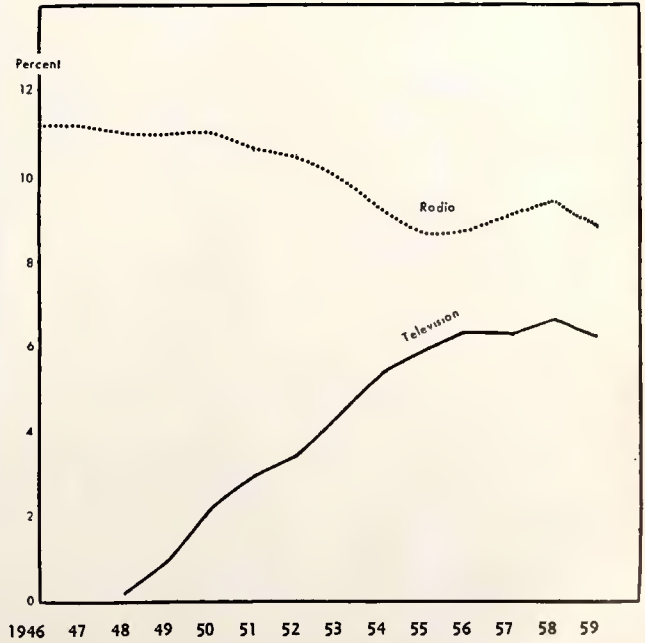
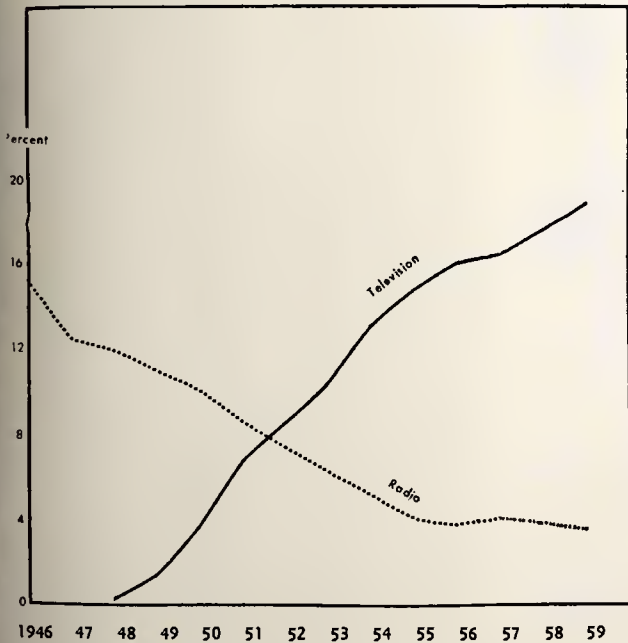
These are the advertising expenditure trends since World War II

National and local ad expenditures as a percent of disposable income



National tv and radio ad expenditures as a share of all national ad expenditures

Local tv and radio ad expenditures as a share of all local ad expenditures



The advertising estimates above were prepared by McCann-Erickson, the charts by CBS' Department of Economic Analysis. Note that these figures are percent and shares and not dollar figures.

## Here are the top 100 national advertisers for 1959

## Top spenders in all major media, ranked by total

|                               | Total       | Net Tv     | Spot Tv    | Spot Radio | Magazine   | Newspaper  | Outdoor    |
|-------------------------------|-------------|------------|------------|------------|------------|------------|------------|
| 1. P & G                      | 105,155,990 | 50,293,552 | 45,046,800 | .....      | 3,566,075  | 6,249,563  | .....      |
| 2. Gen. Motors Corp.          | 104,557,955 | 20,021,744 | 1,370,030  | 4,115,000  | 30,594,570 | 38,622,558 | 9,387,053  |
| 3. Gen. Foods                 | 60,801,466  | 20,890,321 | 14,599,400 | 705,000    | 10,506,752 | 13,738,272 | 361,721    |
| 4. Ford Motor                 | 59,784,731  | 12,048,187 | 3,438,840  | 7,280,000  | 11,898,223 | 19,679,452 | 59,784,731 |
| 5. Lever Brothers             | 56,766,422  | 32,734,955 | 14,118,940 | .....      | 3,035,760  | 6,876,767  | .....      |
| 6. Am. Home Products          | 51,065,995  | 28,109,458 | 10,657,620 | 616,000    | 6,894,898  | 3,967,967  | 820,052    |
| 7. Colgate-Palmolive Co.      | 49,168,121  | 22,478,524 | 13,879,890 | .....      | 5,509,165  | 7,300,542  | .....      |
| 8. Chrysler Corp.             | 46,524,351  | 9,507,266  | 989,090    | 4,129,000  | 12,509,927 | 18,095,839 | 46,524,351 |
| 9. R. J. Reynolds             | 38,593,094  | 16,123,827 | 4,252,450  | 4,800,000  | 5,224,466  | 8,192,351  | .....      |
| 10. Gen. Mills                | 30,376,551  | 12,919,237 | 3,237,710  | 594,000    | 6,470,535  | 7,064,547  | 90,519     |
| 11. Am. Tob. Co.              | 28,650,803  | 9,881,440  | 3,467,440  | 3,090,000  | 7,380,747  | 9,257,883  | 1,514,353  |
| 12. P. Lorillard Co.          | 28,605,747  | 12,825,558 | 4,177,170  | 3,100,000  | 1,410,619  | 6,779,442  | 312,958    |
| 13. Bristol-Myers             | 27,802,294  | 12,616,707 | 7,744,650  | 1,900,000  | 4,631,454  | 909,483    | .....      |
| 14. Gen. Elec. Co.            | 27,302,331  | 6,194,634  | 278,590    | .....      | 13,237,334 | 7,591,773  | .....      |
| 15. Distillers Corp.-Seagrams | 26,068,127  | 503,350    | .....      | .....      | 12,001,847 | 11,373,763 | 2,189,167  |
| 16. Liggett & Myers Tob.      | 25,898,892  | 11,591,507 | 2,948,590  | 3,600,000  | 4,305,759  | 3,262,609  | 190,427    |
| 17. Philip Morris, Inc.       | 22,395,275  | 8,595,078  | 4,387,270  | 710,000    | 2,834,981  | 4,998,560  | 869,386    |
| 18. Sterling Drug             | 21,694,565  | 12,975,463 | 3,660,910  | 1,025,000  | 2,015,622  | 2,017,570  | .....      |
| 19. Kellogg Co.               | 21,646,988  | 7,454,261  | 5,988,600  | .....      | 2,902,460  | 3,927,363  | 1,374,304  |
| 20. Nat'l. Dairy Products     | 21,586,521  | 6,395,377  | 1,445,980  | .....      | 6,440,970  | 6,545,894  | 758,300    |
| 21. Brown & Williamson        | 21,563,878  | 8,592,953  | 9,252,640  | .....      | 1,629,048  | 2,063,356  | 25,881     |
| 22. Gillette Co.              | 20,277,178  | 13,642,174 | 2,745,350  | 1,059,500  | 852,601    | 1,977,553  | .....      |
| 23. Campbell Soup Co.         | 19,032,753  | 4,766,675  | 492,060    | 1,400,000  | 7,309,745  | 4,906,207  | 158,066    |
| 24. Miles Labs.               | 18,432,408  | 7,420,515  | 7,830,830  | 1,100,000  | 444,203    | 1,636,860  | .....      |
| 25. Adell Chem. Co.           | 18,392,234  | .....      | 18,132,030 | .....      | .....      | 260,204    | .....      |
| 26. Warner-Lambert            | 17,784,459  | 2,362,794  | 10,690,620 | .....      | 2,913,681  | 1,817,364  | .....      |
| 27. Standard Brands           | 17,579,293  | 6,254,610  | 4,135,040  | 1,000,000  | 2,325,965  | 3,388,216  | 475,462    |
| 28. Continental Baking        | 16,013,272  | 776,135    | 10,806,480 | 1,215,000  | 86,500     | 2,208,705  | 920,452    |
| 29. Pillsbury Co.             | 15,586,318  | 4,222,514  | 2,712,080  | .....      | 3,346,367  | 5,305,357  | .....      |
| 30. Corn Prods. Refin.        | 15,502,920  | 4,521,697  | 4,226,190  | 800,000    | 4,086,289  | 1,459,015  | 409,729    |
| 31. Nat'l. Distillers         | 15,494,682  | .....      | .....      | .....      | 5,447,743  | 8,069,376  | 1,977,563  |
| 32. Anheuser-Busch            | 14,757,821  | 343,427    | 3,649,070  | 3,683,000  | 1,252,001  | 1,374,218  | 4,456,105  |
| 33. Nat'l. Biscuit Co.        | 14,237,719  | 7,599,142  | 2,130,880  | .....      | 2,006,974  | 2,500,723  | .....      |
| 34. Quaker Oats Co.           | 13,155,697  | 2,810,056  | 1,859,690  | 800,000    | 3,488,515  | 4,060,609  | 136,827    |
| 35. E. I. DuPont de Nemours   | 13,053,443  | 4,684,494  | 481,250    | .....      | 5,784,624  | 1,806,412  | .....      |
| 36. Eastman Kodak Co.         | 12,809,339  | 5,660,265  | 107,470    | .....      | 5,076,212  | 1,965,392  | .....      |
| 37. Am. Motors Corp.          | 12,421,759  | .....      | 1,153,770  | 435,000    | 2,325,556  | 8,507,433  | .....      |
| 38. Borden Co.                | 11,902,475  | 1,626,436  | 2,824,470  | 900,000    | 1,576,159  | 3,799,166  | 1,176,246  |
| 39. Coca-Cola Co.             | 11,783,721  | 375,180    | 3,567,960  | .....      | 4,264,663  | 1,197,957  | 2,377,961  |
| 40. Pharmaceuticals, Inc.     | 11,418,389  | 10,658,987 | 418,050    | .....      | 16,900     | 324,452    | .....      |
| 41. Revlon                    | 11,335,918  | 4,216,914  | 3,284,050  | .....      | 2,706,765  | 1,074,990  | 53,199     |
| 42. Schenley Indus.           | 11,069,364  | 136,379    | 28,210     | .....      | 3,354,945  | 7,549,830  | .....      |
| 43. Shell Oil                 | 11,047,121  | 112,185    | 2,451,710  | 1,500,000  | 1,134,557  | 2,566,606  | 3,282,063  |
| 44. Texaco, Inc.              | 11,037,216  | 6,198,830  | 649,380    | 1,870,000  | 1,523,033  | 580,640    | 245,333    |
| 45. Am. Tele. & Tele.         | 10,800,110  | 1,406,190  | .....      | .....      | 9,165,468  | 228,452    | .....      |
| 46. Goodyear Tire             | 10,688,210  | 1,559,205  | 74,980     | .....      | 5,846,356  | 3,207,669  | .....      |
| 47. Joseph Schlitz Brew.      | 10,171,781  | 1,410,407  | 1,850,150  | 2,710,000  | 1,991,886  | 295,724    | 1,913,614  |
| 48. Westinghouse Elec.        | 9,837,920   | 5,166,205  | 42,750     | .....      | 2,416,706  | 2,212,259  | .....      |
| 49. Ralston-Purina            | 9,783,045   | 4,414,520  | 1,808,340  | 1,352,000  | 708,019    | 860,445    | 639,721    |
| 50. Armour & Co.              | 9,714,387   | 4,599,368  | 1,291,160  | .....      | 2,279,209  | 1,544,650  | .....      |

Source: Leading National Advertisers; Television Bureau of Advertising; Radio Advertising Bureau; Bureau of Advertising; Outdoor Advertising, Inc. In some instances figures include both parent company and distributor expenditures.



## ADVERTISING EXPENDITURE BASICS

Here are the top 100 national advertisers for 1959 (Continued from preceding page)

|                                  | Total     | Net Tv    | Spot Tv   | Spot Radio | Magazine  | Newspaper | Outdoor   |
|----------------------------------|-----------|-----------|-----------|------------|-----------|-----------|-----------|
| 51. Carters Prods., Inc.         | 9,327,964 | 5,468,065 | 3,474,300 | .....      | 189,603   | 195,996   | .....     |
| 52. R.C.A.                       | 9,295,220 | 3,841,386 | 125,880   | .....      | 3,579,245 | 1,748,709 | .....     |
| 53. S. C. Johnson & Son          | 9,258,531 | 7,125,705 | 1,098,880 | .....      | 762,449   | 271,447   | .....     |
| 54. Esso Standard Oil (N. J.)    | 9,251,961 | 839,069   | 2,198,650 | 1,200,000  | 1,330,729 | 2,175,411 | 1,508,102 |
| 55. Studebaker-Packard           | 9,190,586 | 568,524   | 80,210    | 750,000    | 2,719,774 | 3,743,778 | 1,328,300 |
| 56. Firestone Tire & Rub. Co.    | 9,144,539 | 2,108,612 | .....     | 1,100,000  | 3,981,572 | 1,954,355 | .....     |
| 57. Standard Oil (Ind.)          | 9,121,958 | 424,573   | 1,767,900 | 610,000    | 169,670   | 3,252,097 | 2,897,718 |
| 58. Swift & Co.                  | 8,739,826 | 2,301,794 | 827,170   | .....      | 2,381,278 | 2,919,317 | 310,267   |
| 59. Pepsi-Cola Co.               | 8,683,356 | .....     | 2,984,590 | .....      | 1,519,925 | 3,222,211 | 956,630   |
| 60. Carnation Co.                | 8,479,524 | 2,640,848 | 584,590   | .....      | 1,929,693 | 2,987,661 | 336,732   |
| 61. Chesebrough-Ponds            | 8,300,016 | 2,271,639 | 1,419,880 | 1,670,000  | 2,224,397 | 714,100   | .....     |
| 62. H. Walker-Gooderham, W.      | 8,274,825 | .....     | .....     | .....      | 4,243,150 | 3,445,156 | 586,519   |
| 63. Scott Paper Co.              | 8,182,055 | 4,100,596 | 1,011,750 | .....      | 2,454,769 | 419,165   | 195,775   |
| 64. Johnson & Johnson            | 7,089,779 | 3,001,115 | 168,800   | .....      | 3,773,215 | 1,111,384 | 35,265    |
| 65. Wm. Wrigley Jr. Co.          | 7,794,626 | .....     | 2,749,420 | 500,000    | 712,744   | 1,444,073 | 2,388,389 |
| 66. Aluminum Co. of Am.          | 7,593,179 | 3,912,921 | 625,730   | .....      | 1,843,400 | 1,211,128 | .....     |
| 67. Nestle Co.                   | 7,382,299 | 1,980,761 | 2,581,390 | 590,000    | 921,132   | 1,309,016 | .....     |
| 68. Int'l. Latex Corp.           | 7,381,340 | .....     | 7,381,340 | .....      | .....     | .....     | .....     |
| 69. Beech-Nut Life Savers        | 7,163,027 | 4,829,370 | 636,840   | .....      | 637,410   | 1,049,407 | .....     |
| 70. H. J. Heinz                  | 7,144,510 | 2,847,490 | 28,040    | .....      | 1,425,265 | 2,843,715 | .....     |
| 71. Bayuk Cigars                 | 6,900,421 | 5,962,772 | 162,910   | .....      | 594,270   | 180,469   | .....     |
| 72. Alberto-Culver               | 6,675,537 | 5,140,407 | 1,535,130 | .....      | .....     | .....     | .....     |
| 73. U. S. Steel Corp.            | 6,525,651 | 3,225,820 | 48,660    | .....      | 2,233,065 | 927,458   | 90,648    |
| 74. Kimberley-Clark              | 6,502,330 | 3,291,632 | .....     | .....      | 2,341,413 | 814,949   | 54,336    |
| 75. Helene Curtis Ind's.         | 6,478,843 | 1,733,022 | 1,787,350 | .....      | 1,083,817 | 1,874,654 | .....     |
| 76. Eastern Air Lines            | 6,041,216 | .....     | 246,360   | 1,500,000  | .....     | 4,294,856 | .....     |
| 77. Vick Chemical                | 5,956,303 | 1,272,741 | 3,115,200 | .....      | 1,155,260 | 413,102   | .....     |
| 78. Am. Chicle                   | 5,828,120 | 3,331,580 | 2,496,540 | .....      | .....     | .....     | .....     |
| 79. Prudential Ins.              | 5,793,119 | 3,776,169 | .....     | .....      | 103,510   | 1,913,440 | .....     |
| 80. Drug Res. Corp.              | 5,736,269 | 2,453,349 | 2,742,900 | .....      | 124,825   | 415,195   | .....     |
| 81. Socony Mobil Oil Co., Inc.   | 5,538,033 | 1,139,832 | 572,490   | .....      | 836,750   | 2,850,711 | 138,250   |
| 82. Am. Airlines                 | 5,426,541 | .....     | 101,670   | 1,311,000  | 542,891   | 3,302,266 | 168,714   |
| 83. Texize                       | 5,408,460 | .....     | 5,360,900 | .....      | .....     | 47,560    | .....     |
| 84. Florida Citrus Comm.         | 5,328,066 | 1,022,992 | .....     | .....      | 1,852,309 | 2,452,765 | .....     |
| 85. Armstrong Cork Co.           | 5,323,875 | 2,998,265 | .....     | .....      | 2,117,760 | 207,850   | .....     |
| 86. 7 Up Co.                     | 5,285,488 | 1,419,930 | 507,770   | .....      | 2,146,783 | 401,971   | 809,034   |
| 87. J. A. Folger & Co.           | 5,230,338 | .....     | 3,722,440 | 735,000    | .....     | 532,509   | 240,389   |
| 88. Trans World Air.             | 5,195,105 | .....     | 21,500    | 925,000    | .....     | 3,635,011 | 613,594   |
| 89. Plough, Inc.                 | 5,143,958 | .....     | 1,405,460 | 1,420,000  | 855,895   | 1,263,772 | 198,831   |
| 90. Gulf Oil Corp.               | 5,112,267 | 1,492,450 | 823,010   | 415,000    | 1,198,500 | 478,319   | 704,988   |
| 91. Hunt Fds. & Indus.           | 5,100,743 | .....     | 52,850    | .....      | 4,499,440 | 548,453   | .....     |
| 92. Brown Forman Distill.        | 5,065,421 | .....     | .....     | .....      | 2,065,686 | 2,268,221 | 731,514   |
| 93. Sinclair Refin. & Oil        | 5,030,066 | 127,050   | 230,060   | 2,500,000  | 582,521   | 1,025,169 | 564,266   |
| 94. Sperry Rand Corp.            | 5,005,524 | 2,427,951 | .....     | .....      | 2,031,716 | 545,857   | .....     |
| 95. Atlantis Sales Corp.         | 4,982,013 | 1,255,175 | 1,403,850 | .....      | 1,766,940 | 556,048   | .....     |
| 96. B. F. Goodrich Co.           | 4,975,461 | 495,160   | 78,870    | .....      | 2,182,857 | 1,758,200 | 460,374   |
| 97. Heublein Inc., G. F. & Bros. | 4,913,827 | .....     | 1,273,310 | .....      | 1,792,126 | 1,716,558 | 131,833   |
| 98. Andrew Jergens Co.           | 4,821,435 | .....     | 2,923,670 | .....      | 1,258,669 | 639,096   | .....     |
| 99. Pan American Air.            | 4,733,956 | .....     | 523,600   | .....      | 1,694,911 | 2,488,295 | 27,150    |
| 100. Pabst Brewing               | 4,714,776 | .....     | 2,710,170 | .....      | .....     | 694,618   | 634,988   |

# COST BASICS

## How to figure the cost of a spot radio campaign

### A. Cost per minute announcement for spot radio campaigns in 150 markets or less

*(Based on a weekday schedule of 12 one-minute announcements per week for 13 weeks)*

| No. of markets  | Early morning-late afternoon | Daytime   | Evening   | One-time rate Daytime |
|-----------------|------------------------------|-----------|-----------|-----------------------|
| 1st 10 markets  | \$ 717.31                    | \$ 602.68 | \$ 524.68 | \$ 851.00             |
| 1st 20 markets  | 1,112.26                     | 947.50    | 864.50    | 1,297.50              |
| 1st 30 markets  | 1,480.07                     | 1,265.63  | 1,125.09  | 1,725.50              |
| 1st 40 markets  | 1,725.70                     | 1,475.13  | 1,255.09  | 2,017.25              |
| 1st 50 markets  | 1,970.40                     | 1,689.83  | 1,426.79  | 2,292.25              |
| 1st 60 markets  | 2,151.70                     | 1,838.78  | 1,548.05  | 2,491.25              |
| 1st 70 markets  | 2,295.83                     | 1,959.11  | 1,648.88  | 2,661.75              |
| 1st 80 markets  | 2,443.33                     | 2,088.41  | 1,757.58  | 2,831.25              |
| 1st 90 markets  | 2,544.35                     | 2,178.78  | 1,827.68  | 2,957.45              |
| 1st 100 markets | 2,649.91                     | 2,279.69  | 1,922.94  | 3,093.65              |
| 1st 110 markets | 2,746.19                     | 2,367.36  | 1,994.24  | 3,211.55              |
| 1st 120 markets | 2,839.30                     | 2,453.88  | 2,059.01  | 3,332.05              |
| 1st 130 markets | 2,926.33                     | 2,535.16  | 2,138.54  | 3,448.30              |
| 1st 140 markets | 3,009.58                     | 2,610.96  | 2,181.84  | 3,551.80              |
| 1st 150 markets | 3,084.63                     | 2,674.46  | 2,243.04  | 3,649.30              |

### B. How to calculate spot radio costs for campaigns of various lengths

#### SPOT RADIO ESTIMATING FORMULA

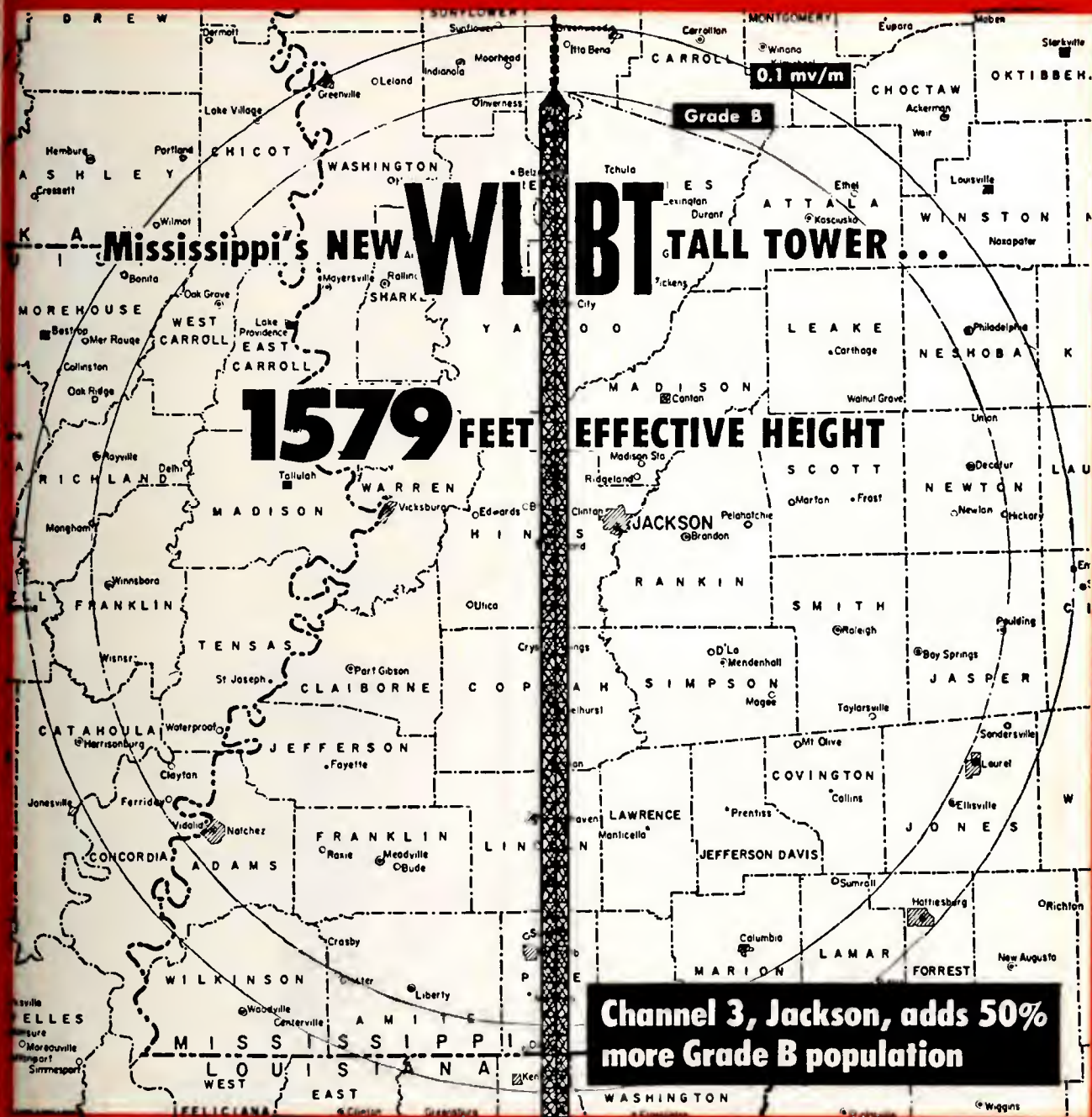
*(Based on one-minute announcement rates—100%=one-time daytime rate)*

#### COST PER ANNOUNCEMENT

| One-time rate              | Daytime 100% | Early morning-late afternoon 111% | Evening 85% |
|----------------------------|--------------|-----------------------------------|-------------|
| <b>12 anncts. per week</b> |              |                                   |             |
| 13 weeks                   | 74%          | 86%                               | 63%         |
| 26 weeks                   | 70           | 81                                | 59          |
| 39 weeks                   | 69           | 80                                | 59          |
| 52 weeks                   | 67           | 78                                | 57          |
| <b>24 anncts. per week</b> |              |                                   |             |
| 13 weeks                   | 63%          | 75%                               | 53%         |
| 26 weeks                   | 61           | 72                                | 52          |
| 39 weeks                   | 60           | 71                                | 51          |
| 52 weeks                   | 59           | 69                                | 50          |

The dollar figures above were put together by the Katz Agency. Rates, from November 1959 SRDS, are based on the use of one station in each market. The market list is ranked in order of the largest daytime weekly circulation shown by NCS No. 2. Early morning-late afternoon column is the average of rates between 7 & 9 a.m. and 4 & 6 p.m. Evening refers to the rate in effect for most hours between 6 and 11 p.m. and daytime for between 9 & 4 p.m. Estimating formula shows percentage for calculating 12- and 24-announcement campaigns of various lengths compared with the one-time daytime rate (the right-hand column in the top chart).

In other words the one-time daytime rate is used as an index 100 and costs of other campaigns are shown in relation to Example: The top 10 markets cost \$851 for 13 weeks of 12 one-minute announcements per market. A 12-announcement week campaign at night for 52 weeks would cost 57% of that or \$485. These figures cover minute announcements only. Costs cover plus offered by stations except that run-of-schedule and "fixed pre-emptible" discounts are not counted in prime time (except where they clearly apply to prime time).



**EMPIRE STATE BUILDING**  
1472 FEET WITH TV ANTENNAS

**WLBT TALL TOWER**  
1579 FEET

**WLBT TALL TOWER**

**1949 FEET ABOVE MEAN SEA LEVEL**



**EIFFEL TOWER**  
984 FEET

**Double the coverage area of Station B...**

**WLBT** CHANNEL **3**

**NBC-ABC**  
Maximum Power

JACKSON, MISSISSIPPI

See **HOLLINGBERRY**

## How to figure the cost of a spot tv campaign

### A. Cost per announcement for spot tv campaigns in 150 markets or less

| MARKETS         | NIGHTTIME         | DAYTIME                |             | DAYTIME                 |             | LATE NIGHT             |             |
|-----------------|-------------------|------------------------|-------------|-------------------------|-------------|------------------------|-------------|
|                 | 20 Sec. announce. | 1 Minute announcements |             | 20 Second announcements |             | 1 Minute announcements |             |
|                 | 1 Time            | 1 Time                 | 12 Per week | 1 Time                  | 12 Per week | 1 Time                 | 12 Per week |
| 1st 10 Markets  | \$ 8,790          | \$ 3,145               | \$ 1,723    | \$ 2,565                | \$ 1,408    | \$ 5,615               | \$ 3,698    |
| 1st 20 Markets  | 12,530            | 4,410                  | 2,474       | 3,650                   | 2,053       | 7,530                  | 4,998       |
| 1st 30 Markets  | 15,200            | 5,525                  | 3,140       | 4,613                   | 2,607       | 8,935                  | 5,872       |
| 1st 40 Markets  | 17,630            | 6,545                  | 3,849       | 5,492                   | 3,192       | 10,079                 | 6,696       |
| 1st 50 Markets  | 19,740            | 7,372                  | 4,345       | 6,177                   | 3,603       | 10,999                 | 7,255       |
| 1st 60 Markets  | 21,555            | 8,112                  | 4,775       | 6,820                   | 3,981       | 11,795                 | 7,789       |
| 1st 70 Markets  | 23,305            | 8,840                  | 5,212       | 7,467                   | 4,370       | 12,554                 | 8,253       |
| 1st 80 Markets  | 24,570            | 9,350                  | 5,522       | 7,916                   | 4,645       | 13,239                 | 8,648       |
| 1st 90 Markets  | 25,810            | 9,900                  | 5,955       | 8,409                   | 5,003       | 13,802                 | 9,060       |
| 1st 100 Markets | 26,763            | 10,360                 | 6,255       | 8,811                   | 5,267       | 14,290                 | 9,393       |
| 1st 110 Markets | 27,808            | 10,820                 | 6,592       | 9,224                   | 5,566       | 14,813                 | 9,762       |
| 1st 120 Markets | 28,723            | 11,246                 | 6,871       | 9,613                   | 5,823       | 15,269                 | 10,124      |
| 1st 130 Markets | 29,430            | 11,576                 | 7,072       | 9,918                   | 6,007       | 15,622                 | 10,340      |
| 1st 140 Markets | 30,260            | 11,948                 | 7,304       | 10,275                  | 6,229       | 16,035                 | 10,642      |
| 1st 150 Markets | 31,086            | 12,331                 | 7,588       | 10,617                  | 6,484       | 16,465                 | 10,951      |

Part of a regular survey of spot tv costs by the Katz Agency, the dollar figures at top are based on one station per market. Highest rates per market are used for the one-time figures along with the discount prices on the same station. Rates are per SRDS, March, 1960. To calculate costs for more than one announcement, two formulas are shown below the dollar figures. The frequency discount figures are based on total units used within a contract year, the weekly plan figures for units used within a week. Shown at bottom are ratios comparing daytime and late night announcements with nighttime announcements (index: 100) and comparing 20- and 10-second announcements both night and day with minutes (index: 100).

### B. Formulas for estimating spot tv budgets

#### FREQUENCY DISCOUNTS

|                     | 13 Times | 26 Times | 52 Times | 104 Times | 156 Times | 260 Times |
|---------------------|----------|----------|----------|-----------|-----------|-----------|
| Nighttime (20 sec.) | 1/2%     | 3%       | 6%       | 8%        | 9 1/2%    | 11%       |
| Daytime (minutes)   | 1/2%     | 4 1/2%   | 11%      | 13%       | 15 1/2%   | 17%       |

#### WEEKLY PLANS

|                           | Average Discount from 1-Time Rate—Daytime |          |          |          |
|---------------------------|---|----------|----------|----------|
|                           | 1 Week                                    | 13 Weeks | 26 Weeks | 52 Weeks |
| 6 announcements per week  | 24 1/2%                                   | 26%      | 28 1/2%  | 32%      |
| 12 announcements per week | 42%                                       | 43%      | 44 1/2%  | 47%      |

### C. Announcement cost ratios

|             |      | Nighttime   | Daytime |
|-------------|------|-------------|---------|
| Nighttime:  | 100% | Minute:     | 100%    |
| Daytime:    | 32   | 20-seconds: | 85      |
| Late night: | 40   | 10-seconds: | 44      |

# WIDGETS, MERMAIDS AND ELEPHANTS P. T. BARNUM

American legend in his own lifetime, Phineas Taylor Barnum styled himself "The Prince of Humbugs". His advertising copy surpassed anything in the subsequent history of publicity in intensity and selling power. Here was a salesman of gigantic stature, who sold the world such exotic oddities as Tom Thumb, the Fiji Mermaid and Jumbo. Today, their very names are imbedded in the language we speak. Barnum was a showman above all, Old P.T. was a salesman! Showmanship and effective selling keynote the Balaban policy. Original programming and dominant personalities make KBOX a powerful voice to sell your products and services with maximum effect under the Big Top in Big D. KBOX is a showman—but above all, KBOX is a salesman!

# KBOX DALLAS

WIL  
St. Louis  
KBOX  
Dallas  
WRIT  
Milwaukee

## THE BALABAN STATIONS

*In tempo with the times*

John F. Box, Jr., Managing Director

Sold Nationally by The Katz Agency Inc.



# TIMEBUYER'S TOOLS

## How do U. S. temperatures vary by months of the year

### Selling temperatures for spot tv/radio advertisers

|                               | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Ave. |
|-------------------------------|------|------|------|------|-----|------|------|------|-------|------|------|------|------|
| Albany                        | 22   | 23   | 33   | 45   | 57  | 67   | 71   | 70   | 62    | 51   | 39   | 26   | 47   |
| Asheville-Green-Spart.        | 39   | 41   | 47   | 55   | 63  | 71   | 74   | 73   | 68    | 57   | 47   | 40   | 56   |
| Amarillo                      | 35   | 40   | 46   | 56   | 64  | 74   | 78   | 77   | 69    | 59   | 45   | 37   | 57   |
| Atlanta                       | 45   | 47   | 53   | 62   | 70  | 78   | 80   | 79   | 74    | 63   | 52   | 45   | 62   |
| Baltimore                     | 37   | 37   | 45   | 54   | 65  | 74   | 78   | 76   | 70    | 59   | 48   | 39   | 57   |
| Beaumont-Port Arthur          | 53   | 56   | 60   | 68   | 74  | 80   | 82   | 82   | 78    | 70   | 59   | 54   | 68   |
| Birmingham                    | 45   | 48   | 54   | 62   | 70  | 77   | 80   | 79   | 75    | 64   | 52   | 46   | 62   |
| Boston                        | 29   | 29   | 38   | 47   | 58  | 67   | 72   | 72   | 64    | 55   | 44   | 33   | 51   |
| Buffalo                       | 25   | 25   | 33   | 44   | 55  | 65   | 71   | 69   | 62    | 51   | 40   | 29   | 47   |
| Charleston, S. C.             | 51   | 53   | 58   | 66   | 73  | 80   | 82   | 81   | 78    | 68   | 59   | 52   | 67   |
| Charleston-Huntington, W. Va. | 36   | 38   | 45   | 55   | 64  | 72   | 75   | 74   | 69    | 57   | 46   | 38   | 56   |
| Chicago                       | 25   | 27   | 37   | 48   | 59  | 69   | 75   | 73   | 66    | 54   | 40   | 28   | 50   |
| Charlotte, N. C.              | 40   | 48   | 51   | 59   | 70  | 77   | 80   | 80   | 70    | 63   | 50   | 53   | 62   |
| Cincinnati                    | 33   | 35   | 43   | 54   | 64  | 73   | 77   | 75   | 69    | 57   | 45   | 35   | 55   |
| Cleveland                     | 28   | 29   | 37   | 47   | 59  | 69   | 74   | 72   | 66    | 54   | 42   | 31   | 51   |
| Columbia, S. C.               | 48   | 49   | 56   | 64   | 72  | 79   | 81   | 80   | 76    | 65   | 55   | 48   | 64   |
| Columbus                      | 30   | 31   | 40   | 50   | 61  | 71   | 74   | 72   | 66    | 54   | 42   | 32   | 52   |
| Corpus Christi                | 56   | 59   | 64   | 71   | 77  | 81   | 83   | 83   | 80    | 74   | 64   | 58   | 71   |
| Davenport                     | 24   | 28   | 38   | 51   | 62  | 72   | 77   | 75   | 67    | 55   | 40   | 28   | 51   |
| Denver                        | 29   | 32   | 38   | 48   | 56  | 66   | 73   | 71   | 63    | 52   | 39   | 32   | 50   |
| Des Moines                    | 22   | 26   | 37   | 50   | 61  | 71   | 76   | 74   | 66    | 54   | 38   | 26   | 50   |
| Detroit                       | 26   | 27   | 35   | 46   | 58  | 68   | 73   | 71   | 64    | 53   | 40   | 29   | 49   |
| Duluth-Superior               | 10   | 13   | 25   | 38   | 49  | 59   | 66   | 65   | 56    | 45   | 29   | 15   | 39   |
| Fargo                         | 7    | 11   | 25   | 42   | 55  | 65   | 71   | 69   | 59    | 46   | 28   | 13   | 41   |
| Ft. Worth-Dallas              | 45   | 50   | 56   | 66   | 73  | 81   | 85   | 85   | 78    | 68   | 56   | 48   | 66   |
| Grand Rapids-Kal.             | 23   | 24   | 32   | 45   | 56  | 67   | 71   | 70   | 62    | 50   | 38   | 27   | 47   |
| Harrisonburg                  | 33   | 35   | 43   | 52   | 63  | 70   | 74   | 72   | 67    | 55   | 44   | 35   | 54   |
| Honolulu                      | 72   | 72   | 72   | 73   | 75  | 77   | 78   | 78   | 78    | 77   | 75   | 73   | 75   |
| Houston                       | 54   | 58   | 63   | 70   | 76  | 82   | 84   | 84   | 80    | 73   | 62   | 56   | 70   |
| Indianapolis                  | 31   | 33   | 42   | 53   | 64  | 74   | 78   | 76   | 69    | 58   | 44   | 33   | 55   |
| Jacksonville, Fla.            | 57   | 59   | 63   | 69   | 75  | 80   | 82   | 82   | 79    | 71   | 63   | 58   | 70   |
| Kansas City                   | 30   | 35   | 44   | 56   | 66  | 75   | 81   | 79   | 71    | 60   | 44   | 34   | 56   |
| Lansing                       | 24   | 24   | 33   | 45   | 56  | 67   | 71   | 69   | 62    | 50   | 38   | 27   | 47   |
| Little Rock                   | 42   | 46   | 53   | 63   | 70  | 78   | 82   | 81   | 75    | 64   | 52   | 44   | 62   |
| Los Angeles                   | 55   | 56   | 59   | 62   | 65  | 68   | 73   | 73   | 71    | 67   | 62   | 57   | 64   |
| Louisville                    | 35   | 37   | 46   | 56   | 65  | 74   | 78   | 76   | 70    | 59   | 46   | 37   | 56   |
| Lubbock                       | 41   | 39   | 52   | 58   | 73  | 80   | 80   | 78   | 74    | 64   | 45   | 44   | 61   |
| Madison, Wis.                 | 19   | 22   | 33   | 46   | 58  | 67   | 73   | 71   | 62    | 50   | 35   | 23   | 47   |
| Memphis                       | 42   | 44   | 52   | 62   | 70  | 78   | 81   | 80   | 74    | 64   | 51   | 43   | 62   |
| Miami                         | 68   | 69   | 71   | 74   | 77  | 80   | 82   | 82   | 81    | 78   | 72   | 69   | 75   |
| Milwaukee                     | 23   | 25   | 34   | 45   | 55  | 65   | 72   | 71   | 64    | 53   | 38   | 27   | 48   |
| Minneapolis                   | 15   | 18   | 31   | 46   | 58  | 68   | 74   | 72   | 62    | 50   | 33   | 19   | 46   |
| Mobile                        | 49   | 59   | 60   | 67   | 77  | 79   | 82   | 83   | 77    | 71   | 59   | 60   | 69   |
| Nashville                     | 40   | 42   | 50   | 60   | 68  | 77   | 80   | 79   | 73    | 62   | 49   | 42   | 60   |
| New Orleans                   | 56   | 58   | 63   | 70   | 76  | 82   | 83   | 83   | 80    | 73   | 62   | 57   | 70   |
| New York City                 | 33   | 33   | 41   | 50   | 61  | 70   | 75   | 73   | 67    | 57   | 46   | 36   | 53   |
| Norfolk                       | 42   | 42   | 49   | 56   | 66  | 75   | 77   | 76   | 72    | 61   | 51   | 43   | 59   |
| Oklahoma City                 | 38   | 42   | 50   | 61   | 69  | 78   | 83   | 82   | 75    | 64   | 50   | 41   | 61   |
| Omaha                         | 23   | 27   | 38   | 52   | 63  | 73   | 78   | 76   | 67    | 56   | 39   | 27   | 52   |
| Peoria                        | 25   | 28   | 38   | 51   | 61  | 71   | 76   | 74   | 66    | 55   | 40   | 29   | 51   |
| Philadelphia                  | 35   | 35   | 44   | 53   | 64  | 73   | 77   | 75   | 69    | 58   | 48   | 37   | 56   |
| Phoenix                       | 50   | 54   | 60   | 67   | 76  | 84   | 90   | 88   | 83    | 71   | 58   | 52   | 69   |
| Pittsburgh                    | 29   | 30   | 39   | 49   | 60  | 69   | 72   | 70   | 65    | 53   | 41   | 31   | 51   |
| Portland, Me.                 | 21   | 21   | 32   | 42   | 52  | 62   | 68   | 66   | 59    | 48   | 37   | 25   | 44   |
| Portland, Ore.                | 40   | 44   | 48   | 54   | 59  | 64   | 69   | 68   | 64    | 56   | 47   | 42   | 55   |
| Providence                    | 29   | 29   | 37   | 46   | 57  | 66   | 71   | 69   | 63    | 53   | 43   | 32   | 49   |
| Raleigh-Durham                | 41   | 43   | 50   | 58   | 67  | 76   | 78   | 77   | 73    | 61   | 50   | 42   | 60   |
| Richmond, Va.                 | 38   | 40   | 48   | 56   | 66  | 74   | 78   | 76   | 70    | 59   | 48   | 40   | 58   |
| Roanoke                       | 38   | 39   | 46   | 56   | 65  | 73   | 76   | 74   | 69    | 58   | 47   | 39   | 57   |
| Rochester                     | 25   | 24   | 33   | 45   | 56  | 67   | 71   | 69   | 62    | 51   | 40   | 28   | 48   |
| Sacramento                    | 45   | 51   | 55   | 59   | 65  | 71   | 75   | 74   | 71    | 64   | 54   | 47   | 61   |
| St. Louis                     | 33   | 37   | 45   | 56   | 66  | 76   | 81   | 79   | 71    | 61   | 46   | 36   | 57   |
| Salt Lake City                | 29   | 34   | 42   | 51   | 60  | 69   | 78   | 76   | 66    | 55   | 41   | 33   | 53   |
| San Antonio                   | 51   | 55   | 61   | 69   | 76  | 82   | 84   | 84   | 79    | 71   | 60   | 53   | 69   |
| San Diego                     | 55   | 56   | 58   | 60   | 63  | 66   | 69   | 70   | 69    | 65   | 61   | 57   | 62   |
| San Francisco                 | 50   | 53   | 55   | 56   | 57  | 59   | 59   | 59   | 62    | 61   | 57   | 52   | 57   |
| Seattle                       | 41   | 44   | 47   | 52   | 57  | 62   | 66   | 65   | 61    | 54   | 47   | 43   | 53   |
| Shreveport                    | 48   | 52   | 58   | 67   | 74  | 81   | 84   | 84   | 78    | 68   | 55   | 49   | 66   |
| Spokane                       | 25   | 30   | 38   | 46   | 55  | 61   | 70   | 68   | 52    | 49   | 36   | 21   | 47   |
| Syracuse                      | 26   | 25   | 34   | 46   | 58  | 68   | 72   | 70   | 63    | 52   | 41   | 29   | 49   |
| Tampa                         | 62   | 63   | 66   | 72   | 76  | 80   | 82   | 82   | 80    | 75   | 67   | 63   | 72   |
| Tulsa                         | 37   | 42   | 50   | 61   | 68  | 78   | 82   | 82   | 74    | 63   | 50   | 41   | 61   |
| Washington, D. C.             | 36   | 37   | 46   | 55   | 65  | 74   | 78   | 76   | 70    | 58   | 48   | 38   | 57   |
| Wichita                       | 32   | 37   | 45   | 56   | 65  | 75   | 81   | 80   | 72    | 60   | 45   | 35   | 57   |



TIMEBUYING

TIMEBUYER'S TOOLS

How to figure expiration and renewal dates fast

CALENDAR FOR RAPID CALCULATION OF EXPIRATIONS, RENEWALS

Table with columns for STARTING DATE, EXPIRATION OR RENEWAL DATE, and sub-columns for 13, 26, 39, and 52 weeks. It provides a grid for calculating dates from 1959 to 1961.

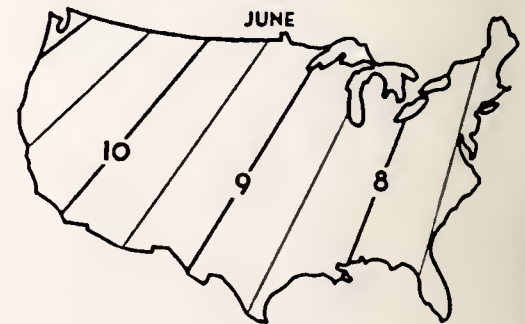
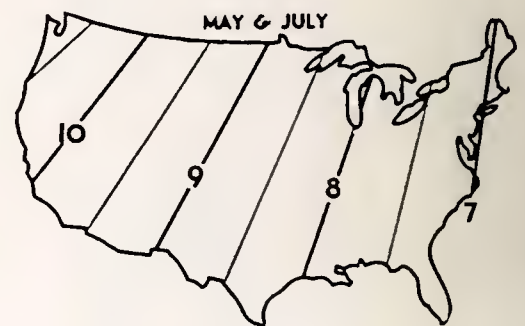
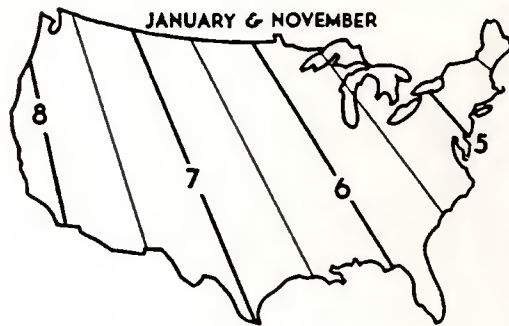
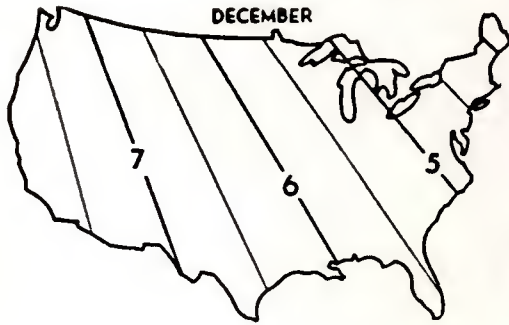
To calculate expiration date: Under starting date, use the day of the broadcast that ends the first week's cycle of your schedule. The date of final broadcast will be the same day of the week, on the same horizontal line under 13, 26, 39 or 52 weeks

To calculate renewal date: Under starting date, use the day of the broadcast that begins the second week's cycle of your schedule. The renewal date will be the same day of the week, on the same horizontal line under either 13, 26, 39 or 52 weeks

The above calendar is published courtesy of The Katz Agency, Inc., New York City

How network show buyers can figure out what part of the U. S. is in darkness (or not in darkness) when their program is aired

Sunset lines by months of the year



These NBC maps show what part of the country is in darkness at the start of and during your network program for each month of the year, based on New York Standard Time. For example: If your program starts at 8 p.m., N.Y.T., in April all stations to the east of the 8 p.m. line are in darkness. As the program progresses the sunset line moves westward. During Daylight Saving Time use the 7 p.m. line for your 8 o'clock program





**NEW Look! NEW Picture Quality! NEW 4½ inch I.O.**  
**... the First All-New TV Studio Camera in 8 Years!**

RCA's new monochrome television camera Type TK-12 is new in every sense of the word ... including startling new improvements in picture quality, significant new savings in operating costs and manpower, new features that help you sell!

**4½ INCH IMAGE ORTHICON.** This new camera uses a larger image orthicon picture tube—4½ inches in diameter. The 50 per cent greater tube size makes it possible to obtain far better picture detail than has been possible before.

**FUNCTIONAL STYLING.** A "new look" to identify this camera with the "new picture" has been given the TK-12, in the form of a distinguishing keystone shape. Functional in advantage, too, it provides space for an 8½ inch view finder instead of the usual 5 or 7 inch.

**NEW SAVINGS IN OPERATION.** High stability and reliability coupled with a brand new control concept, permit a single video operator to handle as many as six cameras. For the normal run he need be concerned with only two operating controls per camera.

**ONE MINUTE WARM-UP.** Camera set-up is the easiest ever! Turn it on and in one minute the picture is there. Quality pictures "snap in" each time you turn on camera.

**THE BEST PICTURE IN TOWN!** The extremely sharp picture, the beautiful rendition of gray scale and freedom from halo effect make this camera ideal for both "live" broadcast and TV tape recording.



Ask your RCA Representative for complete information. Or write to RCA, Broadcast and Television Equipment Division, Dept. YB-22, Building 15-1, Camden, N.J.

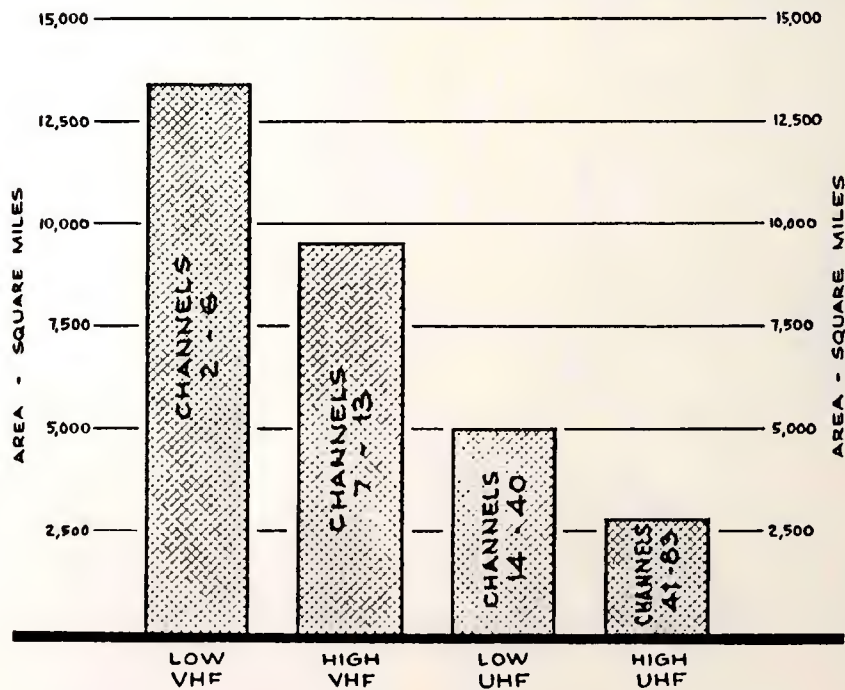
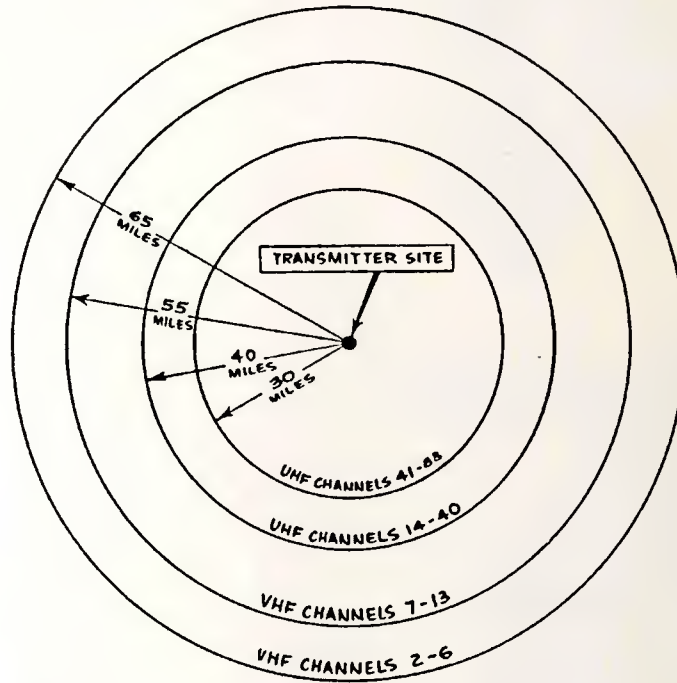


The Most Trusted Name in Electronics  
 RADIO CORPORATION OF AMERICA

# COVERAGE BASICS

The estimated distances covered by good quality tv signals

How vhf coverages compares with uhf



Using material from Television Allocations Study Organization (TASO), AMST chart shows that low-band vhf stations get out twice as far as high-band uhf outlets and cover, in terms of square miles, about five times as much territory

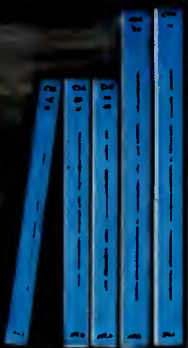
RESERVED FOR

## Nielsen Coverage Service



# '61

NCS '61—RADIO & TV



NCS '60—CANADA RADIO & TV



NCS '58 TV



NCS '56 RADIO



NCS '55 TV



NCS '57 RADIO



NCS '57 TV

## for complete radio and tv coverage facts

NCS '61 will separately report all U. S. counties including some 20 city areas in Alaska and Hawaii. NCS '61 will provide basic broadcast media data, coordinated with 1960 U. S. Census data and capable of being combined to meet any media or marketing requirement.

Since 1952, Nielsen Coverage Service has had industry-wide acceptance as the authentic and detailed source of tv and radio media-market information . . . county-by-county. Now NCS '61 is being readied by a permanent staff of coverage specialists and expert technicians in time for tie-in with the 1960 U. S. Census.

NCS, produced with proven techniques for maximum usefulness, is the only service providing authoritative coverage facts in complete county-by-county detail on:

### SET OWNERSHIP

Total homes . . . tv homes . . . radio homes  
(from the 1960 U. S. Census of Population)

### STATION CIRCULATION (daily, weekly, day-time, nighttime)

Each tv station . . . VHF or UHF  
(including direct or wire-line service)

Each radio station . . . AM or FM  
(including out-of-home listening)

Total radio use, county  
by county

### FOR ALL THE FACTS

Send for complete information on NCS '61 and find out how you can take advantage of substantial "multi-media" and "prompt purchase" discounts.

CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS  
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK  
575 Lexington Ave., MURray Hill 8-1020

MENLO PARK, CALIFORNIA  
70 Willow Road, DAVenport 5-0021

# Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

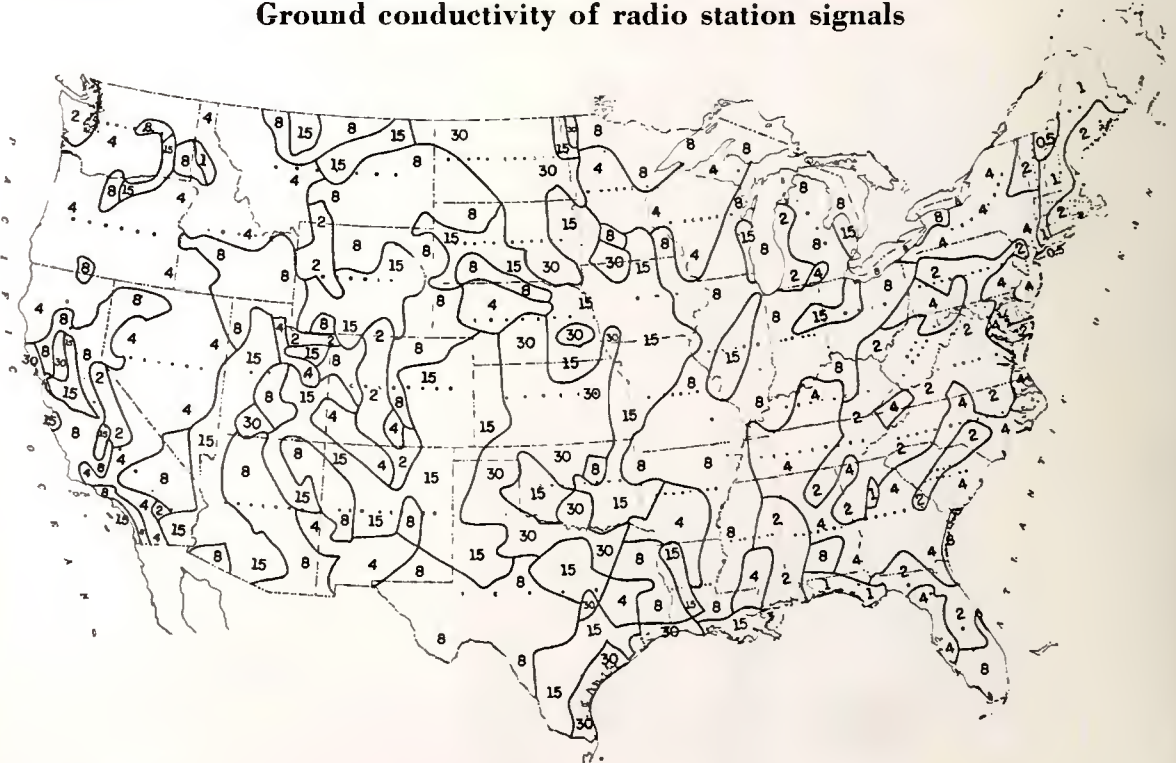
0404

**The reach of radio station signals (during the day)**

**Radio station coverage in miles by power, frequency and ground conductivity**  
(0.5 millivolt contour only)

| Ground conductivity | Kilocycles 1500 |           |             | Kilocycles 1000 |           |             | Kilocycles 550 |           |             |
|---------------------|-----------------|-----------|-------------|-----------------|-----------|-------------|----------------|-----------|-------------|
|                     | 250 watts       | 500 watts | 1,000 watts | 250 watts       | 500 watts | 1,000 watts | 250 watts      | 500 watts | 1,000 watts |
| <i>Very poor</i>    | 7 miles         | 10 miles  | 20 miles    | 9 miles         | 12 miles  | 23 miles    | 14             | 22        | 40          |
| <i>Fair</i>         | 18              | 27        | 52          | 20              | 32        | 62          | 24             | 37        | 73          |
| <i>Excellent</i>    | 43              | 63        | 99          | 50              | 77        | 122         | 60             | 90        | 143         |
|                     | 10,000 watts    |           |             | 50,000 watts    |           |             |                |           |             |
| <i>Very poor</i>    | 19              | 28        | 51          | 27              | 40        | 75          |                |           |             |
| <i>Fair</i>         | 46              | 72        | 138         | 68              | 103       | 190         |                |           |             |
| <i>Excellent</i>    | 112             | 170       | 270         | 150             | 220       | 340         |                |           |             |

**Ground conductivity of radio station signals**



**How to read the numbers in the map above:**  
 0.5-2 means very poor ground conductivity  
 4 means poor ground conductivity

8 means fair ground conductivity  
 15 means good ground conductivity  
 30 means excellent ground conductivity

The reach of radio signals is determined primarily by power, position on the dial and ground conductivity. More power means greater reach. Lower frequencies mean more reach than higher frequencies. Some types of land, particularly flat, moist prairie land, help signals get more reach than other types of land. The 0.5 millivolt contour is the practical limit to usable daytime reception, though, under certain circumstances, a 0.1 millivolt contour can be used as the "outer ring" of signal coverage. With 30 meaning excellent ground conductivity, seawater conductivity is estimated at 5,000.

Uhf stations are concentrated in the northeastern U. S.

AREAS WITHIN "CRITICAL DISTANCE" OF OPERATING UHF TELEVISION STATIONS. (EXCLUDING TRANSLATORS)

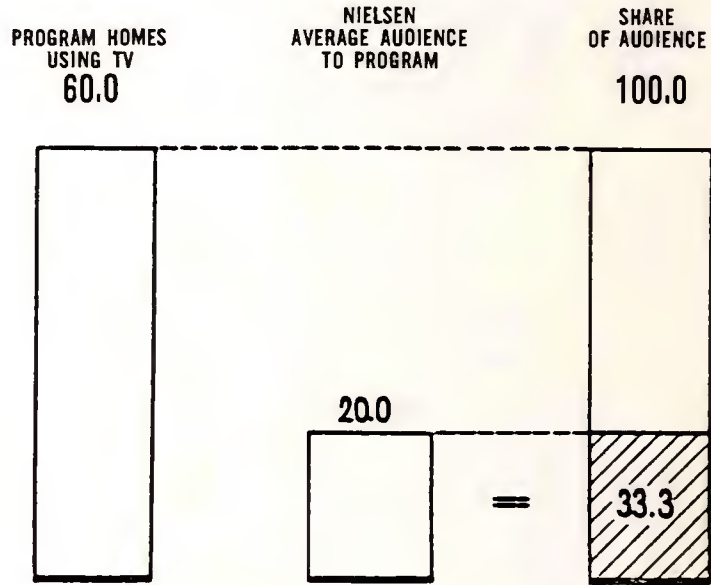


This map was prepared for the Association of Maximum Service Telecasters by A. D. Ring & Associates, consulting radio engineers. "Critical distance" is defined as the average distance out to which "service of consistently good quality" may be expected. This distance is in accordance with the findings of the Tv Allocations Study Organization, video industry group

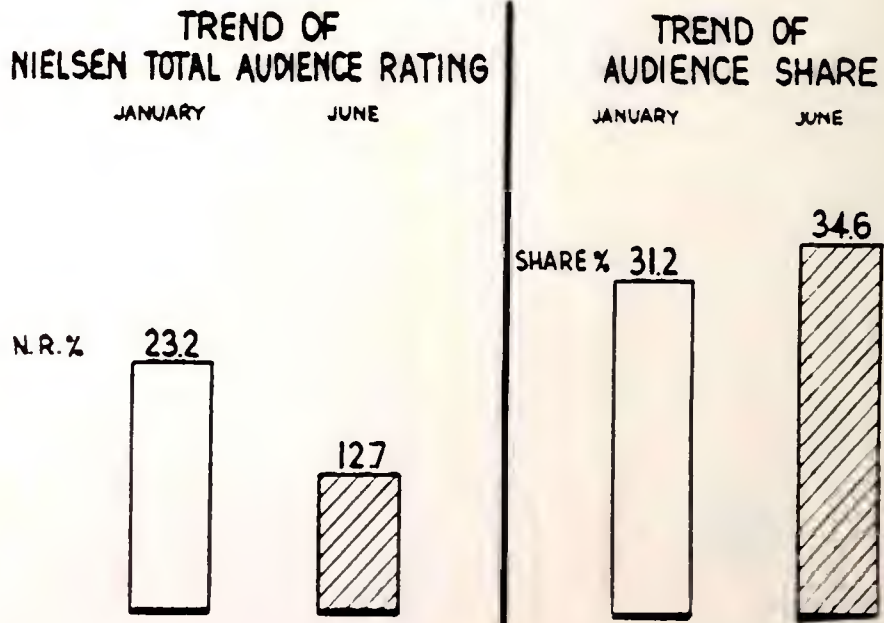
# RATINGS BASICS

The difference between a rating and a share of audience

## A. How to compute share of audience



## B. How to use share to evaluate programs



Share of audience is necessary to evaluate program performance during summer and seasonal changes. The *Lone Ranger Show* (formerly ABC TV, Thursday 7:30-8 p.m.), as indicated above, although suffering a severe rating decline during June, maintained a high share.

Source: A. C. Nielsen Co.

# WARRIOR WHO STRETCHED THE WORLD

## JULIUS CAESAR

Roman civilization reached to the farthest marches of Ultima Gaul on the heels of Caesar's legions . . . and in the meeting of Northern vigor with the Mediterranean mind, Western Culture was born to grow and flourish over half the world. Caesar the Soldier extended his world by conquest . . . then gave it new meaning in the pages of his history. Caesar the Salesman laid the foundations of the New World. Caesar was a Soldier, but above all, a *Salesman*. KBOX is extending the Balaban policy of creative and original programming, aggressive merchandising and forceful selling into new markets—capturing new minds for Balaban advertisers. KBOX is a Dallas pioneer in new market development, but above all, KBOX is a *Salesman*.

# KBOX

Buy RADIO when you buy  
media Buy BALABAN when  
you buy radio Buy KBOX  
when you buy Dallas and you  
BUY the people who BUY

WIL  
St. Louis  
KBOX  
Dallas  
WRIT  
Milwaukee

**THE BALABAN STATIONS**

*In tempo with the times*

John F. Box, Jr., Managing Director

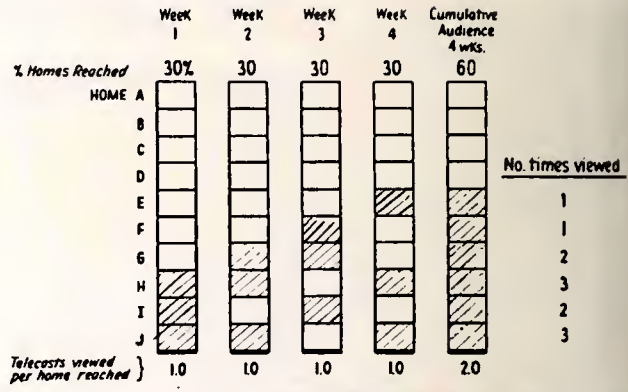
Sold Nationally by The Katz Agency, Inc.



**How to understand the cumulative audience concept**

**Illustration of four-week cumulative audience**

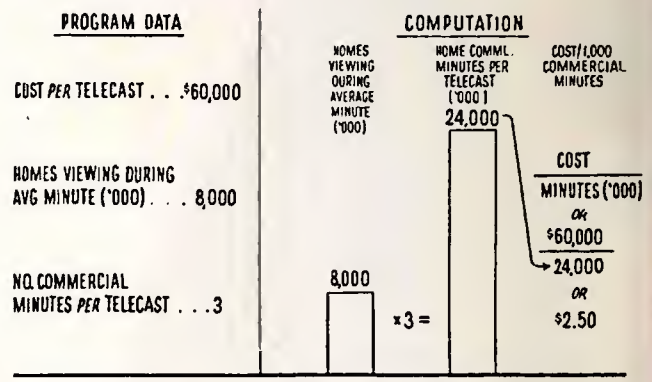
This Nielsen chart shows an example of a program which reaches three out of 10 homes (30 rating) each week for four weeks. A total of six out of 10 different homes tunes the show at one time or another during this period. Thus, the cumulative audience is 60%. Gross rating points (not the same thing) total 120 in this case (30 rating times four). The number of times each home tunes during four weeks varies from one to three times but the average episodes comes to two



**How to calculate cost-per-1,000 homes for a commercial**

**Computation of cost-per-1,000 commercial minutes for half-hour show**

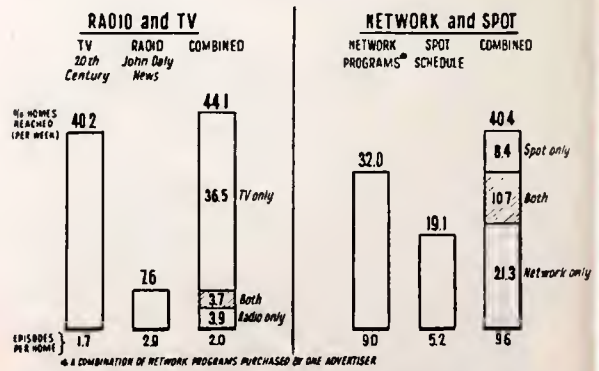
Three figures are needed to calculate CPMHPCM: (1) cost of show and time, (2) homes viewing during average minute—which Nielsen calls average audience and (3) no. of commercial minutes per telecast. Note last three zeroes of homes total is dropped. This is to avoid dividing by 1,000 later on. First, multiply homes times no. of commercial minutes. This gives commercial minute impressions total, or home commercial minutes. Cost of show is divided by home commercial minutes total (minus three zeroes)



**Duplication analyses: what they are**

**Typical duplication analyses—total U.S. radio homes basis**

Duplication analyses are made by advertisers to find out how much overlapping in audiences he gets with two or more different media. Two kinds are shown in the Nielsen chart at right. Both represent audiences reached by one advertiser in each case. Left side of the chart shows client reaches 40.2% of U. S. radio homes with tv and 7.6% of radio homes with radio. Half of homes reached with radio are also reached by tv. The combined reach of both media comes to 44.1%, which is an unduplicated homes total



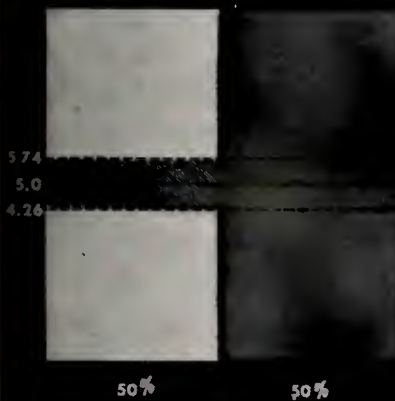


## How to figure out the accuracy of a radio or tv rating

There are a number of ways to quote odds on the accuracy of a rating

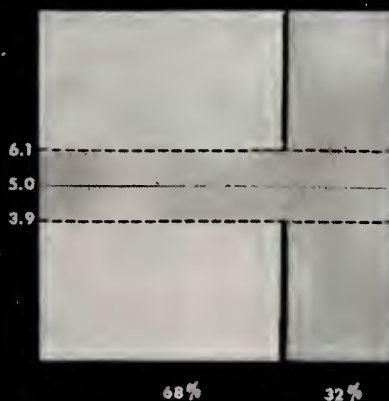
## METHODS OF SHOWING STATISTICAL ERRORS

## Probable Error



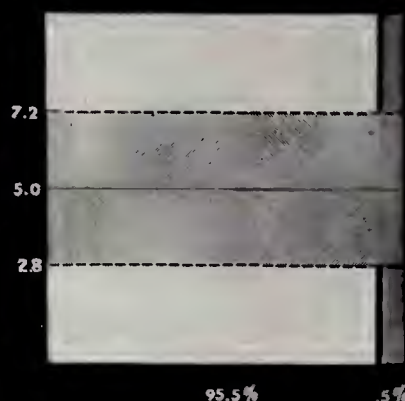
Odds: Even Money

## Standard Error



Odds: 2-1

## 2 Standard Errors



Odds: 21-1

## Statistical error for tv and radio ratings (at 95% probability level)

## SAMPLE SIZE

| RATING | 100 | 150 | 200 | 300 | 400 | 500 | 800 | 1,000 | 2,000 | 5,000 | 10,000 |
|--------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|--------|
| 1      | 2.0 | 1.6 | 1.4 | 1.1 | 1.0 | 0.9 | 0.7 | 0.6   | 0.4   | 0.3   | 0.2    |
| 2      | 2.8 | 2.3 | 2.0 | 1.6 | 1.4 | 1.2 | 1.0 | 0.9   | 0.6   | 0.4   | 0.3    |
| 5      | 4.3 | 3.5 | 3.0 | 2.5 | 2.2 | 1.9 | 1.5 | 1.4   | 0.9   | 0.6   | 0.4    |
| 10     | 6.0 | 4.9 | 4.2 | 3.4 | 2.9 | 2.6 | 2.1 | 1.9   | 1.3   | 0.8   | 0.6    |
| 20     | 7.9 | 6.4 | 5.6 | 4.5 | 3.9 | 3.5 | 2.7 | 2.5   | 1.8   | 1.1   | 0.8    |
| 30     | 9.0 | 7.4 | 6.4 | 5.1 | 4.5 | 4.0 | 3.1 | 2.8   | 2.0   | 1.3   | 0.9    |
| 40     | 9.6 | 7.8 | 6.8 | 5.5 | 4.7 | 4.2 | 3.4 | 3.0   | 2.2   | 1.3   | 0.9    |
| 50     | 9.8 | 8.0 | 7.0 | 5.6 | 4.9 | 4.4 | 3.4 | 3.1   | 2.2   | 1.4   | 1.0    |

Sampling homes to get a rating is something like shooting dice or playing horses. You can quote odds. Unlike dice or horse-racing, sampling (assuming its probability sampling) gives you a choice of odds. The lower the odds the greater the range of error you can figure on. The higher the odds the less the range of error—or range of confidence, as some people describe it.

At the top of the page are three examples of quoting odds for a given rating, in this case, a 5. Take the "probable error" or even money example. This says, "the chances are 50-50 that if a sample of homes shows a rating of 5, a complete count of the homes would show the actual rating to be between 4.26 and 5.74 (plus or minus .74 rating points)." Most tv and radio researchers prefer tougher odds—specifically

the "2 standard errors" or 21-to-1 odds—since they feel it reduces the chance element (the dark area on the right side of each box above) to a reasonable level.

The table above shows the confidence range for the 21-to-1 odds level. Each figure refers to a plus or minus the given rating. Note that this plus or minus differs according to rating and sample size. (In the top chart, the confidence range is for a sample of 400.) A rating of 60 has the same range as a rating of 40; ratings of 70 and 30 also have identical figures, etc. The table, of course, cannot take into account errors due to poor sampling procedures, badly-designed questionnaires, dishonest interviewers, reluctant respondents, etc. Top chart courtesy of the Katz Agency, table courtesy of John Blair and Co.

**How to know  
if two ratings  
are really  
different**

The charts at right, compliments of McDonald Research Ltd., are handy rating tools designed for estimating the difference, if any, between two ratings. Chart "A," at the 95% probability level, simply means a given rating has a 95% or a 20-1 chance of falling within such-and-such a range. Applying the same rating to chart "B" which is 75% probability, cuts the odds down to 3-1. Hypothetically, let's take a program rating of 7.0 compared to that of a 5.0, with a sample size of 200. Finding the lower of the two ratings at the extreme left hand column of chart "A" and sample size at top, both figures intersect at 10.2. This means there is no significant difference between a 5.0 and 10.2 rating and since 7.0 falls within this range, the two are basically the same. With chart "B," at the 75% probability level, the rating and sample size intersect at 7.8. Again no significant difference between 5.0 and 7.0, however, the range is substantially smaller or as explained on the previous page, the gamble larger. If ratings and/or sample size are not exactly the same as those on charts, nearest figures may be substituted.

**Meaningful differences between two ratings . . .**

**A. at the 95% probability level**

| WHERE THE LOWER PERCENTAGE IS | THE HIGHER PERCENTAGE MUST BE AT LEAST: SAMPLE SIZE |      |      |      |
|-------------------------------|---|------|------|------|
|                               | 100   | 200  | 300  | 400  |
| 1                             | 6.0   | 4.0  | 3.3  | 2.9  |
| 2                             | 8.0   | 5.8  | 4.9  | 4.5  |
| 3                             | 9.6   | 7.3  | 6.4  | 5.9  |
| 4                             | 11.3  | 8.8  | 7.8  | 7.2  |
| 5                             | 12.8  | 10.2 | 9.1  | 8.5  |
| 6                             | 14.3  | 11.5 | 10.4 | 9.7  |
| 7                             | 15.7  | 12.8 | 11.6 | 11.0 |
| 8                             | 17.1  | 14.1 | 12.9 | 12.2 |
| 9                             | 18.4  | 15.4 | 14.1 | 13.4 |
| 10                            | 19.8  | 16.6 | 15.3 | 14.5 |
| 13                            | 23.6  | 20.3 | 18.8 | 18.0 |
| 15                            | 26.1  | 22.6 | 21.1 | 20.3 |
| 20                            | 32.0  | 28.4 | 26.8 | 25.8 |
| 25                            | 37.7  | 33.9 | 32.2 | 31.2 |
| 30                            | 43.2  | 39.3 | 37.5 | 36.5 |
| 35                            | 48.5  | 44.5 | 42.8 | 41.7 |
| 40                            | 53.7  | 49.7 | 47.9 | 46.9 |

**B. at the 75% probability level**

| WHERE THE LOWER PERCENTAGE IS | THE HIGHER PERCENTAGE MUST BE AT LEAST: SAMPLE SIZE |      |      |      |
|-------------------------------|---|------|------|------|
|                               | 100   | 200  | 300  | 400  |
| 1                             | 3.4   | 2.5  | 2.2  | 2.0  |
| 2                             | 5.0   | 3.9  | 3.5  | 3.3  |
| 3                             | 6.4   | 5.3  | 4.8  | 4.5  |
| 4                             | 7.8   | 6.6  | 6.0  | 5.7  |
| 5                             | 9.2   | 7.8  | 7.2  | 6.9  |
| 6                             | 10.4  | 9.0  | 8.4  | 8.1  |
| 7                             | 11.7  | 10.2 | 9.6  | 9.2  |
| 8                             | 13.0  | 11.4 | 10.7 | 10.3 |
| 9                             | 14.2  | 12.6 | 11.9 | 11.5 |
| 10                            | 15.4  | 13.7 | 13.0 | 12.6 |
| 13                            | 18.9  | 17.1 | 16.3 | 15.9 |
| 15                            | 21.2  | 19.3 | 18.5 | 18.0 |
| 20                            | 27.0  | 24.8 | 23.9 | 23.5 |
| 25                            | 32.3  | 30.1 | 29.2 | 28.6 |
| 30                            | 37.7  | 35.4 | 34.4 | 33.8 |
| 35                            | 42.9  | 41.6 | 39.5 | 38.9 |
| 40                            | 48.1  | 45.7 | 44.6 | 44.0 |



ABOVE ALL...

# WGY PUSHES

YOUR PRODUCT  
BETTER

WGY will push your product better in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christalman or call WGY, Schenectady, N. Y.

982-10

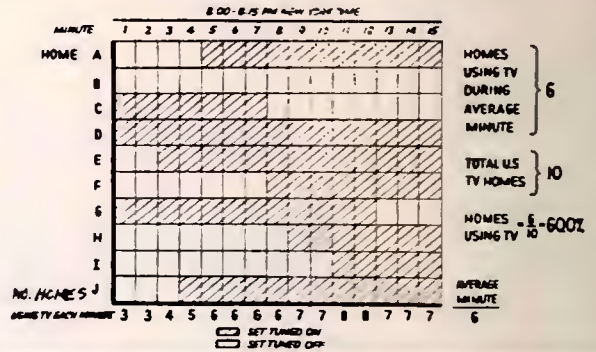
50,000 Watts • NBC Affiliate • 810 Kilocycles

**A GENERAL ELECTRIC STATION**

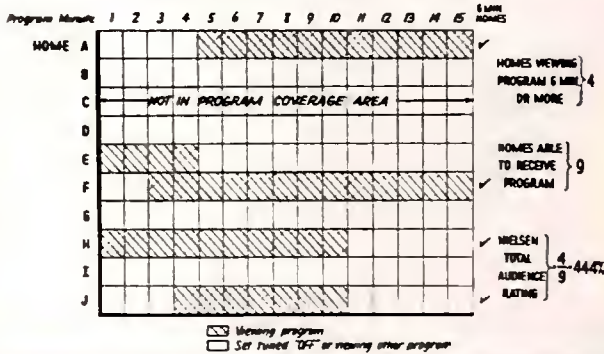
How to understand some basic Nielsen terminology

The Nielsen phrase, "homes using tv," shows the percent or number of homes in the area measured tuned in to all programs during a specific period of time. It is commonly computed on an average minute basis. Chart at right shows the computation for a 15-minute period. Note how the varying home totals for each minute (at bottom of chart) are averaged for the quarter-hour—in this case six homes. Since the hypothetical total homes is 10, figure is 60% of total tv homes using television

Computation of homes using tv



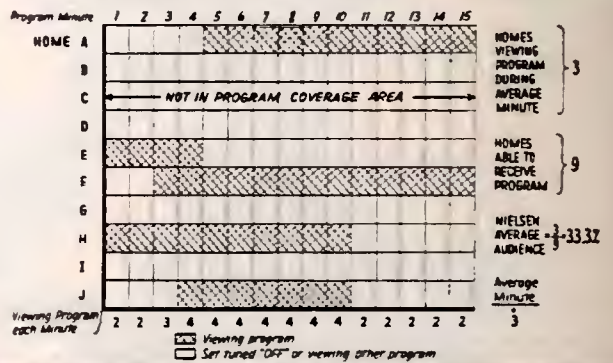
Computation of total audience



"Total audience" is a program rating. Note that Nielsen excludes homes not able to receive the program from the base on which the rating is calculated. Note also that homes viewing less than six minutes are excluded from the total audience figure. This is done on the theory that idle dial twirling will result in some homes viewing the program for short periods—homes the advertiser is really not interested in. Since nine homes were able to tune the program and four did so, the TA rating is 44.4% (and a very good rating, too). The advertiser can, if he wishes, use the total tv home base, in which case the total audience rating would be 40%

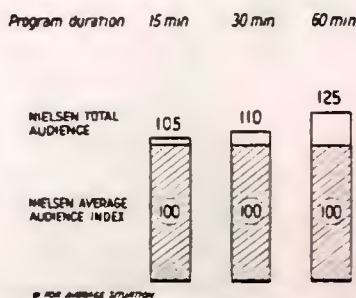
This is the identical situation represented in the total audience chart. However, in calculating the average audience (AA), homes viewing less than six minutes are included. Like the homes-using-tv figure, this is an average minute calculation, except that homes not in coverage area are excluded in this particular measurement

Computation of average audience



Relationship of average audience to total audience

For programs of different durations \*



In comparing the program popularity of shows of different lengths, the average audience rather than the total audience is used. The chart at left shows why. An hour show usually has a larger TA rating because it has more time to attract an audience. Figures shown in the chart represent average situations. In calculating homes per commercial minute AA is used with the actual number of homes to indicate the likely audience to a commercial in the show. Note AA is average for per

# vienna to the wailing wall genghis Khan

United steppes to world conqueror—by the power of positive salesmanship. Timurjin—The Genghis Khan—  
united nomadic peoples under a single horse-tail banner, then led them in a victorious sweep to the gates  
of Vienna. His salesmanship was a dominant force in the medieval world for more than a generation. Warrior,  
yes, but above all The Genghis Khan was a Salesman. Domination by the power of positive salesmanship is  
the key word of Balaban policy in every market. WIL is a dominant force in St. Louis—a powerful voice to sell  
your products and services with maximum impact and positive efficiency. Above all—WIL is a Salesman.

# WIL

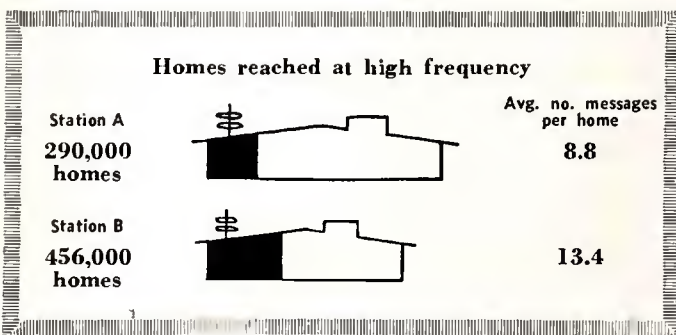
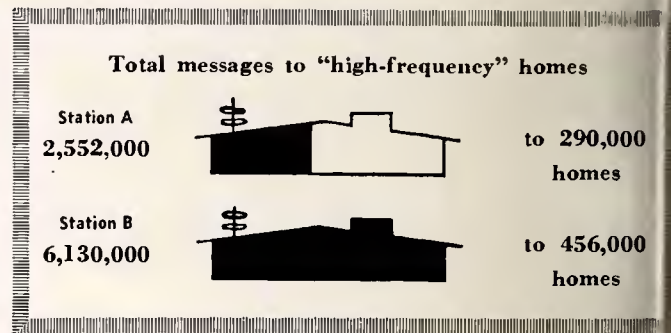
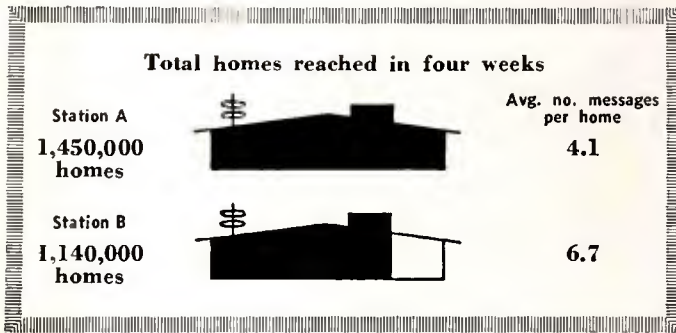
Buy RADIO when you buy media  
Buy BALABAN when you buy radio  
Buy WIL when you buy St. Louis and  
you BUY the people who BUY

WIL  
St. Louis  
KBOB  
Dallas  
WRIT  
Milwaukee

THE BALABAN STATION  
in tempo with the times  
John F. Box, Jr., Managing Director  
Sold Nationally by Robert E. Eastman



**Why total station reach is not always an adequate measure**



This material from NSI files illustrates how an advertiser interested mainly in the homes he reaches with relatively high frequency can choose between stations. The first chart shows Station "A" with bigger reach but Station "B" with the higher frequency in comparing two similar schedules. The second chart isolates homes reached with each schedule at a specified frequency level—in this case, six or more times per month. In last chart multiplying frequency times the number of high frequency homes shows that Station "B" delivers more than twice the number of messages to the important homes than Station "A."

**A rotation system for late night television participations**

**Positioning of three advertisers in late night show over six-week period**

| Commercial position | Position rating | Approximate time | Weeks |    |     |    |   |    |
|---------------------|-----------------|------------------|-------|----|-----|----|---|----|
|                     |                 |                  | I     | II | III | IV | V | VI |
| #1                  | 12.0            | 11:15 p.m.       | A     | —  | C   | —  | — | —  |
| #2                  | 12.0            | 11:35 p.m.       | —     | —  | A   | —  | C | —  |
| #3                  | 11.6            | 11:35 p.m.       | —     | —  | —   | —  | A | —  |
| #4                  | 11.2            | 11:55 p.m.       | B     | —  | —   | —  | — | —  |
| #5                  | 10.8            | 11:55 p.m.       | —     | —  | B   | —  | — | —  |
| #6                  | 10.4            | 12:15 a.m.       | C     | —  | —   | —  | B | —  |
| #7                  | 10.0            | 12:15 a.m.       | —     | C  | —   | —  | — | B  |
| #8                  | 9.6             | 12:35 a.m.       | —     | —  | —   | B  | — | —  |
| #9                  | 9.2             | 12:35 a.m.       | —     | B  | —   | —  | — | —  |
| #10                 | 8.8             | 12:55 a.m.       | —     | —  | —   | —  | — | A  |
| #11                 | 8.4             | 12:55 a.m.       | —     | —  | —   | A  | — | C  |
| #12                 | 8.4             | 1:10 a.m.        | —     | A  | —   | C  | — | —  |

**Average Rating: 10.2**

This proposed positioning by Compton Advertising is tailored to give all brands equal advertising weight and maximum message delivery in as short a time as possible—two

weeks, in this case. Note how each advertiser alternates between first and second half of program. Advertisers "A," "B," and "C" achieve average rating of 10.2 in two-week period.

**NEW YORK'S HIGHEST-RATED TV PROGRAM  
FOR THE SIXTH CONSECUTIVE YEAR,\*\***

**WOR-TV CHANNEL 9's  
MILLION DOLLAR MOVIE  
GIVING ADVERTISERS 87%\* COVERAGE OF  
THE NEW YORK MARKET IN 4 WEEKS WITH  
GUARANTEED PRODUCT EXCLUSIVITY...**

\* Arbitron Jan 1960

\*\* Pulse, Arbitron and Nielsen — September 1954 — June 1960

# CREATIVITY

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

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

**AUDIO  
PRODUCTIONS, INC.**

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

**How to use viewing group analysis research**

**USING VIEWING GROUP ANALYSIS TO DETERMINE PROGRAM "HOLDING POWER"**

**A. Analysis of two new one-hour detective programs**

|                                | Program A | Program B |
|--------------------------------|-----------|-----------|
| Average rating (four weeks)    | 26.9      | 13.6      |
| Total cume (four weeks)        | 56.6      | 40.3      |
| Percent of total cume viewing: |           |           |
| 1st show only                  | 2.9       | 23.3      |
| 1st and 2nd                    | 1.0       | 0.0       |
| 1st and 3rd                    | 6.7       | 5.5       |
| 1st and 4th                    | 5.8       | 5.5       |
| 1st, 2nd, and 3rd              | 2.9       | 0.0       |
| 1st, 2nd, and 4th              | 3.8       | 6.9       |
| 1st, 3rd, and 4th              | 7.7       | 4.1       |
| 2nd show only                  | 12.5      | 9.6       |
| 2nd and 3rd                    | 2.9       | 10.9      |
| 2nd and 4th                    | 5.8       | 5.5       |
| 2nd, 3rd, and 4th              | 7.7       | 0.0       |
| 3rd show only                  | 6.7       | 12.3      |
| 3rd and 4th                    | 9.6       | 1.4       |
| 4th show only                  | 15.3      | 12.3      |
| All 4 shows                    | 8.7       | 2.7       |

Percent total cume viewing program A:

1st show—39.5  
2nd show—45.3  
3rd show—52.9  
4th show—64.4

Percent total cume viewing program B:

1st show—47.7  
2nd show—35.6  
3rd show—36.9  
4th show—38.4

**B. Analysis of two one-hour westerns**

|                                | Program C | Program D |
|--------------------------------|-----------|-----------|
| Average rating (three weeks)   | 11.6      | 13.7      |
| Total cume (three weeks)       | 37.3      | 39.0      |
| Percent of total cume viewing: |           |           |
| 1st show only                  | 25.0%     | 6.8%      |
| 1st and 2nd                    | 8.3       | 21.9      |
| 1st and 3rd                    | 3.3       | 11.0      |
| 2nd show only                  | 36.7      | 17.8      |
| 2nd and 3rd                    | 5.0       | 4.1       |
| 3rd show only                  | 16.7      | 31.5      |
| All 3 shows                    | 5.0       | 6.8       |

Percent total cume viewing program C:

1st show—41.6  
2nd show—55.0  
3rd show—30.0

Percent total cume viewing program D:

1st show—46.5  
2nd show—50.6  
3rd show—53.4

The question of how a new show will perform is a critical one for program buyers. Metered rating services, such as Arbitron, provide useful cumulative data for this purpose. The figures above, taken from ARB's Arbitron, last fall, illustrate two cases of "viewing group analysis." In both each program's total cume is first converted to a base of 100. This is the total number of different homes viewing at one time or another during the periods studied. Note that in the case of program "A" the percent of the cume total viewing each show rose while it dropped in the case of program "B" thus indicating the greater holding power of program "A". Further analysis would show that 37.8% saw only one show on "A" while 57.5% saw only one show on "B". In the case of the westerns, "D" shows more holding power than "C".



didja  
hear  
about

# DENVER


KLZ-TV did it again—  
a clean sweep, right  
across the board!

## HIGHEST RATED

- Network Show
- Syndicated Show
- Daytime News
- Nighttime News
- Weather
- Sports

REACHES THE  
MOST HOMES IN  
THE DENVER  
MARKET WITH THE  
LARGEST SHARE OF  
AUDIENCES FROM  
9:00 AM UNTIL  
MIDNIGHT SEVEN  
DAYS A WEEK.\*

\*March ARB

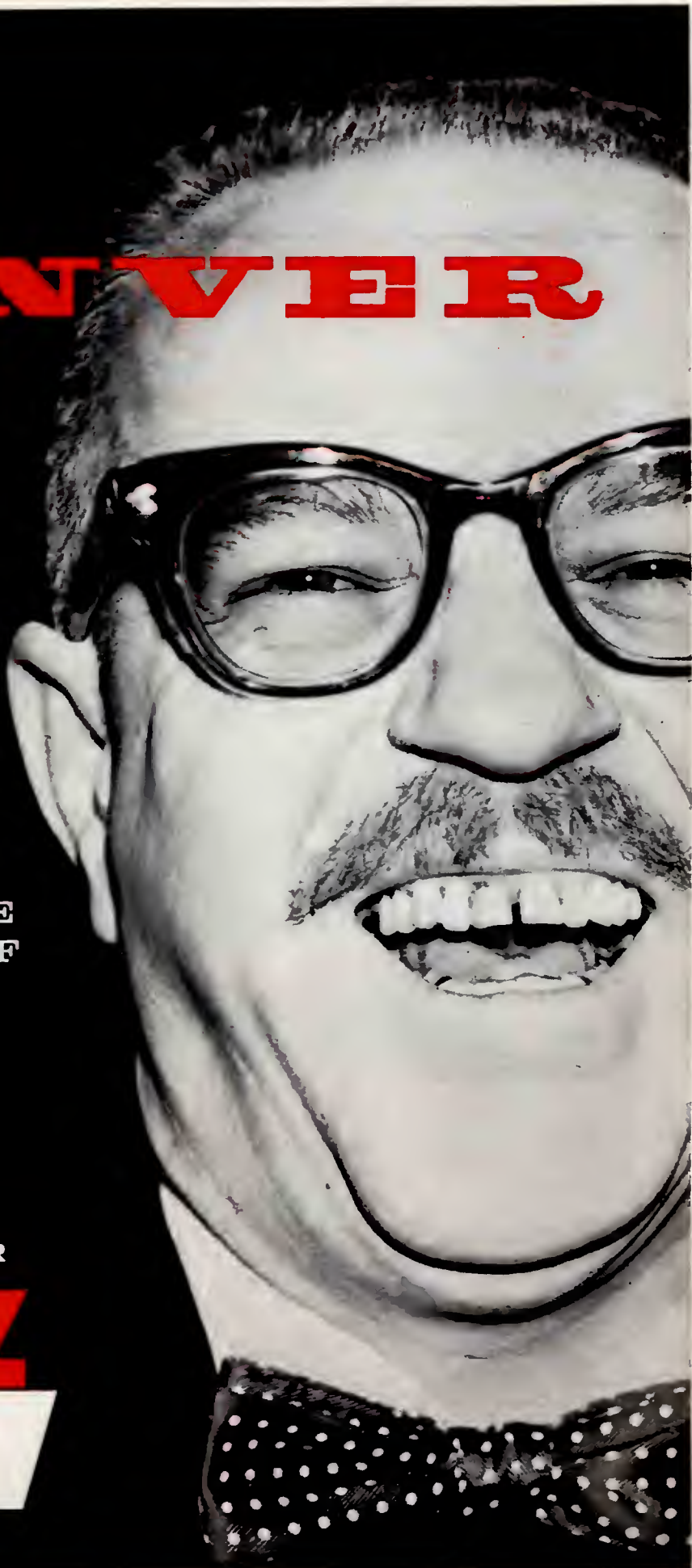
CBS  DENVER

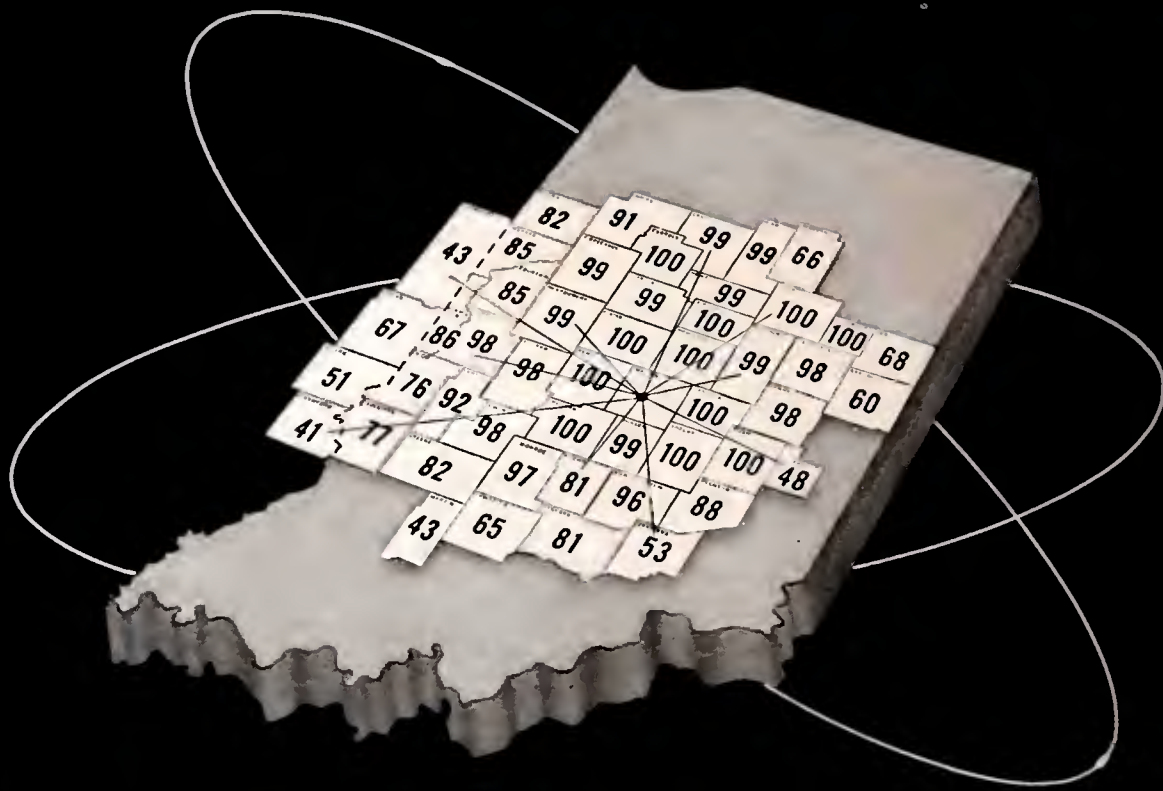
# KLZ

TELEVISION

Channel 

Represented by the KATZ Agency





## See How WFBM-TV Dominates Mid-Indiana!


**First by a good margin**, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration, because it is the only basic NBC outlet. *Map shows county percentages measured by Nielsen Coverage Study No. 3.*


*where else . . .*

- will you find satellite markets that are 15% richer and 30% bigger than the metropolitan trading zone itself?
- does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?
- do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

*only here*—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Let us show you how to test regional marketing ideas here with amazing results.

*The Nation's 13th Television Market*  
 . . . with the only basic NBC coverage  
 of 760,000 TV set owning families.

 *Indianapolis itself*—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

 *11 Satellites*—Each a recognized marketing area and well within WFBM-TV's basic area of influence—*totaling more than 420,000 additional TV homes*. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Lafayette • Peru • Logansport • Kokomo • Danville, Illinois.

Represented Nationally by the KATZ Agency



11TH YEAR  
OF LEADERSHIP



# RADIO BASICS

**EIGHT BASIC** aspects of the radio medium are covered in this section of Air Media Basics. They are dimensions, set production, in-home listening, out-of-home listening, fm, spot radio's cumulative audience, spending and costs, and network patterns. As usual considerable attention is paid to radio's audience, with data on seasonal changes, hour-by-hour patterns and the unique auto audience. The fm section is new and is in recognition of fm's growth. Information on trends is emphasized to give a full perspective

# SHOWMAN WITH A SENSE OF VALUE WILL IAM SHAKESPEARE

William Shakespeare understood people. "The play's the thing" . . . and his plays transmute the values of his time into a living image of his world, valid for all time. William Shakespeare sold the world of Elizabeth I to all of history. A great showman . . . but above all, a great salesman. The Show's the Thing at WRIT . . . creative showmanship directed toward presenting the value of your products, services and ideas with impact to the greatest possible audience. Our people are showmen in presenting the News and Music, *and your message* . . . and salesmen in every creative presentation to our audience—your market. In Milwaukee, WRIT transmutes the values of our time into creative selling messages for you. Above all, WRIT is a salesman.

**W R I T**

Buy RADIO when you buy  
media Buy BALABAN when  
you buy radio Buy WRIT when  
you buy Milwaukee and you  
BUY the people who BUY

WIL  
St. Louis  
KBOX  
Dallas  
WRIT  
Milwaukee

**THE BALABAN STATION**  
in tempo with the times  
John F. Box, Jr., Managing Director  
Sold Nationally by Robert E. Eastman  
& Co., Inc.



*rod barrett*

## RADIO BASICS

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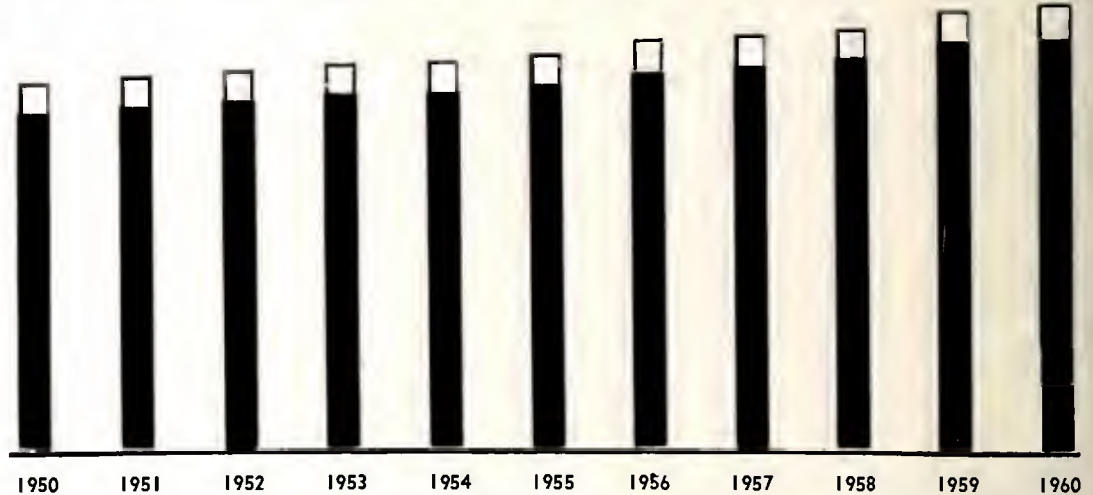
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# DIMENSIONS

Here's how U. S. radio homes have grown in the past decade

Millions of U.S. homes with radios, March 1950-1960

|             |      |      |      |      |      |      |      |      |      |      |       |
|-------------|------|------|------|------|------|------|------|------|------|------|-------|
| U.S. homes  | 43.4 | 44.4 | 45.3 | 46.1 | 46.7 | 47.6 | 48.7 | 49.5 | 50.5 | 51.4 | *52.2 |
| Radio homes | 41.4 | 42.9 | 44.3 | 44.9 | 45.1 | 45.9 | 47.0 | 47.7 | 48.7 | 49.5 | *50.2 |



The chart above shows a consistent upward trend in radio homes. Based on A. C. Nielsen March each year, radio

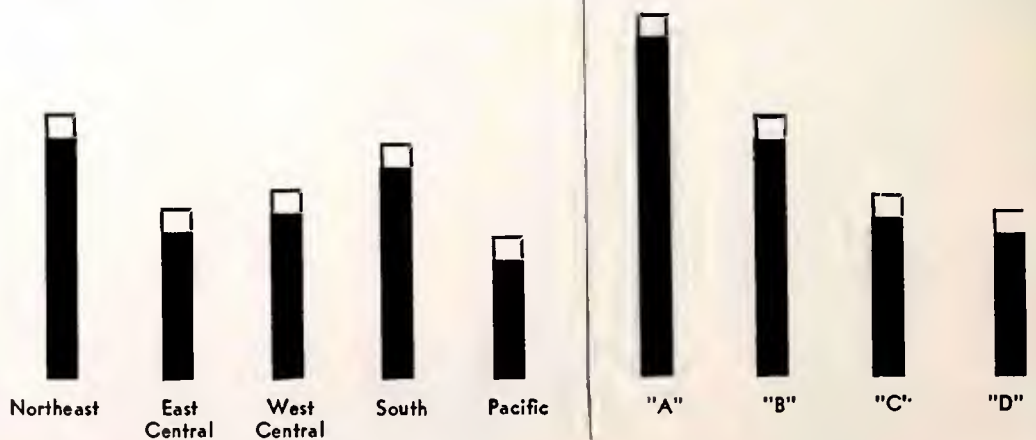
homes represent about 96.3% (for all practical purposes, 100%), just about the same level it has been at for years.

\*SPONSOR estimate.

## Radio home ownership by region and county size

Millions of radio homes, March 1960

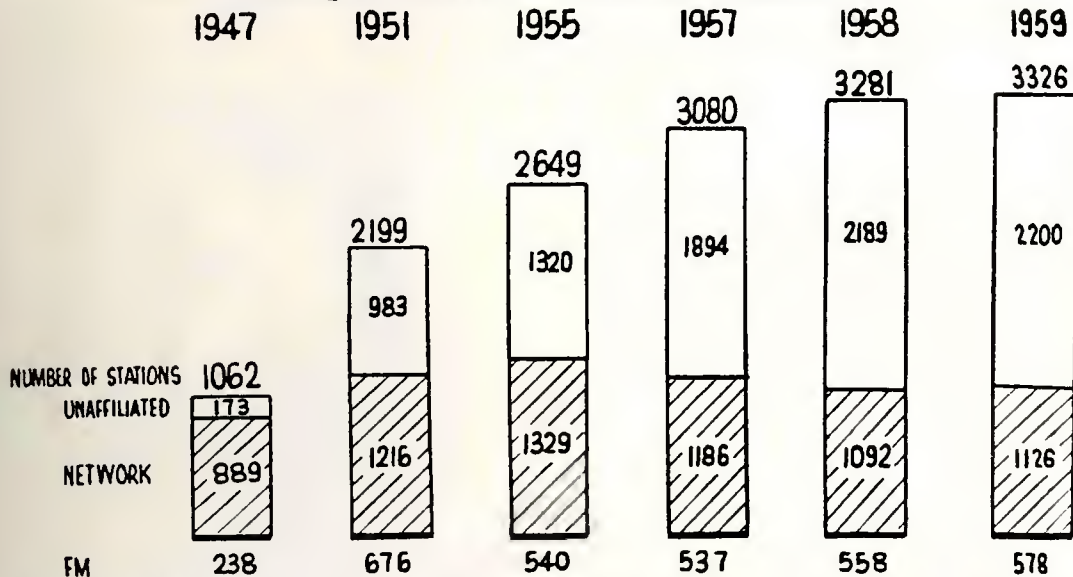
|             | By Regions |     |     |      |     | By county size |      |      |     |
|-------------|------------|-----|-----|------|-----|----------------|------|------|-----|
| Total homes | 13.4       | 8.9 | 9.9 | 12.5 | 7.3 | 19.1           | 14.4 | 10.2 | 8.4 |
| Radio homes | 12.9       | 8.5 | 9.6 | 11.9 | 6.9 | 18.3           | 13.8 | 9.8  | 8.0 |



Source: A. C. Nielsen Co., 1960.

Independent radio stations up 124% since 1951

Independent vs. network radio stations



Source: A. C. Nielsen Co.

Number of radio sets continues to increase

1959 vs. 1960 radio sets in use

| Set location     | Number of sets 1960 | Percent | Number of sets 1959 | Percent | 59 vs. 60 Increase (%) |
|------------------|---------------------|---------|---------------------|---------|------------------------|
| In homes         | 106,007,095         | 67.8    | 98,300,000          | 67.3    | 7.8                    |
| In autos         | 40,387,449          | 25.8    | 37,900,000          | 25.9    | 6.6                    |
| In public places | 10,000,000*         | 6.4     | 10,000,000*         | 6.8     | -----                  |
| TOTAL            | 156,394,544         | 100.0   | 146,200,000         | 100.0   | 7.0                    |

Source: Sets in working order, Jan. 1, 1959-60. R.A.B. \*No new information.

practically all U.S. radio homes have sets located in bedroom, with kitchen as second preference

Distribution of home radio sets

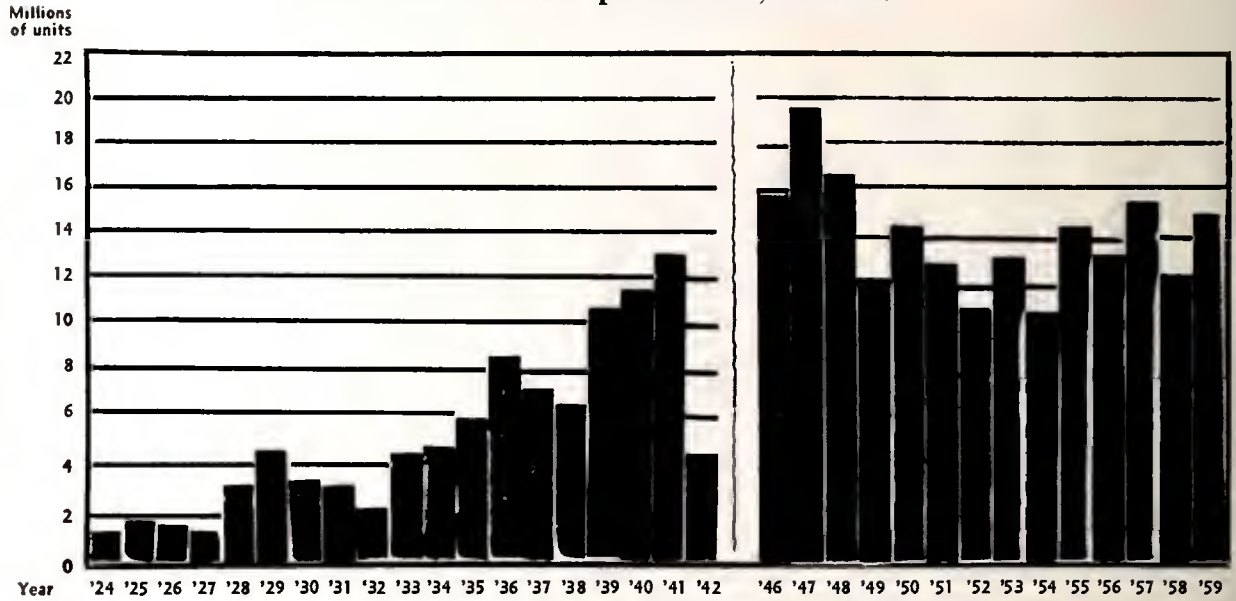
| LOCATION                                   | PERCENT |
|--|---------|
| Bedrooms with radio                        | 84      |
| Kitchens                                   | 71      |
| Living rooms                               | 36      |
| Homes with portables                       | 16      |
| Homes with outside radios (includes autos) | 53      |

Source: Fact Finders via A. C. Nielsen Co., 1960

## SET PRODUCTION

How U.S. radio set production varies year by year

Total U.S. radio set production, 1924-59



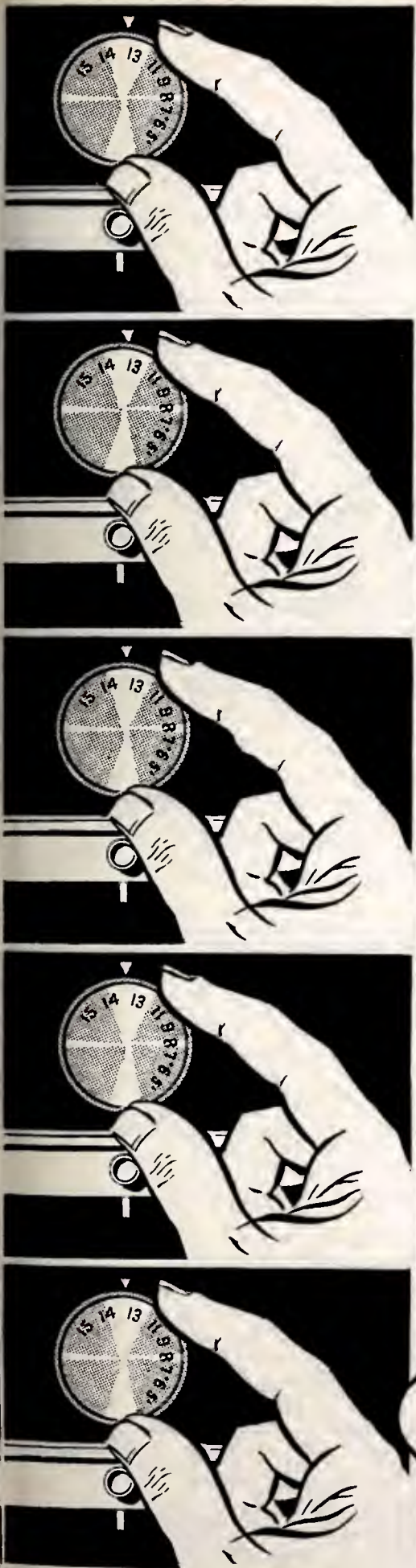
Radio set sales increased 23% in 1959

Radio set sales by type, 1947-59

| YEAR | HOME       | CLOCK     | PORTABLE  | AUTO      | TOTAL      |
|------|------------|-----------|-----------|-----------|------------|
| 1947 | 14,972,000 | —         | 2,388,000 | 3,459,000 | 20,819,000 |
| 1948 | 10,325,000 | —         | 2,585,000 | 4,240,000 | 17,150,000 |
| 1949 | 5,127,000  | —         | 1,799,000 | 3,596,000 | 10,522,000 |
| 1950 | 7,818,000  | —         | 1,593,000 | 4,740,000 | 14,151,000 |
| 1951 | 5,358,000  | 727,000   | 1,200,000 | 4,543,000 | 11,828,000 |
| 1952 | 4,394,000  | 1,666,000 | 1,528,000 | 3,243,000 | 10,831,000 |
| 1953 | 3,309,000  | 1,714,000 | 1,503,000 | 5,183,000 | 11,709,000 |
| 1954 | 2,701,000  | 1,897,000 | 1,449,000 | 4,124,000 | 10,170,000 |
| 1955 | 2,659,000  | 2,035,000 | 1,879,000 | 6,864,000 | 13,437,000 |
| 1956 | 3,007,000  | 2,223,000 | 2,683,000 | 5,057,000 | 12,970,000 |
| 1957 | 3,193,000  | 2,439,000 | 3,205,000 | 5,496,000 | 14,333,000 |
| 1958 | 2,669,000  | 2,205,000 | 3,115,000 | 3,715,000 | 11,704,000 |
| 1959 | 2,729,000  | 2,481,000 | 3,687,000 | 5,555,000 | 14,452,000 |

Source: EIA. 1960 Fact Book. Auto figures are factory production, all others are retail sales. Does not include radio-phonograph combinations.





# 4 stations in TOLEDO

yet 5 radios  
of every 10\*

are tuned to...

## WSPD

Around-the-clock  
leadership  
in circulation...  
plus  
persuasion

\*Dec., '59-Jan., '60. Hooper  
Radio Audience Index

Katz will help you  
pick the most per-  
suasive times.



## WSPD

NBC • RADIO

a **STORER**  
station

National Sales Offices:

625 Madison Ave., N. Y. 22  
230 N. Michigan Ave., Chicago 1

# IN-HOME LISTENING

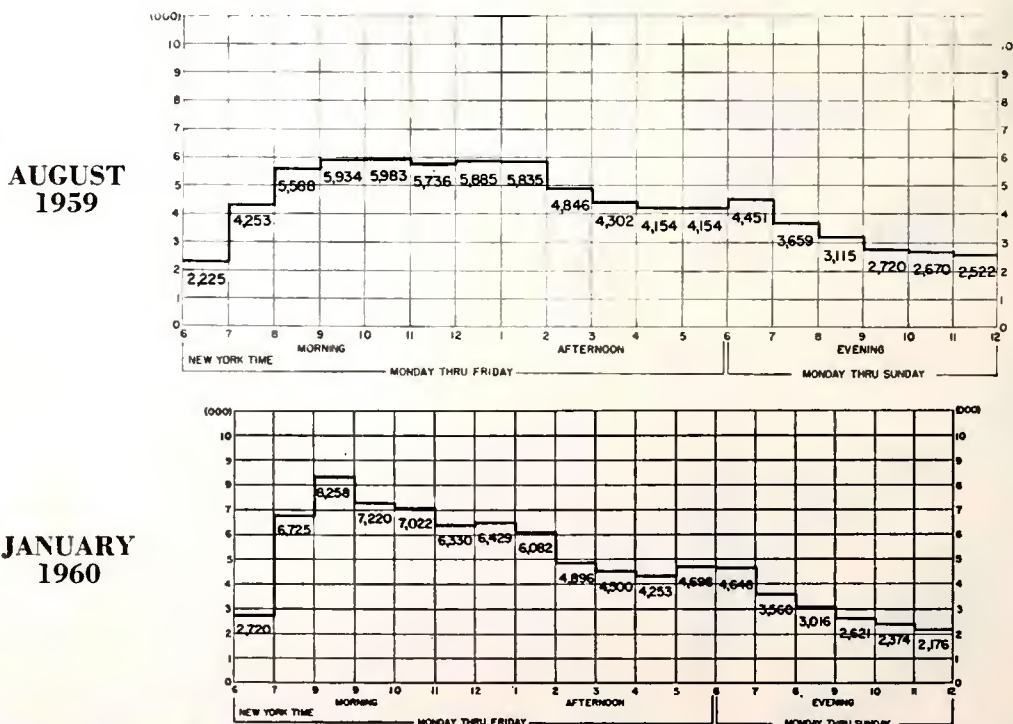
## Radio's hour-by-hour in-home audience winter and summer

### A. The hour-by-hour picture for spot advertisers

| SUMMER 1959    |                      |               | WINTER 1960    |                      |               |
|----------------|----------------------|---------------|----------------|----------------------|---------------|
| Time           | Audience (thousands) | % Radio homes | Time           | Audience (thousands) | % Radio homes |
| 6-7 am         | 4,077                | 8.2           | 6-7 am         | 5,231                | 10.6          |
| 7-8            | 6,315                | 12.7          | 7-8            | 9,615                | 19.4          |
| 8-9            | 6,479                | 13.1          | 8-9            | 8,654                | 17.5          |
| 9-10           | 5,915                | 12.0          | 9-10           | 7,020                | 14.2          |
| 10-11          | 5,600                | 11.3          | 10-11          | 6,188                | 12.5          |
| 11-12 n        | 5,634                | 11.4          | 11-12 n        | 5,759                | 11.6          |
| 12-1 pm        | 5,937                | 12.0          | 12-1 pm        | 6,288                | 12.7          |
| 1-2            | 5,130                | 10.4          | 1-2            | 4,961                | 10.0          |
| 2-3            | 4,409                | 8.9           | 2-3            | 4,376                | 8.8           |
| 3-4            | 3,954                | 8.0           | 3-4            | 4,084                | 8.3           |
| 4-5            | 3,843                | 7.8           | 4-5            | 4,520                | 9.1           |
| 5-6            | 4,315                | 8.7           | 5-6            | 4,921                | 9.9           |
| MON. THRU FRI. |                      |               | MON. THRU FRI. |                      |               |
| 6-7 pm         | 4,117                | 8.3           | 6-7 pm         | 4,059                | 8.2           |
| 7-8            | 3,083                | 6.2           | 7-8            | 2,823                | 5.7           |
| 8-9            | 2,564                | 5.2           | 8-9            | 2,459                | 5.0           |
| 9-10           | 2,771                | 5.6           | 9-10           | 2,297                | 4.6           |
| 10-11          | 2,739                | 5.5           | 10-11          | 2,230                | 4.5           |
| 11-12 m        | 2,092                | 4.2           | 11-12 m        | 1,785                | 3.6           |
| SUN. THRU SAT. |                      |               | SUN. THRU SAT. |                      |               |

These national Nielsen figures adjusted by time zone provide local time figures in terms of thousands of homes per average minute. The summer data is for July-August, the winter figures are January-February.

### B. The hour-by-hour picture for network advertisers



Figures in the graphs above are in thousands of homes per average minute. Each hour is current New York time. Note the summer in-home peak is around lunch time while the winter peak is around breakfast time.

1100  
RADIO  
STATIONS  
NOW IN THE  
KEYSTONE  
NETWORK



## WELCOME STATION KSEO, DURANT, OKLAHOMA!

**OUR 1100TH AFFILIATE.** We are proud to add to our ever growing family of radio station affiliates the only station in Bryan county, Oklahoma. This fine station was established in 1947 and is owned by the Durant Publishing-Broadcasting Corp. The manager of the station is Lewis W. Coleman. Congratulations KSEO, we're proud and happy to have you with us.

**CHICAGO**  
111 W. Washington St.  
SState 2-8900

**NEW YORK**  
527 Madison Ave.  
ELdorado 5-3720

**LOS ANGELES**  
3142 Wilshire Blvd.  
DUnkirk 3-2910

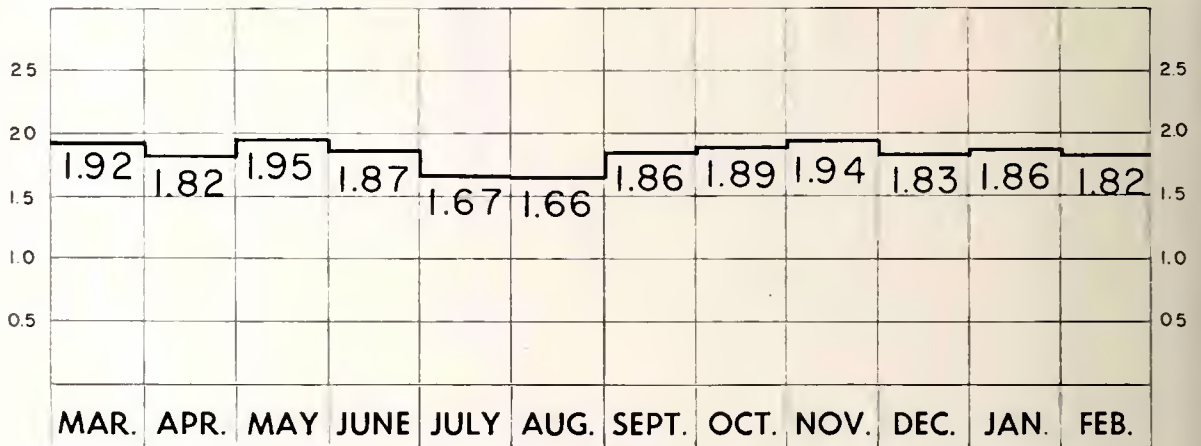
**DETROIT**  
612 Penobscot Building  
WO 2-4595

**SAN FRANCISCO**  
57 Post St.  
Sutter 1-7440



**In-home listening level shows little change through year**

**Average daily hours listening per home by months of the year**

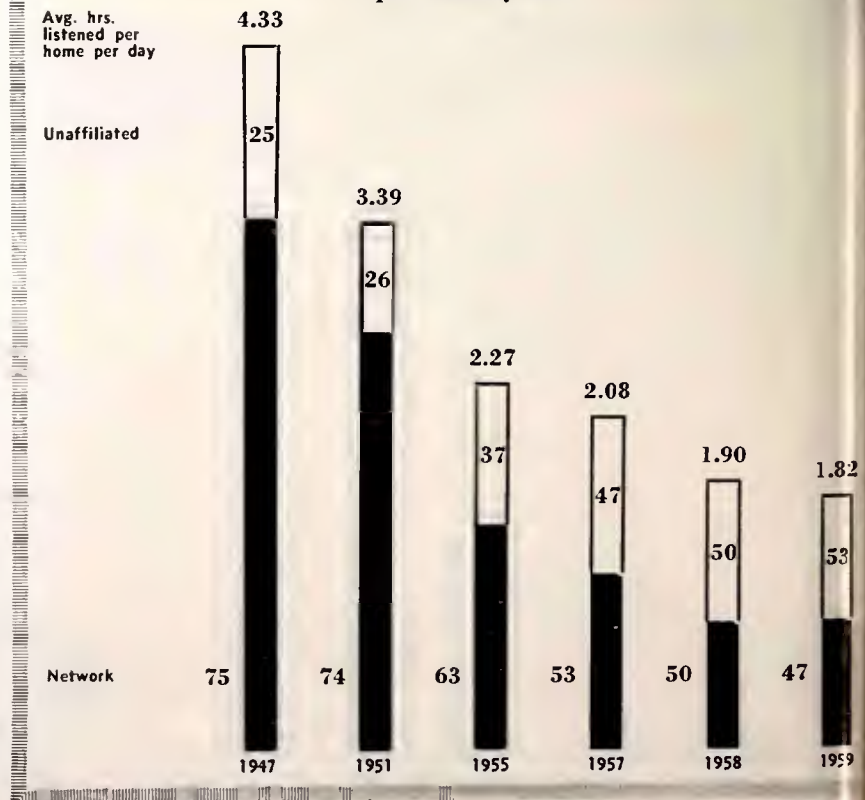


Source: NRI, 1959-60.

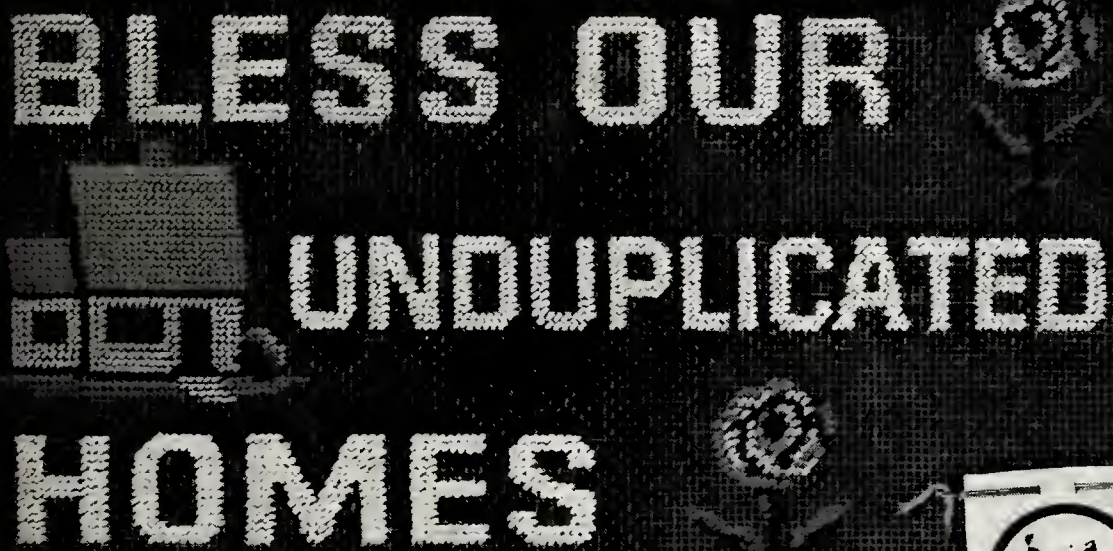
**Independent stations captured bulk of all radio in-home listening time by last year**

The chart at right, prepared by A. C. Nielsen Co., shows for the first time in 12 years, independent radio stations getting the major portion of daily listening hours. Radio in-home listening hours have suffered a 58% decrease since 1947 with networks losing 74%, although independents dropped only 11%. This is due to independent radio getting more than half of daily listening hours, a 112% increase over 1947. Nielsen points out in a supplementary chart that in 1947 there were 173 unaffiliated and 889 network stations compared to 1959 with 2,200 unaffiliated and 1,126 network stations.

**Network affiliates versus independent stations April each year**



# Musical Variety Means Audience Variety, too\*



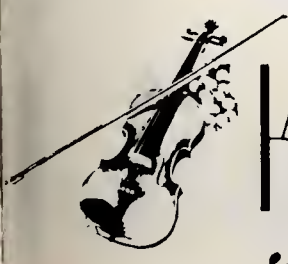
BLESS OUR  
UNDUPLICATED  
HOMES

When turnover of different homes reached, we're one of Los Angeles' top four radio stations. (February 1960 Cumulative Pulse)

With 59 AM and FM radio stations listed in Los Angeles newspapers, KFAC is one of the elite four that reach over a million different homes in an average week. Credit goes to KFAC AM and FM programming—musical variety from Mikado to

Mozart scheduled so that no title is heard more than once in ten days.

KFAC renewals tell the story. 43 current advertisers are in their 2nd to 20th continuous year of successful KFAC selling. We invite you to join them.



**KFAC** AM-FM  
PRUDENTIAL SQUARE • LOS ANGELES

*The Music Stations for Southern California  
24-hour simultaneous AM-FM at one low cost  
Represented by The Bolling Company, Inc.*



**WNEW**—New York  
**CKLW**—Detroit

**WRIT**—Milwaukee  
**KDEO**—San Diego

**WHLO**—Akron-Canton  
**WKLO**—Louisville

**WING**—Dayton  
**WPTR**—Albany-Schenectady

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

**EASTMAN REPRESENTED STATIONS GET RESULTS.**

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

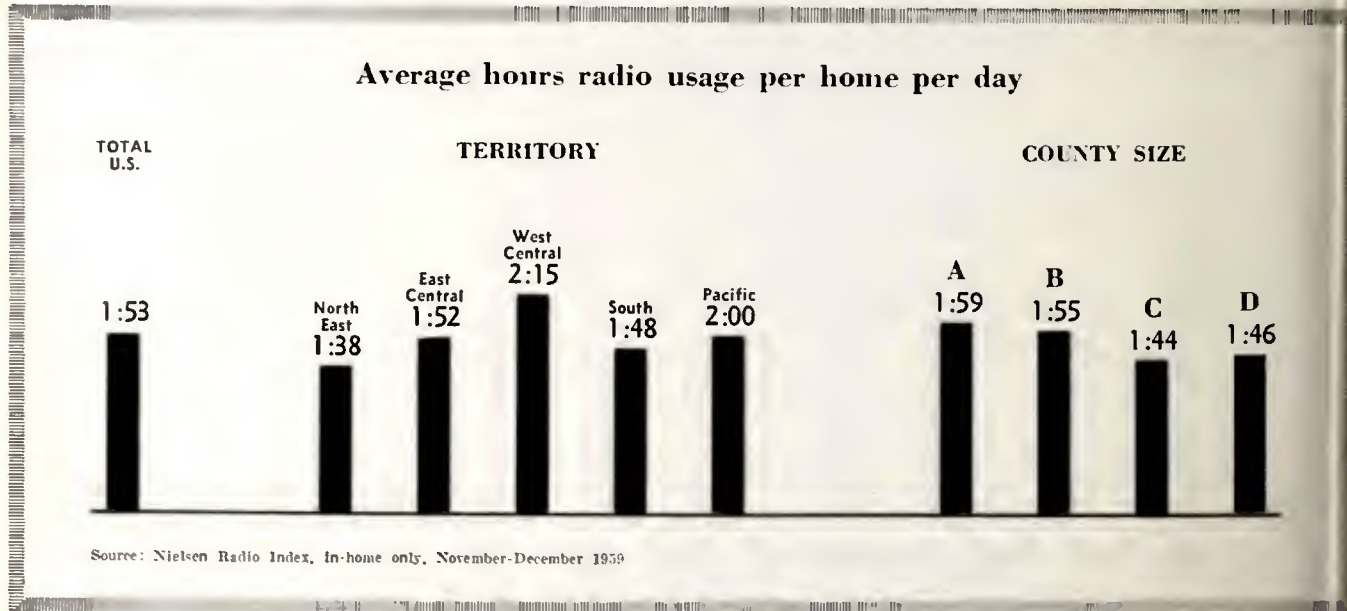


**robert e. eastman & co., inc.**  
representing major radio stations

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

|                    |  |                              |                          |
|--------------------|--|------------------------------|--------------------------|
| Columbus, Ohio     | <b>KTOK</b> —Oklahoma City             | <b>KLEO</b> —Wichita, Kansas | <b>KXLR</b> —Little Rock |
| Norfolk-Portsmouth | <b>WSBA</b> —York-Lancaster-Harrisburg | <b>WAAB</b> —Worcester       | <b>KQEO</b> —Albuquerque |
|                    | <b>WMAZ</b> —Miami                     | <b>KHEV</b> —El Paso         | <b>WSAV</b> —Savannah    |
|                    | <b>WABC</b> —New York                  | <b>WABC</b> —New York        | <b>WABC</b> —New York    |

**How radio listening differs by region and county size**



**How listening differs morning, afternoon and evening**

**Average daily hours of radio usage per home by day part**  
November-December 1959

| Morning     |                     | Afternoon   |                     | Evening and Night |                     |
|-------------|---------------------|-------------|---------------------|-------------------|---------------------|
| 6-9 a.m.    | .32 hrs. or 19 min. | Noon-3 p.m. | .36 hrs. or 22 min. | 6-9 p.m.          | .23 hrs. or 14 min. |
| 9 a.m.-Noon | .42 hrs. or 25 min. | 3-6 p.m.    | .27 hrs. or 16 min. | 9 p.m.-Mid.       | .14 hrs. or 8 min.  |
| 6 a.m.-Noon | .74 hrs. or 44 min. | Noon-6 p.m. | .63 hrs. or 38 min. | Mid.-6 a.m.       | .15 hrs. or 9 min.  |
|             |                     |             |                     | 6 p.m.-6 a.m.     | .52 hrs. or 31 min. |

The material above is based on Nielsen Radio Index, covers in-home listening only. Morning and afternoon figures are for Monday through Friday. Nighttime figures are for Sunday through Saturday. Time periods are Eastern Standard zone

**Four/fifths of radio audience are television homes**

**Radio homes listening by hour and tv penetration**

| Hour          | Radio homes (000) | Television (%) |
|---------------|-------------------|----------------|
| 8-9 a.m., M-F | 8,407             | 84             |
| 9-10 M-F      | 7,566             | 84             |
| 10-11 M-F     | 7,368             | 85             |
| 11-12 N M-F   | 6,478             | 83             |
| 12-1 p.m. M-F | 6,330             | 80             |
| 1-2 M-F       | 5,934             | 79             |
| 2-3 M-F       | 4,896             | 81             |
| 3-4 M-F       | 4,302             | 82             |

| Hour           | Radio homes (000) | Television (%) |
|----------------|-------------------|----------------|
| 4-5 p.m., M-F  | 4,154             | 83             |
| 5-6 M-F        | 4,500             | 79             |
| 6-7 S-S        | 4,648             | 79             |
| 7-8 S-S        | 3,560             | 76             |
| 8-9 S-S        | 2,918             | 75             |
| 9-10 S-S       | 2,423             | 69             |
| 10-11 S-S      | 2,275             | 72             |
| 11-12 Mid. S-S | 2,275             | 78             |

Source: A. C. Nielsen Co. Nov.-Dec. 1959.



IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# BEELINE®

## RADIO

*delivers more  
for the money*

You're shooting at a booming economy when you beam your sales message into Beeline station radio broadcast territory. For example, in Fresno — home base of KMJ — retail sales exceed Spokane, Washington and Trenton, New Jersey, both with larger populations.\*

Last year alone 14 new companies moved into Fresno County. There were 117 industrial expansions. Millions in farm and food-processing income generated in this No. 1 U.S. agricultural county help keep buying demand high.

The most effective way to beam your radio message into the thriving Fresno market is on KMJ, the Beeline station in Fresno.

As a group, the Beeline stations give you more radio homes than any competitive group of stations . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

*\* Sales Management's 1959 Survey of Buying Power*



Aerial view of Fresno, a growth market

KOH ○ RENO  
KFBK ○ SACRAMENTO  
KBEE ○ MODESTO  
KMJ ○ FRESNO  
KERN ○ BAKERSFIELD

# McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



## Here's how the in-home radio audience varies by daypart

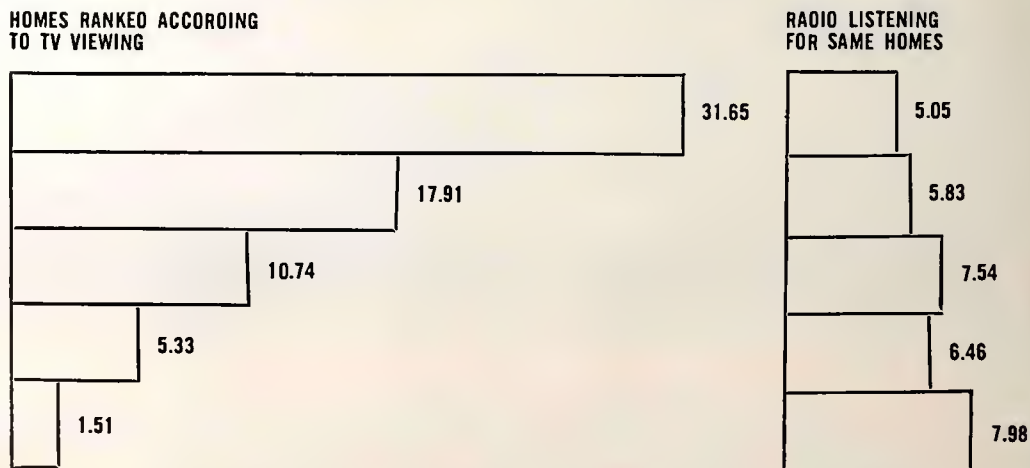
### The weekly in-home radio audience

| By Dayparts               | AVERAGE MINUTE          |                     |                 | WEEKLY CUMULATIVE TOTAL |                 |                            |
|---------------------------|-------------------------|---------------------|-----------------|-------------------------|-----------------|----------------------------|
|                           | % of Weekly Radio Usage | % U. S. Radio Homes | No. Homes (000) | % U. S. Radio Homes     | No. Homes (000) | Avg. Hrs. per Home Reached |
| Mon.-Fri. Morn.           | 34                      | 15.7                | 7,764           | 71.0                    | 35,110          | 6.63                       |
| Mon.-Fri. Aft.            | 23                      | 10.6                | 5,242           | 57.9                    | 28,632          | 5.46                       |
| Sunday Morn.              | 4                       | 9.8                 | 4,846           | 35.9                    | 17,753          | 1.63                       |
| Sunday Aft.               | 4                       | 10.2                | 5,044           | 31.1                    | 15,379          | 1.96                       |
| Saturday Morn.            | 6                       | 13.4                | 6,626           | 46.1                    | 22,796          | 1.74                       |
| Saturday Aft.             | 5                       | 12.1                | 5,983           | 33.9                    | 16,764          | 2.14                       |
| All Evenings              | 18                      | 6.0                 | 2,967           | 53.5                    | 26,456          | 4.73                       |
| 12 Mdn.-6 AM              | 6                       | 1.8                 | 890             | 16.4                    | 8,110           | 4.60                       |
| <b>24 Hr. 7 Day Total</b> | <b>100</b>              | <b>8.3</b>          | <b>4,104</b>    | <b>82.3</b>             | <b>40,697</b>   | <b>16.86</b>               |

Source: A. C. Nielsen Co., Feb. 29-Mar. 6, 1960. East & Central time zones: New York time; Pacific time zone: local time

## Light television viewers are heavy radio listeners

### Weekly hours spent viewing and listening



Tv homes are listed in order of decreasing tv viewing in five (hence quintile) equal groups. Material at right shows radio listening for corresponding tv homes. The chart indicates that light tv daytime viewers can be reached better with radio. Source is Nielsen, weekly hours of viewing and listening, weekdays only 9 a.m. to 6 p.m. during March 1958.

This  
is  
the  spot for a commercial

**QUIET**

Who says silence is golden?  
Today, National Spot Radio  
offers advertisers bigger  
and better opportunities  
to talk to millions of  
listeners about their  
products and services.  
Not only selectively,  
frequently and economically . . .  
but most of all . . . profitably!

*Radio Division*

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

*The Original Station Representative*

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS





# RAPT

TIE UP THE YOUNG HOUSEWIFE  
WITH ABC'S NEW FLAIR!

Just when she needs a break, ABC Radio gives it to her! Weekdays from 1 to 1:55 p.m., starting October 3rd, she'll tune in to FLAIR, a new kind of program designed for women "with a flair for living and a flair for fun." Not just "background music," FLAIR will actively engage the attention of young suburban housewives. Family women. The ones who are the best and busiest buyers in the U.S.

An artful mix of good popular music with short features, FLAIR will deal with such diverse subjects as makeup, baby care, comedy, recipes, overseas pickups and Hollywood interviews. The people—glamorous people, respected people—who headline these features will be fun to be with, interesting to hear.

FLAIR is a good example of how ABC Radio is shaping itself to fit the bright, new market of the Sixties, the broad new market of the suburbs. If this is your market, FLAIR is your opportunity. And ABC is your best radio network buy.

**ABC RADIO NETWORK**

## How audience composition varies by time and market

## Audience composition in selected markets by quarter hour

## NEW YORK

(Jan.-Feb. 1960)

|              | Listeners<br>(000) | Men<br>% | Women<br>% | Teens<br>% | Children<br>% |
|--------------|--------------------|----------|------------|------------|---------------|
| 7:30-7:45 am | 1,816              | 20       | 48         | 10         | 22            |
| 1:30-1:45 pm | 746                | 16       | 63         | 6          | 15            |
| 4:30-4:45 pm | 550                | 17       | 53         | 9          | 21            |
| 10:30-11 pm  | 317                | 15       | 54         | 17         | 14            |

## CHICAGO

(Feb.-Mar. 1960)

|              | Listeners<br>(000) | Men<br>% | Women<br>% | Teens<br>% | Children<br>% |
|--------------|--------------------|----------|------------|------------|---------------|
| 7:30-7:45 am | 1,022              | 20       | 48         | 17         | 15            |
| 1:30-1:45 pm | 308                | 22       | 67         | 5          | 6             |
| 4:30-4:45 pm | 304                | 36       | 45         | 13         | 6             |
| 10:30-11 pm  | 150                | 48       | 34         | 14         | 4             |

## LOS ANGELES

(Feb.-Mar. 1960)

|              | Listeners<br>(000) | Men<br>% | Women<br>% | Teens<br>% | Children<br>% |
|--------------|--------------------|----------|------------|------------|---------------|
| 7:30-7:45 am | 661                | 24       | 48         | 11         | 17            |
| 1:30-1:45 pm | 331                | 19       | 71         | 6          | 4             |
| 4:30-4:45 pm | 449                | 18       | 56         | 20         | 6             |
| 10:30-11 pm  | 91                 | 39       | 54         | 6          | 1             |

A. C. Nielsen's reports for various markets illustrate a significant difference in listening habits during selected quarter hours. However, women maintain a more stable pattern.

# BORED...

## with your Advertising Results?

### TRY...

# KiSN

## with 33% of the Audience in

## **GREATER PORTLAND\***

DYNAMIC  
RADIO IN  
DYNAMIC  
MARKETS

**KiSN** - Portland  
AVERY-KNODEL

**KOIL** - Omaha  
AVERY-KNODEL

**KiCN** - Denver  
ADAM YOUNG

# the Star stations

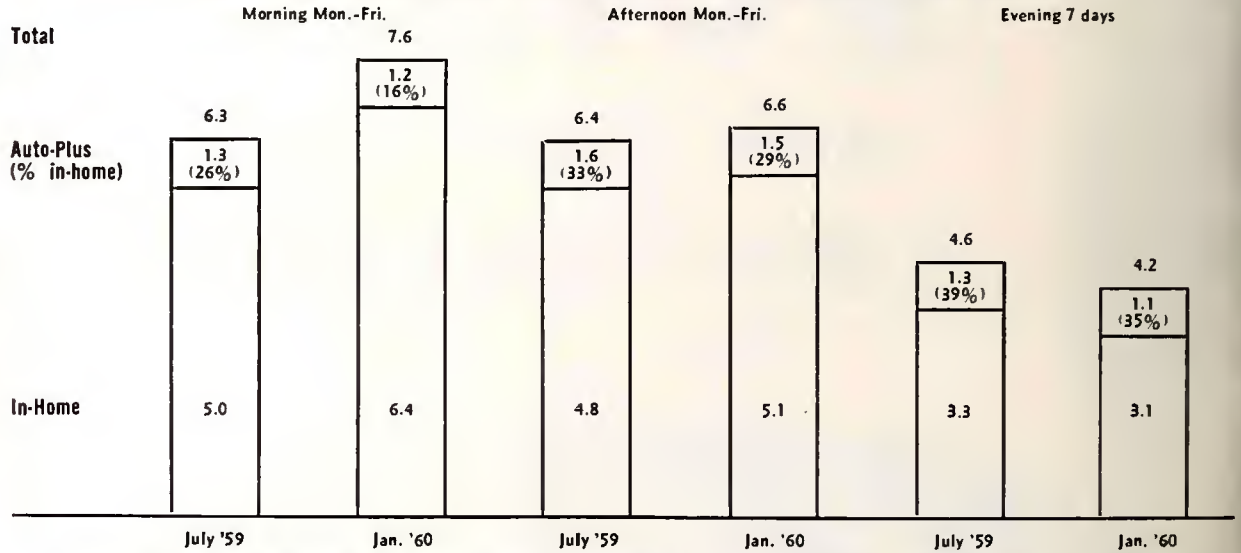
DON W. BURDEN — President

More ¼ hour firsts than all other  
Portland Stations combined! 290 out of  
300 — April, 1960, PULSE.

# OUT-OF-HOME LISTENING

Auto-plus adds 30% to radio listening

**In-home and auto-plus listening, millions of homes per minute**



Nielsen figures above show average listening per minute during each of the six-hour day parts indicated. As a percentage of in-home listening, Auto-Plus ranges from 26% (summer mornings) to nearly 40% (summer evenings)

## Some examples of auto listening in selected markets and time periods

### PHILADELPHIA

| Day       | Time           | Homes Using Radio (%) | Auto Plus (%) |
|-----------|----------------|-----------------------|---------------|
| SUNDAY    | 3:30- 4:00 pm  | 4                     | 130           |
| SUNDAY    | 8:30- 9:00 pm  | 3                     | 115           |
| MON.—FRI. | 4:30- 5:00 pm  | 8                     | 64            |
| MON.—FRI. | 12:30- 1:00 pm | 12                    | 20            |

### NEW YORK

| Day       | Time          | Homes Using Radio (%) | Auto Plus (%) |
|-----------|---------------|-----------------------|---------------|
| SUNDAY    | 8:30- 9:00 pm | 3                     | 117           |
| SATURDAY  | 8:30- 9:00 pm | 4                     | 74            |
| MON.—FRI. | 7:30- 8:00 am | 16                    | 28            |
| SUNDAY    | 7:30- 8:00 am | 5                     | 9             |

### CHICAGO

| Day       | Time          | Homes Using Radio (%) | Auto Plus (%) |
|-----------|---------------|-----------------------|---------------|
| SUNDAY    | 8:30- 9:00 pm | 3                     | 100           |
| SATURDAY  | 6:00- 6:30 am | 3                     | 38            |
| MON.—FRI. | 4:30- 5:00 pm | 10                    | 51            |
| MON.—FRI. | 8:30- 9:00 am | 20                    | 15            |

### NEW ORLEANS

| Day       | Time           | Homes Using Radio (%) | Auto Plus (%) |
|-----------|----------------|-----------------------|---------------|
| SATURDAY  | 11:30-12:00 pm | 1                     | 130           |
| MON.—FRI. | 6:00- 6:30 am  | 2                     | 89            |
| MON.—FRI. | 7:00- 7:30 am  | 6                     | 56            |
| MON.—FRI. | 10:30-11:00 am | 15                    | 11            |

### LOS ANGELES

| Day       | Time          | Homes Using Radio (%) | Auto Plus (%) |
|-----------|---------------|-----------------------|---------------|
| SATURDAY  | 7:00- 7:30 pm | 8                     | 56            |
| SUNDAY    | 5:00- 5:30 pm | 10                    | 45            |
| MON.—FRI. | 7:30- 8:00 am | 15                    | 42            |
| MON.—FRI. | 9:00- 9:30 am | 16                    | 12            |

Source: Nielsen Station Index, auto-plus by half-hour, Summer 1959





## IN THE PEOPLE'S INTEREST

### Detroit's most complete Radio-TV news center

Another mark of leadership—additional evidence of the WWJ stations' sense of responsibility to the public. It's the big 1,272 square-foot WWJ NEWS-room, headquarters for the busy 12-man staff that provides southeastern Michigan with complete, reliable, award-winning coverage day and night.

Today, as it has been for over 40 years, WWJ NEWS is *real* news: comprehensive, balanced, and believable—great news for the audience, great for advertisers, too.

**WWJ** AM and FM  
**RADIO**

Detroit's Basic Radio Station



**WWJ-TV**

Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

## How out-of-home compares to in-home listening

Percent out-of-home listening adds to in-home in 29 markets

| MARKET                     | TOTAL AUDIENCE | IN HOME | + | OUT OF HOME | = | OUT OF HOME PLUS |
|----------------------------|----------------|---------|---|-------------|---|------------------|
| ATLANTA                    | 18.7%          | 14.7%   |   | 4.0%        |   | 27.2%            |
| BALTIMORE                  | 15.7           | 12.1    |   | 3.6         |   | 29.8             |
| BIRMINGHAM                 | 16.9           | 12.8    |   | 4.1         |   | 32.0             |
| BOSTON                     | 22.3           | 17.5    |   | 4.8         |   | 27.4             |
| BUFFALO                    | 20.6           | 16.1    |   | 4.5         |   | 27.9             |
| CHICAGO                    | 19.5           | 15.0    |   | 4.5         |   | 30.0             |
| CINCINNATI                 | 17.2           | 13.3    |   | 3.9         |   | 29.3             |
| CLEVELAND                  | 17.8           | 14.0    |   | 3.8         |   | 27.1             |
| COLUMBUS                   | 20.0           | 16.5    |   | 3.5         |   | 21.2             |
| DALLAS                     | 21.3           | 16.1    |   | 5.2         |   | 32.3             |
| DETROIT                    | 17.8           | 13.7    |   | 4.1         |   | 29.9             |
| FORT WORTH                 | 20.1           | 15.2    |   | 4.9         |   | 32.2             |
| HOUSTON                    | 20.8           | 16.7    |   | 4.1         |   | 24.6             |
| KANSAS CITY                | 20.0           | 14.6    |   | 5.4         |   | 37.0             |
| LOS ANGELES                | 22.5           | 17.3    |   | 5.2         |   | 30.1             |
| MIAMI                      | 22.2           | 17.7    |   | 4.5         |   | 25.4             |
| MILWAUKEE                  | 21.6           | 16.9    |   | 4.7         |   | 27.8             |
| MINNEAPOLIS-ST. PAUL       | 21.4           | 17.3    |   | 4.1         |   | 23.7             |
| NEW ORLEANS                | 19.1           | 15.9    |   | 3.2         |   | 20.1             |
| NEW YORK                   | 21.8           | 16.4    |   | 5.4         |   | 32.9             |
| PHILADELPHIA               | 21.2           | 17.4    |   | 3.8         |   | 21.8             |
| PITTSBURGH                 | 18.9           | 15.0    |   | 3.9         |   | 26.0             |
| PORTLAND, ORE.             | 20.1           | 16.3    |   | 3.8         |   | 23.3             |
| RICHMOND                   | 19.3           | 15.3    |   | 4.0         |   | 26.1             |
| ST. LOUIS                  | 20.5           | 16.6    |   | 3.9         |   | 23.5             |
| SAN DIEGO                  | 21.1           | 16.3    |   | 4.8         |   | 29.4             |
| SAN FRANCISCO              | 22.9           | 17.8    |   | 5.1         |   | 28.7             |
| SEATTLE                    | 21.3           | 17.1    |   | 4.2         |   | 24.6             |
| WASHINGTON                 | 18.8           | 14.7    |   | 4.1         |   | 27.9             |
| Median Average             | 20.4           | 16.3    |   | 4.1         |   | 25.2             |
| 29 Market Weighted Average | 20.6           | 16.0    |   | 4.6         |   | 28.7             |

Source: Pulse, Jan.-Feb.-Mar., 1960.

Sell **CANADA** Now with CBC-TV Network Television

**94%**



plus finest of programming  
plus commercial production facilities  
plus sales promotion  
plus sales power

*Ranks with the best in the world* **CANADIAN BROADCASTING CORPORATION**  
Television Sales Toronto, Ontario

## The trend in summer out-of-home listening is upward

Per cent homes listening out-of-home, winter and summer, 1953-1960

|                | 1954       |            | 1955       |            | 1956       |            | 1957       |            | 1958       |            | 1959       |            | 1960<br>W  |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                | W          | S          | W          | S          | W          | S          | W          | S          | W          | S          | W          | S          |            |
| Atlanta        | 3.2        | 3.6        | 3.2        |            | 3.4        | 4.0        | 4.1        | 4.1        | 4.0        | 4.5        | 4.1        | 4.5        | 4.0        |
| Baltimore      | 3.2        | 3.6        | 3.2        |            | 3.4        | 4.1        | 3.8        | 4.1        | 3.7        | 4.6        | 3.8        | 4.3        | 3.6        |
| Birmingham     | 3.6        | 3.8        | 3.3        | 3.6        | 4.1        | 4.4        | 4.3        | 4.4        | 4.1        | 4.4        | 4.1        | 4.5        | 4.1        |
| Boston         | 4.4        | 4.6        | 4.2        | 4.6        | 4.8        | 5.1        | 4.7        | 4.8        | 4.4        | 5.3        | 5.0        | 5.6        | 4.8        |
| Buffalo        | 3.6        | 3.7        | 3.2        | 3.4        | 3.2        | 3.8        | 3.6        | 3.7        | 3.9        | 4.5        | 4.4        | 4.7        | 4.5        |
| Chicago        | 3.9        | 4.3        | 4.1        | 4.2        | 4.0        | 4.6        | 4.3        | 4.6        | 4.5        | 5.2        | 4.4        | 5.0        | 4.5        |
| Cincinnati     | 3.6        | 3.9        | 3.6        | 3.9        | 3.8        | 4.2        | 4.0        | 4.2        | 3.9        | 4.6        | 4.1        | 4.5        | 3.9        |
| Columbus       |            | 3.2        | 3.1        | 3.3        | 3.4        | 4.0        | 3.5        | 3.8        | 4.3        | 4.6        | 4.2        | 4.3        | 3.5        |
| Dallas         |            |            | 3.6        | 4.0        | 4.5        | 4.7        | 4.6        | 5.5        | 4.7        | 4.6        | 4.7        | 4.4        | 5.2        |
| Detroit        | 3.9        | 4.2        | 3.9        | 4.2        | 3.8        | 4.3        | 4.2        | 4.4        | 3.8        | 4.4        | 4.0        | 4.7        | 4.1        |
| Fort Worth     |            |            |            |            | 4.0        |            | 4.0        | 5.3        | 4.5        | 4.2        | 4.3        | 4.7        | 4.9        |
| Houston        | 3.6        | 4.1        | 4.0        | 4.3        | 4.3        | 4.6        | 4.4        | 4.5        | 4.0        | 4.5        | 4.1        | 4.5        | 4.1        |
| Kansas City    |            | 3.7        | 3.4        |            | 3.8        | 4.1        | 3.9        | 4.3        | 4.0        | 4.9        | 4.6        | 5.0        | 5.4        |
| Los Angeles    | 4.5        | 4.8        | 4.5        | 4.7        | 4.4        | 4.7        | 4.7        | 5.0        | 4.7        | 5.3        | 5.0        | 5.4        | 5.2        |
| Miami          | 3.1        |            | 3.3        | 3.7        | 4.4        | 4.6        | 4.7        | 4.7        | 4.8        | 4.9        | 4.8        | 4.8        | 4.5        |
| Milwaukee      | 3.3        | 3.8        | 3.3        | 3.8        | 3.5        | 4.3        | 4.3        | 4.4        | 4.0        | 4.2        | 4.6        | 5.2        | 4.7        |
| Mpls.-St. Paul | 3.4        | 3.8        | 3.7        | 3.9        | 3.7        | 4.2        | 4.2        | 4.4        | 4.1        | 4.8        | 4.1        | 4.3        | 4.1        |
| New Orleans    |            | 3.7        | 3.3        | 3.4        | 4.4        | 4.6        | 4.4        | 4.6        | 3.7        | 4.1        | 3.9        | 3.6        | 3.2        |
| New York       | 4.4        | 4.8        | 4.4        | 4.4        | 4.6        | 5.0        | 5.1        | 4.8        | 5.1        | 5.4        | 5.0        | 5.7        | 5.4        |
| Philadelphia   | 3.6        | 3.9        | 3.9        | 4.0        | 3.8        | 4.4        | 3.7        | 4.6        | 4.0        | 4.2        | 3.9        | 3.9        | 3.8        |
| Pittsburgh     | 3.4        |            | 3.5        | 3.9        | 3.6        | 3.9        | 3.9        | 4.1        | 3.9        | 4.2        | 4.0        | 4.4        | 3.9        |
| Portland, Ore. |            |            | 3.6        |            | 3.4        |            | 4.4        |            |            |            | 4.7        |            | 4.0        |
| Richmond       | 3.1        | 3.2        | 2.9        | 3.0        | 3.1        | 4.3        | 3.7        | 4.1        | 3.9        | 4.5        | 4.3        |            | 4.3        |
| St. Louis      | 3.5        | 3.8        | 3.8        | 4.2        | 3.9        | 4.3        | 4.2        | 4.4        | 3.8        | 4.6        | 4.4        | 4.6        | 4.4        |
| San Diego      |            | 3.5        | 3.5        | 3.8        | 3.6        | 4.1        | 4.0        | 4.2        | 4.4        | 4.5        | 4.5        | 5.1        | 4.5        |
| San Francisco  | 4.1        | 4.2        | 4.2        |            | 4.5        | 4.7        | 4.6        | 4.6        | 4.4        | 5.2        | 4.9        | 5.5        | 4.9        |
| Seattle        | 3.2        | 3.5        | 4.4        | 4.2        | 4.1        | 4.1        | 4.2        | 4.4        | 4.5        | 4.7        | 4.5        | 4.6        | 4.5        |
| Washington     | 3.7        | 4.0        | 3.7        | 3.9        | 3.7        | 4.1        | 4.1        | 4.3        | 3.9        | 4.5        | 4.2        | 4.6        | 4.2        |
| <b>Median</b>  | <b>3.6</b> | <b>3.8</b> | <b>3.6</b> | <b>3.9</b> | <b>3.8</b> | <b>4.3</b> | <b>4.2</b> | <b>4.4</b> | <b>4.1</b> | <b>4.6</b> | <b>4.2</b> | <b>5.5</b> | <b>4.1</b> |

This broad look at out-of-home listening in 28 markets discloses a winter hike of 14% over the seven-year 1954-60 span and a summer jump of 45% over the six-year 1954-59 span. Reasons for this increase include more portable radios, more auto radios, more auto driving and more programing aimed at the auto audience

Source: Pulse, 1960.

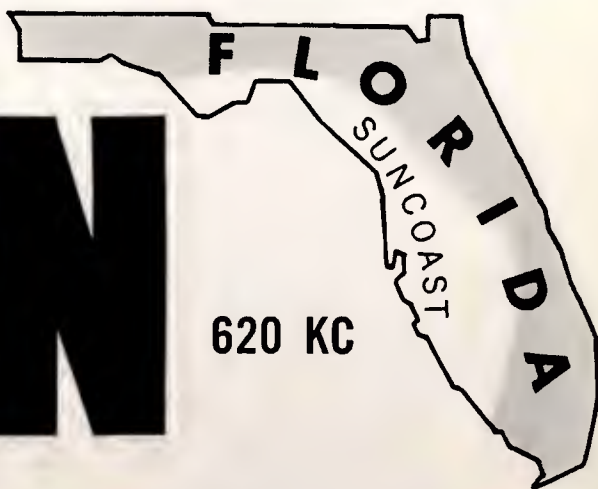


# “SUNNY’S” REALLY COOKING!

When it comes to feeding you a large share of the TAMPA-ST. PETERSBURG MARKET, WSUN has a real sales fire going. In our 29 county SUNCOAST area, with its better than 1,203,400 population. WSUN delivers more radio homes, at the lowest cost per home, than any station in the heart of Florida. For a successful sales recipe on the SUNCOAST . . . use “SUNNY!”

**NO. 1 IN ADULT LISTENERSHIP 24 HOURS A DAY!**

**TAMPA-ST. PETERSBURG**



**620 KC**

**NAT'L. REP.: VENARD, RINTOUL & McCONNELL**

**S. E. REP.: JAMES S. AYERS**

# FM BASICS

What are the basic facts on fm's audience

## SURVEYS ACROSS U.S. TURNED UP THESE FACTS ON FM

| MARKET                   | AVERAGE DAILY LISTENING TIME | MOST POPULAR HOURS | AUDIENCE AGE                    | AUDIENCE INCOME                  | AUDIENCE OCCUPATION             | AUDIENCE EDUCATION            |
|--------------------------|------------------------------|--------------------|---------------------------------|----------------------------------|---------------------------------|-------------------------------|
| <b>NEW YORK*</b>         | 3 hours                      | 8-10 p.m.          | <b>37.5 years average</b>       | 49.2% between \$7,500 and 14,999 | 54.7% professional or executive | <b>46.8% college graduate</b> |
| <b>SAN DIEGO*</b>        | 31.7% listened 3-6 hours     |                    | <b>96% adult</b>                | 75.8% between \$4,000 and 13,000 | 33.5% professional or executive |                               |
| <b>SAN FRAN*</b>         | 6.6 hours                    | 6-9 p.m.           | <b>34 years average</b>         | \$8,800 average                  |                                 | <b>60.1% college graduate</b> |
| <b>PHILA.**</b>          | 5 hours                      |                    |                                 | \$9,000 average                  | 63.7% professional or executive | <b>68.2% college graduate</b> |
| <b>MINN.-ST. PAUL***</b> | 3.5 hours                    |                    | <b>59% in the 21-40 range</b>   | \$7,800 average                  | 63.5% professional or executive | <b>60% college graduate</b>   |
| <b>DETROIT†</b>          | 5.3 hours                    | 5-11 p.m.          | <b>43 years average</b>         | 46.8% between \$7,501 and 15,000 | 37% professional or executive   |                               |
| <b>HOUSTON*</b>          | 2.1 hours (median)           | 6-9 p.m.           | <b>37.3% in the 35-49 range</b> | 47% between 5,000 and 14,999     | 31.8% professional or executive | <b>21.7% college graduate</b> |
| <b>U.S.‡</b>             |                              | 6-9 p.m.           | <b>37% in the 35-40 range</b>   | 49.6% between \$5,000 and 10,000 |                                 |                               |

The fm audience is a quality audience and a faithful one, the figures above show. Average daily listening time is, in most markets covered, higher than audiences to am radio, although direct comparisons are not always possible with the above figures. The most popular listening time is at night in contrast to am radio where daytime is the most popular time. Fm seems to filter out the younger audience,

who are not generally interested in the type of music programmed on fm stations nor the high fidelity sound. Average income of fm listeners is well above the population as a whole. As for occupation and education, it can be seen that higher than average percentages hold professional and executive jobs and are college educated.

SOURCES: \* Pulse 1959-60. \*\* WFLN. \*\*\* WLOL-FM Summer 1959. † Market opinion research July 1959. ‡ Compiled from various data by NATIONAL ASSOCIATION OF FM BROADCASTERS.

...in Cleveland WHK is No. 1 The monthly game of musical chairs—to see who's first—has taken a dramatic new turn. Thanks to Metropolitan Broadcasting Corporation's new orchestration of service, news and showmanship, WHK now accompanies your selling message with Cleveland's *largest* audience.\* The score is available from Blair, or General Manager Jack Thayer (EXpress 1-5000).

A station of the Metropolitan Broadcasting Corporation **WHK**  
Cleveland



**LISTENING HABITS HAVE CHANGED!**



## What is the fm penetration picture in major radio markets

### Fm penetration and homes in am radio markets

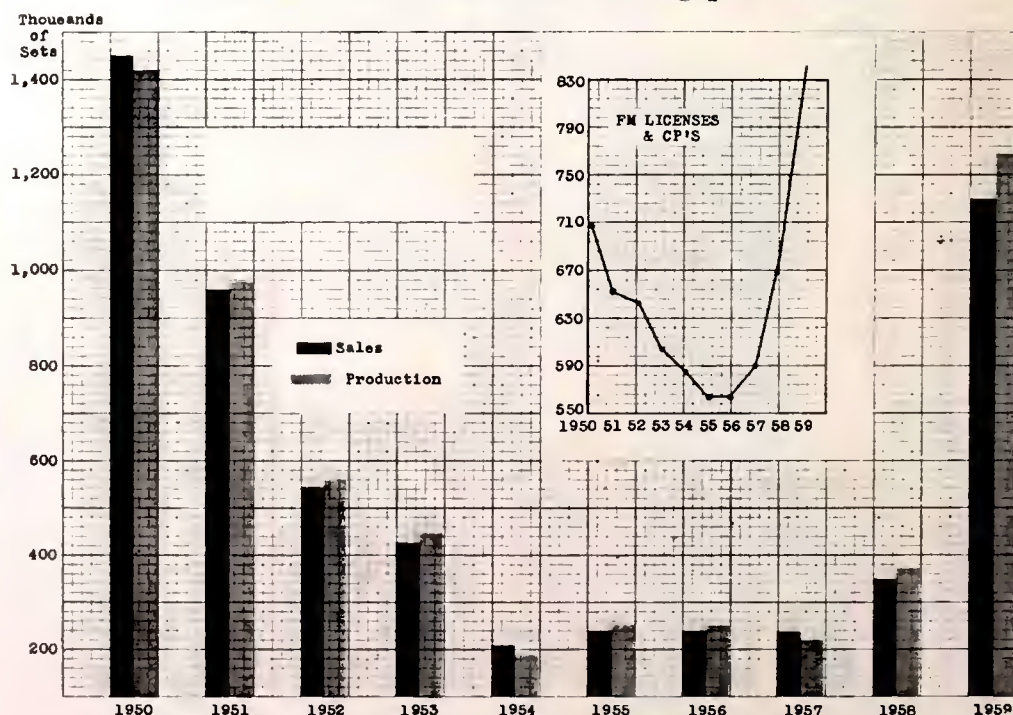
| City                | % Fm homes are to am homes | No. of fm homes |
|---------------------|----------------------------|-----------------|
| Albanay, N. Y.      | 33.1                       | 68,600          |
| Bakersfield, Calif. | 32.4                       | 151,600         |
| Baltimore           | 27.9                       | 124,400         |
| Boston              | 50.1                       | 465,000         |
| Buffalo             | 34.8                       | 134,500         |
| Chicago             | 42.4                       | 819,400         |
| Cincinnati          | 26.9                       | 90,800          |
| Cleveland           | 36.1                       | 187,300         |
| Columbus            | 37.4                       | 71,500          |
| Dallas-Fort Worth   | 20.7                       | 55,700          |
| Denver              | 37.4                       | 88,900          |
| Houston             | 30.6                       | 108,800         |
| Indianapolis*       | 23.0                       | 187,557         |
| Kansas City         | 29.5                       | 94,700          |
| Los Angeles         | 48.9                       | 1,066,800       |
| Miami               | 31.7                       | 76,500          |
| Milwaukee           | 22.1                       | 66,700          |
| Minneapolis         | 16.9                       | 69,600          |

| City                             | % Fm homes are to am homes | No. of fm homes |
|----------------------------------|----------------------------|-----------------|
| Nashville                        | 11.8                       | 12,300          |
| New Orleans                      | 24.1                       | 59,700          |
| New York                         | 56.7                       | 2,473,100       |
| Norfolk-Tidewater                | 29.4                       | 62,400          |
| Omaha-Council Bluffs             | 12.4                       | 15,700          |
| Orange County, Calif.**          | 39.1                       | 135,200         |
| Philadelphia                     | 36.3                       | 447,900         |
| Pittsburgh                       | 30.1                       | 203,600         |
| Portland, Ore.                   | 46.1                       | 123,500         |
| Providence                       | 35.1                       | 72,900          |
| Richmond                         | 28.1                       | 30,100          |
| Rochester, N. Y.                 | 41.9                       | 75,000          |
| Sacramento                       | 26.1                       | 36,000          |
| San Antonio                      | 17.1                       | 29,500          |
| San Bernardino-Riverside, Calif. | 25.7                       | 18,800          |
| San Diego                        | 39.4                       | 119,800         |
| San Francisco                    | 47.3                       | 417,800         |
| Syracuse, N. Y.                  | 24.1                       | 46,200          |
| Trenton, N. J.                   | 32.9                       | 23,400          |
| Washington                       | 40.3                       | 229,700         |
| Westchester County, N. Y.**      | 61.4                       | 140,400         |

Source: Pulse, February, 1960. Homes are fm penetration of am Pulse homes.  
\*Walker Research co-incident telephone survey, includes Marion County plus 49 outside counties. \*\*Orange County, Calif. is also included in Los Angeles totals; Westchester County, N. Y. is included in the N. Y. totals.

## Fm radio production, sales and stations made substantial gains in 1959

### Production, sales and stations during past decade



Source: Granco Products, Inc. Note: Electronic Industries reports 541,000 fm sets produced in 1959.



# FM Quality Music Stations

## The New Dimension In Radio In Major Markets

### These are your Quality Music FM Stations

- ... Delivering the largest single Quality market in America
- ... The Fine Music audience, most influential, most efficient and most responsive.

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening averages 3 hours per day, 4 days per week.

**Responsive:** Quality Music audiences are pace setters at the age of acquisition and are able to buy. Quality Music advertisers have found this audience to be most responsive and well-directed appeals.

**Low Cost:** Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

|                      |         |
|----------------------|---------|
| Chicago              | WFME    |
| Los Angeles          | KCBH    |
| Philadelphia         | WIFI    |
| Boston               | WXHR    |
| New York             | WRFM    |
| San Francisco        | KDFC    |
| Detroit              | WLDM    |
| Cleveland            | WNOB    |
| Pittsburgh           | WKJF    |
| Houston              | KFMK    |
| Seattle              | KLSN    |
| Kansas City          | KXTR    |
| St. Louis            | KCFM    |
| Buffalo              | WEBR-FM |
| Cincinnati           | WAEF-FM |
| Tampa-St. Petersburg | WTCX    |
| Indianapolis         | WFBM-FM |
| Minneapolis          | KWFM    |
| Birmingham           | WSFM    |
| Louisville           | WLVL    |
| Baltimore            | WFMM    |
| Oklahoma City        | KYFM    |
| Lansing              | WSWM    |
| Omaha                | KQAL    |
| Sacramento           | KJML    |

National Representative — WALKER-RAWALT COMPANY, INC.

New York  
170 Madison Ave.  
New York 17  
Murray Hill 3-5830

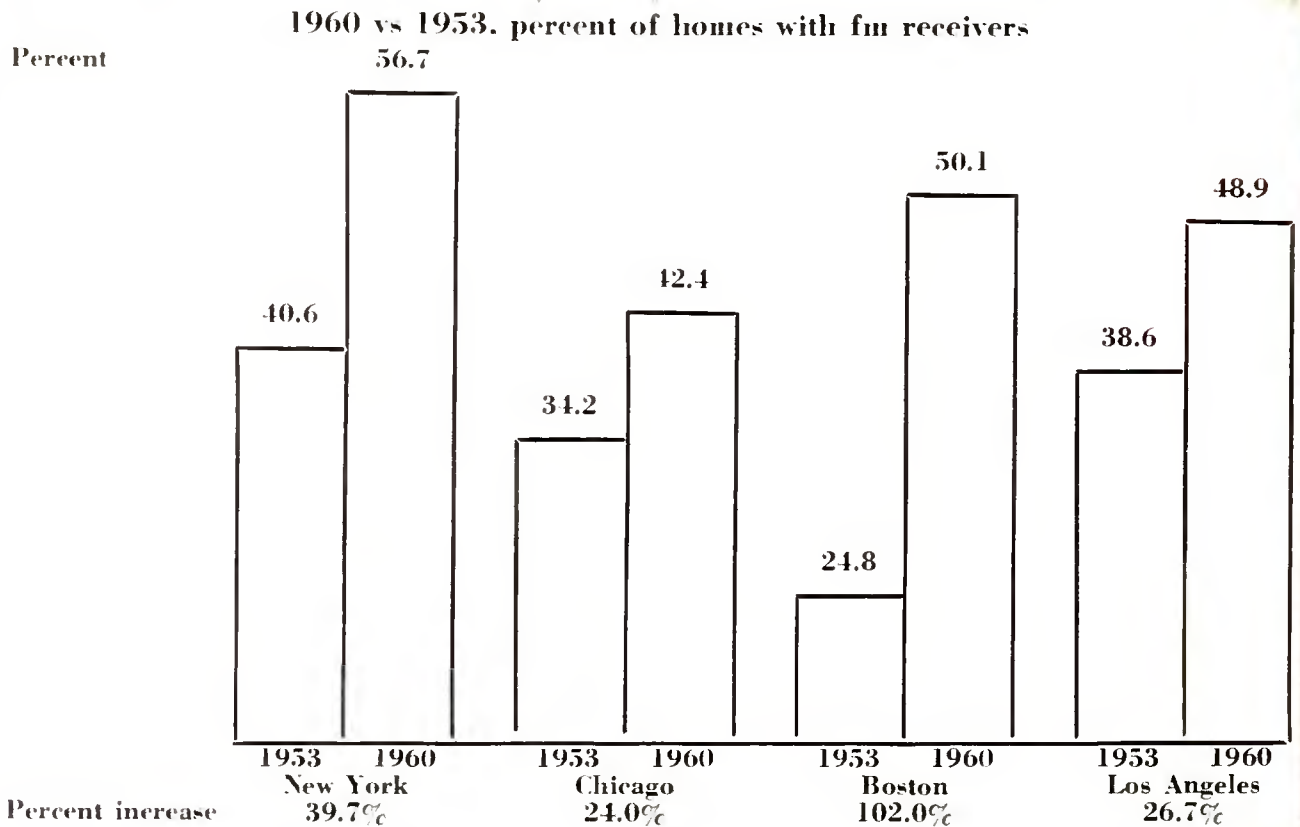
Chicago  
360 N. Michigan Ave.  
Chicago, Ill.  
Andover 3-5771

Boston  
100 Boylston St.  
Boston, Mass.  
Hubbard 2-4370

Los Angeles  
672 S. Lafayette Park Pl.  
Los Angeles, Calif.  
Dunkirk 2-3200

San Francisco  
260 Kearney St.  
San Francisco, Calif.  
Exbrook 7-4827

## FM penetration continues to climb in major metro-area markets



## What advertisers are currently investing in fm radio

### Blue-chip accounts are among fm advertisers

PONTIAC  
 SINCLAIR REFINING  
 CINZANO VERMOUTH  
 TUBORG BEER  
 AIR FRANCE  
 CAPITAL AIRLINES  
 JAPAN AIR LINES  
 UNION PACIFIC RAILROAD  
 LANVIN PARFUMS  
 FRIGIDAIRE  
 GENERAL ELECTRIC  
 HERTZ RENT A CAR  
 CARLING BREWING CO.  
 TIME

READER'S DIGEST  
 A & P FOOD STORES  
 HAMILTON WATCHES  
 BALDWIN PIANO CO.  
 ESSO  
 BU DWEISER BEER  
 ALUMINUM CO. OF AMERICA  
 ENCYCLOPEDIA BRITANNICA  
 RYBUTOL  
 REXALL DRUG CO.  
 McCALL'S PUBLICATIONS  
 FORD MOTOR CO.  
 CHRYSLER MOTORS  
 BURGERMEISTER BREWING

BOAC  
 UNITED AIRLINES  
 ROOTES MOTORS  
 ROSE'S LIME JUICE  
 RY-KRISP  
 SCHWEPPE'S TONIC  
 DANISH BLUE CHEESE  
 DINERS' CLUB  
 SOUTHERN PACIFIC RR  
 GOODYEAR STORES  
 PEPSI-COLA  
 STEINWAY PIANO  
 GRACE LINES

Source: Various industry organizations



WILLIAM PENN, 37 FEET TALL, SURVEYS PHILADELPHIA FROM ATOP CITY HALL, BUILT IN 1871 PRECISELY WHERE HE DECIDED 190 YEARS EARLIER IT OUGHT TO BE.

**Worthwhile In Philadelphia** Wherever they go, Philadelphians are surrounded by history. They see it as made, in shrines that breathe life. They hear it in the making . . . via public affairs service which has differentiated WIP from other Philadelphia radio stations for 38 years. Example: "World in Perspective," new problem-facing documentary series, scrutinizing local, national, international situations. "WIP" typifies Metropolitan's blending of traditional with new concepts, which have created growing audiences for WIP service . . . and your story . . . in **PHILADELPHIA**.

## SPENDING AND COSTS

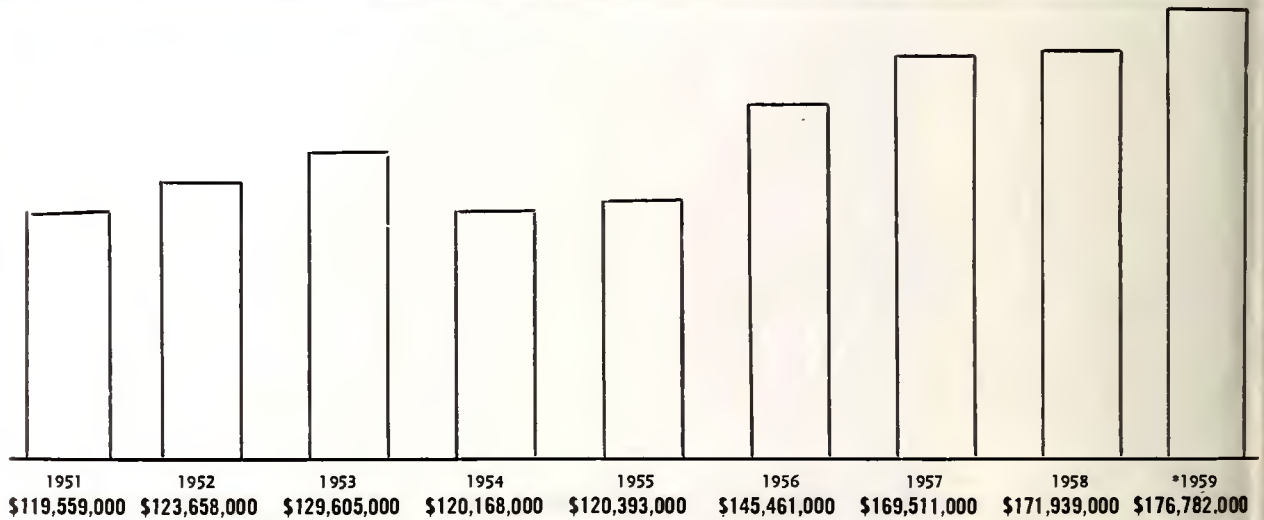
Here's what advertisers spent in network, spot, local radio during 1959

Total ad investment in radio, 1958-59

|         | 1959     |                             | 1958     |                             | Per cent change '59 vs. '58 |
|---------|----------|-----------------------------|----------|-----------------------------|-----------------------------|
|         | Millions | Per cent of all advertising | Millions | Per cent of all advertising |                             |
| Total   | \$638.0  | 5.8                         | \$615.7  | 6.0                         | + 3.6                       |
| Network | 50.0     | 0.5                         | 57.9     | 0.6                         | -13.6                       |
| Spot    | 198.0    | 1.8                         | 189.6    | 1.8                         | + 4.4                       |
| Local   | 390.0    | 3.5                         | 368.2    | 3.6                         | + 5.9                       |

Source: McCann-Erickson via Printers Ink.

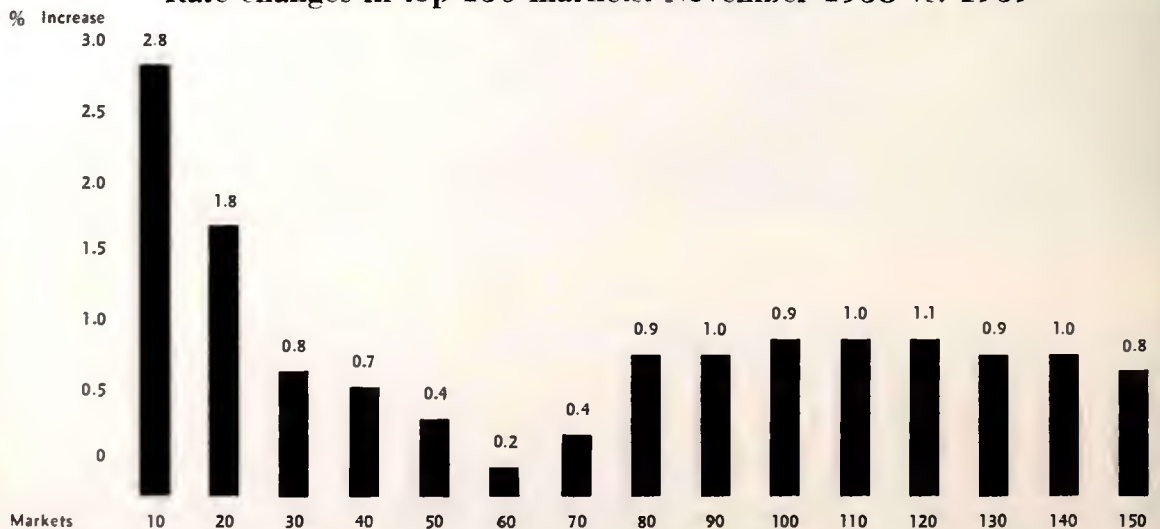
Spot radio time sales were up 2.8% in 1959



Source: Figures above relate to station income from time sales only, after rate discounts but before commission to reps. agencies. Source of all figures is FCC, except 1959. \*Price Waterhouse estimate via SRA.

Radio rates in the top 150 markets were up less than 1% in 1959

Rate changes in top 150 markets, November 1958 vs. 1959



The above chart, based on the Katz Agency's "Spot Radio Budget Estimator," reflects a slight radio rate increase in 1959. For comparison purposes, a weekday schedule of 12 one-minute announcements per week for 13 weeks in prime time (7-9 am & 4-7 pm) was utilized. All market groups are cumulative, e.g., top 10 plus next 10 equals top 20, etc.

# WROC-TV

ROCHESTER, NEW YORK

*First in New York State's 3rd largest market. Delivering 29.4% more net weekly circulation than the second station.*

| Net Weekly Circulation* |         |
|-------------------------|---------|
| WROC-TV                 | 244,500 |
| Station X               | 188,900 |

\*ARB June 1960

NBC - ABC — CHANNEL 5 • ROCHESTER

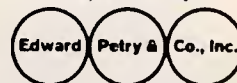
WROC-TV CHANNEL 5 NBC-ABC ROCHESTER, N.Y. • A TRANSCONTINENT STATION

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.

WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,

KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.

Represented by



The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

## These were spot radio's top 100 spenders in 1959

## Net expenditures in spot radio

| RANK | COMPANY                             | RAB-ESTIMATED<br>EXPENDITURES | RANK | COMPANY                                | RAB-ESTIMATED<br>EXPENDITURES |
|------|-------------------------------------|-------------------------------|------|--|-------------------------------|
| 1.   | Ford Motor Co.*                     | \$7,280,000                   | 50.  | Time, Inc.                             | \$ 720,000                    |
| 2.   | R. J. Reynolds Tobacco Co.          | 4,800,000                     | 52.  | Stanback Co., Ltd.                     | 715,000                       |
| 3.   | Chrysler Corp.                      | 4,129,000                     | 53.  | P. Ballantine & Sons                   | 710,000                       |
| 4.   | General Motors Corp.                | 4,115,000                     | 53.  | Philip Morris, Inc.                    | 710,000                       |
| 5.   | Anheuser-Busch, Inc.                | 3,683,000                     | 55.  | General Foods Corp.                    | 705,000                       |
| 6.   | Liggett & Myers Tobacco Co.         | 3,600,000                     | 56.  | Greyhound Corp.                        | 700,000                       |
| 7.   | P. Lorillard Co.                    | 3,100,000                     | 57.  | Pabst Brewing Co.                      | 675,000                       |
| 8.   | The American Tobacco Co.            | 3,090,000                     | 58.  | The Florists' Telegraph Delivery Assn. | 665,000                       |
| 9.   | Jos. Schlitz Brewing Co.            | 2,710,000                     | 59.  | General Cigar Co.                      | 660,000                       |
| 10.  | Sinclair Refining Co.               | 2,500,000                     | 59.  | Interstate Bakeries Corp.              | 660,000                       |
| 11.  | Carling Brewing Co., Inc.           | 2,000,000                     | 61.  | The Chattanooga Medicine Co.           | 650,000                       |
| 11.  | Thomas Leeming & Co., Inc.          | 2,000,000                     | 61.  | Langendorf United Bakeries, Inc.       | 650,000                       |
| 13.  | Bristol-Myers Co.                   | 1,900,000                     | 61.  | W. F. McLaughlin & Co.                 | 650,000                       |
| 14.  | Texas Co.                           | 1,840,000                     | 64.  | Sun Oil Co.                            | 625,000                       |
| 15.  | Cbesebrough-Pond's, Inc.            | 1,670,000                     | 65.  | American Home Products Corp.           | 616,000                       |
| 16.  | B. C. Remedy Co.                    | 1,600,000                     | 66.  | Standard Oil Co. (Indiana)             | 610,000                       |
| 16.  | Fels & Co.                          | 1,600,000                     | 67.  | Phillips Petroleum Co.                 | 605,000                       |
| 18.  | Beneficial Finance Co.              | 1,578,000                     | 68.  | Household Finance Corp.                | 600,000                       |
| 19.  | Eastern Air Lines, Inc.             | 1,500,000                     | 69.  | General Mills, Inc.                    | 594,000                       |
| 19.  | Northwest Orient Airlines           | 1,500,000                     | 70.  | The Mennen Co.                         | 590,000                       |
| 19.  | Shell Oil Co.                       | 1,500,000                     | 70.  | Nestle Co., Inc.                       | 590,000                       |
| 22.  | Plough, Inc.                        | 1,420,000                     | 72.  | International Harvester Co.            | 583,000                       |
| 23.  | Campbell Soup Co.                   | 1,400,000                     | 73.  | Foster-Milburn Co.                     | 580,000                       |
| 24.  | Ralston Purina Co.                  | 1,352,000                     | 74.  | Skelly Oil Co.                         | 564,000                       |
| 25.  | American Airlines, Inc.             | 1,311,000                     | 75.  | John Morrell & Co.                     | 560,000                       |
| 26.  | Continental Baking Co., Inc.        | 1,215,000                     | 76.  | National Airlines, Inc.                | 550,000                       |
| 27.  | Esso Standard Oil Co.               | 1,200,000                     | 76.  | Piel Bros.                             | 550,000                       |
| 28.  | The Firestone Tire & Rubber Co.     | 1,100,000                     | 76.  | Seaboard Finance Co.                   | 550,000                       |
| 28.  | Miles Laboratories, Inc.            | 1,100,000                     | 79.  | Massey-Ferguson, Inc.                  | 535,000                       |
| 30.  | Metropolitan Life Insurance Co.     | 1,070,000                     | 80.  | American Bakeries Co.                  | 515,000                       |
| 31.  | The Gillette Co.                    | 1,059,500                     | 81.  | Hills Bros. Coffee, Inc.               | 510,000                       |
| 32.  | Sterling Drug, Inc.                 | 1,025,000                     | 82.  | Wm. Wrigley Jr., Co.                   | 500,000                       |
| 33.  | Cities Service Co.                  | 1,000,000                     | 83.  | Burgermeister Brewing Corp.            | 495,000                       |
| 33.  | Standard Brands Inc.                | 1,000,000                     | 83.  | United Biscuit Co. of America          | 495,000                       |
| 35.  | Tetley Tea Co., Inc.                | 975,000                       | 85.  | Tea Council of the U.S.A., Inc.        | 484,000                       |
| 36.  | The F. & M. Schaefer Brewing Co.    | 940,000                       | 86.  | Lucky Lager Brewing Co.                | 475,000                       |
| 37.  | Trans World Airlines, Inc.          | 925,000                       | 87.  | Duquesne Brewing Co. of Pittsburgh     | 455,000                       |
| 38.  | Pharmaco, Inc.                      | 910,000                       | 88.  | Canada Dry Corp.                       | 450,353                       |
| 39.  | The Borden Co.**                    | 900,000                       | 89.  | General Baking Co.                     | 450,000                       |
| 39.  | Theo. Hamm Brewing Co.              | 900,000                       | 89.  | The Bon Ami Co.                        | 450,000                       |
| 41.  | The Cream of Wheat Co.              | 850,000                       | 91.  | American Motors Co.                    | 435,000                       |
| 42.  | Clark Oil & Refining Corp.          | 820,000                       | 92.  | Paxton & Gallagher Co.                 | 420,000                       |
| 43.  | Corn Products Refining Co.          | 800,000                       | 93.  | S.S.S. Company                         | 415,988                       |
| 43.  | Liebmann Breweries, Inc.            | 800,000                       | 94.  | Duffy-Mott Co., Inc.                   | 415,000                       |
| 43.  | The Quaker Oats Co.                 | 800,000                       | 94.  | Gulf Oil Co.                           | 415,000                       |
| 43.  | Union Carbide Consumer Products Co. | 800,000                       | 94.  | The Pharma-Craft Corp., Inc.           | 415,000                       |
| 47.  | Studebaker-Packard Corp.            | 750,000                       | 94.  | United Air Lines                       | 415,000                       |
| 48.  | J. A. Folger & Co.                  | 735,000                       | 98.  | K.L.M. Royal Dutch Airlines            | 410,000                       |
| 49.  | Falstaff Brewing Co.                | 730,000                       | 98.  | The National Brewing Co.               | 410,000                       |
| 50.  | Shulton, Inc.                       | 720,000                       | 100. | Associated Sepian Products             | 407,000                       |

Source: Radio Advertising Bureau estimates. Net spending after discounts. \*Includes dealer organizations. \*\*Food products only.



*Yes, some products sell*

***VERY WELL*** in Canada

*without the help of broadcast media!*

We regretfully admit that not even the wonderfully persuasive power of radio and TV can compete with the personal touch of an ace salesman. But, if personal contact is not always possible in the Canadian phase of your business, the voice of radio and TV is certainly the next best thing. Here's why:

1. 96% of Canadian homes (and 2,090,000 Canadian cars) have radios.
2. 84% of all Canadian homes have TV sets. (In nine of Canada's top markets this figure is 94%)

This is the time to turn the power of radio and TV loose on your selling job in Canada, because the projected Canadian retail sales for 1960 show an increase of one-quarter billion over 1959. Canada's is a burgeoning economy, and radio and TV offer you an excellent chance to hitch your product to the upswing.

The Canadian Association of Broadcasters represents 46 TV stations, and 162 radio stations. For information about the ones that can serve you best, and most economically, contact:

**THE CANADIAN ASSOCIATION OF BROADCASTERS**

Head Office: 108 Sparks Street, Ottawa 4, Canada • Toronto Office: 200 St. Clair W., Toronto 7, Canada



## These are the top billing radio agencies for 1959

## How top 50 air agencies rank in total radio billings (1959)

| Rank | Agency           | Total radio<br>(million \$) |
|------|------------------|-----------------------------|
| 1    | McCann-Erickson  | \$18                        |
| 2    | Ayer*            | 15                          |
| 2    | BBDO*            | 15                          |
| 4    | Y & R*           | 14                          |
| 5    | Esty             | 13.6                        |
| 6    | D-F-S*           | 9                           |
| 7    | Campbell-Ewald   | 8.7                         |
| 8    | C & W            | 8.5                         |
| 9    | Warwick & Legler | 7.5                         |
| 10   | EWRR             | 7.3                         |
| 11   | K & E*           | 7                           |
| 12   | Grey             | 6.7                         |
| 13   | SSC&B            | 6.4                         |
| 14   | Bates            | 5                           |
| 14   | F C & B*         | 5                           |
| 14   | D'Arcy*          | 5                           |
| 17   | Geyer            | 4.5                         |
| 17   | JWT              | 4.5                         |
| 19   | Gardner          | 4.1                         |
| 20   | C D & A*         | 4                           |
| 20   | Campbell-Mithun  | 4                           |
| 22   | L & N            | 3.8                         |
| 23   | Needham, L & B   | 3                           |
| 24   | Burnett          | 2.9                         |
| 25   | W. B. Doner      | 2.74                        |

| Rank | Agency              | Total radio<br>(million \$) |
|------|---------------------|-----------------------------|
| 26   | F R, C & H          | \$2.7                       |
| 27   | Grant*              | 2.65                        |
| 28   | DCSS                | 2.4                         |
| 29   | Compton             | 2.3                         |
| 30   | Mogul               | 2.2                         |
| 30   | Tatham-Laird        | 2.2                         |
| 32   | Ogilvy, B & M*      | 2                           |
| 32   | McManus, J & A      | 2                           |
| 34   | Guild, B & B        | 1.9                         |
| 35   | Maxon               | 1.5                         |
| 36   | Bozell & Jacobs     | 1.45                        |
| 37   | B & B               | 1.4                         |
| 38   | Keyes, M & J        | 1.3                         |
| 39   | Honig-Cooper, H & M | 1.2                         |
| 40   | Doyle, Dane & B     | 1.15                        |
| 41   | Wade                | 1.1                         |
| 42   | D. P. Brother*      | 1                           |
| 42   | N C & K             | 1                           |
| 44   | F S & R             | .75                         |
| 45   | Lambert & Feasley   | .5                          |
| 45   | Reach-McClinton     | .5                          |
| 47   | E. H. Weiss         | .4                          |
| 48   | LaRoche             | .35                         |
| 49   | Parkson             | .3                          |
| 50   | North               | .2                          |

## Top 10 network radio agencies

| Rank | Agency           | Total spot<br>(million \$) |
|------|------------------|----------------------------|
| 1    | Campbell-Ewald   | \$6.2                      |
| 2    | Ayer*            | 4                          |
| 3    | EWRR             | 3.8                        |
| 4    | Warwick & Legler | 3.75                       |
| 5    | C&W              | 3                          |
| 5    | Y & R*           | 3                          |
| 7    | Esty             | 2.04                       |
| 8    | Geyer            | 2                          |
| 8    | McCann           | 2                          |
| 8    | Bates            | 2                          |
| 8    | BBDO*            | 2                          |

## Top 10 spot radio agencies

| Rank | Agency | Total network<br>(million \$) |
|------|--------|-------------------------------|
| 1    | McCann | \$16                          |
| 2    | BBDO*  | 13                            |
| 3    | Esty   | 11.56                         |
| 4    | Y & R* | 11                            |
| 4    | Ayer*  | 11                            |
| 6    | D-F-S* | 8                             |
| 7    | SSC&B  | 6.4                           |
| 8    | K&E*   | 6                             |
| 9    | C & W  | 5.5                           |
| 10   | Grey   | 5.45                          |

Figures cover U. S. billings only. \*Indicates SPONSOR estimate for all or part of figures.



## Two-thirds of all multi-station radio markets show increase in 1958

## U. S. markets with 8 or more radio stations

| Radio markets         | No. of stations in operation | No. reporting \$25,000 or more | Total broadcast revenue (1958) | Total broadcast revenue (1957) | Per cent change '58 vs. '57 |
|-----------------------|------------------------------|--------------------------------|--------------------------------|--------------------------------|-----------------------------|
| Allentown-Bethlehem   | 8                            | 8                              | 1,371,590                      | 1,190,615                      | +15.2                       |
| Atlanta, Ga.          | 16 <sup>#</sup>              | 16                             | 3,709,008                      | 3,561,773                      | +04.1                       |
| Baltimore, Md.        | 14                           | 14                             | 4,616,365                      | 4,222,600                      | +09.3                       |
| Birmingham, Ala.      | 11                           | 11                             | 2,070,949                      | 2,022,596                      | +02.3                       |
| Boston, Mass.         | 17                           | 17                             | 8,515,936                      | 8,104,281                      | +05.0                       |
| Buffalo, N. Y.        | 11                           | 11                             | 3,542,848                      | 4,374,261                      | -19.1                       |
| Charleston, W. Va.    | 8                            | 8                              | 1,024,959                      | 1,077,031                      | -04.9                       |
| Chattanooga, Tenn.    | 8 <sup>#</sup>               | 7                              | 1,148,610                      | 1,126,337                      | +01.9                       |
| Chicago, Ill.         | 27                           | 26                             | 20,609,002                     | 20,827,663                     | -01.1                       |
| Cincinnati, Ohio      | 8                            | 7                              | 4,736,534                      | 4,733,963                      | +00.06                      |
| Cleveland, Ohio       | 9                            | 8                              | 5,429,889                      | 5,519,831                      | -01.7                       |
| Dallas, Tex.          | 8                            | 8                              | 3,332,516                      | 3,370,520                      | -01.2                       |
| Denver, Colo.         | 18                           | 15                             | 3,529,379                      | 3,629,609                      | -02.8                       |
| Detroit, Mich.        | 11                           | 11                             | 9,418,810                      | 10,186,376                     | -07.6                       |
| Fresno, Cal.          | 9                            | 8                              | 1,536,522                      | 1,346,396                      | +14.1                       |
| Greenville, S. C.     | 8                            | 6                              | 877,428                        | 774,465                        | +13.2                       |
| Houston, Tex.         | 11                           | 11                             | 3,924,043                      | 3,950,146                      | -00.7                       |
| Jacksonville, Fla.    | 11 <sup>±</sup>              | 10                             | 1,433,963                      | 1,337,168                      | +07.2                       |
| Kansas City, Mo.      | 9                            | 9                              | 3,870,692                      | 3,671,805                      | +05.4                       |
| Knoxville, Tenn.      | 10                           | 10                             | 1,429,054                      | 1,411,544                      | +01.2                       |
| Little-N. Little Rock | 8                            | 8                              | 1,037,837                      | 1,011,080                      | +02.6                       |
| Los Angeles, Cal.     | 28 <sup>#</sup>              | 28                             | 16,279,391                     | 16,104,901                     | +01.0                       |
| Louisville, Ky.       | 9 <sup>#</sup>               | 8                              | 2,775,676                      | 2,847,486                      | -02.6                       |
| Memphis, Tenn.        | 10 <sup>±</sup>              | 9                              | 2,354,161                      | 2,525,094                      | -06.8                       |
| Miami, Fla.           | 14 <sup>#</sup>              | 12                             | 3,542,268                      | 3,470,544                      | +02.0                       |
| Milwaukee, Wisc.      | 8                            | 8                              | 3,686,462                      | 3,659,282                      | +00.7                       |
| Minneapolis-St. Paul  | 12 <sup>±</sup>              | 12                             | 4,893,883                      | 4,748,369                      | +03.0                       |
| Nashville, Tenn.      | 8                            | 8                              | 2,341,691                      | 2,113,033                      | +10.8                       |
| New Orleans, La.      | 11                           | 11                             | 2,304,293                      | 2,583,230                      | -10.8                       |
| New York & N.E. N. J. | 36 <sup>±</sup>              | 35                             | 34,077,986                     | 32,656,639                     | +04.3                       |
| Oklahoma-City, Okla.  | 8                            | 8                              | 1,930,062                      | 1,942,094                      | -00.7                       |
| Philadelphia, Penn.   | 21 <sup>#</sup>              | 21                             | 10,737,009                     | 10,002,838                     | +07.3                       |
| Phoenix, Ariz.        | 13 <sup>#</sup>              | 12                             | 2,032,853                      | 1,758,306                      | +15.6                       |
| Pittsburgh, Penn.     | 20 <sup>±</sup>              | 20                             | 6,293,870                      | 6,243,493                      | +00.8                       |
| Portland, Ore.        | 16                           | 14                             | 2,774,280                      | 2,891,554                      | -04.1                       |
| Providence, R. I.     | 11                           | 11                             | 2,144,644                      | 2,132,838                      | +00.5                       |
| Richmond, Va.         | 8 <sup>#</sup>               | 8                              | 1,725,296                      | 1,665,522                      | +03.5                       |
| St. Louis, Mo.        | 14 <sup>#</sup>              | 13                             | 6,320,243                      | 6,276,375                      | +00.6                       |
| Salt Lake, Utah       | 9                            | 9                              | 1,811,000                      | 1,744,729                      | +03.7                       |
| San Antonio, Tex.     | 9                            | 8                              | 2,371,983                      | 2,403,671                      | -01.4                       |
| San Bernardino, Cal.  | 17                           | 17                             | 1,383,524                      | 765,301                        | +80.7                       |
| San Diego, Cal.       | 9 <sup>#</sup>               | 8                              | 2,216,394                      | 2,355,893                      | -06.0                       |
| San Fran.-Oakland     | 18                           | 18                             | 8,173,641                      | 7,830,944                      | +04.3                       |
| Seattle, Wash.        | 15 <sup>#</sup>              | 14                             | 3,411,743                      | 3,342,707                      | +02.0                       |
| Shreveport, La.       | 9                            | 7                              | 1,126,624                      | 1,258,097                      | -10.5                       |
| Spokane, Wash.        | 8                            | 8                              | 1,463,896                      | 1,345,277                      | +08.8                       |
| Springfield-Holyoke   | 10                           | 9                              | 1,038,632                      | 1,002,467                      | +03.6                       |
| Tampa-St. Petersburg  | 13                           | 13                             | 2,155,754                      | 1,882,581                      | +14.5                       |
| Tucson, Ariz.         | 9 <sup>±</sup>               | 8                              | 886,505                        | 756,428                        | +17.1                       |
| Washington, D. C.     | 17                           | 17                             | 6,357,609                      | 6,133,770                      | +03.6                       |
| Youngstown, Ohio      | 8                            | 8                              | 1,564,483                      | 1,651,496                      | -05.3                       |

The FCC data above is the latest available. Total revenues consist of total time and program sales less commissions. Stations with less than \$25,000 time sales report only total revenues and total expenses. Stations with total time sales of \$25,000 or more, however, accounted for over 99% of the broadcast revenues of the reporting stations. Total revenues consist of total time sales less commissions plus talent and program sales. # Not all stations in this market operated a full year during 1958.

# NETWORK PATTERNS

Here are some basic facts about the top 10 Pulse radio network shows

The average program ratings and network origination of shows

| Program                         | Network | Rating |
|---------------------------------|---------|--------|
| World News Roundup, M-F, 8 A.M. | CBS     | 4.4    |
| News—Townsend, 10 A.M.          | CBS     | 3.8    |
| A. Godfrey                      | CBS     | 3.8*   |
| News—Lesueur, M-F, 9 A.M.       | CBS     | 3.7    |
| News—Lesueur, 11 A.M.           | CBS     | 3.5    |
| News—S. Novins, 12 Nn           | CBS     | 3.5    |
| House Party                     | CBS     | 3.4    |
| Garry Moore                     | CBS     | 3.4    |
| Crosby-Clooney                  | CBS     | 3.4*   |
| Lowell Thomas                   | CBS     | 3.4    |
| Sports Time, M-F, 6:55 P.M.     | CBS     | 3.4    |

The audience composition and listeners per 100 homes

| Program                     | Men  | Women | Teens | Children | Total |
|-----------------------------|------|-------|-------|----------|-------|
| World News Roundup (8 A.M.) | 82   | 78    | 5     | 6        | 171   |
| News (Townsend) (10 A.M.)   | 23   | 101   | 2     | 7        | 133   |
| Arthur Godfrey              | 25   | 103   | 2     | 9        | 139   |
| News—Lesueur (9 A.M.)       | 25   | 100   | 3     | 8        | 136   |
| News—Lesueur (11 A.M.)      | 19   | 100   | 3     | 6        | 128   |
| News—S. Novins (12 Nn)      | 23   | 101   | 3     | 7        | 134   |
| House Party                 | 22   | 102   | 2     | 8        | 134   |
| Garry Moore                 | 23   | 101   | 2     | 8        | 134   |
| Crosby-Clooney              | .... | ....  | ..    | ..       | ....  |
| Lowell Thomas               | 75   | 76    | 8     | 5        | 164   |
| Sports Time (6:55 P.M.)     | 76   | 76    | 8     | 5        | 165   |

The distribution of the program audience by family income

| Program                     | Under \$4,000 (Lower) Percent | \$4,000-\$5,999 (Middle) Percent | \$6,000 & Over (Upper) Percent |
|-----------------------------|-------------------------------|----------------------------------|--------------------------------|
| World News Roundup (8 A.M.) | 33                            | 36                               | 31                             |
| News—Townsend (10 A.M.)     | 31                            | 36                               | 34                             |
| Arthur Godfrey              | 34                            | 31                               | 35                             |
| News—Lesueur (9 A.M.)       | ....                          | ....                             | ....                           |
| News—Lesueur (11 A.M.)      | 32                            | 36                               | 32                             |
| News—S. Novins (12 Nn)      | 33                            | 34                               | 33                             |
| House Party                 | 34                            | 36                               | 30                             |
| Garry Moore                 | 31                            | 34                               | 35                             |
| Crosby-Clooney              | ....                          | ....                             | ....                           |
| Lowell Thomas               | 32                            | 36                               | 32                             |
| Sports Time (6:55 P.M.)     | 35                            | 32                               | 33                             |
| **Total Sample              | 29.1                          | 35.7                             | 35.2                           |

Source: Pulse, Inc., April, 1960. \* Highest quarter hour reached. \*\* Distribution of income within 29 major-market sample area, based on 100 percent.

# SPOT RADIO'S CUMULATIVE AUDIENCE

Average station can reach half the homes in a market weekly

## Pulse cumulative audience data by market

|                | Boston<br>(11 Stations) |        | Chicago<br>(8 Stations) |        | Detroit<br>(10 Stations) |        |
|----------------|-------------------------|--------|-------------------------|--------|--------------------------|--------|
|                | DAILY                   | WEEKLY | DAILY                   | WEEKLY | DAILY                    | WEEKLY |
| <i>AVERAGE</i> | 19.8                    | 44.9   | 26.9                    | 50.5   | 21.7                     | 41.2   |
| <i>HIGH</i>    | 34.2                    | 76.1   | 47.6                    | 76.3   | 39.3                     | 70.2   |
| <i>LOW</i>     | 2.9                     | 6.4    | 5.3                     | 11.2   | 2.6                      | 6.5    |

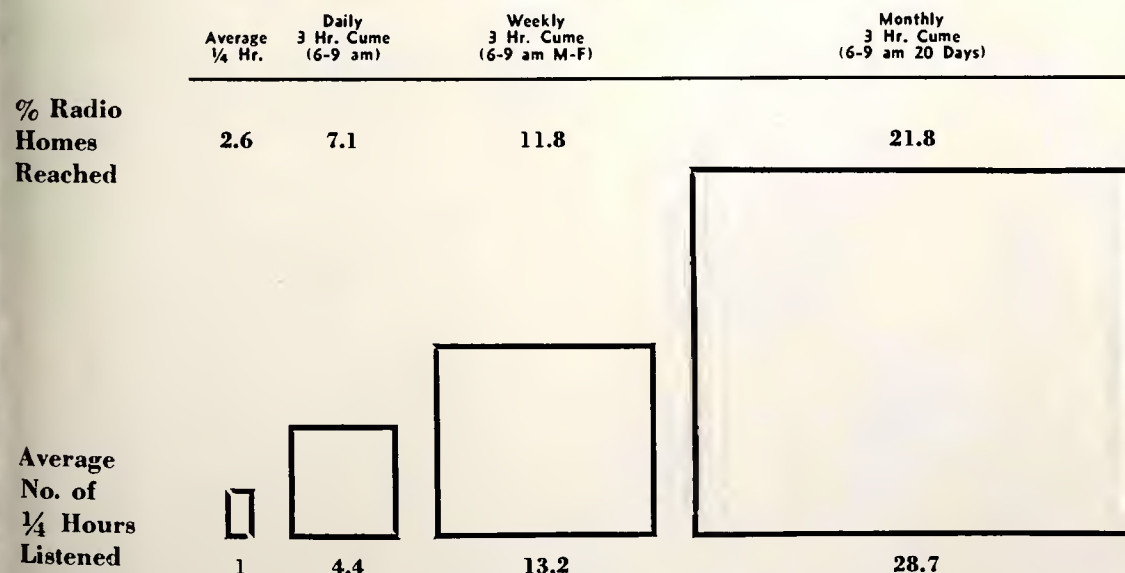
|                | Madison, Wisc.<br>(3 Stations) |        | Memphis<br>(8 Stations) |        | Milwaukee<br>(8 Stations) |        |
|----------------|--------------------------------|--------|-------------------------|--------|---------------------------|--------|
|                | DAILY                          | WEEKLY | DAILY                   | WEEKLY | DAILY                     | WEEKLY |
| <i>AVERAGE</i> | 37.5                           | 65.5   | 27.7                    | 44.6   | 30.3                      | 54.3   |
| <i>HIGH</i>    | 40.4                           | 69.8   | 53.4                    | 76.8   | 44.8                      | 76.2   |
| <i>LOW</i>     | 32.4                           | 58.2   | 4.9                     | 10.8   | 11.2                      | 24.1   |

|                | New Orleans<br>(8 Stations) |        | New York<br>(12 Stations) |        | St. Louis<br>(11 Stations) |        |
|----------------|-----------------------------|--------|---------------------------|--------|----------------------------|--------|
|                | DAILY                       | WEEKLY | DAILY                     | WEEKLY | DAILY                      | WEEKLY |
| <i>AVERAGE</i> | 27.1                        | 51.8   | 20.0                      | 43.2   | 22.1                       | 39.9   |
| <i>HIGH</i>    | 45.4                        | 81.3   | 33.5                      | 71.8   | 42.4                       | 71.3   |
| <i>LOW</i>     | 4.7                         | 13.6   | 4.1                       | 10.2   | 2.8                        | 6.7    |

The Pulse figures above, taken from 1960 cumulative rating reports, show the percent of different homes that can be reached in a market daily and weekly. Included in all markets above, with the exception of New York and Madison, are daytime stations which are unadjusted for early sign-off. Madison cumes represent 6 am to 6 pm only

How a typical station accumulates an early-morning audience

## Three-hour cumulative audience, 6:00-9:00 a.m., Mon.-Fri.



Source: A. C. Nielsen Co., Feb.-Mar. major market station.

# SPOT RADIO'S CUMULATIVE AUDIENCE

Stations reach practically their entire audience in a week

True cumulative audience data by market  
Station circulation (percent of homes reached) in six markets

| Market      | Station | Top | Median | Day | Night | Week |
|-------------|---------|-----|--------|-----|-------|------|
| New York    | Top     | 97  | 83     | 66  | 29    | 97   |
|             | Median  | 80  | 69     | 50  | 28    | 80   |
| Chicago     | Top     | 90  | 75     | 50  | 28    | 90   |
|             | Median  | 75  | 60     | 45  | 25    | 75   |
| Houston     | Top     | 88  | 72     | 42  | 20    | 88   |
|             | Median  | 72  | 58     | 38  | 18    | 72   |
| New Orleans | Top     | 88  | 72     | 42  | 20    | 88   |
|             | Median  | 72  | 58     | 38  | 18    | 72   |
| San Diego   | Top     | 88  | 72     | 42  | 20    | 88   |
|             | Median  | 72  | 58     | 38  | 18    | 72   |
| Dayton      | Top     | 88  | 72     | 42  | 20    | 88   |
|             | Median  | 72  | 58     | 38  | 18    | 72   |

Radio's rapid accumulation of audience is shown by Nielsen NCS #2 figures. In a week the average radio station reaches a high percent of its monthly circulation. Weekly circulation is usually considered a station's total reach.

Selected stations in five markets, Monday-Friday  
6:00 AM—9:00 AM

| Market | Period (1960) | Average Day<br>Per B/C<br>Avg. 1/4 Hr. | Cum. 3 Hr.<br>Block | Weekly<br>Cum. 3 Hr.<br>Block | 4 Weeks<br>Cum. 3 Hr.<br>Block | 1/4 Hrs.<br>Heard<br># |
|--------|---------------|--|---------------------|-------------------------------|--------------------------------|------------------------|
|--------|---------------|--|---------------------|-------------------------------|--------------------------------|------------------------|

|       |           |      |      |      |      |      |
|-------|-----------|------|------|------|------|------|
| S. F. | Mar.-Apr. | 1.2  | 4.4  | 8.2  | 16.1 | 17.1 |
| Det.  | Mar.-Apr. | 12.9 | 20.1 | 36.0 | 29.8 | 29.8 |
| Chi.  | Feb.-Mar. | 19.4 | 30.6 | 52.8 | 30.4 | 30.4 |
| L. A. | Feb.-Mar. | 2.6  | 7.1  | 11.8 | 21.8 | 28.7 |
| N. Y. | Mar.-Apr. | .5   | 1.4  | 2.6  | 4.9  | 22.9 |

The radio cumulative audience varies by time, market and station

| 12:00 Noon—3:00 PM |           |     |     |      |      |      |
|--------------------|-----------|-----|-----|------|------|------|
| S. F.              | Mar. Apr. | 1.0 | 2.2 | 5.2  | 11.1 | 22.2 |
| Det.               | Mar. Apr. | 3.8 | 8.5 | 15.1 | 30.0 | 30.1 |
| Chi.               | Feb. Mar. | 3.1 | 6.5 | 12.4 | 23.6 | 31.7 |
| L. A.              | Feb. Mar. | 1.7 | 5.8 | 10.6 | 20.9 | 19.3 |
| N. Y.              | Mar. Apr. | .2  | .4  | 1.6  | 4.2  | 9.5  |

| 6:00 PM—9:00 PM |           |     |     |      |      |      |
|-----------------|-----------|-----|-----|------|------|------|
| S. F.           | Mar. Apr. | .5  | 1.8 | 4.3  | 9.8  | 13.3 |
| Det.            | Mar. Apr. | 1.3 | 4.7 | 11.3 | 23.9 | 29.9 |
| Chi.            | Feb. Mar. | 1.5 | 5.2 | 13.3 | 29.3 | 31.7 |
| L. A.           | Feb. Mar. | 2.0 | 5.7 | 8.9  | 16.2 | 20.1 |
| N. Y.           | Mar. Apr. | .2  | .6  | 1.8  | 3.8  | 13.2 |

A look at A. C. Nielsen's NSI reports show a significant difference in the three-hour cumulative audience on a market comparison basis.

W. NIELSEN

# WBT

About Channel 5's Effective Audience \$4,000,000

*First every Monday  
to Friday period  
in the Prime  
25-county  
Charlotte  
Marketing  
Area*

## Per cent GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

This highly profitable program is broadcasted weekly, distributed throughout A and B time periods. For more details call your representative or write to WBT, P.O. Box 1000, Charlotte, N.C. 28201.

### WNEW-TV CHANNEL

**WBT**  
 CHARLOTTE  
 W. NIELSEN  
 (Feb. - March, 1960)



83.2%  
 PERSON STANDARD  
 \$7.50005

Average Fee per spot  
 \$100.00

Reached in the N.Y. Metropolitan area every four weeks  
 2% of all TV homes

WNEW-TV Channel 5 is a leading independent television station, Metropolitan Broadcasting Corporation

# AGREE

About Channel 5's Effective, Efficient \$4,000 Plan

|   | ARBITRON<br>(10/12-11/8/59) | NIELSEN<br>(Feb.-March, 1960) |
|---|-----------------------------|-------------------------------|
| % of all TV homes reached in the N.Y. Metropolitan area every four weeks. | 84.3%                       | 83.2%                         |
| Average Frequency   | 5                           | 4.7                           |

This highly productive plan consists of 27 one-minute spots weekly, distributed throughout A and B time periods. For details call your Petry representative or Bennet H. K... Exec. Vice President and General Manager. LE 5-1

**WNEW-TV CHANNEL**

New York's Leading Independent Television Station / Metropolitan Broadcasting Corporation



# TELEVISION BASICS

**THIS SECTION** of *Air Media Basics* contains seven sub-sections, chock full of useful data about the television medium. Included are the broad dimensions of tv; the viewing habits of its audience; facts about what advertisers spend in the network, spot and local sectors; trends in network programming, including ratings of the various show types and audience composition facts; data on color tv, including a list of stations with color equipment. Added is a brand new section on viewing habits of the summer television audience



# WJAC

JOHNSTOWN, PENNSYLVANIA

THIS SECTION OF AIR MEDIA BASICS  
contains seven sub-sections, check  
for useful data about the tele-  
vision medium. Included are the  
broad dimensions of tv; the view-  
ing habits of its audience; facts  
about what advertisers spend in

## YEARS OF BROADCASTING AND PUBLIC SERVICE

including rates of the various  
radio and television com-  
munications. WJAC Inc. is proud to serve the  
people of Southwestern Pennsylvania in accordance  
with the industry's highest standards.  
JOHNSTOWN'S FIRST STATIONS  
1925 - 1960  
the summer television audience

This year marks WJAC's thirty-fifth anniversary  
in broadcasting. A pioneer in AM Radio, FM Radio  
and television, WJAC Inc. is proud to serve the  
people of Southwestern Pennsylvania in accordance  
with the industry's highest standards.

# TELEVISION

1949 - 1960



# TV BASICS

Assessed the 42 million mark

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Viewers Co. is source of data  
...now, which show tv ownership  
during March each year.

U.S. home  
removal  
with  
Million  
homes

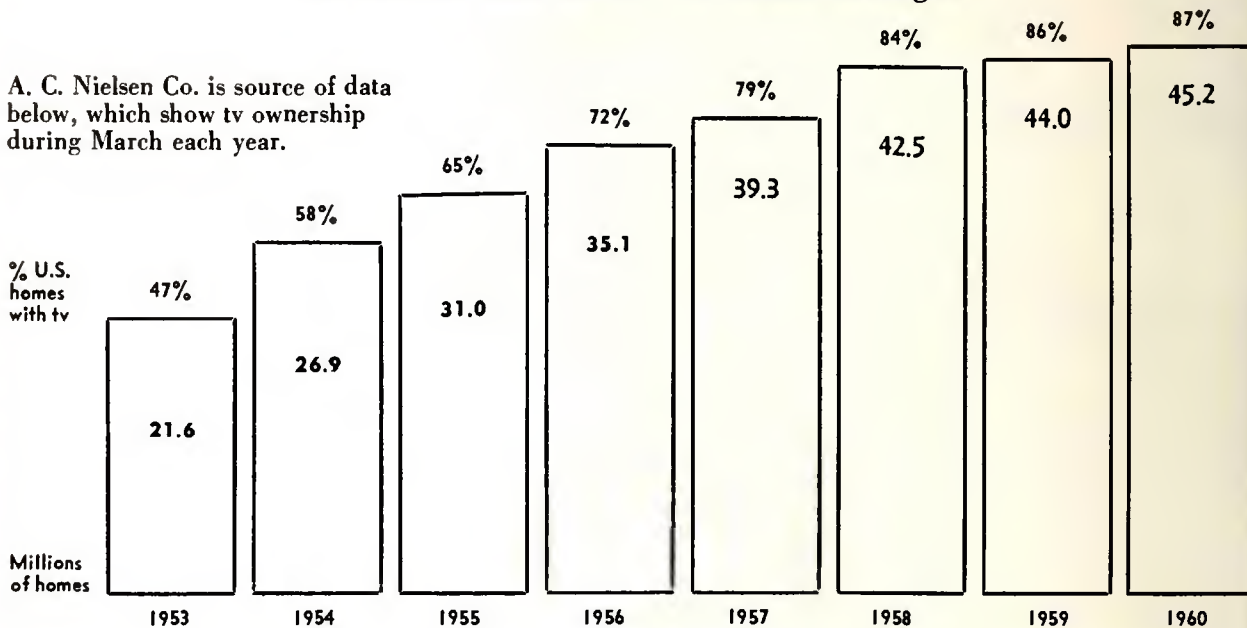
Region reaches 92% television saturation

# DIMENSIONS

Television homes have passed the 45 million mark

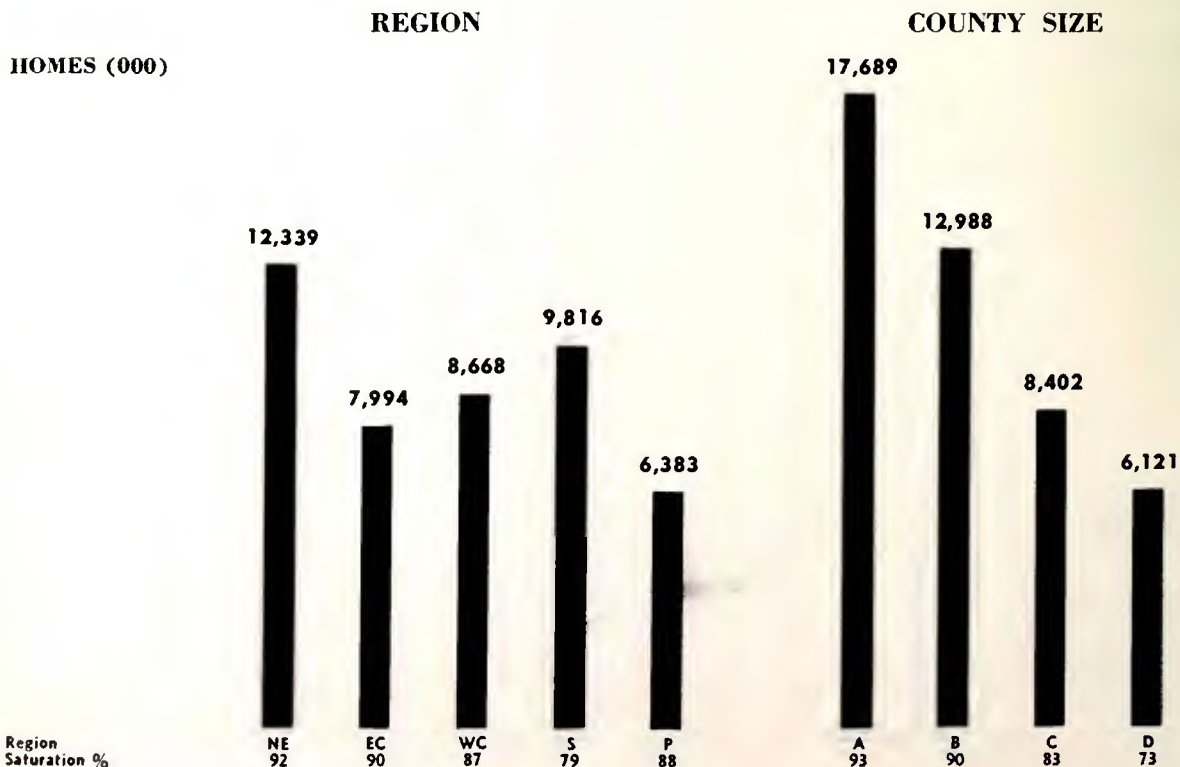
Per cent and number of U. S. homes owning tv

A. C. Nielsen Co. is source of data below, which show tv ownership during March each year.



Northeast region reaches 92% television saturation

Tv saturation by region and county size



Source: A. C. Nielsen Co., January 1960, chart by SPONSOR.

## Networks account for 2% of total television employment

The FCC data at right breaks down television employment into network, post-freeze and pre-freeze periods. During 1951-52 the FCC put a freeze on issuing grants to study the spectrum allocation situation. 1958 is the latest data available.

### 1958 television employment breakdown

|   | Full-Time | Part-Time | Total  |
|---|-----------|-----------|--------|
| 3 Networks and 19 owned and operated stations | 11,123    | 1,637     | 12,760 |
| 94 Pre-Freeze TV stations                     | 8,709     | 918       | 9,627  |
| 322 Post-Freeze VHF TV stations               | 12,518    | 2,192     | 14,710 |
| 79 Post-Freeze UHF TV stations                | 1,915     | 370       | 2,285  |

## Television industry employment reaches almost 40 thousand at the latest count

### Television broadcast employment, 1952-1958

| Year | Full-Time Employees | Part-Time Employees | Total Employees |
|------|---------------------|---------------------|-----------------|
| 1958 | 34,265              | 5,117               | 39,382          |
| 1957 | 32,639              | 5,519               | 37,797          |
| 1956 | 30,169              | 5,541               | 35,710          |
| 1954 | 25,324              | 4,088               | 29,412          |
| 1953 | 16,108              | 2,103               | 18,211          |
| 1952 | 12,412              | 1,687               | 14,099          |

SOURCE: Association of Maximum Service Broadcasters and FCC. Includes networks and stations. 1955 data not available. 1958 is the latest year available.

## 1960 began with nearly 500 commercial stations

|                    |      |      |      |      |      |      |      |
|--------------------|------|------|------|------|------|------|------|
| Number of stations | 1950 | 1952 | 1954 | 1956 | 1958 | 1959 | 1960 |
|                    | 98   | 109  | 357  | 428  | 481  | 491  | 499  |

Source: A. C. Nielsen, January, each year.

# SET PRODUCTION

Over 50 million television sets are now in use in the U. S.

## Television set production and use—1946-1960

| YEAR ENDING | NO. OF SETS PRODUCED | CUMULATIVE NO. OF SETS PRODUCED | TOTAL SETS IN USE |
|-------------|----------------------|---------------------------------|-------------------|
| 1960        |                      |                                 | *52,600,000       |
| 1959        | 6,349,380            | 70,480,169                      | 50,000,000        |
| 1958        | 4,920,428            | 64,130,789                      | 47,000,000        |
| 1957        | 6,399,345            | 59,210,361                      | 42,700,000        |
| 1956        | 7,387,029            | 52,811,016                      | 37,600,000        |
| 1955        | 7,756,521            | 45,423,987                      | 32,500,000        |
| 1954        | 7,346,715            | 37,667,466                      | 27,300,000        |
| 1953        | 7,215,827            | 30,320,751                      | 212,000,000       |
| 1952        | 6,096,279            | 23,104,924                      | 15,800,000        |
| 1951        | 5,384,798            | 17,008,645                      | 10,600,000        |
| 1950        | 7,463,800            | 11,623,847                      | 4,000,000         |
| 1949        | 3,000,000            | 4,160,047                       | 1,000,000         |
| 1948        | 975,000              | 1,160,047                       | 190,000           |
| 1947        | 178,571              | 185,047                         | 16,000            |
| 1946        | 6,476                | 6,476                           | 10,000            |

SOURCE: Sets produced and cumulative number of sets produced from EIA, sets in use estimated by NBC, January each year. \*Estimate.

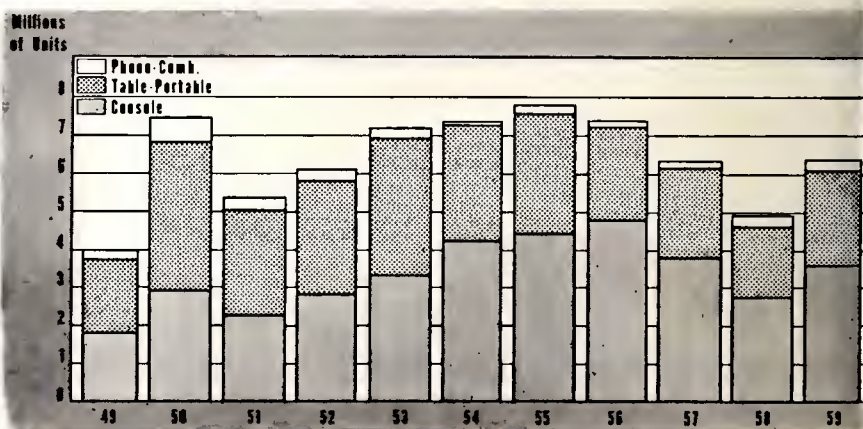
## Television set production up 27% in 1959

### Tv set production

| Year | Factory Value<br>(000 omitted) |
|------|--------------------------------|
| 1947 | \$ 50,000                      |
| 1948 | 230,000                        |
| 1949 | 580,000                        |
| 1950 | 1,350,000                      |
| 1951 | 956,986                        |
| 1952 | 1,049,000                      |
| 1953 | 1,230,298                      |
| 1954 | 1,028,540                      |
| 1955 | 1,071,020                      |
| 1956 | 938,596                        |
| 1957 | 832,747                        |
| 1958 | 667,899                        |
| 1959 | 896,405                        |

Source: EIA fact book, 1960

### Tv set production by type and share



EIA fact book, 1960

How television retail sales have climbed over a seven year period

### Tv sets sold by type

| Year | Table and portable | Console   | Phono-comb. | Total     |
|------|--------------------|-----------|-------------|-----------|
| 1953 | 2,904,135          | 3,225,191 | 211,245     | 6,370,571 |
| 1954 | 4,007,040          | 3,183,584 | 126,410     | 7,317,034 |
| 1955 | 4,217,653          | 3,090,828 | 112,603     | 7,421,084 |
| 1956 | 4,206,606          | 2,518,176 | 80,001      | 6,804,783 |
| 1957 | 3,976,961          | 2,486,412 | 96,847      | 6,560,220 |
| 1958 | 2,936,321          | 2,080,999 | 122,762     | 5,140,082 |
| 1959 | 3,361,406          | 2,224,762 | 162,508     | 5,748,676 |

Source: EIA fact book, 1960

# VIEWING HABITS

the daily U. S. television audience composition in detail  
 Nighttime television's network audience composition by hour

Male and female viewing by seven age groups in thousands

Homes using tv per average minute, Summer and Winter

| Day                    | Time      | Age 18-24 | Age 25-34 | Age 35-44 | Age 45-54 | Age 55-64 | Age 65-74 | Age 75+ | Percent | Total |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|-------|
| <b>Monday-Friday</b>   |           |           |           |           |           |           |           |         |         |       |
|                        | 7-8 am    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 8-9 am    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 9-10 am   | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 10-11 am  | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 11-12 m   | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 12-1-1 pm | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 1-2 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 2-3 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 3-4 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 4-5 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 5-6 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
| <b>Sunday-Saturday</b> |           |           |           |           |           |           |           |         |         |       |
|                        | 6-7 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 7-8 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 8-9 pm    | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 9-10 pm   | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 10-11 pm  | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 11-12 m   | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |
|                        | 12 m-1 am | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0       | 1.0     | 1.0     | 1.0   |

The chart above, prepared by the A. C. Nielsen Co., shows both percent and total homes using television summer and winter. Eastern and Central Time Zones: New York time, Pacific Time Zone: local time.

## Nighttime television's network audience composition in detail

## Male and female viewing by seven age groups in thousands

| N. Y. Time     | Total Viewers (000) |         | Under 6 | 6-12  | 13-17 | 18-29 | 30-39 | 40-49 | Over 49 |
|----------------|---------------------|---------|---------|-------|-------|-------|-------|-------|---------|
|                |                     | Percent | M 4.4%  | 10.9% | 4.3%  | 4.6%  | 6.3%  | 6.3%  | 10.6%   |
|                |                     |         | F 3.7   | 9.6   | 4.4   | 6.8   | 8.1   | 7.0   | 13.0    |
| 7:30- 8:00 PM  | 53,416              | Total   | M 2,350 | 5,822 | 2,297 | 2,457 | 3,366 | 3,366 | 5,662   |
|                |                     |         | F 1,976 | 5,128 | 2,350 | 3,632 | 4,327 | 3,739 | 6,944   |
|                |                     | Percent | M 4.2   | 11.0  | 4.0   | 4.7   | 6.8   | 6.5   | 10.6    |
|                |                     |         | F 3.3   | 9.7   | 4.0   | 7.2   | 8.6   | 6.9   | 12.5    |
| 8:00- 8:30 PM  | 58,463              | Total   | M 2,455 | 6,431 | 2,339 | 2,748 | 3,975 | 3,800 | 6,197   |
|                |                     |         | F 1,929 | 5,671 | 2,339 | 4,209 | 5,028 | 4,034 | 7,308   |
|                |                     | Percent | M 3.1   | 10.1  | 4.5   | 5.2   | 7.6   | 7.2   | 10.3    |
|                |                     |         | F 2.5   | 8.4   | 4.2   | 7.5   | 9.4   | 7.8   | 12.3    |
| 8:30- 9:00 PM  | 60,393              | Total   | M 1,872 | 6,039 | 2,718 | 3,140 | 4,590 | 4,348 | 6,220   |
|                |                     |         | F 1,510 | 5,073 | 2,538 | 4,529 | 5,677 | 4,711 | 7,428   |
|                |                     | Percent | M 2.1   | 7.1   | 4.1   | 5.5   | 8.5   | 7.6   | 11.3    |
|                |                     |         | F 1.8   | 6.3   | 4.2   | 8.7   | 10.8  | 8.5   | 13.5    |
| 9:00- 9:30 PM  | 61,147              | Total   | M 1,284 | 4,341 | 2,508 | 3,363 | 5,197 | 4,647 | 6,910   |
|                |                     |         | F 1,101 | 3,852 | 2,568 | 5,320 | 6,604 | 5,197 | 8,255   |
|                |                     | Percent | M 1.6   | 5.3   | 3.9   | 5.1   | 8.2   | 7.3   | 13.3    |
|                |                     |         | F 2.1   | 4.4   | 4.4   | 8.7   | 10.9  | 9.3   | 15.5    |
| 9:30-10:00 PM  | 60,273              | Total   | M 964   | 3,194 | 2,352 | 3,074 | 4,942 | 4,400 | 8,016   |
|                |                     |         | F 1,266 | 2,652 | 2,652 | 5,244 | 6,570 | 5,605 | 9,342   |
|                |                     | Percent | M 1.1   | 4.4   | 3.8   | 6.1   | 9.6   | 8.2   | 14.1    |
|                |                     |         | F 1.3   | 2.9   | 4.1   | 9.2   | 11.1  | 9.5   | 14.6    |
| 10:00-10:30 PM | 50,839              | Total   | M 559   | 2,240 | 1,931 | 3,100 | 4,881 | 4,169 | 7,168   |
|                |                     |         | F 661   | 1,474 | 2,084 | 4,677 | 5,643 | 4,830 | 7,422   |
|                |                     | Percent | M 0.9   | 3.4   | 3.4   | 5.7   | 10.3  | 8.1   | 15.3    |
|                |                     |         | F 1.0   | 1.9   | 3.4   | 8.9   | 11.1  | 10.0  | 16.6    |
| 10:30-11:00 PM | 27,681              | Total   | M 304   | 1,218 | 1,052 | 1,689 | 2,657 | 2,270 | 3,902   |
|                |                     |         | F 360   | 803   | 1,135 | 2,547 | 3,073 | 2,630 | 4,041   |

The invaluable dimension of audience composition has been expanded as part of American Research Bureau's many new services. Going beyond the usual men, women and children breakdown, these new data assort the male and female audience into seven age groups, a total of fourteen classifications. In addition to the percent of viewers within each breakdown the above data contain total viewers. Based on the April 1960 ARB National report, local time, Sunday through Saturday.

## VIEWING HABITS

## Prime time television's network audience composition in detail

Male and female viewing by seven age groups in thousands

| N. Y. Time  | Total Viewers (000) |         | Under 6 | 6-12  | 13-17 | 18-29 | 30-39 | 40-49 | Over 49 |       |
|---|---------------------|---------|---------|-------|-------|-------|-------|-------|---------|-------|
| 8:00- 9:00 AM<br>(CBS, NBC)                                     | 8,533               | Percent | M       | 16.1  | 6.1   | 6.1   | 1.1   | 1.5   | 3.6     | 9.9   |
|   |                     |         | F       | 14.9  | 5.3   | 2.6   | 5.1   | 5.3   | 10.1    | 16.8  |
|   |                     | Total   | M       | 1,374 | 521   | 137   | 94    | 128   | 307     | 845   |
|   |                     |         | F       | 1,271 | 452   | 221   | 435   | 452   | 862     | 1,434 |
| 9:00-10:00 AM   | No Network Service  |         |         |       |       |       |       |       |         |       |
| 10:00-11:00 AM<br>(CBS, NBC)                                    | 4,373               | Percent | M       | 8.0   | 5.1   | 1.2   | 0.6   | 1.5   | 1.5     | 5.4   |
|   |                     |         | F       | 7.7   | 4.6   | 1.9   | 10.3  | 16.6  | 13.8    | 21.8  |
|   |                     | Total   | M       | 350   | 223   | 53    | 26    | 65    | 65      | 236   |
|   |                     |         | F       | 337   | 201   | 83    | 450   | 726   | 604     | 954   |
| 11:00-12:00<br>(CBS, NBC)                                       | 9,763               | Percent | M       | 10.5  | 4.6   | 0.8   | 1.0   | 1.5   | 1.5     | 6.1   |
|   |                     |         | F       | 10.9  | 5.2   | 2.2   | 12.2  | 14.1  | 10.2    | 19.2  |
|   |                     | Total   | M       | 1,025 | 449   | 78    | 98    | 146   | 146     | 596   |
|   |                     |         | F       | 1,064 | 508   | 215   | 1,190 | 1,377 | 996     | 1,875 |
| 12:00- 1:00 PM<br>(ABC, CBS, NBC)                               | 11,018              | Percent | M       | 7.1   | 6.4   | 2.1   | 2.8   | 2.8   | 2.1     | 6.6   |
|   |                     |         | F       | 6.5   | 6.5   | 2.7   | 13.2  | 15.4  | 9.0     | 16.8  |
|   |                     | Total   | M       | 782   | 705   | 231   | 309   | 309   | 231     | 727   |
|   |                     |         | F       | 716   | 716   | 298   | 1,454 | 1,697 | 992     | 1,851 |
| 1:00- 2:00 PM<br>(ABC—1:00-1:30<br>CBS—1:30-2:00)               | 3,355               | Percent | M       | 3.3   | 5.6   | 1.1   | 1.1   | 2.5   | 2.0     | 10.9  |
|   |                     |         | F       | 1.8   | 2.2   | 2.5   | 17.1  | 11.8  | 10.3    | 27.8  |
|   |                     | Total   | M       | 111   | 188   | 36    | 36    | 84    | 67      | 366   |
|   |                     |         | F       | 61    | 74    | 84    | 573   | 396   | 346     | 933   |
| 2:00- 3:00 PM<br>(ABC, CBS, NBC)                                | 8,635               | Percent | M       | 3.7   | 3.9   | 0.4   | 1.2   | 1.1   | 2.4     | 8.0   |
|   |                     |         | F       | 4.4   | 5.0   | 3.9   | 14.6  | 15.9  | 9.7     | 25.8  |
|   |                     | Total   | M       | 320   | 337   | 35    | 104   | 95    | 207     | 690   |
|   |                     |         | F       | 380   | 432   | 337   | 1,261 | 1,372 | 838     | 2,227 |
| 3:00- 4:00 PM<br>(ABC, CBS, NBC)                                | 9,350               | Percent | M       | 3.5   | 4.7   | 1.7   | 1.5   | 0.9   | 1.9     | 9.8   |
|   |                     |         | F       | 4.4   | 4.7   | 3.4   | 15.9  | 13.6  | 10.4    | 23.6  |
|   |                     | Total   | M       | 327   | 440   | 159   | 140   | 84    | 178     | 916   |
|   |                     |         | F       | 412   | 440   | 318   | 1,487 | 1,270 | 973     | 2,206 |
| 4:00- 5:00 PM<br>(ABC, CBS, NBC)                                | 13,103              | Percent | M       | 5.3   | 8.8   | 5.2   | 2.1   | 1.4   | 1.9     | 5.6   |
|   |                     |         | F       | 6.1   | 11.3  | 10.6  | 11.1  | 10.4  | 9.1     | 11.1  |
|   |                     | Total   | M       | 695   | 1,153 | 681   | 275   | 184   | 249     | 734   |
|   |                     |         | F       | 799   | 1,481 | 1,389 | 1,455 | 1,363 | 1,191   | 1,454 |
| 5:00- 6:00 PM<br>(ABC, 5:00-5:30<br>ABC, CBS NBC,<br>5:30-6:00) | 9,173               | Percent | M       | 11.8  | 19.8  | 6.7   | 2.1   | 1.6   | 1.4     | 2.9   |
|   |                     |         | F       | 10.4  | 19.6  | 8.2   | 4.0   | 4.1   | 3.1     | 4.3   |
|   |                     | Total   | M       | 1,082 | 1,816 | 615   | 193   | 147   | 129     | 266   |
|   |                     |         | F       | 954   | 1,797 | 752   | 367   | 376   | 284     | 395   |

The invaluable dimension of audience composition has been expanded as part of American Research Bureau's many new services. Going beyond the usual men, women and children breakdown, this new data sorts the male and female audience into seven age groups, a total of fourteen classifications. In addition to the percent of viewers within each breakdown the above data contain total viewers. Based on the April 1960 ARB National report, local time, Monday through Friday.

Estimated spot television cumulative information in the top 30 and 60 markets

Unduplicated homes reached in four weeks

| Top 30 markets nighttime |                    |                    |                   |                               | Top 60 markets nighttime |                                  |                                 |                     |                    |                    |                   |                               |             |                                  |                                 |
|--------------------------|--------------------|--------------------|-------------------|-------------------------------|--------------------------|----------------------------------|---------------------------------|---------------------|--------------------|--------------------|-------------------|-------------------------------|-------------|----------------------------------|---------------------------------|
| Total homes covered      | % of U.S. tv homes | % of homes in area | Schedule per week | Frequency per home in 4 weeks | Weekly cost              | % U.S. tv homes reached per week | % U.S. tv homes reached 4 weeks | Total homes covered | % of U.S. tv homes | % of homes in area | Schedule per week | Frequency per home in 4 weeks | Weekly cost | % U.S. tv homes reached per week | % U.S. tv homes reached 4 weeks |
| 2,134,134                | 10.1               | 2.2                | 2 SPOTS           | 1.2                           | \$26,970.5               | 26.7                             | 47.2                            | 3,872,727           | 18.9               | 9.0                | 4 SPOTS           | 2.0                           | \$38,910    | 33.7                             | 60.8                            |
| 2,134,134                | 10.1               | 2.2                | 2 SPOTS           | 1.2                           | \$26,970.5               | 26.7                             | 47.2                            | 3,872,727           | 18.9               | 9.0                | 4 SPOTS           | 2.0                           | \$38,910    | 33.7                             | 60.8                            |
| 2,134,134                | 10.1               | 2.2                | 2 SPOTS           | 1.2                           | \$26,970.5               | 26.7                             | 47.2                            | 3,872,727           | 18.9               | 9.0                | 4 SPOTS           | 2.0                           | \$38,910    | 33.7                             | 60.8                            |
| 2,134,134                | 10.1               | 2.2                | 2 SPOTS           | 1.2                           | \$26,970.5               | 26.7                             | 47.2                            | 3,872,727           | 18.9               | 9.0                | 4 SPOTS           | 2.0                           | \$38,910    | 33.7                             | 60.8                            |
| 2,134,134                | 10.1               | 2.2                | 2 SPOTS           | 1.2                           | \$26,970.5               | 26.7                             | 47.2                            | 3,872,727           | 18.9               | 9.0                | 4 SPOTS           | 2.0                           | \$38,910    | 33.7                             | 60.8                            |

| Top 30 markets daytime |                    |                    |                   |                               | Top 60 markets daytime |                                  |                                 |                     |                    |                    |                   |                               |             |                                  |                                 |
|------------------------|--------------------|--------------------|-------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|---------------------|--------------------|--------------------|-------------------|-------------------------------|-------------|----------------------------------|---------------------------------|
| Total homes covered    | % of U.S. tv homes | % of homes in area | Schedule per week | Frequency per home in 4 weeks | Weekly cost            | % U.S. tv homes reached per week | % U.S. tv homes reached 4 weeks | Total homes covered | % of U.S. tv homes | % of homes in area | Schedule per week | Frequency per home in 4 weeks | Weekly cost | % U.S. tv homes reached per week | % U.S. tv homes reached 4 weeks |
| 2,134,134              | 10.1               | 2.2                | 6 SPOTS           | 1.5                           | \$19,137.1             | 16.9                             | 34.4                            | 2,764,800           | 13.5               | 5.9                | 12 SPOTS          | 3.0                           | \$28,187    | 21.8                             | 44.3                            |
| 2,134,134              | 10.1               | 2.2                | 6 SPOTS           | 1.5                           | \$19,137.1             | 16.9                             | 34.4                            | 2,764,800           | 13.5               | 5.9                | 12 SPOTS          | 3.0                           | \$28,187    | 21.8                             | 44.3                            |
| 2,134,134              | 10.1               | 2.2                | 6 SPOTS           | 1.5                           | \$19,137.1             | 16.9                             | 34.4                            | 2,764,800           | 13.5               | 5.9                | 12 SPOTS          | 3.0                           | \$28,187    | 21.8                             | 44.3                            |
| 2,134,134              | 10.1               | 2.2                | 6 SPOTS           | 1.5                           | \$19,137.1             | 16.9                             | 34.4                            | 2,764,800           | 13.5               | 5.9                | 12 SPOTS          | 3.0                           | \$28,187    | 21.8                             | 44.3                            |
| 2,134,134              | 10.1               | 2.2                | 6 SPOTS           | 1.5                           | \$19,137.1             | 16.9                             | 34.4                            | 2,764,800           | 13.5               | 5.9                | 12 SPOTS          | 3.0                           | \$28,187    | 21.8                             | 44.3                            |

The charts above, taken from one of CBS's latest contributions to the spot television industry, helps the advertiser determine cumulative information necessary to evaluate a nighttime or daytime schedule in the top thirty and seventy-five markets. With a weekly schedule in the top thirty markets (chart A) of four spots in prime time, for four weeks (16 announcements total) at a cost of \$53,940 per week, an advertiser will reach 90% of his potential 26,993,700 homes or 2,134,134 cumulative homes, 4.2 episodes per home and 60.7% of the total U.S. households, etc. Based on A.C. Nielsen Co. and CBS Spot, CBS television stations, 20-second announcements. The Cue-Finder also contains data for top fifteen, forty-five and sixty markets.





## How the network television audience varies by program type

Average percent of viewers by program type

|                                     |                  | Drama<br>half-hour | Drama<br>hour or more | Variety,<br>Comedy,<br>Music | Situation<br>comedy | Adventure | Mystery,<br>Crime,<br>Police | Western<br>drama | Quiz<br>and Panel |
|-------------------------------------|------------------|--------------------|-----------------------|------------------------------|---------------------|-----------|------------------------------|------------------|-------------------|
|                                     | Rating           | 16.6               | 17.0                  | 16.9                         | 20.9                | 15.4      | 17.2                         | 19.7             | 17.4              |
| <b>Type of<br/>Viewing<br/>Home</b> | Adult            | 44                 | 40                    | 50                           | 33                  | 42        | 40                           | 41               | 57                |
|                                     | Adult-teen       | 10                 | 12                    | 10                           | 11                  | 12        | 14                           | 12               | 8                 |
|                                     | Adult-teen-child | 13                 | 15                    | 11                           | 17                  | 14        | 14                           | 14               | 10                |
|                                     | Adult-child      | 33                 | 33                    | 29                           | 39                  | 32        | 32                           | 33               | 25                |
| <b>Audience<br/>Composition</b>     | Men              | 0.67               | 0.78                  | 0.76                         | 0.64                | 0.83      | 0.84                         | 0.84             | 0.74              |
|                                     | Women            | 1.04               | 1.03                  | 1.07                         | 0.91                | 0.87      | 0.97                         | 0.91             | 1.08              |
|                                     | Teenage          | 0.18               | 0.15                  | 0.13                         | 0.20                | 0.21      | 0.18                         | 0.17             | 0.09              |
|                                     | Child            | 0.35               | 0.39                  | 0.33                         | 0.83                | 0.48      | 0.33                         | 0.56             | 0.27              |
|                                     | Total            | 2.24               | 2.35                  | 2.29                         | 2.58                | 2.39      | 2.32                         | 2.48             | 2.18              |
| <b>Program<br/>Selectivity</b>      | Men              | 18                 | 21                    | 18                           | 10                  | 34        | 33                           | 35               | 13                |
|                                     | Women            | 40                 | 35                    | 40                           | 29                  | 19        | 28                           | 21               | 42                |
|                                     | Teenage          | 5                  | 3                     | 4                            | 6                   | 7         | 4                            | 4                | 1                 |
|                                     | Child            | 4                  | 7                     | 4                            | 21                  | 6         | 5                            | 9                | 3                 |
|                                     | Sets-on          | 7                  | 7                     | 5                            | 8                   | 7         | 4                            | 8                | 8                 |
|                                     | Unanimous        | 26                 | 27                    | 29                           | 26                  | 27        | 26                           | 23               | 33                |
| <b>Additional<br/>Selectors</b>     | Men              | 24                 | 25                    | 26                           | 19                  | 20        | 23                           | 20               | 30                |
|                                     | Women            | 26                 | 26                    | 27                           | 23                  | 22        | 23                           | 19               | 31                |
|                                     | Teenage          | 6                  | 6                     | 4                            | 7                   | 5         | 5                            | 5                | 2                 |
|                                     | Child            | 5                  | 6                     | 5                            | 14                  | 8         | 5                            | 9                | 4                 |
| <b>Frequency<br/>of Viewing</b>     | Regularly        | 59                 | 41                    | 56                           | 66                  | 57        | 63                           | 66               | 74                |
|                                     | Frequently       | 25                 | 25                    | 21                           | 21                  | 18        | 20                           | 10               | 19                |
|                                     | Seldom           | 11                 | 17                    | 11                           | 10                  | 12        | 12                           | 10               | 5                 |
|                                     | First time       | 3                  | 12                    | 10                           | 2                   | 11        | 4                            | 3                | ....              |
|                                     | Don't know       | 2                  | 5                     | 2                            | 1                   | 2         | 1                            | 2                | 2                 |
| <b>Sponsor<br/>Identification</b>   | Correct          | 50                 | 48                    | 68                           | 48                  | 29        | 28                           | 32               | 42                |

The Trendex Co. Inc. reveals some interesting facts in depth about the television program audience with its bi-monthly Television Advertisers' Report. The chart above, a composite summary sheet from the February-March 1960 report, gives the advertiser a broad look at the audience he can reach with a particular type program. In addition to audience composition, selectivity, etc., the above data includes correct sponsor identification, a seldom available audience measurement. Also available in the complete report is reaction to series and program. Data for all classifications are percent of total viewers with the exception of audience composition which is total viewers per household. Based on twenty-nine competitive metro-area markets



**37.8%**  
OF  
FLORIDA'S FOOD  
SALES ARE MADE  
IN THE LAND\* OF

**Profitunity**

\* Includes Tampa-St. Petersburg  
Metropolitan Market  
—PLUS 26 counties in Flor-  
ida's richest, most heavily  
populated trade area.

In just the last five years, 1955-1960, Food Sales in this big 26-county market jumped an amazing 94.7%! Now, more than a third of Florida's total Food Sales are made in the area delivered by WFLA-TV—*the Land of Profitunity!*

Use the blanket coverage of WFLA-TV, to cash in on the sales opportunity—and profit opportunity—in 26 counties packed with year 'round buying power from rocketing industrial and agricultural expansion.

Write us, or consult your BLAIR-TV man for top rated availabilities on WFLA-TV—sales powerhouse in the Land of Profitunity.

*Figures from Sales Management 1960 Survey of Buying Power.*

**wfla-tv 8** CHANNEL  
TAMPA - ST. PETERSBURG



NATIONAL REPRESENTATIVES, BLAIR-TV

HABITS

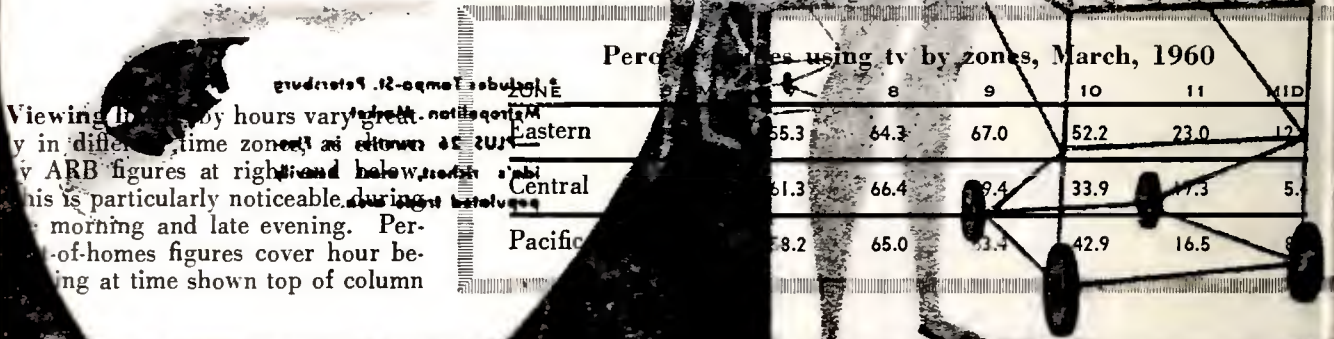
...ion usage varies by months of the year, day and night

Average hours viewing per tv home per day **37.8%** Percent of homes watching per avg. minute

| MONTH      | DAILY HRS.     | (M-F)              | (ALL DAYS)         |
|------------|----------------|--------------------|--------------------|
| May 1959   | 4 hrs. 31 min. | 6 a.m.-6 p.m. 48.2 | 6 p.m.-mid. 41.7   |
| June 1959  | 4 hrs. 17 min. | 6 a.m.-6 p.m. 42.2 | 6 p.m.-mid. 38.3   |
| July 1959  | 4 hrs. 10 min. | 6 a.m.-6 p.m. 34.0 | 6 p.m.-mid. 34.6   |
| Aug. 1959  | 4 hrs. 10 min. | 7 a.m.-6 p.m. 33.2 | 6 p.m.-1 a.m. 33.9 |
| Sept. 1959 | 4 hrs. 10 min. | 7 a.m.-6 p.m. 31.1 | 6 p.m.-1 a.m. 39.0 |
| Oct. 1959  | 5 hrs. 3 min.  | 7 a.m.-6 p.m. 37.1 | 6 p.m.-1 a.m. 44.7 |
| Nov. 1959  | 5 hrs. 5 min.  | 7 a.m.-6 p.m. 38.1 | 6 p.m.-1 a.m. 47.0 |
| Dec. 1959  | 5 hrs. 31 min. | 7 a.m.-6 p.m. 40.8 | 6 p.m.-1 a.m. 46.9 |
| Jan. 1960  | 5 hrs. 59 min. | 7 a.m.-6 p.m. 41.3 | 6 p.m.-1 a.m. 50.4 |
| Feb. 1960  | 5 hrs. 47 min. | 7 a.m.-6 p.m. 41.2 | 6 p.m.-1 a.m. 49.8 |
| Mar. 1960  | 5 hrs. 47 min. | 7 a.m.-6 p.m. 41.3 | 6 p.m.-1 a.m. 48.4 |
| Apr. 1960  | 5 hrs. 23 min. | 7 a.m.-6 p.m. 39.9 | 6 p.m.-1 a.m. 45.7 |

**Profitability**

How viewing differs in Eastern, Central, and Pacific time zones



Viewing hours vary by zone. In different time zones, ARB figures at right and below. This is particularly noticeable during morning and late evening. Percent-of-homes figures cover hour beginning at time shown top of column.

Percent homes using TV, Monday thru Friday daytime

|         | 7 A.M. | 8    | 9    | 10   | 11   | 12   | 1 P.M. | 2    | 3    | 4    | 5    |
|---------|--------|------|------|------|------|------|--------|------|------|------|------|
| Eastern | 9.4    | 17.7 | 16.6 | 15.0 | 20.0 | 25.2 | 20.3   | 20.3 | 20.2 | 27.9 | 33.7 |
| Central | 13.0   | 18.0 | 17.0 | 16.0 | 20.0 | 25.0 | 20.0   | 20.0 | 20.0 | 28.1 | 32.6 |
| Pacific | 5.8    | 8.0  | 8.0  | 8.0  | 10.0 | 15.0 | 10.0   | 10.0 | 10.0 | 15.0 | 25.2 |

Average viewing time, morning, afternoon and evening

|          | NIGHT          | AFTERNOON     | MORNING | TOTAL DAY      |
|----------|----------------|---------------|---------|----------------|
| Sunday   | 3 hrs. 32 min. | 1 hr. 38 min. | 43 min. | 5 hrs. 53 min. |
| All Days | 3 hrs. 3 min.  | 1 hr. 38 min. | 53 min. | 6 hrs. 24 min. |
|          | 1 hr. 3 min.   | 1 hr. 39 min. | 20 min. | 5 hrs. 41 min. |
|          | 1 hr. 3 min.   | 1 hr. 39 min. | 41 min. | 5 hrs. 55 min. |

Source: NTL, Feb. 1960

How different spot campaigns result in different audience profiles

COMPARISON OF TWO SPOT SCHEDULES

CUME. AUDIENCE VS. FREQ. OF VIEWING

NEW YORK AREA

STATION "A" 15 SPOTS PER WEEK

STATION "B" 19 SPOTS PER WEEK

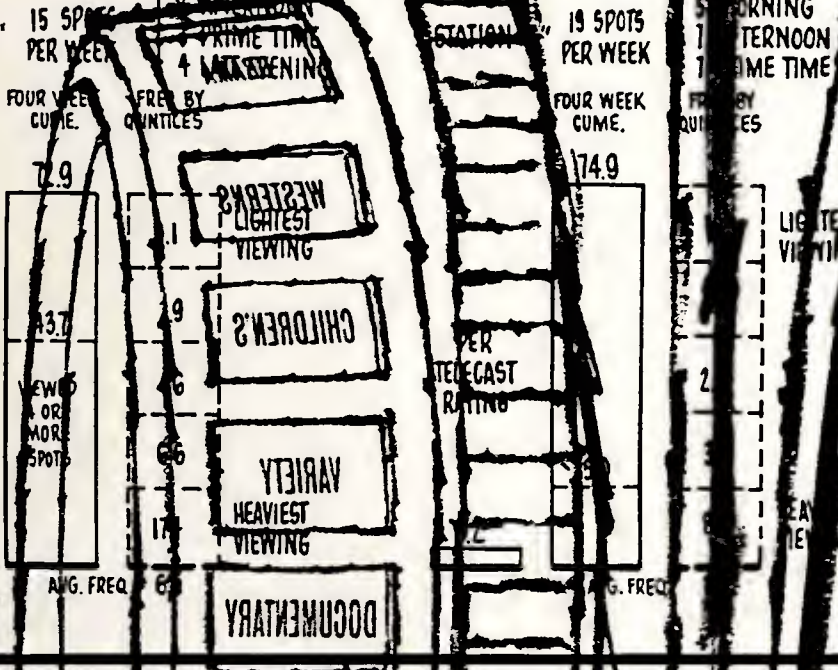
TOTAL DIFFERENT HOMES REACHED %

PER TELECAST RATING

79

-VT

WHICH YAW



COMPETITIVE TV SPOT ANALYSIS

WEEKLY AUDIENCE

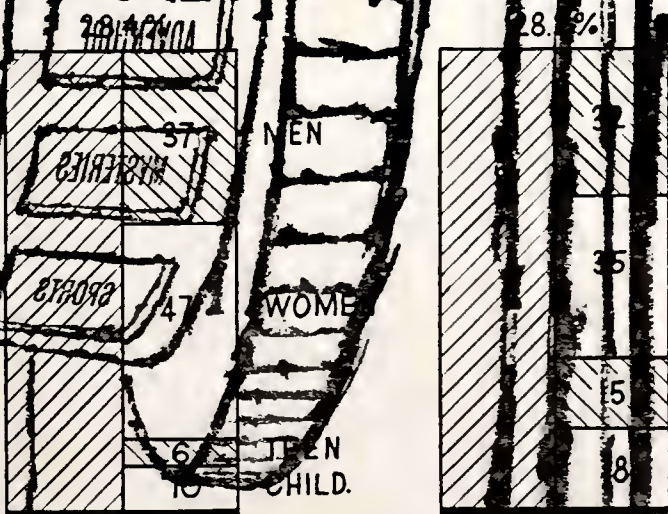
12 SPOTS PER WEEK

STATION "A"

2 SPOTS PER WEEK

STATION "B"

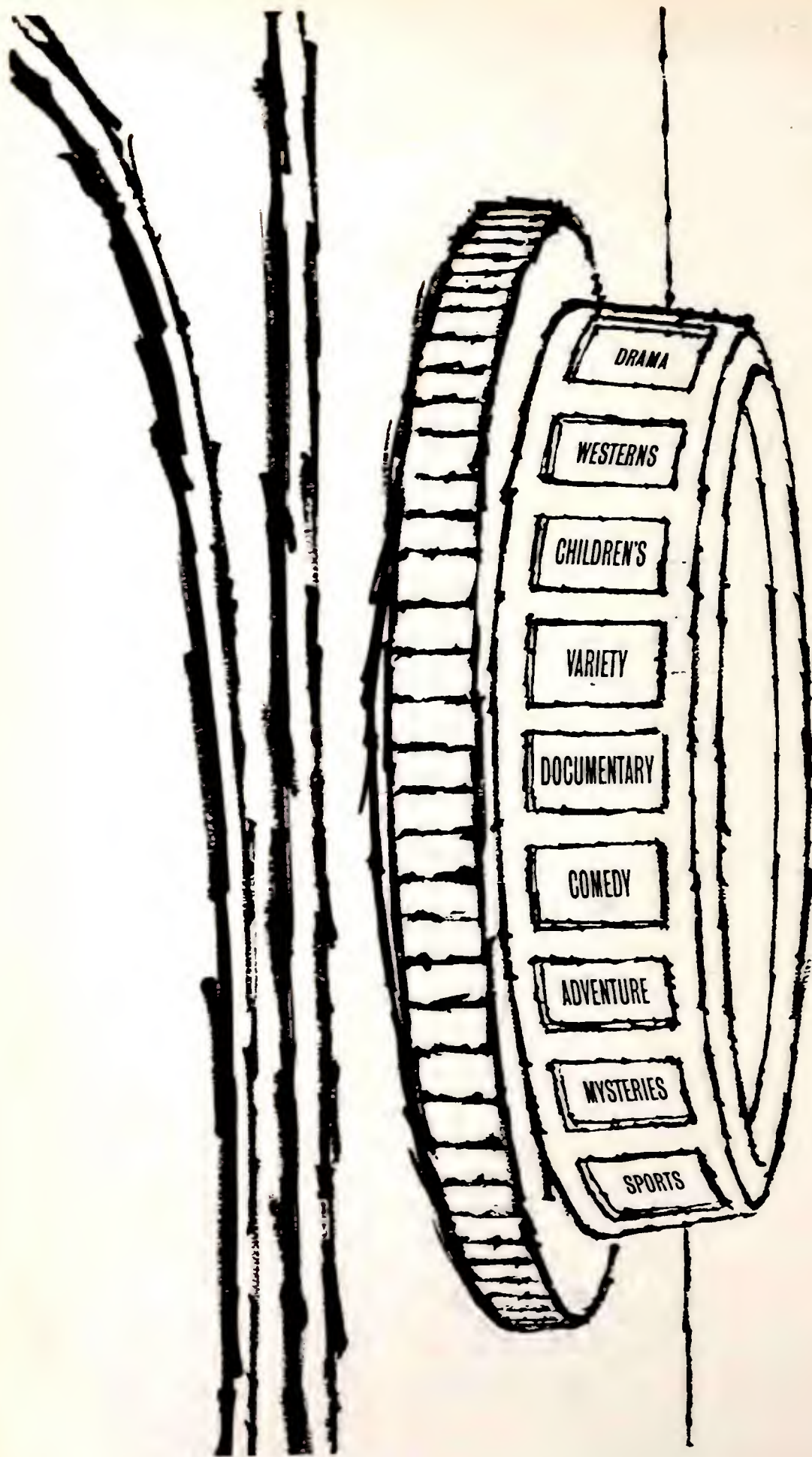
28.9%



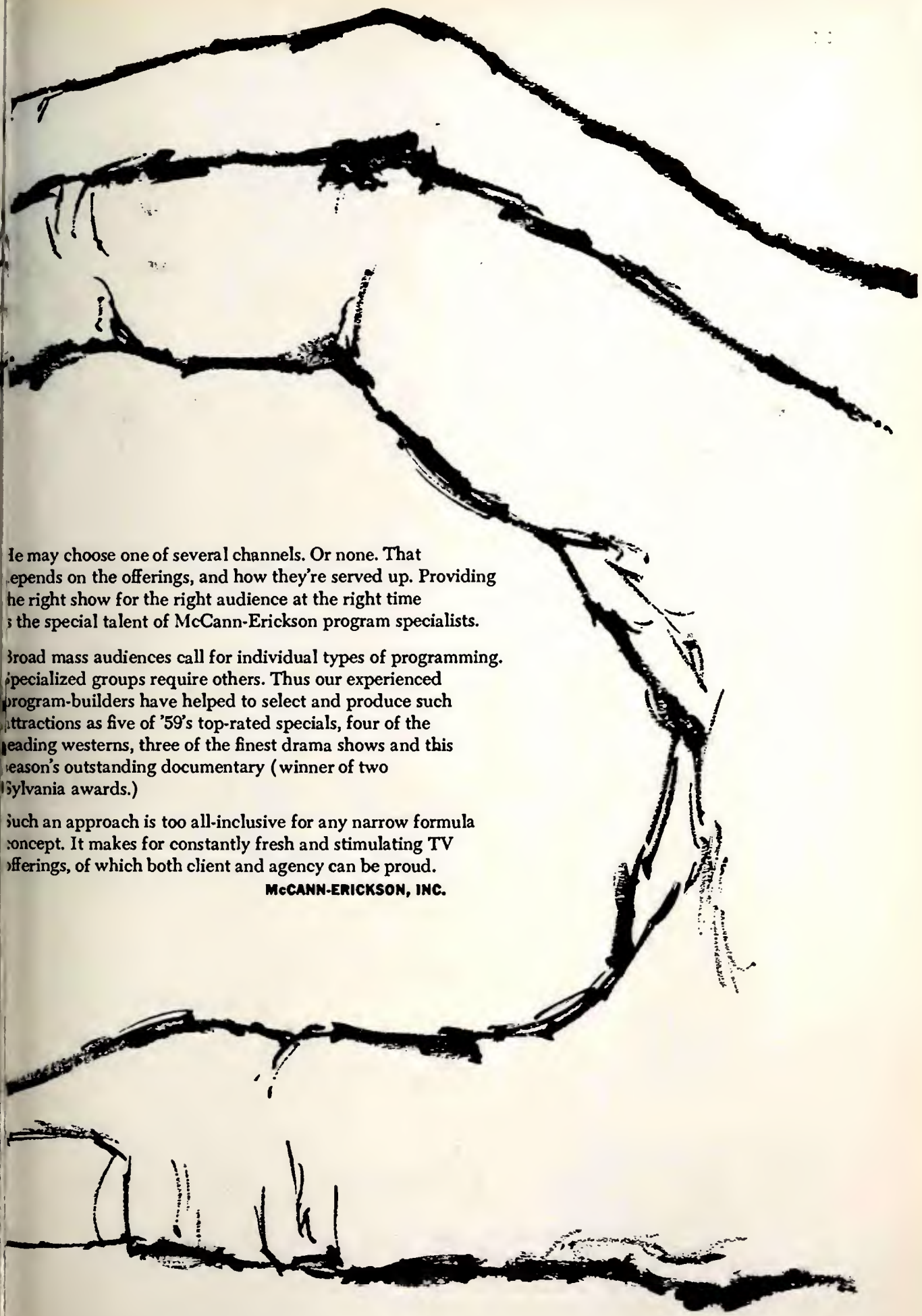
NO. OF SPOT SEEN

19

Source: A. C. Nielsen Co.



# TV- WHICH WAY?



He may choose one of several channels. Or none. That depends on the offerings, and how they're served up. Providing the right show for the right audience at the right time is the special talent of McCann-Erickson program specialists.

Broad mass audiences call for individual types of programming. Specialized groups require others. Thus our experienced program-builders have helped to select and produce such attractions as five of '59's top-rated specials, four of the leading westerns, three of the finest drama shows and this season's outstanding documentary (winner of two Sylvania awards.)

Such an approach is too all-inclusive for any narrow formula concept. It makes for constantly fresh and stimulating TV offerings, of which both client and agency can be proud.

**McCANN-ERICKSON, INC.**

# SUMMER VIEWING HABITS

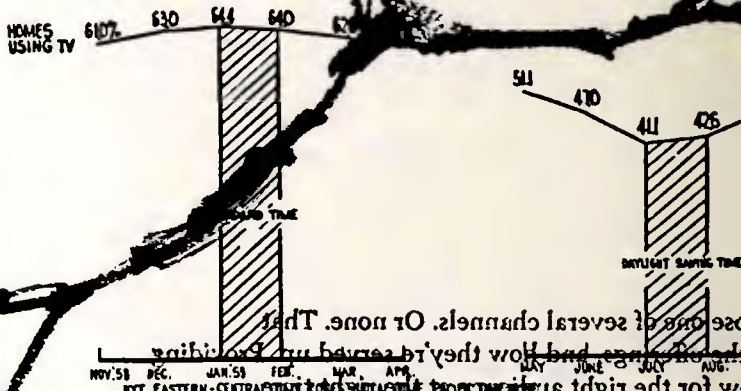
Summer and winter television viewing by months of the year

## GENERAL VIEWING HABITS SEASONAL VARIATIONS ARE GRADUAL

ALL EVENINGS 7-11 PM

WINTER SEASON

SUMMER SEASON

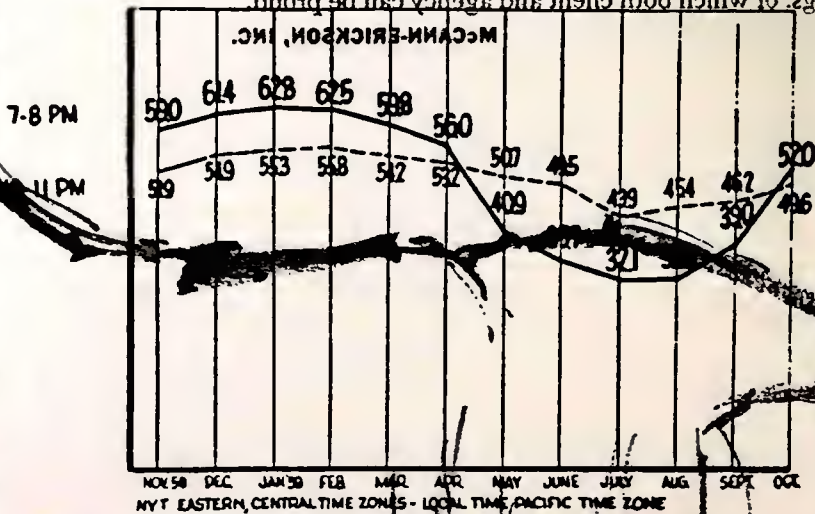


Summer television viewing shows a gradual decline. The above Nielsen graph based on evening prime time homes using television shows a summer decline of about thirty per cent.

## GENERAL VIEWING HABITS EARLY VERSUS LATE EVENING SEASONAL FLUCTUATIONS

ALL EVENINGS 7-8 AND 10-11 PM

Early vs. late evening television viewing by months of the year



However, a closer look discloses a steep fall-off in early viewing in the late evening maintaining a moderate audience. Summer viewing is about fifteen per cent



# Those who live on air.

In the last three decades advertisers and their agencies have spent billions of dollars on air. A lot of goods were moved.

To those who live on air SPONSOR serves a function no other publication can match, for SPONSOR is the most definitive study of air in the broadcast industry. It is the news of air—the plans of air—the progress of air—the thoughts of air—the very life of air—delivered to you every week—52 weeks a year.

Most every man who's gotten anywhere in air reads SPONSOR. The man who wants to get there faster reads SPONSOR at home—because the very chemistry of broadcasting—the factors that make it move

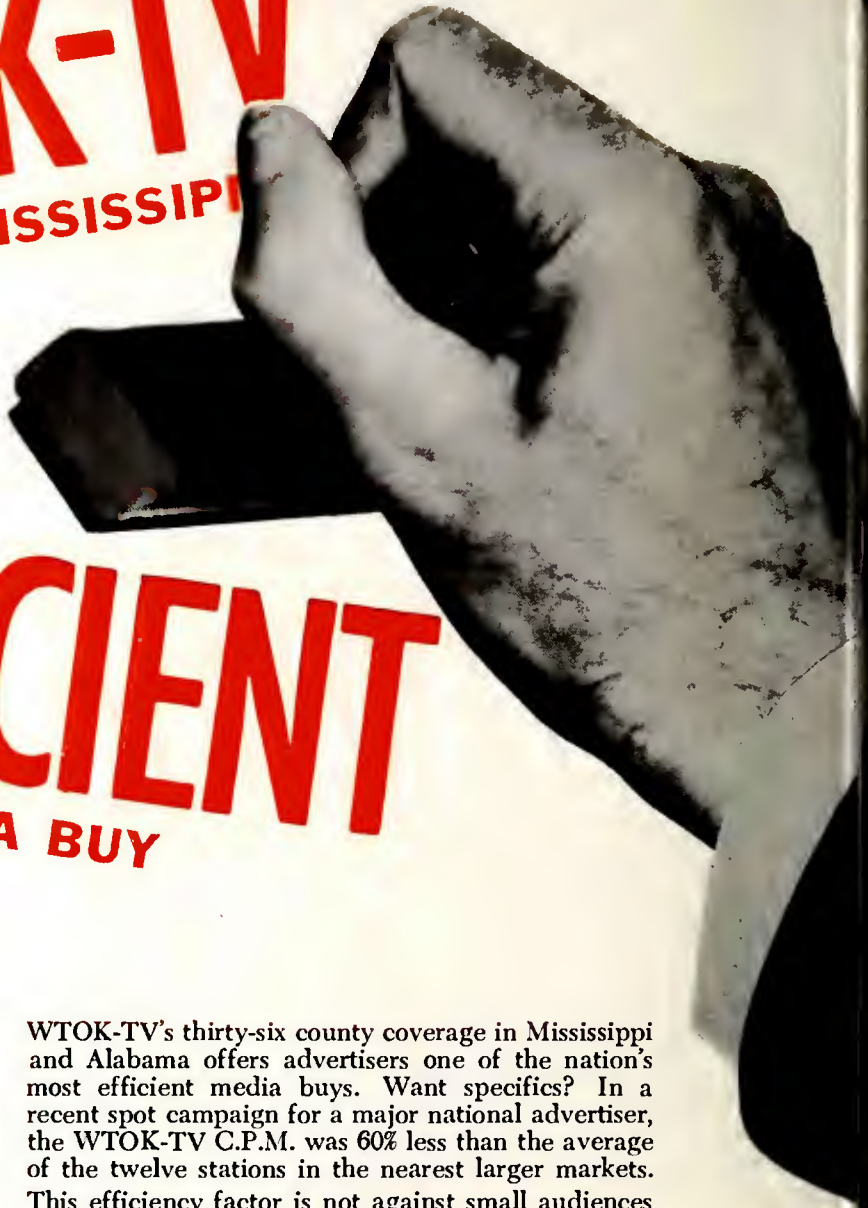
If you live on air... SPONSOR at home... can have 52 issues of this most useful publication in the field at your side—to see, study, tear out and file. It's the best... ever make. Order your home subs...



**WTKR-TV**  
**SPONSOR**  
 THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# WTOK-TV

MERIDIAN, MISSISSIPPI



A MOST  
**EFFICIENT**  
MEDIA BUY



WTOK-TV's thirty-six county coverage in Mississippi and Alabama offers advertisers one of the nation's most efficient media buys. Want specifics? In a recent spot campaign for a major national advertiser, the W TOK-TV C.P.M. was 60% less than the average of the twelve stations in the nearest larger markets. This efficiency factor is not against small audiences either. In many time periods, W TOK's delivered audience is comparable with—or greater than—some of the larger city stations.

Before completing your next market list, take a close look at W TOK-TV.

- 137,900 Television Homes
- \$515,910,000 Retail Sales
- \$740,735,000 Effective Buying Income



MAXIMUM POWER 316,000 WATTS

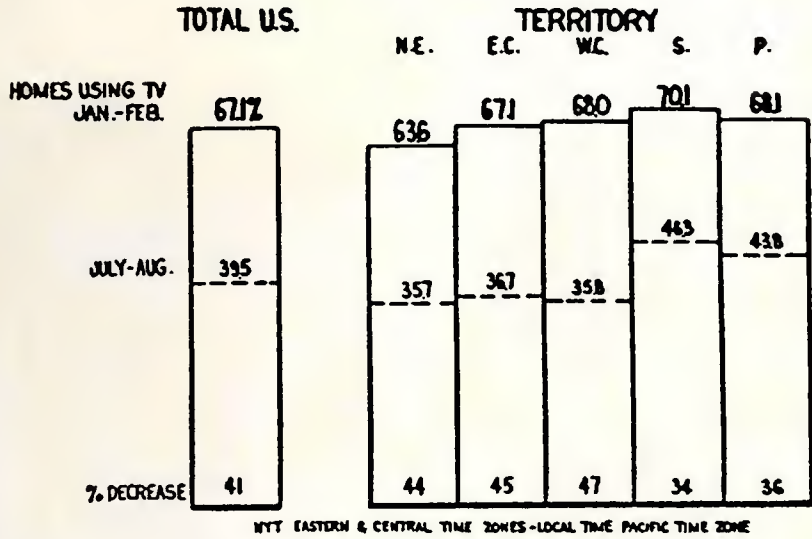
MISSISSIPPI'S FIRST  
VHF TELEVISION STATION

SUMMER VIEWING HABITS

Early evening television viewing territory

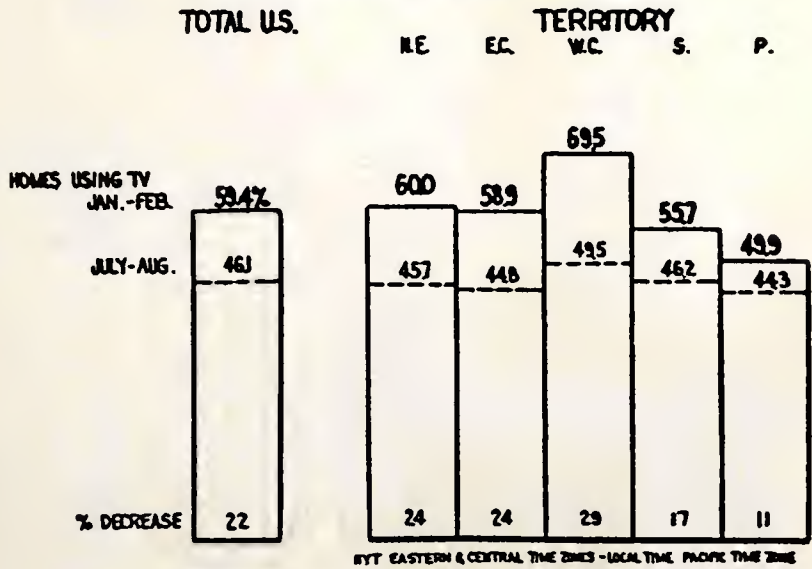
Early evening television viewing territory

GENERAL VIEWING HABITS  
ALL EVENINGS 7:00-9:30 PM  
% TOTAL TV HOMES USING TELEVISION BY LOCATION



Source: A. C. Nielsen Co.

GENERAL VIEWING HABITS  
ALL EVENINGS 9:30-11:00 PM  
% TOTAL TV HOMES USING TELEVISION BY LOCATION



A look at summer television by A. C. Nielsen on a territorial basis relates closely to the national analysis, with early evening viewing taking a severe loss. However, South and Pacific territories are less affected due to a more stable climate

3  
 GENERAL VIEWING HABITS  
 CERTAIN

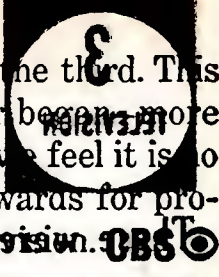
Some say that television cannot be expected to produce great programs because it is a medium of mass communications. *We hold a different view.* As we see it, the one sure way to attract audiences (and advertisers as well) is to produce the best possible quality of entertainment and information. This, apparently, is also the way television's most distinguished juries see it. Recently, for example, the Academy of Television Arts and Sciences awarded 13 Emmys to

GENERAL VIEWING HABITS  
 WE HOLD A DIFFERENT VIEW

TOTAL U.S. HOMEOWNERS  
 TERRITORY  
 2.33 3.11  
 1.9 2.2 2.3 3.11



look at summer television by A. C. Nielsen on a territorial basis...  
 'EMMY AWARDS: THE TWENTIETH CENTURY... THE TWILIGHT ZONE... THE JACK BENNY PROGRAM... LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC... TONIGHT WITH BELAFONTE... WESTINGHOUSE...  
 THE UNTOUCHABLES... THE 1960 WINTER OLYMPICS... HOWARD K. SMITH, TV WESTIN - CBS REPORTS... THE FABULOUS FIFTIES... JACK BENNY HOUR SPECIALS... PLAYHOUSE 90... FATHER KNOWS...  
 TELEVISION AWARDS... KNEZEVICH TOURS... HEHEMIAH PERSOFF - FOR WHOM THE BELL TOLLS... COLLEEN DEWHURST - I, DON QUIXOTE... PROJECT IMMORTALITY - PLAYHOUSE 90... TONIGHT WITH BELAFONTE... YOU CAN'T...  
 BY THE BOOK - WOMAN!... GEORGE FORBES PEARSON AWARDS: THE POPULATION EXPLOSION... SMALL WORLD... THE LOST CLASS OF '59... ED SULLIVAN - INVITATION TO MOSCOW... THOMAS ALVA EDISON...  
 CONQUEST... NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS... EYESHAS PRESS CLUB AWARDS: CBS NEWS - EYEWITNESS TO HISTORY... MARTIN BARNETT - THE POPULATION EXPLOSION... DAVE...  
 ERIC BEVAREZID... MARIO BIASETTI - COVERAGE OF NICARAGUAN INVASION... INSTITUTE FOR EDUCATION BY RADIO AND TELEVISION AWARDS: THE LOST CLASS OF '59... HOFFA AND THE TEAMSTERS... CBS...  
 BERNSTEIN AND THE NEW YORK PHILHARMONIC... NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS... GENERAL FEDERATION OF WOMEN'S CLUBS AWARDS: CAPTAIN KANGAROO... THE TWENTIETH CENTURY



Television Network, as compared to 5 for the second network and 2 for the third. This is a total of 67 awards\* that our programs have received since the year began, more than the other two networks combined. Looking at it from this point of view, we feel it is no accident that this network, which consistently wins the largest number of awards for program excellence, should also consistently bring in the largest amount of advertising revenue. CBS

The top 20 television advertisers, 1959

| ADVERTISER                            | TOTAL TV     | 1959 TV      | NETWORK TV   |
|---------------------------------------|--------------|--------------|--------------|
| 1. Procter & Gamble Company           | \$22,340,325 | \$42,040,800 | \$20,523,225 |
| 2. Lever Brothers Company             | \$16,823,892 | \$14,118,940 | \$3,734,922  |
| 3. American Home Products Corporation | \$8,767,078  | \$10,627,620 | \$2,109,428  |
| 4. Colgate-Palmolive Company          | \$6,328,414  | \$13,879,890 | \$2,478,224  |
| 5. General Foods Corporation          | \$3,489,721  | \$14,299,400 | \$2,890,221  |
| 6. General Motors Corporation         | \$1,391,724  | \$1,370,030  | \$20,571,744 |



1,980,761  
 2,281,390  
 4,262,121  
 7,076,400  
 10,760,000  
 14,299,400  
 18,879,890  
 24,734,922  
 30,523,225

DAVIDSON AWARDS; THE TWENTIETH CENTURY—THE RED SELL... PLAYHOUSE 90—THE BLUE MEN... LEONARD BERNSTEIN IN MOSCOW... GEORGE FOUL MEMORIAL AWARD... ARMSTRONG CIRCLE THEATRE—35 RUE DE MARCHÉ...  
 ER—THE POPULATION EXPLOSION... UNITED STATES ARMY... REPARTMENT OF DEFENSE CITATION: EDWARD R. MURROW, FRED W. FRIENOLY, PALMER WILLIAMS—BIOGRAPHY OF A MISSILE... ROBERT J. FLANNERY  
 S—HOFFA AND THE TEAMSTERS... ALFRED I. DU PONT AWARDS: DAVID SCHOENBRUN... NATIONAL HEADLINERS CLUB AWARD: MARIO BIASETTI—NICARAGUAN INVASION... SATURDAY REVIEW EIGHTH ANNUAL ADVERTISERS  
 ALL WORLD... NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS WITH LEONARD BERNSTEIN... THE TWENTIETH CENTURY... POPULATION EXPLOSION... ALBERT LASKER MEDICAL JOURNAL...  
 N EXPLOSION... NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION AWARD: SMALL WORLD... SCREEN PRODUCERS' GUILD AWARD: THE TWILIGHT ZONE... ADVERTISING CLUB OF BALTIMORE AWARD:  
 HAVE GUN—WILL TRAVEL... MARCH OF DIMES AWARD: JACK BENNY—"HUMANITARIAN OF THE YEAR"... NATIONAL ASSOCIATION OF WOMEN LAWYERS AWARDS: RAYMOND RURE AND GAIL PATRICK JACKSON—FERRY  
 AIR... NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS WITH LEONARD BERNSTEIN

## SPENDING AND COSTS

These were the big television advertising spenders during 1959

The top 50 television advertisers, 1959

| ADVERTISER                               | TOTAL TV    | SPOT TV      | NETWORK TV   |
|--|-------------|--------------|--------------|
| 1. Procter & Gamble Company              | 895,340,352 | \$45,046,800 | \$50,293,552 |
| 2. Lever Brothers Company                | 46,853,895  | 14,118,940   | 32,734,955   |
| 3. American Home Products Corporation    | 38,767,078  | 10,657,620   | 28,109,458   |
| 4. Colgate-Palmolive Company             | 36,358,414  | 13,879,890   | 22,478,524   |
| 5. General Foods Corporation             | 35,489,721  | 14,599,400   | 20,890,321   |
| 6. General Motors Corporation            | 21,391,774  | 1,370,030    | 20,021,744   |
| 7. R. J. Reynolds Tobacco Co.            | 20,376,277  | 4,252,450    | 16,123,827   |
| 8. Bristol-Myers Company                 | 20,361,357  | 7,744,650    | 12,616,707   |
| 9. Adell Chemical Company                | 18,132,030  | 18,132,030   | .....        |
| 10. Brown & Williamson Tobacco Corp.     | 17,845,593  | 9,252,640    | 8,592,953    |
| 11. P. Lorillard & Company               | 17,002,728  | 4,177,170    | 12,825,558   |
| 12. Sterling Drug, Inc.                  | 16,636,373  | 3,660,910    | 12,975,463   |
| 13. Gillette Company                     | 16,387,524  | 2,745,350    | 13,642,174   |
| 14. General Mills, Inc.                  | 16,156,947  | 3,237,710    | 12,919,237   |
| 15. Miles Laboratories, Inc.             | 15,251,345  | 7,830,830    | 7,420,515    |
| 16. Liggett & Myers Tobacco Co., Inc.    | 14,540,097  | 2,948,590    | 11,591,507   |
| 17. Kellogg Company                      | 13,442,861  | 5,988,600    | 7,454,261    |
| 18. American Tobacco Company             | 13,348,880  | 3,467,440    | 9,881,440    |
| 19. Warner-Lambert Pharma, Co.           | 13,053,414  | 10,690,620   | 2,362,794    |
| 20. Ford Motor Company                   | 12,999,287  | 951,000      | 12,048,187   |
| 21. Philip Morris, Inc.                  | 12,982,348  | 4,387,270    | 8,595,078    |
| 22. Continental Baking Co.               | 11,582,615  | 10,806,480   | 776,135      |
| 23. Pharmaceuticals, Inc.                | 11,077,037  | 418,050      | 10,658,987   |
| 24. Chrysler Corporation                 | 10,496,356  | 989,090      | 9,507,266    |
| 25. Standard Brands, Inc.                | 10,389,650  | 4,135,040    | 6,254,610    |
| 26. National Biscuit Company             | 9,730,022   | 2,130,880    | 7,599,142    |
| 27. Carter Products, Inc.                | 8,942,365   | 3,474,300    | 5,468,065    |
| 28. Corn Products Co.                    | 8,747,887   | 4,226,190    | 4,521,697    |
| 29. S. C. Johnson & Son, Inc.            | 8,224,585   | 1,098,880    | 7,125,705    |
| 30. National Dairy Products Corp.        | 7,841,357   | 1,445,980    | 6,395,377    |
| 31. Revlon, Inc.                         | 7,500,964   | 3,284,050    | 4,216,914    |
| 32. International Latex Corp.            | 7,381,340   | 7,381,340    | .....        |
| 33. Pillsbury Company                    | 6,934,594   | 2,712,080    | 4,222,514    |
| 34. Texaco, Inc.                         | 6,848,210   | 649,380      | 6,198,830    |
| 35. Alberto-Culver Company               | 6,675,537   | 1,535,130    | 5,140,407    |
| 36. General Electric Company             | 6,473,224   | 278,590      | 6,194,634    |
| 37. Ralston-Purina Company               | 6,222,860   | 1,808,340    | 4,414,520    |
| 38. Bayuk Cigars, Inc.                   | 6,125,682   | 162,910      | 5,962,772    |
| 39. Armour & Company                     | 5,890,528   | 1,291,160    | 4,599,368    |
| 40. American Chicle Company              | 5,828,120   | 2,496,540    | 3,331,580    |
| 41. Eastman Kodak Co.                    | 5,767,735   | 107,470      | 5,660,265    |
| 42. Beech-Nut Life Savers, Inc.          | 5,476,210   | 636,840      | 4,839,370    |
| 43. Texize Chemicals, Inc.               | 5,360,900   | 5,360,900    | .....        |
| 44. Campbell Soup Company                | 5,258,735   | 492,060      | 4,766,675    |
| 45. Drug Research Corp.                  | 5,196,249   | 2,742,900    | 2,453,349    |
| 46. Westinghouse Electric Corp.          | 5,166,205   | .....        | 5,166,205    |
| 47. E. I. Du Pont De Nemours & Co., Inc. | 5,165,744   | 481,250      | 4,684,494    |
| 48. Scott Paper Co.                      | 5,112,346   | 1,011,750    | 4,100,596    |
| 49. Quaker Oats Co.                      | 4,669,746   | 1,859,690    | 2,810,056    |
| 50. Nestle Co., Inc.                     | 4,562,151   | 2,581,390    | 1,980,761    |

SOURCE: TVB via N. O. Rorabaugh (spot), LNA-BAB (network), gross time expenditures.

UNIVERSITY OF MINNESOTA  
Minneapolis 14

April 27, 1960

BY OF THE PRESIDENT

Mr. F. Van Konyenburg  
Executive Vice President  
WCCO Radio and Television  
50 South Ninth Street  
Minneapolis, Minnesota

Dear Van:

I suppose sometimes those of us who are in universities use phrases that sound rather platitudinous, and I'm willing to run that risk to say that I think the award which WCCO has made in the field of radio-television study is a statesmanship award in the communications field.

Most people find it very easy to think universities ought to be doing, but the people who have faith in what these institutions are doing, to the extent that they'll underwrite the education of those who can eventually bring some new insight, understanding, and progress to their profession, in my estimation, are the people who believe in education.

I'm grateful to see this expression of my appreciation.

With every good wish,

Cordially,

Stanley J. Wenberg  
Vice President and  
Administrative Assistant

THIS IS  
THE DIFFERENCE BETWEEN  
GOOD AND GREAT IN  
MINNEAPOLIS, ST. PAUL TELEVISION

FIRST FOUR-YEAR WCCO TELEVISION SCHOLARSHIP

Represented by  
PETERS, GRIFFIN, WOODWARD, INC.

REVENUES AND COSTS

Tv ad expenditures  
 continued upward trend  
 through 1959

McLean Erickson figures prepared for  
 Public Law is the source of chart at right.  
 Broadcast tv media include radio, news-  
 papers, magazines, outdoor, business pa-  
 pers, travel and miscellaneous. Tv figures  
 include all time spent: time, talent,  
 production and commercials. 1959 data are  
 preliminary.

Tv advertising and share of all advertising, 1949-59

| Year | Total advertising | Total tv advertising | Percent tv is of total |
|------|-------------------|----------------------|------------------------|
| 1959 | \$11,090,000,000  | \$1,525,500,000      | 13.7%                  |
| 1958 | 10,301,800,000    | 1,273,400,000        | 13.2%                  |
| 1957 | 10,310,600,000    | 1,296,700,000        | 12.6%                  |
| 1956 | 9,904,700,000     | 1,025,300,000        | 10.3%                  |
| 1955 | 9,194,400,000     | 869,200,000          | 9.3%                   |
| 1954 | 8,164,100,000     | 606,100,000          | 7.4%                   |
| 1953 | 7,755,300,000     | 453,900,000          | 5.8%                   |
| 1952 | 7,156,200,000     | 332,300,000          | 4.6%                   |
| 1951 | 6,426,100,000     | 170,800,000          | 2.6%                   |
| 1950 | 5,710,000,000     | 170,800,000          | 3.0%                   |
| 1949 | 5,202,200,000     | 57,800,000           | 1.1%                   |

Net, spot, local and  
 increased share of  
 advertising in 1959

Local tv advertising expenditures, 1958-59

| Year | Total           | Percent increase |
|------|-----------------|------------------|
| 1959 | \$709.1 million | 6.9%             |
| 1958 | 660.0 million   | 3.9%             |
| 1957 | 635.0 million   | 2.4%             |
| 1956 | 615.0 million   | 3.1%             |
| 1955 | 595.0 million   | 3.3%             |
| 1954 | 575.0 million   | 3.5%             |
| 1953 | 555.0 million   | 3.7%             |
| 1952 | 535.0 million   | 3.9%             |
| 1951 | 515.0 million   | 4.1%             |
| 1950 | 495.0 million   | 4.3%             |
| 1949 | 475.0 million   | 4.5%             |
| 1948 | 455.0 million   | 4.7%             |

Television broadcast revenue and expense, 1948-59

| Year | Total broadcast revenues (000) | Percent increase | Total broadcast expenses (000) | Percent increase |
|------|--------------------------------|------------------|--------------------------------|------------------|
| 1959 | 1,043,200                      | 9.2%             | \$858,100                      | 9.6%             |
| 1958 | 954,000                        | 8.2%             | \$783,200                      | 10.7%            |
| 1956 | 896,900                        | 20.4%            | 707,300                        | 19.0%            |
| 1955 | 741,700                        | 25.6%            | 594,500                        | 18.3%            |
| 1954 | 589,900                        | 37.3%            | 502,637                        | 39.4%            |
| 1953 | 431,777                        | 33.4%            | 360,514                        | 34.6%            |
| 1952 | 323,594                        | 37.3%            | 267,902                        | 38.0%            |
| 1951 | 235,684                        | 122.5%           | 194,086                        | 68.6%            |
| 1950 | 105,914                        | 208.5%           | 115,128                        | 93.2%            |
| 1949 | 34,329                         | 294.6%           | 59,591                         | 152.5%           |
| 1948 | 6,700                          | 358.8%           | 23,600                         | —                |

Television broadcast  
 revenues hit over  
 one billion dollars  
 during 1958

Tv has become a billion dollar business in 11 years. Figures are from FCC, cover networks and stations. Note leveling off in rate of increase of both revenues and expenses in recent years.





## SPENDING AND COSTS

## 1958 television broadcast revenue up in all multi-station markets

## U. S. markets with 3 or more tv stations

| Tv markets                                  | No. of stations in operation | No. reporting \$25,000 or more | Total broadcast revenue (1958) | Total broadcast revenue (1957) | Per cent change '58 vs. '57 |
|---|------------------------------|--------------------------------|--------------------------------|--------------------------------|-----------------------------|
| Albany-Schenectady-Troy, N. Y.              | 3                            | 3                              | \$4,607,364                    | \$4,017,429                    | +14.6                       |
| Albuquerque, N. M.                          | 3                            | 3                              | 1,525,488                      | 1,356,426                      | +12.4                       |
| Altoona-Johnstown, Pa.                      | 3                            | 3                              | 3,057,464                      | —                              | —                           |
| Amarillo, Tex.                              | 3                            | 3                              | 1,736,794                      | *                              | —                           |
| Atlanta, Ga.                                | 3                            | 3                              | 5,850,179                      | 5,482,791                      | +06.7                       |
| Baltimore, Md.                              | 3                            | 3                              | 7,806,468                      | 7,088,148                      | +10.1                       |
| Boston, Mass.                               | 3                            | 3                              | 17,797,805                     | *                              | —                           |
| Buffalo-Niagara Falls, N. Y.                | 4#                           | 4                              | 7,563,662                      | 6,706,769                      | +12.7                       |
| Cape Girardeau, Mo.-Paducah, Ky.            | 3                            | 3                              | 1,400,356                      | —                              | —                           |
| Cedar Rapids-Waterloo, Iowa                 | 3                            | 3                              | 2,282,995                      | 2,045,214                      | +11.6                       |
| Charleston-Huntington, W. Va., Ashland, Ky. | 4                            | 4                              | 3,607,081                      | 3,329,010                      | +08.3                       |
| Chattanooga, Tenn.                          | 3                            | 3                              | 1,661,036                      | —                              | —                           |
| Chicago, Ill.                               | 4                            | 4                              | 32,856,267                     | 31,301,334                     | +04.9                       |
| Cincinnati, Ohio                            | 3                            | 3                              | 8,376,399                      | 7,609,081                      | +10.0                       |
| Cleveland, Ohio                             | 3                            | 3                              | 13,833,908                     | 12,972,834                     | +06.6                       |
| Colorado Springs-Pueblo, Colo.              | 3                            | 3                              | 1,318,349                      | 1,162,821                      | +13.3                       |
| Columbus, Ohio                              | 3                            | 3                              | 6,372,445                      | 5,849,008                      | +08.9                       |
| Dallas-Fort Worth, Tex.                     | 4                            | 4                              | 8,175,805                      | 7,891,021                      | +03.6                       |
| Denver, Colo.                               | 4                            | 4                              | 6,104,085                      | 5,358,236                      | +13.9                       |
| Des Moines-Ames, Iowa                       | 3                            | 3                              | 3,024,135                      | 2,973,447                      | +01.7                       |
| Detroit, Mich.                              | 3                            | 3                              | 15,897,967                     | 15,767,107                     | +00.8                       |
| El Paso, Tex.                               | 3                            | 3                              | 1,700,086                      | 1,523,539                      | +11.5                       |
| Evansville, Ind.-Henderson, Ky.             | 3                            | 3                              | 1,425,156                      | 1,361,484                      | +04.6                       |
| Flint-Lansing-Bay City, Mich.               | 4#                           | 4                              | 4,168,424                      | *                              | —                           |
| Fort Wayne, Ind.                            | 3                            | 3                              | 2,134,866                      | —                              | —                           |
| Fresno, Calif.                              | 3                            | 3                              | 2,514,805                      | 2,509,362                      | +00.2                       |
| Green Bay, Wisc.                            | 3                            | 3                              | 2,145,080                      | 1,982,078                      | +06.2                       |
| Greenville, S. C.-Asheville, N. C.          | 4                            | 3                              | 2,163,535                      | —                              | —                           |
| Harrisburg-Lancaster-York, Pa.              | 6#                           | 5                              | 3,541,828                      | *                              | —                           |
| Hartford-New Haven, Conn.                   | 4#                           | 4                              | 5,542,307                      | 4,525,198                      | +22.4                       |
| Honolulu, Hawaii                            | 4#                           | 4                              | 2,100,377                      | 2,093,221                      | +00.3                       |
| Houston-Galveston, Tex.                     | 3                            | 3                              | 7,300,257                      | 6,788,065                      | +07.5                       |
| Indianapolis-Bloomington, Ind.              | 4                            | 4                              | 8,010,398                      | 7,182,849                      | +11.5                       |
| Kansas City, Mo.                            | 3                            | 3                              | 7,058,769                      | 6,555,300                      | +03.6                       |
| Knoxville, Tenn.                            | 3                            | 3                              | 1,963,877                      | 1,815,313                      | +08.1                       |
| Las Vegas-Henderson, Nev.                   | 3                            | 3                              | 1,034,633                      | 939,993                        | +11.0                       |
| Little Rock-Pine Bluff, Ark.                | 3                            | 3                              | 2,178,556                      | 1,888,189                      | +15.3                       |
| Los Angeles, Cal.                           | 7                            | 7                              | 36,407,434                     | 35,587,678                     | +02.3                       |
| Madison, Wisc.                              | 3                            | 3                              | 1,649,456                      | 1,542,551                      | +06.9                       |
| Memphis, Tenn.                              | 3                            | 3                              | 4,349,099                      | 4,089,935                      | +06.2                       |
| Miami-Fort Lauderdale, Fla.                 | 4#                           | 3                              | 7,698,029                      | 6,460,262                      | +19.1                       |
| Milwaukee, Wisc.                            | 4                            | 4                              | 7,108,581                      | 6,699,085                      | +06.1                       |
| Minneapolis-St. Paul, Minn.                 | 4                            | 4                              | 9,678,284                      | 8,957,996                      | +08.2                       |
| Mobile, Ala.-Pensacola, Fla.                | 3                            | 3                              | 2,203,944                      | —                              | —                           |
| Nashville, Tenn.                            | 3                            | 3                              | 3,698,539                      | 3,386,742                      | +07.2                       |
| New Orleans, La.                            | 3                            | 3                              | 5,465,377                      | 4,554,624                      | +19.9                       |
| New York City, N. Y.                        | 7                            | 7                              | 58,862,026                     | 52,904,223                     | +11.2                       |
| Norfolk-Newport News, Va.                   | 4                            | 3                              | 3,834,869                      | 3,054,129                      | +25.5                       |
| Oklahoma City-Enid, Okla.                   | 3                            | 3                              | 4,752,021                      | 4,542,447                      | +04.6                       |
| Omaha, Neb.                                 | 3                            | 3                              | 4,151,506                      | *                              | —                           |
| Orlando-Daytona Beach, Fla.                 | 3#                           | 3                              | 1,858,633                      | —                              | —                           |
| Peoria, Ill.                                | 3#                           | 3                              | 2,113,771                      | —                              | —                           |
| Philadelphia, Pa.                           | 3                            | 3                              | 19,671,590                     | 17,812,183                     | +10.4                       |
| Phoenix-Mesa, Ariz.                         | 4                            | 4                              | 3,216,041                      | 2,878,898                      | +11.7                       |
| Pittsburgh, Pa.                             | 3#                           | 3                              | 12,970,856                     | 9,787,303                      | +32.5                       |
| Portland-Poland Springs, Maine              | 3                            | 3                              | 2,151,112                      | —                              | —                           |
| Portland, Ore.                              | 3                            | 3                              | 5,113,373                      | 4,466,440                      | +14.4                       |
| Richmond-Petersburg, Va.                    | 3                            | 3                              | 2,816,876                      | 2,663,035                      | +05.7                       |
| Roanoke-Lynchburg, Va.                      | 3                            | 3                              | 2,375,458                      | 2,085,528                      | +13.9                       |
| Rochester, Minn.-Mason City, Iowa           | 3                            | 3                              | 1,377,971                      | —                              | —                           |
| Rochester, N. Y.                            | 3                            | 3                              | 3,740,381                      | 3,546,281                      | +05.4                       |
| Sacramento-Stockton, Cal.                   | 3                            | 3                              | 3,872,492                      | 3,072,159                      | +26.0                       |
| Salt Lake City-Provo, Utah                  | 4#                           | 3                              | 3,231,691                      | 3,178,470                      | +01.6                       |
| San Antonio, Tex.                           | 4                            | 4                              | 3,460,993                      | 3,443,524                      | +00.5                       |
| San Francisco-Oakland, Cal.                 | 5#                           | 4                              | 13,955,409                     | 12,579,011                     | +10.9                       |
| Seattle-Tacoma, Wash.                       | 5#                           | 5                              | 6,492,076                      | 5,802,093                      | +11.8                       |
| South Bend-Elkhart, Ind.                    | 3                            | 3                              | 1,684,248                      | 1,551,504                      | +08.5                       |
| Spokane, Wash.                              | 3                            | 3                              | 2,647,107                      | 2,473,434                      | +07.0                       |
| Springfield-Champaign, Ill.                 | 3                            | 3                              | 2,903,770                      | —                              | —                           |
| St. Louis, Mo.                              | 3                            | 3                              | 9,004,497                      | 8,223,163                      | +09.5                       |
| Tampa-St. Petersburg, Fla.                  | 3                            | 3                              | 4,057,190                      | 3,473,198                      | +16.8                       |
| Tucson, Ariz.                               | 3                            | 3                              | 1,527,344                      | 1,318,303                      | +15.8                       |
| Tulsa, Okla.                                | 3                            | 3                              | 3,491,221                      | 3,409,170                      | +02.4                       |
| Washington, D. C.                           | 4                            | 4                              | 9,613,404                      | 8,701,088                      | +10.4                       |
| Wichita-Hutchison, Kans.                    | 3                            | 3                              | 3,004,219                      | 2,761,024                      | +08.8                       |
| Wilkes Barre-Scranton, Pa.                  | 4#                           | 4                              | 2,616,764                      | 2,382,365                      | +09.8                       |
| Youngstown, O.-New Castle, Pa.              | 3                            | 3                              | 1,626,313                      | *                              | —                           |

The FCC data above is the latest available. Total revenues consist of total time and program sales less commissions. # Not all stations operated full year.  
\*Data withheld because third station in operation for short period. Wailuku, Hawaii not included.

Now we're  
literally  
"the station  
on the move"

the market on the move

## TAMPA- ST. PETERSBURG



Thanks to WTVT's new custom-built Videotape Mobile Unit, it is now possible to record a television program while on the move! Its self-contained generator (the only one in this area) can be used anywhere at anytime. For permanent locations . . . cameras can be fired en route . . . and seconds after arrival, actual taping begins.

Another outstanding service feature offered by WTVT, the station that dominates the hustling, bustling "market on the move" . . . another feature which makes WTVT your most profitable buy in the entire Southeast!

### SHARE OF AUDIENCE

44.3% . . . Latest ARB • 9:00 A.M. - Midnight

### CHECK THE TOP 50 SHOWS!

| ARB       |    | NEILSEN   |    |
|-----------|----|-----------|----|
| WTVT      | 34 | WTVT      | 34 |
| Station B | 16 | Station B | 16 |
| Station C | 0  | Station C | 0  |

Station on the move

**WTVT**  **CHANNEL 13**

**TAMPA - ST. PETERSBURG**

THE WKY TELEVISION SYSTEM, INC. • WKY-TV/WKY-RADIO • Oklahoma City • Represented by the Katz Agency

## One of three tv dollars advertises grocery products

TV expenditures by product classification, 1959

|                                     | TOTAL TV               | SPOT TV              | NETWORK TV           |
|-------------------------------------|------------------------|----------------------|----------------------|
| Agriculture                         | \$ 3,574,871           | \$ 1,782,000         | \$ 1,792,871         |
| Ale, beer & wine                    | 54,555,256             | 47,840,000           | 6,715,256            |
| Amusements, entertainment           | 1,363,393              | 1,019,000            | 344,393              |
| Automotive                          | 65,031,388             | 18,175,000           | 46,856,388           |
| Building material, fixtures, paints | 19,081,057             | 2,827,000            | 16,254,057           |
| Chemicals, institutional            | 928,864                | —                    | 928,864              |
| Clothing & accessories              | 22,896,159             | 16,273,000           | 6,623,159            |
| Confections & soft drinks           | 45,584,990             | 28,192,000           | 17,392,990           |
| Consumer services                   | 35,705,326             | 17,531,000           | 18,174,326           |
| Cosmetics & toiletries              | 131,096,620            | 52,512,000           | 78,584,620           |
| Dental products                     | 38,254,131             | 13,571,000           | 24,683,131           |
| Drug products                       | 123,449,521            | 53,478,000           | 69,971,521           |
| Food & grocery products             | 275,180,125            | 165,725,000          | 109,455,125          |
| Garden supplies & equipment         | 1,106,345              | 808,000              | 298,345              |
| Gasoline & lubricants               | 32,831,894             | 22,890,000           | 9,941,894            |
| Hotels, resorts, restaurants        | 606,885                | 568,000              | 38,885               |
| Household cleaners, polishes, waxes | 69,313,146             | 45,165,000           | 24,148,146           |
| Household appliances                | 20,138,110             | 4,971,000            | 15,167,110           |
| Household furnishings               | 7,628,772              | 3,564,000            | 4,064,772            |
| Household laundry products          | 79,443,410             | 36,727,000           | 42,716,410           |
| Household paper products            | 16,816,812             | 4,558,000            | 12,258,812           |
| Household, general                  | 13,142,952             | 5,617,000            | 7,525,952            |
| Notions                             | 681,292                | 325,000              | 356,292              |
| Pet products                        | 14,395,339             | 6,689,000            | 7,706,339            |
| Publications                        | 705,593                | 679,000              | 26,593               |
| Sporting goods, bicycles, toys      | 7,955,414              | 4,893,000            | 3,062,414            |
| Stationery, office equipment        | 1,476,604              | 222,000              | 1,254,604            |
| Tv, radio, phono, musical instr.    | 7,000,721              | 1,171,000            | 5,829,721            |
| Tobacco products & supplies         | 106,659,190            | 31,490,000           | 75,169,190           |
| Transportation & travel             | 5,036,861              | 3,911,000            | 1,125,861            |
| Watches, jewelry, cameras           | 21,314,277             | 3,830,000            | 17,484,277           |
| Miscellaneous                       | 9,959,212              | 8,600,000            | 1,359,212            |
| <b>TOTAL</b>                        | <b>\$1,232,914,530</b> | <b>\$605,603,000</b> | <b>\$627,311,530</b> |

SOURCE: TVB via N. C. Rorabaugh (spot), LNA-BAR (network), gross time expenditures.

## Some facts and figures on network tv expenditures

## Network billings by network

| Network      | 1958                 | 1959                 | % Change     |
|--------------|----------------------|----------------------|--------------|
| ABC          | \$103,016,938        | \$125,665,324        | +22.0        |
| CBS          | 247,782,734          | 266,355,269          | + 7.5        |
| NBC          | 215,790,729          | 235,290,937          | + 9.0        |
| <b>TOTAL</b> | <b>\$566,590,401</b> | <b>\$627,311,530</b> | <b>+10.7</b> |

|  | 1st quarter 1959 | 1st quarter 1960 | % Change |
|--|------------------|------------------|----------|
|  | \$ 32,236,569    | \$ 39,424,580    | +22.3    |
|  | 66,200,863       | 70,467,776       | + 6.4    |
|  | 58,081,996       | 61,950,219       | + 6.7    |
|  | \$156,519,428    | \$171,842,575    | + 9.8    |

## Network billings by months, 1959

|              |                      |
|--------------|----------------------|
| January      | \$ 52,076,179        |
| February     | 48,884,508           |
| March        | 55,558,741           |
| April        | 52,126,364           |
| May          | 51,919,335           |
| June         | 48,086,087           |
| July         | 47,544,363           |
| August       | 46,641,308           |
| September    | 48,446,843           |
| October      | 59,030,752           |
| November     | 58,327,581           |
| December     | 58,669,469           |
| <b>Total</b> | <b>\$627,311,530</b> |

## Network billings by day parts

|                  | 1st quarter 1959     | 1st quarter 1960     | % Change     |
|------------------|----------------------|----------------------|--------------|
| <b>Daytime</b>   | \$ 53,325,550        | \$52,038,304         | - 2.4        |
| Mon.-Fri.        | 44,903,974           | 42,153,873           | - 6.1        |
| Sat. & Sun.      | 8,421,576            | 9,884,431            | +17.4        |
| <b>Nighttime</b> | 103,193,878          | 119,804,271          | +16.1        |
| <b>Total</b>     | <b>\$156,519,428</b> | <b>\$171,842,575</b> | <b>+ 9.8</b> |

Expenditure figures shown here are from LNA-BAR, cover gross time expenditures by advertisers. Note that most of the current decrease in web billing is during the day. Note also that summer billings are 20% below the winter levels

## Some facts and figures on spot tv expenditures

## Spot tv spending by time of day and type of buy

|   | 1959 \$              | 1959 %       | 1958 %       |
|---|----------------------|--------------|--------------|
| <b>Day</b>                                | \$223,495,000        | 36.9         | 35.7         |
| <b>Night</b>                              | 306,406,000          | 50.6         | 53.4         |
| <b>Late Night</b>                         | 75,702,000           | 12.5         | 10.9         |
| <b>Total</b>                              | <b>\$605,603,000</b> | <b>100.0</b> | <b>100.0</b> |
| <b>Announcements &amp; Participations</b> | \$460,706,000        | 76.1         | 72.7         |
| <b>ID's</b>                               | 64,512,000           | 10.7         | 11.1         |
| <b>Programs</b>                           | 80,385,000           | 13.2         | 16.2         |
| <b>Total</b>                              | <b>\$605,603,000</b> | <b>100.0</b> | <b>100.0</b> |

## Number of advertisers using spot tv 1956-59

| Parent company users of television spot | 1956         | 1957         | 1958         | 1959         |
|---|--------------|--------------|--------------|--------------|
| Spending under \$20,000                 | 3,193        | 2,867        | 2,925        | 2,960        |
| Spending over \$20,000                  | 1,206        | 1,287        | 1,341        | 1,381        |
| <b>Total</b>                            | <b>4,399</b> | <b>4,154</b> | <b>4,266</b> | <b>4,341</b> |

Greater emphasis on daytime spot tv, shown here in these TvB figures collected by N. C. Rorahaugh, continued in 1959. Though nighttime share is down, total dollars are up. Some of daytime figures are result of spillover of nighttime business unable to find availabilities. Data are gross time

## These are the top billing television advertising agencies

### How top 50 air agencies rank in total tv billings (1959)

| Rank | Agency         | Total tv<br>(million \$) |
|------|----------------|--------------------------|
| 1    | JWT            | \$131                    |
| 2    | Y&R*           | 91                       |
| 3    | McCann         | 90                       |
| 3    | Bates          | 90                       |
| 5    | B&B            | 73.7                     |
| 6    | BBDO*          | 73                       |
| 7    | Compton        | 61.7                     |
| 8    | Burnett        | 55.7                     |
| 9    | D-F-S*         | 48                       |
| 10   | Ayer*          | 40                       |
| 10   | K&E*           | 40                       |
| 12   | L&N            | 38.2                     |
| 13   | FC&B*          | 36                       |
| 14   | Esty           | 34                       |
| 15   | SSCB           | 25.6                     |
| 16   | C&W            | 25                       |
| 17   | Campbell-Ewald | 21.5                     |
| 18   | Wade           | 20.5                     |
| 19   | Tatham-Laird   | 18                       |
| 20   | D'Arcy*        | 17                       |
| 21   | Parkson        | 16.6                     |
| 22   | Needham, L&B   | 16.2                     |
| 23   | Grey           | 15.4                     |
| 24   | NC&K           | 13.4                     |
| 25   | Ogilvy, B&M*   | 13                       |

| Rank | Agency            | Total tv<br>(million \$) |
|------|-------------------|--------------------------|
| 26   | EWRR              | \$12.7                   |
| 27   | Maxon             | 12.4                     |
| 28   | Gardner           | 12.2                     |
| 29   | Grant*            | 12                       |
| 29   | Campbell-Mithun   | 12                       |
| 29   | DCSS              | 12                       |
| 32   | W. B. Doner       | 11.5                     |
| 33   | F&S&R             | 10.25                    |
| 34   | North             | 9.25                     |
| 35   | Guild, B&B        | 8.7                      |
| 36   | Doyle, Dane & B   | 8.6                      |
| 37   | Keyes, M&J        | 8.4                      |
| 38   | Lambert & Feasley | 8.2                      |
| 39   | D. P. Brother*    | 8                        |
| 40   | Warwick & Legler  | 7.5                      |
| 41   | F. Richards, C&H  | 7.4                      |
| 41   | Mogul             | 7.4                      |
| 43   | LaRoche           | 7.3                      |
| 44   | E. H. Weiss       | 7.1                      |
| 45   | Reach-McClinton   | 7                        |
| 46   | Honig-Cooper, H&M | 6.07                     |
| 47   | Geyer             | 5.1                      |
| 48   | Bozell & Jacobs   | 4.7                      |
| 49   | McManus, J&A      | 4.3                      |
| 50   | Cohen, D&A*       | 4                        |

### Top 10 network tv agencies

| Rank | Agency  | Net tv<br>(million \$) |
|------|---------|------------------------|
| 1    | JWT     | \$120                  |
| 2    | Y&R*    | 70                     |
| 3    | McCann  | 69                     |
| 4    | BBDO*   | 47                     |
| 5    | Compton | 43.8                   |
| 6    | Bates   | 43                     |
| 7    | B&B     | 40.5                   |
| 8    | D-F-S*  | 37                     |
| 9    | Burnett | 36.2                   |
| 10   | K&E*    | 31                     |

### Top 10 tv spot agencies

| Rank | Agency  | Spot tv<br>(million \$) |
|------|---------|-------------------------|
| 1    | Bates   | \$47                    |
| 2    | B&B     | 33.2                    |
| 3    | BBDO*   | 26                      |
| 4    | McCann  | 21                      |
| 4    | Y&R*    | 21                      |
| 6    | Burnett | 19.5                    |
| 7    | Ayer*   | 19                      |
| 8    | Compton | 17.9                    |
| 9    | C&W     | 14                      |
| 10   | JWT     | 11                      |
| 10   | D-F-S*  | 11                      |

U. S. billings only. \*Indicates SPONSOR estimates for all or part of figures.

# WCTV-land



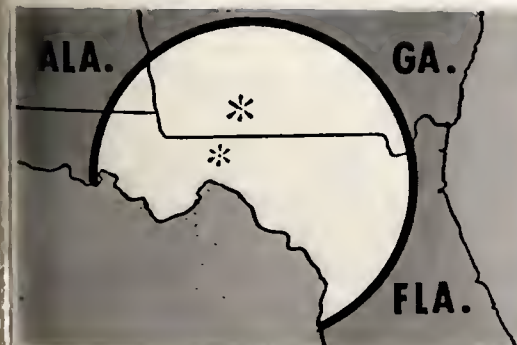
Florida State News Bureau photo.

## LAND OF *Year-Round Family Fun* AND YEAR-ROUND SPENDING, TOO!

There's no feast-or-famine business climate in WCTV-LAND such as is sometimes experienced a little farther South where tourism is a major industry. Here stable business conditions and a wonderful climate let folks enjoy year-round good living and spend money year-round, too. Tallahassee actually stands fifth in the

nation in retail sales per household.\* To get their share of this rich market more and more leading brands are placing strong, long-term spot schedules on WCTV. Get the full story from Blair Television Associates.

\* Annual Survey of Buying Power, 1959.



# WCTV

TALLAHASSEE



THOMASVILLE

*a John H. Phipps  
Broadcasting Station*



**BLAIR TELEVISION ASSOCIATES**

*National Representatives*

# NETWORK PROGRAMING TRENDS

## How audiences divide their time among network show types

Per cent of all viewing time average home spends watching network show types

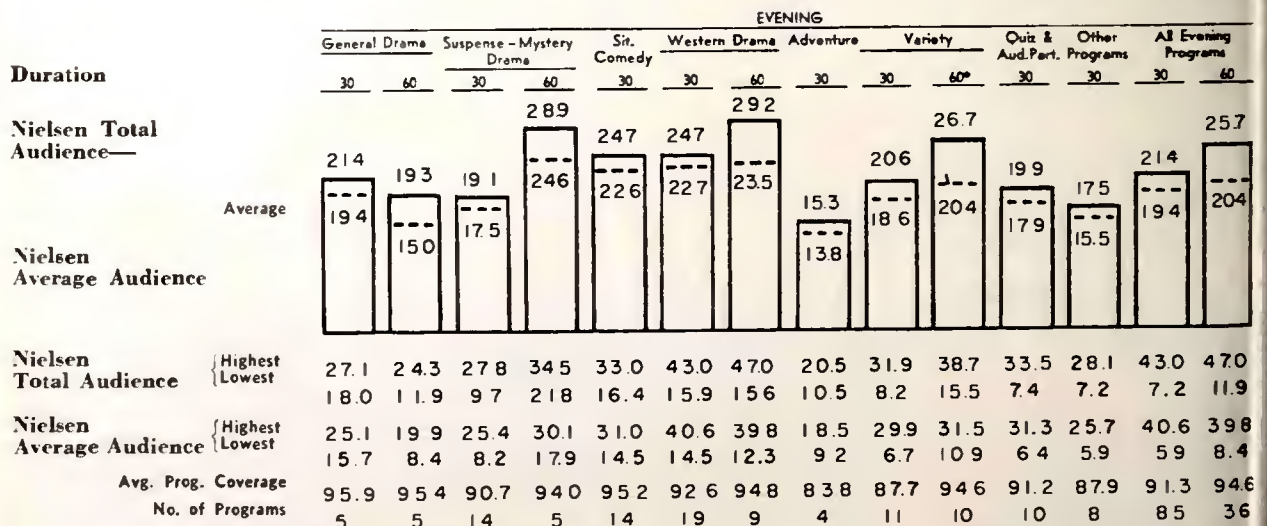
|                    | GENERAL<br>30 min. | DRAMA<br>60-90 min. | VARIETY<br>30 min. 60 min. |     | WESTERN<br>30 min. 60 min. |    | ADVEN-<br>TURE | SITUATION<br>COMEDY | QUIZ<br>& AUD. | SUSPENSE<br>DRAMA | INFOR-<br>MATION | MISC. |
|--------------------|--------------------|---------------------|----------------------------|-----|----------------------------|----|----------------|---------------------|----------------|-------------------|------------------|-------|
| Winter<br>1956-'57 | 7%                 | 15%                 | 6%                         | 18% | 6%                         | 1% | 6%             | 15%                 | 11%            | 5%                | 4%               | 6%    |
| Winter<br>1957-'58 | 5                  | 8                   | 7                          | 16  | 10                         | 5  | 6              | 15                  | 10             | 10                | 3                | 5     |
| Winter<br>1958-'59 | 5                  | 7                   | 8                          | 13  | 14                         | 10 | 5              | 12                  | 7              | 8                 | 6                | 5     |
| Winter<br>1959-60  | 3                  | 5                   | 6                          | 8   | 14                         | 13 | 7              | 12                  | 6              | 14                | ...              | *12   |

Figures are from Nielsen Tv Index, cover sponsored shows at night, result from two factors: (1) total number of hours for each type of programing on the air, (2) total amount of time spent by average home in viewing each type of show.

Note that Westerns are still dominant, claiming 27% of the total listening time. Suspense Drama has increased it's share 75% over last season. \*The 1959-60 miscellaneous figure includes data for information shows not listed separately.

## Rating levels for network program categories

Total and average audience figures for nighttime shows



Source: NTI, second report, March, 1960.





BEAMED  
TO BUYERS

## BEAMED TO BUYERS!

People buy what they see, and they see it on KTBS-TV in Shreveport. What these people see are pictures of the finest quality. What they hear are sounds of truest tone. What's more, close-up of KTBS-TV power reveals a big broad coverage over four states (1,361,300\* people and still growing) that brings sales (they spent \$1,337,264,000\* in 1959). No wonder time buyers look to KTBS-TV where people buy. It's the bright spot for spots in the Southwest.

*\*Sales Management, July 10, 1960*

**KTBS-TV**

CHANNEL 3 SHREVEPORT, LOUISIANA

**NB**

E. Newton Wray, Pres. & Gen. Mgr. Represented by THE KATZ AGENCY, INC.

## Popularity of show types in competitive television markets

### Average ratings in 29 markets

| Program type                        | 1960 Rating | 1959 Rating* |
|-------------------------------------|-------------|--------------|
| <i>Drama—half-hour</i>              | 16.6        | 19.7         |
| <i>Drama—hour or more</i>           | 17.0        | 20.3         |
| <i>Variety shows, comedy, music</i> | 16.9        | 16.8         |
| <i>Situation comedy</i>             | 20.9        | 19.2         |
| <i>Adventure</i>                    | 15.4        | 16.3         |
| <i>Mystery, crime, police</i>       | 17.2        | 17.1         |
| <i>Western drama</i>                | 19.7        | 20.8         |
| <i>Quiz and panel</i>               | 17.4        | 20.7         |

Source—Trendex, Inc. February-March reports. \*1959 ratings based on 20 markets only.

## Audience composition of show types in competitive markets

### Viewers per set in 29 markets

|                 | Drama<br>½ hour | Drama<br>hour or more | Variety<br>comedy<br>music | Situation<br>comedy | Adventure | Mystery<br>crime<br>police | Western<br>drama | Quiz<br>panel |
|-----------------|-----------------|-----------------------|----------------------------|---------------------|-----------|----------------------------|------------------|---------------|
| <b>MEN</b>      | 0.67            | 0.78                  | 0.76                       | 0.64                | 0.83      | 0.84                       | 0.84             | 0.74          |
| <b>WOMEN</b>    | 1.04            | 1.03                  | 1.07                       | 0.91                | 0.87      | 0.97                       | 0.91             | 1.08          |
| <b>TEEN</b>     | 0.18            | 0.15                  | 0.13                       | 0.20                | 0.21      | 0.18                       | 0.17             | 0.09          |
| <b>CHILDREN</b> | 0.35            | 0.39                  | 0.33                       | 0.83                | 0.48      | 0.33                       | 0.56             | 0.27          |
| <b>TOTAL</b>    | 2.24            | 2.35                  | 2.29                       | 2.58                | 2.39      | 2.32                       | 2.48             | 2.18          |

Source—Trendex, Inc. February-March 1960. Teen is 13-18 years. Children is under 13.

## Network television football audiences to major games are increasing

### 1960 versus 1959 football audiences

| Game                         | Network | 1959-60 Homes     | 1958-59 Homes     |
|------------------------------|---------|-------------------|-------------------|
| Rose Bowl                    | NBC-TV  | 21,651,000        | 21,956,000        |
| Sugar Bowl                   | NBC-TV  | 19,346,000        | 17,776,000        |
| East-West                    | NBC-TV  | 17,402,000        | 14,573,000        |
| Cotton Bowl                  | CBS-TV  | 14,464,000        | 14,168,000        |
| Orange Bowl                  | CBS-TV  | 12,656,000        | 15,048,000        |
| Senior Bowl                  | NBC-TV  | 10,080,000        | 10,736,000        |
| <b>Total Home Broadcasts</b> |         | <b>95,599,000</b> | <b>94,257,000</b> |

Source: A. C. Nielsen, NTI reports.

# COLOR TV

ere's a summary of color facilities among television stations

## A. Stations equipped to rebroadcast network color

|  | Total Stations | Number Color Equipped | Percent Color Equipped |
|--|----------------|-----------------------|------------------------|
| Unduplicated network affiliates                          | 456            | 342                   | 75.0                   |
| Unduplicated satellites                                  | 30             | 12                    | 40.0                   |
| Unduplicated network totals (Affiliates plus satellites) | 486            | 354                   | 72.8                   |
| Independents   | 34             | 13                    | 38.2                   |
| <b>TOTAL</b>   | <b>520</b>     | <b>367</b>            | <b>70.6</b>            |

## B. Network affiliates equipped to rebroadcast network color

|  | Total Line-up | Number Color Equipped | Percent Color Equipped | Stations | Number Color Equipped | Percent Color Equipped | Satellites | Number Color Equipped |
|--|---------------|-----------------------|------------------------|----------|-----------------------|------------------------|------------|-----------------------|
| NBC                                      | 208           | 179                   | 86.1                   | 190      | 170                   | 89.5                   | 18         | 9                     |
| CBS                                      | 218           | 152                   | 69.7                   | 202      | 147                   | 72.8                   | 16         | 5                     |
| ABC (Total)                              | 217           | 132                   | 60.8                   | 212      | 131                   | 61.8                   | 5          | 1                     |
| ABC (Primary)                            | 102           | 46                    | 45.1                   | 99       | 45                    | 45.5                   | 3          | 1                     |
| ABC (Secondary)                          | 115           | 86                    | 74.8                   | 113      | 86                    | 76.1                   | 2          | -                     |
| Duplicated network total                 | 626           | 451                   | .....                  | 588      | 436                   | .....                  | 38         | 15                    |
| Duplicate affiliates                     | 140           | 98                    | 70.1                   | 132      | 95                    | 72.0                   | 8          | 3                     |
| Unduplicated total of network affiliates | 486           | 354                   | 72.8                   | 456      | 342                   | 75.0                   | 30         | 12                    |

## C. Stations equipped to originate local color

|                              | Live | Film | Slide | Number of Stations With Some Form of Local Color | Total Stations | Percent of Stations With Local Color |
|------------------------------|------|------|-------|--|----------------|--------------------------------------|
| NBC affiliates               | 23   | 50   | 51    | 52   | 190            | 27.4                                 |
| CBS affiliates               | 8    | 33   | 33    | 34   | 202            | 16.8                                 |
| ABC (Total)                  | 6    | 22   | 22    | 24   | 212            | 11.3                                 |
| ABC (Primary)                | 5    | 14   | 14    | 16   | 99             | 16.2                                 |
| ABC (Secondary)              | 1    | 8    | 8     | 8  | 113            | 7.1                                  |
| Duplicate network affiliates | 2    | 10   | 10    | 10   | 132            | 7.6                                  |
| Unduplicated network total   | 35   | 95   | 96    | 100  | 456            | 22.8                                 |
| Independents                 | 2    | 4    | 4     | 4  | 34             | 11.8                                 |
| Unduplicated grand total     | 37   | 99   | 100   | 104  | 490            | 21.2                                 |

Source: NBC. First column of figures in middle chart includes satellite stations. Figures in bottom chart do not include satellite stations.

The color status of U. S. tv stations as of 30 June 1960

NBC

| City                             | Station |
|----------------------------------|---------|
| Aberdeen, S. D.                  | KXAB-TV |
| Abilene, Tex.                    | KRBC-TV |
| Albany, Ga.                      | WALB-TV |
| Albuquerque, N. M.               | KOB-TV  |
| Alexandria, La.                  | KALB-TV |
| Alexandria, Minn.                | KCMT    |
| Amarillo, Tex.                   | KGNC-TV |
| Arlmore, Okla.                   | KXIL-TV |
| Atlanta, Ga.                     | WSB-TV  |
| Augusta, Ga.                     | WJBF    |
| Austin, Tex.                     | KTBC-TV |
| Bakersfield, Cal.                | KERO-TV |
| Baltimore, Md.                   | WBAL-TV |
| Bangor, Me.                      | WLBZ-TV |
| Baton Rouge, La.                 | WBZZ    |
| Beaumont-Pt. Arthur, Tex.        | KPAC-TV |
| Billings, Mont.                  | KGHL-TV |
| Binghamton, N. Y.                | WINR-TV |
| Birmingham, Ala.                 | WAPI-TV |
| Bismarck, N. D.                  | KFYR-TV |
| Bluefield, W. Va.                | WHHS-TV |
| Boise, Idaho                     | KTVB    |
| Boston, Mass.                    | WBZ-TV  |
| Bristol, Va.-Johnson City, Tenn. | WCYB-TV |
| Buffalo, N. Y.                   | WGR-TV  |
| Casper, Wyo.                     | KTWO-TV |
| Charleston, S. C.                | WUSN-TV |
| Charlotte, N. C.                 | WSOC-TV |
| Chattanooga, Tenn.               | WRGP-TV |
| Cheyenne, Wyo.                   | KFBC-TV |
| Chicago, Ill.                    | WNBQ    |
| Cincinnati, O.                   | WLW-TV  |
| Clarksburg, W. Va.               | WBOY-TV |
| Cleveland, O.                    | KYW-TV  |
| Columbia, S. C.                  | WIS-TV  |
| Columbus, Ga.                    | WTVM    |
| Columbus, O.                     | WLW-TV  |
| Corpus Christi, Tex.             | KRIS-TV |
| Davenport, Iowa                  | WOC-TV  |
| Dayton, O.                       | WLW-TV  |
| Daytona Beach-Orlando, Fla.      | WESH-TV |
| Decatur, Ala.                    | WMSL-TV |
| Denver, Colo.                    | KOA-TV  |
| Des Moines, Iowa                 | WHO-TV  |
| Detroit, Mich.                   | WWJ-TV  |
| Dubuque, Minn.-Superior, Wisc.   | WDSM-TV |
| Elkhart, Ind.                    | WEAU-TV |
| El Dorado, Ark.-Monroe, La.      | KTVE    |
| El Paso, Tex.                    | KTSM-TV |
| Ft. Pa.                          | WICU-TV |
| Eugene, Ore.                     | KVAL-TV |

| City                           | Station  |
|--------------------------------|----------|
| Evansville, Ind.               | WFIE-TV  |
| Fargo, N. D.                   | WDAY-TV  |
| Fort Dodge, Ia.                | KQTV     |
| Fort Smith, Ark.               | KFSA-TV  |
| Fort Wayne, Ind.               | WKJG-TV  |
| Fort Worth-Dallas, Tex.        | WBAP-TV  |
| Fresno, Calif.                 | KMJ-TV   |
| Grand Rapids, Mich.            | WOOD-TV  |
| Great Bend, Kans.              | KCKT-TV  |
| Garden City, Kans. (S)         | KGLD-TV  |
| McCook, Neb. (S)               | KOMC-TV  |
| Green Bay, Wisc.               | WFRV-TV  |
| Greenville-Spartanburg, S. C.  | WFBC-TV  |
| Harrisonburg, Va.              | WSVA-TV  |
| Hartford-New Britain, Conn.    | WIIIB-TV |
| Hastings-Kearney, Neb.         | KHAS-TV  |
| Hattiesburg-Laurel, Miss.      | WDAM-TV  |
| Houston, Tex.                  | KPRC-TV  |
| Huntington-Charleston, W. Va.  | WSAZ-TV  |
| Indianapolis, Ind.             | WFBM-TV  |
| Jackson, Miss.                 | WLBT     |
| Jacksonville, Fla.             | WFGA-TV  |
| Johnstown, Pa.                 | WJAC-TV  |
| Kansas City, Mo.               | WDAF-TV  |
| Knoxville, Tenn.               | WATE-TV  |
| Lake Charles, La.              | KPLC-TV  |
| Lancaster-Harrisburg-York, Pa. | WGAL-TV  |
| Lansing-Onondaga, Mich.        | WILX-TV  |
| Laredo, Tex.                   | KGNS-TV  |
| Las Vegas-Henderson, Nev.      | KLRJ-TV  |
| Lexington, Ky.                 | WLFX-TV  |
| Lima, O.                       | WIMA-TV  |
| Little Rock, Ark.              | KARK-TV  |
| Los Angeles, Cal.              | KRCA     |
| Louisville, Ky.                | WAVE-TV  |
| Lubbock, Tex.                  | KCBD-TV  |
| Lufkin, Tex.                   | KTRE-TV  |
| Macon, Ga.                     | WMAZ-TV  |
| Madison, Wisc.                 | WMTV     |
| Memphis, Tenn.                 | WMCT     |
| Meridian, Miss.                | WTOK-TV  |
| Miami, Fla.                    | WCKT     |
| Midland-Odessa, Tex.           | KMID-TV  |
| Milwaukee, Wisc.               | WTMJ-TV  |
| Minneapolis-St. Paul, Minn.    | KSTP-TV  |
| Mobile, Ala.-Pensacola, Fla.   | WALA-TV  |
| Montgomery, Ala.               | WSFA-TV  |
| Muncie, Ind.                   | WLBC-TV  |
| Nashville, Tenn.               | WSM-TV   |
| New Orleans, La.               | WDSU-TV  |
| New York, N. Y.                | WNBC-TV  |
| Norfolk, Va.                   | WAVY-TV  |
| North Platte, Neb.             | KNOP-TV  |

| City                               | Station |
|------------------------------------|---------|
| Oklahoma City, Okla.               | WKY-TV  |
| Omaha, Neb.                        | KMTV    |
| Ottumwa, La.-Kirksville, Mo.       | KTVO    |
| Paducah, Ky.                       | WPSD-TV |
| Palm Beach, Fla.                   | WPTV    |
| Parkersburg, W. Va.                | WTAP-TV |
| Peoria, Ill.                       | WEEK-TV |
| La Salle, Ill. (S)                 | WEEQ-TV |
| Philadelphia, Pa.                  | WRCV-TV |
| Phoenix-Mesa, Ariz.                | KVAR    |
| Pittsburgh, Kan.-Joplin, Mo.       | KOAM-TV |
| Pittsburgh, Pa.                    | WHIC    |
| Plattsburgh, N. Y.-Burlington, Vt. | WPTZ    |
| Pocatello, Idaho                   | KTLE    |
| Portland, Me.                      | WCSH-TV |
| Portland, Ore.                     | KGW-TV  |
| Providence, R. I.                  | WJAR-TV |
| Pueblo-Colorado Springs, Colo.     | KCSJ-TV |
| Quincy, Ill.-Hannibal, Mo.         | WGEM-TV |
| Raleigh-Durham, N. C.              | WRAL-TV |
| Redding, Cal.                      | KVIP-TV |
| Reno, Nev.                         | KOLO-TV |
| Richmond-Petersburg, Va.           | WXEX-TV |
| Roanoke, Va.                       | WLSL-TV |
| Rochester, Minn.                   | KROC-TV |
| Rochester, N. Y.                   | WROC-TV |
| Rockford, Ill.                     | WTVO    |
| Roswell, N. M.                     | KSWB-TV |
| Sacramento, Cal.                   | KCRA-TV |
| Saginaw-Bay City, Mich.            | WNEM-TV |
| Salinas-Monterey, Cal.             | KSBW-TV |
| Salt Lake City, Utah               | KCPX-TV |
| San Antonio, Tex.                  | WOAI-TV |
| San Diego, Cal.                    | KFSD-TV |
| San Francisco, Cal.                | KRON-TV |
| Santa Barbara, Cal.                | KEY-TV  |
| Savannah, Ga.                      | WSAV-TV |
| Schenectady, N. Y.                 | WRGB    |
| Seattle-Tacoma, Wash.              | KING-TV |
| Shreveport, La.                    | KTBS-TV |
| Sioux City, Ia.                    | KTIV    |
| Sioux Falls, S. D.                 | KSOO-TV |
| South Bend-Elkhart, Ind.           | WNDU-TV |
| Spokane, Wash.                     | KHQ-TV  |
| Springfield-Decatur, Ill.          | WICS    |
| Champaign-Urbana (S)               | WCHU    |
| Springfield-Holyoke, Mass.         | WWLP    |
| Greenfield, Mass. (S)              | WRLP    |
| Springfield, Mo.                   | KYTV    |
| St. Louis, Mo.                     | KSD-TV  |
| Syracuse, N. Y.                    | WSYR-TV |
| Elmira, N. Y. (S)                  | WSYE-TV |
| Tampa-St. Petersburg, Fla.         | WFLA-TV |
| Temple-Waco, Tex.                  | KCEN-TV |

(Continued on page 124)

# Interview: *Fletcher Richards Jr.*

Account Executive of Fletcher Richards, Calkins & Holden when asked why he selects WLW Radio-TV stations for U. S. Rubber Farm Boots:

"The WLW stations enabled U. S. Rubber Farm Boots to carry on its advertising on the WLW primary network."



"And the WLW advertising helped us to be re-elected to the advertising cooperation in primary markets."

"The fact that we are able to do these particular U. S. Rubber Farm Boots has been so successful that we'll be back again and again on WLW with ads more advertising to boot!"

Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW stations . . .

**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati

**WLW-A**  
Television  
Atlanta



Crosley Broadcasting Corporation, a division of **Arca**

## The color status of U. S. tv stations as of 30 June 1960 (Continued)

| City                                 | Station | City                                | Station | City                                    | Station |
|--------------------------------------|---------|-------------------------------------|---------|---|---------|
| Traverse City, Mich.                 | WPBN-TV | Cleveland, Ohio                     | WJW-TV  | Minneapolis, Minn.                      | WCCO-TV |
| Tucson, Ariz.                        | KVOA-TV | Colorado Springs-Pueblo,            |         | Mobile, Ala.                            | WKRG-TV |
| Tulsa, Okla.                         | KVOO-TV | Columbia, S. C.                     | WNOK-TV | Monroe, La.                             | KNOE-TV |
| Tyler, Tex.                          | KLTV    | Columbus, Ga.                       | WRBL-TV | Montgomery, Ala.                        | WCOV-TV |
| Utica, N. Y.                         | WKTV    | Corpus Christi, Tex.                | WBNS-TV | Nashville, Tenn.                        | WLAC-TV |
| Washington, D. C.                    | WRC-TV  | Dallas, Tex.                        | KZTV    | New Orleans, La.                        | WWL-TV  |
| Washington-Greenville,<br>N. C.      | WITN    | Dayton, Ohio                        | KRLD-TV | New York, N. Y.                         | WCBS-TV |
| Waterloo-Cedar Rapids, Ia.           | KWWL-TV | Decatur, Ala.                       | WHIO-TV | Norfolk, Va.                            | WTAR-TV |
| Wausau, Wisc.                        | WSAU-TV | Denver, Colo.                       | WMSL-TV | Oak Hill, W. Va.                        | WOAY-TV |
| Wheeling, W. Va.                     | WTRF-TV | Des Moines, Ia.                     | KLZ-TV  | Oklahoma City, Okla.                    | KWTW    |
| Wichita, Kans.                       | KARD-TV | Detroit, Mich.                      | KRNT-TV | Omaha, Neb.                             | WOW-TV  |
| Wichita, Falls, Tex.                 | KFDX-TV | Duluth, Minn.                       | WJBK-TV | Orlando, Fla.                           | WDBO    |
| Wilkes Barre-Scranton, Pa.           | WBRE-TV | Durham, N. C.                       | KDAL-TV | Ottumwa, Ia.                            | KTVO    |
| Wilmington, N. C.                    | WECT    | El Paso, Tex.                       | WTVD    | Parkersburg, W. Va.                     | WTAP-TV |
| Winston Salem-Greens-<br>boro, N. C. | WSJS-TV | Erie, Pa.                           | KROD-TV | Peoria, Ill.                            | WMBD-TV |
| Yakima, Wash.                        | KIMA-TV | Eureka, Cal.                        | WSEE    | Philadelphia, Pa.                       | WCAU-TV |
| Ephrata, Wash. (S)                   | KBAS-TV | Evansville, Ind.                    | KIEM-TV | Phoenix, Ariz.                          | KOOL-TV |
| Lewiston, Idaho (S)                  | KLEW-TV | Florence, S. C.                     | WEHT    | Pittsburgh, Pa.                         | KDKA-TV |
| Pasco, Wash. (S)                     | KEPR-TV | Ft. Smith, Ark.                     | WBTW    | Portland, Me.                           | WGAN-TV |
| Youngstown, Ohio                     | WFMJ-TV | Ft. Wayne, Ind.                     | KFSA-TV | Portland, Ore.                          | KOIN-TV |
| Yuma, Ariz.-El Centro,<br>Cal.       | KIVA    | Fresno, Cal.                        | WANE-TV | Providence, R. I.                       | WPRO-TV |
| Zanesville, Ohio                     | WHIZ-TV | Goodland, Kans.                     | KFRE-TV | Quincy, Ill.-Hannibal,<br>Mo.           | KHQA-TV |
|                                      |         | Green Bay, Wisc.                    | KBLR-TV | Reno, Nev.                              | KOLO-TV |
|                                      |         | Greensboro-Winston-<br>Salem, N. C. | WBAY-TV | Richmond, Va.                           | KTVR    |
|                                      |         | Greenville, N. C.                   | WFMY-TV | Riverton, Wyo.                          | KWRB-TV |
|                                      |         | Harrisburg, Pa.                     | WNCT    | Roanoke, Va.                            | WDBJ-TV |
|                                      |         | Harrisonburg, Va.                   | WHP-TV  | Rochester, N. Y.                        | WHEC-TV |
|                                      |         | Hartford, Conn.                     | WSVA-TV | Rochester, N. Y.                        | WVET-TV |
|                                      |         | Houston, Tex.                       | WTIC-TV | Rockford, Ill.                          | WREX-TV |
|                                      |         | Huntington-Charleston,<br>W. Va.    | KHOU-TV | Rock Island, Ill.-Daven-<br>port, Ia.   | WHBF-TV |
|                                      |         | Indianapolis, Ind.                  | WHTN-TV | Roswell, N. M.                          | KSWs-TV |
|                                      |         | Jackson, Miss.                      | WISH-TV | Sacramento, Cal.                        | KXTV    |
|                                      |         | Jacksonville, Fla.                  | WJTV    | Saginaw, Mich.                          | WKNX-TV |
|                                      |         | Joplin, Mo.                         | WJXT    | St. Louis, Mo.                          | KMOX-TV |
|                                      |         | Kalamazoo-Grand Rapids,<br>Mich.    | KODE-TV | Salinas-Monterey, Cal.                  | KSBW-TV |
|                                      |         | Kansas City, Mo.                    | WKZO-TV | Salt Lake City, Utah                    | KSL-TV  |
|                                      |         | Kearney, Neb.                       | KCMO-TV | San Antonio, Tex.                       | KENS-TV |
|                                      |         | Hayes Center, Neb. (S)              | KHOL-TV | San Diego, Cal.                         | KFMB-TV |
|                                      |         | Knoxville, Tenn.                    | KHPL-TV | San Francisco, Cal.                     | KPIX    |
|                                      |         | Lafayette, La.                      | WBIR-TV | Savannah, Ga.                           | WTOG-TV |
|                                      |         | Lansing, Mich.                      | KLFY-TV | Scranton, Pa.                           | WDAU-TV |
|                                      |         | Laredo, Tex.                        | WJIM-TV | Seattle, Wash.                          | KIRO-TV |
|                                      |         | Las Vegas, Nev.                     | KGNS-TV | Shreveport, La.                         | KSLA-TV |
|                                      |         | Little Rock-Pine Bluff,<br>Ark.     | KLAS-TV | Sioux City, Ia.                         | KVTW    |
|                                      |         | Los Angeles, Cal.                   | KTHV    | Sioux Falls, S. D.                      | KELO-TV |
|                                      |         | Louisville, Ky.                     | KNXT    | South Bend, Ind.                        | WSBT-TV |
|                                      |         | Lubbock, Tex.                       | WHAS-TV | Spartanburg-Greenville,<br>S. C.        | WSPA-TV |
|                                      |         | Big Spring, Tex. (S)                | KDUB-TV | Spokane, Wash.                          | KXLY-TV |
|                                      |         | Lufkin, Tex.                        | KEDY-TV | Springfield, Mo.                        | KTTS-TV |
|                                      |         | Macon, Ga.                          | KTRE-TV | Steubenville, O.-Wheeling,<br>W. Va.    | WSTV-TV |
|                                      |         | Madison, Wisc.                      | WMAZ-TV | Sweetwater-Abilene, Tex.                | KPAR-TV |
|                                      |         | Mason City, Ia.                     | WISC-TV | Syracuse, N. Y.                         | WHEN-TV |
|                                      |         | Memphis, Tenn.                      | KGLO-TV | Tallahassee, Fla.-Thomas-<br>ville, Ga. | WCTV    |
|                                      |         | Meridian, Miss.                     | WREC-TV | Tampa, Fla.                             | WTVT    |
|                                      |         | Miami, Fla.                         | WTOK-TV | Terre Haute, Ind.                       | WTHI-TV |
|                                      |         | Milwaukee, Wisc.                    | WTVJ    | Texarkana, Tex.-Ark.                    | KCMC-TV |
|                                      |         |                                     | WITI-TV |   |         |

(Continued on page 126)

## CBS

|                               |          |
|-------------------------------|----------|
| Albany, N. Y.                 | W-TEN    |
| Adams, Mass. (S)              | WCDC     |
| Albuquerque, N. M.            | KGCM-TV  |
| Altoona, Pa.                  | WFBC-TV  |
| Atlanta, Ga.                  | WAGA-TV  |
| Austin, Tex.                  | KTBC-TV  |
| Baltimore, Md.                | WMAR-TV  |
| Bangor, Me.                   | WABI-TV  |
| Beaumont, Tex.                | KFDM-TV  |
| Binghamton, N. Y.             | WNBF-TV  |
| Birmingham, Ala.              | WBRC-TV  |
| Boise, Idaho                  | KBOI-TV  |
| Boston, Mass.                 | WNAC-TV  |
| Buffalo, N. Y.                | WBEN-TV  |
| Burlington, Vt.               | WCAX-TV  |
| Cape Girardeau, Mo.           | KFVS-TV  |
| Casper, Wyo.                  | KTWO-TV  |
| Cedar Rapids-Waterloo,<br>Ia. | WMT-TV   |
| Champaign, Ill.               | WCIA     |
| Charleston, S. C.             | WCSC-TV  |
| Charlotte, N. C.              | WBTV     |
| Chattanooga, Tenn.            | WDEF-TV  |
| Cheyenne, Wyo.                | KFBC-TV  |
| Chicago, Ill.                 | WBBM-TV  |
| Chico, Cal.                   | KIISL-TV |
| Cincinnati, Ohio              | WKRC-TV  |
| Clarksburg, W. Va.            | WBOY-TV  |

(S) Satellite station.



...watching **KMJ-TV**  
in **FRESNO** (California)

If women figure importantly in your product's sales, you'll want to note that the March 1960, Fresno ARB survey shows —

- the highest percentage of women viewers daytime and night-time (Mon-Fri) are on KMJ-TV
- KMJ-TV is **FIRST** in the daytime hours (Mon-Fri) in 95 quarter-hour periods, the other two local stations trailing with 55 and 40
- KMJ-TV is **FIRST** in Share of Audience, Sign-on to midnight (Mon-Fri)

KMJ-TV . . .  
first TV station in the  
Billion-Dollar Valley  
of the Bees



THE KATZ AGENCY  
NATIONAL REPRESENTATIVE

The color status of U. S. tv stations as of 30 June 1960 (Continued)

| City                      | Station |
|---------------------------|---------|
| Toledo, Ohio              | WTOL-TV |
| Topeka, Kans.             | WIBW-TV |
| Tucson, Ariz.             | KOLD-TV |
| Tulsa, Okla.              | KOTV    |
| Valley City, N. D.        | KXJB-TV |
| Waco, Tex.                | KWTX-TV |
| Washington, D. C.         | WTOP-TV |
| Wausau, Wisc.             | WSAU-TV |
| Wichita, Falls, Tex.      | KSVD-TV |
| Wichita-Hutchinson, Kans. | KTVH    |
| Yakima, Wash.             | KIMA-TV |
| Ephrata, Wash. (S)        | KBAS-TV |
| Lewiston, Ida. (S)        | KLEW-TV |
| Pasco, Wash. (S)          | KEPR-TV |
| Youngstown, Ohio          | WKBN-TV |
| Yuma, Ariz.               | KIVA-TV |

ABC

|   |         |
|---|---------|
| Aberdeen, S. D.                                 | KXAB-TV |
| Ada, Okla.                                      | KTEN    |
| Albany, Ga.                                     | WALB-TV |
| Altoona, Pa.                                    | WFBG-TV |
| Asheville, N. C.-Green-ville-Spartanburg, S. C. | WLOS-TV |
| Augusta, Ga.                                    | WJBF    |
| Austin, Tex.                                    | KTBC-TV |
| Bakersfield, Cal.                               | KLYD-TV |
| Baltimore, Md.                                  | WJZ-TV  |
| Bangor, Me.                                     | WABI-TV |
| Baton Rouge, La.                                | WRBZ    |
| Beaumont, Tex.                                  | KFDM-TV |
| Binghamton, N. Y.                               | WNBF-TV |
| Birmingham, Ala.                                | WAPL-TV |
| Birmingham, Ala.                                | WBRC-TV |
| Bismarck, N. D.                                 | KFYR-TV |
| Boise, Ida.                                     | KTVB    |
| Boston, Mass.                                   | WHDH-TV |
| Bristol, Va.-Johnson City, Tenn.                | WCYB-TV |
| Buffalo, N. Y.                                  | WKBW-TV |
| Casper, Wyo.                                    | KTWO-TV |
| Charleston, S. C.                               | WCSC-TV |
| Charleston, W. Va.                              | WCHS-TV |
| Charlotte, N. C.                                | WSOC-TV |
| Cheyenne, Wyo.                                  | KFBC-TV |
| Chico, Cal.                                     | KHSL-TV |
| Cincinnati, Ohio                                | WCPO-TV |
| Cleveland, Ohio                                 | WEWS    |
| Colorado Springs, Colo.                         | KRDO-TV |
| Columbia, S. C.                                 | WIS-TV  |
| Columbus, Ga.                                   | WRBL-TV |
| Corpus Christi, Tex.                            | KRIS-TV |
| Corpus Christi, Tex.                            | KZTV    |
| Dallas-Forth Worth, Tex.                        | WFAA-TV |
| Dayton, Ohio                                    | WLW-D   |
| Des Moines, Ia.                                 | WOI-TV  |

| City                               | Station |
|------------------------------------|---------|
| Duluth, Minn.-Superior, Wisc.      | WDSM-TV |
| Durham-Raleigh, N. C.              | WTVD    |
| Eau Claire, Wisc.                  | WEAU-TV |
| Erie, Pa.                          | WICU-TV |
| Eureka, Cal.                       | KIEM-TV |
| Evansville, Ind.                   | WTVW    |
| Flint, Mich.                       | WJRT    |
| Florence, S. C.                    | WBTW    |
| Fresno, Cal.                       | KJEO-TV |
| Green Bay-Marinette, Wisc.         | WLUK-TV |
| Greensboro, N. C.                  | WFMY-TV |
| Greenville, N. C.                  | WNCT    |
| Harrisburg, Pa.                    | WTPA    |
| Harrisonburg, Va.                  | WSVA-TV |
| Hastings, Neb.                     | KHAS-TV |
| Hattiesburg, Miss.                 | WDAM-TV |
| Honolulu, Hawaii                   | KHVI-TV |
| Houston, Tex.                      | KTRK-TV |
| Indianapolis, Ind.                 | WLW-I   |
| Jackson, Miss.                     | WLBT    |
| Jacksonville, Fla.                 | WFGA-TV |
| Joplin, Mo.                        | KODE-TV |
| Kalamazoo, Mich.                   | WKZO-TV |
| Kansas City, Mo.                   | KMBC-TV |
| Kearney, Neb.                      | KHOL-TV |
| Lake Charles, La.                  | KPLC-TV |
| Lawton, Okla.                      | KSWO-TV |
| Lebanon, Pa.                       | WLYH-TV |
| Lexington, Ky.                     | WLEX-TV |
| Lima, Ohio                         | WIMA-TV |
| Louisville, Ky.                    | WAVE-TV |
| Lubbock, Tex.                      | KCBD-TV |
| Macon, Ga.                         | WMAZ-TV |
| Madison, Wisc.                     | WKOW-TV |
| Meridian, Miss.                    | WTOK-TV |
| Miami, Fla.                        | WPST-TV |
| Monroe, La.                        | KNOE-TV |
| Montgomery, Ala.                   | WSFA-TV |
| Muncie, Ind.                       | WLBC-TV |
| New Haven, Conn.                   | WNHC-TV |
| Norfolk, Va.                       | WVEC-TV |
| Oklahoma City-Enid, Okla.          | KOCO-TV |
| Omaha, Neb.                        | KETV    |
| Parkersburg, W. Va.                | WTAP-TV |
| Peoria, Ill.                       | WTVH    |
| Philadelphia, Pa.                  | WFIL-TV |
| Phoenix, Ariz.                     | KTVK    |
| Pittsburg, Kan.                    | KOAM-TV |
| Pittsburgh, Pa.                    | WTAE    |
| Plattsburgh, N. Y.-Burlington, Vt. | WPTZ    |
| Providence, R. I.                  | WJAR-TV |
| Quincy, Ill.                       | WGEM-TV |
| Quincy, Ill.-Hannibal, Mo.         | KHQA-TV |
| Redding, Cal.                      | KVIP-TV |
| Reno, Nev.                         | KOLO-TV |
| Richmond, Va.                      | WRVA-TV |
| Rochester, N. Y.                   | WVET-TV |
| Rochester, N. Y.                   | WHEC-TV |
| Rochester, N. Y.                   | WROC-TV |

| City                               | Station |
|------------------------------------|---------|
| Rockford, Ill.                     | WREX-TV |
| Rock Island, Ill.                  | WHBF-TV |
| Roswell, N. M.                     | KSWS-TV |
| Sacramento-Stockton, Cal.          | KOVR    |
| Salinas, Cal.                      | KSBW-TV |
| Salt Lake City, Utah               | KUTV    |
| San Antonio, Tex.                  | KONO-TV |
| San Diego, Cal.-Tijuana, Mex.      | XETV    |
| San Jose, Cal.                     | KNTV    |
| Santa Barbara, Cal.                | KEY-T   |
| Savannah, Ga.                      | WTOG-TV |
| Scranton-Wilkes Barre, Pa.         | WNBP-TV |
| Seattle, Wash.                     | KOMO-TV |
| Shreveport, La.                    | KSLA-TV |
| Shreveport, La.                    | KTBS-TV |
| Sioux City, Ia.                    | KTIV    |
| Sioux City, Ia.                    | KVTV    |
| Sioux Falls, S. D.                 | KELO-TV |
| Spokane, Wash.                     | KREM-TV |
| Springfield, Mo.                   | KYTV    |
| Steubenville, Ohio                 | WSTV-TV |
| Syracuse, N. Y.                    | WHEN-TV |
| Syracuse, N. Y.                    | WSYR-TV |
| Terre Haute, Ind.                  | WTHI-TV |
| Texarkana, Ark.-Tex.               | KCMC-TV |
| Thomasville, Ga.-Tallahassee, Fla. | WCTV    |
| Toledo, Ohio                       | WSPD-TV |
| Traverse City, Mich.               | WPBN-TV |
| Tucson, Ariz.                      | KGUN-TV |
| Tyler, Tex.                        | KLTV    |
| Utica, N. Y.                       | WKTV    |
| Waco, Tex.                         | KWTX-TV |
| Wausau, Wisc.                      | WSAU-TV |
| Wichita, Kan.                      | KAKE-TV |
| Hays, Kan. (S)                     | KAYS-TV |
| Wichita, Falls, Tex.               | KFDX-TV |
| Wilmington, N. C.                  | WECT    |
| Winston-Salem, N. C.               | WSJS-TV |
| Zanesville, Ohio                   | WHIZ-TV |

INDEPENDENTS

|                             |         |
|-----------------------------|---------|
| Chicago, Ill.               | WGN-TV  |
| Grand Forks, N. D.          | KNOX-TV |
| Hartford, Conn.             | WHCT    |
| Los Angeles, Cal.           | KTLA    |
| Los Angeles, Cal.           | KTTV    |
| Minneapolis, Minn.          | KMSP-TV |
| Mitchell, S. D.             | KORN-TV |
| New York, N. Y.             | WPIX    |
| Phoenix, Ariz.              | KPHO-TV |
| St. Louis, Mo.              | KPLR-TV |
| San Francisco-Oakland, Cal. | KTVU    |
| Seattle-Tacoma, Wash.       | KTNT-TV |
| Tupelo, Wash.               | WTWV    |
| Washington, D. C.           | WTTG-TV |
| Weston, W. Va.              | WSPB-TV |



## Here's a list of advertisers who have used color on network tv

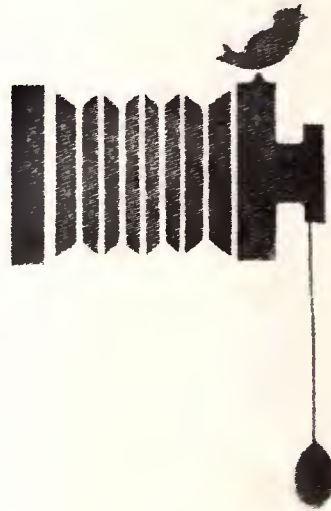
## Network advertisers with color tv experience

| Company                                    | Years when color used   | Handling of commercials* | Company  | Years when color used | Handling of commercials* |
|--|-------------------------|--------------------------|--|-----------------------|--------------------------|
| <b>AUTOMOTIVE, OIL</b>                     |                         |                          | <b>HOUSEHOLD APPLIANCES, INDUSTRIAL-<br/>INSTITUTIONAL, ETC.</b> |                       |                          |
| American Motors                            | 1959-1960               | N.A.                     | Aluminium Ltd.   | 1958                  | FC                       |
| Chrysler                                   | 1955-1960               | LC-FC-TC                 | Aluminum Co. of Am.  | 1955-1957             | FC                       |
| Ford                                       | 1956-1957,<br>1959-1960 | LC-FC-TC                 | AT&T   | 1956-1960             | LC-FC-TC                 |
| General Motors                             | 1956-1960               | LC-FC-TC                 | Bulova   | 1957                  | LC                       |
| General Petroleum                          | 1959-1960               | LC-FB                    | Cluett-Peabody   | 1959-1960             | LC-FB                    |
| Standard Oil                               | 1957, 1959-<br>1960     | LC-FC-FB                 | Congoleum-Nairn  | 1959-1960             | FB                       |
| Standard Oil of Indiana                    | 1959-1960               | LC-FB                    | DuPont   | 1957-1960             | LC-FC-FB                 |
| Renault                                    | 1959                    | FB                       | Eastman Kodak  | 1955                  | FC                       |
| Sinclair Oil                               | 1959                    | N.A.                     | Equitable Life Assurance Co.                                     | 1959-1960             | LC-TC-FB                 |
| <b>CIGARETTE COMPANIES</b>                 |                         |                          | Florists Telegraph Delivery                                      | 1957-1960             | FC-TB                    |
| American Tobacco                           | 1956-1960               | LC-FB                    | Goodyear   | 1956-1957             | FC                       |
| Bayuk Cigars                               | 1959-1960               | LC-FB                    | Greyhound  | 1958-1959             | LC-FB                    |
| Liggett & Myers                            | 1957-1960               | LC-FB-TB                 | Hallmark   | 1954-1960             | LC-FC-TC                 |
| Lorillard                                  | 1957, 1959-<br>1960     | LC-TC-FB                 | Johnson Motors   | 1959-1960             | FB                       |
| R. J. Reynolds                             | 1957                    | N.A.                     | Kaiser   | 1956-1957             | N.A.                     |
| <b>FOOD PRODUCTS, SOAPS &amp; CLEANERS</b> |                         |                          | Longines-Wittnauer   | 1959-1960             | LC-FB                    |
| American Dairy                             | 1957-1959               | LC-FC-TC                 | Louis Mark   | 1959-1960             | TC-FB                    |
| Anheuser Busch                             | 1959-1960               | LC-FB                    | Norelco  | 1959-1960             | FB                       |
| Armour & Co.                               | 1957                    | LC-FB                    | Polaroid   | 1957-1960             | LC-FB                    |
| Borden & Co.                               | 1959-1960               | LC-FB                    | Proctor Electric   | 1959-1960             | FB-TB                    |
| Brillo                                     | 1957-1960               | LC-FB                    | RCA  | 1954-1960             | LC-FC                    |
| Carnation                                  | 1955-1956               | LC-FB                    | Reynolds Aluminum  | 1954                  | LC-FC                    |
| Carling Brewing Co.                        | 1959                    | LC-FB                    | W. A. Sheaffer Pen Co.   | 1959-1960             | FB                       |
| Colgate                                    | 1955                    | FC                       | Spiedel  | 1959-1960             | LC-FB                    |
| Continental Baking                         | 1959-1960               | LC-FB                    | Sunbeam  | 1954-1959             | LC-FC                    |
| Corn Products                              | 1957-1960               | FB                       | Timex  | 1957-1960             | LB-FB-TB                 |
| General Foods                              | 1959-1960               | LC-FB                    | Timken   | 1957                  | LC-FC                    |
| General Mills                              | 1955, 1959-<br>1960     | LC-FB                    | U. S. Steel  | 1957                  | FC                       |
| Gold Seal Co.                              | 1959-1960               | FB                       | Watchmakers of Switz.  | 1959                  | N.A.                     |
| H. J. Heinz                                | 1959-1960               | LC-FB                    | Westclox   | 1959                  | TC-FB                    |
| Hills Bros.                                | 1958                    | FB                       | Westinghouse   | N.A.                  | LC                       |
| S. C. Johnson                              | 1956-1958               | LC-FC-FB                 | Whirlpool  | 1956-1958             | FC                       |
| Kellogg                                    | 1957                    | LC-FB                    | <b>TOILETRIES, DRUGS AND<br/>PROPRIETARY MEDICINES</b>           |                       |                          |
| Knomark                                    | 1957-1958               | LC-FC-FB                 | Alberto-Culver   | 1958-1960             | LC-FB                    |
| Lever Bros.                                | 1957-1960               | LC-FC-FB                 | American Home Products   | 1959-1960             | LC-FB                    |
| Libby, McNeill, Libby                      | 1958                    | LC                       | Ben Gay  | 1959-1960             | LC-FB                    |
| Minute Maid                                | 1957-1960               | LC-FB                    | Block Drug Co.   | 1959-1960             | LC-FB                    |
| National Biscuit                           | 1959-1960               | LC-FB-TB                 | Bristol-Myers  | 1959-1960             | FB                       |
| National Dairy                             | 1954-1960               | LC-FC-TC                 | Carter   | 1959-1960             | FB                       |
| Nestle Company                             | 1959-1960               | LC-FB                    | Chesebrough-Ponds  | 1957-1960             | LC-FB                    |
| Pepsi-Cola                                 | 1957                    | LC-FC                    | Gillette   | 1957-1960             | LC-FB                    |
| Pet Milk                                   | 1956-1958               | LC-FC                    | Hazel Bishop   | 1959-1960             | FC-FB                    |
| Pillsbury                                  | 1957                    | LC-FB                    | Helene Curtis  | 1956                  | FB                       |
| Procter & Gamble                           | 1958-1960               | LC-FB                    | Kimberley-Clark  | 1956-1959             | FB                       |
| Purex                                      | 1956-1957               | FB                       | Kleinert Rubber Co.  | 1959-1960             | N.A.                     |
| Standard Brands                            | 1959-1960               | LC-FB                    | Mennen   | 1957                  | FB                       |
| Sweets Co. of America                      | 1959-1960               | N.A.                     | Miles Labs   | 1956-1960             | LC-FB                    |
| Swift & Co.                                | 1957                    | LC-FC                    | Noxzema  | 1957-1959             | FC-FB                    |
| Van Camp                                   | 1958                    | N.A.                     | Pharmacraft  | 1957-1958             | LC-FB                    |
|  |                         |                          | Revlon   | 1955-1958             | FB                       |
|  |                         |                          | Rexall   | 1959-1960             | FB-TB                    |
|  |                         |                          | Scott Paper  | 1955                  | FC-FB                    |
|  |                         |                          | Schick   | 1959-1960             | LC-FB                    |
|  |                         |                          | Smith, Kline & French  | 1956-1959             | FC                       |
|  |                         |                          | Sterling Drug  | 1959-1960             | TC-FB-TB                 |
|  |                         |                          | Warner-Lambert   | 1956-1959             | FB                       |

SOURCE: From NBC TV, The top 100 National Advertisers' Attitude Toward Color Television, preliminary report, July 1960. \* Commercial coding: LC, live color; FC, film color; N.A., no answer; TC, tape color; FB, film, black and white; FBo, film, both black and white and color; Bi-C, billboard with color; LB, live, black and white.



**SARRA...SPECIALISTS IN VISUAL SELLING**



**TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION  
IN BLACK & WHITE AND COLOR**

**SARRA** INC

**NEW YORK: 200 East 56th Street**

**CHICAGO: 16 East Ontario Street**



# FILM & TAPE BASICS

**YOU'LL FIND** the most useful facts and data on film and tape in this section: film prices and time costs in 50 markets, big regional buyers and the syndicated shows they use, who distributes what in syndication today, broadcasters and producers that have tape equipment—those ready for color or mobile operation—in the U. S. and abroad, taped programs already in syndication, a converter to read film footage as time or time into footage in both 16 mm or 35 mm, plus complete credits on the Festival Film & Tape awards



has  
the  
keys  
to  
higher  
local  
ratings!

**PETE SMITH SPECIALTIES**

**MGM CARTOONS**

**OUR GANG COMEDIES**

**CRIME DOES NOT PAY**

**JOHN NESBITT'S  
PASSING PARADE**



Lock up your Fall program schedule now. Close up those blanks in your local programming. Line up any of these MGM-TV shorts across the board. Or combine them in any of many exciting ways. Open up new sponsor possibilities with the comedies, cartoons, novelties and specialties that really click!

Wire, write or phone

**MGM-TV**

**MGM-TV, 1540 Broadway, New York, N. Y., JUdson 2-2000**



# FILM & TAPE BASICS

## INDEX

### SYNDICATION BASICS

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- The big regional. Nat'l spenders in five product categories..... page 133
- The active syndicated shows and who distributes them..... page 134

### TAPE BASICS

- Alphabetical list of taped shows now in syndication..... page 136
- These producers, in U.S. and abroad, have mobile tape..... page 136
- Stations and networks equipped with tape. starts on..... page 137

### COMMERCIALS BASICS

- First American Tv Commercials Festival: award winners, starts on page 142
- How to convert film footage to time (and vice versa)..... page 146

## SYNDICATION BASICS

## High and low time and program costs in 50 top markets

## Cost range weekly of nighttime half-hours and first-run syndicated film

| Market  | Time Cost |        | Film price |        |
|---|-----------|--------|------------|--------|
|   | High      | Low    | High       | Middle |
| Albany-Schenectady-Troy, N. Y. ....           | \$ 675    | \$ 408 | \$ 400     | 275    |
| Atlanta, Ga. ....                             | 720       | 561    | 415        | 235    |
| Baltimore, Md. ....                           | 877       | 598    | 600        | 350    |
| Birmingham, Ala. ....                         | 510       | 470    | 250        | 175    |
| Boston, Mass.-Manchester, N. H. ....          | 1,800     | 1,248  | 900        | 650    |
| Buffalo, N. Y. ....                           | 750       | 660    | 475        | 300    |
| Champaign-Urbana, Ill. ....                   | 540       | 216    | 190        | 135    |
| Charlotte, N. C. ....                         | 600       | 459    | 350        | 235    |
| Chicago, Ill. ....                            | 2,700     | 1,404  | 2,250      | 1,400  |
| Cincinnati, Ohio ....                         | 846       | 527    | 700        | 460    |
| Cleveland, Ohio ....                          | 1,030     | 867    | 850        | 700    |
| Columbus, Ohio ....                           | 648       | 510    | 400        | 325    |
| Dallas-Ft. Worth, Tex. ....                   | 648       | 549    | 525        | 365    |
| Davenport, Iowa-Rock Island-Moline, Ill. .... | 513       | 513    | 225        | 150    |
| Dayton, Ohio ....                             | 620       | 585    | 375        | 250    |
| Denver, Colorado ....                         | 494       | 270    | 350        | 275    |
| Detroit, Mich. ....                           | 1,417     | 844    | 1,200      | 825    |
| Flint-Saginaw-Bay City, Mich. ....            | 432       | 202    | 300        | 200    |
| Grand Rapids-Kalamazoo, Mich. ....            | 702       | 567    | 175        | 115    |
| Greensboro-Winston-Salem, N. C. ....          | 486       | 378    | 225        | 150    |
| Greenville, S. C.-Asheville, N. C. ....       | 350       | 255    | 125        | 75     |
| Hartford-New Haven-New Britain, Conn. ....    | 960       | 216    | 300        | 200    |
| Houston, Tex. ....                            | 576       | 561    | 450        | 335    |
| Huntington-Charleston, W. Va. ....            | 450       | 360    | 225        | 150    |
| Indianapolis-Bloomington, Ind. ....           | 702       | 255    | 500        | 350    |
| Johnstown-Altoona, Pa. ....                   | 555       | 540    | 175        | 110    |
| Kansas City, Mo. ....                         | 729       | 663    | 425        | 300    |
| Lancaster-York-Harrisburg, Pa. ....           | 648       | 156    | 350        | 250    |
| Lansing-Onondaga, Mich. ....                  | 540       | 432    | 225        | 125    |
| Los Angeles, Calif. ....                      | 2,280     | 1,380  | 2,350      | 1,900  |
| Louisville, Ky. ....                          | 570       | 561    | 380        | 260    |
| Memphis, Tenn. ....                           | 540       | 486    | 450        | 325    |
| Miami, Fla. ....                              | 576       | 485    | 400        | 275    |
| Milwaukee, Wisc. ....                         | 840       | 155    | 500        | 380    |
| Minneapolis-St. Paul, Minn. ....              | 882       | 612    | 600        | 440    |
| Nashville, Tenn. ....                         | 513       | 410    | 450        | 235    |
| New Orleans, La. ....                         | 540       | 384    | 450        | 300    |
| New York, N. Y.-Newark, N. J. ....            | 5,520     | 3,120  | 4,250      | 3,000  |
| Philadelphia, Pa. ....                        | 2,400     | 2,200  | 1,500      | 900    |
| Pittsburgh, Pa. ....                          | 1,200     | 1,026  | 1,200      | 950    |
| Portland, Ore. ....                           | 540       | 486    | 450        | 325    |
| Providence, R. I. ....                        | 800       | 780    | 450        | 300    |
| Sacramento-Stockton, Calif. ....              | 594       | 185    | 150        | 100    |
| St. Louis, Mo. ....                           | 912       | 510    | 800        | 500    |
| San Francisco-Oakland, Calif. ....            | 940       | 816    | 850        | 590    |
| Seattle-Tacoma, Wash. ....                    | 720       | 240    | 450        | 325    |
| Syracuse-Elmira, N. Y. ....                   | 540       | 528    | 400        | 280    |
| Toledo, Ohio ....                             | 560       | 540    | 375        | 300    |
| Washington, D. C. ....                        | 1,026     | 600    | 425        | 300    |
| Wheeling, W. Va.-Steubenville, O. ....        | 350       | 297    | 250        | 130    |

Note: Time costs are based on card rates listed in SRDS for 52 weeks. Film costs are based on trade estimates and are gross prices; deduct usual 15% to obtain net prices. Film prices fluctuate widely, sometimes rising above time costs and frequently falling far below "middle" range cost

given above, especially in cases of station rather than advertiser sale. Film prices given here are valid only for rough estimating use. Figures are for weekly film cost, 39 new episodes plus 13 repeats, not prices of re-runs or tape shows.

## What the major users of syndicated film buy

### The big regional and national spot spenders: five important product categories

| Advertiser             | Agency                            | Program                              | No. of Markets                       | Distributor      |
|------------------------|-----------------------------------|--------------------------------------|--------------------------------------|------------------|
| <b>BEER</b>            |                                   |                                      |                                      |                  |
| Budweiser              | D'Arcy                            | Third Man                            | all U.S. rights—NTA<br>(except N.Y.) |                  |
| Falstaff               | D-F-S                             | Coronado 9                           | 56                                   | MCA              |
| Carling                | B & B                             | Phil Silvers                         | 63                                   | CBS Films        |
| Ballantine             | Esty                              | Shotgun Slade                        | 32                                   | MCA              |
|                        |                                   | Johnny Midnight                      | 25                                   | MCA              |
| Jax                    | DCS&S                             | Shotgun Slade                        | 20                                   | MCA              |
|                        |                                   | Manhunt                              | 13                                   | Screen Gems      |
| Schaefer               | BBDO                              | Four Just Men                        | 9                                    | ITC              |
|                        |                                   | feature film specials                | 7                                    |                  |
| Drewrys                | MacFarland, Aveyard               | Manhunt                              | 19                                   | Screen Gems      |
| Stroh                  | Zimmer, Keller & Calvert          | Tombstone Territory                  | 20                                   | Ziv-UA           |
| Genesee                | Marshall & Pratt                  | Manhunt                              | 10                                   | Screen Gems      |
| Pabst                  | N. K & C                          | misc.                                | 10                                   |                  |
| <b>GASOLINE</b>        |                                   |                                      |                                      |                  |
| Conoco                 | B & B                             | Blue Angels                          | 68                                   | CNP              |
| D-X Sunray             | Potts-Woodbury                    | Grand Jury                           | 22                                   | NTA              |
| Sun Oil                | Esty                              | misc.                                | 32                                   |                  |
| Standard-Chevron       | BBDO                              | Sea Hunt                             | 23                                   | Ziv-UA           |
| American Petrofina     | Taylor & Norsworthy               | Pony Express                         | 20                                   | CNP              |
| Standard Oil of Texas  | White & Shurford                  | Two Faces West                       | 9                                    | Screen Gems      |
| <b>TOBACCO</b>         |                                   |                                      |                                      |                  |
| American Tobacco       | BBDO                              | Lock-Up                              | 53                                   | Ziv-UA           |
| Brown & Williamson     | Ted Bates                         | Case of the Robin                    | 32                                   | Ziv-UA           |
| Consolidated Cigar     | EW&R                              | Home Run Derby                       | 32                                   | Ziv-UA           |
| R. J. Reynolds         | Esty                              | misc.                                | 101                                  |                  |
| Duke                   | McCann-Erickson                   | Sea Hunt                             | 6                                    | Ziv-UA           |
| <b>FOOD</b>            |                                   |                                      |                                      |                  |
| Blue Plate             | Fitzgerald                        | Brothers Brannagan                   | 35                                   | CBS Films        |
| Lay's Potato Chips     | Liller, Neal, Battle<br>& Lindsey | Deputy Dawg                          | 45                                   | CBS Films        |
| H. P. Hood             | K & E                             | Jim Backus                           | 10                                   | CNP              |
| Quaker Oats            | JWT                               | Award Theater                        | 22                                   | Screen Gems      |
| Nestle                 | McCann-Erickson                   | Roy Rogers                           | 110                                  | Roy Rogers Synd. |
| Kellogg's              | Leo Burnett                       | Huckleberry Hound<br>(national spot) | 190                                  | Screen Gems      |
|                        |                                   | Quick Draw McGraw<br>(national spot) | 190                                  | Screen Gems      |
|                        |                                   | Mr. Magoo (nat'l spot)               | 150                                  | UPA              |
| Armour                 | N. W. Ayer                        | misc.                                | 19                                   |                  |
| Rival                  | Grey                              | misc.                                | 21                                   |                  |
| Sweets                 | Eisen                             | misc.                                | 45                                   |                  |
| Kroger                 | Campbell-Mithun                   | misc.                                | 23                                   |                  |
| General Foods          | D-F-S                             | misc.                                | 36                                   |                  |
| <b>AUTOMOTIVE</b>      |                                   |                                      |                                      |                  |
| Studebaker             | D'Arcy                            | Tombstone Territory                  | 8                                    | Ziv-UA           |
|                        |                                   | Four Just Men                        | 8                                    | ITC              |
| Volkswagen             | F & S & R                         | Four Just Men                        | 8                                    | ITC              |
| <b>OTHERS</b>          |                                   |                                      |                                      |                  |
| U. S. Borax            | McCann-Erickson                   | Death Valley Days<br>(national spot) | 68                                   | McCann-Erickson  |
| Household Finance      | N, L&B                            | misc.                                | 23                                   |                  |
| Pacific Gas & Electric | BBDO                              | Tombstone Territory                  | 10                                   | Ziv-UA           |
| Miles                  | Wade                              | Manhunt                              | 10                                   | Screen Gems      |

## 150 syndicated or national spot tv film series (July 1960)

## Active syndicated film shows and who distributes them

- |                                      |                                       |                                       |
|--------------------------------------|---------------------------------------|---------------------------------------|
| Abbott & Costello (Sterling)         | Home Run Derby (Ziv-UA)               | Robert Herridge Theater* (CBS Films)  |
| African Patrol (NTA)                 | Honeymooners (CBS Films)              | Roller Derby (Roller Derby of Calif.) |
| Air Power (CBS Films)                | Hopalong Cassidy (CNP)                | Roy Rogers ½ hrs. (Roy Rogers Synd.)  |
| Amer. Civil War (Trans-Lux TV)       | Hour of Stars (NTA)                   | San Francisco Beat (CBS Films)        |
| Amer. Forum of the Air* (WBC)        | How to Marry a Millionaire (NTA)      | Science Fiction Theatre (Ziv-UA)      |
| American Legend (Official)           | I Married Joan (Interstate)           | Sea Hunt (Ziv-UA)                     |
| Americans at Work (NTA)              | Interpol (ITC)                        | Sergeant Preston (ITC)                |
| Amos 'n' Andy (CBS Films)            | I Search For Adventure (Bagnall)      | Sheriff of Cochise (NTA)              |
| Assignment: Underwater (NTA)         | Ivanhoe (Screen Gems)                 | Sherwood Forest (Official)            |
| Badge 714 (CNP)                      | Jack Lalanne (Compton)                | Shotgun Slade (MCA)                   |
| Bengal Lancers (Screen Gems)         | Jeff's Collie (ITC)                   | Silent Service (CNP)                  |
| Best of the Post (ITC)               | Jet Jackson (Screen Gems)             | Soldiers of Fortune (MCA)             |
| Bishop Sheen* (NTA)                  | Jim Backus (CNP)                      | S. A. 7 (MCA)                         |
| Blue Angels (CNP)                    | Jim Bowie (ABC Films)                 | Star Performance (Official)           |
| Bold Venture (Ziv-UA)                | Johnny Midnight (MCA)                 | State Trooper (MCA)                   |
| Boots & Saddles (CNP)                | Laurel & Hardy (Governor)             | Superman (Flamingo)                   |
| Boston Blackie (Ziv-UA)              | Life of Riley (CNP)                   | Susie (ITC)                           |
| Bowling Stars (Sterling)             | Little Rascals (Interstate)           | Sweet Success (ITC)                   |
| Bozo the Clown (Jayark)              | Lock-Up (Ziv-UA)                      | Terrytoons (CBS Films)                |
| Brave Stallion (ITC)                 | Looney Tunes (UAA)                    | Third Man (NTA)                       |
| Brothers Brannagan (CBS Films)       | Major League Baseball (World Wide TV) | This Is Alice (NTA)                   |
| Bugs Bunny (UAA)                     | Man Without a Gun (NTA)               | This Man Dawson (Ziv-UA)              |
| Burns & Allen (Screen Gems)          | Manhunt (Screen Gems)                 | Three Stooges (Screen Gems)           |
| Californians (CNP)                   | Medic (CNP)                           | Tombstone Territory (Ziv-UA)          |
| Cameo Theater (CNP)                  | Medicine 1960* (Screen Gems)          | Topper (Shubert)                      |
| Cannonball (ITC)                     | Meet McGraw (ABC Films)               | Trackdown (CBS Films)                 |
| Capt. David Grief (Guild)            | Mel-O-Tunes (UAA)                     | 26 Men (ABC Films)                    |
| Case of the Dangerous Robin (Ziv-UA) | Men of Annapolis (Ziv-UA)             | Two Faces West (Screen Gems)          |
| Casey Jones (Screen Gems)            | Mike Hammer (MCA)                     | U. S. Border Patrol (CBS Films)       |
| Championship Bowling (Schwimmer)     | Mr. & Mrs. North (Shubert)            | U. S. Marshal (NTA)                   |
| Cisco Kid (Ziv-UA)                   | Mr. District Attorney (Ziv-UA)        | Union Pacific (CNP)                   |
| Citizen Soldier (Flamingo)           | My Little Margie (Official)           | Victory at Sea (CNP)                  |
| Coronado 9 (MCA)                     | Navy Log (CBS Films)                  | Vikings (Ziv-UA)                      |
| Crossroads (Schubert)                | New York Confidential (ITC)           | Walter Winchell File (NTA)            |
| Danger Is My Business (CNP)          | Night Court (Banner)                  | Waterfront (MCA)                      |
| Deadline (Flamingo)                  | Not For Hire (CNP)                    | West Point (Ziv-UA)                   |
| Decoy (Official)                     | Notre Dame Football (WGN-TV)          | Whirlybirds (CBS Films)               |
| Deputy Dawg (CBS Films)              | Official Detective (NTA)              | White Hunter (Shubert)                |
| Dial 999 (Ziv-UA)                    | Our Miss Brooks (CBS Films)           | Wild Bill Hickok (Screen Gems)        |
| Ding Dong School* (ITC)              | Panic (CNP)                           | Willie McBean (Trans-Lux TV)          |
| Divorce Court* (KTTV, Los Angeles)   | Paul Coates* (KTTV, L. A.)            | Winter Baseball* (Max Cooper)         |
| Felix the Cat (Trans-Lux TV)         | People's Choice (ABC Films)           | Wonders of the World (Caples)         |
| Flight (CNP)                         | Phil Silvers (CBS Films)              | Youth Wants to Know (WBC)             |
| Four Just Men (ITC)                  | Play of the Week (NTA)                |                                       |
| Frontier (CNP)                       | Playboy's Penthouse (Official Films)  |                                       |
| Glencannon (NTA)                     | Pony Express (CNP)                    |                                       |
| Grand Jury (NTA)                     | Popeye (UAA)                          |                                       |
| Gray Ghost (CBS Films)               | Ramar of the Jungle (ITC)             |                                       |
| Harbor Command (Ziv-UA)              | Reading Out Loud* (WBC)               |                                       |
| Henry & His Claymates (CNP)          | Rendezvous (CBS Films)                |                                       |
| Highway Patrol (Ziv-UA)              | Rescue 8 (Screen Gems)                |                                       |

\*Video tape

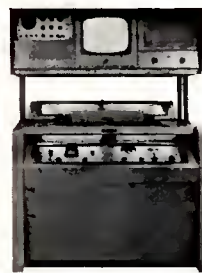
## National Spot

- Death Valley Days (U. S. Borax)  
 Huckleberry Hound (Kellogg's/  
 Screen Gems)  
 Mr. Magoo (Kellogg's/UPA)  
 Quick Draw McGraw (Kellogg's/  
 Screen Gems)



# 640

AS OF JULY 1, 1960



VR-1000C



VR-1001A

There are now 640 *Videotape*\* Television Recorders in daily use. In the United States alone, 94.6% of the television audience regularly view programs recorded on Ampex TV tape recorders. By standards of design and manufacture, a tape recorded on an Ampex can be played on all of the 640 Ampex television recorders throughout the world.

\*T.M. Ampex Corp.

AMPEX TAPES ARE MADE AND PLAYED AROUND THE WORLD

VIDEO PRODUCTS DIVISION - AMPEX PROFESSIONAL PRODUCTS COMPANY

934 CHARTER STREET - REDWOOD CITY, CALIFORNIA



# TAPE BASICS

## Tape producers and tape programs in syndication

### Alphabetical list of syndicated program tapes now in distribution

| Title                     | Distributor               |
|---------------------------|---------------------------|
| Alexander King            | NTA-Telestudios           |
| American Forum of the Air | Westinghouse Broadcasting |
| Atomic Submarine          | Jonathan Yost, Hollywood  |
| Bedlam from Boston        | WBZ-TV, Boston            |
| Bill of Indictment        | KTLA, Los Angeles         |
| Bishop Sheen              | NTA-Telestudios           |
| Championship Wrestling    | KTLA, Los Angeles         |
| David Susskind's Open End | NTA-Telestudios           |
| Ding Dong School          | ITC                       |
| Divorce Court             | KTTV, Los Angeles         |
| Emergency Ward            | KTLA, Los Angeles         |
| Explorers of Tomorrow     | KRON-TV, San Francisco    |
| Funsville                 | KDKA-TV, Pittsburgh       |
| George Jessel Show        | KCOP, Los Angeles         |
| Gourmet Club              | WPIX, New York            |
| Guy Mitchell Show         | KTLA, Los Angeles         |
| The Happy Time            | KTLA, Los Angeles         |
| Henry Morgan and Company  | NTA-Telestudios           |
| Jai Alai                  | XETV, Tijuana             |
| Josey's Storyland         | KDKA-TV, Pittsburgh       |
| Life of Christ            | NTA-Telestudios           |
| Live Pro Wrestling        | Guild Films               |

| Title                   | Distributor               |
|-------------------------|---------------------------|
| Luncheon in Vegas       | Jonathan Yost, Hollywood  |
| Maria Palmer Show       | KTTV, Los Angeles         |
| Mark Brand              | KTLA, Los Angeles         |
| Medicine—1960           | Screen Gems               |
| Mike Wallace Interview  | NTA-Telestudios           |
| Municipal Court         | KTLA, Los Angeles         |
| Out of the West         | Jonathan Yost, Hollywood  |
| Paul Coates Show        | KTTV, Los Angeles         |
| People's Court          | KCOP, Los Angeles         |
| Play of the Week        | NTA-Telestudios           |
| Playboy Penthouse       | WBKB, Chicago             |
| Polka Parade            | KTLA, Los Angeles         |
| Robert Herridge Theatre | CBS Films                 |
| Science in Action       | KRON-TV, San Francisco    |
| Sheriff Smith Show      | WHYY-TV                   |
| Slimnastics             | Official Films            |
| The Time and the Place  | Family Films              |
| Traffic Court           | KABC-TV, Los Angeles      |
| Winter Baseball         | Max Cooper, Chicago       |
| Youth Wants To Know     | Westinghouse Broadcasting |
| Xavier Cugat            | NTA-Telestudios           |

### Independent tape producers and mobile tape services

#### MOBILE TAPE SERVICES

##### California

CBS, Los Angeles (2)  
John Guedel Productions, L. A. (4)  
Mobile Video Tapes, L. A. (2, color)  
Red Skelton, L. A. (2, color)  
VTR Mobile Productions, L. A. (2)  
KTTV, Los Angeles

##### Florida

WEAR-TV, Pensacola  
WFLA-TV, Tampa  
Mel Wheeler, Pensacola  
WPST-TV, Miami  
WTVT, Tampa

##### Hawaii

KHVV-TV, Honolulu

##### Illinois

D and B Productions, Skokie  
VICOA, Inc., Chicago (2)

##### Indiana

WTTV, Indianapolis (2)

##### Michigan

gianTVView Television Corp., Ferndale (2)

##### Minnesota

WTCN-TV, Minneapolis

##### Missouri

KYTV, Springfield  
KPLR, St. Louis

##### New York

NTA-Telestudios  
Sports Network, Inc. (2)  
MVT Television, Inc. (3, color)  
Affiliated TV, Inc.  
WRGB, Schenectady

##### Virginia

WXEX-TV, Petersburg

##### Canada

CHCH-TV, Hamilton, Ontario

#### TAPE-EQUIPPED INDEPENDENT PRODUCERS

##### California

John Guedel Productions, L. A. (4)  
Mobile Video Tapes, L. A. (2, color)  
Red Skelton, L. A. (2)  
VTR Mobile Productions, L. A. (2)

##### Florida

Mel Wheeler, Pensacola

##### Illinois

D and B Productions, Skokie (3)

Graphic Pictures, Chicago (2)  
Teletape Productions, Inc., Chicago  
VICOA, Inc., Chicago (2)

##### Michigan

gianTVView Television Corp., Ferndale (2)

##### New York City

NTA-Telestudios (4)  
Elliot, Unger & Elliot (2)  
Affiliated TV, Inc.,  
Videotape Productions (3)  
Sports Network (5)  
MVT Television, Inc. (3)  
TvAR (station representatives)

#### MOBILE SERVICES OUTSIDE U.S.

##### France

Intercontinental TV, Paris (2)

##### Canada

CHCH-TV, Hamilton, Ontario

##### England

Granada TV, Manchester  
Tyne Tees, Newcastle  
TV Wales, Cardiff  
ATV, London

##### West Germany

SWF, Baden-Baden

## Stations &amp; networks with tv tape facilities

## Broadcasters with Ampex or RCA tv tape equipment (July 1960)

**Arizona**

KOOL-TV, Phoenix  
KTVK, Phoenix  
KVAR-TV, Phoenix  
KPHO-TV, Phoenix

**Arkansas**

KARK-TV, Little Rock  
KTHV, Little Rock

**California**

KHJ-TV, Los Angeles (2)  
KTTV, Los Angeles (4)  
KCOP-TV, Los Angeles (4)  
KTLA-TV, Los Angeles (4)  
ABC, Los Angeles (8)  
CBS, Los Angeles (12, color)  
NBC, Los Angeles (8, color)  
KCRA-TV, Sacramento (2)  
KFMB-TV, San Diego  
KFSD-TV, San Diego  
KTVU, San Francisco-Oakland (2)  
KRON-TV, San Francisco (2)  
KPIX, San Francisco (2)  
KGO-TV, San Francisco (2)  
KQVR-TV, Stockton  
KXTV, Sacramento

**Colorado**

KLZ-TV, Denver (2)  
KOA-TV, Denver (2)  
KBTB, Denver (2)

**Connecticut**

WTIC-TV, Hartford (2)  
WNHC-TV, New Haven (2)

**Florida**

WPST-TV, Miami (2)  
WTVJ, Miami  
WEAR-TV, Pensacola  
WFLA-TV, Tampa (2)  
WTVT, Tampa (2)

WPTV, Palm Beach  
WJXT, Jacksonville

**Georgia**

WAGA-TV, Atlanta (2)  
WSB-TV, Atlanta (2)  
WLW-A, Atlanta

**Hawaii**

KGMB-TV, Honolulu  
KONA, Honolulu  
KHVH-TV, Honolulu (2)

**Illinois**

ABC (WBKB), Chicago (8)  
WBBM-TV, Chicago (2)  
WGN-TV, Chicago (2)  
WNBQ, Chicago (2, color)

**Indiana**

WISH-TV, Indianapolis (2)  
WNDU-TV, South Bend (2)  
WSBF-TV, South Bend  
WTTV, Indianapolis (2)  
WFMB-TV, Evansville (2)  
WANE-TV, Ft. Wayne

**Iowa**

WOI-TV, Ames  
WMT-TV, Cedar Rapids  
KRNT, Des Moines  
WHO-TV, Des Moines (color)  
KVTB, Sioux City

**Kansas**

KTVH-TV, Wichita

**Kentucky**

WHAS-TV, Louisville

**Louisiana**

WBRZ, Baton Rouge  
WDSU-TV, New Orleans (2)  
WWL-TV, New Orleans (2)

**Maryland**

WJZ-TV, Baltimore (2)  
WMAR-TV, Baltimore  
WBAL-TV, Baltimore (2)

**Massachusetts**

WNAC-TV, Boston (2)  
WBZ-TV, Boston (2)  
WHDH-TV, Boston (2)  
WWLP-TV, Springfield

**Michigan**

WJBK-TV, Detroit (2)  
WWJ-TV, Detroit (2)  
WJRT, Flint  
WXYZ-TV, Detroit (2)  
WNEM-TV, Saginaw

**Minnesota**

WHYZ-TV, Duluth  
KMSP-TV, Minneapolis  
WCCO-TV, Minneapolis (2)  
KSTP-TV, St. Paul (2)  
WTCN-TV, Minneapolis

**Missouri**

KCMO-TV, Kansas City (2)  
WDAF-TV, Kansas City (2)  
KMBC-TV, Kansas City (2)  
KMOX-TV, St. Louis (2)  
KPLR, St. Louis (2)  
KSD-TV, St. Louis (2)  
KTVI, St. Louis  
KYTV, Springfield

**Nebraska**

WOW-TV, Omaha

**New Mexico**

KGGM-TV, Albuquerque  
KOB-TV, Albuquerque

(Continued on page 138)

## Tape equipped broadcasters (Continued)

(Continued from page 137)

**New York**

WGR-TV, Buffalo  
 WNTA-TV, Newark-New York (2)  
 ABC, New York (10)  
 CBS, New York (20, color)  
 NBC, New York (15, color)  
 WNEW-TV, New York (2)  
 WOR-TV, New York (2)  
 WPIX, New York (2)  
 WROC-TV, Rochester  
 WVET-TV, Rochester  
 WHEC-TV, Rochester  
 WRGB, Schenectady (2)  
 WSYR-TV, Syracuse (2)  
 WHEN-TV, Syracuse

**North Carolina**

WBT, Charlotte  
 WFMY-TV, Greensboro  
 WNCT-TV, Greenville  
 WRAL-TV, Raleigh  
 WECT, Wilmington

**North Dakota**

KXJB-TV, Fargo-Valley City

**Ohio**

WLW-TV, Cincinnati (color)  
 KYW-TV, Cleveland (2)  
 WEWS-TV, Cleveland (2)  
 WJW-TV, Cleveland (2)  
 WSPD-TV, Toledo (2)  
 WKBN-TV, Youngstown

**Oklahoma**

KTEN-TV, Ada  
 KOCO-TV, Oklahoma City  
 WKY-TV, Oklahoma City (2)  
 KWT, Oklahoma City  
 KOTV, Tulsa  
 KVOO-TV, Tulsa  
 KTUL-TV, Tulsa

**Oregon**

KGW-TV, Portland (2)

KOIN-TV, Portland (2)  
 KPTV, Portland

**Pennsylvania**

WFBG-TV, Altoona  
 WGAL-TV, Lancaster  
 WCAU, Philadelphia (2)  
 WFIL-TV, Philadelphia (3)  
 WRCV-TV, Philadelphia (2, color)  
 KDKA-TV, Pittsburgh  
 WIIC, Pittsburgh (2)  
 WTAE, Pittsburgh

**Rhode Island**

WJAR-TV, Providence  
 WPRO-TV, Providence

**South Carolina**

WUSN-TV, Charleston  
 WFBC-TV, Greenville

**Tennessee**

WSM-TV, Nashville  
 WSIX-TV, Nashville

**Texas**

KGNC-TV, Amarillo  
 KFDA-TV, Amarillo  
 KTBC-TV, Austin  
 KFDM-TV, Beaumont  
 KRLD-TV, Dallas (2)  
 WFAA-TV, Dallas (2)  
 KFJZ-TV, Fort Worth (2)  
 WBAP-TV, Fort Worth  
 KGBT, Harlingen  
 KHOU-TV, Houston (2)  
 KPRC-TV, Houston (2)  
 KTRK-TV, Houston  
 KDUB-TV, Lubbock (2)  
 KENS-TV, San Antonio  
 KONO-TV, San Antonio (2)  
 WOAI-TV, San Antonio (2)

KFDX-TV, Wichita Falls  
 KSYD-TV, Wichita Falls

**Utah**

KLOR-TV, Provo  
 KSL-TV, Salt Lake City (2)  
 KCPX, Salt Lake City (2)  
 KUTV-TV, Salt Lake City (2)

**Virginia**

WVEC-TV, Norfolk  
 WTAR-TV, Norfolk (2)  
 WXEX-TV, Petersburg  
 WRVA-TV, Richmond  
 WTVR, Richmond  
 WDBJ-TV, Roanoke  
 WSIS-TV, Roanoke  
 WAVY-TV, Portsmouth

**Washington**

KIRO-TV, Seattle (2)  
 KING-TV, Seattle (2)  
 KOMO-TV, Seattle  
 KTNT-TV, Tacoma  
 KXLY-TV, Spokane  
 KHQ-TV, Spokane  
 KREM-TV, Spokane (2)  
 KIMA-TV, Yakima

**West Virginia**

WCHS-TV, Charleston  
 WSAZ-TV, Huntington (2)  
 WHTN-TV, Huntington  
 WTRF-TV, Wheeling

**Wisconsin**

WISC-TV, Madison  
 WITI-TV, Milwaukee (2)  
 WISN-TV, Milwaukee  
 WTMJ-TV, Milwaukee

**District of Columbia**

WTTG-TV, Washington (2)  
 WTOP-TV, Washington (2)

Does not include educational stations

**VIDEO-TAPE COMMERCIALS & PROGRAMS PRODUCED ANYWHERE!**

# a virtual television station

# ON



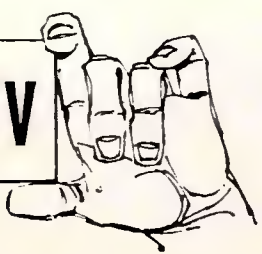
# WHEELS!

Opportunities UNLIMITED! Just imagine: *in-home* commercials without building costly sets; *outdoor spots* including traffic and crowds; *store locations* dramatically and actively conveyed; *style shows, jewelry, gourmet restaurant dishes* — all with the speed and quality of tape! Also, complete programs limited only to creative imagination! And it's all available to you with the "Channel 8 Videocruiser"... WFAA-TV's new quarter of a million dollar studio on wheels!

- ★ 40-Foot Cruiser With Own Power Plant!
- ★ Two Ampex Videotape Machines!
- ★ Six Marconi 4 1/2" Image Orthicon Cameras!

**CALL OR WRITE TODAY FOR COMPLETE DETAILS AND RATES.**

channel 8



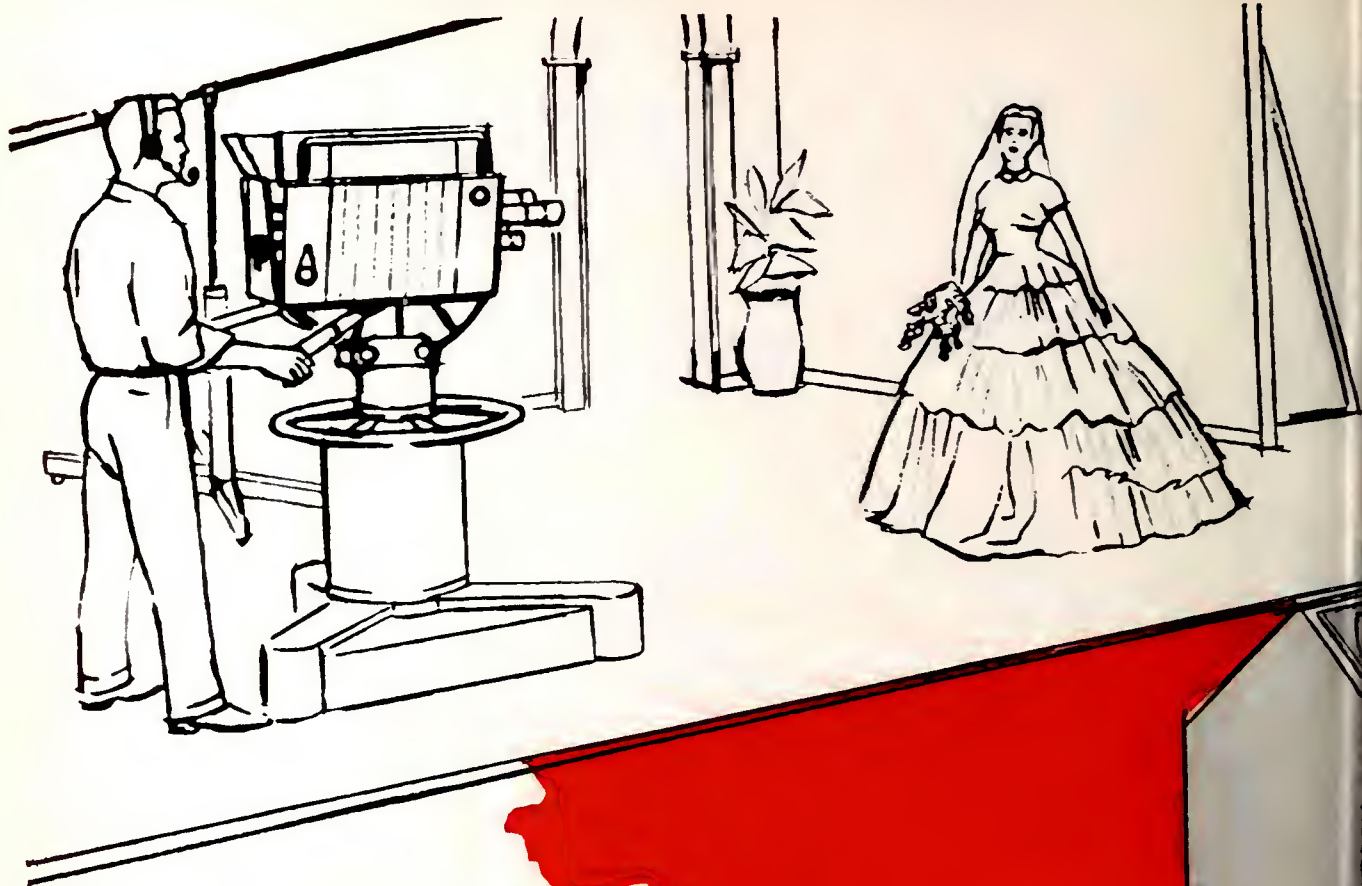
*continuing progress from the station with the "QUALITY TOUCH!"*

3000 HARRY HINES BLVD.

DALLAS, TEXAS

Represented by  The Original Station Representative

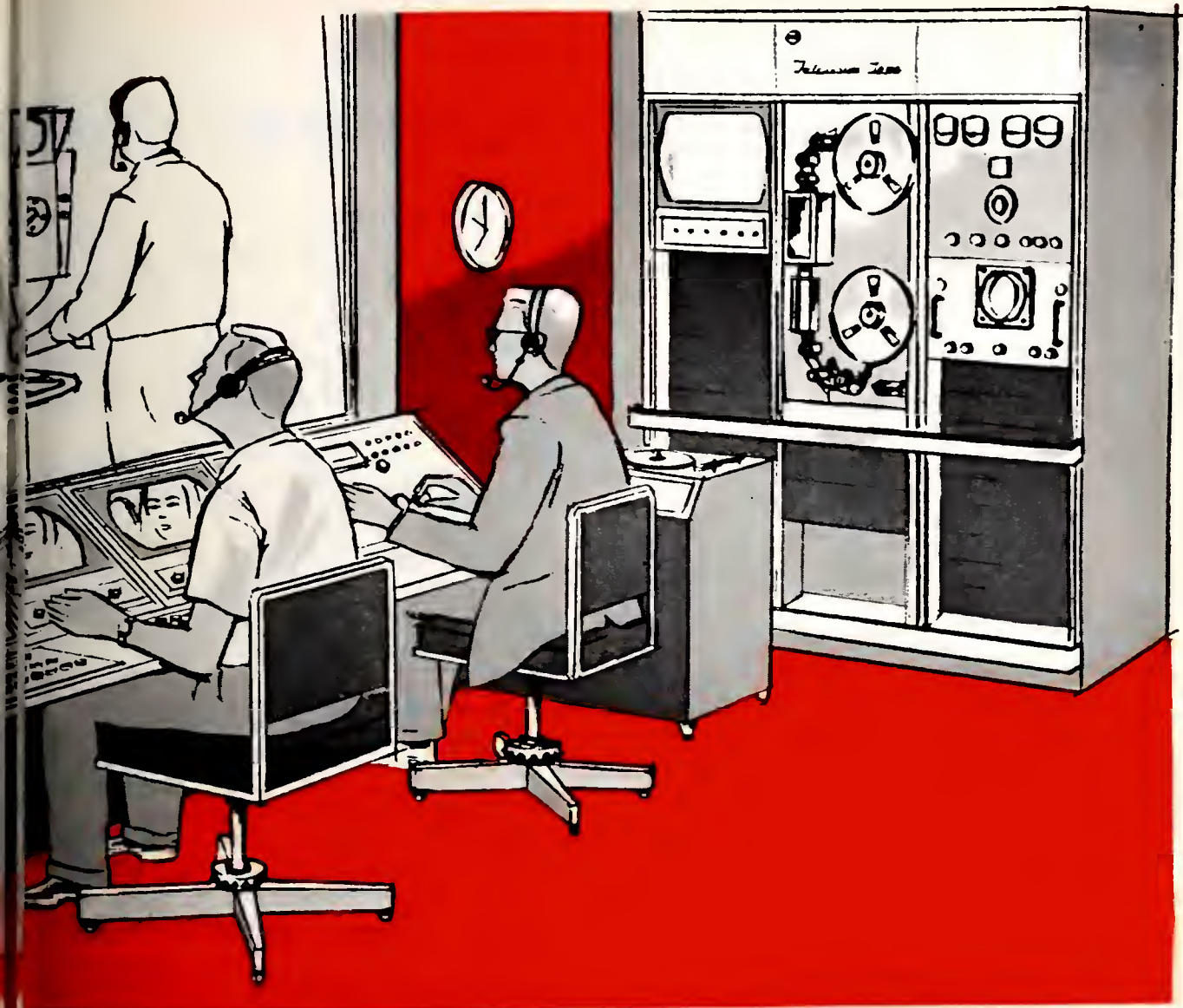
TELEVISION SERVICE OF THE DALLAS MORNING NEWS



# Get the TV Tape System with a **"MATCHED"** line of

RCA TV Tape Recorder • RCA Video Equipment • RCA TV Film Equipment •  
RCA Audio Equipment • RCA Switching and Special Effects • RCA Film Recording  
Equipment (Studio or Mobile—Monochrome or Color)

WHY NOT LET AN "OLD HAND" ASSEMBLE YOUR TV TAPE PRODUCTION PACKAGE



# Program Production Equipment

With an RCA TV Tape System you get equipment that is *designed* for incorporation into a complete package. You get everything you need from one reliable source of supply—from cameras to TV tape recorders, including audio, switching, and special effects. You obtain equipment with a background of experience that is without equal in the film and television industries. You get the finest pictures—both color and black-and-white . . . Why risk the chance of failure with unmatched equipment when you can get equipment from RCA that is matched—both electrically and mechanically—to work in a system.

*Free brochure on RCA Customized TV Tape System is available. See your RCA Representative. Or write to RCA, Dept. YB-24, Building 15-1, Camden, N. J.*

**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

Trmk(s) ®

## COMMERCIALS BASICS

## COMPLETE CREDITS FOR AWARD WINNERS OF F

Special citations for excellence in ten areas of achievement

| CATEGORY              | AWARD        | TITLE                    | ADVERTISER       | AGENCY                  | PRODUC     |
|-----------------------|--------------|--------------------------|------------------|-------------------------|------------|
| Canadian              | Best         | The Tea That Dares       | J. Lyons & Co.   | Henri, Burley, McDonald | Lawrence,  |
|                       | Runner-up    | Announcer                | Robin Hood Oats  | Y&R, Canada             | Gifford-Ki |
|                       | Hon. Mention | Nuggett Shoe Polish      | Reckitt & Colman | Y&R, Canada             | Lawrence,  |
| Local                 | Best (tie)   | Newlyweds                | Minn. Gas Co.    | Knox Reeves             | Grantray-I |
|                       | Best (tie)   | Housewife, Clothesline   | Minn. Gas Co.    | Knox Reeves             | Playhouse- |
|                       | Runner-up    | Albuquerque Bank         | Alb. Nat'l Bank  | Ward Hicks              | KGGM-T     |
| Overall Tv Campaign   | Spec. Cit.   | Instant Mixed Onions     | Durkee: Glidden  | Meldrum & Fewsmith      | Niles, Chi |
| Product Demo.         | Spec. Cit.   | Jam Coffee Braid         | Fleischmann's    | JWT                     | EUE, NY    |
| Animation Design      | Spec. Cit.   | Stop at 76               | Union Oil, Cal.  | EWR&R                   | Playhouse  |
| Visual Effects        | Spec. Cit.   | Sheer Strip, Patch, Spot | J&J: Band Aid    | Y&R, NY                 | Elektra,   |
| Cinematography        | Spec. Cit.   | Zest: Start Fresh        | P&G              | B&B, NY                 | VPI, NY    |
| Entertainment         | Spec. Cit.   | Ernie Kovacs             | Dutch Masters    | EWR&R, NY               | ABC TV,    |
| Musical Track         | Spec. Cit.   | Mercury: Ballad          | Ford Motor Co.   | K&E, NY                 | Van Praa   |
| Musical Track         | Spec. Cit.   | Tang: Clown              | General Foods    | Y&R, NY                 | NBC, NY    |
| Music & Jingle        | Spec. Cit.   | Inana: Little Girl       | Bristol-Myers    | DCS&S                   | Transfilm  |
| Video Tape Production | Best         | Delco: 5 Car Salute      | UMS Div., GM     | C-E, Det.               | NBC, NY    |
|                       | Runner-up    | Grand Central            | Westclox         | BBDO, NY                | NTA Tel    |
|                       | Hon. Mention | Valiant: Carillo Beach   | Chrysler Corp.   | BBDO, Cal.              | NBC, Cal   |

## Product category competition: winners, runners-up and honorable mentions

| CATEGORY          | AWARD        | TITLE                    | ADVERTISER       | AGENCY         | PRODUC    |
|-------------------|--------------|--------------------------|------------------|----------------|-----------|
| Automobiles       | Best         | Family Shopping Tour     | Chevrolet        | C-E, Detroit   | Robt. La  |
|                   | Runner-up    | Falcon: Linus            | Ford             | JWT, NY        | Playhouse |
| Auto Access.      | Best         | Delco: 5 Car Salute      | UMS Div., GM     | C-E, NY        | NBC       |
|                   | Runner-up    | Simoniz: Peter Lorre     | Simoniz          | Y&R, Chi.      | MGM T     |
|                   | Hon. Mention | Prestone: Molecule       | Union Carbide    | Esty, NY       | Pelican,  |
| Apparel           | Best         | Don't Forget Your Nylons | Chemstrand       | DDB, NY        | EUE, NY   |
|                   | Runner-up    | DuPont Zelan             | DuPont           | BBDO, NY       | EUE, NY   |
| Appliances        | Best         | Nichols & May            | GE               | Y&R, NY        | NBC, N    |
|                   | Runner-up    | Portahle Mixer           | GE               | Y&R, NY        | Gray-O'B  |
| Baked Goods       | Best         | Jam Coffee Braid         | Fleischmann's    | JWT, NY        | EUE, NY   |
|                   | Runner-up    | Eggs Eggs Eggs           | Nahisco          | McC-E, NY      | Sarra, N  |
| Beers & Wines     | Best         | Martini & Rossi          | Renfield         | Reach, McC     | EUE, NY   |
|                   | Runner-up    | Announcer Audition       | Piel Bros.       | Y&R, NY        | Pelican,  |
|                   | Hon. Mention | Budweiser Party          | Anheuser Busch   | D'Arcy, St. L. | MPO, N    |
| Breakfast Cereals | Best         | Sounds of Morning        | Rice Krispies    | Burnett, Chi.  | Lawrence  |
|                   | Runner-up    | Board Meeting            | Post Sugar Crisp | B&B            | Ray Fav   |
| Cigars, Cigaretts | Best         | Haydn                    | Dutch Masters    | EWR&R, NY      | ABC TV    |
|                   | Runner-up    | Beach                    | Lucky Strike     | BBDO, NY       | Jack Des  |
|                   | Hon. Mention | Man Smoking              | Alpine           | DDB, NY        | EUE, NY   |
| Coffees & Teas    | Best         | Percolator               | Maxwell House    | OB&M, NY       | TV Gra    |
|                   | Runner-up    | Two Beans: Nescafé       | Nestle           | Esty, NY       | Geesink,  |

Continued on page 00



# AMERICAN TV COMMERCIALS FESTIVAL AND FORUM

| PROD.  | COPY              | ART DIRECTOR      | DIRECTOR         | DESIGN           | CAMERAMAN        | MUSIC          |
|--------|-------------------|-------------------|------------------|------------------|------------------|----------------|
| ly     | J. H. Burley      | Don Hall          | Bob Rose         | Hugh Spencer     | Fritz Speiss     | Mantovani      |
| tt     | Wm. Bankier       | Wm. Stevens       | .....            | Paul Kim         | .....            | .....          |
| well   | Roger Moisan      | Raymond Roy       | Robt. M. Rose    | Hugh Spencer     | Fritz Speiss     | .....          |
| pherd  | Gene Carr         | Lawrence LaBelle  | Ray Paterson     | Grant Simmons    | .....            | Ernie Garven   |
|        | Gene Carr         | Lawrence LaBelle  | Bill Melendez    | Bill Melendez    | .....            | .....          |
|        | Arlen Asher       | .....             | Geo. Skinner     | .....            | .....            | .....          |
| erman  | Bruce Stauderman  | Orvil Hurd        | Thos. Rook       | Manny Paull      | Howard Siemon    | Sid Siegel     |
| Levin  | Joyce Noble       | Thos. Naegele     | Eisenberg, Stone | Donald Tirrel    | .....            | .....          |
|        | Ruby Mae Griffith | .....             | Bill Melendez    | Chris Jenkyns    | .....            | Jack Fascinato |
|        | A. Peabody        | Scherz, Frankfurt | Jack Goodford    | Jack Goodford    | Herbert Hughes   | Music Makers   |
|        | Murray Crummins   | Bob Lelle         | Ed Casper        | D. Juskevich     | Lenny Hershfield | Roy Eaton      |
| tz     | .....             | Al Wein           | Barry Shear      | Al Wein          | Norm Silvers     | Haydn          |
| ice    | Harry Stoddart    | .....             | Wm. Van Praag    | .....            | Walsh, Zucker    | Henry Svlvern  |
|        | Ida Blackman      | Wm. Hawkley       | Herb Horton      | .....            | .....            | Wm. Whitman    |
|        | Sheldon Sosna     | Hal Gerhardt      | Mel London       | Carl Hugeland    | John Ercole      | Jack Easton    |
|        | Thos. Blanchard   | .....             | Dick Feldman     | Jim Trimble      | .....            | Mort Lindsay   |
| ackson | Gordon White      | A. Normandia      | Len Vallenta     | Willis Knightton | .....            | .....          |
| son    | Stu Hample        | .....             | Bob Robb         | .....            | .....            | Dale Anderson  |

| PROD.  | COPY             | ART DIRECTOR     | DIRECTOR         | DESIGN        | CAMERAMAN         | MUSIC            |
|--------|------------------|------------------|------------------|---------------|-------------------|------------------|
| rlain  | Kensinger Jones  | .....            | Jerry Schnitzer  | Ernst Fegte   | Karl Struss       | Stanley Wilson   |
| terice | P. de Monterice  | Van Stith        | Bill Melendez    | S. Sturtevant | .....             | Melville Leven   |
|        | Thos. Blanchard  | .....            | Dick Feldman     | Jim Trimble   | .....             | Mort Lindsay     |
| ward   | Gary Comer       | Logan Sellers    | Jack Reynolds    | .....         | .....             | .....            |
| or     | Beth McKean      | John Hill        | Jack Zander      | Earl Murphy   | Albert Rezek      | .....            |
| ev     | Phyllis Robinson | Bob Gage         | Mike Elliot      | .....         | Mike Elliot       | Music Makers     |
| son    | Albert C. Book   | .....            | Marshall Stone   | Don tirrell   | .....             | .....            |
| l      | Jane Taylor      | C. Gillingwater  | Craig Allen      | .....         | .....             | .....            |
| son    | Phyllis Houston  | Dirk Content     | John F. O'Reilly | .....         | William Storz     | .....            |
| Levin  | Joyce Noble      | Thos. Naegele    | Stone, Eisenberg | Don Tirrell   | .....             | .....            |
| kman   | Wm. Backer       | S. Rollins Guild | Robert Jenness   | .....         | Ray Esposito      | Chester Gierlach |
| um     | Scott Forbes     | Geo. Pouridas    | Mike Elliot      | Manny Gerard  | Mike Elliot       | Morris Mamorsky  |
| th     | Ed Caffrey       | Marvin Kunze     | Chris Ishii      | Chris Ishii   | Vic Lukens (live) | .....            |
| on     | Robt. Johnson    | Bill Molyneaux   | Charles Dubin    | .....         | Al Mozel          | .....            |
| ter    | .....            | .....            | Jerry Schnitzer  | Ernst Fegte   | Fred Gately       | .....            |
| ek     | Sylvia Dowling   | Bob Brooks       | Ray Favata       | Ray Favata    | .....             | Roy Eaton        |
| tz     | .....            | Al Wein          | Barry Shear      | Al Wein       | Clair Higgens     | .....            |
| r      | Stu Hample       | Ernst Fegte      | Jack Denove      | Ernst Fegte   | Sam Leavitt       | Josef Zimanich   |
| nan    | Phyllis Robinson | Bob Gage         | Mike Elliot      | .....         | Mike Elliot       | Music Makers     |
| Da     | David McCall     | Dave Elledge     | Chas. Wasserman  | .....         | Siday, Caparros   | Plandome         |
| King   | Robert Kroll     | Irwin Bag        | Geesink, Klaeger | .....         | .....             | Donald S. Devor  |

## Product category competition: winners, runners-up and honorable mentions (Cont.)

| CATEGORY                          | AWARD        | TITLE                         | ADVERTISER         | AGENCY                        | PRODUCTION      |
|-----------------------------------|--------------|-------------------------------|--------------------|-------------------------------|-----------------|
| Consumer Service                  | Best (tie)   | Newlweds                      | Minn. Gas Co.      | Knox Reeves                   | Grantrav-Law    |
|                                   | Best (tie)   | Housewife, Clothesline        | Minn. Gas Co.      | Knox Reeves                   | Playhouse, LA   |
|                                   | Runner-up    | Lion in Street                | Dreyfus Fund       | DDB, NY                       | MPO, NY         |
| Cosmetics, Toiletries             | Hon. Mention | Birthday Party                | Prudential Ins.    | Reach, McC                    | EUE, NY         |
|                                   | Best         | Fresh: Upsi-Daisy             | Pharmacraft        | Daniel & Charles              | EUE, NY         |
|                                   | Runner-up    | Zest: Start Fresh             | P&G                | B&B                           | VPI, NY         |
|                                   | Hon. Mention | Bald Headed Baby              | J&J: Baby Powder   | Y&R, NY                       | On Film, Pr     |
|                                   | Hon. Mention | Little Girl                   | B-M: Ipana         | DCS&S, NY                     | Transfilm-Car   |
| Dairy Products                    | Hon. Mention | Gem: Camera Shaves            | ASR                | K&E, NY                       | MPO, NY         |
|                                   | Best         | Remember the Alamode          | Amer. Dairy        | C.M. Minn.                    | Tv Spots, Ca    |
|                                   | Runner-up    | Nucoa: Woman                  | Best Foods         | GB&B, SF                      | Rav Patin.      |
| Program Bill., Openings, Closings | Best         | Forgetful... Light Blub       | The Ford Show      | JWT, NY                       | Playhouse.      |
|                                   | Runner-up    | Small World, CBS TV           | Olin Mathieson     | D'Arcy, NY                    | Playhouse.      |
| Gasolines & Oils                  | Best         | Cutout                        | Union Oil of Cal.  | Y&R, LA                       | Universal       |
|                                   | Runner-up    | Kid in Car                    | Stand. Oil of Cal. | BBDO, SF                      | Amer. TV B      |
| Household Cleansers & Detergents  | Best         | Penetrating Agent             | Lestoil, Adell     | Jackson Assoc.                | Lawrence Ar     |
|                                   | Runner-up    | Shoeshine Boy                 | Texize             | Henderson, S.C.               | Niles, Chi.     |
|                                   | Hon. Mention | Tide: Mud Puddle              | P&G                | B&B, NY                       | EUE, NY         |
| Home Furnishings, Maintenance     | Best         | Drano: Wrenches               | Drackett           | Y&R, NY                       | Sarra, NY       |
|                                   | Runner-up    | Windex: John & Mary           | Drackett           | Y&R, NY                       | MPO, NY         |
| Institutionals                    | Best         | Where Does Money Go?          | GE                 | BBDO, NY                      | CBS TV Pro      |
|                                   | Runner-up    | Men of Kaiser                 | Kaiser Indust.     | Y&R, SF                       | Warner Bros.    |
|                                   | Hon. Mention | Analog Computer               | GE                 | BBDO, NY                      | CBS TV Pro      |
| Public Service                    | Best         | Puppet                        | Cerebral Palsy     | direct                        | Newsfilm U      |
|                                   | Runner-up    | 1960 census                   | U. S. Census       | Meldrum & Few-smith, Cleve.   | Ray Favata      |
|                                   | Hon. Mention | Cat & Dog                     | U. S. Navy         | direct                        | Playhouse, LA   |
| Jewelry, Sports, Toys             | Best         | Elgin: Baby                   | Elgin American     | JWT, Chi.                     | Sarra, C. I.    |
|                                   | Runner-up    | Zoomatic                      | Bell & Howell      | McC-E, Chi.                   | J. Fairbanks    |
|                                   | Hon. Mention | Grand Central                 | Westclox           | BBDO, NY                      | NTA Telest      |
|                                   | Best         | King Cotton Sausage           | Buring Packing     | Rosengarten & Sterneke, Memp. | Niles, Chi.     |
| Paper & Wraps                     | Best         | Quiltier Than Thou            | Kaiser Foil        | Y&R, SF                       | Freberg w house |
|                                   | Runner-up    | Baby on Phone                 | P&G: Charmin       | C.M. Minn.                    | MPO, NY         |
| Pet Foods                         | Best         | Tiger                         | Calo Pet Food      | FC&B, SF                      | Cascade, Ca     |
|                                   | Runner-up    | Ken-L-Ration: Waif            | Quaker Oats        | JWT                           | Niles, Chi.     |
| Pharmaceuticals                   | Best         | Band Aid: Sounds              | J&J                | Y&R, NY                       | On Film, Pr     |
|                                   | Runner-up    | Band Aid: Patches             | J&J                | Y&R, NY                       | Elektra, NY     |
| Prepared Foods, Mixes             | Best         | Instant Minced Onions         | Durkee: Glidden    | Meldrum & Few-smith, Cleve.   | Niles, Chi.     |
|                                   | Runner-up    | Chinese Baby #3               | GF: Jello          | Y&R, NY                       | Rav Patin.      |
|                                   | Best         | Old Movie Kitchens            | Seven-Up           | JWT, Chi.                     | Rav Patin.      |
| Soft Drinks                       | Runner-up    | Freddie Cotton Picker         | Seven-Up           | JWT, Chi.                     | Walt Disney     |
|                                   | Hon. Mention | Box                           | Coca-Cola, NY      | McC-Marshalk                  | Lawrence A      |
|                                   | Hon. Mention | Men's Club                    | Schweppes          | OB&M, NY                      | MPO, NY         |
| Travel, Trans.                    | Best         | Flip Cards                    | Northwest Orient   | C.M. Minn.                    | Desilu, Cal.    |
|                                   | Runner-up    | Abernathy                     | Greyhound          | Grev, NY                      | Klaeger, NY     |
| 8-10" ID's                        | Best         | Dog                           | Lestoil            | Jackson Assoc.                | Lawrence A      |
|                                   | Runner-up    | Anti-Violence & Cheap! Cheap! | Wilkins Coffee     | M. Belmont Ver Standig, D. C. | Rodel, D. C.    |

| PROD.  | COPY                                | ART DIRECTOR           | DIRECTOR          | DESIGN                        | CAMERAMAN                     | MUSIC            |
|--------|-------------------------------------|------------------------|-------------------|-------------------------------|-------------------------------|------------------|
| pherd  | Gene Carr                           | Lawrence LaBelle       | Paterson, Simmons | L. LaBelle                    |                               | Ernie Garven     |
| Lelle  | Gene Carr                           | Lawrence LaBelle       | Bill Melendez     | Bill Melendez                 |                               |                  |
|        | Eli Kramer                          | Lester Feldman         | Phillip Frank     | Fred Stadelman                | P. Glushanok,<br>H. Koenekamp | Morris Mamorsky  |
|        | Herm. Raucher                       |                        | Mike Elliot       |                               | Mike Elliot                   | Curtis Beaver    |
| mant   | Hill, Goldschmidt                   | Don Arbusto            | Stephen Elliot    | Ray Rutin                     | Michael Nebbia                | Scott-Textor     |
|        | Murray Crummer                      | Bob Lelle              | Ed Casper         | D. Juskevich                  | Lenny Hershfield              | Roy Eaton        |
|        | William Schnur                      | S. Frankfurt,          | Gus Eisenmann     |                               | Lenny Hershfield              |                  |
|        | Sheldon Sosna                       | Hal Gerhardt           | Mel London        | Carl Hugeland                 | John Ercole                   | Jack Easton      |
| ard    | Stan. Tannenbaum                    | Paul Heller            | Victor Solow      | Bill Molyneaux                | Zoli Vidor                    | Tony Mattola     |
| drews  | Ted LeMaire                         | Park, Gottfredson      | Sam Nicholson     | Robt. Bemiller                | Julian Raymond                | Mel Henke        |
| son    |                                     |                        | Jekel, Champin    | R. Van Benthem                | Mike Sweeten                  |                  |
|        | Chris Jenkyns                       |                        | Wm. Melendez      | Gruver, Levitt                |                               | Harry Geller     |
| ny     | Allan Hirshfeld                     | Saul Bass              | Bill Melendez     | Bass, Melendez<br>Art Goodman |                               |                  |
| ards   |                                     | Gian Novi              | Jack Daniels      |                               | Walter Streng                 |                  |
| h      | Allen, McGlochlan                   | Jeff Lewis             | Louis DeWitt      | Robt. Kenoshita               | Lloyd Knechtel                | Bob Bane         |
| ler    |                                     |                        | Cooper, Cannata   | Geo. Cannata                  |                               | Osie Johnson     |
| ss     |                                     |                        | Fred A. Niles     |                               |                               |                  |
| ler    | Joan Lipton                         | Bob Lelle              | Mike Elliot       |                               | Mike Elliot                   | Failace Prods.   |
| son    | J. Blumenthal                       | John La Pick           | Robt. Jenness     |                               | Ray Esposito                  |                  |
| son    | J. Blumenthal                       | John LaPick            | Joe Kohn          | Bill Molyneaux                | Tony Brooke                   |                  |
| her    | John Leinbach                       | Furth Ullman           | Al DeCaprio       | Maurice Gordon                |                               |                  |
| ince   | Robt. Pritkin                       | R. Grocheske           |                   |                               |                               | John Seely       |
|        | John Leinbach                       |                        | Craig Allen       | Willis Knighton               |                               |                  |
|        |                                     |                        | R. Millbauer      | Bill Baird                    | Lewis Case                    | Al Corelli       |
| rman   |                                     |                        | Ray Favata        | Ray Favata                    |                               |                  |
|        | Chris Jenkyns                       |                        | Robt. Cannon      | Chris Jenkyns                 |                               |                  |
|        |                                     |                        | Valentino Sarra   | Charles Prilik                | Loren Tuttle                  | Dick Shores      |
| ey     | Carl Halbak                         | Pierce, Siegel         | Robt. Larsen      | Donn Greer                    | M. Nicholson                  | Eddie Paul       |
|        | Gordon White                        | A. Normandia           | Len Vallenta      | Willis Knighton               |                               |                  |
|        |                                     | Harry Holt             | John D. McShane   | Bill Crawford                 | Howard Siemon                 | Sid Siegel       |
| s      | Freberg, Barzman,<br>Jenkyns, Fuchs | Stan Freberg           | Bill Melendez     | Chris Jenkyns                 |                               | George Bruns     |
|        |                                     | Cleo Hovel             | M. Rothenberg     |                               |                               |                  |
| bl-ton | Doris Craig                         |                        | Tex Avery         | Tex Avery                     | Gerald Hirschfeld             |                  |
|        |                                     | Bill Snowwhite         | Elliot Schick     |                               | Howard Siemon                 | Jack Fascinato   |
|        | A. S. Peabody                       | Frankfurt, Scherz      | F. Johnson        |                               | Julian Townsend               |                  |
| nkfurt | Scherz, Frankfurt                   | Scherz, Frankfurt      | Jack Goodford     | Jack Goodford                 | Herbert Hughes                | Music Makers     |
| rman   | Bruce Stauderman                    | Orvil Hurd             | Thos. Rook        | Manny Paull                   | Howard Siemon                 | Sid Siegel       |
| ards   | Barbara Demaray                     | Jack Sidebotham        | Patin, Champin    | R. Van Benthem                | Mike Sweeten                  |                  |
|        |                                     |                        | Jekel, Champin    | R. Van Benthem                | Sweeten, Sarra                |                  |
| am     | D. Blackmar,<br>M. Paddock          | George Procak          | Peter Cooper      | Cliff Roberts                 |                               | Harvey, Gierlach |
| an     | Lee Thuna                           | Paul Petroff           | M. Rothenberg     | Paul Petroff                  | Tony Brooke                   |                  |
| ews    | Cleo Hovel                          | Cleo Hovel             |                   |                               |                               | Jack Roddy       |
|        | Robt. Kirschbaum                    |                        | Shepard Traube    |                               | David Quaid                   | Scott-Textor     |
| er     |                                     |                        | Cooper, Cannata   | Geo. Cannata                  |                               | Osie Johnson     |
| ung    | J. Henson, Young                    | Jane & James<br>Henson |                   |                               | Del Ankers                    |                  |

## How to convert film minutes to footage (and vice versa)

TABLE CONVERTS FILM FOOTAGE TO TIME OR VICE VERSA

| FOOTAGE TO TIME |         |                   |     | FOOTAGE TO TIME |         |                   |     | TIME TO FOOTAGE in 35mm. . . . in 16mm |         |                   |      |         |      |        |    |
|-----------------|---------|-------------------|-----|-----------------|---------|-------------------|-----|--|---------|-------------------|------|---------|------|--------|----|
| in 35mm         |         |                   |     | in 16mm         |         |                   |     |  |         | in 35mm           |      | in 16mm |      |        |    |
| Minutes         | Seconds | Tenths of seconds |     | Minutes         | Seconds | Tenths of seconds |     | Minutes                                | Seconds | Tenths of seconds | Feet | Frames  | Feet | Frames |    |
| 1/2             | 00      | 00                | .33 | 1/2             | 00      | 00                | .80 | 00                                     | 00      | .33               |      |         | 8    |        | 8  |
| 1               | 00      | 00                | .67 | 1               | 00      | 01                | .67 | 00                                     | 00      | .50               |      |         | 12   |        | 12 |
| 2               | 00      | 01                | .33 | 2               | 00      | 03                | .33 | 00                                     | 00      | .67               |      |         | 16   |        | 16 |
| 3               | 00      | 02                | .00 | 3               | 00      | 05                | .00 | 00                                     | 01      | .00               | 1    | 8       |      |        | 24 |
| 4               | 00      | 02                | .67 | 4               | 00      | 06                | .67 | 00                                     | 02      | .00               | 3    | 0       | 1    |        | 8  |
| 5               | 00      | 03                | .33 | 5               | 00      | 08                | .33 | 00                                     | 03      | .00               | 4    | 8       | 1    |        | 32 |
| 6               | 00      | 04                | .00 | 6               | 00      | 10                | .00 | 00                                     | 04      | .00               | 6    | 0       | 2    |        | 16 |
| 7               | 00      | 04                | .67 | 7               | 00      | 11                | .67 | 00                                     | 05      | .00               | 7    | 8       | 3    |        | 0  |
| 8               | 00      | 05                | .33 | 8               | 00      | 13                | .33 | 00                                     | 06      | .00               | 9    | 0       | 3    |        | 24 |
| 9               | 00      | 06                | .00 | 9               | 00      | 15                | .00 | 00                                     | 07      | .00               | 10   | 8       | 4    |        | 8  |
| 10              | 00      | 06                | .67 | 10              | 00      | 16                | .67 | 00                                     | 08      | .00               | 12   | 0       | 4    |        | 32 |
| 20              | 00      | 13                | .33 | 20              | 00      | 33                | .33 | 00                                     | 09      | .00               | 13   | 8       | 5    |        | 16 |
| 30              | 00      | 20                | .00 | 30              | 00      | 50                | .00 | 00                                     | 10      | .00               | 15   | 0       | 6    |        | 0  |
| 40              | 00      | 26                | .67 | 40              | 01      | 06                | .67 | 00                                     | 20      | .00               | 30   | 0       | 12   |        | 0  |
| 50              | 00      | 33                | .33 | 50              | 01      | 23                | .33 | 00                                     | 30      | .00               | 45   | 0       | 18   |        | 0  |
| 60              | 00      | 40                | .00 | 60              | 01      | 40                | .00 | 00                                     | 40      | .00               | 60   | 0       | 24   |        | 0  |
| 70              | 00      | 46                | .67 | 70              | 01      | 56                | .67 | 00                                     | 50      | .00               | 75   | 0       | 30   |        | 0  |
| 80              | 00      | 53                | .33 | 80              | 02      | 13                | .33 | 01                                     | 00      | .00               | 90   | 0       | 36   |        | 0  |
| 90              | 01      | 00                | .00 | 90              | 02      | 30                | .00 | 02                                     | 00      | .00               | 180  | 0       | 72   |        | 0  |
| 100             | 01      | 06                | .67 | 100             | 02      | 46                | .67 | 03                                     | 00      | .00               | 270  | 0       | 108  |        | 0  |
| 200             | 02      | 13                | .33 | 200             | 05      | 33                | .33 | 04                                     | 00      | .00               | 360  | 0       | 144  |        | 0  |
| 500             | 05      | 33                | .33 | 500             | 13      | 53                | .33 | 05                                     | 00      | .00               | 450  | 0       | 180  |        | 0  |
| 600             | 06      | 40                | .00 | 600             | 16      | 40                | .00 | 06                                     | 00      | .00               | 540  | 0       | 216  |        | 0  |
| 700             | 07      | 46                | .67 | 700             | 19      | 26                | .67 | 07                                     | 00      | .00               | 630  | 0       | 252  |        | 0  |
| 800             | 08      | 53                | .33 | 800             | 22      | 13                | .33 | 08                                     | 00      | .00               | 720  | 0       | 288  |        | 0  |
| 900             | 10      | 00                | .00 | 900             | 25      | 00                | .00 | 09                                     | 00      | .00               | 810  | 0       | 324  |        | 0  |
| 1000            | 11      | 06                | .67 | 1000            | 27      | 46                | .67 | 10                                     | 00      | .00               | 900  | 0       | 360  |        | 0  |
| 2000            | 22      | 13                | .33 | 2000            | 55      | 33                | .33 | 20                                     | 00      | .00               | 1800 | 0       | 720  |        | 0  |
| 3000            | 33      | 20                | .00 |                 |         |                   |     | 30                                     | 00      | .00               | 2700 | 0       | 1080 |        | 0  |

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Do you know how much 35 mm. footage a 90 second spot needs? The answer is below.

A common problem for men who aren't technical specialists in film editing is to calculate how much 16 or 35 mm. footage will be needed to fill out a given quantity of air time. Equally common is the reverse of this problem, namely, figuring how many minutes and seconds a film of known length will need to play. The basis of all time-footage calculations is this formula: one minute of film measures 36 feet in 16 mm. and 90 feet in 35 mm. But to save you the time of dividing, multiplying and adding, SPONSOR reproduces a chart developed by Peter Keane of Screen

Gems, with the footage units, ten, hundreds and thousands, and the timing seconds and minutes already broken down. To solve time-to-footage questions, see chart at right: 90 seconds of 35 mm. is converted to time by reading the next smallest unit of time (1 minute, 90 feet) and then adding the remainder (30 seconds, 45 feet), giving an answer of 135 feet. Film editors themselves regard footage counts as more accurate guides to timing than stopwatch since screening projector speeds often vary enough to cause serious errors in program timings.



# TIMEBUYERS OF THE U.S.

## Part I: New York & Chicago

THE GREATEST concentration of radio/tv buyers is in New York and Chicago and this first part of 'Timebuyers of the U. S.,' which SPONSOR is beginning in Air Media Basics, covers these two cities. The listing shows agencies, their accounts and the buyers who handle these accounts. Agencies are listed alphabetically and in many cases the buyers are paired with the accounts they handle. For further facts on this section see the introduction to the listing

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# HOW TIMEBUYERS OF THE U. S. WAS COMPILED

The listing below is the first part—and the most important part—of a roster covering most of the men and women in U.S. agencies connected with buying of national radio/tv time.

The full list includes primarily 19 cities (plus a few others) where more than 90% of the total national spot business is placed. The listing for the 17 cities will be published in succeeding monthly issues of SPONSOR.

The basis of the listing is the winter-spring 1960 edition of Time Buyers Register, published by James Moore's Executives Radio Research Service of Summit, N. Y. The Register is published semi-

annually and has been in existence for nine years. It sells at \$15 a copy. Material from the Register herein is used with the publisher's permission.

SPONSOR has updated personnel and account names from various sources, including (1) answers to a questionnaire sent out to agencies by SPONSOR, (2) published information in SPONSOR's Wrap-Up section and (3) miscellaneous sources.

Within each city, agencies are listed alphabetically. The listing includes media department executives, accounts and the buyers who handle the accounts, as well as addresses and telephone numbers of the agencies.

## Part I: Timebuyers of New York and Chicago

### NEW YORK CITY

**S. A. D.**  
53rd St., New York 19, N. Y.  
6-2942

**Adoms, Sylvia Greene, Robert**  
Bros. (phonographs & radios),  
Central Electronic (CRT tubes), Dyna-  
portable phonographs)

**S & KEYES, INC.**  
54th St., New York 22, N. Y.  
1-5630

**man Tveter, media supervisor**  
Express Div., Railway Express; Amba-  
Hotel, Los Angeles, American Felt  
American Furniture Co., Benrus  
Sovereign Div., Coconut Grove, Los  
Concord Watch Co., Curtiss-Wright  
Pearborn Chemical Co., Dietonic Bev-  
Los Angeles, Ethiopian Airlines,  
Electric Co., Fiat Motor Co., Geigy  
Corp., Guest Aerovias Mexico,  
Bakeries, Los Angeles, Imperial Col-  
nical & Paper, Kensico Tube Co.,  
Co., Nat. Association of Home Build-  
er-Thermador Co., Parke, Davis  
Veterinary Div., Rand Engineering,  
of Panama, Revere Copper &  
Rome Mfg. Co. (Revere Ware),  
Carpet Co., Scandinavian Airlines  
State Mutual Federal Savings &  
tauffer Chemical Co., Swiss Nation-  
alist Office, Time, Inc. (House &  
Architectural Forum), Olga Tritt,  
, Varig Airlines, Vikon Tile Corp.,  
Import, Wedgwood, Josiah (china),  
enn Electric System, White Rock  
Los Angeles, L. S. Wilson Co.

(screens & doors), Wilson Products (hair  
accessories)

**ALLUM, THE RALPH, COMPANY, INC.**  
660 Madison Ave., New York 21, N. Y.  
Templeton 8-2915

**Howard Webb**  
Clark-Cleveland, Inc. (Fasteeth, new prod-  
ucts), Community Science, Inc. (Zearim),  
Denver Chem. Co. (Creo-Terpin, VM  
Prep.), J. C. Penney Co., Shulton, Inc. (Ice-  
O-Derm, Thylox products)

**ANDERSON & CAIRNS, INC.**  
130 E. 59th St., New York 22, N. Y.  
Murray Hill 8-8800

**Victor Seydel, radio-tv dir., v.p., mem-  
ber board of directors; Nicky Shapiro,  
timebuyer**

Aborn's Coffee, Alderney Dairy, Assoc.  
Bulb Growers of Holland, Dow Corning  
(silicones), Dynel Div. of UCC (syn-  
thetic fibers), National Home Furnishings  
Show, Seeman Bros. (White Rose tea),  
Julius Wile (Cherry Elsinore), Volvo Au-  
tomobiles

**ARCADIAN ADVERTISING AGENCY**  
230 W. 41st St., New York 36, N. Y.  
Pennsylvania 6-1327

**Arthur B. Levine**  
Rosedale Nurseries, Inc., Louis Smirnow  
(peonies), Toro Equipment Co. of White  
Plains (lawn mowers, snow plows, etc.),  
Van Bourgondien Bros. (Dutch bulbs)

**ARKWRIGHT ADVERTISING CO., INC.**  
65 E. 55th St., New York 22, N. Y. Plaza  
1-5515

Abelson's Jewelry, Inc. (retail), Robert  
Hall Stores (retail)

**BABCOCK, ROMER, CARBERRY & MUR-  
RAY, INC.**

Empire State Bldg., New York 1, N. Y.  
Chickering 4-8515

**Leo. P. Murray**  
H. C. Bohack Co. (food market chain),  
Laddie Boy Dog Foods, Inc., M. H. Renken  
Dairy Co.

**BATES, TED, & COMPANY, INC.**  
666 Fifth Ave., New York 19, N. Y. Jud-  
son 6-0600

**John Catanese, Norman Chester, James  
Curran, Russell Barry, Gordon Dewart,  
John Dougherty, Mory Ellis, Arthur Gold-  
stein, Eileen Greer, Stuart Hinkle, Rob-  
ert Kerrigan, Christopher Lynch, Frank  
Morello, Paul Reardon, John Rothen-  
berger, Conant Sawyer, Jack Sinnott,  
Chester Sloybaugh, Alix Seostrom, Greg-  
ory Sullivan, Charles Theiss, Gerard Van  
Horson, William Warner**

American Chiclet Co. (Beeman's Pepsin,  
Chiclets, Roloids, Clorets), **Dougherty &  
Reardon**; American Sugar Refining Co.  
(Domino, Franklin and Sunny Cane Sug-  
ars), **Von Horson**; Anahist Co. (Anahist,  
Super Anahist, nasal spray, cough syrup),  
**Slaybaugh & Ellis**; Brown & Williamson  
Tobacco Co. (Kool, Viceroy, Tube Rose  
Snuff), **Sinnott & Warner**; Carter Prod-  
ucts (Carter's Little Pills, Nair, Effisan,  
Arrid Super Spray), **Sullivan**; Chase Man-  
hattan Bank, **Sullivan**; Colgate-Palmolive  
Co. (Colgate dental cream, Palmolive  
soap, Palmolive shave creams, Palmolive  
after shave lotion, Octagon products, Palm-  
olive soft shampoo, Fab), **Lynch, Dewart,  
Greer, Rothenberger & Barry**; Continental  
Baking Co. (Wonder bread, Hostess cake),  
**Goldstein & Seostrom**; Food Manufactur-  
ers, Inc. (M & M candy, Uncle Ben's con-  
verted rice), **Morello**; International Latex

Corp. (Playtex), **Theiss**; Marx Toys, **Dougherty**; Minute Maid Corp., **Hinkle**; Morton Frozen Foods, **Hinkle**; National Biscuit (Dromedary), **Hinkle**; Schmidt's Beer, **Catanese**; Snow Crop. Div. of Minute Maid, **Hinkle**; Standard Brands, Inc. (Blue Bonnet margarine, Royal prods., Pet Food Div.), **Sawyer**; Whitehall Pharmacal Co., **Curran & Kerrigan**

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**

383 Madison Ave., New York 17, N. Y.  
Eldorado 5-5800

**Herb Manelaveg**, v.p. charge media; **Dick McKeever**, charge network broadcasting; **Ed Fleri**, charge spot broadcasting

**Radio-tv network buyers**: Martin Molema, Carol O'Kune, Walter Reinecke, Jack Rochow, Anne Slattery

**Radio-tv spot buyers**: Bab Ayers, Harald Davis, Trow Elliman, Edwin Kaehler, Harriet Mados, Hape Martinez, Elizabeth J. Maare, Mary McMichael, Phil Tocantins, Ted Wallawer, Robert Wilson

(Note: All buyers are frequently re-assigned to various accounts to meet precise client needs, so any listing of individual buyers for specific accounts would be inaccurate.)

Air France, American Broadcasting Co., American Hygienic, American-Standard, American Tobacco Co. (Lucky Strike, Hit Parade), Armstrong Cork Co., Bank of America, Barcalo Mfg., Bausch & Lomb, Boston Five Cent Savings Bank, Bristol-Myers (Trig, Trushay), Burgermeister Brewing Corp., Book-of-the-Month Club (RCA Victor Popular Album Club), Bromo Seltzer, California Oil Co., Campbell Soup Co., Cling Peach Advisory Board, Consolidated Edison Co., Continental Can Co., Coty, Cream of Wheat Corp., Curtis Publications (Saturday Evening Post, Holiday, Ladies' Home Journal, American Home), DuPont de Nemours & Co., E. I., Dodge Div. of Chrysler Corp., First National Bank of Boston, First National Bank of N. Y., Foremost Dairies, General Electric Co. (Institutional, Live Better Electrically), General Mills (Betty Crocker), Goodrich Company, The B. F., Peter Hand Brewing, George Hormel Co., International Salt, Lever Brothers Co. (Gayla, Surf, Wisk), Libby, McNeill & Libby, Marine Trust, Minnesota Mining & Mfg., M. J. B. Company, National Cranberry Assoc., New England Coke Co., New York Telephone Co., New York Times, Niagara Mohawk, Northrup King, Northwestern Bell Telephone Co., Pacific Gas & Elec., Pacific Telephone & Telegraph, Penick & Ford, Pfeiffers Foods, Philco Corp., Pittsburgh Plate Glass, Pan American Coffee Bureau, Pepsi-Cola Co., Rexall Drug Co., Republican National Committee, Savings Bank Assn. of Conn., Savings Bank Assn. of Mass., F. & M. Schaefer Brewing Co., Jacob Schmidt Brewing Co., Sea Breeze

Laboratories, Sheaffer Pen Co., Southern New England Tel. Co., Spreckels Sugar, Standard Oil of Calif., Sunlight Bakery, Timken Roller Bearing Co., United Fruit, U. S. Steel, Vitamin Corp. of America, Western Air Lines, Wood, J. R.

**BENTON & BOWLES, INC.**

666 Fifth Ave., New York 19, N. Y.  
Judson 2-6200

**Lee M. Rich**, v.p. charge of media and programming

**Group #1**: Bern Kanner, v.p., assoc. media dir.; Tom Mahan (cereals), R. Clapp (coffees), ass't. media dirs.; D. Gershan, G. Heffernan, N. Jacobs, T. Kohler, Grace Parterfield, J. Schreiber, Dick Walken, timebuyers

Bliss Coffee, Walken; Bran Flakes, Heffernan; Chemical Bank, New York Trust Co., Joe McCarthy; Gaines Dog Food, Schreiber; General Foods (Institutional), Jacobs; Grape Nuts and Grape Nuts Flakes, Heffernan; Instant Maxwell House Coffee, Parterfield; Krinkles, Heffernan; Post Tens, Heffernan; Post Toasties, Heffernan; Raisin Bran, Heffernan; Sugar Crisp, Heffernan; Treat Pak, Heffernan; Yuban Coffee, Kohler

**Group #2**: Lee Currin, assoc. media dir.; R. Maffei (case goods), Hank Linden (drugs), ass't. media dirs.; L. Bershan, S. Tarricane, Paul Rath, S. Haven, J. Taylor, J. Courtney, timebuyers

Canadian P & G, Taylor; Charmin, Tarricane; Crest, Bershan; Ivory Snow, Courtney; Liquid Prell, Courtney; Prell Concentrate, Bershan; Schick, Haven; Tide, Rath; Whirl, Haven; Zest, Tarricane

**Group #3**: Milton Kiebler, v.p., assoc. media dir.; John Callins, ass't. media dir.; C. Briggs, Alan Hornell, J. Scanlan, A. Yablan, timebuyers

Carling's Red Cap Ale, Briggs; Continental Oil Co., Yablan; Florida Citrus Comm., Scanlan; Norwich Pharmacal, Harnell

**Group #4**: D. Harris, assoc. media dir.; D. Wedeck, ass't. media dir.; H. Gerber, S. Kreiser, John Nuccia, timebuyers

American Express, Gerber; Anco, Gerber; Assn. of Am. Railroads, Gerber; International Business Machines, Kreiser; Parliament Cigarettes, Nuccia; Western Union, Gerber

**Group #5**: Hal Miller, assoc. media dir., media analysis; Merrill Grant, time-buyer

S. C. Johnson & Son, Grant

**BECKER, V. S., ADVERTISING**

551 Fifth Ave., New York 17, N. Y.  
Murray Hill 2-0777

**Viola Becker**  
Permaglas

**BENNETT, VICTOR A., CO., INC.**

6 East 45th St., New York 17, N. Y.  
Murray Hill 7-2186

**Edward D. Kahn**

BOAC (air travel), The Burlap Council

**BLAINE-THOMPSON CO., INC.**

234 W. 44th St., New York 36,  
Longacre 4-0800

**Lee Frankel**, radio-tv dir. in charge timebuying

Barbizon School of Modeling, Group Insurance, Movado Watch Agency, Frosted Foods, Inc., Vintage Wines,

**BRACO ADV. AGENCY**

1441 Broadway, New York 18,  
Pennsylvania 6-7838

**A. V. Briskin, D. L. Briskin**

Berlin Assoc. (skis), A. V. Briskin  
ness & Corp. Gift Show, A. V. Briskin  
Marshall Photo Oil Co., A. V. Briskin  
N. Y. Premium Show, D. L. Briskin  
Schneider (child photo.), A. V. Briskin  
Sunmer Boat Co., D. L. Briskin

**BUMBERG, JAY GABRIEL, ASSOCIATES**

8 E. 48th St., New York 17, N. Y.  
9-3858

**Ruth H. Rath, J. G. Bumberg**

**CAMPBELL-EWALD COMPANY**

488 Madison Ave., New York 22,  
Murray Hill 8-3400

**John A. Blamstram, Lorenia M. Smolch**

General Motors Acceptance Corp.,  
air, United Aircraft Corp.

**CASMIER ADVERTISING COMPANY, INC.**

551 Fifth Ave., New York 17,  
Murray Hill 2-2014

**Marvin Casmir**

Allerton New York Corp. (hotels &  
rents), D'Amico (beauty consultant)

**COHEN, DOWD & ALESHIRE, INC.**

41 E. 42nd St., New York 17,  
Oxford 7-0660

**Elizabeth Black**, dir. b'cast. media  
ter Reed, Bob Turner

Chattanooga Medicine Co. (Black  
Dyrid), Chemway Corp. (Lady  
Cone Mills, Inc., Cott Beverage Co.  
min, Inc. (Dormin), Grove Labs.  
owned subsidiary of Bristol-Myers  
Cold Tablets, Fitch Dandruff  
Shampoo, Fitch Ideal Hair Tonic  
Polish Co., The Norwich Pharm.  
(Nebs), Lydia E. Pinkham Veg. Cap-  
sules and Tablets, Pfunder's Tablets), P  
Inc. (Paradorm)

**COHON, HERBERT W., INC.**

565 Fifth Ave., New York 17,  
Oxford 7-9277

**Herbert W. Cahon**

Bell & Co. (Bell-Ans for Acid Indica-  
Garrett Laboratories, Inc. (Iodine  
Remover), Necchi-Elna Sewing  
(Necchi & Elna sewing machine  
div.)

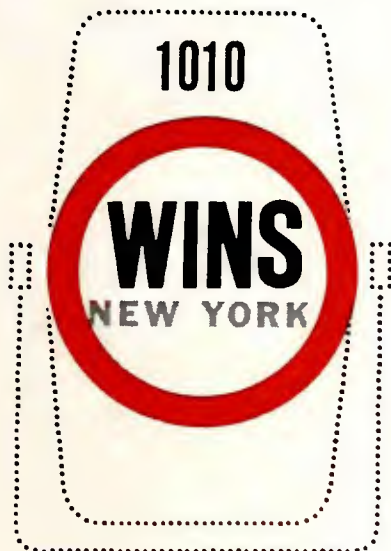
**COMPTON ADVERTISING, INC.**

625 Madison Ave., New York 22,  
Plaza 4-1100

**Frank B. Kemp**, media dir.; **Bob  
U.S. head buyer; Bob Pape**, **Chas.  
head buyer; Graham Hay**, **assn.  
buyer; Joe Burbeck**, **Jack Brook**



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\$22,881,884.00

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**DONER, W. B., INC.**

400 Madison Ave., New York, N. Y.  
Plaza 3-0900

**Sylvan Taplinger, v.p., tv/radio; Carolyn Hardy**

Andrea Radio Corp. (tv, hi fi and stereo sets), Bilt Rite Carriage Co., Browning Fifth Ave. (men's apparel), S. W. Farber, Inc. (Farberware appls.), Firth Carpet Co., Flexees, Inc. (women's undergarments), Gulton Industries (Life Lite), Lee Communications (Voicecasters), Metropolis Brewery of N. J. (Champale, Regent Beer), Robert Reis Co. (Reis Underwear), Thomas Electronic Organ Co., U. S. Time Corp. (watches),

**DOYLE DANE BERNBACH, INC.**

20 West 43rd Street, New York 36, N. Y.  
Longacre 4-1234

**Otis Hutchins, Jeanne Jaffe, Nate Rind** American Broadcasting Co., **Hutchins**; Barton's, **Hutchins**; Blair Laboratories, **Rind**; Clairol, **Jaffe**; Dorman Company, **Hutchins**; Dreyfus & Co., **Rind**; El Al Israel Airlines, **Hutchins**; Five-Day Deodorant, **Rind**; French Govt. Tourist Bureau, **Hutchins**; Goodman & Sons, Inc., **Rind**; Grolier, **Jaffe**; Hubley (toys), **Rind**; IT & T, **Jaffe**; Levy's Bread, **Hutchins**; Philip Morris (Alpine, Benson & Hedges), **Jaffe**; Natl. Fed. of Coffee Growers of Colombia, **Hutchins**; Orbach's, **Jaffe**; Polaroid Corp., **Jaffe**; Puritron, Inc., Salada-Sheriff-Horsey, **Rind**; Schenley (wines), **Jaffe**; Thom McAn (shoes), **Jaffe**; Venus Pen & Pencil, **Hutchins**; Volkswagen, **Hutchins**; West End

Brewery (Utica Club), **Rind**; Yarn (men's products), **Jaffe**

**DREHER, MONROE F., INC.**

30 Rockefeller Plaza, New York 20, N. Y.  
Circle 6-6675

**Rudolph Klagstad, media dir.; Lee P. George Masson**

Avon Prods., Inc., Benjamin Moore Co., J. L. Prescott Co., Wunda Weave pet Co.

**DU FINE & COMPANY, INC.**

232 Madison Ave., New York 16, N. Y.  
Murray Hill 3-8718

**Irving H. Dufine**

**ELLINGTON & CO., INC.**

535 Fifth Ave., New York 17, N. Y.  
Murray Hill 7-4300

**Dan Kane, media dir.; Mary Dowling** Celanese Corp. of Am. (fabrics), Cere & Co. (Brioschi), Cities Service Petroleum Inc., Good Housekeeping (magazine), bigant Sales Corp. (perfumes), North Warren (Odorono), Sheraton Corp. (hotels)

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

711 Third Ave., New York 17, N. Y.  
Oxford 7-4500

**Vince DeLuca, William Graham**

**ESTY, WILLIAM, CO., INC.**

100 E. 42nd St., New York 17, N. Y.  
Oxford 7-1600

**Richard C. Grahl**

P. Ballantine & Sons (Ballantine beer), Thomas Leeming (Ben-Gay), National Carbon (batteries, anti-freeze), Quins (hand cream, Silk 'N Satin), Reynolds (Camels, Cavaliers, Prince Albert), Winston, Salem, Sun Oil Co. (Sunoco)

**FOOTE, CONE & BELDING**

247 Park Avenue, New York 17, N. Y.  
Yukon 6-8000

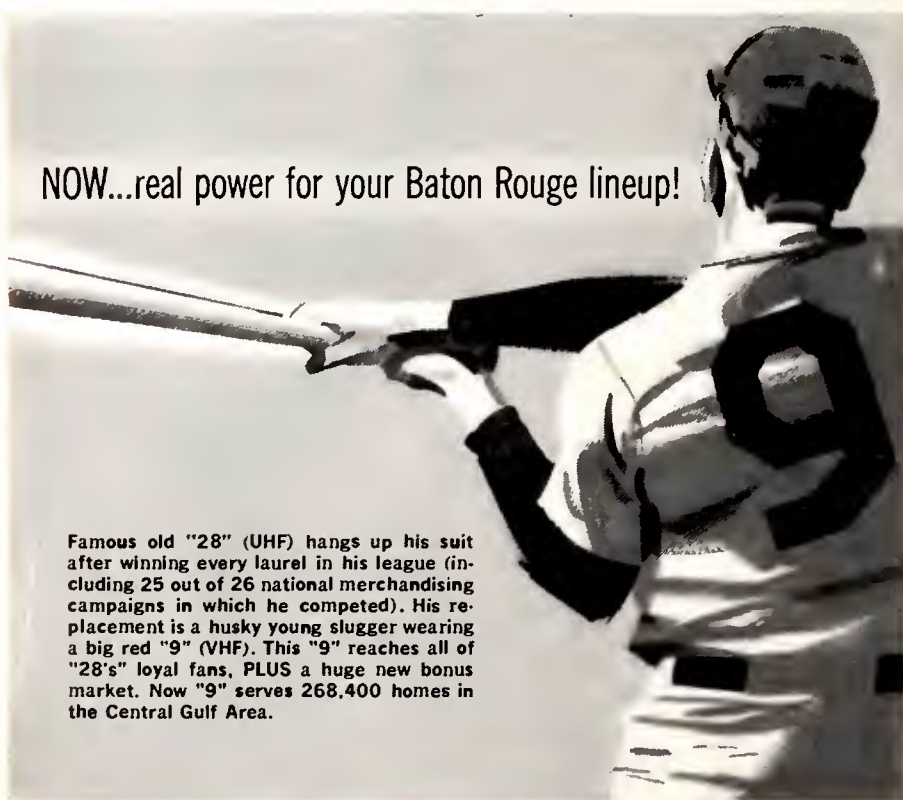
**Paul E. J. Gerhold, v.p., national dir. of media & research; Frank J. Gerhold, Jr., v.p., director of media; Edward J. Gerhold, asst. to dir. of media; Marian J. Gerhold, media research supervisor**

**Group #1: Arthur S. Pardoll, media director**

Clairol, Inc., **Simmons, Itzkin**, Equitable Life Assurance Society, **Simmons, Itzkin, asst.**; A. & M. Karagulyan (Gulistan Carpets), **Pickett, sr. media buyer**; Lever Brothers (Air-Wick), **Pickett, sr. media buyer, Itzkin, asst.**; Lever Brothers (Imperial Margarine), **Pickett, sr. media buyer, Itzkin, asst.**; Lever Brothers (Pepsodent), **Simmons, Itzkin, asst.**; S. A. Schonbrunn (Savarin), **Pickett, sr. media buyer**

**Group #2: Charles B. Hofmann, media director**

Angostura-Wuppermann (bitters), **Hofmann, asst. buyer**; General Foods (Minute Tapioca, Calumet, D-Zerta, Walter Dillie, **Bardach, sr. media buyer, Cohen, sr. media buyer**; Liebmann Breweries (Rohlf's Beer), **Cohen, asst. buyer**; TWA, **Cohen, asst. buyer**



NOW...real power for your Baton Rouge lineup!

Famous old "28" (UHF) hangs up his suit after winning every laurel in his league (including 25 out of 26 national merchandising campaigns in which he competed). His replacement is a husky young slugger wearing a big red "9" (VHF). This "9" reaches all of "28's" loyal fans, PLUS a huge new bonus market. Now "9" serves 268,400 homes in the Central Gulf Area.

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*goes farther — sells more — in one of the nation's fastest-growing markets*

**WAFB TV**—first in TV in Baton Rouge—is a 9-inning hustler, draws all-time-record attendance of loyal fans. And what fans! Annual retail sales (\$270,882,000) 77% above the Louisiana average and 45% above the U. S. average! Food sales (\$53,187,000) 61% above the state, 19% above the national! Furniture/appliance/household sales (\$17,851,000) 107% above Louisiana, 80% above the U. S.!

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**ICES, MORRIS & EVANS, INC.**  
E. 51st St., New York 22, N. Y.  
1-6360  
ne Holden, media; Al Frances, Ben  
s

**FRANK-GUENTHER LAW, INC.**  
Cedar St., New York 6, N. Y. Cort-  
7-5060

**W. Day, v.p., radio-tv; Lawrence**  
**r, chief timebuyer**

& Co. (securities), Bellerose Bap-  
Church, Buitoni Foods (spaghetti,  
, Financial World (magazine),  
-Upham (securities), King Merritt  
(mutual funds), The Kiplinger  
ngton Editors, Inc. (For Changing  
Magazine and The Kiplinger Wash-  
Letter), George W. Luft Co. (Tangee  
etics), Merrill Lynch, Pierce, Fenner  
th (securities), Paine, Webber, Jack-  
Curtis (securities), Prentice-Hall  
hers. United Business Service (finan-  
C. J. Van Houten & Zoon (chocs.),  
Weld & Co. (securities)

**KEL, EDGAR, INC.**  
Park Ave., New York 17, N. Y. Mur-  
Hill 3-5454

**Frankel**  
n Glass Co.

**VALD & COLEMAN**  
Madison Ave., New York 17, N. Y.  
Ray Hill 6-8891  
elnt Freiwald

B. G. Pratt Co. (insecticides), Premier  
Peat Moss Corp.

**FRIEND-REISS ADVERTISING, INC.**  
221 W. 57th St., New York 19, N. Y.  
Plaza 7-8030

**Bill Reese, dir. radio-tv**

Amsko Distributors, Art Crayon Co. (art  
suppls.), Cameo Curtains, Citadel Press  
(book publishers), Cornell-Duhilier Elec.  
Corp. (Capa-Citors, converters, rotors, an-  
tenna), Dictation Disc. Co. (shorthand dic-  
tation course on records), Dumont Em-  
erson (radio, tv mfr., phonographs, stereo,  
hi fi), Emerson Quiet-Kool (air conds.),  
Grossett-Dunlap (book publishers), Hath-  
away Bakeries, Hawthorne Press (book  
publishers), Hygrade Prods. (automotive),  
H. I. P. (health ins.), Kohner Bros. (toys),  
George A. Krug Baking Co., Kurlash Co.  
(heauty aids), Lafayette Radio (radios and  
equipment), Levolor Lorentzen (venetian  
blinds), Maco Toys, Marlboro Books (mail  
order), Playskool Mfg. (toys), Pyramid  
Instrument Corp. (Amprobe Voltmeters,  
Remcon Low Voltage Wiring System),  
Stanard Motor Prods., Inc. (automotive  
ignition prods.) Toy Guidance Council,  
Western Stamping Co. (toys), Yankee  
Metal Prods. Inc. (automotive accessories)

**FROHLICH & CO., INC.**  
34 E. 51st St., New York 22, N. Y. Plaza  
9-1900

**M. Sternschein**

Johnson & Johnson (nose drops, spray,  
cough medicine), Helena Rubinstein (de-  
oderants and treatment items)

**FULLER & SMITH & ROSS, INC.**

666 Fifth Ave., New York 19, N. Y.  
Judson 2-9000

**A. E. Durak, senior v.p.; D. Leonard,**  
**media dir.; B. Rasmussen, dir. radio tv;**  
**J. Low, P. Borkovitz, A. Young, W.**  
**Erhardt, W. Laffey, B. Laffey, D. Shani-**  
**nian**

Aluminum Co. of Am., Commercial Sol-  
vents Corp., Cushman & Denison Mfg. Co.,  
Hans Holterbosch, Hercules Powder Co.,  
Libbey-Owens-Ford Glass Co., Munson G.  
Shaw, Paillard, Inc., Plymouth Cordage  
Co., Raytheon Co., The Ruberoid Co., Sher-  
win Williams, Sterling Silversmiths of Am.,  
Universal C. I. T., Wear-Ever Aluminum,  
Inc.

**GARDNER, RALPH D., ADVERTISING**

745 Fifth Ave., New York 22, N. Y.  
Plaza 1-2552

**Constance Williamson**

Alim. Corp., Alitalia Airlines, Babka Bake  
Shops, Cepelia Gallery, Cheese of All  
Nations, Cheese-of-the-Month Club, Cla-  
ridge Food Co. (frozen fd. div.), J. S.  
Hoffman Co. (foods), Ile de France Cheese,  
Imported Polish Ham, Katies Sauerkraut,  
Kord Vodka, J. F. Kraft Holland Ham,  
Liebig Soups of France, Pilsner Urquell

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RADIO  
Color Channel 131

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in Retail Sales

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JACKSON

TV Market

Area

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CHANNEL 12

KATZ

## WLBT

CHANNEL 3

HOLLINGBERY

Beer, Prague Ham, Rothman Pickle Prods. Corp., Swiss Kitchen Foods, Tajra Sheep Cheese Co., N. Y., Unox Holland Ham

**GEYER, MOREY, MADDEN & BALLARD, INC.**

595 Madison Ave., New York 22, N. Y.  
Plaza 1-3300

**Betty Pawell, Ed Richardson, D. Woska, C. Farrell, B. Kutsche**

Am. Motors Corp. (Rambler Autos), **Pawell**; Am. Motors Corp. (Kelvinator Appls.), **Richardson**; Bidette, **Farrell**; B. T. Babbitt, Inc. (household products); Baltimore Rambler Dealers; Doyle Packing Co. (Strongheart Dog Food), **Powell**; B. F. Gladdening & Co., **Farrell**; Greater Atlantic Rambler Dealers Assoc., **Farrell**; Lehn & Fink Products Corp., **Farrell**; Muzak Corp., **Farrell**; Sinclair Refining Co. (oil, oil prods.), **Kutsche**; Washington, D. C. Rambler Dealers' Assoc.

**GRAHAM, THE IRVIN, AGENCY, INC.**

19 W. 44th St., New York 36, N. Y.  
Murray Hill 7-4508

**Irvin Graham, radio-tv dir.**

Paramount Photo Service

**GRANT ADVERTISING, INC.**

711 Third Ave., New York 17, N. Y.  
Oxford 7-5800

**Thomos J. Ellis, media dir.**

**GRAVENSON, TED, INC.**

420 Madison Ave., New York 17, N. Y.  
Plaza 2-0460

**Ted Gravenson**

**GREY ADVERTISING AGENCY, INC.**

430 Park Ave., New York 22, N. Y.  
Plaza 1-3500

**Dr. E. L. Deckinger, dir. of media strategy; Gene Accas, ass't. media dir.; Ken Kearns, chief broadcast buyer; Aileen Barry, Philip Branch, Joan Stark, Helen Wilbur, group supervisors**

(Note: timebuyer listed first, assistant buyers second.)

American Wool Council, **Cummings**; Anson Inc., **Keegan**; Anson of Canada Ltd., **Keegan**; Associated Prods. (new), **Nosse**; Benrus Watch Co., **Firestone, Scotto**; Block Drug Co. (Polident, Poli-Grip, Dentu-Creme, Co-Re-Ga), **Reed, Hauptman**; B. Blumenthal & Co., Inc., **Zazula**; Canadian Converters Co., Ltd., **Keegan**; Canadian Industries, Ltd., **Keegan**; Catalina Knitting Mills, **Cummings**; Chock Full O'Nuts Coffee, **Werman, Edelstein, Tom**; Chunky Chocolate Corp., **Benjamin, Levy**; Commonwealth Shoe and Leather, **Reisenbach**; Dan River Mills, Inc., **Zozula**; Dominion Textile Co., **Keegan**; Esquire, Inc. (Coronet, Esquire, Gentlemen's Quarterly), **Keegan**; General Electric, (photo lamps), **Giebel, Pehrson**; Jean R. Graef, Inc.; Greyhound Corp., **Giebel, Pehrson**; Hassenfeld Bros., **Rettig**; Hat Corp. of Amer., **Reisenbach**; Hoffman Beverage Corp., **Werman, Edelstein, Tam**; Hudson Pulp & Paper, **Nasse, Levy**; Ideal Toy Corp., **Rettig**; Industrial Rayon Corp., **Reisen-**



# 7½\*

HOURS DAILY

NEGRO

Community Programming



# 16½\*\*

HOURS DAILY

SPANISH/PUERTO RICO

Programming



# 24

HOURS DAILY

of Whirl-Wind sales acti

# WWRL

NEW YORK DE 5-10

\*10:00AM-5:30PM

\*\*5:30PM-10:00AM

ach; Kayser-Roth Co., **Cummings**; Klein-  
 rt Rubber Co., **Cummings**; Lampport Co.,  
 ce., **Zozula**; H. D. Lee Co., **Reisenbach**;  
 ily-Tulip Corp., **Reisenbach**; Lionel Corp.,  
 /erman, **Tom, Edelstein**; R. H. Macy &  
 o., **Rettig**; Magee Carpet Co., **Cummings**;  
 leCall's Mag.; Mennen Co. (baby prods.,  
 fta, Date Line, Prop. Quinsana), **Ochs**,  
 eilman, **Davis**; National Broadcasting  
 o., **Firestone, Scotto**; Necchi-Elna Sew-  
 g Machines, **Cummings**; Norex Labora-  
 ries (Amitone), **Reed, Hauptman**; Palm  
 each Co., **Reed, Scotto**; Philips-Van  
 eusen Corp., **Firestone, Scotto**; Prince  
 ardnar Co., **Cummings**; Procter & Gam-  
 le (Lilt, Shasta, Party Curl, Pin-It,

Wondra, Ivory Shampoo), **Houghey, Meil-  
 man**; Procter & Gamble (Ivory Flakes,  
 Big Top Peanut Butter), **Ochs, Davis**;  
 RCA Victor; Revlon, Inc. (Love Pat, Moon  
 Drops, Ultima Cream & Make-up, Sun  
 Bath, Top Brass, Hi & Dri), **Nasse, Levy**;  
 Shwayder Bros. (Samsonite Luggage), **Keeg-  
 an**; Shwayder Bros. (furniture, inst.);  
 Spiegel, **Zozula**; Spiesshofer & Braun,  
**Cummings**; Tintex, **Reed**; Topps Chewing  
 Gum, **Reisenbach**; Triumph of Europe,  
**Cummings**; Bernard Ulmann, **Cummings**;  
 Union Underwear Co., **Keegan**; Wallace  
 Silversmiths, Inc.; Ward Baking Co.  
 (cakes, bread), **Benjamin, Levy**; Westing-  
 house Electric Corp. (tv sets, radios,

phonographs, stereo), **Firestone, Haupt-  
 man**; Youngstown Kitchens, **Reisenbach**

**GOTHAM-VLADIMIR ADVERTISING,  
 INC.**

342 Madison Ave., New York 17, N. Y.  
 Oxford 7-4300

**Sally Allen**, supervisor radio-tv; **Richard  
 Ricglane**, timebuyer

**GROODY ADVERTISING CO.**

14 E. 34th St., New York 16, N. Y. Mur-  
 ray Hill 6-7388

**Louise de la Parra**, media dir.

**H. Hentz & Co.** (investment), **McHutchi-  
 son & Co.** (garden suppl.), **Westinghouse**  
 (recruitment)

**GUILD, BASCOM & BONFIGLI, INC.**

515 Madison Ave., New York, N. Y.  
 Plaza 1-3979

**Reggie Schuebel, Frank Gianatassio**  
 Democratic National Committee, **Schuebel**;  
 Corn Products Co. (Best Foods Div.) (Skip-  
 py Peanut Butter), **Gianatassio**

**GUMBINNER, LAWRENCE C., ADVER-  
 TISING AGY.**

655 Madison Ave., New York 21, N. Y.  
 Templeton 8-1717

**Paul G. Gumbinner**, radio-tv dir.; **Janet  
 Murphy, Albert Sessions, Gail Sessions,  
 Anita Wasserman, Dorothy Barnett**  
 Assistant timebuyers: **Tessa Allen, Harry  
 Bargamian, George Blinn, S. Gassman,  
 Josephine Tatum, Beverly Swamiak**

**Am. Tobacco Co.** (Tareyton Cigarettes,  
 Roi-Tan Cigars), **Murphy**; **Bercut-Richards**  
 Packing Co. (Sacramento Tomato Juice),  
**G. Sessions**; **Block Drug Co.** (Minipoo,  
 Omega Oil, Rem, Poslam, Ammi-Dent,  
 Stera-Kleen), **A. Sessions**; **Bourjois, Inc.**  
 (Evening in Paris cosmetics, Monico Frag-  
 rance), **Wasserman**; **Browne Vintners**  
 (Cherry Kijafa wine), **G. Sessions**; **Chap  
 Stick Co.** (Chap Stick Lip Balm, Chap-Ans  
 Hand Cream), **Wasserman**; **Monarch Wine  
 Co.** (Manischewitz), **G. Sessions**; **Q-Tips,  
 Inc.** (cotton swabs), **Wasserman**; **Sutton  
 Cosmetics** (Sutton deodorant), **Wasserman**

**HARRISON, LESTER, INC.**

210 E. 50th St., New York 22, N. Y.  
 Plaza 1-2820

**Jefferson D. Herrman**

**Corgi, Ltd.** (toys), **Mauvel, Ltd.** (Knize  
 Ten Toiletries), **Seamprufe, Inc.** (lingerie),  
**Selchow & Righter** (Scrabble, Parcheesi,  
 Peanuts, Meet the Presidents—games),  
**Yonkers Raceway** (harness racing)

**HAZARD ADVERTISING, INC.**

444 Madison Ave., New York 22, N. Y.  
 Plaza 9-3100

**George S. Niles**

**Bethlehem Steel Co.** (corporate & all  
 prods.), **CIBA Pharmaceutical Prods.**  
 (farm supplements)

**HICKERSON, J. M., ADV., INC.**

551 Fifth Ave., New York 17, N. Y. Ox-  
 ford 7-6330

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 finest  
 commercial  
 atmosphere

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 PRESTIGE  
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MINNEAPOLIS - ST. PAUL

William V. Stewart - President

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Broadcast Time Sales

**HICKS & GREIST, INC.**

555 Fifth Ave., New York 17, N. Y.  
Murray Hill 7-5600

**Theodore J. Grunewald, senior v.p., dir. of radio-tv; Vincent J. Doroio, chief timebuyer; Constance Borber, Mort Reiner, Dove Ryon, Len Soglio**

Dixie Cup Co. (paper cups, plates), **Soglio**; Fedders Corp., **Soglio**; Johnson, Walter H., Candy Co., **Reiner**; Lewyt Corp. (vacuum cleaner), **Soglio**; Lollipop Kids, Inc., **Reiner**; Pez-Haas, Inc., **Reiner**; Sandura Co. (Sandran floor, wall and counter covering), **Soglio**; Stahl-Meyer Co. (Ferris & Stahl-Meyer fresh and canned meats, Cheez-Dogs), **Reiner**; Sessions Clock Co., **Soglio**; LaRosa Products, **Soglio**; Taylor-Reed Corp. (Q-T Frosting, E-Z Pop Popcorn, Cocoa Marsh), **Reiner**

**HOYT, CHARLES W., CO., INC.**

380 Madison Ave., New York 17, N. Y.  
Murray Hill 2-2000

**Douglas H. Humm**

American Thermos Prods. Co., Beech-Nut Life Savers (Coffee), Blueberry Coop. Assoc., Brazil Nut Adv. Fund, Brock-Hall Dairy Co., Church & Dwight (Arm & Hammer and Cow Brand Baking Soda), Drinks, Inc. (Nufizz), Exec. Mfg. Co. (Exec Paste Pen), A. S. Harrison (Preen Wax), Knox Gelatine Co., Chas. B., Lufthan-

sa German Airlines, Mail Pouch Tobacco Co. (Kentucky Club and Mail Pouch), Merck & Co., Merck, Sharp & Dohme, Mich. Blueberry Growers Assn., Monticello Drug (666 Cold Prep.), N. Y. & New England Apple Inst., Sarl Service Corp. (South African Rock Lobsters), Seamless Rubber Co., Stanley Home Prods., Inc., Switzerland Cheese Assn., W. A. Taylor & Co., Thayer Labs., Western New York Apple Growers Assn., Wheatena Corp., Woolite, Inc., J. A. Wright & Co. (Silver Polish)

**HUMBERT & JONES, INC.**

114 E. 32nd St., New York 16, N. Y.  
Murray Hill 5-6812

**Helen Deutsch**

Cristy Chemical Corp., Wix Corp.

**IVERSEN-FORD ASSOCIATES**

175 Fifth Ave., New York 10, N. Y.  
Gramercy 7-3006

**I. A. Iversen, C. B. Ford**

Challengers for Christ Fellowship, Bible Truth Hour, Faith in Action, Maranatha Temple, Message to Israel

**JOHNSTONE, INC.**

9 Rockefeller Plaza, New York 20, N. Y.  
Plaza 7-8060

**Judy Fields, medio dir.****JOSEPH, THE HERBERT, CO., INC.**

1123 Broadway, New York 10, N. Y.

Watkins 9-5522

**H. Joseph**

Vespa Distrib. Corp. (cars, scooters)

**KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.**

575 Lexington Ave., New York 22, N. Y.  
Plaza 1-1400

**Beryl Seidenberg, chief timebuyer; B. Gordon, Dorothy Glosser**

Am. Molasses Co. (Grandma's Molasses M. J. Breitenbach Co. (Pepto-Mangan Brownell & Field (Autocrat Tea & Coffee Bymart-Tintair, Inc., Carter Prods. (Colo aid), Denver Chem. Mfg. (Antiphlogistin Poulitice, Dencorub, Dr. Hand's prods. Drug Research Corp. (Sustamin, Regime Insta-Pep, Man-Tan), Duff's Baking M Corp., Ex-Lax Co. (Jests), Hickok Mf (belts, buckles, jewelry), Household Prod Inc. (Sulfur-8, Gloss-8), Humphreys Me cine Co. (Humphreys Homeopathic Me cines), Kilmer & Co. (Staze, Swamp Root Klutch Co. (Dental Adhesive), Lander (Lander Deodorants, skin creams, Dix Peach hair dressing), Minute Maid, Sn Crop Div. (Citrus), Potter Drug & Ch Co. (Cuticura), F. Ad. Richter & Co. Pa Expeller, 3-XB), Seabrook Farms, Sn Crop Div.; (fruits & veg.), Smith Br (all prods.), Stop & Save Trading Sta Corp. (Triple-S Blue Stamps), Sweet-Orr



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**KATZ, THE JOSEPH, COMPANY**  
155 Fifth Ave., New York 17, N. Y.  
Murray Hill 7-0250

**Charles A. Brocker, dir. of media**  
American Oil Co., Rowell; The White Field Corp.,

**LUFMAN ADVERTISING, JACK, INC.**  
169 Lexington Ave., New York 17, N. Y.  
Murray Hill 6-1028

**Robert N. Sapirman**  
Cosmos Industries (hi fi equipment), Gray g., High Fidelity Div., Hudson Radio & Corp. (hi fi equip.), International Organ Corp. (elec. chord organs for home ), Lectronics of City Line Center (hi fi)

**NYON & ECKHARDT, INC.**  
147 Park Ave., New York 17, N. Y.  
Lukon 6-9000

**Joseph P. Braun, media dir.**  
Associate media dirs.: Philip C. Kenney, Gordon J. Baldwin, James R. English  
Media supervisors: Desmond O'Neill, Martin F. Shima, Harold H. Sieber, Louis Kennedy

**Timebuyers: Mary Dwyer, Lucy Kerwin, Edward Kobza, George Simko, Jack Caplan, Frank Hajek**

**Spot timebuyers: Ralph Bodle, Robert Morton, Joan Timko**

American Safety Razor, **Caplan**; Anaconda Copper Mining, **Kerwin**; Canadian Pacific Railway, **Kerwin**; Capital Airlines, **Kerwin**; Ford Motor Co., **Kobza & Morton**; Glass Container Mfrs., **Kerwin**; Lever Brothers Company (Handy Andy, Dinner-Redy, Fly. Praise), **Dwyer, Simko, Hajek, Bodle & Timko**; Lincoln-Mercury, **Kendly & Morton**; Thomas J. Mahon, Inc. (Penyl-Drane), **Dwyer**; Mead-Johnson, **Kerwin**; McKesson & Robbins, **Kerwin**; National Biscuit Co., **Kerwin**; Quaker State Refining Co., **Kerwin**; Harold F. Schie, **Caplan**; Shell Oil Co. (Institutional), **Caplan**; U. S. Plywood, **Caplan**

**WATCHUM, MACLEOD & GROVE, INC.**  
55 E. 44th St., New York 17, N. Y.  
Murray Hill 7-5640

**William J. Davis, Richard Courtney**  
FA, Inc., County Fair Bakery (Wash., C.), Old Dutch Coffee, Westinghouse Baking Co.

**WERNER AGENCY, INC.**  
75 Madison Ave., New York 22, N. Y.  
Murray Hill 8-6700

**William Marsich, assoc. media dir. (tv) Mal Murray**

Gold Bakers (bread, rolls, cookies), **Murray**; Color Forms (toys), **Murray**; General Telephone (all prods.), **Murray** (spot), **Marsich** (net); Goodyear (all prods. ex. tires), **Marsich & Murray**; G. M. Motor Body Div. (cars), **Murray**; Renault, **Murray** (spot), **Marsich** (Net.); Syl-

vania (all prods.), **Murray** (spot). **Marsich** (net)

**LANE, PHILIP J., ADVERTISING**  
16 E. 50th St., New York 22, N. Y. Plaza 3-9327

**Philip J. Lane**

**LA ROCHE, C. J., & CO., INC.**  
575 Lexington Ave., New York, N. Y.  
Plaza 5-7711

**Humboldt J. Greig, v.p., dir. of time-buying; C. Eaton, Jr., asst. media dir. Lionel Schaan, Jaynee Present, time-buyers**

Bekins Van & Storage Co., Walt Disney Productions (Disneyland), Fawcett Publications, Merck Chemical (animal health prods.), North American Philips (Norelco shavers), Paper Plate Assoc., U. S. Tobacco (Bruton Snuff, King Sano, Copenhagen

Snuff), Van Raalte Co. (hosiery), Warner Bros. Co.

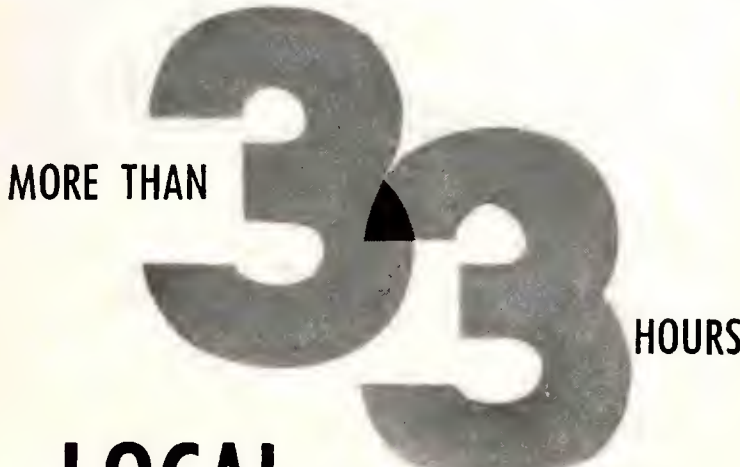
**LEBER & KATZ, INC.**  
625 Madison Ave., New York 22, N. Y.  
Plaza 1-4477

**Murray A. Valenstein**  
Swanee Paper Corp. (facial tissues, bathroom tissues, etc.)

**LEFTON, AL PAUL, COMPANY, INC.**  
71 Vanderbilt Ave., New York 17, N. Y.  
Murray Hill 9-7470

**Helen Hartwig, media dir.; Ken Allen, Stan Hamer**

Beneficial Management Corp. (loans), **Allen**; B.V.D. (clothing); Danish Blue Cheese; Devonsheer (Melba toast); Greater New York Assn. (racing); Hotel Commodore; Loft's Candy; B. Manischewitz (Borscht); Martinson's Coffee; Nylonge



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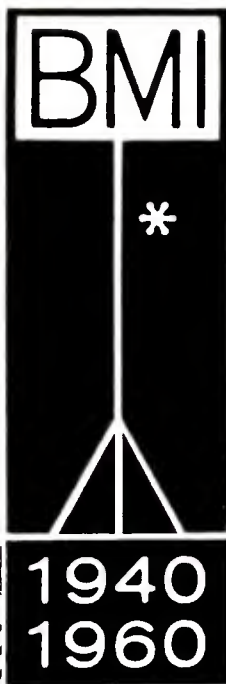
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- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
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- Help in protecting music ownership rights.
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380 Madison Ave., New York 17, N. Y.  
Murray Hill 2-5400

**Herbert Zeltner, v.p., dir. of media;** **Joe Van Emmerik, assoc. media dir.;** **Fred Howlett, ass't. media dir. in charge of b'cast. buying**

**Media Contact Men:** **Emil Bertolino, Abbott Davis, Arthur Hemstead, Joseph Kelley, Martin Narva**  
**Timebuyers:** **Thomas McCabe, all accounts, Peter Holland, all accounts (network), Marion Jones, Robert Kelly, Manny Klein, Robert Kutsche, Sally Reynolds, Sewall Sawyer**

**Armstrong Rubber Co., Jones;** **Best Foot Kutsche;** **Brooklyn Paramount, Kutsche;** **Cadie Chemical, Kutsche;** **Chicopee Mill, Kutsche;** **Circle Line, Kutsche;** **Colgate-Palmolive Co., Sawyer;** **Consolidated Cigarette Corp., Kutsche;** **Corn Products, Kutsche;** **P. Lorrillard Company, Inc., Kelly, Klein, Reynolds;** **McCormick Tea, Jones;** **Paramount Pictures, Jones;** **Reynold Metals, Jones;** **Stokely-Aan Camp, Jones**

### LEON, S. R., COMPANY, INC.

119 W. 57th St., New York 19, N. Y.  
Circle 6-9600

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Burlington Ribbon Mills (instant bow Channel Master Corp. (tv antenna), Mat Tile Div. of the Ruberoid Co. (Mat floor tile)

### LIPMAN, HERBERT, ADVERTISING CORP.

155 W. 46th St., New York 36, N. Y.  
Circle 5-0200

### MAC MANUS, JOHN & ADAMS, INC.

144 Madison Ave., New York 22, N. Y.  
Plaza 9-5600

**Henry G. Fownes, Jr., v.p. (network); Roger C. Bumstead, media dir.; Wolf Lepkin, research dir.; Paule Shop Jack Cummings, media buyers; Christ Perkins, media assistant**

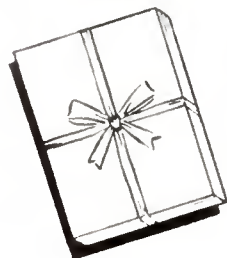
**Garrett & Co. (Virginia Dare & Garwines), Good Humor Corp. (ice cream ices), Riggio Tobacco Corp. (Regent cigarettes), S. A. Schonbrunn (Medagliaoro coffee), S. B. Thomas (baked products), U. S. News & World Report (magazine), Van Munching & Co. (Heink beer), U. S. Air Force (recruiting), W. Rock Corp. (sparkling beverages)**

### MANOFF, RICHARD K., INC.

575 Lexington Ave., New York 22, N. Y.  
Plaza 1-4730

**Stanley Newman, media dir.;** **Shirley Weiner, media buyer**

**Columbia River Packers Assoc. (Bumble Bee tuna, salmon, crab meat), Old London Foods (Melba toast, Cheesewich, Cuddles, Dipsy Doodles), Oakite Products (all purpose cleaner), W. F. Schraff &**





(candies), Welch Grape Juice Co. grape juice, grape spreads, Welchade, juice)

**ANN-MARSHALK CO.**

100 Park Ave., New York 22, N. Y. Tel. 7-4250

John J. Cagan, media dir., v.p.; John Leskil, assac. media dir.; Tam Fitzgibbon, Catherine Nable, Vincent J. O'Connell, Otis Hutchins

Walt Inst., Otto-Bernz, Coca-Cola Bottling Co. of N. J., Exerecycle, Flintkote Co., Genesee Brewing Co., Inc., Hartford Fire Ins. Co., International Nickel Co., Inc., Magnavox Co., Mechanics Local 802, National Lead Co., Phon Listener Corp., Sabena Belgian Cigarettes, Sargent & Co., Superior Electric Corp., Upjohn, Western Maryland, Worcester

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John Gran, media dir.; Helen Seele,

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100 Madison Ave., New York 16, N. Y. Tel. Lexington 2-7450

John S. Cathcart, timebuyer; Patricia A. Bennett, Olga W. Hoffman, Mary A. Manough, ass'ts

Granda Dry Ginger Ale, Ludens, Inc. (Ludens cough drops, Fifth Ave. candy bars), Pure Food Co. (Herb-Ox and Western chicken prods.), Union Carbide Corp., Wilkenson Sword Sales Corp.

**FRANK M. KON, INC., ADVERTISING**

East 53d Street, New York 22, N. Y. Tel. Waza 9-7676

Thomas P. Maguire, bus. mgr.; Al Duz, George Huelser, Ray Stane, Charles O'Connell

Price Foods (LaChoy sauce), Duz; General Electric (radio receiver & tv tube sets), Maguire; Gillette Safety Razor Co. (razors, blades, shaving creams), Sie, Huelser; H. J. Heinz Co. (57 Varieties), Maguire; D. W. G. Cigar Corp., Charles E. Hires Co. (soft drinks), O'Connell; Pfeiffer Brewing Co., Duz; Pittsburgh Plate Glass (paints), Maguire

**FRANK M. CANN-ERICKSON, INC.**

15 Lexington Ave., New York, N. Y. Tel. Wford 7-6000

Account supervisors: Tam Carey, Tom Kelly, John Marena, Murray Raffis

Broadcast supervisors: Bill Frame, Seymour Goldis, Bill Pellenz, Jay Schaefer, Herbert Shutts

Curran, Enid Cahn, Judy Bender, Virginia Conway, Joseph Granda, Dominic Imbornane, Ethel Melcher, Jane

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**FRANK M. RAPHAEL MALAGALD**

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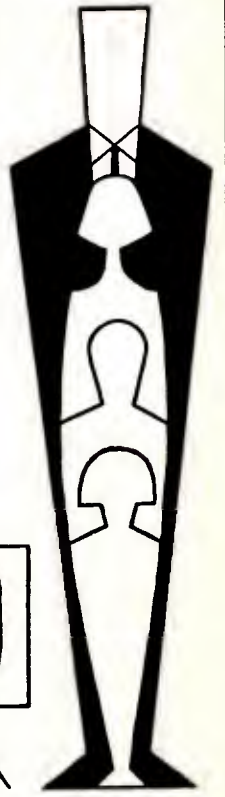
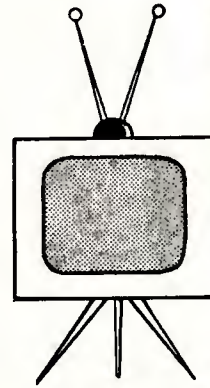
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Plaza 9-7070

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Chicago timebuyers: Alvin Eicoff, Patricia Grey, Roy MacLean

Ambassador Record Co. (21 Top Hits), Rubin, Eicoff, Mohr; Breath O Pine (deodorant room cleanser), Kirk; Chemical Insecticide Corp., Rubin; The Grant Co. (Chop-O-Matic, Salad Maker, Robot Gardener, Trimohile, Dexter sewing machine, Glass Knife, Z-Matic), Grey, MacLean & Sanders; Lehigh Acres (Fla. retirement r/e), Grey, MacLean, Eicoff & Mohr; Eugene Stevens, Inc. (Rigny models), Eicoff, Grey & Sanders; Transogram Toys, Rubin; Winston Sales Co. (transistor radio, fishing kit, tube tester), Grey, Eicoff, MacLean & Sanders

#### MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.  
Oxford 7-2100

Orrin E. Christy, Jr., media dir.; Raymond A. McArdle, ass't; Mary E. Clark, timebuyer; Barbara Fisher, ass't  
The Lavoris Co. (Lavoris), Vick Chem. Co. (Vick prods.)

#### MURRAY, JOHN F., ADV. AGY.

22 E. 40th St., New York 16, N. Y. Lexington 2-8000

Miss A. Carle

Boyle-Midway (plastic wood, 3-in-One oil), Whitehall Laks. (Heet, Hills, Dristan, Outgro, Freezone, Prep. H., Primatene, Anacin)

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488 Madison Ave., New York 22, N. Y.  
Plaza 1-0900

Sheldon Boden, chief timebuyer; Betty Harper, Claire May, Alan Silverman  
Chanel, Inc., Chesebrough-Pond's, Inc. (Vaseline hair tonic, lipsticks, liquid makeup, lip ice), Colgate-Palmolive Co. (Veto deod., Vel powder, Cashmere Bouquet soap), Dow Chemical Co. (Zefran, new prods.), Hertz System (Hertz Rent A Car), Maiden Form Brassiere Co., Norman, Craig & Kummel, S. A., Ronson Corp. (Ronson lighters & acces.), Jacob Ruppert, Schenley Industries (CVA Corp., Schenley Import Corp., Schenley Name Brands Co.), Speidel Corp., Willys Motors, Inc.

#### O'CONNELL COMPANY, R. T.

420 Madison Ave., New York 17, N. Y.  
Plaza 3-1710

R. T. O'Connell, Anne Kelleher  
Pomatex Co. (Pomatex hair cream, Pomatex Lanolin magic)

#### OGILVY, BENSON & MATHER, INC.

589 Fifth Ave., New York 17, N. Y.  
Murray Hill 8-6100

Media supervisors: Ann Janowicz, Clifford Botway, Peter Triolo, Walter Kashen, adm. mgr. & supervisor

monic, Dart; Rolls Royce, Dart; Stand Timebuyers: Henry Cleeff, Maxine Cohen, Peter Berla, Bert Hopt, Art Topol, Frances Dart, John McLaughlin  
Ass't timebuyers: Madeline Kennen, Marcia Raschen, Paul Zuckerman, Robert Storch, Sue Smullen  
Group #1: Media supervisor, Ann Janowicz

Berkshire (stockings), Cleeff; Pepper Farm (bread & pastry), Cleeff; Helmut Ruhinstein (cosmetics), Cohen; Puerto Rico, Cohen; Schweppes (tonic mixer), Cohen

Group #2: Media supervisor, Clifford Botway

Armstrong Cork Co. (hldg. prods.), Hercules Lever Bros. (Dove Beauty Bar), Topol Lever Bros. (Good Luck margarine), Hercules Lucky Whip, Hopt; Tetley Tea, Topol Zippo (lighters), Topol

Group #3: Media supervisor, Peter Triolo

Bristol-Myers (Ban), Berla; General Foods (Maxwell House coffee), Berla

Group #4: Media supervisor, Florence Dart

British Travel Association, Dart; Chris Brothers, Dart; Hathaway, Dart; Lincoln Center, Dart; Orient & Pacific, Dart; International Paper, McLaughlin; Phil Oil (N. J.), Dart; Steuben Glass, Dart; Viyella, Dart

#### PARKSON ADVERTISING AGENCY

400 Park Ave., New York 22, N. Y. Plaza 1-6400

Herbert Gruber, dir. of media; Ruth E. Gruber, all media buyer; Gerald J. Leary, ass't dir. media

Journal of Lifetime Living, Liggett & McCarty Co., North Am. Accident Ins. Co. of America, Pharmaceuticals, Inc. (Geritol, Seru Somnax, Zarumin, R.D.X., Devarex, S. S. gel, Banarin), Sun Drug Co., J. B. Williams Co. (Aqua Velva, Lectric Shave, Williams shaving creams, Conti sham Kreml, Skol)

#### PEARSON ADVERTISING AGENCY, INC.

250 Park Ave., New York 17, N. Y. Yukon 6-7795

C. H. Pearson

#### PLATT & O'DONNELL, INC.

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Thomas O'Donnell

Garcia y Vega, Inc. (cigars), H. S. Frank & Co. (coffee), Mills-Denmark (furniture), OXO, U. S. A., Ltd. (bouillon cubes), OXO, Previews, Inc. (real estate), Robinson Aviation, Schaefer Rug Cleaning Co., Southern Clays, Inc. (calcined clays), Squirrel Brand Peanuts, Carl Zeiss (optical lenses)

#### POWERS, JOHN O., COMPANY

116 John St., New York 38, N. Y. W. 4-7361

Robert W. Powers

**DUCT SERVICES, INC.**  
E. 45th St., New York 17, N. Y. Murray Hill 7-0204

**Place Lanctan, v.p.; Doris Gauld, media dir.; Ben Pettick**  
Continental Wax Corp., Mecronaire Electrical Prods., Roto-Broil Corp. of Slenderella International, Strauss, Technical Tape Corp.

**ER, KENNETH, COMPANY, INC.**  
W. 56th St., New York 19, N. Y. Judson 2-6820

**eth Rader, Carol Grobman**  
rosia Cosmetics (Ambrosia Facial Creams), Ameril Drug Co. (Alkaid, Howell), Balenciaga Parfum, Chemicalties Co. (Spra-O-Med), Commerce Co. (Ora-Jel), Dro, Inc. (Dro insecticides), Kay Preps. (Formula 301), Lamour Prods. (Color Comb), Lawrence Labs. (Foam Shampoo), Thompson Medical (Cura)

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Lexington Ave., New York 22, N. Y. Murray Hill 8-8320

**g I. Adelsberg**  
Visite Form Brassiere, Perfection, I. Roceach & Sons (foods), Silf (girdles)

**ELIICK & KATZ, INC.**  
E. 39th St., New York 16, N. Y. Murray Hill 5-4794

**ELCHER RICHARDS, CALKINS & HODEN, INC.**  
Rockefeller Plaza, New York 20, N. Y. Nelson 6-5400

**Fifth Ave., New York 19, N. Y. Plaza 7-6400**

**Fralick, v.p., dir. tv-radio; John, v.p., dir. of media; Robert Baul, v.p., assoc. media dir.; Richard ns, v.p., assoc. media dir.; James M. elly, Elizabeth Griffiths, Jack Mcal, timebuyers**

**nder Smith (carpets), Kelly; Arvida Kelly; Dunbar Labs. (Pretty Feet, Prosal, Keelate), McDaugal; n Air Lines, Kelly; Heublein (Maypox, Anderson Soup), Griffiths; Nation-distillers Prods. Co. (CinZano Ver), Griffiths; Newsweek (magazine), rths; Sofskin, Inc. (Sofskin), Mcal; J. P. Stevens & Co. (fabrics), rths; United States Rubber Co. (Tire footwear, Koylon mattress), Kelly**

**RI L & FREUDE, INC.**  
Lakeview Ave., Clifton, N. J. Gregory 400

**York Telephone: Murray Hill 3-1725**  
**as F. Flanagan, media dir.; Lorrai Schulze, asst.**

**lan Company (Chimney Sweep, Mr. Sli; Gering Plastics Div., Studebaker rd Corp. (Ger-Pak), Glamur Products Glamur), Marcel Paper Mills (paper**

**ROBINSON-RAPP ADV. AGENCY**  
130 W. 42nd St., New York 36, N. Y. Chickering 4-6418

**James J. Robinsan, Rasa W. Rapp**  
Hush-A-Phone Corp., Robinsan; Joseph M. Klein (men's clothing), Robinsan; School of Memory & Concentration, Rapp

**ROCKMORE COMPANY, THE**  
575 Lexington Ave., New York 22, N. Y. Plaza 8-2400

**Elaine Akst**  
Carbona Prods. (all), Hebrew National Kosher Delicatessens, Warner Lambert Pharm. Co., Standard Labs, Inc. (Sloan's Liniment, Bathasweet), Wilrick, Inc. (Appleberry Sauce, Wilrick's 4-to-1 Grape Drink, Red Cheek Apple Juice)

**SACKHEIM, INC., BEN**  
2 W. 59th St., New York 19, N. Y. Plaza 1-2200

**William Pitts, radio-tv dir., William Galker, media dir., Richard Goldsmith, timebuyer**

**Am. Cyanamid Co. (Organic Chem. Div.), Burlington Industries (Hess, Goldsmith), Nationwide Insurance, Peter Pan Foundations**

**SACKHEIM, MAXWELL, & CO., INC.**  
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**SCHLAIFER, CHARLES, & CO., INC.**

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**Herb Joseph**

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**SCHNEIDER-STOGEL CO., INC.**

286 Fifth Ave., New York 1, N. Y. Bryant 9-0668

**David Schneider, Martin Haver, Duke Whiteman**

**SCHWAB & BEATTY & PORTER, INC.**

660 Madison Ave., New York 21, N. Y. Templeton 8-8410

**G. F. Perkins, Rae Elbroch**

**SIESEL, HAROLD J., CO., INC.**

216 E. 49th St., New York 17, N. Y. Plaza 9-6440

**Daniel Siesel, timebuyer; Leonard M. Scherer, acc't. exec.**

Aurora Plastics Corp. (hobby kits), Renwal Mfg. Co. (toys)

**SMALL, SAM, ASSOCIATES**

42 W. 33rd St., New York 1, N. Y. Long-acre 8-0423

**Sam Small**

Pilot Industries (books)

**SMITH, HAGEL & KNUDSEN, INC.**

30 E. 60th St., New York 22, N. Y. Plaza 9-7613

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**SONNENREICH, JOSEPH I.**

205 W. 89th St., New York 24, N. Y. Susquehanna 7-1797

**Joseph I. Sonnenreich**

**SPECTOR, RAYMOND, CO., INC.**

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**Eleanor Rainer**

**STERLING ADVERTISING AGENCY**

9 E. 40th St., New York 16, N. Y. Ore 9-6767

**Miss Lesley Normandin**

Julius Grossman (shoes).

**SULLIVAN, STAUFFER, COLWELL & BAYLES**

575 Lexington Ave., New York 22, N. Y. Murray Hill 8-1600

**Ed Fonte, assoc. md; Vera Brennan, ch timebuyer**

**Timebuyers: Bob Anderson, Bill Ferguson**

**Ed Fonte, Don Ross, Fred Spruytenburg**

**Jeanne Sullivan, Steve Suren**

**Assistant timebuyers: Bill Abrams, E. Bridge, Michael Cambridge**

**Am. Tobacco Co. (Pall Mall, Half & H**

**La Corona Coronas), Spruytenburg**

**Bridge; Arrid, Bridge; The Best Foods**

**(Presto, H-O Quick Oats, H-O Instant O**

**H-O Cream Farina, H-O Reg. Oats, H**

**Old Fashioned Oats, Rit Dyes, Shino**

**Bridge; Block Drug Co. (Nytol, Gr**

**Mint, Py-Co-Pay Toothbrushes, CD-6**

**Ross; Bulova Watch Co. (radio and ste**

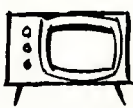


**phonic phonographs), Ross; Carter Pro**

**Inc. (Arrid, Snow White, Crew, Bi**

**Prize), Fonte & Cambridge; Carter Pro**

**Inc. (Rise, U.S.), Sullivan; Duffy-Mott**

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**SUSSMAN & SUGAR, INC.**

24 W. 40th St., New York 18, N. Y.  
Longacre 3-4470

**Hilda Spirito, Aaron Sussman**

(Note: Unless otherwise indicated all accounts are publishing firms)

Appleton-Century-Crofts, Inc., Atheneum Publishers, Beginner Books, Bollinger Foundation, R. R. Bowker Co., Chilton Co., Crown Publishers, Dial Press, East and West Book Club, Evergreen Review (Magazine), Farrar, Straus & Cudahy, Bernard Geis Assoc., Golden Books, Guild Press, Grove Press, P. J. Kenedy & Sons, Landmark Books, Looking Glass Library, Lothrop, Lee & Shepard, McGraw-Hill Book Co., Julian Messner, Inc., Modern Library, Thomas Nelson & Sons, L. C. Page & Co., Pantheon Books, Peter Pauper Press, Publishers Weekly, Random House, Sandpiper Press, Selney & Co. (pharmaceuticals), Simon & Schuster, Ralph Stark, Inc. (r.r. equip.), Univ. of Calif. Press, Univ. of Okla. Press, Vibration Eliminator Co. (mfrs.), Westminster Press

**THALL, KARL, ADVERTISING AGENCY, INC.**

118 E. 28th St., New York 16, N. Y.  
Murray Hill 6-5566

**Karl Thall, Ethel Thall**

Advance Crayon & Color Corp., **Thall**; Avalon Mfg. Co. (Hobby-Kraft Do It Yourself), **Thall**; Cedarview Construction Corp. (homes), **Thall**; National Farm Equip. Co. (lawn mowers), **Thall**; Standard Toycraft (toys & games), **Thall**

**THOMPSON-KOCH CO., INC.**

1450 Broadway, New York 18, N. Y.  
Lackawanna 4-6400

**Robert W. Hall**

d-Con Co. (Ant-Prufe, Roach-Prufe, Rid-X, Mouse Prufe, d-Con Ready-Mix), Glenbrook Labs., Div. Sterling Drug Co. (Double Danderine, Multisified Oil Shampoo, Campho-Phenique, Molle, Ironized Yeast, Dr. Wayne P-W, Midol), House of Huston (Sunday Shower, Fine Dinner for Parakeets, Jingle Bell, Spray Millet, What-A-Treat, Fine Dinner for Canaries, Tweet Bird Gravel, 5 Minute Flea Powder, Flea Killer Collar, Handy Dandey), Sterling Drug Mfg., Ltd., Canada (Ironized Yeast, Instantine, Fletchers Castoria)



take five

THE MOST FOR YOUR MONEY  
IN EASTERN MICHIGAN

MARCH ARB CONFIRMS WNEM-TV'S DOMINANCE IN BAY CITY-SAGINAW-FLINT AREA

WNEM-TV is 1st in Eastern Michigan  
in Homes Reached

\*ARB Avg.  
Homes Reached

|                                |               |
|--------------------------------|---------------|
| <b>WNEM-TV</b> .....           | <b>59,400</b> |
| <b>Flint Station A</b> .....   | <b>43,000</b> |
| <b>Lansing Station A</b> ..... | <b>29,500</b> |
| <b>Lansing Station B</b> ..... | <b>15,800</b> |
| <b>Saginaw Station A</b> ..... | <b>9,800</b>  |

In FLINT . . .

Michigan's second city with an official population of 194,940, all surveys prove WNEM-TV is number one!

In the SAGINAW  
BAY CITY

Metro Area, WNEM-TV nearly doubles the audience of its closest competition . . .

\*ARB  
SHARE  
OF AUDIENCE  
(March, 1960)  
9:00 am-12 Mid.  
Sun.-Sat.

**WNEM-TV**  
**52.1**  
Flint Station A  
30.6  
Saginaw Station A  
11.9

SEE THE MARCH ARB FOR  
WNEM-TV'S DOMINANCE IN:

- Late Night News
- Syndicated Programming
- Quarter-Hour Leadership

**WNEM-TV**

serving  
FLINT • SAGINAW • BAY CITY



**THOMPSON, J. WALTER, COMPANY**  
 420 Lexington Ave., New York 17, N. Y.  
 Murray Hill 6-7000

**Media director:** Arthur Parter  
**Media manager:** Richard P. Jones  
**Associate media directors:** Daniel Charnas, Thomas Glynn, Jack Green, Ruth Janes, Robert Lilien, Robert Welty, Harold Wilt, Anne Wright  
**Broadcast & station relations supervisor:** Ruth Janes  
**Media services administrator:** Alvin Dreyer  
**Operating supervisors:** Irene Dunne, research; Audrey Carrigan, production and records; Lucille Giarelli, estimating;

George Farster, competitive analysis; James Maare, b'cast orders & legal  
**Timebuyers:** Pally Allen, Jaan Ashley, Marie Barbata, Charles Barthalamew, Paul Bures, Kathleen Calella, Martin Daniels, Paul Fitzgerald, Jahn Flynn, Ray Glah, Robert Gorby, John Gray, Thomas Halleran, Arthur Karlan, Maria Kircher, Thomas Leidner, Peter Levins, Richard Macaluso, Gloria Mahaney, Frank Marshall, Richard Nybarg, Robert Pecka, Thurmond Pierce, Allan Sacks, Martin Scatt, Carrie Senatara, Jaan Shelt, Jahn Sisk, Nancy Smith, Ann Saulen, Margat Teleki, Darathy Tharntan, Harald Veltman, Robert Whitfield

(Note: In the following listing the names first after each client are Associate Media Directors for the account. The following names are timebuyers for the account.)  
 Aluminum Limited Sales, Inc., **Glynn, Kircher & Pierce**; American Electric Power Co., **Welty, Bures & Pecka & Glah**; American Home Foods, **Lilien, Fitzgerald & Barthalamew**; Assn. of Amer. Playing Card Mfrs., **Welty, Bures & Pecka & Glah**; Blue Cross and Blue Shield Plans, **Wright, Smith & Daniels**; Boyle-Midway, **Charnas, Scott & Barbata & Shelt & Mahaney**; Brillo Manufacturing Co., **Wright, Smith & Halleran**; Champion Spark Plug Co., **Ruth Janes, Veltman & Garby**; Chesebrough-Pond's, Inc., **Charnas, Scatt & Allen**; du Pont & Company, **Francis I, Welty, Bures & Pecka & Glah**; Eastman Kodak Co., **Charnas, Karlan & Allen**; Ford Dealer Advtg. Assns., **Ruth Janes, Veltman & Whitfield & Calella & Garby & Levins & Macalusa & Tharntan & Flynn**; Ford Motor Co., Ford Division, **Ruth Janes, Veltman & Whitfield**; Foundation for Comm'l. Banks, **Charnas, Karlan**; French Co., **The R. T., Glynn, Kircher & Senatara & Bathan**; Institute of Life Insurance, **Lilien, Fitzgerald & Barthalamew**; Irving Trust Company, **Lilien, Fitzgerald & Barthalamew**; Kingsberry Homes Corp., **Welty, Bures & Pecka & Glah**; Lever Brothers Company, **Green, Gray & Leidner & Marshall & Nybarg & Sisk & Saulen**; Mass. Mutual Life Insurance, **Glynn, Kircher & Senatara**; McGraw-Edison Co., **Wright, Pierce & Halleran**; Mentholatum Co., **Wright, Smith & Daniels**; New Holland Machine Co., **Welty, Bures & Pecka & Glah**; Northeast Airlines, Inc., **Lilien, Fitzgerald & Barthalamew**; Oneida, Ltd., **Welty, Bures & Pecka & Glah**; Owens-Illinois, **Lilien, Fitzgerald & Barthalamew**; Pan American Grace Airways, **Wright, Smith & Daniels**; Pan American World Airways, **Wright, Smith & Daniels**; Puroator Prod., Inc., **Lilien, Fitzgerald & Barthalamew**; Radio Corp. of America, **Lilien, Fitzgerald & Barthalamew**; Reader's Digest, **Glynn, Kircher & Senatara & Bathan**; Ritchie Co., **Harold F., Glynn, Kircher & Senatara & Bathan**; Rowntree Company, Ltd., **Glynn, Kircher & Senatara & Bathan**; Schlitz (N.Y. area), **Welty, Bures & Pecka & Glah**; Scott Paper Co., **Charnas, Barbata & Karlan & Mahaney & Shelt**; Seven-Up (N.Y. area), **Wright, Smith & Halleran**; Shell Chemical Corp., **Welty, Bures & Pecka & Glah**; Shell Oil Company, **Welty, Bures & Pecka & Glah**; Standard Brands, Inc., **Lilien, Shannon & McAuley & Davis & Teleki & Ashley & Chandler**; Stouffer Corp., **Glynn, Kircher & Senatara**; U. S. Brewers Foundation, Inc., **Wright, Smith & Halleran**; U. S. Lines Co., **Welty, Bures & Pecka & Glah**; U. S. Playing Card Co., **Welty, Bures & Pecka & Glah**; Young, W. F., **Wright, Smith & Halleran**

# WALB-TV DOMINATES

Albany—Thomasville—Tallahassee Market

| NIELSEN—MARCH, 1960 |                    |              |              |              |                      |              |
|---------------------|--------------------|--------------|--------------|--------------|----------------------|--------------|
| STATION             | MONDAY THRU FRIDAY |              |              |              | SUNDAY THRU SATURDAY |              |
|                     | 6 AM<br>9 AM       | 9 AM<br>NOON | NOON<br>3 PM | 3 PM<br>6 PM | 6 PM<br>9 PM         | 9 PM<br>MID. |
|                     | %                  | %            | %            | %            | %                    | %            |
| <b>WALB-TV</b>      | <b>67</b>          | <b>63</b>    | <b>50</b>    | <b>62</b>    | <b>52</b>            | <b>54</b>    |
| STATION X           | 32                 | 36           | 49           | 37           | 47                   | 45           |

Your basic buy in the Albany-Thomasville-Tallahassee Market is WALB-TV—the only primary NBC outlet between Atlanta and the Gulf—first choice with viewers in a rich area of over 750,000 people, over \$739 million spendable income.

Channel  
10

# WALB-TV



ALBANY, GEORGIA

Raymond E. Carow, General Manager  
 Represented nationally by  
 Venard, Rintoul & McConnell, Inc.  
 In the South by James S. Ayers Co.  
 ONE RATE CARD

**VICTOR & RICHARDS, INC.**

565 Fifth Ave., New York, N. Y. Oxford  
7-6960

**Victor D. Lindeman, Jr., radio/tv dir.;**

**Mrs. Lucille Widener, timebuyer**

Grand Award (records), Harrison Home  
Records. (adding machine), White House Co.  
records)

**VICTOR van der LINDE COMPANY**

295 Madison Ave., New York 17, N. Y.  
Oregon 9-6161

**Charlotte Rains, Agnes Kingsley, all  
recs.**

**Bite-X Corp. (Bite-X), Dolcin Corp. (Dol-  
cin), Kedrin Pharms. (Kedrin), LO-PRO  
Corp. (pharms. & cosmetics), Whitehall  
Pharm. Co. (Guards cold tablets)**

**VINTI, CARLO, ADVERTISING, INC.**

551 Fifth Ave., New York 17, N. Y. Mur-  
ray Hill 2-8061

**Carlo Vinti, Joseph Vinti**

Alleva Dairy, E & J Gallo Winery, Perillo  
Travel Bureau, Stella D'Oro Biscuit Co.,  
Stock Products, Inc. (Stock vermouth,  
Stock cordials), Uddo & Taormina Corp.  
Progresso brand quality foods)

**WILLIAM WARREN, JACKSON & DE-  
ANEY**

45 W. 45th St., New York 36, N. Y. Jud-  
son 6-1350

**Harry Solow, Jr., Harry Alleva, S. P.  
Jackson**

Alexander's Dept. Store, Solow; Book Find  
Club, Jackson; Burnham & Co. (securi-  
ties), Alleva; Warren Connolly (appl. dis-  
trib.), Solow; Dale Dance Studios, Jack-  
son; Federal Life & Casualty Co. (ins.),  
Jackson; Key Training Schools, Jackson;  
Corvette Stores (dept. stores), Solow; Na-  
tional Home Study School, Jackson; Polo  
Grounds Speedway, Inc., Alleva; Radio-TV  
Training Assn., Jackson; Fitz Furs, Inc.,  
Jackson; B. Ray Robbins Co. (banks),  
Alleva; Robert Technical & Trade Schools,  
Alleva; Sachs Quality Stores, Solow; Sono-  
phone of New York (hearing aids), Alleva;  
Thompson Paper Co., Solow; Tri-State  
Buick Dealers, Jackson

**WARWICK & LEGLER, INC.**

375 Park Ave., New York 22, N. Y. Plaza  
1-4700

**Joseph J. Hudack, b'cast. superv.;** Doro-  
thy Barnett, James J. Kearns, Herbert  
Gandel, timebuyers

Carter Prods., Inc., Barnett; Ex-Lax, Inc.,  
Kearns; The Bennen Co. (Citation, men's  
pilletries), Gandel; Revlon, Inc., Hudack;  
Warner-Lambert Pharm. Co., Barnett

**WEISS & GELLER, INC.**

400 Madison Ave., New York 17, N. Y.  
Plaza 3-4070

**Aox Tendrich, George DeVito, Jack  
Geller**

Leacon Plastics Corp. (housewares), Dave-  
a Stores Corp., Doeskin Prods., Inc. (pa-  
per prods.), Granco Sales Corp., National  
Phoenix Corp. (C & C Super-Coola, Nedicks

soda), Nedicks Stores (restaurants), Pro-  
cter Electric Co. (housewares)

**ROBERT E. WEISSMAN ASSOCS.**

307 Fifth Ave., New York 16, N. Y. Mur-  
ray Hill 4-1027

**R. E. Weisman**

Capitol Airways, Inc. (airline)

**WEXTON COMPANY, INC., THE**

444 Madison Ave., New York 22, N. Y.  
Murray Hill 8-4050

**Larry Schwartz, Edward Greenberg, How-  
ard Wechsler, George Gilbert, Adrian  
Price, John Eckstein**

Airequipt (photographic equipment), Bor-  
dens Pharmaceutical Div., Eckstein; Carls-  
berg Breweries (Carlsberg beer), Eckstein;  
Cormac Photocopy Corp., Dictograph  
Prods., Inc. (Acousticon hearing aids),  
Eckstein; Marcelle Cosmetics, Inc. (non-  
allergic cosmetics), Eckstein; Pocket Books,  
Inc. (Golden Books encyc.), Eckstein;  
Reeves Soundraft (recording tape), Rek-  
O-Kut (record players), Price; Sterling For-  
est Corp. (Sterling Forest gardens), Eck-  
stein; Transogram Toys, Inc., Price;  
WSTV-TV Friendly Group.

**WHITEHILL, ROBERT, INC.**

37 W. 57th St., New York 19, N. Y. Plaza  
9-6850

**Mr. Alan Charles**

**WILEY, WALTER, ADVERTISING, INC.**

29 Pearl St., New York 4, N. Y. Bowling  
Green 9-3582

**Dorothy F. Wiley**

Countess Maritza Cosmetic Co., J. A. Win-  
ston & Co. (financial)

**WILSON, EDWIN BIRD, INC.**

52 Wall St., New York 5, N. Y. Digby  
4-6780

**Daniel E. Peterson**

Berks County Trust Co. (Reading), Bow-  
ery Savings Bank N. Y. C., Gage & Tollner,  
Manufacturers National Bank (Detroit),  
National Bank of Westchester (White  
Plains, N. Y.), Second National Bank (New  
Haven), Standard & Poor's Corp. (New  
York, N. Y.)

**YOUNG & RUBICAM, INC.**

285 Madison Ave., New York 17, N. Y.  
Murray Hill 9-5000

**Media relations & planning department:**  
William E. Matthews, v.p. & dir.

**Associate media dirs.:** Warren Bahr, v.p.,  
Frank Coulter, Kirk Greiner, George F.  
Leithner, Charles T. Skelton, Henry L.  
Sparks, v.p., Joseph St. Georges

**Media account supervisors:** Richard An-  
derson, Kay Brown, Charles Buccieri,  
William P. Dollard, Seymour Drantch,  
Robert Gleckler, Frank Grady, Rodney  
Holbrook, Robert Kowalski, James Scala,  
Russell Young

**Richard D. Campman, business mgr.;**  
Raymond E. Jones, Jr., coordinator of  
spot radio & tv; Terry Pellegrino, media  
analyses; Alice McCabe, media data &  
information; Joan Kerrigan, account

a T.W.X.  
from  
"REX"



**NOW!**

**NUMBER  
ONE CITY  
IN ILLINOIS**

(OUTSIDE CHICAGO)

**R-E-M-A-R-K-A-B-L-E**

**ROCKFORD**

**TOPS IN . . . POPULATION  
RETAIL SALES . . . NEW HOMES**

**AND . . . In This Rich  
AGRICULTURAL AND  
INDUSTRIAL HEARTLAND  
OF MID-AMERICA . . .**

**ARB** MAR. 1960 and **NIELSEN** APR. 1960

— A G R E E —

**WREX-TV DOMINATES  
ROCKFORD Area Viewing**

- **AT NIGHT**  
49 of the Top 50 Shows
- **IN THE DAYTIME**  
All 20 of the Top 20 Shows
- **TOP WESTERNS**  
7 of the Top 8
- **TOP FAMILY SHOWS**  
All 5 of the Top 5 Shows



J. M. BAISCH  
Vice Pres.-Gen. Mgr.

Represented by  
H-R Television, Inc.



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channel 13**

ON  
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DIAL

**wmca**  
The Voice of New York

570

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at MURRAY HILL 8-1500  
or contact  
AM Radio Sales.

service unit; **Florence Aloisia**, typing  
**Contract Unit: Johanna Reinhardt**, publication; **Theresa Chico**, radio-tv  
**Senior media buyers: Jahn M. Flournoy**,  
**Justin Gerstle**, **Eugene Grealish**, **Vance Hicks**, **Arthur Janes**, **Arthur Meagher**,  
**Joseph O'Brien**, **Joseph Ostrow**, **Joseph Raffeto**, **Marcia Roberts**, **Lorraine Ruggiero**,  
**Steve Semons**, **James Stack**, **Thamas Viscardi**, **Fred Weiss**  
**American Airlines, Hintan, DeFranco**;  
**American Home Foods (Chef Boy-Ar-Dee foods)**, **Viscardi, Stack, Paulsen, Sonnen**;  
**American Home Foods (Burnett, Chiquita M. Bananas, Dennison Div.)**, **Stack, Sonnen**;  
**Beech-Nut Life Savers (Beech-Nut baby foods, gum)**, **Egan**;  
**Beech-Nut (life savers, Pine Bros. cough drops)**, **King**;  
**Borden (Farm Products of N. Y. & N. J.)**, **Camerik**;  
**Borden (food products: cheese, coffee ring, Inst. Dutch Chocolate, Inst. Malted Milk, None Such Mince Meat)**, **Camerik**;  
**Borden (food products: Eagle Brand evap. milk, instant whipped potatoes)**, **Critelli**;  
**Borden (institutional products)**, **Camerik**;  
**Borden (milk and ice cream div.)**, **Gerstle, Critelli**;  
**Bristol Aircraft**, **Critelli**;  
**Bristol-Myers (Bufferin)**, **Ostrow, Haber, Moran**;  
**Bristol-Myers (Excedrin, Fortsun)**, **Grealish, Jacknowitz**;  
**Bristol-Myers (Sal Hepatica)**, **Fahland**;  
**Bristol-Myers (Vacuettes, professional med. adv.)**, **Haber**;  
**Bristol-Myers (Vitalis hair cream)**, **Moran**;  
**Cluett-Peabody (sanforized div.)**, **Egan**;  
**Dictaphone Corp.**, **Ward**;  
**Drackett (Drano, Twinkle, Vanish, Windex)**, **Procter**;  
**Drake Bakeries**, **Mooney**;  
**Esterbrook Pen**, **Gerstle, Critelli**;  
**Ethyl Corp.**, **Fahland**;  
**Filbert, J. H., Inc. (margarine, mayonnaise)**, **Weiss, Maaney**;  
**General Cigar (Robt. Burns cigars and cigarillos, Van Dyck cigars)**, **Meagher, Paulsen**;  
**General Cigar (White Owl cigars, Wm. Penn cigars)**, **Viscardi, Sonnen**;  
**General Electric (housewares div. prom.)**, **Weiss, King**;  
**General Electric (blanket & fan dept.: air coolers, baby food warmers, blankets, fans, heaters, heating pads, hair dryers, vaporizers)**, **Weiss, King**;  
**General Electric (Portable Appliance Dept.: Can openers, coffee makers, grills, irons, mixers, rotisseries, sauce pans, skillets, toasters, waffle maker-sandwich grills)**, **Weiss, Maaney**;  
**General Electric (Vacuum Cleaner Division)**, **Stack**;  
**General Electric (M. S. V. D.)**, **Stack**;  
**General Electric (Major Appliances Division)**, **Meagher, Dwyer**;  
**General Electric (dishwashers & disposals)**, **Dwyer**;  
**General Electric (television receivers, audio products)**, **Jones, Dwyer**;  
**General Foods (F. Baker coconut, Jell-O Inst. Puddings, Minute Tapioca, Sanka)**, **Pranzo**;  
**General Foods (Birds Eye Frozen Foods)**, **Semans**;  
**General Foods (Corporate)**, **McEwen**;  
**General Foods (Dream Whip, Pectins, Swans Down Products)**, **Fox**;  
**General Foods (Gaines Burgers)**, **Grealish, Jones**;  
**General Foods (General Foods Kitchens, Postum)**, **Jacknowitz**;

**General Foods (Horizon Foods)**, **Grealish, Jacknowitz**;  
**General Foods (Jell-O Chiffon Pie Filling, Jell-O Pudding & Pie Fillings, Jell-O Tapioca Pudding)**, **Purtill**;  
**General Foods (Jell-O Gelatin)**, **Purtill, McEwen**;  
**General Foods (La France)**, **McEwen**;  
**General Foods (Log Cabin syrup, Minute Rich products)**, **Langbart**;  
**General Foods (Tang)**, **Janes**;  
**Goodyear Tire & Rubber Company**, **Flaurnoy, White**;  
**Gul Oil Corp.**, **Warner, Ward, Mooney**;  
**Henredon Furniture**, **Jones, Hurley**;  
**International Silver Co. (Sterling)**, **White**;  
**International Silver Co. (1847 Rogers Bros.)**, **Ruggiero, Critelli**;  
**Johnson & Johnson (baby products, Cotton Buds, medicated powder, Micrin)**, **O'Brien, Greenberg**;  
**Johnson & Johnson (Band-Aid bandages, first aid cream, gift boxes, Perfron, shampoo, surgical dress)**, **O'Brien, Fahland**;  
**Johnson & Johnson (Tek Hughes brushes)**;  
**LePage's glues**;  
**Lipton Soups**, **Ruggiero**;  
**Manufacturers Trust Company**, **Meagher, Hurley**;  
**Metropolitan Life Insurance Co.**, **Flaurnoy, White**;  
**Moore-McCormack Lines**, **Jones, Sonnen**;  
**National Sugar Refining Co.**, **Stack, Sonnen**;  
**Norcross, Inc.**, **White**;  
**Permacel, Inc.**;  
**Personal Products Corp.**, **Langbart**;  
**Piel Bros. (beer)**, **Practer**;  
**Procter & Gamble (Corporate, Dawn)**, **Brostrom**;  
**Procter & Gamble (Cheer)**, **Roberts, Hoppe**;  
**Procter & Gamble (Spic & Span)**, **Ostrow**;  
**Remington Rand (electric shavers)**, **Ward, Warner**;  
**Royal Typewriters**, **Ruggiero**;  
**Seagram & Sons (Chivas Regal)**, **Gerstle, Camerik**;  
**Seagram & Sons (Four Roses)**, **Janes, Hurley**;  
**Simmons Company**, **Hurley**;  
**Singer Sewing Machine Company**, **Flaurnoy, King**;  
**Spalding, A. G. & Bros.**, **Ward**;  
**Time, Inc. (Corporate)**, **Haber**;  
**Time, Inc. (House & Home)**, **Hoppe**;  
**Time, Inc. (Life)**, **Hicks**;  
**Time, Inc. (Sports Illustrated)**, **Hinton**;  
**Time, Inc. (Time)**, **Semons**;  
**Travelers Insurance Company**, **Paulsen**;  
**Tussay Cosmetics**, **Hicks**;  
**Young & Rubicam, Inc.**, **Greiner, Brostrom**

#### ZETLIN, L. D., & CO., INC.

630 Third Ave., New York 17, N. Y.  
Oxford 7-7047

J. Ernest, L. Zetlin, G. Gelles

#### CHICAGO

##### ADDISON, JOHN A., COMPANY

549 W. Washington Blvd., Chicago 6, Ill  
Franklin 2-6446

Jahn A. Addison, owner; L. L. Zambro timebuyer

##### AGENCY SERVICE CORP.

66 East South Water St., Chicago 1, Ill  
Central 6-5525

George P. Hixan

Chicago Motor Club, North Central Finance Corp.

AUBREY, FINLAY, MARLEY & HODGSON, INC.



230 N. Michigan Ave., Chicago 1, Ill.  
Financial 6-1600

ix Harper, Joan Elfring, Dr. J. Robert  
Miller

utler Manufacturing, Ekco-Alcoa Contain-  
ers, International Harvester Co. (McCor-  
nick farm equipment, Farmall tractors,  
liner & baler twine), Morton Chemical  
Co. (Panogen), Murphy Products Co.,  
RECA National Rural Electric Coopera-  
tive Assoc., Pfister Assoc. Growers (hybrid  
seed corn), Rock Island Railroad, William-  
son Candy Co. (Oh Henry candy)

**EST, GORDON, COMPANY, INC.**

228 North LaSalle St., Chicago 1, Ill.  
State 2-5060

elen Wood, head timebuyer; Ann Kelle-  
er, asst.

imity Leather Products Co., Campana  
Corp. (Campana Italian Balm), Comstock  
oods, Inc., Dumas Milner Corp. (Pine-Sol,  
erma-Starch, etc.), Florsheim Shoe Com-  
any, General Finance Loan Company, May-  
elline Company (cosmetics), Nissan Mo-  
or Co., W. F. Straub Co. (Lake Shore  
oney, prune juice), Old Milwaukee Beer

**HIESPIEL, LEE S., ADVERTISING**

605 N. Michigan Ave., Chicago 11, Ill.  
Superior 7-7473

For accounts see St. Joseph, Mich.)

**LAYLOCK ADVERTISING**

39 S. LaSalle St., Chicago 3, Ill. Andover  
3-2287

Dorothy E. Blaylock

**BOTT, LEO P., JR., ADVERTISING**

64 E. Jackson Blvd., Chicago 4, Ill. Har-  
rison 7-9187

Leo P. Bott, Jr.

**BOZELL & JACOBS, INC.**

205 N. LaSalle St., Chicago 1, Ill. Cen-  
tral 6-0870

Philip Rouda, v.p. radio/tv; Maryellen  
Convery, timebuyer

Arrivals, Ltd., Blue Cross, Blue Shield Plan  
of Illinois, Chittenden-Eastman (bedding),  
Evis Mfg., Kroll Bros. (children's furniture  
mfg.), Leaf Brands, Inc. (gum, candy), Na-  
tional Steel Cabinet Co., Omar, Inc., Res-  
tonic Corp. (mattresses), National LP-Gas  
Council, Tilemaster Corp., Willard Tablet  
Co., Wonder Rest (mattresses)

**BUCHEN, THE, COMPANY**

400 W. Madison Ave., Chicago 6, Ill.  
Randolph 6-9305

Lee Carlson

Armour Industrial Chemical Co., Harris  
Milling, Hobart Mfg. Co., Masonite Corp.,  
Oliver Corp. (agric.), Victor Chemical  
Works, Wood Conversion Co.

**BURNETT, LEO, COMPANY, INC.**

Prudential Plaza, Chicago 1, Ill. Central  
6-5959

Thomas A. Wright, v.p. & mgr. media;  
John W. Setear, ass't mgr.

Media supervisors: Dave Arnold, Dick  
Coons, Gus Pflieger, George Stanton, Hal  
Tillson

Associate media supervisors: Rex French,

Bill Harmon, George Miller, Biill Over-  
holtzer, Dave Seidel, George Wilcox

Timebuyers: Eloise Beatty, Wally Breg-  
man, Tom Brennan, Lincoln Bumba, Don  
Carlson, Bill Chrisman Jim Cone, Ber-  
ginia Cherkezian, Bruce Curtis, Bill Eck-  
ert, Ken Eddy, Marge Flotron, Fred  
Maeding, Tom Marshall, Dick Niece,  
Arne Nordmark, Mary Loui Ruxton,  
Mahlon Saxon, John Stetson, Cal Wilcox  
Allstate, Bauer & Black, Bissell, Blue Jay,  
Brown Shoe, Campbell Soup, Chrysler Corp.  
(Corporate Adv.), Commonwealth Edison,  
Cracker Jack Co., Crane Co., Green Giant,  
Harris Trust, Hoover, Kellogg, Maytag, Mo-  
torola, National Hosiery, Philip Morris  
(Marlboro, Philip Morris, Mayfield), Pfizer,  
Pillsbury Mills, Procter & Gamble (Lava,  
Joy, Camay, Secret deodorant, Pace home  
permanent), Pure Oil, Santa Fe, Star Kist  
Tuna, Sugar Information, Tea Council,  
Swift & Co. (Allsweet, End-O-Prds., weed  
killers, Vigoro)

**CAMPBELL-MITHUN, INC.**

1024 Palmolive Bldg., Chicago 11, Ill.  
Delaware 7-7553

Clay Rosslund, media dir.; William J.  
Stenson, chief timebuyer; Marian Clark  
Manzer, timebuyer

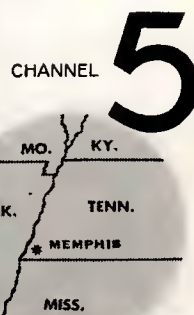
Allied Van Lines, Inc., Stenson; American  
Dairy Association, Stenson; Fenn Brothers,  
Inc. (candy), Stenson; Helene Curtis In-  
dustries (cosmetics), Stenson; The Kroger  
Company (division and manufactured prod-



# OUT- STANDING

... IN MEMPHIS' 2.4 MILLION,  
\$2.9 BILLION MARKET IS

Channel 5, Memphis, reaches *more* people, over the rich  
Mid-South area, than any other Memphis or Mid-South  
television station. Operating from the South's newest and  
finest facilities, Channel 5 serves 2,418,100 people, with  
\$2,925,501,000 income! (Source: Sales Management, Sur-  
vey of Buying Power, 5/10/60). Mighty good reasons to  
place your TV-dollars on Channel 5, Memphis!



WMCT-MEMPHIS

100,000 WATTS

NBC AFFILIATE

NATL. REP. BLAIR-TV

on the go  
with Tony Moe



## FUN TO BE FIRST!

Much has happened at KSO Radio since we came under the Joe Floyd-Larry Bentson-Tony Moe aegis just two years ago. KSO is on the go!

Circulation up! Consistent gains. The current Hooper shows another 40% rise from 7 AM to 6 PM. For the first time KSO Radio is the highest rated station in Des Moines with a peak share of audience of 29.7 in the key 5:30 PM Driving Time. It's fun to be first!

With no rate increase in two years KSO billing is up 300%. Fact is you get more for your dough on KSO. Greater frequency! More sales impact! You be first to phone your H-R man.

*Tony Moe*

DES MOINES AND  
CENTRAL IOWA

# KSO

RADIO ON THE GO!

PHONE TONY MOE AT KSO  
or contact H-R REPS

LARRY BENTSON President  
TONY MOE Vice-Pres.-Gen. Mgr.  
JOE FLOYD Vice-Pres.

Associated with WLWL, Minneapolis-St. Paul; KELO-Land TV (KELO-tv, KDLO-tv, KPLO-tv); KELO Radio, Sioux Falls, S.D.

ucts), **Manzer**; Mishawaka Rubber Company (footwear), **Stenson**; Wilson & Co., **Stenson**

### COMPTON ADVERTISING, INC.

200 S. Michigan Ave., Chicago 4, Ill.  
Harrison 7-9822

**Andrew E. Zeis, media dir.**; **Cecilia Odziomek**

Central National Bank & Trust Co., Chicago & Northwestern Railway System, Eversharp Pen Co., Garst & Thomas Hybrid Corn Co., Hotpoint Co., Otoe Food Prods. Co., Pioneer Hi-Bred Corn Co., Pioneer Seed Corn Co., Perfect Circle Corp. (auto pdts.), Schulze & Burch Biscuit Co.

### COPELAND, ALLAN AND GARNITZ, INC.

75 E. Wacker Drive, Chicago 1, Ill. Central 6-8586

**Allan J. Copeland, Howard Garnitz**

### CRUTTENDEN ADVERTISING

75 E. Wacker Drive, Chicago 1, Ill. Financial 6-3630

**George M. Stern**

A. Stein (Perma-Lift)

### CUNNINGHAM & WALSH, INC.

6 North Michigan Ave., Chicago 2, Ill. Andover 3-3138

**Carl E. Gylfe, media dir.**; **Fred McCormack, Bette McKeough, ass'ts**; **Rita Green, timebuyer**

Beatrice Foods (dairy prods), College Inn Food Prods., Kitchens of Sara Lee (all prods.), New Orleans Kitchens, Inc., Roper Co., George (ranges)

### DANCER-FITZGERALD-SAMPLE, INC.

221 N. LaSalle St., Chicago 1, Ill. Financial 6-4700

**Thomas P. O'Connell, media dir.**; **Barbara Brown Loomis, ass't media dir.**; **Barbara Brown, ass't timebuyer**

Alliance Mfg. Co. (Genie Tena-Rotor), Carey Salt Co., Frito Co. (Frito Corn Chips), Pfaff International Corp. (sewing mach.), The Siegler Corp. (gas & oil space heaters), Swift & Co. (Swift'ning, Jewel Oil, Pard dog food)

### D'ARCY ADVERTISING COMPANY

Prudential Plaza, Chicago, Ill. Michigan 2-5332

**Jo (Siano) Davidson, Michael B. Disney, Thomas J. Henry, Melba Bayard**

Climalene Co. (Climalene, Bowlene), **Bayard**; Consolidated Foods Corp. (Monarch foods), **Disney**; Nehi (RC, Nehi, Par-T-Pak, Upper 10), **Disney**; Oil Heat Council, **Bayard**; Parti-Day, Inc. (Parti-Day dessert toppings), **Disney**; Royal Crown Cola, **Bayard**; Standard Oil (Ind.), **Davidson**

### EARLE, LESTER, INC.

154 E. Erie St., Chicago 11, Ill. Delaware 7-4043

**Lester E. Rosenberg**

### EBERSOLD, FRED H., INC.

20 N. Wacker Drive, Chicago 6, Ill. Franklin 2-0106

**Fred H. Ebersold**

Statistical Tabulating Corp., **Ebersold**

**EDELSTEIN-NELSON ADV. AGY., INC.**  
203 N. Wabash Ave., Chicago 1, Ill. Andover 3-3867

### Edward Edelstein

Conway Camera Co. (photo suppl.), The Effron Mfg. Co. (hathroom acces.), John Walker, Inc.

### FOOTE, CONE & BELDING

155 E. Superior St., Chicago 55, Ill. Superior 7-4800

**L. Patricia Chambers, Gwendolyn Dargel, Dorothy C. Fromberz, Rita Hart, Genevieve Lemper, Vera L. Talloff**

Armour & Co. (Dial soap, Dial shampoo, Liquid Chiffon, Glad), **Dargel**; Association Investment Co., **Lemper**; Chicago Tribune Co. (newspapers, WGN & WGN-TV), **Hart**; First National Bank of Chicago, **Hart**; Hallmark Card, Inc., **Lemper**; S. C. Johnson & Son, Inc. (Carnu, J-Wax, Kleenex, R & Off), **Dargel & Hart**; Kimberly-Clark Corp. (Delsey, Kleenex tissues, Kleenex table napkins & Kleenex towels), **Tabolo**; Kraft Foods Co. (caramels, marshmallows, sauces, Fudgies & choc. powder), **Taloff**; Minneapolis-Honeywell Regulator Co., **Lemper**; Osborne-Kemper-Thomas, **Lemper**; Paper Mate Pens, **Chambers**; Perkins Division General Foods (Kool-Aid, Kool-Shake, Good Seasons), **Fromberz**; Zenith Radio Corp., **Chambers**

### FRANK, CLINTON E., INC.

2400 Merchandise Mart, Chicago 54, Ill. Whitehall 4-5900

**A. S. Trude, Jr., media dir.**; **Helen Davitt, timebuying supervisor**; **Ruth Babick, Carmille Muscarella**

Bissell, Inc., Bosch Brewing Co., Curtin Candy Co., Dean Milk Co., Flako Division, Quaker Oats, Fort Howard Paper Co., Grocery Store Prods., Hamilton Beach Division, Scoville Mfg. Co., Northwoods Coffee Co., Quaker Oats Co. (flour, inst.), Reynolds Metals Co., Toni Co. (Pamper, Tambo, Bobbi), Wurlitzer Co.

### FULLER & SMITH & ROSS, INC.

105 W. Adams St., Chicago 3, Ill. Andover 3-5039

**S. A. Allen, media dir.**

### GARFIELD-LINN COMPANY

333 N. Michigan Ave., Chicago 1, Ill. Financial 6-8686

**Elizabeth Abt**

### GORDON, THE PHIL, AGENCY, INC.

23 East Jackson Blvd., Chicago 4, Ill. Harrison 7-2103

**David J. Stetz**

Wm. Cooper & Nephews, Inc. ("Pulvex" pet care products), Freeze Bank, Inc. (food freezer plan), Nicholas of America Ltd. ("Permaco" cobalt, hullets for cattle and sheep)

### GOURFAIN-LOEFF, INC.

205 W. Wacker Drive, Chicago 6, Ill. Andover 3-0889

**E. Johnson**

Spring Air Corp. (mattresses)

**GRANT ADVERTISING, INC.**

919 N. Michigan Ave., Chicago 1, Ill.  
Superior 7-6500

**Reginald L. Dellow, v.p., media dir.;**

**Mary Alice Crisafulli, timebuyer**

Chicago & Suburban Dodge Dlr., Comet Rice, Doctors Contacts, Inc. (contact lenses), Dri-Gas Div., Warren Petroleum, Excell Labs (New Plant Life), KVP Co. (paper prods.), Landmaster, Inc. (farm equip.), Minneapolis-St. Paul Dodge Dlr., O' Cedar—Div. of American Marietta Corp. (mops, brooms, furniture polish), Dr. Pepper, M. Pier Co. (TIZ Mist Creme & Color Rinse), Jos. Schlitz Brewing Co., Swanson's Cookie Co. (Archway Cookies), Warren Petroleum Corp.

**GRIMM & CRAIGLE, INC.**

201 N. Wells St., Chicago 6, Ill. Financial 6-6767

**Mary Ja Zielinski**

Energy Kontrols, Inc., National Sporting Goods Assn.

**GUENTHER-BRADFORD & COMPANY**

230 N. Michigan Ave., Chicago 1, Ill. Andover 3-6651

**Charles J. Zeller, pres., gen. mgr.**

All American Football Digest, Apollo Savings & Loan, Baseball & Bowling Publications, Becker Roofing Co., Chicago 7-Up Bottling Co., Faetz-Niesen Recreation, Heatmasters, Fred Hebel Corp. (vending machines), Hunding Dairy, Investors Savings & Loan Assn., Joliet 7-Up Bottling Co., Michigan Ave. National Bank, Montana Charlie's Steak House, Nelson Chevrolet Co., Plumbing Contractors Assn. of Chicago, Refiners Distributing Co. (Refiners Pride Ethyl), Sabaini Motor Sales, Sears Roebuck & Co. (Chicagoland stores), Tauber Leasing Co., Inc., Turner Brothers Clothing, Wells Petroleum (fuel oil)

**HANSON & STEVENS**

11 N. Wacker Drive., Chicago 6, Ill. Franklin 2-2910

**Lois Scheuber**

Dickinson (popcorn), Mercantile National Bank

**HARTMAN, GEORGE H., COMPANY**

307 N. Michigan Ave., Chicago 1, Ill. Andover 3-0130

**Jean Seaman, Glaria McNamee**

**HENRI, HURST & MC DONALD, INC.**

121 W. Wacker Drive, Chicago, Ill. Franklin 2-9180

**Laura Hall**

Admiral Corp. (radios, televisions & appliances), Coopers, Inc. (Jockey underwear), Holloway House (frozen foods), Kroehler Mfg. Co. (furniture), Myzon Labs (animal health products)

**KAPPS COMPANY, THE**

64 East Lake St., Chicago 1, Ill. State 2-0460

**J. Kapps, C. Kapps**

Archer Motors, Inc., Authorized Food Service Co., Chambers Gas Range Co., Chicago-Laranie Motors, Davidson Baking Co.,

Economy Home Food Service, Langendorf Clothing Mfg. Co., Madwell Bedding Co., Miracle Ham Co. (packer), Northpark Sales & Service (auto), Public Service Stores, Lynn Stewart Distr. Co., Southeast Radio Stores, Studebaker-Packard Dlr. of Chicago Assoc., Traveler Radio Corp., Well-made Bedding Co., Western Supply & Furnace Co.

**KASTOR, H. W., & SONS**

75 E. Wacker Drive, Chicago 1, Ill. Central 6-5331

**Harvey Mann**

Berry Oil Co., Campana Sales Co. (Bantrol), Easy-Do, Inc., Fannie May Candy, International Milling (Robin Hood flour), Neuhoff Brothers Packers, Orange-Crush Co.

**KENNEDY, EDWARD C., ADVERTISING**

159 E. Chicago Ave., Chicago 11, Ill. Delaware 7-6330

**Edward C. Kennedy, P. A. Scibetta, J. V. Dahlstrom**

**KENYON & ECKHARDT, INC.**

221 N. LaSalle St., Chicago 1, Ill. Financial 6-4020

**Frank C. Clayton, media dir.; Jaan Blackman, Robert Penninger, Mark Oken**

Lincoln-Mercury Dlr. Assn, Blackman; Pabst Brewing Co. (Pabst & Blatz), Penninger & Oken; Pepsi-Cola Co. (soft drink), Blackman; RCA Victor Distr. Corp. (appls.), Blackman; Whirlpool Corp. (large appls.), Blackman

**KEYES, MADDEN & JONES**

(Div. of Russel M. Seeds)

**REACH  
712,865\* TV HOMES  
IN THE GREAT  
DALLAS-FT. WORTH  
MARKET WITH  
CHANNEL  
4**

KRLD-TV serves 53 booming Texas counties plus 5 southern Oklahoma counties. Channel 4 serves this area of more than 2,700,000† people with 712,865\* TV Homes.

**SELL MORE with CHANNEL FOUR**

\*Composite Nielson and ARB TV Ownership Estimates, NCS† 3 coverage pattern.

†Based on preliminary figures, U. S. Census Bureau.

**KRLD-TV**

represented nationally by the Branham Company

**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President

**MAXIMUM POWER** TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.



919 North Michigan Ave., Chicago 11, Ill.  
Whitehall 3-2133

**Merle Myers, Virginia Russet**

Brown & Williamson Tobacco Corp (Raleigh), Congoleum-Nairn (floors & walls), Fendrich, Inc. (La Fendrich & Chas. Denby cigars), Florists' Telegraph Delivery Assoc. Inc. & Interflora, Inc., Greater Miami Federal Saving & Loan, H. H. Hixson & Co. (Fireside Egg Coffee), Loomweave Corps., Div. of Congoleum-Nairn (fiber rugs & carpets), Metropolitan Bank of Miami, National Presto Industries, Inc., Norge Sales Corp., The Pinex Co. (cough syrups, Dexyl and Pabasone), Policy-Matic Corp. of America, Revcre Camera Co. (Cine-Zoom Electric Eye-Matic 8mm movie camera, EE-127 Electric Eye-Matic still camera), C. H. Wallerich Co. (Chrysler & Plymouth), Washington Security Co., Weco Products Co., York Corporation

**KLAU-VAN PIETERSOM-DUNLAP, INC.**

520 N. Michigan Ave., Chicago 11, Ill.  
Superior 7-3061

**Robert Cunningham, Clarence Russell, Maree Tait**

Chicago Federal Savings & Loan Assn., Hess & Clark

**LILIENTELD & CO.**

121 W. Wacker Drive, Chicago 1, Ill.  
Andover 3-7667

**James K. Jurgensen**

Booth Fisheries (frozen foods), John Canepa Co. (macaroni, spaghetti), Debs Hospital Supplies, Doyle, Inc. (Strongheart dog and cat food), F & F Laboratories (cough remedies), Hawthorn-Melody Farms Dairy, National Tea Co. (home offices, Chicago): Davenport, Denver, Detroit, Indianapolis, New Orleans, Kalamazoo, Memphis, Milwaukee, Minneapolis, Sioux City; Mrs. Klein's (potato chips), ReaLemon-Puritan Co. (frozen, canned, bottled juices).

**LONG, THE W. E., ADVERTISING AGENCY**

188 West Randolph St., Chicago 1, Ill.  
Randolph 6-4606

**Russell A. Gilbertz, media dir; Russell D. Rynersan, Leonard F. Thornton, media supervisors**

Armein's Bakery (Springfield, Ill.) (Holsum bread), Ben's Ltd., Halifax & Nova Scotia (Holsum bread), Mrs. Boehme's Bakery (San Angelo, Tex.) (Holsum bread), Butter Krust Baking Co. (Sunbury, Pa.) (Holsum bread), Carpenter Baking Co. (Milwaukee, Wis.) (Old Settler bread), Cotton Bros. Baking Co. (Alexandria, La.), (Holsum bread), Cotton's, Inc. (Baton Rouge, La.) (Holsum bread), Cotton Baking Co. (Shreveport, La.) (Holsum bread), Cross Baking Co. (Montpelier, Vt.) (Holsum bread), Franco Superior Bakery (San Diego, Cal.) (Town Talk bread), Fuchs Baking Co. (South Miami, Fla.) (Holsum bread & sweet goods), Gunsenhauser Bakery (Lancaster, Pa.) (Holsum bread), Hauswald Bakery (Balt., Md.) (Hauswald's bread), Holsum Bakers of Puerto Rico, Fort Wayne, Tampa, Gastonia, No. Carolina, Phoenix and Tucson; John J. Nissen Baking Corp. (Brewer, Me.) (Holsum Old Home bread), John J. Nissen Baking Corp. (Portland, Me.)

**LUJDIN, EARLE, & COMPANY**

121 W. Wacker Drive, Chicago, Ill.  
Andover 3-1888

**Daniel O'Connor, Marilyn Duff, Patrick Smyth**

The Reuben H. Donnelley Corp., Duff; Easy Laundry Appliances, Smyth; Eureka Williams Corp., Smyth; Jewel Tea Co., W. F. McLaughlin & Co., Duff; Rath Packing, O'Connor

**MAC FARLAND, AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1, Ill.  
Randolph 6-9360

**Esther N. Anderson, sr. timebuyer; Daratthy Budzynski, ass't timebuyer**

Amana Refrigeration, Inc., Carl Buddig & Co. (smoked sliced meats), The Celotex

Corp. (bldg. materials), Drewrys Ltd. U. S. A. (beer), E. W. Kneip, Inc. (frozen fresh meats), Lewis-Howe Co. (Nature Remedy), Martin-Senour Paints, Perfect Garcia Cigars, Sleex Products Company (girdles), Stewart-Warner Corp. (Alemit CD2), Zenith Radio Corp. (hearing aids)

**MC CANN-ERICKSON, INC.**

318 S. Michigan Ave., Chicago 4, Ill.  
Webster 9-3700

**Group #1: Elliott Jahnsan, supervisor; Dan Amas, Dan McGrath, timebuyers**

Bell & Howell Co., Brunswick-Balke-Clender Co., Canadian National Railway, Encyclopaedia-Britannica, Spanish Green Olives Commission, Derby Foods, Inc., General Outdoor Advertising, International Harvester, Lewis-Howe, Milk Foundation, National Dairy Council

**Group #2: Bill Kennedy, supervisor; Ruth Leach, ass't supervisor; Len Kay, timebuyer**

Carter Oil Co., Coca-Cola Bottling Co. of Chicago, G. Heileman Brewing Co., Helen Curtis Industries, Marion Harper & Sons Swift & Company

**MERCHANDISING ADVERTISERS, INC.**

308 W. Washington St., Chicago 6, Ill.  
Central 6-4588

**F. Ohlrich, pres.; Guy E. Tipton, prod mgr.; Ray Fick, acct. exec.**

**MEYERHOFF, ARTHUR, ASSOCIATES, INC.**

410 N. Michigan Ave., Chicago 11, Ill.  
Delaware 7-7860

**Francine Goldfine, Edmond Kasser, Bruce Haustan, Danna Hanson**

Demert & Dougherty, Inc. (Aerosol prods.) Hanson; I. J. Grass Noodle Co. (soup mixes & noodles), Kasser & Houston; Illinois Meat Co., Sub. of John Morrell (canned meats), Kasser; Myzon, Inc. (farm prods.) Hanson & Haustan; New England First Co. (canned salmon), Kasser; Pam Industries (pure veg. oil), Kasser; Wm. Wrigley Jr. Co. (gum), Goldfine, Haustan

When You're Interested In Buying or Selling Radio or Television Property

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in New York—41 East 42nd Street, MURray Hill 7-8437

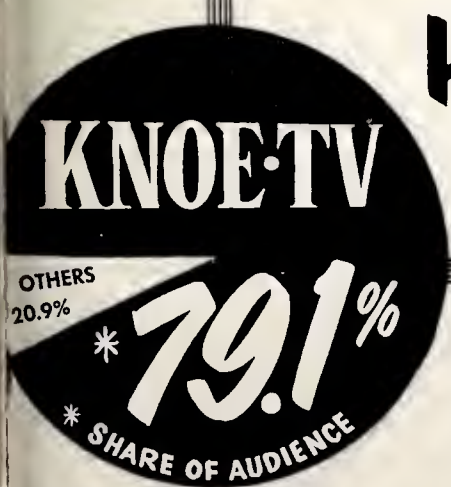
**HARPER & EICOFF, INC.**  
 12 E. Walton St., Chicago 11, Ill. Superior 7-9700  
**MacLean, Mel Smith, Sherman**  
**Smith, Jael Weiner**  
 Printing Company (Salad Mixer, Rocket, Tribble, Z-Matic, Klean Mop, Rotary Chef, I-O-Matic, auto kit, Hyrex battery charger, Winston Sales Company (fishing kit, therm cushion, Formula #12 polish)  
**LOCK ADVERTISING AGENCY**  
 39 N. Clark St., Chicago 2, Ill. Randolph 6-8336  
**W. Barton, H. E. Lewis**  
**EDHAM, LOUIS AND BRORBY, INC.**  
 Prudential Plaza, Chicago 1, Ill. Whitehall 4-4300  
**Edward E. Johnson, v.p. & facilities dir.;**  
**John Cale, mgr. of broadcast facilities;**  
**Robert Vedder, media dir.; Dan DeCarla,**  
**Tip Marrow, Marianne Manahan**  
 Beans, beans & franks), **Manahan;**  
 Engines Engine Co., **DeCarla;** Household Finance Corp., **Marrow;** Household Finance Corp. (Canada), **DeCarlo;** International Minerals & Chemical Co., **Manahan;** S. C. Mason & Son (Glo-Coat, Pride, Stride, etc. products), **Manahan;** Krafts Food (Parkay, Miracle Margarine, oils, etc.), **Marrow;** Lever Brothers Company (Swan & All), **DeCarlo;** Mars, Inc., **DeCarlo;** Massey-Ferguson, Inc., **Marrow;** Monsanto Chemical Co., **Manahan;** Mort Salt Co. & Panogen, Inc., **Marrow;** Columbia Oil Co., **Marrow;** Peoples Gas, etc. & Coke Co., **Manahan;** Rival Packing Co. (Rival dog food), **DeCarla & Mor-**  
**Scovill Mfg. Co., Manahan;** State Insurance Cos., **DeCarlo;** Wieboldt Stores, **Manahan;** Worthington Corp., **Man-**

**Harper, media supervisor; Elaine D. Pappas, senior buyer; Betty Lavaty, buyer**  
 American Brewing Co. (Regal beer), James B. Beam Distilling Co. (Gilbey's Spey Royal Scotch), **Pappas;** Columbia Foods, **Pappas;** Englander Co. (mattresses), **Pappas;** First National Bank of Chicago, **Harper & Lavaty;** Gillette Labs., Div. of Gillette Co. (Thorexin), **Pappas;** Jewel Food Stores, **Pappas;** Lanvin Parfums, Pfaelzer Bros. (meat wholesalers), **Harper & Lavaty;** Pilsener Brewing Co. (P.O.C. beer), **Harper & Lavaty;** Reddi-Wip Corp., **Pappas;** Toni Co.—A Div. of Gillette Co. (Toni Home Permanent, Deep Magic, Tip Toni, curlers), **Pappas;** Toni Co.—A Div. of Gillette Co. (Adorn, Tonette, Silver Curl, Hush), **Harper & Lavaty;** Webcor, Inc. (tapes, records, stereophonic phonographs, radios and accessory equipment) Westley Industries, **Pappas**  
**O'GRADY-ANDERSEN-GRAY, INC.**  
 230 N. Michigan Ave., Chicago, Ill. Financial 6-9133  
**Jack J. Page**  
 Chicago Plastering Inst. (public serv.); Clayton Mark (water pumps)<sup>b</sup> Iredale Van Lines (moving & storage); Marquette Coal Company (fuel); Rust-Oleum Corp. (rust preventives)  
**OLIAN & BRONNER, INC.**  
 35 E. Wacker Drive, Chicago 1, Ill. State 2-2381  
**Kay Kennelly, media dir.**  
 Alva-Tranquil Corp. (tranquilizer); Atlas Brewing Co. (Atlas Prager beer); Auto-point Co. (pens); Ball Clinic, Inc. (arthritis clinic); Beltone Hearing Aid Co.; Burgess Vibrocrafters, Inc. (paint sprayers); C.E.T., Inc. (tv sets); Comfort Mfg. Co. (Anti-Terge hand cream); Fohrman Chrysler-Plymouth; Gingiss Bros. (formal rental); Goldblatt Bros. (dept. store); Jay's Foods (Jay's Potato Chips); Mullins Foods (Prairie Chef Barbeque Sauce); National Lecithin, Inc. (tablets); Pastorelli Bros.

(pizza mix); Rhodes Pharmacal Co. (Perform); Rockdale Monument Co.; Rose Packing Co. (meat prods.); Schoenhofen-Edelweiss (Edelweiss beer); Walter Schwimmer Co.; Station WCFL; Terry Foods, Inc. (frozen meats)  
**PRESBA, FELLERS & PRESBA**  
 360 N. Michigan Ave., Chicago 1, Ill. Central 6-7863  
**W. B. Presba, pres.; Marquis M. Smith, v.p.; Frank R. Steel, acct. exec.; V. N. Rinman, sec'y.-treas.**  
 Book House for Children; Geneva House; Madison Bank & Trust Co.; Olson Rug Co.; Orleans Canning Co. (dog food); Warp Brothers (Flex-O-Glass)  
**FLETCHER RICHARDS, CALKINS & HOLDEN, INC.**  
 Prudential Plaza, Chicago 1, Ill. Randolph 6-3830  
**G. T. Jahnke, W. V. Humphrey, W. McNally, V. M. Manfredini**  
 Eastern Airlines, **Jahnke & Manfredini;** Marshall Field & Co., **Humphrey & Manfredini;** MusiCraft, **McNally & Manfredini;** Rand McNally & Co., **McNally & Manfredini;** U. S. Rubber Co. (tires), **Jahnke**  
**ROBERTSON, BUCKLEY & GOTSCH, INC.**  
 108 N. State St., Chicago 2, Ill. State 2-5336  
**Clarence M. Gatsch**  
 Cartan Travel Service  
**SHERWIN ROBERT RODGERS and ASSOCIATES**  
 46 E. Spring Ave., Chicago 11, Ill. Superior 7-5706  
**L. Raclin**  
 National Cheese Co. (dairy prod.), Ratay, Inc. (furniture), Slatkowski Sausage Co. (meat prods.)  
**RODKIN, SANDER, ADVERTISING AGENCY, LTD.**  
 737 N. Michigan Ave., Chicago 11, Ill. Delaware 7-0300

**TH ADVERTISING INC.**  
 10 Merchandise Mart, Chicago 54, Ill. Whitehall 4-5030  
**W. A. Delana, v.p., marketing; Norman T. Garrabrant media dir.; John W.**

# HOW'S THIS FOR SHARE OF AUDIENCE



## JUST LOOK AT THIS MARKET DATA...

|                             |                 |
|-----------------------------|-----------------|
| • Population                | 1,520,100       |
| • Households                | 423,600         |
| • Consumer Spendable Income | \$1,761,169,000 |
| • Food Sales                | \$300,486,000   |
| • Drug Sales                | \$40,355,000    |
| • Automotive Sales          | \$299,539,000   |
| • General Merchandise       | \$148,789,000   |
| • Total Retail Sales        | \$1,286,255,000 |

**KNOE TV**  
 CBS • ABC  
 A James A. Nae Station  
 Represented by  
 H-R Television, Inc.



9 AM TO MIDNIGHT 7 DAYS A WEEK  
 MARCH 1960 ARB MONROE METRO FOUR WEEK SUMMARY

Monroe, Louisiana

**“Successful  
Representation  
through  
Purposeful  
Salesmanship”**

DEVNEY / O'CONNELL, INCORPORATED



STATION REPRESENTATIVES

535 FIFTH AVENUE, NEW YORK 17, NEW YORK

NEW YORK / CHICAGO / HOLLYWOOD / SAN FRANCISCO

**Fifteen  
Years  
of**

**Award-Winning  
Commercials**



**Robert Swanson Productions, Inc.**

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

Telephone MUrray Hill 8-4355

**S. Radkin, J. Strickland**

Alpine Construction Co., Direct Sales  
Esserman Dodge, Foster TV, Hi-Lo T  
tenna Corp., Lord & Rogers, Inc.,  
TV, Inc., Miracle Enterprises, Inc.,  
King, Inc., Roseland Plymouth, Van N  
Beer

**SCHRAM ADVERTISING CO., THE**

170 W. Washington St., Chicago  
Financial 6-8585

**Fred S. Brady, Larry Cohen, Raymo  
Henning, Shirlyn Mandel, Ira P. V  
stein**

Airtite (home improvement items),  
Leaf Prods. Co. (Black Leaf "40",  
Rose Leaf Floral Dust, Sbeen, G  
Dust), Fox Head Brewing Co. (F  
Luxe beer, Fox Head 400 beer), Sout  
Bank & Trust Co., Weber Brewin  
(Weber beer)

**R. JACK SCOTT, INC.**

814 N. Michigan Ave., Chicago 1  
Whitehall 4-6886

**Ralph Trieger, media dir.; Elliot  
Jahson, media & research; Dawn  
goning, asst. timebuyer**

Boyer International Labs (hair arran  
Chamberlain Distributors (hair lo  
Commerce Clearing House, Chicago  
um Corp., Chicago District Ice Assn.,  
monwealth Prods., Inc. (Alumi-Glo  
Copper-Glo), Fountain Prods. Corp.  
fixtures), Fox DeLuxe Foods (f  
foods), Gibbs & Co. ("Gabrieleen" "Al  
cold wave, "Wonderful World"  
wave, "Martha Hyer Glotone"  
"Smart Styling" hair spray), Hedlin  
House of Lowell ("Mary Lowell" c  
tics), Libby Furniture & Appliance  
Lyton, Henry C. (dept. store), Mer  
dise Service, Inc. (20/20 Eye Lotion)  
erals of the Sea. Ltd. (Algamin 60)  
fect Plus Hosiery Mills, Perfecto C  
Cigar Co., Plachman & Harrison (mus  
Salerno-Megowen Biscuit Co., Sert  
tress Co. of Chicago, John M. Smyt  
(furniture), Spiegel, Inc. (retail and  
logue order division), Walgreen Drug  
Weiman Company (furniture mfr.).  
& Co.

**SENNE, HENRY, ADV., INC.**

75 E. Wacker Drive, Chicago 1, Ill.  
dolph 6-6932

**Henry J. Senne, radio/TV**

**STEFFEN, PAUL J., COMPANY**

201 N. Wells St., Chicago 6, Ill.  
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 Helman; Ed Fitzgerald, senior buyer;  
 buyers: Robert Atwood, Jahn Rahr-  
 Harry Furlong, Harold Farris, Syl-  
 Rut, Ellen Carlson, Bernice Mc-

Taggart, Ronald Stack, Peggy Wille- brand, Mina Kleyne, Margaret Welling- tan

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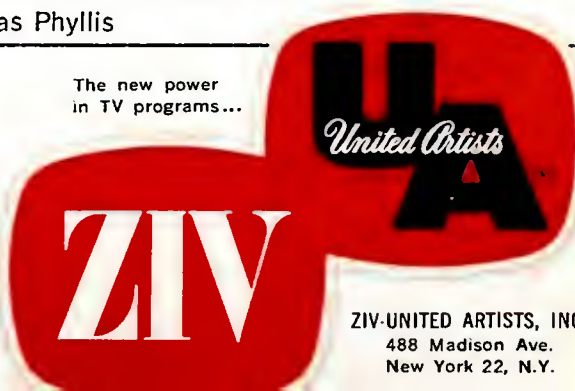
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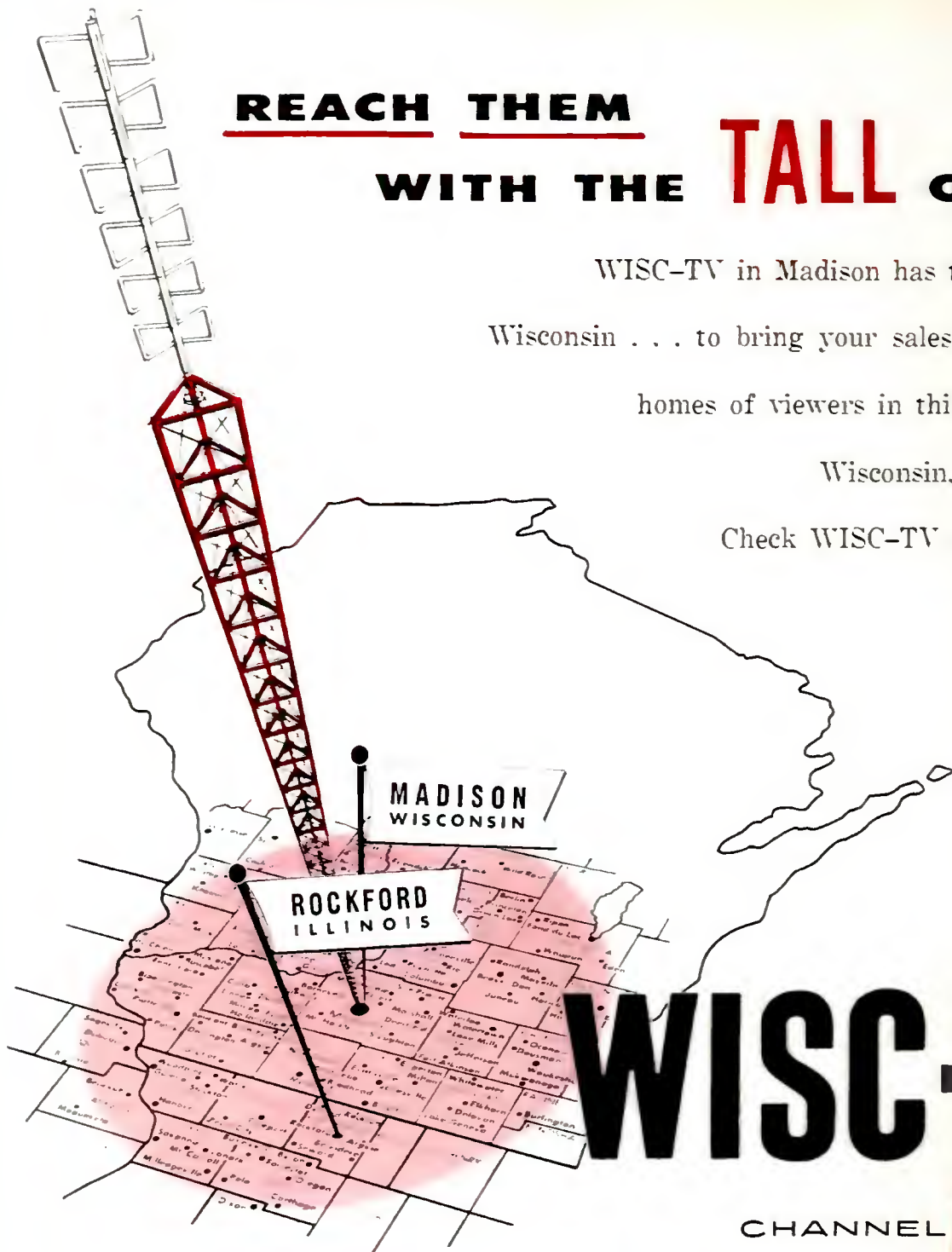
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