

Television Age

What will result from new network program regulations? **PAGE 19**

Is television audience more critical than in the past? **PAGE 26**

Medium's place in America's heartland grows in importance **PAGE 61**

TVA-A 10-60 G942 *
MR LEON ADAMS
14 COTTAGE PLACE
UTICA N Y

SPECIALIST IN SPOTS



Drum up more sales — just like the many smart national advertisers who spot their TV dollars on these important stations.

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

Edward Petry & Co., Inc.
Television Division
The Original Station Representative

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley

No. 16
WTRF-TV Image Series
MACHINERY



BLAW-KNOX COMPANY, Wheeling and Warwood, W. Va.

Slab Shear, one of the gigantic machines manufactured here in B-K plants. (Note how machine towers over man at left.)

Producing massive machines for steel and aluminum manufacturers, The Blaw Knox Company employs 1000 skilled craftsmen earning a five million dollar annual payroll in their two WTRF-TV area plants. Blaw-Knox, another industrial giant, contributes to the progress of this rich and busy 36-county area covered by WTRF-TV from Wheeling. Why are alert advertisers interested? The two million people living in this Wheeling Market have an annual spendable income of over 2½ billion dollars. They look to WTRF-TV for ways to spend that money!

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts **NBC** network color

WHEELING 7, WEST VIRGINIA

reaching a market that's reaching new importance!

wtrf tv
CHANNEL 7

WHDH SOLD
 W J W SOLD
 WTAE SOLD
 WTOP SOLD
 WCCO SOLD
 WMAZ SOLD
 WBAP SOLD
 KRCA SOLD
 KRON SOLD
 KXTV SOLD
 KBAK SOLD
 WFMJ SOLD
 WISN SOLD
 KOTV SOLD
 KPRC SOLD
 WOAI SOLD
 WFBC SOLD
 WHIO SOLD
 WTVN SOLD
 KCPX SOLD
 KFSD SOLD
 K M J SOLD
 WUSN SOLD
 WMAR SOLD
 WBEN SOLD
 WDAU SOLD
 WHYN SOLD
 T SOLD



ALMANAC

TELEVISION'S FASTEST SELLING 5 MINUTES!

Market after market
 is snapping up
ALMANAC... an
 exciting new
 concept in
 programming,
 a great new *sell-*
ing showcase. *365*
five-minute epic
events... produced by
 Richard B. Morros in
 association with Hearst
 Metrotone News Inc....
 narrated brilliantly and
 beautifully mounted with
 fine musical scoring.
 Now you can program



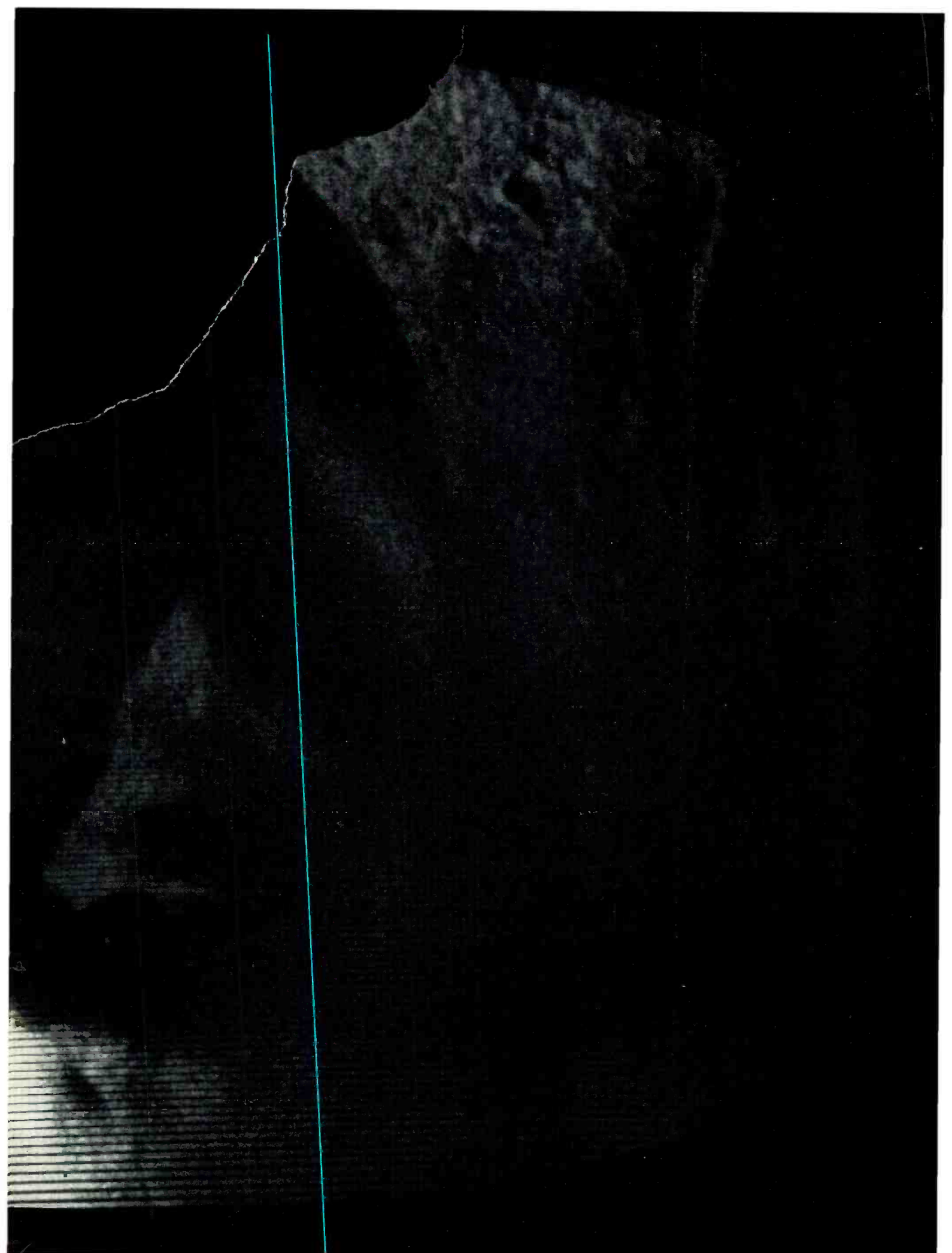
every day of the year
 with **ALMANAC**...
 in any five-
 minute time
 slot, day or
 night—as many
 times a day as
 you like! In Los
 Angeles, for in-
 stance, KRCA sched-
 ules **ALMANAC** Monday
 through Friday... at 7:25
 AM, 8:25 AM, 5:55 PM,
 1:00 AM.
ALMANAC is selling like
hot cakes... call, wire
 or write now...

25 WEST 45TH STREET
 NEW YORK 36, N. Y.



OFFICIAL FILMS, INC.

PLaza 7-0100



WHDH SOLD
 W J W SOLD
 WTAE SOLD
 WTOP SOLD
 WCCO SOLD
 WMAZ SOLD
 WBAP SOLD
 KRCA SOLD
 KRON SOLD
 KXTV SOLD
 KBAK SOLD
 WFMJ SOLD
 WISN SOLD
 KOTV SOLD
 KPRC SOLD
 WOAI SOLD
 WFBC SOLD
 WHIO SOLD
 WTVN SOLD
 KCPX SOLD
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 K M J SOLD
 WUSN SOLD
 WMAR SOLD
 WBEN SOLD
 WDAU SOLD
 WHYN SOLD
 WJXT SOLD
 WCIA SOLD
 KING SOLD
 K G W SOLD
 KREM SOLD
 K VAL SOLD
 WAFX SOLD
 KIMA SOLD



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ALMANAC... an
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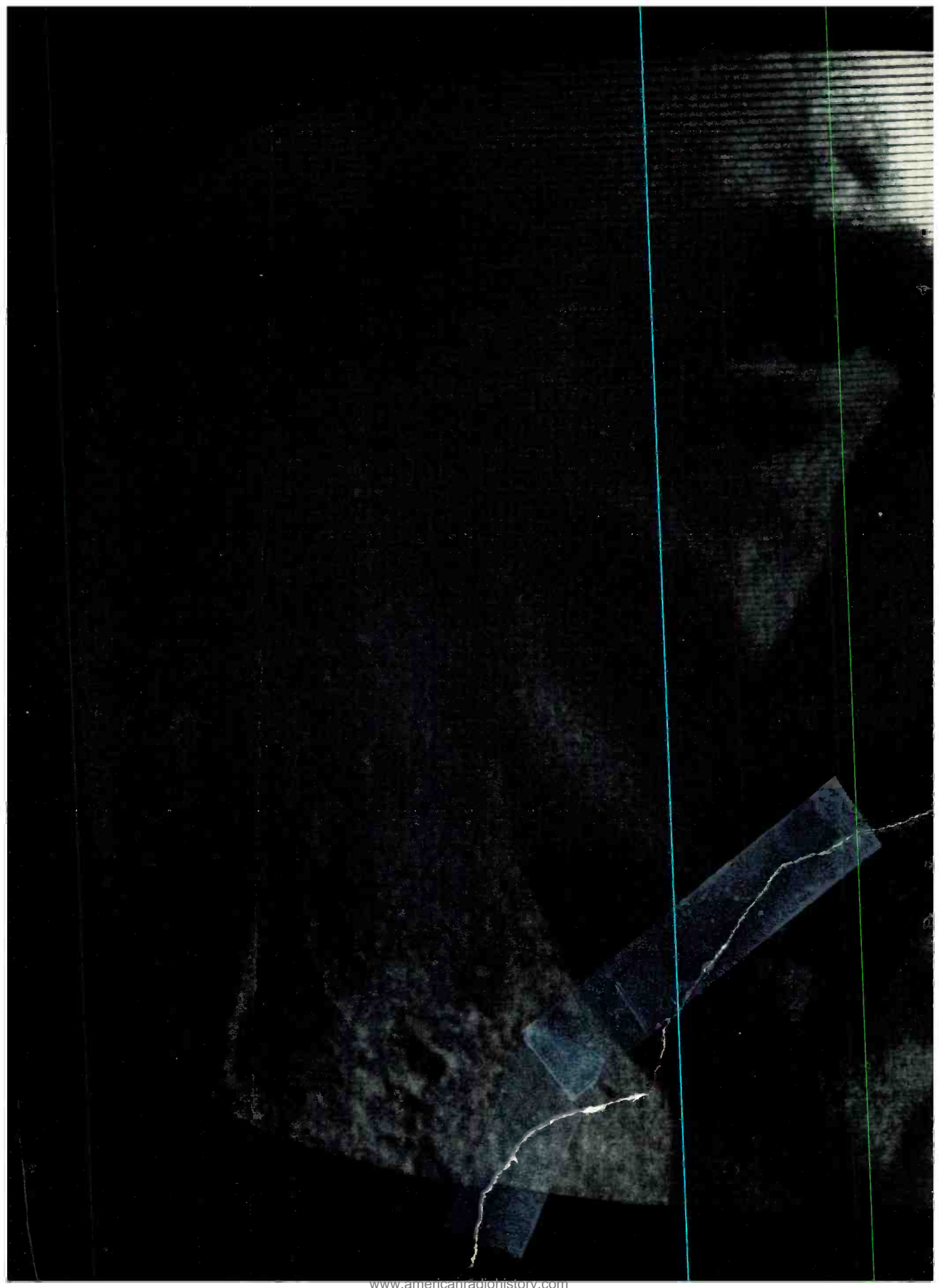
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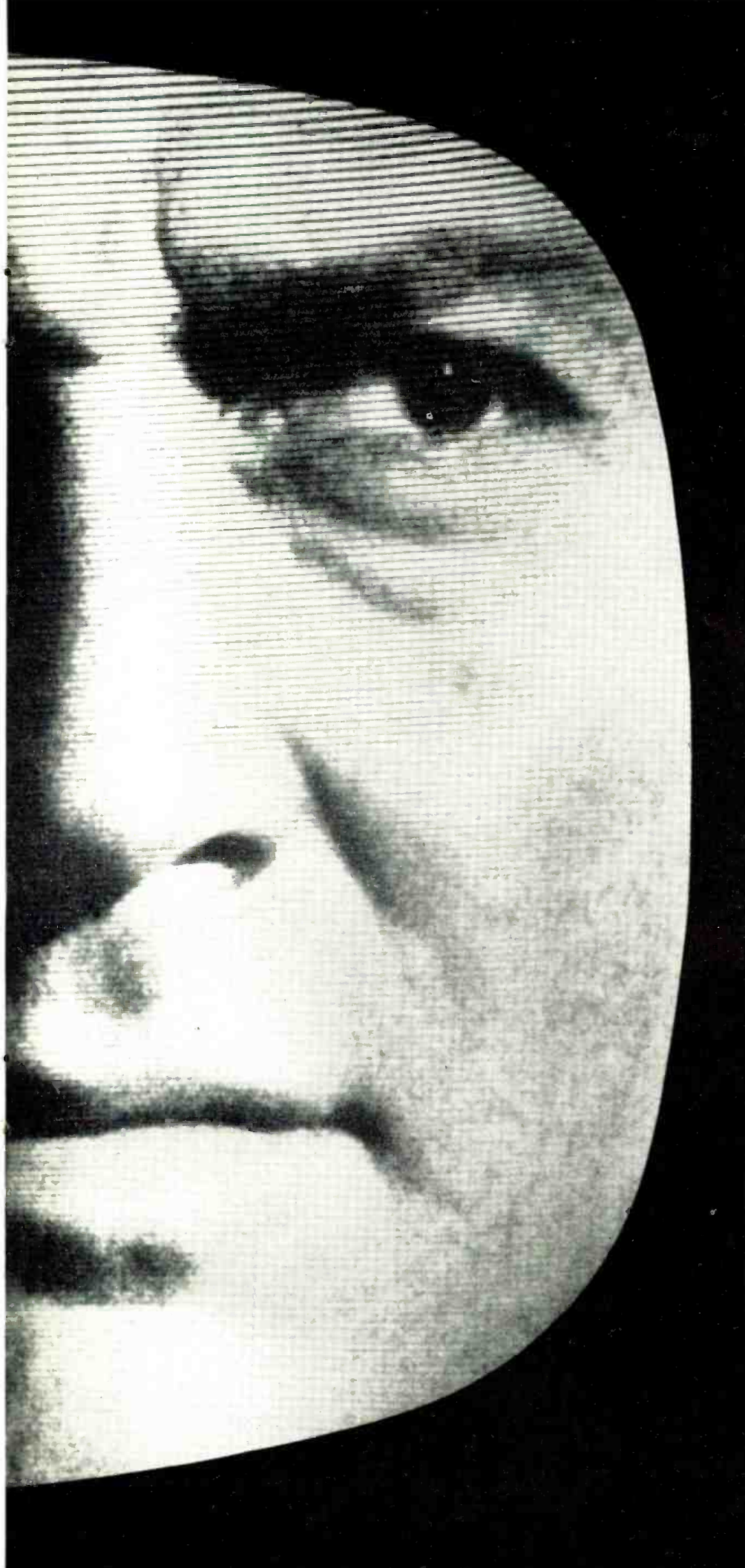
25 WEST 45TH STREET
 NEW YORK 36, N. Y.



OFFICIAL FILMS, INC.

PLaza 7-0100






not so private eye

... in point of fact, a most public one, with perhaps the best-known address in the USA: 77 Sunset Strip.

Private Eye Zimbalist is, of course, a household face in millions of homes. And 77 Sunset Strip, along with such other programming successes as *Maverick*, *Leave It to Beaver*, *The Real McCoys*, *The Untouchables*, does much to explain why ABC-TV is now first or second in share of audience every night of the week. And *never* third.

As more and more people choose ABC, they are in turn chosen. For any philosophy of programming must, by its nature, select its particular audience. In ABC-TV's case (with its new, younger stars) this would have to be an audience of *younger* homes... families with a consuming interest in products as well as programs. And from cars to cleansers, America's blue-chip sponsors know it.

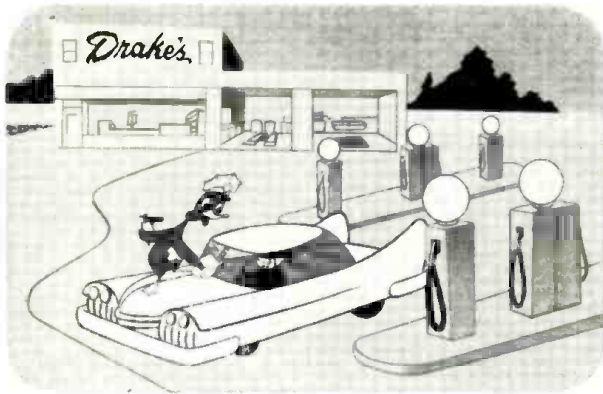
COMING UP IN '60: an even stronger, prime-time lineup to consolidate ABC-TV's rise to the fore. New properties like *The Islanders*, *Stagecoach West*, *Naked City*, *The Corrupters*, *Asphalt Jungle*, *The Flagstones*, *Bugs Bunny* half-hour cartoon series, *Guestward Ho!*, and *Men From Miami* (hour-long show from Warner Bros.). Plus greater balance of programming by way of our new *special* look: *The Churchill Memoirs* and significant documentaries like "Korea, The Forgotten Country."

One final thought. The cost of doing business with this young and responsive audience is now \$2.88 per M homes. Statistically clear proof that the most efficient buy in network television today is ABC Television. 

WATCH ABC-TV IN '60

(more people will)

"FILM SENSE" at work



Here's a "quack" salesman for Drake's Super Service Stations in Michigan. This web-footed whizz kid was hatched by Filmack "film-sense" to build a stronger awareness of product and symbol. Filmack's creative department put him through the animated paces to entertain as well as create a stronger association between a warm, friendly "Drake" and Drake gasoline stations. Live scenes followed to complete the selling job.



*Film-sense at work—the happy blending of creative ability, mechanical know-how and a staff ready to tackle your needs and your budget. To learn more about "film-sense," send for your copy of our new booklet explaining Filmack's many approaches to film problems.

F I L M A C K

TV COMMERCIALS • THEATRE FILMS
INDUSTRIAL MOTION PICTURES • SOUND SLIDEFILMS • SLIDES

1329 S. WABASH AVE., CHICAGO 5, HA 7-3395
630 NINTH AVE., NEW YORK 36, PL 7-0900

(Complete Production Facilities at Both Locations)

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No Color Invasion

Tokyo Shibauri Electric, Japanese manufacturer of tv receivers and equipment, and one of several firms reported by the Japan Trade Center's New York office as contemplating the export of color-tv sets to this country, has no such plans for the near future, according to late word received. The firm has produced 21-inch color receivers for display purposes and is now making 17-inch sets for the Japanese market. Appearance of any of its sets in America, if ever, is more than a year away.

Jump In Tape-Commercials Cost?

Many tape commercials are costing more money to produce today. The situation has been brought about, curiously enough, by the users of tape commercials, rather than by the producers. It seems as though many agencies which have been using the new recording process are becoming as particular with it as they would be with film. Result: constant re-shooting and long hours, sometimes several days, in the studio. The cost advantage of tape over film is then substantially reduced. As an example, one agency is understood to have spent seven hours recently on the lighting of just one set.

New Nucoa News

Starting about the middle of the month, Nucoa margarine kicks off spot schedules in some 35-40 selected markets. The placements of mostly daytime minutes with some night 20's will run a "little longer" than the six-week schedules used in a similar push last November. Lynn Salzberg is the timebuyer on the Best Foods, Inc., product at Dancer-Fitzgerald-Sample, Inc., New York.

Cartoons And Comics

George Bagnall & Associates, currently distributing the animated-cartoon series, *Clutch Cargo*, at press time was nearing a deal with a major newspaper syndicate for tv cartoon adaptations of several well-known comic strips. The Bagnall company, in association with Cambria Studios, Hollywood, hopes to effect a marriage of the television cartoon process and newspaper comics to come up with a kind of comic page of the air. Each of the properties would be five minutes in length of the cliff-hanger variety, as is *Clutch Cargo*. The company expects to come up with at least five different series. Cambria is currently producing a second series of 130 five-minute segments of *Clutch Cargo*, for a total of 260.

Skippy Plans Return

The Skippy Peanut Butter division of Best Foods, Inc., is reportedly screening pilots in search of a suitable property for a return to network exposure. Skippy was on *You Asked For It* for seven years and recently has been seen in rotation with other products on *Riverboat*. Thinking at Best Foods is that the brand and its offbeat advertising approaches are distinctive enough to warrant a tv show

of their own. Guild, Bascom, Bonfigli, Inc., San Francisco, is the agency.

MGM-TV Commercials Unit Stresses Class

The industrial and commercial film division of MGM-TV, which is no longer outbidding on every job that comes along (see Film Report, page 32), will be stressing the quality production facilities available at its west-coast studios. Although MGM-TV has east-coast facilities, it has never been very much in the competition in New York, since its big sales point has been Hollywood, and the production values associated with its lot there. Under the direction of Bill Gibbs (who is resigning to join the television department of J. Walter Thompson), the unit's business volume has climbed considerably. Two years ago, in its first year of operation, the division grossed \$1.143 million, and volume is currently running 20-25 per cent ahead of that. Mr. Gibbs will be succeeded by Tom Curtis of MGM-TV's west-coast office. He will remain on the west coast.

Trailways' Trend

The east-coast division of Trailways Bus Corp. has started a 52-week spot schedule on WOR-TV New York in its first long-term contract in that market. Previous activity has been confined to brief placements for charter-bus service in kid shows, while sports/news programs were used in Boston, Washington, D. C., and a few other markets. Trailways ad manager Tom Stevens said the new campaign is part of a trend toward greater use of tv, with other markets—particularly in the New England area—to be added. Filmed minutes rotate through various time positions. John Minter at the Raleigh, N. C., office of J. Walter Thompson Co. is the account contact.

Television and the Majors

During the past year MGM-TV completed a deal with 42 additional stations for the licensing of its pre-'49 library of features which will produce more than \$5 million for the company. This was reported by Joseph R. Vogel, president of Metro-Goldwyn-Mayer, Inc. (formerly Loew's, Inc.), at the company's annual meeting of stockholders. Television has become the second greatest source of revenue for the motion-picture company. Mr. Vogel noted, since contracts for the licensing of these features now total \$56 million.

Money-Medium

Evidently noting the successful video campaigns conducted by Dreyfus & Co., Sutro Bros. and other investment concerns in important financial markets, #1 William Street Fund is reportedly considering entering the medium with spot schedules. The young, fast-growing mutual-fund operation is currently studying storyboards in preparation for filmmaking. Albert Frank-Guenther, Law, Inc., New York, is the agency.



Bad Tolz, Germany—Oklahomans with the Army's 10th Special Forces Group speak to the folks at home via Bruce Palmer and KWTV.



Little Rock, Arkansas—Segregation violence brings Army to maintain order—and KWTV's Clyde Davis and Max Wolf to report details.



Dateline: The World

... Byline: **KWTV**



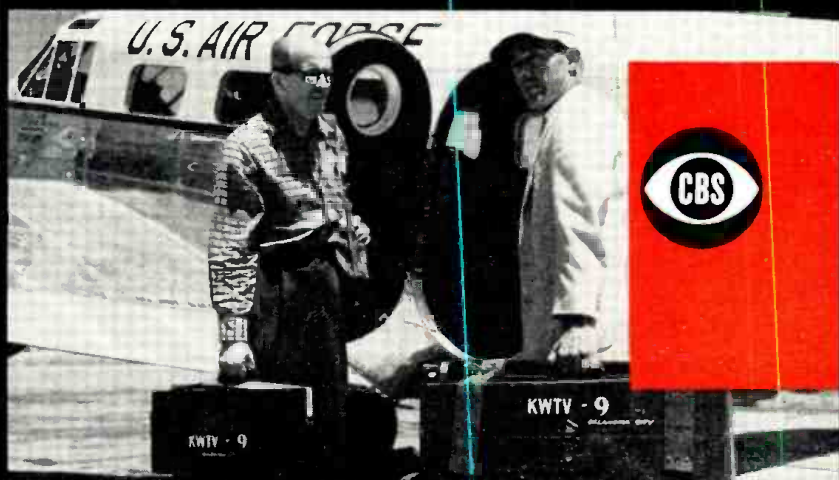
Meeker, Oklahoma—KWTV newsmen follow in the wake of a tornado disaster.



Casablanca, Morocco—A crowd assembles in front of the palace of King Mohammed V to see President Eisenhower. Bruce Palmer reports.



New Delhi, India—Bruce Palmer attends the President of India's official reception for President Eisenhower.



Tokyo, Japan—Palmer touts Army, Navy and Air Force Bases in Japan to report on military preparedness in the Far East.



Chicago, Illinois—
Coverage of Oklahoma's
delegation to the
Democratic Convention
is complete with film
by KWTV News.



A history-making Presidential Tour—
A national political convention—
A tornado's havoc in Oklahoma—

**where there's NEWS
... there's KWTV!**

During the past four years, KWTV News
Director Bruce Palmer travelled 65,000 miles
in four trips to the Middle East, Far East,
Europe and South Asia for on-the-scene film
reports to KWTV's 54-County Community.

To round out its newsgathering facilities,
KWTV utilizes:

Statewide network of KWTV newsfilm
correspondents

UPI news and telephoto services

Radio dispatched cars, aircraft

This complete news coverage is an
example of the exceptional services
responsible for viewer loyalty in the
KWTV Community.



EDGAR T. BELL, *General Manager*
JACK DELIER, *Sales Manager*

Represented by



The Original Station Representative

444

Letters to the Editor

Ralston Purina Story

... the article "Pattern for Purina"
(TV AGE, Feb. 8) is an excellent story
on this account, and since our agency
is mentioned, we would like re-
prints. . . .

GRACE G. GUARNERA
Guild, Bascom & Bonfigli
San Francisco

... our compliments to you on the
editorial handling of the feature story
on the Ralston Purina Co. . . .

RICHARD R. VINYARD
Manager, Purina Dog Chow
Advertising and Promotion
Ralston Purina Co.,
St. Louis

Expanding Tv

In the February 17th issue of TELE-
VISION AGE you reported that ITC
Modelcraft, the Hobby Division of
Ideal Toy Corp., was running one-
minute tv commercials in New York,
Philadelphia, Atlanta, and Chicago
on the Champion Dog Kit series and
mentioned Gray Advertising as the
agency . . . we have been the agency
for several years and are responsible
for all filmed commercials and plac-
ing of tv time, print, etc. We have had
an outstandingly successful item in
the dog kits and are now expanding
our tv exposure to 11 additional mar-
kets.

IRVING H. GLICK
Atlantic/Bernstein Assoc.
New York City

Rating Services

Your discussion of rating services
in the January 25th issue ("What
Price Ratings?") furnishes some im-
portant viewpoints on the current
situation. . . .

JOHN BEAUMONT
Seckles & Seal
San Francisco

ONE SHOT TAKES ALL THREE



Tap all three barrel-size markets in Central
Michigan—Grade A coverage of an area
ranking 11th* in retail sales, 26th** in TV
households. Let Venard, Rintoul & McConnell,
Inc. roll out the facts.

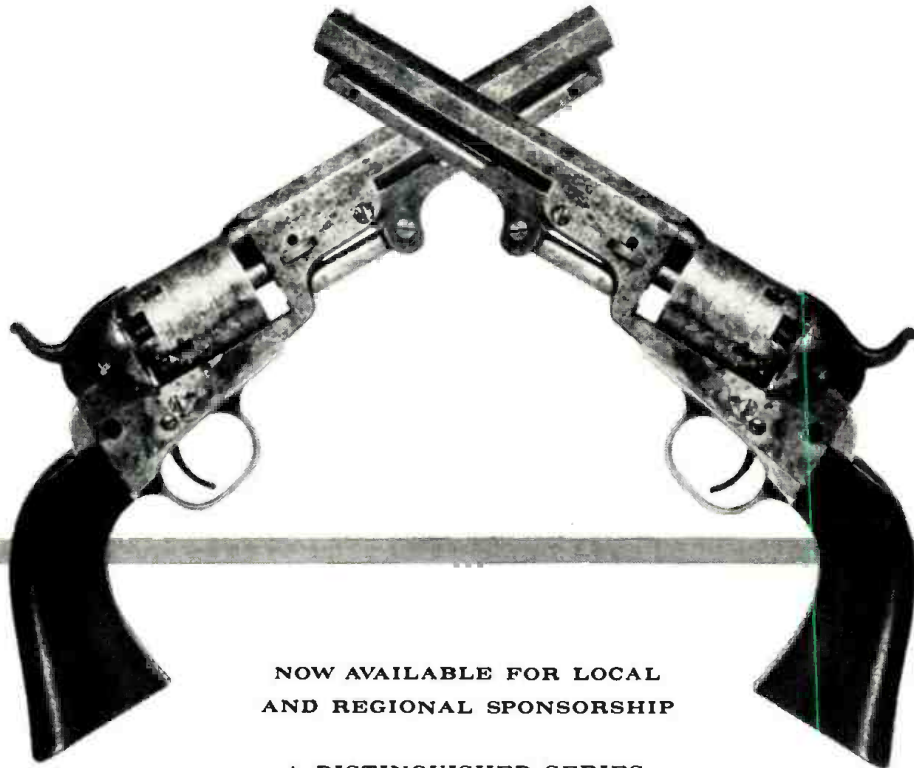
*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV LANSING
JACKSON
BATTLE CREEK
CHANNEL 10

SERVING MICHIGAN'S GOLDEN TRIANGLE

Associated with WILS—Lansing / WPON—Pontiac



NOW AVAILABLE FOR LOCAL
AND REGIONAL SPONSORSHIP

A DISTINGUISHED SERIES
OF TELEVISION PROGRAMS

THE AMERICAN CIVIL WAR

produced by the Westinghouse Broadcasting Company
distributed by Trans-Lux Television Corporation

"The American Civil War" is coming to the television screen. It is a series of thirteen half-hour programs created by William J. Kaland and Roy Meredith, noted historians of the war between the states, and compiled from the works of Mathew Brady whose record as a war-time photographer is unmatched to this day.

During this centennial commemoration of the American Civil War, Trans-Lux is proud to have been selected to distribute this distinguished series that

is alive with heroics, horrors, and occasional humor; the sights and sounds of battle; the over-powering emotions that swayed the minds of men; the colossal minutiae that swung the fate of nations.

"The American Civil War" has been acclaimed by critics and audiences in the course of its sponsored presentation in prime evening time in five major cities: Boston, Pittsburgh, San Francisco, Baltimore and Cleveland. It has now been made available for showing in all other television markets.



Special 1960
Sylvania Award
for Outstanding
Contribution to
Creative Television
Technique



STORM OVER SUMTER • MR. LINCOLN'S POLITICS • BRADY OF BROADWAY • IRONCLAD • SEARCH FOR THE MONITOR • ANTIETAM • HOMEFRONT
BATTLE OF GETTYSBURG • THE MISSISSIPPI RIVER CAMPAIGN • BLOCKADERS • GRANT AND LEE • APPOMATTOX • NIGHT OF THE ASSASSINS

TRANS-LUX TELEVISION CORP.

625 Madison Avenue, N. Y. 22, N. Y., PLaza 1-3110-1-2-3-4

For information, contact RICHARD CARLTON, Vice President In Charge of Sales

Business barometer

Local and network business both showed a small drop in December, the monthly TELEVISION AGE national check indicates.

Local billings, the Business Barometer showed, were off 3.8 per cent under November, while network was down 1.4 per cent for the same period.

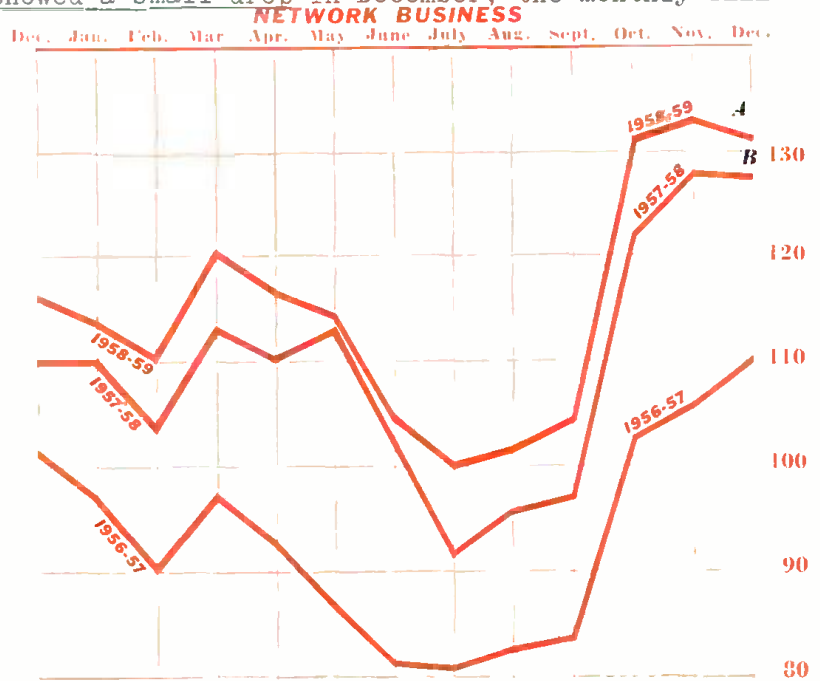
Both local and network, however, were ahead of the same month in 1958. Local billings were up substantially, 13.8 per cent ahead of December a year earlier. Network totals were ahead only 3.7 per cent, the survey shows.

The drop in local billings was about average for the month, slightly less than it was a year earlier. In 1958 local totals for December were down 5 per cent under November. In 1957 the drop was 1.2 per cent, in 1956 it was 5 per cent and in 1955 only .7 per cent.

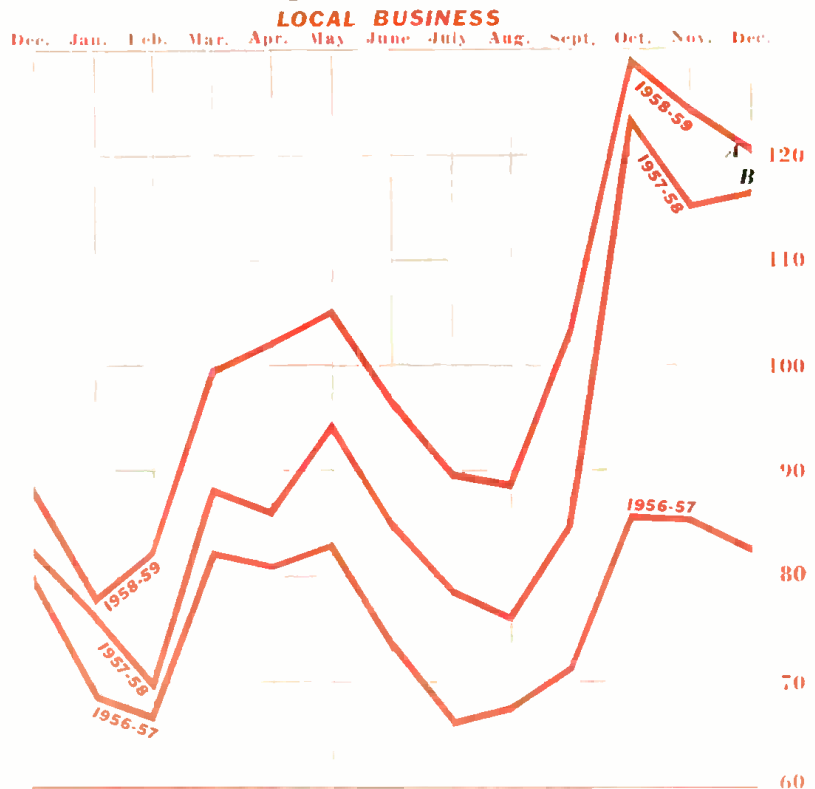
Network totals usually show a gain in December as compared with November. In 1958 the gain was 2.7 per cent. In 1957 it was .5 per cent, 1956 2.9 per cent and 1955 1.9 per cent.

It is well to remember that all Business Barometer reports are based on total business in television. Increasing rates from year to year make dollar volume higher for the industry, even though business for individual stations may be practically the same.

Gross time billings reported in Television Bureau of Advertising LNA-BAR reports show total network billings for January through December, the year of 1959, were up 10.7 per cent.



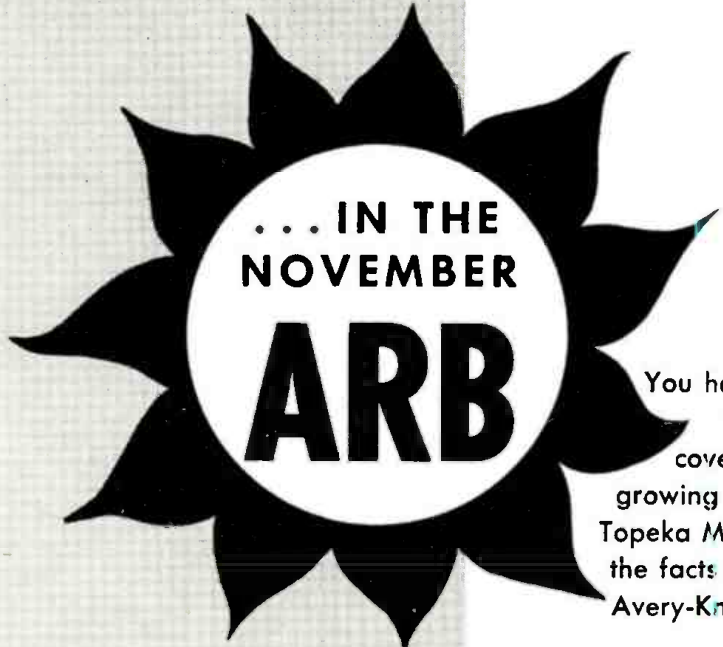
A Dec. off 1.4 per cent under Nov.
B Dec. 1959 up 3.7 per cent over Dec. 1958



A Dec. off 3.8 per cent under Nov.
B Dec. 1959 up 13.8 per cent over Dec. 1958

LOWEST cost per thousand*

WIBW-TV PROVES IT



You have to buy
Topeka to
cover the rich,
growing 38-county
Topeka Market. Get
the facts from your
Avery-Knodel man.

LOWEST COST PER THOUSAND

The November Topeka ARB Report proves WIBW-TV is an outstanding spot and network buy, day or night. YOU GET WHAT YOU PAY FOR ON WIBW-TV.

* Lowest cost per thousand for CBS-TV nighttime and day-time programs when compared with five other CBS affiliates in Kansas and Missouri (November 1959 ARB)

WIBW-TV
CHANNEL 13
TOPEKA
CBS NBC ABC
Division of Stauffer-Capper Publications

- Independent Television to create new image . . . page 15**
New proofs of spot's effectiveness offered . . . page 30
Sarnoff predicts broadcasting's vigor page 30

ITC's New Look

Independent Television Corp., now completely owned by Associated Television, Ltd., of England, is out to create a new image of itself—that of substantial supplier of network programming, both in the area of regular fare and in the area of specials and cultural material.

This was indicated by Val Parnell, managing director of ATV, and Lew Grade, deputy managing director, during a recent visit to this country. "We certainly intend to bring in a lot of new European stuff, never before seen in the States, which would appeal more to minority viewers, such as the Vienna State Opera Co. and the Spanish Riding School," says Mr. Grade. "Then again we hope to do several film properties for ITC to distribute for network sale, hopefully, or for syndication—whatever suits ITC best."

But the emphasis at ITC will be on the network area, as it has never been before. As a consequence, an expansion of the company's network sales operation is under way, as is a general tightening of its syndication arm. This change is not to downgrade syndication, but to streamline it. "After all," says Mr. Grade, "we grossed a lot more money in syndication with *Four Just Men* than we could have with a network sale. It's probably the biggest grosser in syndication today."

The international nature of the company, as has been noted numerous times, gives it a built-in advantage over many of its competitors in that it is not affected by the quota restrictions in the United Kingdom. Its international character also allows it greater freedom in developing and producing properties over the globe.

"Our entertainment must be world-

wide," says Mr. Parnell. "No one produces for one country anymore, and any program we do must have universal appeal." For that reason, the company will produce wherever the subject lends itself.

At present two film properties are in production overseas. One is *Danger Man*, an adventure program starring Patrick McGoohan, which is being shot at the MGM studios in London (part of which have been leased by ATV) and on location in various countries on the Continent. A full series of 39 half-hours will be made for a fall start. In Australia, 39 half-hours of *Whiplash*, starring Peter Graves, are now in production.

ATV, leading London and network contractor for the U.K., established ITC with the Jack Wrather Organization and Carl M. Loeb, Rhodes & Co. in July of 1958. Just recently,



Winner and runner-up in number of awards in the recent Hollywood Advertising Club Broadcast Commercials Producers competition were Playhouse Pictures and MGM-TV. Bob Fierman (l.) is west-coast manager of the commercial division of MGM-TV; Adrian Woolery (c.) is president of Playhouse Pictures, and Irene Wyman (r.) is Playhouse's production supervisor.

ATV bought out the interests held by Messrs. Wrather and Loeb. ITC's operation and executive structure have not been changed. ATV also owns the National Studios at Elstree. In addition, it has four studios available for telerecording, as well as a fully equipped portable Ampex tape unit for recording on the American line standard or the European line standards.

ATV has done much for British television, especially in the area of serious dramatic literature. It was the first to present such distinguished artists as Sir Laurence Olivier and Leslie Caron on tv. And it hopes to establish some notable firsts in this country as well.

Awards

Twenty television commercials were honored last month by winning the 1960 Broadcast Producers Awards of the Hollywood Advertising Club. The presentation of the awards was made during the second annual all-day Broadcast Advertising Clinic put on by the HAC at the Hollywood Roosevelt Hotel.

Following are the winners in each category, with advertiser, agency and producer listed in that order:

One Minute, Live:

Award: Bell & Howell; McCann-Erickson; Jerry Fairbanks Productions. Honorable mention: S. C. Johnson & Sons (J-Wax); Foote, Cone & Belding; MPO Productions. Tidy House Products (Perfex); Guild, Bascom & Bonfigli; La Brea Productions.

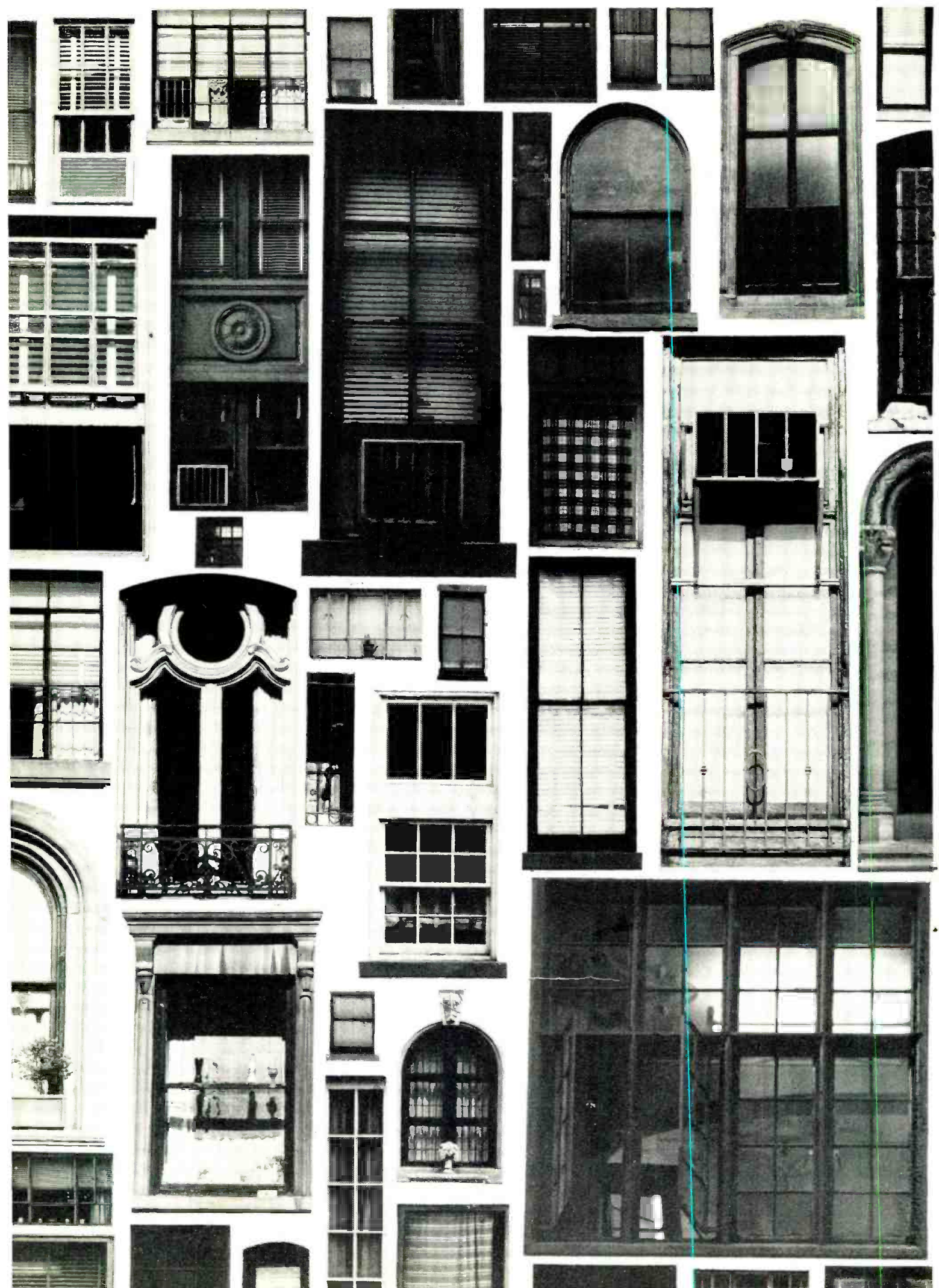
Over One Minute, Live:

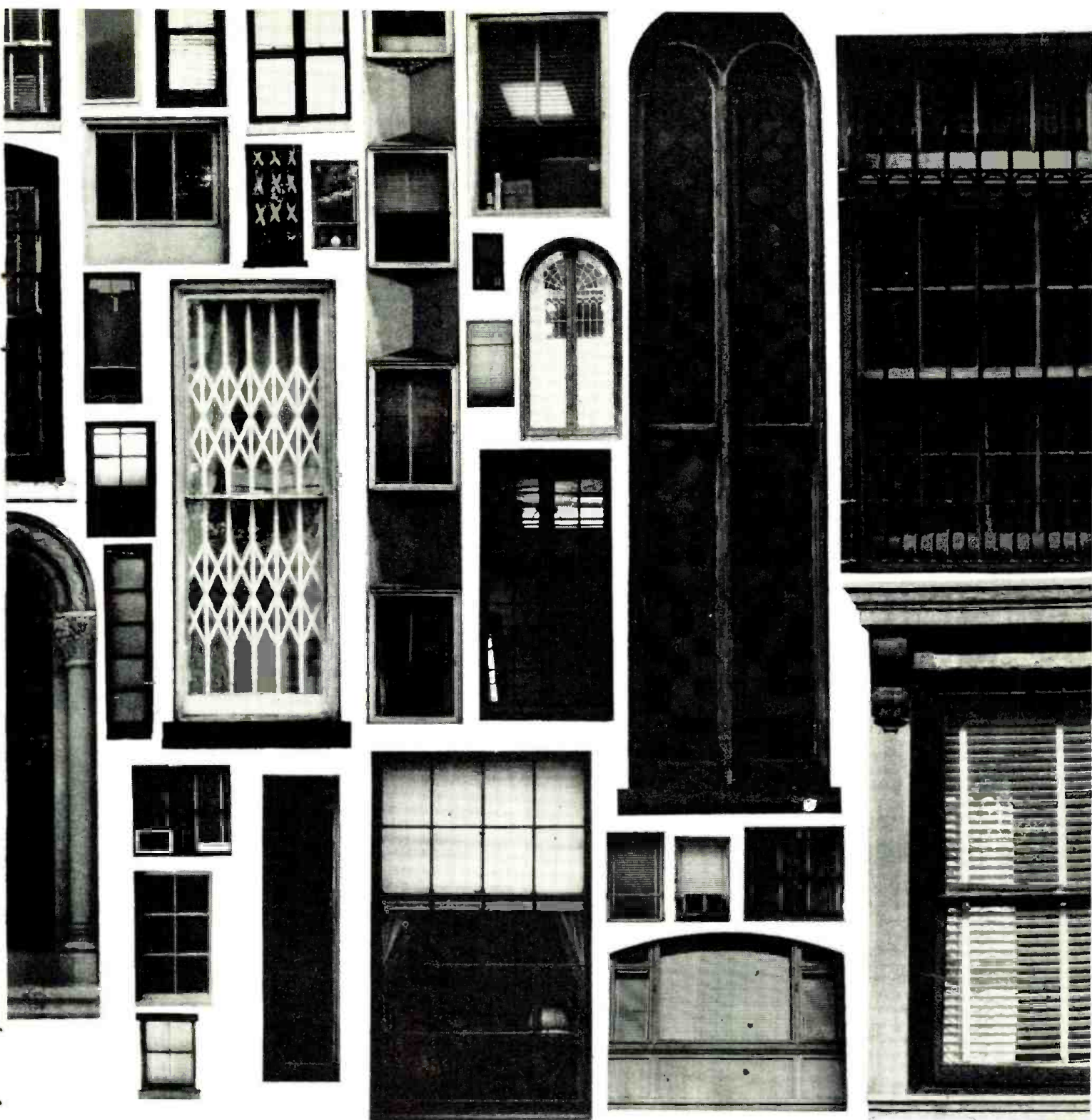
Award: Dodge division, Chrysler Corp.; Grant Advertising; American Broadcasting Co. Honorable mention: Best Foods (Skippy peanut butter); Guild, Bascom & Bonfigli; Wayne Steffner Productions. Prudential Insurance Co.; Reach, McClinton; MGM-TV.

30-Second, Live:

Award: Northwest Airlines; Campbell-Mithun; Desilu Productions.

(Continued on page 30)





view into the soul of the city

The people—their needs and their deeds; the problems — their roots and their remedies: this is the raw material of "PROJECT: NEW YORK." WRCA-TV cameras penetrate the glass walls, explore the streets, examine the heart and search the soul of The City. Death in Harlem...taxes in mid-town...the drug traffic...crosstown traffic...the dilemma of racial prejudice—and of the sub-

urban commuters: for good or evil, they're caught in close-up by America's most distinguished local public service series.

Programming in the public interest... programming that builds awareness of The City—and an understanding of its people and its problems—this is part of WRCA-TV's leadership... and leadership is its reward.

"PROJECT: NEW YORK" ON WRCA-TV

NBC Owned · Channel 4 in New York

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

Truth, taste and trivia



Viewers can judge results of new network rules and codes in the coming season

Events of great moment often hang on trifling things, a Latin writer was moved to observe more than a score of centuries ago. The aphorism appears to have some meaning today as the television industry undergoes a self-imposed purification rite: never has so much depended on a few seeming trifles.

And never have so many trifles gotten so much attention. Although the situation triggered by the quiz scandals is certainly a serious one for the industry, like any critical moment in history it has had its comical side, starting on the day a Congressman complimented an acknowledged perjurer for his forthrightness and courage, con-

tinuing through a series of syndicated newspaper articles titled in all seriousness "Can Television Survive?" to the more recent on-the-air exit of a tear-stained entertainer, the victim of a censor's shears.

But such drollery has gone pretty much unappreciated at the television networks, where lacerated sensibilities suffer almost daily attacks from the nation's press, weekly assaults from the nation's pulpits and seasonal probes from Congress. In this atmosphere, a series of reforms was initiated, which, taken piecemeal as they were announced, didn't seem to amount to much; taken as a whole however, they amount to a great deal

today. Trifling as they seem, they are meant to forestall, and to eliminate the need for, sweeping and unreasonable Federal legislation.

They cover such areas as truthfulness (program practices, product claims) and taste (program content, commercial content). Some critics have charged that the changes have not substantially affected on-the-air material; but the reverse is more accurate. It seems highly unlikely that a big-money quiz show will find its way back on the air again; it is not likely that an advertiser or his agency will make debatable product claims in the near future; packagers and producers are now shying away from the blood-and-action formula, and already we are promised a steady diet of informational programming in prime time.

In fact, Charles Van Doren should be given his due: in the confusing, irrational way things happen in television, the shame of the academic community has proven to be a boon to it—he has stimulated the programming of more ambitious material.

But television is a mass-entertainment medium, and none of the changes is designed to alter this elementary fact, which may be one reason why some of its critics even today profess to see no “substantial” departures. There will be none. Rather, there will be subtle changes in program emphasis, greater care with questionable material, closer supervision of outside productions.

CBS-TV has made the most dramatic and publicized changes in operating procedure. Dr. Frank Stanton, CBS, Inc., president, responded quickly to the numerous criticisms that were made before and after the quiz hearings. CBS-TV seemed to agree that some soul-searching was in order, and in fact seemed to welcome the opportunity (“there is not a single problem we face, however complex and disturbing, that does not give us a heaven-sent opportunity for improving television and thus giving it another mighty shove forward toward its inherent—and as yet only partially realized—greatness as a medium of communication in a free society”). NBC-TV, on the other hand, challenged many of the sweeping generali-

ties that were made, and its position appears to be that there is nothing basically unsound with network television, although certain areas may need tightening. ABC-TV, of course, was not involved in the quiz scandals, and so has not found it necessary to initiate major changes in operating procedures.

The difference between CBS-TV and NBC-TV are clearly illustrated in their present attitudes toward quizzes. CBS-TV has banned them entirely, reasoning that there is no sure way of guaranteeing their honesty. NBC-TV, however, is convinced that a rig-proof quiz program can be devised, and is willing to put such a show on the air. These differences in network attitudes are necessarily reflected in the changes made to date.

The key admonishment at CBS-TV



is that “all programs be exactly what they purport to be.” This policy was first augmented when Dr. Stanton announced that CBS would no longer permit its network facilities to be used for quiz programs. In an address to the Radio Television News Directors Association in New Orleans on Oct. 16 of last year, Dr. Stanton said “the dangers inherent in such programs, as presently conceived, have been high-

lighted for all to see, and we do not believe that any system of policing, public or private, however carefully devised, can plug up all the possibilities for hanky-panky in the production of the programs.” Dr. Stanton also said at that time that CBS was taking a “hard look” at its basic operational theories and practices.

On Nov. 6, before the House Subcommittee on Legislative Oversight, Dr. Stanton indicated that the CBS hard look was more than just a glance. “We are not looking for a scapegoat on which to brush over our shortcomings. Whether it is a quiz program, or an advertising commercial, or a news broadcast, or whatever, we are held responsible for what appears on CBS. We accept that responsibility, and the quiz show scandal has led us to re-examine the whole area of our responsibility.”

Fact And Fiction

Noting that tv offers varied fare, with fiction and fact presented in varying degrees, Dr. Stanton then disclosed that the network was about to issue general rules covering all program areas “in order to assure that programs will be exactly what they appear to be.” The problem of commercial content and frequency was also to be explored. Dr. Stanton told the House group. He pointed out, however, that three groups—advertisers, networks and individual stations—would have to be involved in any changes in commercial standards.

The general rules were not long in coming. On Nov. 17, a memo from James T. Aubrey, Jr., president of CBS-TV, was circulated throughout the network, spelling out new procedures. It covered games and contests, interviews and discussions, announcements of pre-recording and artificial laughter and applause.

In that memo, high-money games or contests were expressly forbidden; all other games and contests were ordered to be held in precisely the manner in which they purport to be conducted. Thus, “any other element of preparation or rehearsal of the contestants or panelists which affects the playing or outcome of the game, or the stated or implied spontaneity with which the



“... keep in mind that children watch television well into the evening.”

game is played, must be disclosed . . .”

In interview or discussion programs, any editing, preparation or rehearsal must be indicated. This applies to questions supplied in advance or if both questions and answers are outlined or prepared in advance. The proviso also applies if the area or nature of the interview is delimited or delineated in advance, or if the interview is recorded and not broadcast in its entirety.

The rule governing pre-recording was first enunciated at that time: “When a performance, or any part of it, is in any way pre-recorded—whether on film or tape—that fact must be disclosed by an announcement at the beginning or end of the program.” Lip-syncs to a recording, as well as rebroadcasts for one portion of the network of earlier live presentations, are covered by this rule. As a consequence, the familiar phrase, “live on tape,” was erased from the CBS lexicon.

The use of artificial laughter and applause was prohibited unless that fact is clearly disclosed. In addition, “the use of artificial laughter and applause must be subject to, and limited by, the basic consideration of good taste and moderation.”

On Nov. 23, to implement this memo and others that were to follow, CBS-TV established its department of

program practices and appointed Joseph H. Ream as vice president in charge of it. CBS-TV’s editing department, under Herbert A. Carlborg, became a part of that newly created unit. It was from Mr. Ream that such discussed phrases as “portions of this recorded program were pre-recorded” were first issued.

A week later, on Nov. 30, Dr. Stanton put into writing some of the company’s existing policies related to commercial bribery and payola. The policy proved to be a two-way street, much to the chagrin of some newspapermen, in that not only can no CBS officer or employe accept anything of value for the purposes of influencing decisions, but no officer or employe may pay anything to influence a third party.

No Brand Names

On Dec. 2, the first of Mr. Ream’s memos was distributed to the organization. It covered credits and identifications on CBS-TV programs. To the average viewer, probably the most important change revolved around gift and prize credits, in that suddenly brand names of prizes awarded to guests and audience participants were no longer mentioned on the air. In Mr. Ream’s words, “such objects and products may be described as a ‘bottle of perfume imported from France and worth \$25 an ounce’ or as ‘a man’s leather suitcase worth \$85,’ etc., but no brand name, manufacturer or supplier shall be identified or referred to orally.” Although visual identification cannot be avoided, producers were warned against deliberate attempts to afford visual exposure.

Suppliers’ credits may be given, if they make a significant contribution to a program, and special credits may also be given—again, if a special and substantial contribution is made to a program.

Mr. Ream’s next memo was issued on Dec. 14, and covered broadcast standards on entertainment programs. Although this was the one that gave many humorists in the newspaper profession hours of fun, it is nothing more than a carefully worded guide on how to implement many of the company’s new broadcast standards,

which, as previously noted, demand complete forthrightness about and an almost confessional attitude toward production techniques.

Thus, when a program combines film or tape with a live performance, the announcement must read: “Portions of this program were pre-recorded.” When a program depicts persons as non-professionals, but uses professionals in the roles, the following announcement must be made: “The role(s) of _____ was (were) played by (a) professional actor(s).” When live audience reaction is technically augmented, viewers must be informed that “this program was performed (filmed) (taped) before a live audience with audience reaction technically augmented.” When lip-sync is used in conjunction with a soundtrack not recorded as part of the particular broadcast, this announcement is



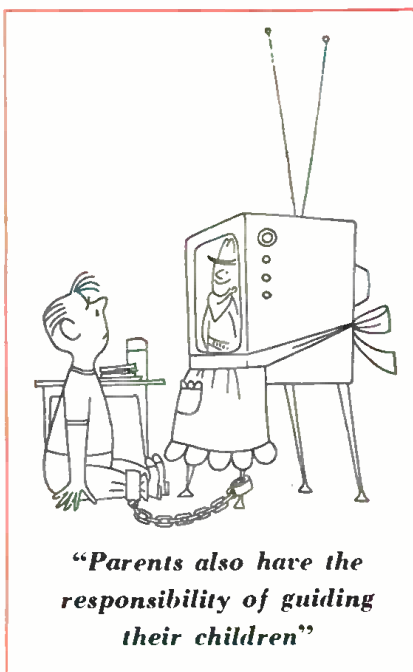
“Participants on this program were selected in advance.”

made: “The voice in the (song, number or other adequate description) was previously recorded.”

By this time, the question of program balance had reached a point where it had to be answered. John C. Doerfer, chairman of the Federal Communications Commission, made his suggestion that the networks initiate a series of weekly rotating public-service programs in prime time. On

Jan. 21 of this year the three networks adopted a plan to assure at least three regular weekly prime evening hours of informational, educational or cultural programming in either half-hour or full-hour presentations. CBS elected to present either a full-hour series on Thursday night or a half-hour each on Monday and Friday nights. Also, CBS-TV has established itself as the final arbiter on serious dramatic shows.

The most recent change at CBS came in the form of a policy statement covering paid political broadcasts. "CBS will not hereafter accept any commercial order for any political program intended for identical simultaneous broadcast on (1) two or more nationwide television networks; or (2) two or more nationwide radio networks; or (3) two or more radio stations or two or more television stations in a community in which CBS



owns a station." The CBS editorial board adopted the policy in order to avoid such saturation purchases during political campaigns that would "significantly diminish" the viewers' or listeners' choice of programs.

Although NBC-TV has an entirely different outlook on the issues raised following the quiz hearings, it has moved with dispatch in the areas it felt needed tightening. Appearing be-

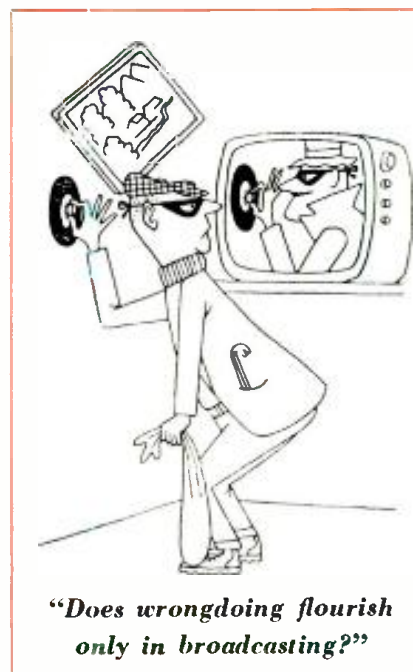
fore the House Subcommittee on Legislative Oversight on Nov. 5, Robert E. Kintner, president, proposed Federal legislation making it a Federal crime to participate knowingly in the rigging of contest programs. He also announced that the network had established a special unit to detect, root out and prevent deception in programs or broadcast operations.

Mr. Kintner asserted that it was the network's responsibility for safeguarding the integrity of all programs in its schedule, whether furnished by independent producers or produced by the network itself. The incidents of quiz-show dishonesty, Mr. Kintner told the House group, "are not typical of all shows in this category, and certainly do not reflect the character of the television medium."

Continued Scrutiny

Robert W. Sarnoff, chairman of the board of NBC, on Nov. 12 addressed the luncheon annual meeting of NBC television affiliates in New York and echoed this sentiment strongly. "Dishonesty is being equated with dull programming and with a supposedly low level of creativity. This is a process which television cannot permit to continue unchallenged." He predicted, accurately enough, that the medium would be under "continued hard scrutiny" in the months to come. Broadcasters, Mr. Sarnoff said, must be alert to the creation of the "false impression that wrongdoing flourishes only in broadcasting." Referring to NBC's position that quizzes can be made rig-proof, Mr. Sarnoff noted that American newspapers have not permitted a recent contest scandal in the northwest "to spell the end of their large-prize contest and circulation projects."

On Nov. 30, NBC-TV issued "A Statement on Television" which, affirming five basic principles of broadcasting, was published in a newspaper advertisement. The five basic points are: NBC assumes complete responsibility for what it broadcasts; the network will present quiz programs and will safeguard the integrity of all programs; NBC seeks constantly to satisfy the widest possible range of program tastes and interests; as the



broadest of mass media, it has an obligation to provide entertainment and relaxation for millions, and it also has an obligation to inform, enlighten and inspire; NBC will continue to "keep blazing the trail for color television."

Also on that day, James A. Stabile was named vice president in charge of standards and practices. The new unit was formed to formalize and develop the activities the network had been conducting through the group established to eliminate questionable practices in its programming and advertising. Mr. Stabile's department of standards and practices includes three elements: the company's continuity-acceptance department; policy review of program and advertising presentations and the development of standards to reflect NBC policy; fact-finding analysis of all practices followed in connection with television and radio programs presented over NBC facilities.

On Dec. 4 that unit made its first move in the area of practices with the announcement that NBC would take direct control of arrangements for obtaining prize merchandise for any program on its facilities. The new policy prohibits acquiring merchandise for a program unless it is to be awarded as a prize on the program, and all such prizes must be acquired

by purchase or in exchange for identification on the program. Under this policy, no cash payments can be received from the suppliers of merchandise given as prizes.

At the end of December, Ernest Lee Jahncke Jr. (who was to receive some notoriety later as the unfeeling brute who didn't like to confuse water closets with chapels) was named director, standards, under Mr. Stabile. Mr. Jahncke supervises and directs the formulation of specific standards designed to reflect NBC policy and govern standards relating to programs and advertising presentations. Early in January, two additional appointments in this critical area were made. John A. Cimperman was named director, practices, with the primary responsibility of conducting continuing fact-finding analyses of all practices for policy review and evaluation. Edward G. Smith was appointed Pacific division administrator of the department of standards and practices. He is responsible for that division's analysis of practices and development of standards.

On Jan. 21, NBC-TV participated in the joint network announcement on prime-time public-service programs, and disclosed that it had elected to present a full-hour series on Saturday evenings which would fall into the general category of informational programming.

NBC Public Service

A week later the standards and practices unit issued two policy directives: one related to recorded program material and the other codified established policies of the NBC News department. The procedures for identifying recorded material do not differ radically from those set up by CBS-TV. However, NBC-TV has an entirely different attitude toward canned laughter; it was described as "an artifice of showmanship which, in the view of many experienced showmen, may contribute to the enjoyment of the viewer or listener. When it offends, its fault is not that it is deceptive but that it is obvious. It should be held within the bounds of taste and conviction and, when so used, requires no identification."

On Feb. 2, NBC-TV sent a preliminary statement to all production organizations contributing to its programming, stressing television's responsibilities to children. The initial statement, which is to be amplified at a future date, was addressed to network program executives, producers, directors and unit managers, as well as to outside creative personnel.

In an accompanying letter, Mr. Stabile told producers that the network was revising the NBC standards and would send amendments as they are adopted. In observing standards, he said, "it is necessary to keep in mind that children watch television well into the evening."

The statement said that "anything that approaches the sensational is unacceptable. To show an actor firing bullets into a victim already dead is entirely superfluous, not to say

tion between man and woman—this need to touch one another and, in so doing, to demonstrate love.

"In meeting our responsibilities to the family audience we can do without the leer, the brutal set of the jaw, and the intent to possess as the symbol of power and domination." The statement noted that parents also have the "responsibility of guiding their children in the development of good viewing habits."

These are the major moves made by the two networks that were directly involved in the quiz scandals. The changes made, and others to follow, are designed to demonstrate the industry's willingness and ability to regulate itself. ABC-TV, aside from requiring Dick Clark to divest himself of some recording interests, has not initiated any major changes in operating procedure.

ABC Will Participate

However, ABC-TV could not escape the general censure of routine television programming, and it too has been affected in the programming area in matters of taste and balance. In addition to certain increases in informational programming already initiated, that network will participate in the so-called "Doerfer hour" with two half-hour series, one to be presented on Tuesday evening and the other on Sunday evening.

All three networks are agreed that Government regulation is unnecessary and unwise. Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., on Feb. 1 warned the FCC against "unwise and precipitous action . . . whether in the form of legislation or regulation or even in the form of pressure too heavily applied." Such actions, he said, could result in placing the television industry "in a straightjacket."

It could be argued, certainly, that the abusive epithets that have been rained down on the industry have pretty much prepared it for a straightjacket. But in retrospect, it seems as though its representatives have moved with remarkable precision and care under fire. The trifling things add up to a great deal, and will be apparent to viewers in the coming season.



morbid. To extend a fist fight into a prolonged beating and to show close-ups of the facial injury goes well beyond the needs of establishing conflict and borders on the sadistic. Such extremes of violence will not be used on NBC programs for children."

The statement conceded, however, that in treating the relationship between the sexes, there is reasonable acceptance of the portrayal of "affec-



Ye olde butcher shoppe was recorded on tape

Tape on tap

*Meat firm produces
backlog of commercials
on rented equipment*

The do-it-yourself craze has spread to commercial-making.

In Fort Wayne, a regional meat specialty firm — Peter Eckrich & Sons, Inc. — recently made a series of one-minute announcements by hiring personnel and technical facilities from several sources.

"About two years ago," said Eckrich ad manager Vern Gelow, "we approached Sarra, Inc., about renting their Chicago studios, lights, etc., to make a number of film spots. We decided, however, that a regional tv advertiser sometimes doesn't get enough mileage out of quality film commercials to make them economical."

Situation Changes

The advent of tape set up a different situation. Costs could be brought down considerably; yet movie-like sets and complex scripts could be recorded. "Similar commercials could not be done live in each of our markets," noted Mr. Gelow. "Even with simple scripts, there is too much

chance of error when you must rely on live local talent."

Once Sarra agreed to furnish its studio facilities and line up talent for the spots, it was necessary for Eckrich to find tape equipment. WBKB Chicago was the answer. It supplied remote Ampex Videotape units and the required cameras.

Among others employed by the meat processor were Jack Baxter of Creative House, Chicago, who wrote and helped direct the spots; John Bonsib of Bonsib ad agency, Fort Wayne, who aided in the planning and advance details, and Universal Studios, Chicago, which provided musical scores and sound.

Under the supervision of Mr. Gelow, taping on 11 60-second spots was completed in two days, with some overtime. Seven sets were used—including an old-fashioned meat market and kitchen, a modern supermarket, a broadcasting booth overlooking a stadium and the stadium itself. Most of the spots were shot in a continuous "take," but several had multiple

splices so that costume changes could be made.

During the month of February all 11 spots were to be first aired as spot announcements or used as participations in telecasts of "special events."

Sponsor Basketball

Among the specials slated for Eckrich sponsorship are the Indiana high-school basketball finals carried over stations in South Bend, Fort Wayne, Muncie, Evansville, Terre Haute and Indianapolis, and the World Championship Billiards tournament in Grand Rapids in mid-March.

Other markets to get the frankfurter-and-sausage spots include Kalamazoo, Cadillac, Lansing, Jackson, Detroit in Michigan and Toledo in Ohio.

"We believe," said Vern Gelow, "that with taped announcements—and kinescopes of the tape for the few stations without tape equipment—we are guaranteed good selling commercials at an economical cost."

Kiddie show sells cars

Black Bart tie-in boosts Sacramento used car lot sales to 40 a week

Sacramento, Calif. is a city on wheels. Over 90 per cent of the families living there own a car; more than 26 per cent own two. The area has doubled its population in the last 15 years, and future growth is projected at the same rate. It's a highly competitive market, especially for automobile dealers.

When the Reitter & Orme advertising agency was given the task of promoting the opening of two new locations for a used-car dealer, it was obvious that they had to come up with something different—a new name, a new idea, a new approach to the problem of selling a used car. Tony DePaoli, general manager of the used-car division of the dealership, called for "traffic." "If you get the people to the lots," he said, "we'll sell the cars."

The agency was immediately struck by the fact that there was a perfect opportunity for the creation of a representative "character" to give the company an image.

Nickname Fit

The owner of the dealership had been known as "Black Bart" since school days, and he was a prominent and respected businessman in the community. There had been a historic figure in the early days of California known as "Black Bart," also called the "Robin Hood of California," a desperado who identified himself as "stealing from the rich stage companies to give to the poor." This was a natural tie-in for Black Bart Used Cars, which was also "giving to the poor by means of low, low prices."

Over the years, the client and agency had often speculated on the influence wielded by children on the



Trained horse Frosty answers questions for Black Bart

purchase of a high-cost item such as a car. It seemed to the agency that they had an ideal situation to test this theory and to see if children could bring their parents to the point of purchase.

Mr. Chone Orme of the agency decided that the two ideas, Black Bart and appealing to children, were completely compatible. The character would, in fact, create the child appeal. Said Mr. Orme, "We had the man, Black Bart. We had the historical background. We had the theory of a child's influence upon his parents' purchases. When we brought the three ideas together they converged naturally on a western package."

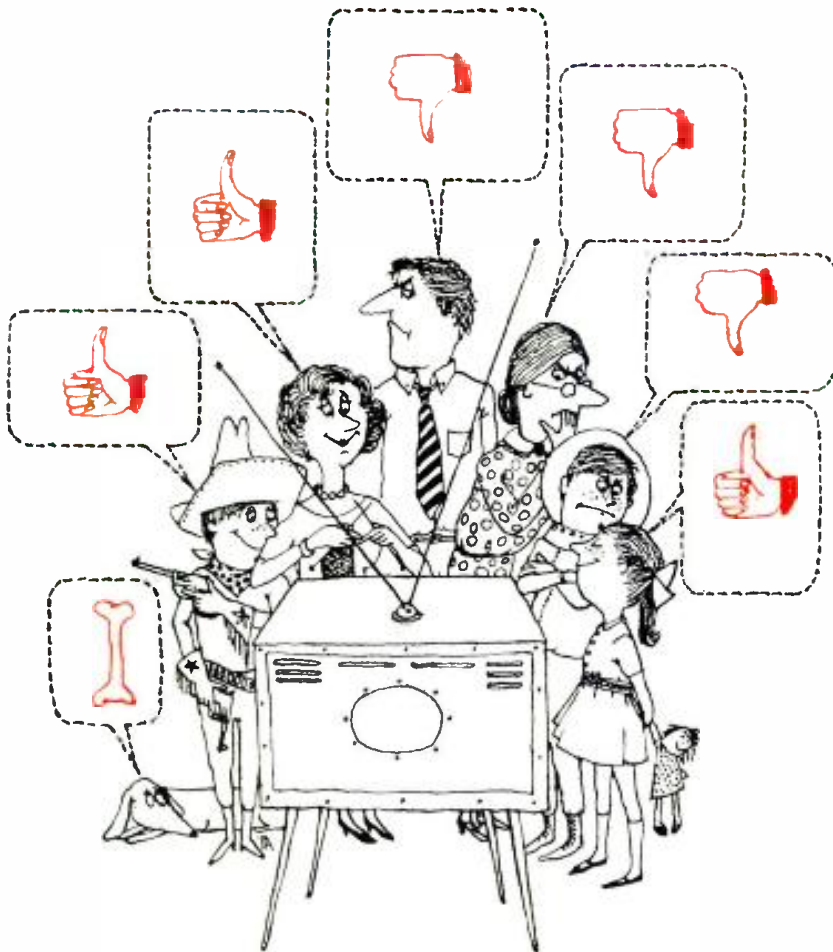
William Kimball, general manager of Black Bart operations, and Mr. Orme decided that television was the obvious medium to use to introduce

Black Bart and the new lots to the people of Sacramento. Not only were there the usual considerations of sight, sound and motion, cost-per-thousand, fast impact on the market, demonstration possibilities, etc., but also there was the dramatic effect of commercials delivered by Black Bart.

John Clayton was engaged to portray Black Bart. He was masked, dressed in black and accompanied by Frosty, a trick palomino. Mr. Orme pointed out that "television is much more graphic in building the character of Black Bart, in seeing Frosty do the tricks. These are things which appeal to children, but children don't read the classified section where we normally advertise our cars. On television Black Bart became known to thousands of kids in a matter of days.

(Continued on page 46)

Which do you like?



*Pulse survey indicates
audience for 1960 shows more critical
than in the past*

The critical and Congressional lamentation of the "inferior" state of network television programming this season seems to find a bit of an echo among viewers in general. If a survey conducted exclusively for TELEVISION AGE by The Pulse, Inc., is at all indicative of video feelings throughout the country.

Taking its customary sample of 1,000 respondents in the New York metropolitan area, Pulse discovered that these viewers consider the new fare this year in a less favorable light than that of a season or two ago. An appraisal of the current season's new offerings suffers by comparison with a similar evaluation arrived at during the 1957-58 season.

Asked for an opinion as to whether this year's new programs are better, about the same, or not as good as those presented in the past few years (question 1), 36.8 per cent of the 1,000 New Yorkers queried thought they are better, 40.3 per cent figured them to be about par for the course, and 22.9 per cent opined that they leave something to be desired compared with previous seasons.

The percentages take on added significance when stacked up alongside those of the earlier evaluation made by Pulse two years ago. At that time 44.8 per cent of the sample deemed the new '57-'58 shows superior to those of a year or two before, 41.9 per cent felt they were about the same in quality, while 10.3 per cent—some 12 per cent less than in the current survey—thought they were not as good.

Listing some three dozen programs new to television this season, Pulse asked its respondents which, if any,

QUESTION 1: *What is your opinion of the television programs you've watched during the past month as compared with programs presented during the past few years?*

	%
Better	36.8
Same	40.3
Not as good	22.9
Total respondents	1000

QUESTION 2: *Here is a list of television programs that are new this season. Which, if any, of these have you watched?*

Program	Total Program Viewers
The Untouchables	380
Ford Startime	364
June Allyson	343
Riverboat	324
Dennis The Menace	320
Betty Hutton Show	299
Hawaiian Eye	273
Tightrope	270
Twilight Zone	268
Hennessy	264
George Gobel	260
Laramie	258
Staccato	231
Five Fingers	220
Many Loves of Dobie Gillis	207
Men Into Space	207
The Detectives	207
Bourbon Street Beat	198
Johnny Ringo	186
Mr. Lucky	184
Dick Clark	180
Bonanza	177
Fibber McGee & Molly	153
Philip Marlowe	153
The Alaskans	149
Dennis O'Keefe Show	148
Adventures in Paradise	147
Sunday Showcase	147
Love & Marriage	137
Man & The Challenge	135
The Deputy	132
Bronco	130
Wichita Town	128
The Rebel	124
Trouble Shooters	106
Hotel de Paree	103
Tales of the Plainsmen	102
Take a Good Look	97
High Road	95
Man From Blackhawk	81
Hobby Lobby	74
The Swamp Fox	49

of these they had watched (question 2). The honors for snaring the greatest number of viewers—380—went to ABC-TV's hour-long crime series, *The Untouchables*. At the other end of this roster was a program called *The*

Swamp Fox with 49 viewers out of the 1,000 queried.

The *Ford Startime* skein of specials over NBC-TV each Tuesday, parenthetically dubbed "Tv's Finest Hour," was second in viewing numbers to the Desilu-produced series about the exploits of FBI agent Eliot Ness. The

Hubbell Robinson-helmed *Ford* shows had been seen at least once by 364 of the respondents, while the du Pont-sponsored *June Allyson* half-hour dramas over CBS-TV on Monday nights garnered 343 viewers.

Demonstrating again that there's no

(Continued on page 47)

QUESTION 3: *(To be asked of programs the respondent had watched)*
Would you say that you: liked it very much, liked it fairly well, didn't like it at all, have "no opinion" about it?

	Very Much %	Fairly Well %	Didn't Like %	No Opinion %	Total Program Viewers
The Untouchables	85.4	10.4	2.1	2.1	380
Ford Startime	66.2	27.6	2.2	3.8	364
June Allyson	52.4	40.8	4.2	2.6	343
Riverboat	66.0	26.6	4.6	2.8	324
Dennis the Menace	70.3	17.5	7.8	4.4	320
Betty Hutton Show	62.8	30.4	3.4	3.4	299
Hawaiian Eye	52.8	34.8	9.9	2.5	273
Tightrope	63.0	31.4	2.2	4.4	270
Twilight Zone	71.6	19.4	6.0	3.0	268
Hennessy	54.1	36.8	6.4	2.7	264
George Gobel	56.9	33.1	6.2	3.8	260
Laramie	50.0	38.8	7.4	3.8	258
Staccato	62.0	28.6	6.0	2.6	231
Five Fingers	54.6	34.4	5.5	5.5	220
Many Loves of Dobie Gillis	57.5	23.2	14.5	4.8	207
Men Into Space	58.0	30.9	7.7	3.4	207
The Detectives	63.9	26.5	4.3	5.3	207
Bourbon Street Beat	48.0	39.4	8.1	4.5	198
Johnny Ringo	51.6	35.4	7.5	5.5	186
Mr. Lucky	57.0	33.2	7.6	2.2	184
Dick Clark	55.6	28.4	12.6	3.4	180
Bonanza	64.5	24.3	3.4	7.8	177
Fibber McGee & Molly	45.5	36.3	13.2	5.0	153
Philip Marlowe	66.8	27.4	1.3	4.5	153
The Alaskans	54.4	36.2	6.7	2.7	149
Dennis O'Keefe Show	39.3	52.0	6.0	2.7	148
Adventures in Paradise	46.3	39.4	9.6	4.7	147
Sunday Showcase	50.3	44.3	1.4	4.0	147
Love and Marriage	34.4	43.0	16.1	6.5	137
Man & The Challenge	67.4	25.9	1.5	5.2	135
The Deputy	59.2	29.5	8.3	3.0	132
Bronco	61.5	31.5	5.4	1.6	130
Wichita Town	45.3	35.1	11.8	7.8	128
The Rebel	64.5	26.7	5.6	3.2	124
Trouble Shooters	40.5	47.1	10.5	1.9	106
Hotel de Paree	36.9	46.6	14.6	1.9	103
Tales of the Plainsmen	38.2	47.1	5.9	8.8	102
Take a Good Look	46.5	43.3	10.2	—	97
High Road	68.5	16.8	6.3	8.4	95
Man From Blackhawk	32.1	44.5	8.6	14.8	81
Hobby Lobby	37.8	37.8	9.4	15.0	74
The Swamp Fox	75.6	20.3	—	4.1	49

Cartoon comeback

With planned technique and original story lines . . . Hanna-Barbera Productions gives animation new life



Leading characters of The Flagstones

Once upon a time Joe Barbera went out to the wonderful land of Hollywood to make cartoons. He worked very hard and was immensely gratified when theatregoers across the nation squealed like mice to see his Tom and Jerry run. A proud man, he would quietly observe that his output, eight seven-minute cartoons a year, was a heavy one. Then, one day, the pencil dropped, the ink dried: from high up in the tinselly towers of that mysterious world came a cry, echoing and re-echoing through the empty lots, the quiet streets, the vacant minds: enough! No more! And Joe Barbera, a storyteller without an audience, looked at his friend, Bill

Hanna, an artist without a canvas, and they were both sad.

That was in 1957. If Mr. Barbera, partner in Hanna-Barbera Productions, Inc., looks at the past as though it were an especially poignant fairy tale, he has a right to, for the ending is in the best tradition of those narratives: the two protagonists lived busily ever after. As producers of *Ruff & Reddy*, *Huckleberry Hound*, *Quick Draw McGraw* and *The Flagstones* (which is scheduled for prime evening time over ABC-TV next season), Hanna-Barbera is nothing if not busy. Today the company can be considered the leading producer of new cartoons for television, an occupation

which was considered irresponsible or worse a few years ago by the hard-headed, the extremely hardheaded businessmen of that era. It didn't make economic sense, they argued, good animation is too expensive, limited animation too shoddy.

In developing a technique which was both good and economical the partners did to cartooning what the European small cars did to Detroit: initiated a minor revolution. That technique, called "planned animation" by Mr. Barbera, involves employing a rare commodity—experience—in the day-to-day operation. In his words, "you have to know when to cut, and when not to cut. It's as simple as that. Limited animation is a mistake. Some people think they can save money and still come up with something good by taking cut-outs and moving them around a fixed background. It isn't that easy."

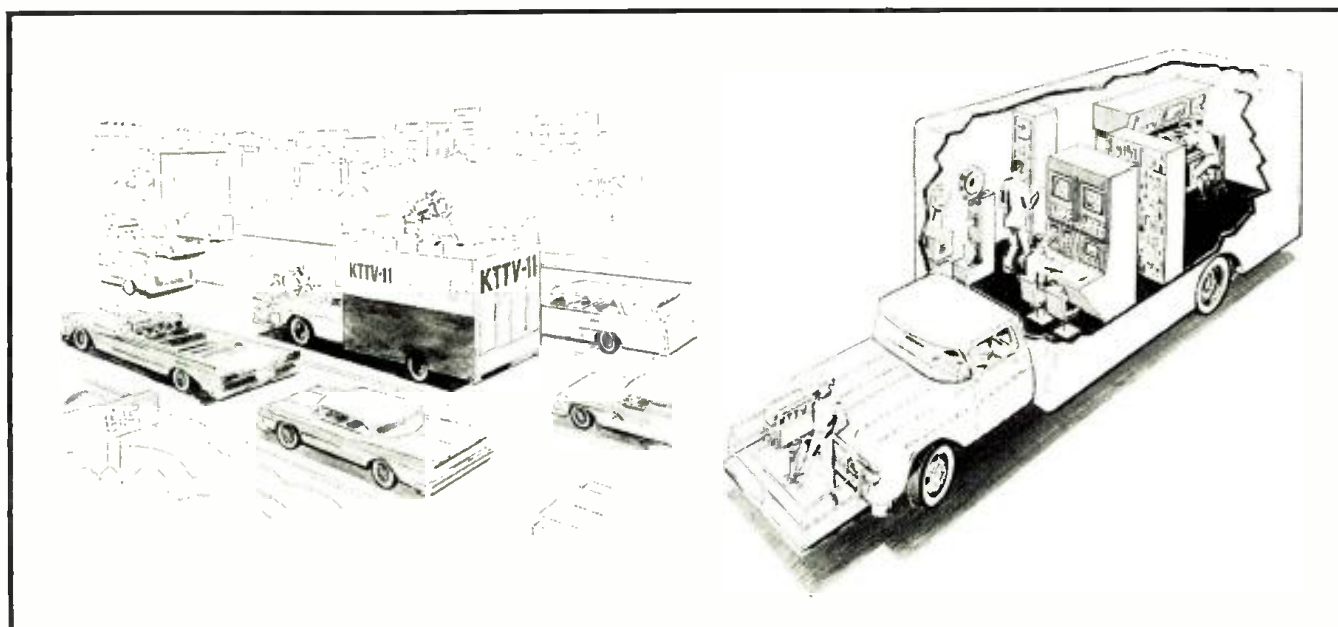
Planned animation caught on quickly. With Screen Gems acting as distributor, *Ruff & Reddy*, a story about a frisky cat and a dimwitted dog, went on the air over NBC-TV in 1957. *Huckleberry Hound*, the saga of a canine Don Quixote, was picked up by Kellogg's in a huge national spot spread in 1958, and was recently renewed. *Quick Draw McGraw*, which is about an obtuse horse and his more perceptive, Spanish-speaking burro sidekick, was purchased by Kellogg's last year as part of its national spot pattern. Just last month ABC-TV purchased *The Flagstones*, a satire on an exurbanite family in the Stone Age. The historical background is irresponsibly recreated.

To make the cartoon-comeback circle complete, H-B has re-entered the theatrical-cartoon field—using its television technique. The company has signed a five-year exclusive contract with Columbia Pictures, parent company of Screen Gems. First theatrical cartoon series has been titled *Loopy De Loop*.

If the concept of planned animation seems unnecessarily vague in that it is basically a common-sense approach to production problems, its execution is another matter. Mr. Barbera is a story man and artist, and

(Continued on page 45)

Mobile tape



Big new Los Angeles station operation solves many of the method's former problems

Moving to solve a problem of increasing importance as video tape becomes more widely employed, KTTV Los Angeles recently began operation of one of the most flexible mobile tape units in television.

The problem—whether it appears in taping a remote commercial for an advertiser or covering a news event for the station—was that the client or director usually has to journey from the taping site to the studio to see a playback on what the cameras have recorded. Even in instances where the tape unit accompanies the cameras, special effects, slides, film inserts, etc., have to be inserted in the tape at the studio.

The KTTV answer is a completely integrated mobile unit, including facilities for live transmission, tape recording, slide and film projection and special effects. First of four units placed into service was the "parent" set-up, specially constructed by Alu-

minum Body Co. of Los Angeles on a Ford truck chassis.

Equipment in the unit comprises an Ampex Videotape recorder, two RCA cameras, an Eastman 16mm projector, an RCA slide-system Vidacorn film camera and Telecom special-effects devices. The tape recorder was engineered by the station to withstand rugged use on the road, and picture quality was further insured by providing the truck with special "computer ride" compressed-air shock absorbers.

Removable camera platforms were designed for the front and rear of the truck. Guard rails at the top permit its safe use as a shooting platform as well, particularly when the truck is in motion to cover such things as moving automobiles under demonstration conditions. Other features are three tons of air-conditioning equipment, special brakes and other automotive equipment.

The highlight asset of the unit, however, the station notes, is its ability to put prices, titles, etc., into a taped commercial by using slides—or to integrate stock film footage—without the services of a second camera, cameraman, production man or engineer. The Telecom equipment provides all of the special optical effects commonly used in movies.

Before it was entirely completed, KTTV used its parent unit to record nine one-minute commercials for a local Sears, Roebuck & Co. store. Great savings in time and money were noted.

Three additional units are planned, each of which will carry a tape recorder. Noting that multiple machines are sometimes required on a production, KTTV points out that the usual practice is always to carry two recorders. Assisting the station in planning the extensive mobile service was the Visual Electronics Corp.

One Minute, Animated:

Award: Calo Pet Food Co.; Foote, Cone & Belding; Cascade Pictures of California. Honorable mention: Seven-Up Co.; J. Walter Thompson; Ray Patin Productions.

Over One Minute, Animated:

Award: Best Foods (Nucoa); Guild, Bascom & Bonfigli; Ray Patin Productions.

30-Second, Animated:

Award: Santa Clara Plumbers Association; David Olen Advertising; Playhouse Pictures. Honorable mention: Renault, Inc.; Needham, Louis & Brorby; Pantomime Pictures. southern California Ford Dealers Association; J. Walter Thompson; Playhouse Pictures.

ID's:

Award: Snowdrift Sales Co. (Wesson oil); Fitzgerald Advertising Agency; Quartet Films. Honorable mention: American Brewery Co.; Van Sant. Dugdale; Playhouse Pictures.

Program Titles:

Award: Olin Mathieson Corp.; D'Arcy Advertising; Saul Bass-Playhouse Pictures. Honorable mention: Ford Motor Co.; J. Walter Thompson; Playhouse Pictures.

Program Promotion:

Award: U.S. Borax & Chemical Corp.; American Television Enterprises.

Color:

Award: Ford Motor Corp.; J. Walter Thompson; MGM-TV Commercial Dep't.

Institutional:

Award: American Telephone & Telegraph Co.; N.W. Ayer & Son; MGM-TV Commercial Dep't.

Spot Tests

Proof of spot effectiveness is demonstrated again in a recently released study of a spot test made by Maxwell House Western Blend coffee.

The study was conducted by Trendex, and the test market selected was Seattle. The Blair Television Test Market Plan format was used, under which the area was studied June 5-11, 1959, before the schedule of spots on



Head table at recent Blair Television managers' conference included: (l. to r.) Richard L. Foote, executive vice president, Blair Television Associates; Bob Elliott, of Bob and Ray team; Robert Hemm, Blair-Tv; Pete Matthews, Young & Rubicam; John Blair, president, Blair Television; Edward P. Shurick (behind mike), executive vice president, Blair-Tv, and James Seiler, president, Audience Research Bureau.

KING-TV, and again two months later on Aug. 1-7, after the advertising. Interviews were conducted with 300 persons in each test.

Weekly schedule called for five minutes and three chainbreaks. Introductory newspaper advertisements, billboard postings and some additional tv spots were used.

Conclusions reached were:

1. In two months, awareness of Maxwell House tv advertising increased over 50 per cent (see table 1).

chased Maxwell House that week increased 1,100 per cent (see table 3).

This was one of a number of studies made available during the recent Blair Television managers' meeting. Other Test Market Plan reports showed:

A. In a test for Suprize cereal, during which 21 daytime announcements were used weekly for 12 weeks, brand awareness increased 300 per cent.

B. In a test for Welchade, with six daytime announcements weekly for 15

Table 1: Awareness of Maxwell House Western Blend Advertising

	Tv	Radio	Magazines	News-papers	Grocery Store	Bill-Boards	Don't Know
Before Spot Campaign	63.5	7.3	13.1	19.0	5.1	1.5	8
After Two Months of Spots	96.2	—	2.4	20.6	4.3	1.9	.4
Per-cent Increase	+51%	—	-72%	+8%	-16%	+27%	

2. In the two months during which the spot campaign ran, purchase of Maxwell House Western Blend coffee increased nearly 100 per cent (see table 2).

weeks, product identity increased 87 per cent, purchases 37 per cent.

C. For Thorexin, with five announcements weekly in five markets, brand identity was up 53 per cent in four weeks.

Table 2: Last Brand Purchased

	Before Spots %	After Spots %	Per Cent Increase
Maxwell House Western Blend	11.4	22.6	98
MJB	22.5	18.9	-16
Folger's	17.2	23.2	35
Hills	17.2	14.0	-19
Boyds	5.3	1.3	-75
S&W	4.9	2.7	-45
Manning's	3.5	1.7	-51
Nob Hill	3.5	.7	-80
Gold Shield	1.8	2.7	50
Yuban	1.3	1.7	31

3. When the second study was run, people reporting that they had pur-

Table 3: Last Time Purchased Maxwell

	Before Spots %	After Spots %	Per Cent Increase
This Week	1.3	15.0	1154
Week Ago	12.3	12.3	—
2 Weeks Ago	4.9	10.3	210
3 Weeks Ago	.9	3.3	367
Month Ago	4.9	7.6	250
2 Months Ago	1.8	5.7	317

Vigorous Future

Years of great vigor and great prosperity are ahead for broadcasting

(Continued on page 85)

Wall Street Report

JERROLD TAKE-OVER. One of the interesting developments in the field of tv investments took place over a month ago when Jack Wrather, the Texas oil and movie man, and John Loeb of Carl M. Loeb Rhodes, investment bankers, acquired a major stock interest in Jerrold Electronics.

Messrs. Wrather and Loeb have been quite an investment team, putting together over the past few years an all-around entertainment organization. Just where Jerrold Electronics fits into the Loeb-Wrather pattern is an interesting speculation. Jerrold was formed in 1948 by M. J. Shapp. Its stock was first offered to the public in 1955, when some 200,000 shares were sold at \$4 per share by Van Alstyne Noel and Butcher & Sherrerd. The company's prime business is the manufacture, sale, installation, servicing or leasing of master antenna systems for television reception. This equipment is especially suited for internal, closed-circuit tv in housing projects, large apartments, educational institutions and dealer showrooms.

Jerrold also turns out community antenna systems which are similar to the master antenna system but operated on a much larger scale, and which were discussed in this space a month ago when the TelePrompTer Corp. was making an offering to help finance acquisition of several community antenna systems. Jerrold Electronics is one of the most experienced firms in the field of community systems, owning and operating a total of nine around the country. They are in Dubuque, Iowa; Flagstaff, Ariz.; Pocatello, Idaho; Ukiah, Calif.; Ventnor, N. J.; Richland, Walla Walla and Wenatchee, Wash., and Muscle Shoals, Ala.

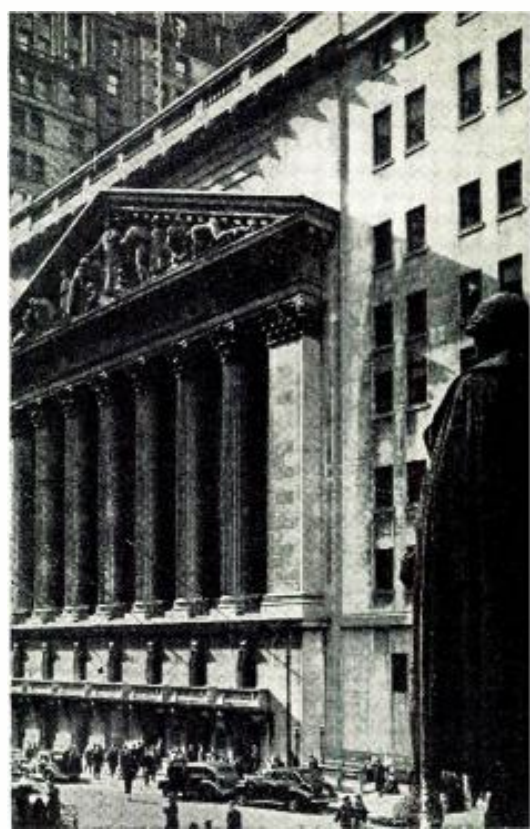
PAY-TV ENTRY. Jerrold is also one of the entries into the field of subscription television, though its role and name have not been as well publicized in this connection as that of other companies such as Zenith or Skiatron. However, it has been involved in several of the most extensive

tests in this field and late last year was designated to supply and install the distribution systems for International Telemeter, a division of Paramount Pictures, for its proposed pay-as-you-see system of television. The Telemeter system is currently readying a tryout of its method in Canada, and any success above the border is bound to have some repercussions in this country.

Jerrold's distinction is that it has designed about 400 of the 600 community antenna systems currently in use in the United States, which gives it commanding prestige in the development of closed-circuit tv for educational purposes or for the use of subscription tv if it materializes.

Jerrold's volume has grown steadily, and for the year ended Feb. 29, 1960, it is expected to report sales of about \$10 million and earnings (on 1.7 million shares outstanding, assuming all outstanding options and warrants were exercised) of 33 cents per share. This would compare with profits of 22 cents per share in the preceding fiscal year on 1.1 million shares outstanding.

WRATHER STORY. But Jerrold's position and future become even more intriguing by virtue of the investment of Messrs. Wrather and Loeb. Jack Wrather, now 42, was born wealthy. His father was a refinery operator and wildcatter in east Texas. His mother was also independently wealthy (also from east Texas wildcatting) and was



of great help in enabling her son to swing many of his early deals. Mr. Wrather's first venture into the entertainment field was back in 1917-19 when he made a series of five films. None of them achieved any artistic or box-office distinction, but three of them starred a fetching young actress, Bonita Granville, whom Mr. Wrather decided was the best feature of his productions and whom he promptly married.

In 1952 Mr. Wrather expanded his entertainment activities by acquiring KOTV Tulsa. Later he was head of a group that acquired a second station, KFMB-TV San Diego. Having thus wet his feet in two phases of the industry, he made his most profitable move

(Continued on page 86)

AM-TV

\$750,000

2 TV stations and 2 radio stations in one package. Includes microwave pickups for major network programming on both TV stations. Terms; \$150,000 cash and balance over 10 years.

contact:

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

Washington, D. C.—630 Washington Bldg.,
ST 3-4341

Beverly Hills, Calif.—9441 Wilshire Blvd.
CR 4-2770

Chicago, Ill.—333 N. Michigan Ave.
FI 6-6460

Atlanta, Georgia—Healey Building
JA 5-1576

Film Report

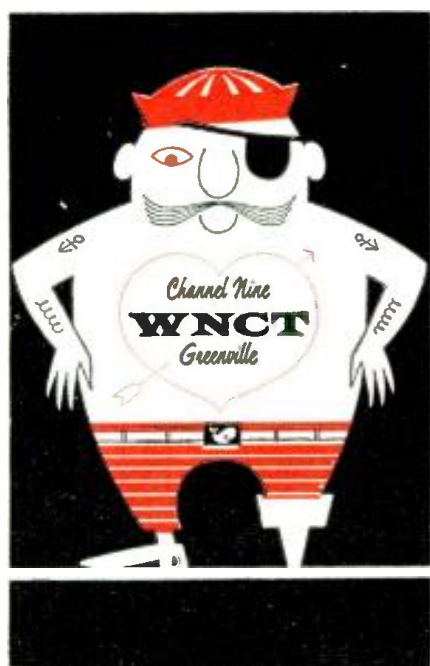
TAPE CONVERT

Another agency has been brought over to the ranks of tape-commercial enthusiasts. This one is Smith/Greenland, Inc., which, with its Farm House Frozen Pies, found the proof in the pudding, so to speak.

The proof: four one-minute commercials and four 20-second commercials were taped in one day, at a cost savings of at least 60 per cent over film. Made by Videotape Productions of New York, the commercials are simple but essentially creative, according to Leo Greenland, president of the agency. "If you know how to use tape properly, it is ideal for advertisers with limited budgets," says Mr. Greenland. "Many people use tape poorly, but we managed to put action and motion into our messages to make them creative."

The entire package of eight commercials was shot one day recently between 9 a.m.-5:30 p.m. It was brought in for under \$12,000, and Mr. Greenland is convinced that the same package done on film would cost at least \$30,000. The agency, he says, will be using tape more frequently now that it is convinced it is both economical and efficient.

The tape commercials for Farm



House Frozen Pies will be used on a spot basis in numerous markets along the eastern seaboard. The advertiser has purchased Ziv's *Sea Hunt* for Boston, and will be placing spots in New York this month. Participations and station breaks will be ordered in numerous other markets in the east shortly.

Some of Smith/Greenland's other television accounts, which might be using tape in the future, include Artfield Toys, Inc., Melnor Industries, Inc., My Lady Food Products, Inc., Red-L Food Corp. and Seabrook Farms, Inc. The agency will continue

to use film on jobs it thinks require a film treatment.

RESIDUALS . . .

Further increase in residual payments to guilds will seriously affect the telefilm syndication business, according to Richard W. Jencks, president of the Alliance of TV Film Producers. Such further payments, Mr. Jencks contends, would make first-run syndication uneconomic. No solution to the impasse now reached between producers and guilds is apparently in sight, he declared.

REPUBLIC RETURNS

Republic Pictures will re-enter tv film and motion-picture production

FILM SUCCESS Adamson Ford, Inc.

California National Productions' *Not For Hire*, in syndication less than six months, has already established itself as an effective vehicle for many different regional and local advertisers. One of these, a new- and used-car dealer in Birmingham, has watched his sales figures closely, and attributes increases in them to his investment in the program.

The sponsor, Adamson Ford, Inc., bankrolls *Not For Hire* on WAPI-TV Birmingham on Wednesdays, 7-7:30 p.m., competing with NBC-TV's *Wagon Train*. Since its introduction last October, ratings have climbed consistently, and in December the CNP action show was awarded a 29.9 Nielsen, for a 49-per-cent share of audience. The latest Pulse report for that market gave *Not For Hire* a 32.3 rating and *Wagon Train* a 31.4 rating.

These audience figures are reflected in sales: the sponsor reports a 20-per-cent increase in sales of new and used cars since the debut of the program. *Not For Hire*, according to Bill Strange, Adamson's sales manager, "has done more for our current new- and used-car sales than any other single advertising factor."

The advertiser uses live commercials in the show, featuring direct sales pitches with visual aids and



price lists. On Wednesday evenings, following each telecast, Adamson averages eight sales advertised as "specials" on the program.

Not For Hire has chalked up impressive audience shares in many diverse markets. According to the latest Nielsen reports, these include: Albany, 47 per cent; Atlanta, 49 per cent; Bakersfield, 37 per cent; Dallas, 41 per cent; Wichita, 50 per cent, and Wilkes-Barre, 42 per cent.

Ralph Meeker stars as a provost sergeant in the CNP action program who operates as a trouble shooter wherever GIs get into unpleasant situations.

MARCH 7, 1960

Television Age

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Viewers can judge the results of new network rules and codes during the coming year

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Pulse survey finds that viewers of this season's new shows are more critical than ever

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With a planned technique, original story lines, Hanna-Barbera gives animation new life

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Big new Los Angeles operation solves many of the former problems posed by the method

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FIRST RATINGS!

"THE FOUR JUST MEN"

TOPS ACROSS U.S.A.!

LOS ANGELES

15.3

ARB/Nov. 1959
7-station market

SEATTLE

25.5

Pulse/Oct. 1959
4-station market

MIAMI

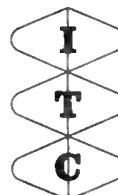
19.3

ARB/Oct. 1959
3-station market

BOSTON

17.4

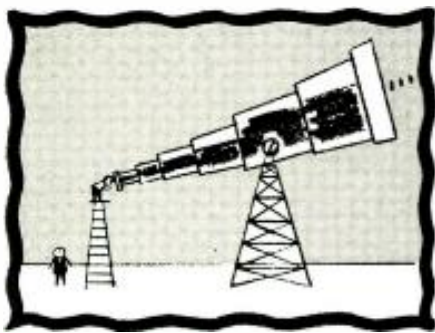
ARB/Oct. 1959
3-station market



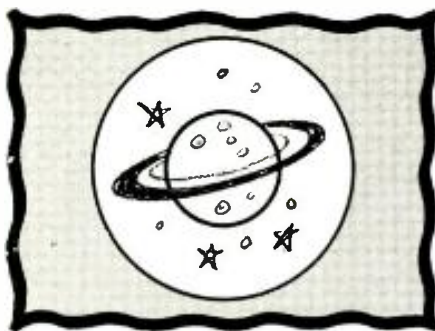
INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

IT'S POWERful!



Today's the day, Professor Smithly — our first look at Saptarnus.



She's centered — now switch to the super power lens.



Amazing —

It's difficult to exaggerate the coverage of powerful Channel 2 in Eastern Maine, or its effect on the area's \$602,000,000 spendable income.

And remember, a matching national spot buy on Channel 6 in Portland saves an extra 5%.

See your Weed TV man.

WLBZ-TV
2 NBC for
BANGOR



MAINE BROADCASTING SYSTEM

WLBZ-TV, Bangor WCSH-TV, Portland
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

Letter from the Publisher

Sports and Television

From television's infancy sports events have been popular. Nearly everyone is a sports fan. If not a baseball or football addict, he likes basketball or hockey, golf or bowling, or perhaps he is a member of that great fraternity that follows the horse races.

During the average week last September before the World Series Americans spent 108 million hours watching sporting events, A. C. Nielsen reports. During the series one game was seen for two hours in 24.3 million homes.

The sight-and-sound medium has done a great deal to popularize sports—many little known until the 20-inch screen brought them into the living room. Properly handled, it has increased attendance and profits. It made professional football a big business.

And sports, in turn, have done a great deal for tv. They have furnished programming with thrills, glamour and, with the exception of professional wrestling, an unpredictable outcome.

As television has grown older, its audience has naturally become more sophisticated. It is not surprising that the same viewers who fell out of their chairs 10 years ago when Milton Berle mugged into the camera, now yawn and switch channels on some million-dollar spectacles. But sports, somewhat amazingly, continue to hold their audience.

Best is Necessary

Since this is true, it seems of utmost importance that sports events be given the best framework possible.

During the early part of the Winter Olympics there was criticism of the abbreviated coverage—a mistake that was rectified as the games came to a close. True, a network is handicapped in prime evening availabilities, but it is hard to reconcile limited coverage of an event as dramatic or as thrilling as many of the races, the figure skating or the hockey games. And, if such limited coverage is unavoidable, it should not be necessary to use valuable time in banal exchange between announcers, local dignitaries or tongue-tied "past experts."

Everyone is familiar with the type of sports announcer who talks constantly on tv, often giving misinformation that the viewer can plainly see is incorrect.

It is disconcerting to have the camera panning cuties in the stands while the crowd roar tells viewers that there is action on the field. Sometimes, to be sure, the cameraman, like the opposing halfbacks, may be fooled by the backfield razzle-dazzle, but viewers have a right to expect these incidents will be few.

There are many superlative examples of sports coverage—the final portions of the recent Olympics, coverage of the pro football championship game, the 1959 World Series, to name a few. But there could be more.

With television programming going through one of its most critical periods, it seems important that the best possible job be done in presenting these universally popular sports spectacles.

The results will mean much to the viewers and to the industry as well.

Cordially,

S. J. Paul

Advertising Directory of SELLING COMMERCIALS

as financing agent for independent producers, according to Victor M. Carter, president of the company. Although Republic cannot re-enter production of its own until settling with the guilds on post-'48 pictures released to tv (and is unwilling to make such a settlement), it will offer financing and studio and laboratory facilities, on the United Artist pattern.

SALES . . .

MCA TV's *Johnny Midnight*, new mystery-adventure series starring Edmond O'Brien, has been purchased by several major regional advertisers in the past fortnight. Warner-Lambert Pharmaceutical Co. has ordered alternate weeks in Boston and Philadelphia; Armour and Co. has purchased alternate weeks for Greensboro, N. C., and Liggett & Myers has ordered alternate weeks for the same market. Other advertisers of *Johnny Midnight* include: R. J. Reynolds, Baltimore; Studebaker dealers, New Haven; and Child-Big Chain food stores, Texarkana.

The second series of California National Productions' *The Silent Service* has been sold in 90 per cent of the 175 markets where the original 39 were telecast. Latest sales include: WBAL-TV Baltimore WPSD-TV Paducah; WICU-TV Erie; KTVU San Francisco-Oakland; KCOP Los Angeles, and WHEN-TV Syracuse. . . . GNP's *Medic*, running for the sixth, seventh and eighth times in many major markets, was purchased again by more than a score of stations in recent weeks.

Almanac, distributed by Official Films, has been sold in more than 30 markets to date. The show consists of five-minute segments, each of which depicts one great event in contemporary history for each day of the calendar year. . . . National Telefilm Associates' *The Play of the Week* has been picked up in seven more markets. These include: WRCC-TV Rochester; WRGB-TV Schenectady; WBNB-TV Buffalo; WIC Pittsburgh; KOA-TV Denver; WBAL-TV Baltimore, and WFBC-TV Greenville, S. C.

John Gunther's High Road, an ABC-TV documentary, has been sold by ABC Films to the Canadian Broadcasting Corp. (French network). The show has been dubbed in French and retitled *Decouvertes*.

Best Foods Corp. • Guild, Bascom & Bonfigli, Inc.



RAY PATIN PRODUCTIONS, Hollywood

Colt Extra Dry Ginger Ale • John C. Dowd, Inc.



WONSEL, CARLISLE & DUNPHY, INC., New York

Bissell • Clinton E. Frank



TELEVISION COMMERCIALS, INC., Hollywood

East Ohio Gas • Ketcham, MacClead & Grove, Inc.



PELICAN FILMS, INC., New York

CBS-TV



FINE ARTS PRODUCTIONS, Hollywood

First National City Bank • BBD&O



BILL STURM STUDIOS, INC., New York

Coca Cola • McCann-Erickson



MPO TELEVISION FILMS, INC., N. Y., Hollywood

G. E. Telechron Clocks • N. W. Ayer & Son, Inc.



LARS CALONIUS PRODUCTIONS, INC., New York

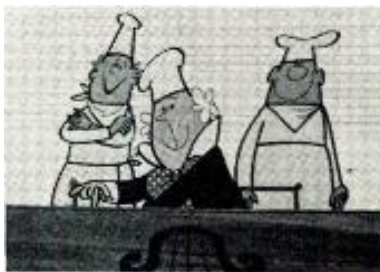
Advertising Directory of SELLING COMMERCIALS

Hot Shot Bug Killer • Simon & Gwynn



TELEPIX CORP., Hollywood

Nabisco (Millbrook Bread) • McCann-Erickson



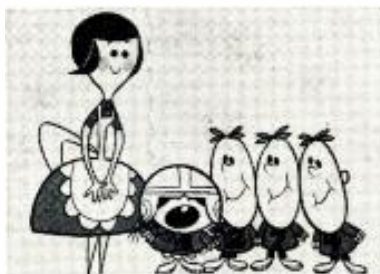
RAY FAVATA PROD./Goulding-Elliott-Graham

Hunt Club • Ted Bates & Co.



KLAEGER FILM PRODUCTIONS, INC., New York

Nucoa • D-F-S



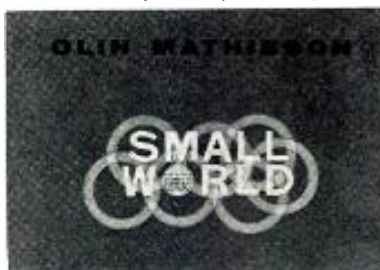
HFH PRODUCTIONS, INC., New York

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TV CARTOON PRODUCTIONS, San Francisco

... ABC Films' *The People's Choice* and *Meet McGraw*, both off-the-network properties, were sold in 13 new markets each during the past two weeks. . . . *Whirlybirds*, distributed by CBS Films, has been sold in an additional 14 markets. . . . World Wide Television Sales Corp., distributors of Peter De Met's *National Football League Presents*, sold that series in 21 markets in one recent one-week period.

United Artists Associated reports a \$10-million sales gross for the year 1959. The figure covers leases to stations of features, cartoons and other motion-picture product. "With these movies," says Eliot Hyman, president, "there is no question of cycles of westerns or situation comedies . . . a good movie program maintains its popularity year after year." . . . *Bold Journey*, now distributed by Banner Films, was recently sold in 10 additional markets, ranging from New York City to Detroit to Yakima.

PROGRAMS . . .

With production in Hollywood uncertain due to the guild situation, several companies are scheduling tv filming abroad. MGM-TV, in a joint venture with Michel Productions, has set two pilot ventures for Paris: *Harry's Girls*, dealing with the adventures of an American entertainment troupe abroad, and *P.S. from Paris*, based on columnist Art Buchwald's experiences.

Van Johnson will star in *An American in Paris*, to be produced by Gene Kelly's Voli Productions in the French capital, and Dan Dailey will make a musical series, filmed in various European cities, for Sapphire Productions.

Meanwhile, work also begins on another 39 episodes of Bryna Productions' *Tales of the Vikings* in Germany.

In Hollywood, ABC-TV tops activities in new program production. The network's hour series with Hubbell Robinson, *Logan, A Lawyer's Story*, gets under way this month, Jules Bricken producing, and *The Great Barnum*, series based on P. T. Barnum's life, is being prepared as a joint venture with NRB Associates.

Goodson-Tedman, in conjunction with Fenady-Kershner-Kowalski, has two pilots under way: *Las Vegas*

(Continued on page 41)

Film (Continued from page 34)

Beat, adventure show set in the gambling capital, and *Yank*, about a doctor in the post-Civil War period, in which ABC-TV also has an interest.

Other series getting under way: Jerry Stagg's *Now Is Tomorrow*, starring Robert Culp; CBS-TV's *Drum Beaters*, comedy about public-relations men, starring Tony Randall; Paramount's *Grandfather Was a Detective*, comedy featuring Joe E. Brown, and the Jay Sommers-Al Simon-produced comedy, *Double Take*, starring Tom Poston.

Ziv has signed seven more baseball sluggers to join the 13 original players in its *Home Run Derby*, latest syndication entry. The new batters are Ken Boyer, St. Louis Cardinals; Gus Triandos, Baltimore Orioles; Wally Post, Philadelphia Phillies; Bob Cerv, Kansas City Athletics; Gil Hodges, Los Angeles Dodgers; Al Kaline, Detroit Tigers, and Dick Stuart, Pittsburgh Pirates. . . *Chuck*, a new half-hour situation comedy, has been acquired by Jack Benny's J & M Productions for the 1960-61 season. Property was written and created by Henry Garson and Robert O'Brien.

Tod Andrews has been signed for the lead role in *Bellevue Is My Home* series, the pilot of which has been completed in New York by Derel Productions. It is to be released by ABC Films this fall. . . Three writers—Ellwood Ullman, Al Bertino and Dick Kinney—have been signed to work on the initial segment of the Three Stooges' new tv series, which has been tentatively titled *The Three Stooges' Scrapbook*.

Herts-Lion Productions has acquired 26 15-minute *Magic of the Atom* films, produced by Leo Handel in conjunction with the Atomic Energy Commission, for tv syndication.

PERSONNEL . . .

Henry R. Flynn has been elected vice president and general manager of Crosby/Brown Productions, and Peter Robeck has been elected vice president in charge of sales. In his new post Mr. Flynn concentrates exclusively on the over-all administration of the company. Mr. Robeck, for the past several months manager of the eastern office, is now in charge of all sales activities. It was announced

at the same time that Ed Simmel has been appointed western sales manager for Crosby/Brown.

Independent Television Corp. has appointed two new vice presidents. They are William M. Wolfson, treasurer, and Milton P. Kayle, general counsel. Both men will continue in their respective capacities. Mr. Wolf-



MR. KAYLE

MR. WOLFSON

son, who joined TPA (which was acquired by ITC) in 1956 as controller, later to be named treasurer, is now in charge of administration as well as finance. Mr. Kayle joined TPA in March 1957 and under ITC was named assistant secretary and resident counsel. In November of last year he was named business manager.

Telescreen Advertising, the spot time barter subsidiary for Screen Gems, has been made an integral part of that company's syndication operation. Charles Weigert and Sydney Barbet, operating heads of Telescreen since it was formed last June, have resigned. E. Barrett Mayer remains as chief account executive for Telescreen. . . Screen Gems has named Harold Schaffel as administrative coordinator of its business affairs department. In his new post Mr. Schaffel serves as liaison with several of the company's independent producers and is also responsible for New York office administration. He was formerly business manager of SG's eastern production department.

Thomas E. Maples has joined CBS Films as an account executive in its Dallas office. He reports to Carter Ringlep, manager of the Dallas office. . . William Frye has been named producer of special projects for Revue Productions. . . Noah Jacobs has been elevated to the post of New York sales manager in charge of syndication for National Telefilm Associates. For the past two years Mr. Jacobs served as an account executive for NTA in the New York area. . .

Jack Kuney, producer-director-writer for CBS-TV for the past six years, has joined NTA's *The Play of the Week* as a staff producer.

COMMERCIAL CUES . . .

MGM-TV is out to become known as a producer of high-quality, prestige television commercials. In a revision of company policy related to commercial production, Robert H. O'Brien, vice president of Metro-Goldwyn-Mayer, Inc., announced that its commercials unit will concentrate its efforts toward "producing television messages with the scope and importance for which the outstanding studio facilities and personnel of

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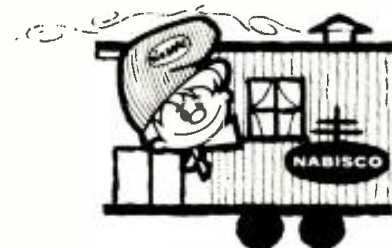
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GRAY-O'REILLY STUDIOS, New York

Universal CIT Credit Corp. • F&S&R



JAMES LOVE PRODUCTIONS, New York

Rival • Guild, Bascom & Bonfigli



PANTOMIME PICTURES, Hollywood

Vicks Vapo-Rub Co. • Morse International



KLAEGER FILM PRODUCTIONS, INC., New York



Edwin S. Friendly Jr. has been named director, special program sales, for the NBC-TV network, it has been announced by Thomas B. McFadden, vice president and national sales manager. Mr. Friendly was formerly with CBS-TV and joined NBC-TV in September as producer of The Jimmy Dean Show.

MGM are a requisite." This is a revision, Mr. O'Brien noted, of the past policy of competitive bidding on any and all commercial productions submitted to the studio.

Elliot, Unger & Elliot, commercial production division of Screen Gems, is out making records all over the place. In February, the company had a record number of commercials scheduled for production on both tape and film. These ranged from Eastman Kodak to Ivory soap to Kent cigarettes on film, and from U. S. Steel to Chase & Sanborn to Knickerbocker beer on tape. At the same time, it was announced that EUE's west-coast division, in its first year of operation, grossed more than \$1.8 million. That unit is headed by Joe Swavely and Dick Kerns. EUE, incidentally, is doing what is described as the first video-tape program to be made for the National Educational Television and Radio Center. A series of seven half-hour shows, titled *Hats in the Ring*, will explain the process by which the U. S. nominates and elects a president.

Joseph N. Harris has joined Transfilm-Caravel as assistant sales manager. He will assist Joseph Kilmartin, vice president, in three sales areas—live shows for business, industrial films and television film commercials.

On the west coast, Earl Gray has replaced Felix Zalenka as produc-

Pulse Top 20 Syndicated Shows for December

Rank	Program	Distributor	National Average Rating	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Mike Hammer	MCA	17.6	82	89	16	23
2	Sea Hunt	Ziv	17.4	82	93	16	27
3	Rendezvous—½ Hr.	CBS	17.1	69	78	15	62
4	Death Valley Days	U. S. Borax	16.8	75	84	15	58
5	Shotgun Slade	MCA	14.3	79	83	3	41
6	Lock-Up	Ziv	14.0	84	89	14	25
7	Four Just Men	ITC	13.9	74	79	16	53
8	Huckleberry Hound	Screen Gems	13.6	61	68	15	85
9	American Civil War	Trans-Lux	13.4	78	83	15	49
9	Phil Silvers	CBS	13.4	72	76	19	67
11	Mackenzie's Raiders	Ziv	13.1	73	85	15	39
11	U. S. Marshal	NTA	13.1	73	83	16	41
13	Badge 714	CNP	13.0	78	89	17	46
13	Popeye	UAA	13.0	22	29	14	103
13	Quick Draw McGraw	Screen Gems	13.0	54	59	14	93
16	Bold Venture	Ziv	12.4	76	85	15	35
17	Rescue 8	Screen Gems	12.2	75	87	15	39
18	Border Patrol	CBS	12.1	82	91	16	23
18	Manhunt	Screen Gems	12.1	83	89	11	13
20	Three Stooges	Screen Gems	11.7	58	63	16	97

tion manager for UPA, Inc. The management study of the firm has been completed, and a report is expected within a few weeks.



Robert H. Salk has been named secretary of Corinthian Broadcasting Corp., it has been announced by C. Wrede Petersmeyer, president. He also will become secretary of the corporations which own the Corinthian stations: KOTV Tulsa, KHOU-TV-AM Houston, KXTV Sacramento, WANE-TV-AM Fort Wayne and WISH-TV-AM Indianapolis. Mr. Salk will continue as director of programming for the group. A veteran of radio and television, he joined Corinthian in 1957, coming from Screen Gems, where he had been in charge of sales.

Commercials

AMERICAN FILM PRODUCERS

Completed: Standard Oil Co. (Esso gas), McCann; Allstate Insurance Co. (auto insurance), Leo Burnett.

In Production: Uddo & Taormina (Progresso foods), Carlo Vinti; Liggett & Myers Tobacco Co. (Chesterfield), McCann.

ELEKTRA FILM PRODUCTIONS, INC.

Completed: Longines Wittnauer Co. (show opening), direct; Ford Motor Co. (cars), JWT; Socony-Mobil Co. (Mobilheat), Compton; Standard Oil Co. of N. J. (institutionals), Bristol-Myers Co. (Vitalis), DCS&S; American Tobacco Co. (show opening), BBDO; Jantzen, Inc. (commercial feature), Hockaday; American Motors Corp. (Rambler), GMM&B; General Motors Corp. (show opening), McLaren; Campbell Soup Co. (soup), BBDO; Nestle Co. (Quik), McCann-Erickson; B. F. Goodrich Co. (show opening), BBDO; National Biscuit Co. (cookies), McCann-Erickson; Shulton, Inc. (Desert Flower), Wesley; Imperial Oil Ltd. (gasoline), McLaren; American Safety Razor Co. (Gem razors), K&E; Fawcett Publications (True magazine), direct.

In Production: Clairol, Inc. (industrial feature), direct; General Mills Co. (Kix), D-F-S; Quaker Oats Co. (Puss'n' Boots), Spitzer & Mills; General Mills Co. (show opening), BBDO; Johnson & Johnson (Band-Aid), Y&R; R. B. Donnelly & Co., Canada (Yellow Pages), Spitzer & Mills; California Oil Co. (gasoline), BBDO; Charles B. Knox Co. (gelatin), Charles Hoyt; Spinney Mfg. Co. (Formula 409), direct.

RAY FAVATA PRODUCTIONS, INC.

Completed: Hygrade Food Products (frankfurters), JWT; National Assn. Insurance



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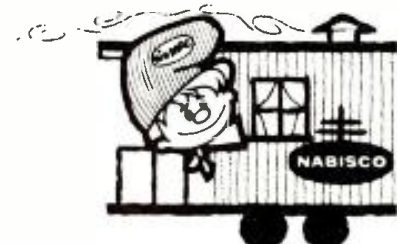
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Agents (insurance), Doremus; Piel Bros. (beer), Y&R; National Biscuit Co. (Millbrook bread), McCann-Erickson; U. S. Census Bureau (1960 census), Meldrum & Fewsmith.

In Production: National Biscuit Co. (Millbrook bread), McCann-Erickson; Piel Bros. (beer), Y&R; General Foods Corp. (Post Sugar Crisp), B&B; Re-Dan Packing Co. (Cajet dog food), Mann-Ellis.

GRAY & O'REILLY

In Production: *Reader's Digest* (circulation), JWT; General Foods Corp. (Tang), Y&R; General Cigar Co., Inc. (Robert Burns), Y&R; Seabrook Farms (frozen foods), Smith-Greenland; Cities Service Oil Co. (gasoline), Ellington; Drug Research Corp. (Man-Tan), KHCC&A.

JAMES LOVE PRODUCTION

In Production: Dow Chemical Co. (Handi-wrap), NC&K.

PINTOFF PRODUCTIONS

Completed: General Electric Co. (vacuum cleaners), Y&R; S. A. Schonbrunn & Co., Inc. (Savarin coffee), FC&B; Ward Baking Co. (Tip Top Lucky cakes), Grey; Aluminum Co. of America (Alcoa), F&S&R; Stewart Warner Corp. (Alemite), MacFarland, Aveyard; Texaco Co. (gasoline), C&W; Kings Wine Co. (wine), Wermen & Schorr.

In Production: Proctor Electric Co. (appliances), Weiss & Geller; Lever Bros. (sweepstakes), JWT; Kinney Shoe Co. (Kinney Drive-Ins), Frank B. Sawdon.

TV CARTOON PRODUCTIONS

Completed: Pacific Tel & Tel (long distance), Reinhardt; Kilpatrick's Bakeries (bread), Reinhardt; Ingram's Food Co. (Red's Tamales), Cappel, Pera & Reid; Safeway Stores (egg dept.), direct; Calif. Spray Chemical Corp. (Ortho Lawn spray), McCann-Erickson; M.L.B. Co. (coffee), BBDO; California Packing Corp. (Del Monte sauce), McCann-Erickson; Lucky Lager Brewing Co. (beer), McCann-Erickson.

In Production: Standard Oil Co. of Calif. (Chevron gasoline), BBDO; Alemite of Northern Calif. (Alemite CD-2), Durstine.

VIDEO FILMS INC.

Completed: *Detroit News* (classified ads), direct; Genesee Merchants Bank & Trust Co. (banking), Stockwell & Marcuse.

In Production: Ford Motor Co. (tractors), Meldrum & Fewsmith, Inc.; Sams, Inc. (department store), Stockwell & Marcuse; Chevrolet Dealers Assn. (cars), W. B. Doner; Motor Wheel Corp. (Duo-Therm heaters), BSF&D; Construction Products Dist. Co. (Curtis kitchens), Fred Randall.

WILDING PICTURE PRODUCTIONS, INC.

Completed: Standard Oil Co. (Indiana), D'Arcy, William B. Wrigley Jr. (gum), A. Meyerhoff; Chas. Pfizer & Co., Inc. (pharmaceuticals), Burnett; Delco Appliance Div. General Motors Corp., Campbell-Ewald; Campbell Soup Co. (Swanson frozen foods), Tatham-Laird; Anheuser-Busch Brewing Co. (beer), Gardner; Goodyear Tire & Rubber Co. (tires), Y&R; United Air Lines (travel), Aver; Aluminum Co. of America (Alcoa), F&S&R.

WONDSEL, CARLISLE & DUNPHY

Completed: Lever Bros. (Lucky Whip), OB&M; Johnson & Johnson (Glade), B&B; General Electric Co. (floor polisher), Y&R;

General Foods Corp. (Tang), Y&R; American Home Products, Inc. (Chef-Boy-Ar-Dee Spaghetti, Beef-Aroni) Y&R; Bristol-Myers Co. (Bufferin), Kudner; Silver-K-Corp. (Old Hollander beer shampoo), Jerome O'Leary; American Machine & Foundry (pin spotters), C&W.

In Production: H. C. Moores Co. (Pream), B&B; General Foods Corp. (Birds Eye baby food), B&B; Vick Chemical Co. (Lavoris), Morse International; Charles H. Phillips Co. (Instantine), Compton; Sterling Drug Co. (Fizrin), Compton; Bristol-Myers Co. (Fortisun), Y&R; General Foods Corp. (Tang), Y&R; Cott Bottling Co. (beverages), John C. Dowd.

Cartoon (Continued from page 28)

Mr. Hanna is a technician. With this start, a technique was worked out whereby all cartoon story men have learned to draw well enough to do their scripts in sketch form. "If the scripts were typed up we'd have to call in a sketch man and in the last analysis end up with a compromise." Mr. Barbera observes. A certain amount of freshness and spontaneity is preserved this way, and the savings in time and cost are obvious, he notes.

Production is maintained at all times, and to avoid slowdowns an open-door policy is in effect at the shop (the Amco studios in Hollywood). "We have no executives here. Everyone is available, and everyone works. We make quick decisions: if a story man comes in with an idea he gets a yes or no, frequently within a matter of minutes."

H-B's production schedule demands

		Pulse Top 10 Adventure Shows for December					
Rank	Program	Distributor	National Average Rating	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Sea Hunt	Ziv	17.4	82	93	16	27
2	Four Just Men	ITC	13.9	74	79	16	53
3	Mackenzie's Raiders	Ziv	13.1	73	85	15	39
4	Bold Venture	Ziv	12.4	76	85	15	35
5	Rescue 8	Screen Gems	12.2	75	87	15	39
6	Border Patrol	CBS	12.1	82	91	16	23
7	This Man Dawson	Ziv	11.2	73	82	17	55
8	Whirlybirds	CBS	10.3	65	71	15	89
9	Not For Hire	CNP	10.1	84	87	11	7
10	Highway Patrol	Ziv	9.7	79	89	17	27

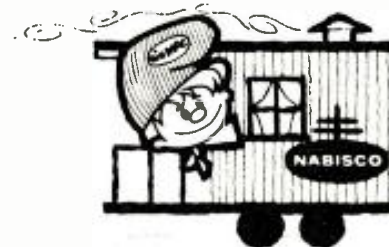
		Pulse Top 10 Drama Shows for December					
Rank	Program	Distributor	Rating	Men	Women	Teens	Children
1	Rendezvous	CBS	17.1	69	78	15	62
2	Lock-Up	Ziv	14.0	84	89	14	25
3	Grand Jury	NTA	11.0	86	89	7	4
4	Cannonball	ITC	9.2	78	87	13	15
5	Cameo Theatre	CNP	8.9	63	76	15	65
6	Divorce Court	Guild	8.8	83	97	9	11
7	Jeff's Collie	ITC	8.6	49	61	15	82
8	Walter Winchell	NTA	8.5	76	85	14	28
9	Night Court	Banner	7.3	81	87	15	23
10	Hour of Stars	NTA	7.2	17	88	13	42

this kind of concentration. Mr. Hanna and Mr. Barbera once did eight cartoons a year for theatrical release, and were proud of it. Today they do four cartoons a week for television, and all of them are in color. Another comparison: in 20 years of work for MGM the team turned out 120 *Tom and Jerry* cartoons; in two years in televi-



Quick Draw McGraw and his friends

KOSA
ODESSA, TEXAS
 HAS JUST HOPPED ON THE
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GRAVY TRAIN!



with NABISCO CEREALS SPONSORING
 1/2 HR A WEEK FOR 26 SOLID WEEKS!
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Huckleberry Hound and his friends

The approach to the cartoons, however, is what seems to distinguish H-B Productions from its competitors. It has been described as light satirization, or wholesome burlesques, of familiar situations. It is largely a civilized humor which has caught on with children, and with many adults. Although violence is used on occasion to right wrongs, there is no sadism, little of the prat-fall humor which characterizes many of Hollywood's cartoons. With this tenuous formula, Messrs. Hanna and Barbera can be expected to make a major contribution to children's programming, and a modest one to adult fare.

Cars (Continued from page 25)

He was more exciting, more real to children by virtue of television than he could ever have been in a newspaper ad."

For the first 13 weeks of the campaign, the package chosen was ABC Films' *26 Men*. It was shown on the Corinthian station, KXTV, on Friday nights at 8 p.m. This was considered an ideal slot because the hour was early enough to catch the kids and late enough for the rest of the family to be relaxing after dinner. Friday night was also immediate to the biggest buying day of the week. To supplement this buy, time was purchased on an irregular basis on kid shows.

The character of Black Bart was extensively used in merchandising to children. Commercial messages appealed to the children to bring their parents to the used-car lots for special gifts. During one campaign Black Bart gave away over 5,000 cap pistols to children who came up to him and said "Howdy." At Christmas he distributed 1,800 Christmas trees in return for the phrase, "Whatever's fair."

Mr. Kimball feels that the agency's theory about appealing to children has succeeded admirably. "Children gave us the impetus," he says. "Through them we attracted hundreds, even thousands, to our lots. But the necessary ingredients in selling a car are still quality, service and price. Even though we were appealing

sion they produced over 300 cartoons, and have orders totaling 700.

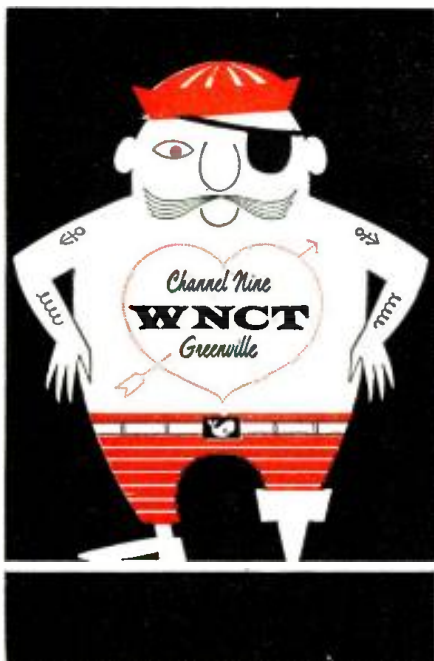
Planned animation affords a savings of about half over full animation, says Mr. Barbera. Where the latter utilizes as much as 17,000 cels (individual pictorial units) in a seven-minute cartoon, only 1,000 to 2,000 are used in planned animation for the same length production, and for the same or greater number of scenes and characters. This, in turn, has attracted business: in its first full year of operation (1958) H-B grossed \$1 million; in 1959 the figure more than doubled to \$2.25 million; in 1960, current contracts guarantee a gross of at least \$3 million.

Curiously, the whole concept of

planned animation grew out of the studios of Metro-Goldwyn-Mayer. There, a technique was developed whereby a projected cartoon was done roughly at first, as a kind of preview. Mr. Barbera animated and drew and then broke the pictures into scenes, while Mr. Hanna timed it out. If it was found acceptable, a full cartoon was made. When MGM discontinued production of new cartoons, the partners took their wares elsewhere, convinced that a refinement of the preview technique could be adapted for television, and for motion-picture theatres, for that matter. Screen Gems, a partner in anything it finances of H-B's, agreed to distribute the product.

Affable and relaxed, Mr. Barbera is something of a salesman himself. He has a contagious regard for the numerous characters he has created, and a good ear for inflections and intonations of speech. These qualities helped him sell *Huckleberry Hound* to the Leo Burnett people (for Kellogg's) with just three storyboards, and before the character of Huckleberry Hound had been created. (Initially, the program consisted of Yogi Bear, Pixie and Dixie and Mr. Jinx.) That was on July 7, 1957, exactly 20 years to the day he started with MGM.

An emphasis on the purely technical aspects of the company's operation does not begin to explain its success. Mr. Barbera is quick to point out that "we can have the best staff in the world, but without story, characters, proper timing, we're doomed."





Gus Vanderheyden has been named local sales manager of WNDU-TV, it was announced recently by William Thomas Hamilton, general manager. A native of South Bend, Mr. Vanderheyden is a graduate of Indiana University. He has been with the sales staff of the station since July 1957.

to children, we always emphasized the integrity of the operation. Evidently our message got through, because children brought their parents in droves."

At the expiration of the 13-week contract for *26 Men*, Black Bart was offered the chance to buy a package uniquely suited to the market—California National Productions' new series, *Pony Express*.

1960 marks the 100th anniversary of the Pony Express which ran from St. Joseph, Mo., to Sacramento. Black Bart picked up the new package for 26 weeks, beginning Jan. 26. As a kick-off campaign, Black Bart and Nevada Carson, only living descendant of the famous Indian scout, Kit Carson, retraced the Pony Express route from Sacramento to Carson City, Nev. Extensive station promotion by KXTV, tied in with newspaper, radio and television coverage of the ride, exploited the Black Bart participation. Before the first episode of *Pony Express* was seen on the air, the entire market was saturated with information pertaining to it.

Four months after the opening of the two used-car lots on Oct. 5, 1959, Black Bart was selling 10 cars a week at a good profit. This makes it the leading used-car dealer in a market which has the highest per-capita ownership of automobiles in the United States. Nearly all of its advertising money has gone to television.

Pulse (Continued from page 27)

accounting for personal tastes, several shows whose status, based on ratings and critical reception, has been uncertain since their debuts last fall, have drawn more viewers among the Pulse sample than some other programs which have fared much better with the critics and on the charts.

Mr. Lucky, the CBS-TV half-hour action series, for example, one of the season's hits with average ratings in the mid-20s, attracted only 184 Pulse respondents—less than half the number who watched *The Untouchables*, *The Rebel* and *The Detectives*, both ABC-TV (and the latter starring the high-powered film name of Robert Taylor) and both enjoying satisfying ratings, drew only 124 and 207 nods from the 1,000 Pulse respondents—while *Riverboat*, whose "iffy" status resulted in one of NBC-TV's mid-season time shifts (from Sunday to Monday night), was fourth on the Pulse list with 324 viewers.

Untouchables Ranks High

In the matter of opinion of the new shows by those respondents who have watched them, *The Untouchables* again claimed the number-one spot, with 85.4 per cent of its 380 viewers declaring they liked the show "very much" (question 3). Only 10.4 per cent liked it "fairly well," and a mere 2.1 per cent turned thumbs down. Curiously enough, the least-viewed stanza, *The Swamp Fox*, wound up second in high viewer opinion, with 75.6 per cent of its 49 constituents liking it very much, 20.3 per cent finding it fairly good and nobody expressing a dissenting voice.

Twilight Zone, the Friday-night Rod Serling excursions into the weird and the unexplainable over CBS-TV, was liked very much by 71.6 per cent of its 268 adherents, with 19.4 per cent qualifying their opinion and 6.0 per cent taking a dim view of the show. Fourth most-admired program is one of the season's top successes, CBS-TV's Sunday-evening *Dennis the Menace*; 70.3 per cent of its 320 Pulse watchers gave it a critical "yes," while 17.5 per cent liked it fairly well and 7.8 per cent not at all.

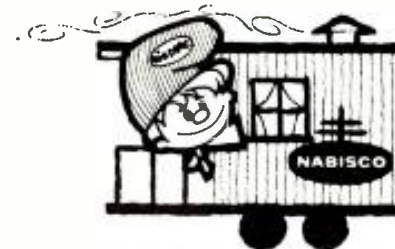
Least-liked programs, measured by the same yardstick, were led by *Man From Blackhawk*. ABC-TV's Friday-night, 30-minute tales of an insurance investigator in the Old West, which garnered a "very much liked" percentage of only 32.1 among its 81 viewers, 44.5 per cent of whom found it only fairly satisfying, with 8.6 per cent voicing dislike.

Many Vetoes

Love and Marriage, the canceled William Demarest starrer which had occupied the Monday-night-at-8 spot on NBC-TV, drew critical acclaim from only 34.4 per cent of its 137 Pulse viewers, with 43.0 per cent liking it fairly well and 16.1 per cent giving it a flat veto—the largest percentage in the "didn't like" category.

Two westerns, *Hotel de Paree* (CBS-TV) and *Tales of the Plainsman* (NBC-TV), were third and fourth, respectively, in the thumbs-down department, demonstrating that merely being a western is not always enough to insure a program's favorable reception on the home screens. *Paree*

KONA
HONOLULU, HAWAII
HAS JUST HOPPED ON THE
BIG MAC
GRAVY TRAIN!



with NABISCO CEREALS SPONSORING
½ HR A WEEK FOR 26 SOLID WEEKS!
GET COMPLETE DETAILS FROM:
U.A.A.
UNITED ARTISTS ASSOCIATED, INC.

got a dubious 36.9-per-cent vote of confidence from its 103 watchers, while *Plainsman's* advocates added up to only 38.2 per cent out of 102 viewers.

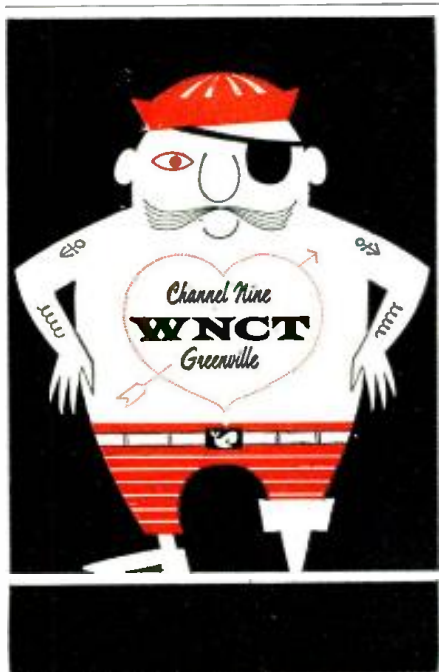
For its final query, Pulse asked its respondents: "Of the programs you have watched, which in your opinion will you watch regularly?" (question 4). The replies tended to show, not surprisingly, that the larger a program's audience, the greater proportion of that audience will be regular viewers.

Once again, *The Untouchables* evoked the greatest response. Of the 380 people who said they had seen the program at least once, 84.8 per cent replied that they would watch it regularly. Oddly, *Sunday Showcase*, the NBC-TV series of weekly specials, only half of whose 147 viewers (50.3 per cent, to be exact) stated they liked the show very much, was second in percentage of those who replied that they would be regular viewers—81.5 per cent.

Staccato, the NBC-TV private-eye series with John Cassavetes, would be regular viewing for 81.2 per cent of the 231 persons who stated that they had seen it at least once, despite the fact that this is a show whose future is somewhat in doubt. Tied for third place in the professed-loyalty category were *Ford Startime*, *Hawaiian Eye*, the hour-long ABC-TV series, and *Twilight Zone*, with 80.0 per cent

QUESTION 4: (To be asked of programs the respondent had watched)
Of these programs you've watched, which in your opinion will you watch regularly—that is, on those nights when you are at home and these programs are on the air?

	Percent Who Will View Regularly %	Total Program Viewers
The Untouchables	84.8	380
Ford Startime	80.0	364
June Allyson Show	67.2	343
Riverboat	78.5	324
Dennis the Menace	73.0	320
Betty Hutton Show	77.5	299
Hawaiian Eye	80.0	273
Tightrope	78.5	270
Twilight Zone	80.0	268
Hennessy	71.0	264
George Gobel	71.0	260
Laramie	66.0	258
Staccato	81.2	231
Five Fingers	75.0	220
Many Loves of Dobie Gillis	50.7	207
Men Into Space	64.8	207
The Detectives	74.0	207
Bourbon Street Beat	63.5	198
Johnny Ringo	65.5	186
Mr. Lucky	72.8	184
Dick Clark	68.9	180
Bonanza	78.5	177
Fibber McGee & Molly	55.5	153
Philip Marlowe	70.0	153
The Alaskans	75.8	149
Dennis O'Keefe Show	70.3	148
Adventures in Paradise	69.2	147
Sunday Showcase	81.5	147
Love & Marriage	54.8	137
Man & The Challenge	60.0	135
The Deputy	67.3	132
Bronco	78.5	130
Wichita Town	57.8	128
The Rebel	78.2	124
Trouble Shooters	69.2	106
Hotel de Paree	52.2	103
Tales of the Plainsmen	60.8	102
Take a Good Look	53.5	97
High Road	69.5	95
Man From Blackhawk	43.2	81
Hobby Lobby	60.8	74
The Swamp Fox	79.6	49



of each of their respective Pulse viewers saying they would watch the trio regularly.

Man From Blackhawk, which had the lowest "liked very much" percentage, corollarily drew the lowest percentage—43.2—of viewers who would watch the show regularly. Half—50.7

per cent—of the 207 who have seen *The Many Loves of Dobie Gillis* on CBS-TV would make it a viewing habit, while 52.2 per cent of *Hotel de Paree's* 103 examiners and 53.5 per cent of ABC-TV's *Take a Good Look* Pulse audience of 97 would do likewise.

TELEVISION AGE **SPOT** REPORT

a review of
current activity
in national
spot tv

Although the Christmas season is nine months away, television plans for the holidays are already being laid by leading toy manufacturers. At the Toy Fair to be held this week in New York, buyers from thousands of retail stores throughout the country will get their first look at what kids will want next Christmas. And they'll hear the toymakers' plans concerning both spot and network campaigns.

Herbert Sand, vice president in charge of sales for Ideal Toy Corp., a major user of both media, recently conceded that improper use of tv can hurt the toy industry as a whole, even though individual companies may benefit greatly. The problem as he saw it is one of giving the retailer a sensible profit on tv-advertised items.

"It is now a fact," said Mr. Sand, "that retailers believe if a toy is promoted heavily on tv, it is impossible for them to make a normal mark-up." His reasoning includes the points that retailers compete heavily with one another in price-cutting on advertised items, that they contend tv toys are overpriced to begin with and that many large retailers are content to use advertised items as "loss leaders" in the hope of luring customers into the store.

The latter practice is harmful to the manufacturer in the long run, noted the sales executive, in that a retailer who deliberately takes a loss on a toy one year will not re-order it the following season. "Your first-year

sales may be great," he said, "when everyone wants the toy because it's backed by strong tv advertising. But no matter how much it's advertised the next time around, stores remember they lost a dollar or so on every previous sale."

Refuting the oft-heard claim of retailers that tv costs tend to raise retail prices exorbitantly, Mr. Sand said the advertising money built into tv items was not out of line with normal cost figuring. "Certainly," he said, "it's nothing in the way of percentages used by the drug, cosmetic and cigarette industries. In fact, tv-advertised dolls are cheaper than comparable dolls of 10 years ago in the value offered."

Manufacturers who look to tv to build sales of their toys, he said, "must find some way of keeping the retailer in business." The solution, he

believes, is one not directly affecting the use of television itself, but of adjusting pricing of advertised toys.

"There is only one suggestion which should help the retailer's cause and still keep tv advertising strong—abolish the use of any list price in toy commercials. Major appliances adopted this policy some time ago, and cigarette companies have never used list prices."

Believing that such a move would put the retailer on his own, Ideal Toy Corp. plans to experiment through the coming months with commercials listing prices in some markets and no prices in others. In areas where no list price is used, the retailer can set his own figure to allow for a reasonable profit and bring in the most sales.

Industry-wide acceptance of the policy, Mr. Sand thinks, would enable all retailers to profit more greatly from the fact that tv has sold more toys—and more high-priced toys—than ever before.

AMALGAMATED SUGAR CO. *(Pacific National Adv. Agency, Portland, Ore.)*

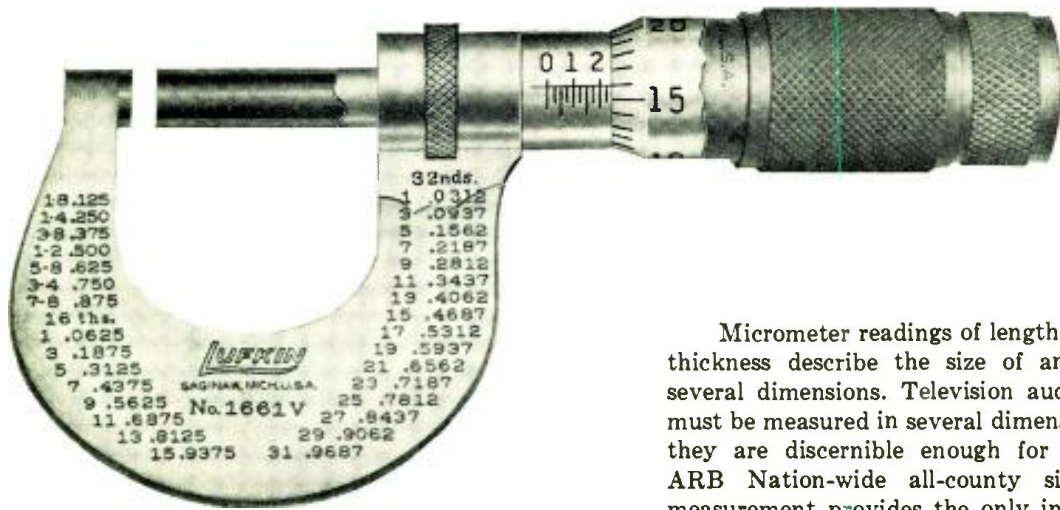
For its WHITE SATIN sugar in a new package, this company recently kicked off a slogan contest backed by tv spots on nine stations throughout Oregon, Idaho, Utah and southern Washington. Minutes in daytime and evening slots will run until April 21. Account executive Joseph Bennett is the contact.

AMERICAN SNUFF CO. *(Simon & Gwynn, Inc., Memphis)* For its BULL OF THE WOODS and



Media manager Joel Davis at Ketchum, MacLeod & Groves New York office buys on Old Dutch coffee and other accounts.

The standard by which others are judged



This is a micrometer, one of the most precise of measuring instruments. Invisible inside it is an element which makes it so—the so-called lead screw which is made to exacting specifications set by instruments (and a master screw) in the United States National Bureau of Standards.

This micrometer shows .241-inch distance between its anvils, the product of two readings: .016" in the thimble plus .225" on the barrel.

The circular movement of this screw, related to its axial movement, is what makes it accurate. The amount of axial movement per unit of circular movement (revolution), depends on the thread, and is known as the *lead*. Hence, *lead screw*.

Micrometer readings of length, width and thickness describe the size of an object in several dimensions. Television audiences also must be measured in several dimensions before they are discernible enough for evaluation. ARB Nation-wide all-county simultaneous measurement provides the only industry tool with the full dimensions of station and program audience size . . . TOTAL home potential, TOTAL net weekly circulation, quarter-hour TOTAL homes reached . . . found by actual survey, not projection or interpolation. Total audience composition data and one week/ four week metro area rating breakouts are also available: in complete separate market reports or in summary form for all 240 U. S. TV markets, and offered to ARB clients with . . .

*Accuracy . . . Reliability . . .
Believability*



**AMERICAN
RESEARCH
BUREAU, INC.**

WASHINGTON NEW YORK CHICAGO
LOS ANGELES



Frank Hajek, media buyer at Kenyon & Eckhardt, works on Spry and Praise for Lever Bros.

other brands of snuff, this company reportedly is buying a group of southern markets, with schedules of nighttime spots beginning this month and continuing for a brief push. Both top and secondary markets are used. A campaign on the firm's HOT SHOT insecticide should start in May as the weather warms up. H. N. Gwynn, partner, is the contact.

AMERICAN SUGAR REFINING CO.

(Ted Bates & Co., Inc., N. Y.)

As customary each spring for the past few years, DOMINO sugar comes into spot again the middle of this month with day and night minutes and 20's going in a large number of top markets across the country. Frequencies are fairly light in most areas. Gerry Van Horsen is the timebuyer.

BORDEN CO.

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

At the first of the month, a new drive on SUPER STARLAC was to get under way in selected markets chosen as supplements to the product's network areas. Daytime minutes, with some late-night spots, will continue for 13-15 weeks. Sever Toretti is the timebuyer.

BRISTOL-MYERS CO.

(DCS&S, N. Y.)

Another major push begins next week for VITALIS, with about the top 50 markets getting schedules of mostly nighttime minutes to run 21 weeks. Stu Eckart is the timebuyer.

BURLINGTON MILLS CORP.

(Donahue & Coe, Inc., N. Y.)

As noted here last issue, a "test" campaign on BURLINGTON SUPPORT hosiery was forthcoming. Schedules of day and night filmed minutes and 20's got under way about the first of the month and will run approximately four weeks in a few top markets. The films feature a "which leg has the Burlington stocking" approach. Len Tronick is the timebuyer.

The Buyer Talks About . . .

THE INSIDE STORY

In some agencies a buyer is regarded as a clerk. He has neither the confidence nor the respect of his supervisors or of the account group. He is not consulted in media planning because it is thought that his opinions have no value.

It's easy to blame this type of situation on "agency policy," but this can obscure the real reason, which is that the buyer has done nothing to indicate to the account men or the media supervisors that he can be an effective addition to the planning group.

There is certain information which only a buyer can be expected to possess. However, some account men think they can do a good job of media planning without the buyer's specialized knowledge of markets and media because they have no faith in their buyers.

The buyer belongs in strategy meetings, for often only the buyer knows enough about availabilities and markets to be able to predict the feasibility of certain media plans. But buyers aren't always asked to meetings and aren't consulted by their supervisors because they add nothing, they give no logical reasons for what they want to do, they aren't articulate enough, they come to meetings unprepared, and so forth.

A buyer's inexperience and lack of knowledge of marketing are often to blame for his non-participation. But sometimes the problem is simply that the buyer doesn't want to *think*, he just wants to perform the mechanical functions of buying.

The fact is that the buyer who ignores or defaults his responsibilities in media planning is at the mercy of other people's decisions and is sometimes stuck with making impossible buys.

Who is to blame when an account man informs a buyer that "it has been decided to go into the top 100 markets with two-minute announcements in prime time"? The buyer, who knows that he can deliver 10 per cent of such an order but who was not sufficiently well-thought-of to be consulted? Or the account man, who has never been made aware of the information possessed by the buyer?

The buyer who has the confidence of his supervisors and account group is bound to do a better job for the client. Unless a buyer knows the client's needs, he is buying in the dark. With a close-knit, open-channel operation inside the agency, the buyer can get his questions answered quickly, can discuss the value of available buys that are not in the recommendations, and can work to improve a schedule even after it has been set.

When the buyer has more than one account, it is even more important to establish a good working arrangement. Only then can the account man be sure that the buyer is working for *his* account and that anything which crosses the buyer's desk that may be of value to his client will be called to his attention.

The account men represent the buyer's channel to the client and the buyer's source of information about the client's requirements. If the buyer behaves in such a way that the account man is led to think of him as a clerk, then the client is bound to suffer. An experienced buyer will make himself known and felt in the agency by the value of his contributions. The inexperienced or poor buyer will continue to blame "company policy" for a situation he could change by realizing the full potentials of his job.

Paul Bunyan Network

POWERFUL

Broadcasting Facility



WPBN-TV
Traverse City

WTOM-TV
Cheboygan



Radio

WTCM—Traverse City

WATT—Cadillac

WATZ—Alpena

WMBN—Petoskey

WATC—Gaylord

Let us

"CARRY THE LOAD"

for you
Advertise With

Paul Bunyan Network

Les Biederman, General Manager

national representatives

Venard, Rintoul & McConnell

BUTTONI FOODS CORP.

(Albert Frank-Guenther, Law, Inc., N. Y.)

The agency and client here are excited—and rightfully so—about the success story on WAGON WHEELS, which they're accrediting solely to tv spot. Live local-personality minutes in kid shows have been extended in New York, Philadelphia, Washington and Chicago, with newer schedules now running in Cleveland, Los Angeles, San Francisco, Phoenix, Boston, Providence, New Haven, Orlando, Tampa, Jacksonville and Miami. Additional markets are under consideration. Larry Butner is the buying contact.

CADET DOG FOOD SALES CO.

(Mann-Ellis, Inc., N. Y.)

Although it's used spot for several years for its CADET dog food, this company has not been previously listed in these columns. It uses schedules of ID's in scattered markets throughout New York state, Pennsylvania, New Jersey and New England, currently running on WNTA-TV New York and WRGB-TV Schenectady-Troy. Animated spots are placed for 13 weeks initially and renewed, with a new film readied for use this month. Account executive K. J. Mann is the contact.

CAMPBELL SOUP CO.

(Needham, Louis & Brorby, Inc., Chicago)

A small number of markets is reportedly getting test schedules on CAMPBELL'S FRANKS and BEANS, with mostly daytime minutes used. The test is expanding into eastern areas. Marianne Monahan is the timebuyer.

COLORFORMS

(Kudner Agency, Inc., N. Y.)

For its line of boxed construction toys, this advertiser is using CBS-TV's *Captain Kangaroo* several days a week, but also uses spot strongly as a supplement. Filmed minutes are set in afternoon kid shows for an initial 13 weeks. They're currently on in New York, Chicago, Philadelphia, Boston, Albany, Denver and Winnipeg. A second group of markets will get schedules April 1. Mal Murray is the buying contact.

FARM HOUSE FROZEN FOOD CO.

(Smith/Greenland Co., N. Y.)

Once having contemplated color spots for this account, the agency settled on video-tape black-and-white announcements for its initial campaign. Minutes and 20's are already on the air in Boston and should kick off in New York this month, with other markets

Personals

JOHN NIELAN is moving to Batten, Barton, Durstine & Osborn, New York, where he will buy on Schaefer. JACKIE MOORE will switch from Schaefer to buy on Gallo wine for five eastern states, an assignment previously handled by BOB WILSON (see Personals, Feb. 22). Mr. Nielan was formerly buyer on Peter Paul and American Chicle at Dancer-Fitzgerald-Sample. JIM CLINTON, who was buyer on L&M at DFS, has joined BBDO as media supervisor on Lever. He replaces BOB HAMILTON, who has left the agency.

GENE CAMERIK has been promoted to all-media buyer on Borden



food products at Young & Rubicam, New York.

RALPH TRIEGER is new media director at R. Jack Scott, Chicago, replacing ELLIOT JOHNSON, who goes

to McCann-Erickson, that city, in a media-research position. Mr. Trieger will continue as account executive for H-A Hair Arranger.

IRWIN FLEISCHER, previously buyer on P&G Canada at DFS, has moved to Ted Bates as broadcast buyer on Carter's products.

RICHARD COURTNEY has joined the Pittsburgh office of Ketchum, MacLeod & Grove as timebuyer, replacing FRED McCORMACK, who has resigned. Mr. Courtney was associated formerly with McCann-Erickson and Leo Burnett in Chicago.

GEORGE HALLER, formerly with J. Walter Thompson, Chicago, has joined Rose-Martin, New York, as associate media director.

SEWELL "BUD" SAWYER has joined DFS as timebuyer on General Mills. At Lennen & Newell HARRY DURANDO will pick up Colgate, the account previously handled by Mr. Sawyer.

ERIC AINSWORTH, formerly of Lennen & Newell, has joined Smith, Hagel & Knudsen as media and research director.

FRED BARRETT, former media vice president at BBDO, has been appointed media consultant for Robert C. Durham Associates.

CHARLES DREIER JR. has been named media director for Henderson Advertising, Greenville.

NATE PINSON has been promoted from media manager to media director at Edward H. Weiss, Chicago.

Profile

BETTY HARPER

Last September Betty Harper came to Norman, Craig & Kimmel as a timebuyer to handle the Hertz-Rent-a-Car account. She had left Indiana in 1915 to come to New York. She had been educated at Stevens College in Missouri, Miami University in Ohio and the University of Michigan, majoring in sociology and minoring in business.

She worked at WJZ, DuMont and then entered advertising. She married Rudolph J. Harper, an investment adviser on Wall Street, in 1950 and temporarily retired.

The lure of advertising brought her back and she joined the Bryan Houston agency in 1956, where she became all-media buyer on Colgate and Nestle.

"As a service account, Hertz presents a challenge very different from



the problems of buying for package goods," according to Mrs. Harper. "The account, because of its somewhat complex marketing structure, requires a timebuyer able to combine the creative and factual elements of timebuying in order to meet the changing sales conditions which vary

from market to market. Rigid rules of adherence to certain cost-per-thousand standards are often set aside in favor of shaping a spot schedule to fit a specific income group, geographical area or economic condition, any combination of which may be peculiar to certain markets and may differ widely in others.

"Careful selection, working from planned market research and the NCK spot-buying criteria, results in the lowest practical cost per thousand. These factors are extremely important, but we feel that the audience-composition factors are equally valuable in the buying of spots for Hertz.

"The agency's policy of sending its buyers to individual markets is extremely important, too. It helps to improve schedules, to present to the station people our problems and to acquaint them, as far as possible, with our future plans."

WRGB IS TOPS



WRGB... the top TV buy delivers this top market.

WRGB... rated tops in the most recent ARB survey is your top TV buy in Northeastern New York and Western New England.

Represented Nationally by NBC Spot Sales

NBC Affiliate Channel Six

Albany . . . Schenectady . . . and Troy

First IN MARYLAND

An aggregate total of
30,597,200
quarter-hour homes viewing
WMAR-TV, Channel 2,
sign on to midnight*

***NIELSEN**
MONTHLY TV
REPORT—JAN., 1960

WMAR-TV, CHANNEL 2
SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND
CONTACT YOUR KATZ REP. TODAY

primarily along the east coast eventually getting schedules. Both straight spot placements and participations in syndicated fare will be used for FARM HOUSE frozen pies. Media director Les Towne is the contact.

FAST CHEMICAL PRODUCTS CORP.

(Meyer & Behar Adv., Inc., N. Y.)

About a year ago this company first began using tv spot for its SSS-T steam-iron cleaner and WOOL TREAT cold-water cleaner for woolens. Since that time it's been an infrequent user, setting brief placements of minutes, 20's and 1D's in selected markets as needed. Future activity, according to agency president Samuel Meyer, will continue on the same basis.

J. A. FOLGER & CO.

(Harris, Harlan & Wood, Div. FRC&H, San Francisco)

A 52-week spot campaign in 30 western markets has gotten under way for FOLGER'S coffee, with minutes, 20's and 1D's used in all time periods. King Harris is the agency contact.

GENERAL BAKING CO.

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

Since this account changed agencies a while back, it's been light in tv. During the first quarter of 1959 it used half-hour syndicated shows in about three markets for BOND bread, but has done little since except an occasional



In Pittsburgh, William D. Morrissey rejoined Smith, Taylor & Jenkins, Inc., as tv director after three years with Ketchum, MacLeod & Grove, Inc.

brief spot schedule here and there. Early this month a test begins on a fairly new item—O'CONNELL'S IRISH OATMEAL bread—with minutes and 1D's running in a single market. The firm's advertising manager notes that there "may" be additional activity in the future, but that the company has no plans for any full-scale tv campaign at present. Genevieve Schubert is the timebuyer.

GENERAL MILLS, INC.

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

Beginning this week, CHEERIOS gets new schedules under way in a group of top markets, using filmed minutes in afternoon kid shows. The placements will run about eight weeks. Jim LaMarca is the timebuyer.

G. H. P. CIGAR CO., INC.

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

EL PRODUCTO cigars, which used spot last October in a fall push, then returned in December for a pre-holiday campaign, started new schedules the end of February in about a dozen major markets. As done previously, openings in news and sports shows were sought, but most of the placements are reported as filmed minutes in nighttime slots. The campaign will run 13 weeks. Jack Brooks is the timebuyer, with Len Ziegel assisting.

GOOD HUMOR CORP.

(MacManus, John & Adams, Inc., N. Y.)

At press time the plans for this ice-cream maker's spring drive were not finalized to an announcement point, but the company noted that tv spot would again be utilized as in the past. A handful of major markets, primarily eastern ones, has received minutes in kid shows previously. An April start is likely. Media director Roger Bumstead is the contact.

HEKMAN BISCUIT CO.

(George H. Hartman Co., Chicago)

About 15 Michigan and northern Ohio markets will get schedules of filmed 1D's next month for this bakery's graham crackers. The placement is part



FROM SUCCESSVILLE . . .
musical commercials that guarantee
the happiest results—created
for you by—

Phil Davis musical enterprises, inc.

59 EAST 54 STREET
NEW YORK 22, N. Y.
MURRAY HILL 6-3950

of the advertiser's policy of one-month-on, one-month-off. Audrey Thorelius is the timebuyer.

IDEAL TOY CORP.

(Atlantic-Bernstein Associates, N. Y.)

An item here Feb. 8 on several toys from this company incorrectly placed one—CHAMPION DOG KITS—at another agency. In actuality, Atlantic-Bernstein handles all the ITC Modelcraft lines and currently reports a major success on these plastic kits for constructing dog models. Spots began in early January in New York, Chicago, Los Angeles and Philadelphia, with a "flock of others" to be added currently. Film spots with live local-personality lead-ins are set in kid shows for an initial six weeks, then renewed. Account executive and partner Irving Glick is the contact.

KRAFT FOODS

(Needham, Louis & Brorby, Inc., Chicago)

Although most of its money goes into network, PARKAY margarine is being featured in a spot drive in some 21 markets, mostly in the southern part of the country. Daytime minutes got under way last month for eight weeks, with package plans considered. Phil Morrow is the timebuyer.

MELNOR INDUSTRIES

(Smith/Greenland Co., N. Y.)

The initial word for 1960 on this account is that 100 per cent of its ad budget is going into tv spot to promote its oscillating lawn sprinklers. If last year's pattern is followed, look for schedules to start early next month in southern markets, with others across the country added as the weather warms and grass is planted. About 40 top markets got eight weeks of minutes spread over longer periods last summer to avoid any brief rainy spells. Evening and late-night spots are aimed for primarily a male audience. Media director Les Towne is the contact.

MERRY MFG. CO.

(Ted Menderson Co., Cincinnati)

The toymaker, a large spot user in previous seasons, is reported seeking spring availabilities in kid shows in eastern and midwestern markets. Filmed and live "local personality" minutes will promote the MERRY BANK and other toys. Ted Menderson, president, and broadcast buyer Hank Marowitz are the contacts.

**LET US BE YOUR
NEW YORK OFFICE**

24-hour, 7 days a week, service
specializing in tv and radio industry.

PLAZA 9-3400

Telephone Message Service

222 E. 56th St., New York City

MILADY FOOD PRODUCTS, INC.

(Smith/Greenland Co., N. Y.)

For the first time, this food company is coming into tv at issue date with a New York spot campaign on MILADY blintzes. The idea featured in the filmed minute spots is that blintzes are an all-American food. Other markets, perhaps Chicago and the west coast, will be added if initial results are good. Les Towne, media director, is the contact.

MINUTE MAID CORP., Snow Crop. Div.

(KHCC&A, New York)

As noted last issue, SNOW CROP introduces a new orange-juice concentrate the middle of this month, with 2,500 spot commercials—minutes, 20's and 10's—to run. The "top markets" to be covered initially are New York, Boston, Providence, New Haven-Hartford and perhaps one or two others in the New England area. Beryl Seidenberg is the buying contact.

MOTION PICTURE ASSN. OF AMERICA

(Donahue & Coe, Inc., N. Y.)

For the third year in a row, this organization is buying the single chainbreak in the Academy Awards

Rep Report

Blair-TV enlarged its New England sales staff with the addition of Walter Dorrell as account executive at Boston. Mr. Dorrell has sold for WNHC-TV Hartford-New Haven since 1958 and previously was research analyst for the Weiss & Geller agency.

In a number of changes at McGavren TV, Roger Hudson became New York tv sales manager, Charles Hedstrom joined the New York sales force, and Ed Gardner was named Chicago tv sales manager. Mr. Hudson has been with Daren F. McGavren Co. for the past two years and was formerly with Y&R. Mr. Hedstrom was last on the sales staff of WNBQ-TV Chicago. Mr. Gardner was with NBC Spot Sales, Chicago, for the past three years.

Charles Rembert, an account executive in the Dallas office of the Branham Co., transferred to the representative's San Francisco office in an expansion move.

Joining the Chicago office of Headley-Reed Co. were Irwin W. Unger, previously with Gill-Perna Co., and Norman E. Roscher, formerly with the Bolling Co. and KVAR-TV Phoenix.

Robert J. Kizer, on the tv sales staff of Avery-Knodel, Inc., since 1956, was named assistant director of tv sales in New York. Joining the firm's selling force is Joseph P. Foley, formerly director of sales for Strong Publications.

Martin Mills, previously director of research and sales planning for the Keystone Broadcasting System, joined the Meeker Co. as director of research.

**BUY THE TOP
STATION IN THE
BOISE
MARKET**

**HUB
OF
EXPANDING
BOISELAND
WHICH
PRODUCE**

90%

**OF THE
NATION'S
HYBRID
SWEET
CORN
SEED**

KBOI-TV

**CBS-CHANNEL 2
BOISE, IDAHO**

**National Representatives
PETERS, GRIFFIN, WOODWARD, INC.**

telecast April 4th. A "go to the movies" announcement will be set locally in each of the NBC-TV affiliates that carries the show. Evelyn Lee Jones is handling the buying.

NATIONAL LEAD CO.

(McCann-Marschalk, Inc., N. Y.)

Although exact word on its plans was not available at press time, the DUTCH BOY paint campaign this spring will be expanded over last year's in which six-week placements of 20's ran in four major markets. More complete information is promised before the drive begins in mid-April.

NESTLE CO.

(McCann-Erickson, Inc., N. Y.)

As DECAF winds up its schedules.

ADMINISTRATIVE ASSISTANT

Sober executive offers broad experiences in TV programming and sales. Can aid owners or chief of VHF network affiliate seeking improvement in local station image at minimum expense. Prefer medium to large Central or Southern area. Ready for interview with principal prepared to talk business.

Box 481



David B. Siegel, formerly in production and writing posts with N. W. Ayer and BBDO, was recently named tv-radio director at Ross Roy, Inc., Detroit.

NESTEA returns to some 40 markets with six weeks of daytime minutes and 20's. Frequencies vary from five to 20 spots per week. Jane Podester is the timebuyer.

NORSTAR CORP.

(Fiore & Fiore, Jersey City)

Making its first entry into spot, this toy firm has started schedules on its CRAZY FACE in New York, Baltimore, Buffalo, Los Angeles, Chicago and a few other top markets. The initial placements were set in a variety of ways—direct buys, through local jobbers and retailers

Mexico Way

Big doings south of the border is the word from Texas. KTRK-TV Houston loaded up its popular morning Howard Finch show for a week's sojourn in Mexico City.

With the cooperation of Tele-sistema Mexicano, KTRK-TV taped five two-hour shows full of such fascinating sights as a bullfight, the floating gardens of Xochimilco, and the Lava City.

Rushed by plane to the Houston studios, the tapes were on the air within hours of the time they were made. "KTRK-TV has spent the necessary time, hard work and money to bring its viewers these five programs," says a station spokesman. "not only because we believe it will bring entertainment to our viewers, but also because KTRK-TV believes that international television is an important contributing factor to a better understanding between nations."

who controlled local shows, etc.—but a company spokesman noted that the scheduling got too complex to be handled internally. Filmed minutes in top-rated children's programs are used, with other markets expected to be added. Tv director Al Fiore is the contact.

NORTHRUP KING SEEDS

(BBDO, Minneapolis)

A relatively new product—PUNGH 'N GRO seeds—is being introduced via tv spot in better than

Agency Changes

Vicks Cold Tablets, which moved to Ogilvy, Benson & Mather, Inc., last July 1 from Morse International, switched again, this time to SSC&B. A reported \$2 million in billings is involved.

In the liquor field, the Seagram and Calvert distilleries completed some changes begun a few weeks ago. Seagram named Y&R to its Chivas Regal and Royal Salute Scotch brands, moving the \$600,000 in billings from Lynn Baker, Inc. Benton & Bowles, Inc., won the \$3.5-million accounts of Calvert Reserve, Lord Calvert and Calvert gin. Cohen, Dowd & Aleshire, Inc., and Grey Advertising Agency formerly shared the brands.

Raytheon Co., a top name in electronics equipment, appointed Fuller & Smith & Ross, Inc., to its corporate and recruitment advertising. F&S&R already worked on two divisions for the company, while several agencies shared the recruitment billings.

Revlon, Inc., continued to consolidate its agencies by placing \$4.5 million in billings at Grey Advertising Agency—a new choice for Revlon—and \$1 million in additional billings at Warwick & Legler. C. J. LaRoche resigns its Revlon brands July 1, with Love Pat, Moon Drops, Ultima cream and make-up and Sun Bath going to Grey, while W&L gets Intimate Fragrance and Baby Silicare. Top Brass and Hi & Dri also go to Grey, and Aquamarine Fragrance and Satin Set go to W&L. These four products were at Mogul Williams & Saylor, Inc., which continues on Esquire shoe polishes produced by a Revlon subsidiary.

Warwick & Legler lost \$2.5 million in billings when Warner-Lambert Pharmaceutical Co. moved its Bromo-Seltzer account to BBDO.

Gumpert, Bentley & Dolan, Los Angeles, was appointed to the account of Quaker State Oil Refining Co. of California. The agency will handle western regional aspects of the company's advertising, while Kenyon & Eckhardt continues as Quaker State's national agency.

Esslinger's, Inc., one of the five largest brewers in Pennsylvania, named Wermen & Schorr, Inc., to succeed J. Cunningham Cox, Inc., as its Philadelphia agency.



50 markets, each selected to reach suburban housewives interested in gardening. Minute spots in daytime demonstrate that even kids can grow flowers with the seed package. Placements are for brief periods prefacing the warm, outdoor planting season. Betty Hitch is the timebuyer.

PETER PAN FOUNDATIONS, INC.

(Ben Sackheim, Inc., N. Y.)

As noted here Jan. 25, this bra maker is setting spot schedules in a handful of markets to supplement its network activity on *Who Do You Trust?* About 12 weeks of daytime and late-night minutes begin in mid-March. Dick Goldsmith is the timebuyer.

PROCTER & GAMBLE CO.

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

As it's done for the past several years, SPIC 'N SPAN starts a spring-cleaning drive early this month, using night minutes in top markets for an extended period. Last year's push covered 40-50 markets for about 13 weeks. Joe Ostrow is the timebuyer.

QUICKIE MFG. CORP.

(Gerald F. Selinger Co.,
Bala-Cynwyd, Pa.)

The middle of this month should see a new schedule start for this company's QUICKIE sponge mops in Lancaster. Filmed spots in daytime housewife-slanted programs are used. Past activity has taken place in Philadelphia, but the company is moving to build distribution by placing in smaller markets in the area. Account executive John King is the contact.

Buyer's Check List—

New Stations

Mike Ling has been named national sales manager for the new channel 3 station in Douglas, Ariz. Granted Feb. 4, station will have .477 kw power. Target date not yet set.

Station Changes

WRBL-TV Columbus, Ga., receives FCC permission to operate on channel 3 instead of channel 4.

WTVM Columbus, Ga., channel 28, has a target date of July 1 for its switch to vhf channel 9 in that market.

New Representatives

WIMA-TV Lima, has appointed McGavren Tv as national sales representative, effective immediately.



With a group of flying birds as a motif, a number of tv specialists took off on the topic, "Selling in the Soaring '60s—Everybody's Business," at the annual workshop of the New York City chapter of American Women in Radio and Television last month. Moderator (seated l.) was NBC-TV's Hugh Downs. Panelists included (seated r.) Arthur Bellaire, vice president in charge of radio and tv copy, BBDO, and (standing l. to r.) Richard Baxter, vice president and director of research, Cunningham & Walsh; Michael Turner, vice president and account supervisor, Benton & Bowles, and Stephen Elliot of Elliot, Unger & Elliot Productions. It was pointed out during the panel discussion that both simplicity and showmanship will be of increasing importance in snaring the attention of a viewer who sees some 900 commercials a month.

WM. B. REILY & CO.

(Gerald F. Selinger Co.,
Bala-Cynwyd, Pa.)

This maker of LUZIANNE coffee recently switched the agencies handling its eastern division, and media supervisor John King notes the product will be bigger than ever in tv spot. It just began six weeks of minutes and 20's in

Philadelphia, and has 12-week placements under way in Baltimore, Washington, Norfolk, Richmond, Roanoke, Lynchburg and Oak Hill-Bluefield-Beckley. Future plans call for the use of prime-time HD's.

RUST-OLEUM CORP.

(O'Grady-Anderson-Gray, Inc.,
Chicago)

For its rust-preventive products, this firm starts its 1960 campaign between March 15 and April 15 in some 60 markets across the country. Both

WSL-TV Harrisburg, Ill., has appointed the Meeker Co. as national sales representative, effective immediately.

Network Rate Increases

CBS-TV:

KLIX-TV Twin Falls, Idaho, from \$85 to \$100, March 1.

NBC-TV

KARD-TV Wichita, from \$600 to \$700, March 1.

KOMU-TV Columbia, Mo., from \$275 to \$325, March 1.

WAVE-TV Louisville, from \$1,175 to \$1,225, March 1.

WDSU-TV New Orleans, from \$1,100 to \$1,200, March 1.

**STATION NETWORK
and PERSONAL
REPRESENTATIVE**

*Elisabeth M.
Beckjorden*

**KELO-TV, Sioux Falls, S. D.
KROC-TV, Rochester, Minn.
KSBW-TV, Salinas, Calif.
WIMA-TV, Lima, Ohio
WPBN-TV, Traverse City,
Mich.**

235 East 46th St., New York 17, N. Y.
PLaza 5-4262

ARB City-by-City Ratings December 1959

BALTIMORE

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Huckleberry Hound (Screen Gems)
WJZ-TV Thu. 518.5
- Sea Hunt (Ziv) WBAL-TV Wed. 10:3015.1
- Border Patrol* (CBS) WJZ-TV Sun. 5:3014.6
- Superman (Flamingo) WJZ-TV Mon. 513.7
- Casey Jones (Screen Gems) WJZ-TV Wed. 512.8
- Bold Venture (Ziv) WBAL-TV Thu. 7:3012.0
- Adventures of Jim Bowie (ABC)
WJZ-TV Fri. 511.9
- Quick Draw McGraw (Screen Gems)
WJZ-TV Tue. 511.7
- Bold Venture (Ziv) WBAL-TV Thu. 7:3011.2
- Popeye (UAA) WJZ-TV Sat., Sun. 4:3011.0
- Three Stooges (Screen Gems)
WJZ-TV Th. F 10:4510.2
- Phil Silvers (CBS) WBAL-TV Wed. 710.0
- Rescue 8 (Screen Gems) WBAL-TV Tue. 79.6
- Our Miss Brooks (CBS) WJZ-TV M-F 69.0
- Civil War (Westinghouse) WJZ-TV Thu. 7:30 8.5

TOP FEATURE FILMS

- Shirley Temple Film WMAR-TV Sun. 2-3:30 14.3
- Early Show WJZ-TV Tue. 6-7:3011.6
- Early Show WJZ-TV Thu. 6-7:1511.6
- Big Movie of the Week WMAR-TV
Sat. 10:30-12:30 a.m.11.4
- Early Show WJZ-TV Sun. 6-7:3011.3

TOP NETWORK SHOWS

- Guns smoke WMAR-TV47.6
- Perry Mason WMAR-TV40.2
- Red Skelton WMAR-TV35.9
- 77 Sunset Strip WJZ-TV34.7
- Have Gun, Will Travel WMAR-TV34.4
- The Real McCoys WJZ-TV34.0
- Once Upon a Xmas Time* WBAL-TV32.1
- What's My Line WMAR-TV31.0
- Ed Sullivan WMAR-TV30.5
- Wyatt Earp WJZ-TV30.0
- The Rifleman WJZ-TV30.0

DETROIT

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Sea Hunt* (Ziv) WJBL-TV Sat. 10:3033.2
- Huckleberry Hound (Screen Gems)
OKLW-TV Thu. 722.3
- Divorce Court (KTTV) WJBL-TV Tue. 718.5
- Death Valley Days (U.S. Borax)
WWJ-TV Mon. 717.7
- Quick Draw McGraw (Screen Gems)
OKLW-TV Tue. 6:3017.3
- Shotgun Slade (MCA) WWJ-TV Thu. 10:30 16.3
- Popeye (UAA) OKLW-TV Mon-Sun. 615.9
- Mackenzie's Raiders (Ziv) WXYZ-TV Wed. 7 15.0
- Not For Hire (CNP) WWJ-TV Sun. 10:3014.5
- Cisco Kid (Ziv) OKLW-TV Fri. 6:3014.3
- This Is Alice (NTA) OKLW-TV Thu. 6:30 13.4
- Phil Silvers (CBS) WWJ-TV Sat. 10:3013.4
- Cannonball (ITC) WXYZ-TV Fri. 713.2
- Rescue 8* (Screen Gems) WXYZ-TV Mon. 713.0
- Manhunt (Screen Gems) WJBL-TV Fri. 10:30 12.6

TOP FEATURE FILMS

- Bill Kennedy Showtime OKLW-TV Sun. 1-3:30 17.8
- Million Dollar Movie OKLW-TV
Sun. 3:30-5:3012.2
- Hollywood Playhouse* WXYZ-TV Sat. 2-3:30 12.0
- Early Show WJBL-TV Mon. 5-6:307.7
- Five Star Theatre WJBL-TV Wed. 7-8:30 .. 7.6
- Command Playhouse OKLW-TV Sun. 9-11 .. 7.6

TOP NETWORK SHOWS

- Guns smoke WJBL-TV41.8
- Once Upon a Xmas Time* WWJ-TV36.0
- The Rifleman WXYZ-TV34.6
- Danny Thomas WJBL-TV34.3
- 77 Sunset Strip WXYZ-TV33.4
- Have Gun, Will Travel WJBL-TV33.0
- Father Knows Best WJBL-TV30.3
- Wyatt Earp WXYZ-TV29.5
- The Real McCoys WXYZ-TV29.3
- Cheyenne WXYZ-TV28.3

*Indicates programing changes during four-week period. Ratings for one-week are given.

BOSTON

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Border Patrol (CBS) WBZ-TV Wed. 720.9
- Death Valley Days (U.S. Borax)
WBZ-TV Fri. 717.7
- Sea Hunt (Ziv) WHDH-TV Tue. 10:3016.8
- U.S. Marshal (NTA) WNAC-TV Sat. 10:30 16.7
- Huckleberry Hound (Screen Gems)
WNAC-TV Thu. 6:3016.6
- The Honeymooners (CBS) WNAC-TV Thu. 7:30 15.7
- Four Just Men (ITC) WBZ-TV Sat. 10:3015.6
- Bozo the Clown (Jayark) WHDH-TV M-F 515.6
- Rendezvous (CBS) WBZ-TV Sun. 10:3015.3
- Popeye* (UAA) WBZ-TV Sun. 6:3015.0
- Highway Patrol (Ziv) WBZ-TV Sat. 715.0
- This Man Dawson (Ziv) WBZ-TV Thu. 6:45 14.9
- Walter Winchell File (NTA)
WNAC-TV Mon. 714.4
- Cannonball (ITC) WHDH-TV Sat. 713.4
- Shotgun Slade (MCA) WBZ-TV Tue. 713.3

TOP FEATURE FILMS

- Boston Morletime WBZ-TV Mon. 5-6:4512.1
- Command Premiere WBZ-TV Sun. 12-312.1
- Boston Movietime WBZ-TV Thu. 5-6:3011.7
- Cinema 7* WNAC-TV Sun. 5-6:3011.6
- Boston Movietime WBZ-TV Thu. 5-6:3010.8

TOP NETWORK SHOWS

- Guns smoke WNAC-TV38.2
- Perry Mason WNAC-TV37.5
- Perry Como WBZ-TV35.6
- 77 Sunset Strip WHDH-TV34.9
- Welk's Dancing Party WHDH-TV34.7
- Once Upon a Xmas Time* WBZ-TV34.0
- Cheyenne* WHDH-TV30.5
- The Price Is Right WBZ-TV30.2
- Father Knows Best WNAC-TV28.9
- Sunday Showcase* WBZ-TV28.5

PHILADELPHIA

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Popeye (UAA) WFIL-TV Mon-Sat. 626.6
- Sea Hunt (Ziv) WCAU-TV Sat. 722.3
- Silent Service (CNP) WFIL-TV Sun. 6:3021.7
- Rescue 8 (Screen Gems) WRCV-TV Wed. 7 ..20.6
- Bold Venture (Ziv) WRCV-TV Tue. 10:30 ..18.5
- This Man Dawson (Ziv) WRCV-TV Sun. 10:30 17.7
- Death Valley Days (U.S. Borax)
WRCV-TV Mon. 716.9
- Shotgun Slade (MCA) WRCV-TV Fri. 716.6
- Lock-up (Ziv) WRCV-TV Tue. 715.2
- Cannonball* (ITC) WFIL-TV Sun. 613.6
- Border Patrol (CBS) WFIL-TV Sat. 712.1
- Life of Riley (CNP) WOAU-TV M-F 510.8
- Tugboat Annie* (ITC) WFIL-TV Sun. 39.5
- Popeye (UAA) WFIL-TV Sat. 11:30 a.m. .. 8.7
- Jungle Jim (Screen Gems) WCAU-TV
Sat. 12:308.0
- U.S. Marshal (NTA) WFIL-TV Sat. 10:30 .. 8.0

TOP FEATURE FILMS

- Late Show WCAU-TV Sat. 11:15-12:45 a.m. 12.8
- Late Show WOAU-TV Fri. 11:15-12:45 a.m. 10.3
- Movie 3* WRCV-TV Sat. 11-1 a.m.10.1
- Hollywood's Best* WFIL-TV Sun. 1:45-310.1
- Early Show WCAU-TV Tue. 5:30-79.6

TOP NETWORK SHOWS

- 77 Sunset Strip WFIL-TV44.3
- Once Upon a Xmas Time* WRCV-TV41.8
- Guns smoke WCAU-TV37.7
- The Real McCoys WFIL-TV34.0
- The Rifleman WFIL-TV32.4
- Maverick WFIL-TV32.2
- Wyatt Earp WFIL-TV31.6
- The Untouchables WFIL-TV31.6
- Markham* WCAU-TV31.3
- Cheyenne* WFIL-TV30.1

CHICAGO

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Sea Hunt (Ziv) WNBC Sun. 9:3023.5
- Huckleberry Hound (Screen Gems)
WGN-TV Wed. 7:3018.1
- Quick Draw McGraw (Screen Gems)
WGN-TV Thu. 614.8
- New York Confidential* (ITC)
WGN-TV Wed. 9:3014.6
- Mike Hammer (MCA) WGN-TV Thu. 9:3014.6
- Popeye (UAA) WBBM-TV Sat. 11:30 a.m.13.9
- San Francisco Beat (CBS) WGN-TV Wed. 912.4
- Bugs Bunny (UAA) WGN-TV M-F 6:3012.3
- Divorce Court (KTTV) WGN-TV Sat. 1011.8
- Annie Oakley (CBS) WGN-TV Wed. 6:3011.7
- Sergeant Preston (ITC) WGN-TV Fri. 611.5
- This Is Alice (NTA) WGN-TV Wed. 810.5
- Championship Bowling (Schwimmer)
WGN-TV Sun. 3:3010.3
- State Trooper (MCA) WGN-TV Mon. 9:3010.2
- Cisco Kid (Ziv) WGN-TV Mon. 69.6

TOP FEATURE FILMS

- Best of CBS WBBM-TV Sat. 10-12:15 a.m.25.1
- Evening Performance WBBM-TV
Sun. 10:15-12 mld.11.8
- Courtesy Theatre WBBM Fri. 10-11:4511.5
- Evening Performance WBBM-TV
Fri. 10:15-12:15 a.m.10.3
- At Random WBBM-TV Sat. 12:15a.m.-2 a.m. 9.3

TOP NETWORK SHOWS

- Guns smoke WBBM-TV43.0
- Markham* WBBM-TV37.3
- Red Skelton WBBM-TV36.0
- Danny Thomas WBBM-TV34.7
- Father Knows Best WBBM-TV33.4
- What's My Line WBBM-TV31.8
- Perry Mason WBBM-TV30.1
- Garry Moore WBBM-TV29.5
- 77 Sunset Strip WBBM-TV29.5
- Maverick WBBM-TV28.9

PITTSBURGH

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Huckleberry Hound (Screen Gems)
KDKA-TV Mon. 6:3026.3
- Navy Log (CBS) KDKA-TV Sat. 1121.5
- Manhunt (Screen Gems) WTAE Thu. 10:3019.1
- Shotgun Slade* (MCA) KDKA-TV Sat. 10:30 18.9
- Death Valley Days (U.S. Borax)
KDKA-TV Thu. 7:3018.7
- Quick Draw McGraw (Screen Gems)
KDKA-TV Tue. 6:3018.1
- Popeye (UAA) WHO Sat. 9 a.m.16.0
- Lock-up (Ziv) WHO Sun. 10:3015.2
- Popeye (UAA) WHO M-F 515.0
- Annie Oakley (CBS) KDKA-TV Thu. 6:3014.0
- Whirlybirds (CBS) WHO Mon. 713.3
- Rescue 8 (Screen Gems) WTAE Thu. 7:3012.8
- Roy Rogers (Roy Rogers Synd.)
KDKA-TV Fri. 6:3012.6
- Phil Silvers (CBS) KDKA-TV Wed. 812.0
- Mike Hammer (MCA) WHO Sat. 711.1

TOP FEATURE FILMS

- Family Movie* WTAE Sun. 6-7:3021.0
- Six P.M. Adventure WTAE Fri. 6-7:1514.3
- Gateway Studio Presents KDKA-TV
Fri. 11-15-1 a.m.14.3
- Six P.M. Adventure WTAE Mon. 6-7:1513.9
- Early Show KDKA-TV Thu. 5-6:1512.3

TOP NETWORK SHOWS

- Guns smoke KDKA-TV47.7
- Danny Thomas KDKA-TV40.9
- Red Skelton KDKA-TV40.0
- Have Gun, Will Travel KDKA-TV38.7
- Father Knows Best KDKA-TV38.4
- Perry Mason KDKA-TV35.9
- What's My Line KDKA-TV34.8
- Ed Sullivan KDKA-TV33.6
- Garry Moore KDKA-TV33.0
- Dennis the Menace* KDKA-TV32.4

ARB City-by-City Ratings December 1959

CINCINNATI

3-Station Report (four week ratings)

TOP SYNDICATED FILMS

- Huckleberry Hound (Screen Gems)
WCPO-TV Wed. 6:3029.6
- Three Stooges (Screen Gems)
WCPO-TV Mon.-Sat. 622.8
- Superman (Flamingo) WCPO-TV Mon. 6:3021.7
- Treasure (Burrud) WLW-TV Mon. 720.3
- Quick Draw McGraw (Screen Gems)
WCPO-TV Tue. 6:3020.0
- Annie Oakley (CBS) WCPO-TV Thu. 6:3019.8
- Death Valley Days (U.S. Borax)
WKRC-TV Fri. 719.6
- Whirlybirds (CBS) WCPO-TV Sun. 6:3019.6
- Cisco Kid (Ziv) WCPO-TV Sun. 619.0
- Seven League Boots (Screen Gems)
WLW-TV Wed. 718.3
- Roy Rogers (Roy Rogers Synd.)
WCPO-TV Fri. 6:3018.3
- This Man Dawson* (Ziv) WKRC-TV Sat. 10:3017.8
- Manhunt (Screen Gems) WLW-TV Sat. 10:3017.4
- Bold Venture (Ziv) WLW-TV Sun. 10:3017.2
- Cannonball (ITC) WCPO-TV Sat. 6:3017.0

TOP FEATURE FILMS

- Gold Cup Matinee WLW-TV Fri. 5-6:30 8.7
- Sunday Matinee* WLW-TV Sun. 2-4:15 8.7
- Gold Cup Matinee WLW-TV Thu. 5-6:30 7.8
- Home Theatre WKRC-TV
Sat. 11:15-2:15 a.m. 7.6
- Five Star Theatre WKRC-TV Sun. 12-1 7.3

TOP NETWORK SHOWS

- The Real McCoys WCPO-TV44.8
- 77 Sunset Strip WCPO-TV43.4
- Gunsmoke WKRC-TV41.4
- Lawman* WCPO-TV38.9
- The Rifleman WCPO-TV37.5
- Cheyenne* WCPO-TV36.4
- Red Skelton WKRC-TV35.2
- Maverick WCPO-TV35.2
- Wyatt Earp WCPO-TV33.9
- Perry Mason WKRC-TV30.0

ST. LOUIS

4-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Four Just Men* (ITC) KSD-TV Thu. 9:3023.8
- Whirlybirds (CBS) KSD-TV Tue. 1023.6
- U.S. Marshal (NTA) KSD-TV Wed. 1022.6
- Mike Hammer (MCA) KSD-TV Sat. 1022.0
- Silent Service (CNP) KSD-TV Thu. 1021.5
- State Trooper (MCA) KSD-TV Tue. 9:3020.9
- Sea Hunt (Ziv) KTVI Fri. 1019.9
- This Man Dawson (Ziv) KSD-TV Mon. 1017.5
- Lock-up (Ziv) KSD-TV Wed. 9:3016.9
- Tales of the Vikings* (UA-TV) KSD-TV
Sun. 9:3016.5
- Popeye (UAA) KMOX-TV Sat. 11:30 a.m.14.8
- Huckleberry Hound* (Screen Gems)
KPLR-TV Thu. 613.3
- Annie Oakley (CBS) KMOX-TV Sat. 613.3
- Brave Stallion (ITC) KTVI Sun. 3:3012.1
- Bugs Bunny (UAA) KMOX-TV Sat. 10 a.m.11.9

TOP FEATURE FILMS

- First Run Theatre KMOX-TV
Sat. 10:15-12:15 a.m.19.8
- Early Show KMOX-TV Mon. 5-610.6
- Late Show KMOX-TV Fri. 10:30-12:45 a.m.10.0
- Early Show KMOX-TV Fri. 5-69.5
- Late Show KMOX-TV Wed. 10:30-12:15 a.m.9.1

TOP NETWORK SHOWS

- Red Skelton KMOX-TV40.2
- What's My Line KMOX-TV39.7
- Gunsmoke KMOX-TV36.9
- Danny Thomas KMOX-TV36.7
- Father Knows Best KMOX-TV34.2
- Perry Como KSD-TV32.7
- Ernie Ford KSD-TV32.1
- The Real McCoys KTVI32.0
- You Bet Your Life KSD-TV31.3
- Garry Moore KMOX-TV31.2

CLEVELAND

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Three Stooges (Screen Gems)
WVWS M-F 5:3025.6
- Popeye (UAA) KYW-TV M. W. F 522.5
- Quick Draw McGraw (Screen Gems)
KYW-TV Tue. 522.2
- Huckleberry Hound (Screen Gems)
KYW-TV Thu. 520.2
- U.S. Marshal (NTA) WEWS Fri. 10:3019.4
- Bold Venture (Ziv) KYW-TV Sat. 10:3018.1
- Bishop Sheen (NTA) WEWS Sun. 617.7
- Phil Silvers* (CBS) KYW-TV Thu. 10:3017.7
- Lock-up (Ziv) KYW-TV Sun. 10:3017.4
- Bozo the Clown (Jayark) WJW-TV
Sat. 9 a.m.16.2
- Grand Jury* (NTA) WJW-TV Sat. 10:3015.9
- Brave Stallion (ITC) KYW-TV Tue. 715.3
- Superman (Flamingo) KYW-TV Mon. 714.9
- Cannonball (ITC) KYW-TV Wed. 10:3014.8
- Decoy (Official) KYW-TV Sat. 714.7

TOP FEATURE FILMS

- Best of Hollywood KYW-TV
Sat. 11:15-1:15 a.m.17.7
- Masterpiece Theatre* WJW-TV Sun. 6-7:3015.9
- Early Show KYW-TV Fri. 5:30-79.0
- Early Show KYW-TV Wed. 5:30-78.9
- Sunday Playhouse KYW-TV Sun. 1:30-48.9

TOP NETWORK SHOWS

- Gunsmoke WJW-TV40.2
- The Real McCoys WEWS39.8
- Lawman* WEWS38.4
- Father Knows Best WJW-TV33.2
- Once Upon a Xmas Time* KYW-TV32.9
- 77 Sunset Strip WEWS32.9
- Maverick WEWS32.9
- The Rifleman WEWS32.0
- Loretta Young Presents KYW-TV32.0
- Cheyenne* WEWS31.9

SAN FRANCISCO

4-Station Report (four week ratings)

TOP SYNDICATED FILMS

- Sea Hunt (Ziv) KRON-TV Tue. 724.2
- Divorce Court (KTTV) KRON-TV Sat. 624.0
- Death Valley Days (U.S. Borax)
KPIX Sat. 10:3020.7
- Manhunt (Screen Gems) KRON-TV Tue. 6:3019.0
- San Francisco Best (CBS) KPIX Sat. 718.6
- Huckleberry Hound (Screen Gems)
KTVU Wed. 6:3015.5
- You Asked For It (Crosby/Brown)
KTVU Thu. 713.8
- The Honeymooners (CBS) KRON-TV Mon. 6:3013.4
- Science In Action (Coronet) KRON-TV Mon. 7 12.4
- Cannonball (ITC) KTVU Mon. 711.5
- Lock-up (Ziv) KRON-TV Thu. 711.4
- Bold Venture (Ziv) KRON-TV Fri. 6:3010.9
- Quick Draw McGraw (Screen Gems)
KTVU-TV Thu. 6:3010.7
- Amos 'n' Andy (CBS) KTVU M-F 610.3
- Popeye (UAA) KRON-TV M-F 510.1

TOP FEATURE FILMS

- Movie Time* KRON-TV Sun. 5:30-712.7
- Fabulous Feature* KPIX Sun. 5:30-710.0
- Early Show KPIX Sat. 5:30-79.3
- Early Show KPIX Tue. 5:30-77.0
- Feature Film I KGO-TV Sat. 10:30-12 mid.6.9

TOP NETWORK SHOWS

- Perry Mason KPIX32.9
- Gunsmoke KPIX31.8
- Father Knows Best KPIX27.9
- Chey Show KRON-TV27.5
- The Price Is Right KRON-TV27.3
- Perry Como KRON-TV27.1
- Alfred Hitchcock KPIX25.6
- What's My Line KPIX25.3
- Once Upon a Xmas Time* KRON-TV25.0
- Ed Sullivan KPIX24.4

COLUMBUS

3-Station Report (four-week ratings)

TOP SYNDICATED FILMS

- Huckleberry Hound (Screen Gems)
WTVN-TV Thu. 6:3030.0
- Mike Hammer* (MCA) WBNS-TV Sat. 10:3029.3
- State Trooper (MCA) WTVN-TV Fri. 726.5
- Quick Draw McGraw (Screen Gems)
WTVN-TV Tue. 6:3025.0
- Casey Jones (Screen Gems) WTVN-TV Tue. 7 23.8
- Our Miss Brooks* (CBS) WBNS-TV Sun. 6:3023.7
- Not For Hire* (CNP) WTVN-TV Fri. 10:3021.9
- Death Valley Days (U.S. Borax)
WBNS-TV Sun. 9:3021.3
- Whirlybirds (CBS) WTVN-TV Thu. 721.1
- Ten-4 (Econome) WTVN-TV Mon. 720.4
- San Francisco Beat (CBS) WTVN-TV Wed. 7 20.4
- Roy Rogers* (Roy Rogers Synd.)
WBNS-TV Sun. 619.6
- Superman (Flamingo) WTVN-TV Wed. 6:3016.5
- Highway Patrol (Ziv) WBNS-TV Wed. 8:3015.6
- Annie Oakley (CBS) WTVN-TV Fri. 6:3015.4

TOP FEATURE FILMS

- Jungle Theatre WBNS-TV Sat. 12:30-1:4510.5
- Sunday Playhouse* WLW-TV Sun. 1:30-3:4510.1
- World's Best Movies WTVN-TV
Sat. 10:30-12:15 a.m.9.4
- Lex Mayer's Theatre WTVN-TV
Sun. 10:30-12:15 a.m.8.4
- Two For The Show WBNS-TV Sat. 1:45-47.0

TOP NETWORK SHOWS

- Gunsmoke WBNS-TV44.7
- The Real McCoys WTVN-TV38.1
- 77 Sunset Strip WTVN-TV37.8
- Lawman* WTVN-TV37.8
- Maverick WTVN-TV36.2
- Perry Mason WBNS-TV35.2
- The Rifleman WTVN-TV34.5
- Red Skelton WBNS-TV31.8
- The Rebel* WTVN-TV31.3
- Wyatt Earp WTVN-TV29.8

WASHINGTON

4-Station Report (four week ratings)

TOP SYNDICATED FILMS

- Huckleberry Hound (Screen Gems)
WTTG Thu. 724.1
- Little Rascals (Interstate) WMAL-TV M-F 6 15.6
- Bozo the Clown (Jayark) WRC-TV M-F 515.4
- Science Fiction Theatre (Ziv) WMAL-TV Sat. 6 14.5
- Three Stooges (Screen Gems) WTTG M-F 6:30 14.0
- Shotgun Slade (MCA) WTOP-TV Sat. 713.5
- The Honeymooners (CBS) WRC-TV Tue. 712.7
- Copier Patrol (CBS) WTOP-TV Fri. 712.4
- Trackdown (CBS) WMAL-TV Sun. 8:3012.0
- Phil Silvers (CBS) WRC-TV Fri. 711.5
- Death Valley Days (U.S. Borax)
WRC-TV Mon. 711.4
- Sea Hunt (Ziv) WMAL-TV Sat. 711.1
- Gray Ghost (CBS) WRC-TV Wed. 711.0
- Silent Service (CNP) WMAL-TV Sun. 710.7
- Bold Venture (Ziv) WRC-TV Sun. 10:3010.7

TOP FEATURE FILMS

- Ten-Thirty Theatre WTOP-TV
Sat. 10:30-1:15 a.m.9.2
- Hour of Stars* WTOP-TV Sun. 4-59.1
- Early Show WTOP-TV Mon. 5-6:308.2
- Pie For Sunday Afternoon WTOP-TV
Sun. 1:30-48.2
- Encore Playhouse* WRC-TV Sat. 1-2:156.4

TOP NETWORK SHOWS

- Once Upon A Xmas Time* WRC-TV34.3
- Perry Mason WTOP-TV33.7
- Lawman* WMAL-TV31.9
- 77 Sunset Strip WMAL-TV30.8
- Lassie WTOP-TV30.0
- Cheyenne* WMAL-TV28.5
- Gunsmoke WTOP-TV28.3
- Philadelphia Story* WRC-TV27.6
- Perry Como WRC-TV26.8
- Maverick WMAL-TV26.2

**THE TOP
STATION
IN WESTERN
NEW ENGLAND**

**WWLP
CHANNEL
22
NBC**

SPRINGFIELD, MASS

TOP RATINGS*

TOP COVERAGE*

TOP MERCHANDISING*

**PLUS
BONUS COVERAGE**

**WRLP channel 32
BRATTLEBORO, VT.
GREENFIELD, MASS., KEENE, N.H.
* G.P. HOLLINGBERY HAS DETAILS**

Color Count

With Indianapolis appliance dealers reporting an accelerated rate of sales of color tv receivers, WFBM-TV recently conducted a telephone survey to check on the color situation in the midwestern city. Among other things, the station discovered that:

More than half the area's color-set owners bought their receivers within the past year, and 30 per cent bought them within the last six months.

Set owners were generally enthusiastic about both reception and service. Some 73 per cent rated the color signal as "good" or better, while 91 per cent said the same for service.

Color television reportedly had been seen at one time or another by 60 per cent of the persons who did not have a tint receiver.

minutes and programs will be used, depending on the market, with frequencies varying. Schedules will run 13-39 weeks. Market selection automatically eliminates most dry areas where rust is not considered a problem. Tv director Jack Page is the contact.

STANDARD BRANDS, INC.

(Ted Bates & Co., Inc., N. Y.)

This account reportedly was setting some new schedules of mostly daytime minutes to begin the first of this month and run for about six weeks in a small group of top markets. However, because it has a variety of products using spot—FLEISCHMANN'S and BLUE BONNET margarine, HUNT CLUB dog food, etc.—they alternate on the schedules, retaining good spots for lengthy periods. Bob Decker and Conant Sawyer are the buying contacts.

A. STEIN & CO.

(Cruttenden Adv., Chicago)

For its initial entry into tv spot, this maker of PERMA LIFT foundation garments will begin schedules of filmed minutes in Philadelphia and Kansas City in mid-March. Four spots will be spread over six-eight weeks in each market. The Sarra-produced films are reported to employ a new concept and technique in spot-making, and, if successful, will be used for other commercials in other markets. George Stern is the contact.

UNITED FRUIT CO.

(BBDO, N. Y.)

A banana promotion will begin the middle of this month in about 20 top markets for about eight weeks of mostly daytime minutes and 20's. Ted Wallower is the timebuyer.



At Benton & Bowles, Inc., Jim Thompson is an assistant buyer on Parliament cigarettes.

U. S. RUBBER CO.

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

As it does regularly each spring, KEDS footwear is currently starting schedules in about 150 markets. Both filmed spots featuring Kedso the Clown and local live minutes are used, with frequencies varying from three to six spots per week. Some placements have already begun, while others will start as the weather turns warm in each market. Six-to-13 weeks or longer is the length of the schedules, depending on the starting dates and markets. Jim Kelly is the timebuyer.

Boosts

WPRO-TV Providence has not taken the recent criticism of television lying down. Rather, the station has conducted an on-air campaign reminding viewers of the benefits of television.

The first step in building viewer awareness of the many functions of the local station was a half-hour program titled *18 Hours a Day* describing the activities of an average day at WPRO-TV. This program was broadcast six times during the New Year's week-end.

Station breaks and promotional spots have also been used to remind viewers of the fine network and local programming available on the channel and to familiarize them with the NAB seal of approval.

In addition to the on-air promotion, WPRO-TV compiled a 59-page report on its public-service contributions during 1959. The report included a list of more than 615 organizations aided by the station during the past 12 months.

Television Age

Changing Television Markets: Illinois, Indiana and Wisconsin



*One of a series:
Changing Television
Markets*

Television and prosperity go hand in hand in heartland of America

Ranked among the nation's most important areas, both from a monetary and population standpoint, are the three east-north-central states of Illinois, Indiana and Wisconsin.

Situated in the very heartland of the country, the area is the important crossroads for all trans-continental commerce. It is, as well, the center of an important industrial area where some \$22 billion in value is added to manufactured products annually. Almost as important is its agricultural status, for all three states have important farming areas, and livestock production is a major part of income.

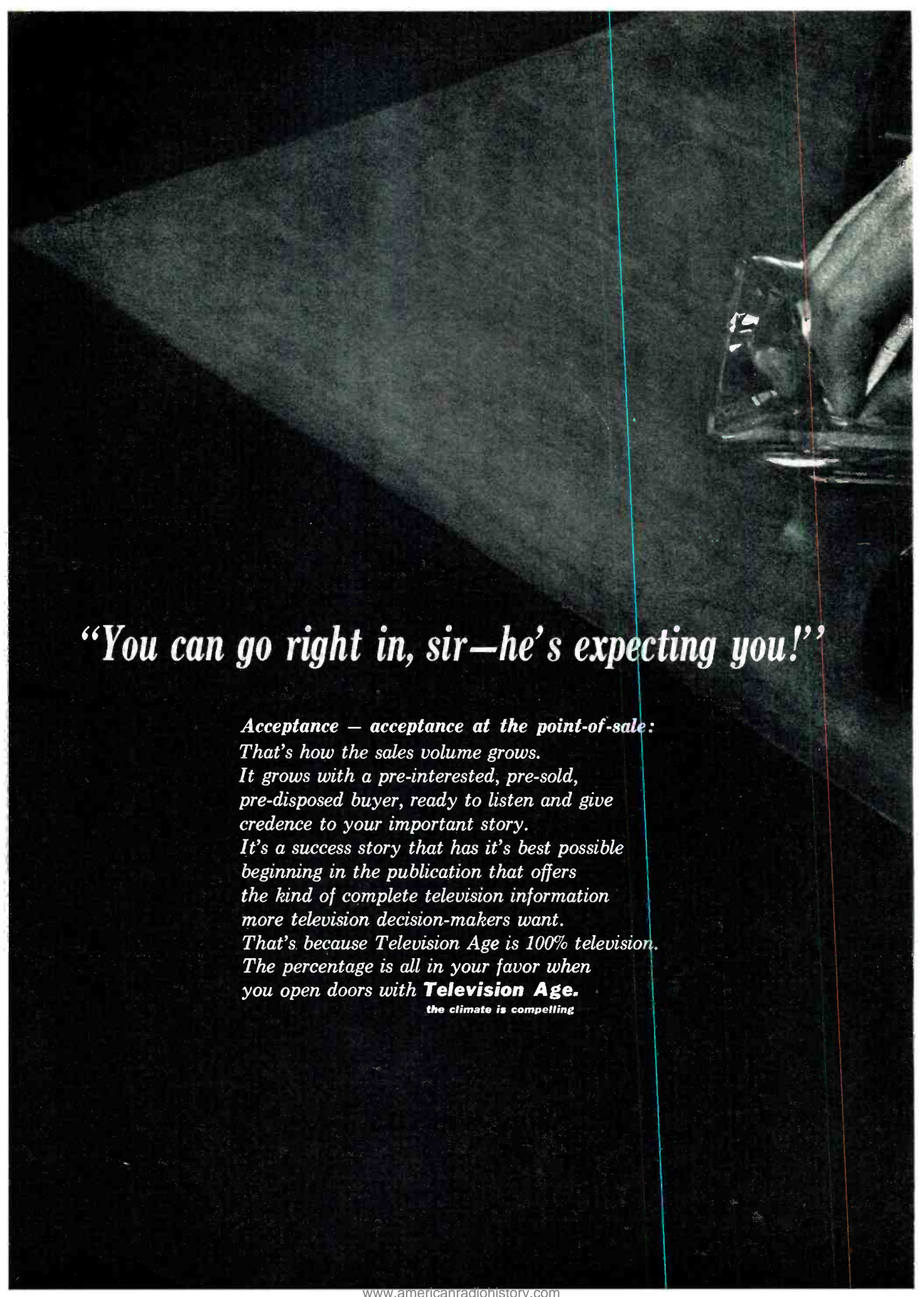
With this mid-continent location, it is not sur-

prising that the midwesterners who make these states their home feel that they represent the true America, little influenced by some of the world pressures that affect east- or west-coast areas. They point with pride to their record of independent thinking and their states' growth in a hundred years from little more than a wilderness to a highly populated and wealthy area.

The three-state area is home for 10 per cent of the population of the country, accounts for 11 per cent of the nation's retail sales and an estimated 12 per cent of the country's buying income.

Farm income for the area totals \$4.280

CLAY 1 2/3 OBION | WEAKLEY | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100



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

Acceptance — acceptance at the point-of-sale:

That’s how the sales volume grows.

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

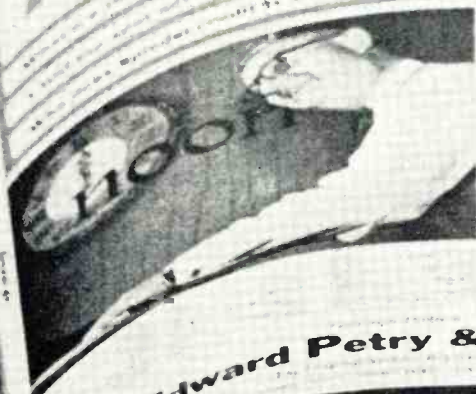
*It’s a success story that has it’s best possible
beginning in the publication that offers
the kind of complete television information
more television decision-makers want.*

That’s because Television Age is 100% television.

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

the climate is compelling

Television Age



local boy
makes good
business

110 SPOT TV

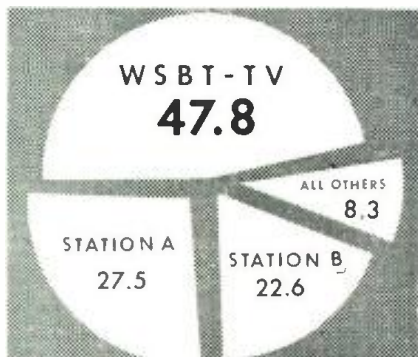
Edward Petry & Co., Inc.

duction efforts, syndicated features and movies. Its record for live programming is outstanding in the area. The station telecasts with 316 kw power from an antenna 914 feet above ground.

Under the guidance of Ward L. Quaal, vice president and general manager since Aug. 1, 1956, the company has set new records for programming and financial progress. J. Howard Wood is president of WGN, Inc., and Bradley R. Eidmann general sales manager. Edward Petry & Co. represents the station nationally.

"The communications industry—including television—will parallel in influence, stature and output the assured growth of the Chicagoland area," says Mr. Quaal. "Experts predict that by 1975 the Chicago metropolitan area, the nation's second largest market, will have a population approaching nine million. With the opening of the St. Lawrence Seaway, Chicago is now tied to the sea lanes of

WSBT-TV... South Bend Indiana's Dominant Station



Sign-on to sign-off based on ¼ hr. homes reached by all stations (Nielsen, Nov., 1959).

Of the top 50 shows in the South Bend-Elkhart market, 35 are carried by WSBT-TV... 8 of the top 10 national shows; 15 of the leading 20 are carried by WSBT-TV! Popular local shows, too, achieving remarkably high ratings, add to WSBT-TV's dominance of the South Bend market. Here's a high income area covered effectively and economically by one station. Get all the details from your Raymer man.

WSBT-TV
SOUTH BEND INDIANA - CHANNEL 22
ONE OF CBS HIGHEST-RATED STATIONS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Illinois Agencies with Tv Accounts

Aurora

Connor Assoc., 1460 East River Rd. S.

Bloomington

Biddle Co., 814 North Main St.
Kane Adv., Center & Monroe Sts.
Studio Adv., Workshop, 911 E. Empire St.

Champaign

Grubb & Peterson Adv., 111 N. Market St.

Chicago

(For Chicago agencies see TELEVISION AGE "Television Timebuyers of Principal United States Agencies," Nov. 30, 1959.)

Danville

James V. Root Adv., 501 N. Vermillion.

Decatur

Adverson Adv., 108 E. William St.
Pownall Adv., 639 Standard Bldg.

Evanston

Richard A. Burleigh & Assoc., State Bank Bldg.
Johnson & Johnson Adv., 1236 Sherman Ave.

Kankakee

Robertson Potter Co., 167 N. Alma.
Strand, Moore & Strand, 124 N. Dearborn Ave.

Moline

Clem T. Hanson Adv., 1409 15th St.
F. Willard Hills Adv., 1605 Fifth Ave.
Charles Osheroff & Co., 545 26th Ave.

Northbrook

Payntar Adv., 3151 Willow Rd.

Oak Park

Hollander & Weghorn, 1039 South Blvd.
J. L. Stewart Adv., 700 South Harvey.
Marvin E. Tench Adv., 111 Chicago Ave.
Wesley Heyne & Cuca, 6930 Roosevelt Rd.

Peoria

Arbingast, Becht & Assoc., First National Bank Bldg.
Blomeyer & Becht Adv., First National Bank Bldg.
Hejnrich Adv., 508 North Cooper St.

Marvin Hult & Assoc., 245 N. E. Perry Ave.
Jackson, Haerr, Peterson & Hall, Jefferson Bldg.

Johnson Representatives, 234 N. E. Madison.

Ken Publishing Co., 926 Rebecca Place.
Mace Adv., 408 Fulton St.
Ross, Flink & Livengood, 1005 N. University.

Thomson Adv., 828 S. W. Adams St.
Tull Adv., First National Bank Bldg.
White Adv., 723A Ridgement Rd.

Quincy

Helmer & Halbach Adv., 415 WCU Bldg.

Riverside

Robert Peterson Adv., 1 Riverside Rd.

Rockford

Advertising Design, 408 City Hall Bldg.
Bennett Productions, 119 Church St.
Collin Tv Time Sales, Montague Rd.
R. F. Cratty Adv., 427 E. State St.
Cummings, Brand & McPherson, 2929 N. Main St.

Dennis Co., 725 State St.
Wendell C. Galloway Adv., 5128 Forest Hills Rd.

Hollingsworth & Assoc., 1004 Talcott Bldg.
Jaster & Assoc., 637 Broad St.
Midwest Adv., City Hall Bldg.

Howard H. Monk Assoc., Illinois National Bank Bldg.

Nelson Specialty Co., 905 22nd St.
O'Leary Assoc., American National Bank Bldg.

Morley Thill, 1907 Pierce St.

Skokie

Advertising Producers Associated, 4654 Oakton.
James W. Holmes Adv., 8145 N. Keystone.
Roy Zeff & Assoc., 7300 N. St. Louis Ave.

Springfield

Evans, Work & Costa Adv., 624 E. Capitol Ave.
Ronbinsons Adv., 304 E. Monroe.

Wheaton

J. M. Camp & Co., 222 East Willow.

the globe, standing astride the greatest inland waterway system on earth. Today Chicago is only 20 hours away by jet from the most remote cities of the world. It is approaching the time when it will become a key market of influence on the styles, customs, fashions, thoughts and symbols of the nation and the entire universe.

"Chicago has the opportunity through imagination, ingenuity, creative ability and its inimitable 'I will' spirit to make more important contributions to the growth and development of the nation. In this role Chicago television will gain ever-increasing stature on a solid and substantial foundation."

WNBQ, Merchandise Mart, is owned by NBC-TV. The station went on the air Jan. 7, 1949, and telecasts with 100 kw power. Lloyd E. Yoder is vice president and general manager of the station, and William Decker is sales director. The station is represented nationally by NBC Spot Sales.

Mr. Yoder is enthusiastic about the future of the area. "In the next few years Chicago will rank as one of the

major boom markets in the United States," he believes. "The opening last summer of the St. Lawrence Seaway, establishing Chicago as an important world port, along with many other factors, will have a tremendous impact on the economy of the metropolitan area, the surrounding states and the entire midwest. The sturdy economic health of the market is reflected in the all-time sales record of WNBQ in 1959, the most successful year in the station's history.

"All indications point to a population explosion in the area in the next decade, with more businesses and services and greater financial and industrial expansion. Along with sharing responsibility for promoting and contributing to the economic growth of the area, television stations can expect increased audiences and a greater volume of local and national spot business from advertisers who have had proof of the unsurpassed ability of television to move goods and services in this market."

Danville, in the eastern part of the state near the Indiana line, is a farm-

ing and industrial center for an important area. There are an estimated 93,000 people in the Danville metropolitan area with an effective buying income estimated at \$170 million.

Television station in Danville is WDAN-TV, channel 24, located at 1500 N. Washington Ave. The station is owned by the Northwestern Publishing Co., publishers of the *Danville Commercial News*, which is owned by the Gannett Co. The station went on the air Dec. 13, 1953, and is an ABC-TV affiliate. It telecasts with 19.1 kw power. Robert J. Burow is general manager. Max Shaffer station manager, and John D. Eckert sales director. The station is represented by Everett-McKinney.

Decatur, in the central part of the state, is a trading center for the rich cornlands areas. It has an estimated population of 115,000 in the metropolitan area with effective buying income estimated at more than \$220 million.

Television station in Decatur is WTVP, channel 17, on South Side Drive. The station is owned by Prairie Television Co., with George A. Bolas president (30%), Gilbert C. Swanson (15%), W. Clarke Swanson (15%), W. J. McEdwards secretary (6%), and a number of smaller stockholders. Ben K. West is vice president and general manager and Don Lindsey sales manager. The station went on the air Aug. 16, 1953, and telecasts with 174 kw power. An ABC-TV affiliate, the station is represented by Gill-Perna, Inc.

"Since central Illinois is primarily a uhf area," says Mr. West, "conversion has not been a problem and with the growth of ABC-TV WTVP has played a dominant part in the central Illinois television market. Because of the strategic location of WTVP there is less duplication in this part of Illinois than any other area in the state."

The sale of WTVP to Metropolitan Broadcasting Co. is pending FCC approval as this article goes to press.

Harrisburg is the center of a heavily populated area, consisting mostly of small towns. The trading area includes parts of Kentucky and Missouri as well as Illinois. Saline County, in which Harrisburg is the principal

city, has a population around 30,000.

Television station in Harrisburg is WSIL-TV, channel 3, the ABC-TV outlet for the entire area. WSIL-TV, Television Building, went on the air Dec. 6, 1953, on channel 22. On March 4, 1959, the station switched to channel 3 and became a primary ABC-TV affiliate. The station operates with 100 kw power from an antenna 854 feet above ground.

WSIL-TV is owned by Turner-Farrar Assn., with principal stock held by the family of Oscar L. Turner. O. L. Turner is general manager, and the station is represented nationally by Walker-Rawalt Co.

"I feel that the potential of this area from a standpoint of sales to national advertisers has not been fully recognized by the average agency due to the lack of larger cities," says Mr. Turner. "There are many medium-sized towns and communities, which, when bulked together, add up to a million available viewers in our 'out-in-the-country' area."

Potential Metro Area

La Salle, located in northern Illinois, southwest of Chicago, has a population of 27,000 in the potential metropolitan area of La Salle-Peru-Oglesby. There are 113,000 people in La Salle County.

Television station is WEEQ-TV, channel 35, a satellite of WEEK-TV Peoria. It went on the air Nov. 10, 1957, and is sold in combination with its parent station (see WEEK-TV below).

Peoria is the central city of a prosperous metropolitan community midway between Chicago and St. Louis. The area is heavily industrialized but

draws trade from a rich farm area as well. Heavy industries in the area include Keystone Steel & Wire Co., American Distilling Co., Corn Products Refining, International Harvester, Caterpillar Tractor, Libby McNeill & Libby and many others.

Population of the Peoria metropolitan area is estimated at 285,000, while effective buying income is about \$580 million. Three television stations are located in the city: WEEK-TV, channel 43; WMBD-TV, channel 31, and WTVH, channel 19.

WEEK-TV, 2907 Springfield Rd., is owned by West Central Broadcasting Co., which also owns and operates satellite WEEQ-TV La Salle (see above). Stockholders include: Sen. Robert S. Kerr (D.-Okla.) (50.61%), Mrs. Grayce B. Kerr (11.49%), D. A. McGee (15.33%), T. M. Kerr (11.14%), and other small stockholders.

The station went on the air Jan. 29, 1953, and telecasts with 317 kw power. Fred C. Mueller is vice president and general manager, and John Leslie sales manager. It is represented nationally by Headley-Reed Tv and is an NBC-TV affiliate.

WMBD-TV, 212 S.W. Jefferson Ave., is owned by WMBD, Inc., with Charles C. Caley president and treasurer (51%) and John E. Fetzer (49%). Robert O. Runnerstrom is vice president and manager, and William S. Dallmann sales manager. The station went on the air Jan. 1, 1958, and telecasts with 1,000 kw power. It is a CBS-TV affiliate and is represented nationally by Peters, Griffin, Woodward.

Mr. Runnerstrom is enthusiastic about the area, pointing out that

Film Processors in Three-State Area

Associated Photographers, 317 S.W. Jefferson Ave., Peoria.
Russell R. Benson, 136 N. Delaware, Indianapolis.
Capitol Photographers, 2043 E. 46th St., Indianapolis.
Collind Photography, 713 Main St., Peoria.
Jan Eden Recording & Sound, 8350 Compton, Indianapolis.
Film Art Prod., 1700 19th St., Milwaukee.
Filmmack Studios, 1327 South Wabash Ave.
Filmmcraft Labs, 2043 E. 46th St., Indianapolis.
Galbreath Pictures, 2905 Fairfield Ave., Fort Wayne.
Robert K. Geisel Studios, Wausau.
Genatt Photo Co., 1007 N. Lyndhurst Dr., Indianapolis.
Paul Gross Films, Wisconsin Rapids.
Clarence H. Guteruth, 4407 Druary Lane, Fort Wayne.
Guardian Productions, 9601 Allisonville Rd., Indianapolis.

Jam Handy Organization, 230 N. Michigan Ave.
Kileen Studios, 235 East Orchard St., Decatur.
Kluge Film Prod., 3200 N. Richardson St., Milwaukee.
LaCrosse Movie Service, Box 286, LaCrosse.
Motion Picture Equipment Co., 3001 S. Calhoun, Fort Wayne.
New Life Film Foundations, 1204 Elmwood, Peoria.
Photo Copy Service, 211 West Mifflin St., Madison, Wis.
Swanson Prod., Fond du Lac, Wis.
C. L. Venard, 113 N.E. Madison St.
Robt. Young Studio, 1050 S. Hold Rd., Indianapolis.
Landrum & Colbert, 1401 N. Meridian, Indianapolis.
Wilding Picture Productions, 1345 Argyle St.

a T.W.X.
from
"REX"



**C-O-M-M-A-N-D-I-N-G
L-E-A-D-E-R-S-H-I-P**
on all viewing fronts!

**WREX-TV continues to
dominate Rockford and
Area Viewing . . .**

- **AT NIGHT**
45 of the Top 50 Shows . . .
- **IN THE DAYTIME**
All 20 of the Top 20 Shows
- **TOP WESTERNS**
7 of the Top 8 Shows
- **TOP FAMILY SHOWS**
5 of the Top 5 Shows
- **TOP SPORTS,
SYNDICATED FILM,
MOVIES,
PUBLIC SERVICE.**

*Source ARB Oct. 25 - Nov. 21, 1959

**IN FACT . . . All Day and
All Night! . . . Every Hour
of the Week is "Good
Time" on . . . WREX-TV.**

abc J. M. BAISCH Vice Pres.-Gen. Mgr. Represented By H-S Television, Inc. CBS
WREX-TV
channel 13

Peoria is an important self-contained market in the heart of mid-America. "Peoria is the crossroads of industry and agriculture, producing over one-third billion dollars in farm income and one-half billion dollars in non-farm income," he says. "The Peoria area is proven statistically to be growing. . . . Industry has faith in Peoria's future, as evidenced by current investments in excess of one hundred million dollars. The citizens as a whole have a stake in the future of the Peoria area, with 65 per cent of all residents owning their own homes. while, at the same time, spending money during the last five years at a rate which has increased Peoria retail sales 37 per cent faster than the national average. In the important factor of Peoria retail sales television is a vital force in circulating the sales messages of the central business community to the entire trading area. As the community grows, it spreads out from the hub and increases the population living within the already existing Peoria television coverage. a situation which is unique to the medium of television. It appears inevitable that Peoria television is destined to grow with the area."

WTVH, 500 N. Stewart St., is owned by Metropolitan Broadcasting Co., which only recently purchased the station from the *Peoria Journal Star*. The station went on the air Aug. 20, 1953. and telecasts with 500 kw power. It is an ABC-TV affiliate and is represented nationally by Blair Television Associates. Don Colee is vice president and general manager. and David J. Schlink sales manager.

WTVH has pioneered many new programming ideas in the middle west, using local film in news programs, carrying local election returns and local remote telecasts. The station has won many program-promotion contests and public-service citations.

"Peoria," says a station executive. "is the center of the state of Illinois and the largest market outside of Chicago and has long been regarded as the ideal test market of the nation. Its isolation from outside market influences, as well as its consistent and stable economic growth. has appealed to advertisers, commerce and industry

of all kinds. Peoria was selected an All-American City in 1955 and has displayed community modernization constantly since. Television has established a strong backbone to this growth through its impact of new products and merchandising developments, news and public-service programming not reached by previous media. Through tv's future advertising and community-building force, coupled with Peoria's center of Illinois growth, the Peoria market will continue to be the leading 'down state' market of Illinois."

Missouri Border Market

Quincy, on the Missouri border. is often connected with Hannibal, Mo., as a metropolitan market. The Quincy metropolitan area. on the Illinois side of the river. has a population of nearly 70,000 and an effective buying income of \$110 million.

Television station in Quincy is WGEM-TV. channel 10, which covers a tri-state area. carrying both NBC-TV and ABC-TV programs. Principal stockholder is Quincy Newspapers, Inc., with T. C. Oakley president. Joe Bonansinga vice president, treasurer and general manager. John T. Reardon secretary. and J. Ben Stewart sales manager. The station went on the air Sept. 4, 1953. and operates with 316 kw power. Studios are in the Hotel Quincy. It is represented nationally by Young Television.

The early settlers in Quincy referred to the community as the Gem City because of the promise of the fertile farmlands and natural resources of the forest and the river. The station took its call letters, WGEM-TV, from this designation.

"In its commanding location on the banks of the Mississippi, Quincy has grown into a trading and industrial center servicing the rich agricultural district around it in Illinois, Missouri and Iowa," says manager Bonansinga. The station is proud of its public-service record, which recently included a United Cerebral Palsy Telethon that brought in a gross of \$41,184.

Rockford is located in the heart of a rich industrial, agricultural and commercial area in northern Illinois.

It is the second largest machine tool center in the world and the home of some 400 factories making a diversified group of products. Population of the Rockford metropolitan area is estimated at 192,000, buying income at \$400 million.

There are two television stations, WREX-TV, channel 13, and WTVO, channel 39.

WREX-TV, at Auburn and Winnebago Roads, is owned by Greater Rockford Television, with L. E. Caster president (19%), Joe M. Baisch vice president and general manager (2%), Swan Hillman treasurer (7%) and Stanley H. Guyer secretary (7%). A. J. Bilardello is sales manager, and the station is represented nationally by H-R Television.

The station went on the air Oct. 1, 1953, and telecasts with 229 kw power. It is affiliated with CBS-TV and ABC-TV.

"Northern Illinois and southern Wisconsin are growing at a rapid rate," says Jack Mazzie, program director. "More industry, more building, more people. Our rich farm belt is prospering, retail sales are destined for record levels. Optimism, based upon confidence in the area's future, is the keynote. This swift expansion will bring problems inherent in accelerated business and population growth. These problems present television with the opportunity to push toward exciting new goals of service. It is in this service that television will truly become the guiding force of community progress, for only through community service can it realize its full potential. Along the Rock River lies a giant industrial empire, from Janesville, with a Chevrolet assembly plant, Fisher Body, and Parker Pen, interlaced along the Rock River to Beloit (Fairbanks Morse, Beloit Iron), practically lying contiguous to each other on the outskirts of the Rockford Central City."

wtvo, Meridian Road, is owned by Winnebago Television Corp., with H. & E. Balaban Corp. (47.5%) and Dubinsky Bros. Theatre Corp. (47.5%). The station went on the air April 29, 1953. It telecasts with 195 kw power and is an NBC-TV affiliate. Harold Froelich is manager, and Gene Denari

local sales manager. WTVO is represented by Headley-Reed Co.

The Quad Cities of Rock Island, Moline, East Moline and Davenport, Iowa, form a rich industrial and trading area. Many important factories are located here. Population of the metropolitan area is estimated at 275,000 with effective buying income of \$536 million.

Television station in Illinois is WHBF-TV Rock Island, channel 4. Located at 231 18th St. in the Telco Building, WHBF-TV is owned by Rock Island Broadcasting Co., with Ben H. Potter president (with family owning 75%), Leslie C. Johnson vice president and general manager (25%). Ted Arnold is sales manager, and the station is represented nationally by Avery-Knodel.

WHBF-TV went on the air July 1, 1950, and telecasts with 100 kw power from a tower 998 feet above ground. It is a CBS-TV primary affiliate with some ABC-TV programs.

Bright Future

"The future is bright for the Quad Cities," says Mr. Johnson. "The population of this rich two-state metropolitan market on the Mississippi River is growing by leaps and bounds to near the 300,000 mark. Its fine waterways, truck, railroad and modern airlines facilities offer an ideal area for industrial location and expansion. It is the home of Deere & Co., with several large International Harvester Co. plants, a giant Alcoa plant, two Case Co. plants, American Machine & Metals, Montgomery Elevator, the Rock Island U. S. Arsenal, Service Rubber Co. and many others painting a prosperous diversified industrial picture. Experts of national standing predict that the Quad Cities one day will be a giant industrial gateway to the west. Television, along with radio, has kept pace with the Quad Cities' growth, serving the area with the programs of all networks and helping to build internally through a consistent and thorough job of public service. Electronic journalism by word and picture shall continue to be an ever more important factor in the Quad Cities' inevitable growth."

Springfield is the state capital, with

a depression-proof economy because of the large government payroll. The city is also the center of an important trading area, with many industries nearby. Population is estimated at 140,000 with buying income around \$275 million.

Television station in Springfield is WICS, channel 20, which has the same ownership as WCHU Champaign (above). It is owned by Transcontinental Properties (50%) and H. & E. Balaban Corp. (50%). Milton D. Friedland is general manager, Warren King local commercial manager, and Bill Rothman national sales manager. The station is represented nationally by Young Television.

WICS has 406 kw power and telecasts from a 999-foot tower. The station has pioneered uhf television in central Illinois, a station spokesman points out, adding that the area has developed into one of the best uhf regions in the U. S. "Channel 20 became the exclusive NBC-TV affiliate in central Illinois, including Champaign-Urbana, when in May 1959 it

IT'S NEW!

NOW EXCLUSIVE NBC

19 Counties in this rich
Central Illinois market!

WICS-WCHU

AUDIENCE DOMINATION

Mon.-Fri. 6 P.M. to Midnite
Tops in Quarter Hours*

EXCLUSIVE

**ONLY STATION
DELIVERING CITY GRADE "A"
COVERAGE**

of Champaign, Springfield
and Decatur Areas

COVERAGE

NOW 152,400 TV HOMES

for WICS-WCHU
Combination*

Availabilities: **YOUNG TV CORP.**

*ARB 5pld., Dec., Champ.—Oct., Nov. '59

started operation of WCHU, channel 33, an auxiliary station," says Mr. Friedland. "WICS-WCHU now offers NBC-TV in Springfield, Decatur and Champaign-Urbana, the key metropolitan centers of the area. This expanded operation and the continuous policy of strong news, public-service and community-interest programs, combined with the outstanding NBC-TV network programs, make this Balaban operation a dominant factor in central Illinois television."

Evansville is a manufacturing and trading center in the southern part of Indiana. There are some 56,000 productive farms within a 50-mile radius. Several important manufacturing plants are nearby.

The Evansville metropolitan area has a population of about 240,000, with effective buying income estimated at \$400 million.

Television stations in Evansville are WEHT, channel 50, WFIE-TV, channel 14, and WTVW, channel 7.

WEHT, Box 305, is owned by Edwin

G. Richter Jr., president and general manager (20.7%); Henry S. Hilberg, board chairman (17.24%); Ann R. Hilberg (17.24%); Mary Jane B. Clark (13.9%), and a number of smaller stockholders. The station went on the air Sept. 27, 1953, and telecasts with 44.55 kw power. It is a CBS-TV affiliate and is represented nationally by Young Tv. Besides Mr. Richter, executives include Ernest Felix, vice president, Howard Duncan, general sales manager, and William Hight, local sales manager.

"The Evansville market area is unique in that it is one of the few remaining market areas in the top 100 tv markets that is served by uhf television," Mr. Richter points out. "The market was exclusively uhf from the introduction of tv in 1953 and has been served by two uhf tv stations carrying NBC and CBS programming since that time. The uhf stations effectively serve an area with a radius of 50 miles in all directions, contiguous with the marketing area served by the Evansville community."

WFIE-TV, 1115 Mt. Auburn Road, went on the air Nov. 15, 1953, and was operated by Premier Theatres, Inc., until August 1956, when it was purchased by WAVE, Inc., of Louisville. The station became an NBC-TV affiliate. Going on the air as channel 62, the station was switched to channel 14 and power boosted to 200 kw. Complete local newsfilm coverage was added in 1957.

Nathan Lord is president, E. Berry Smith vice president and general manager, and Lee Browning sales manager. The company is represented nationally by Paul H. Raymer Co.

Ruhr of America

"The Evansville area has only good in its future," says Mr. Smith. "The community has suffered some hard industrial knocks but has rallied through a true 'bootstrap' effort in the past 18 months. Evansville will grow and grow well because of location. I firmly believe, as many have said, that the Ohio River Valley is becoming the Ruhr Valley of America. With industrial growth will come the growth of other industries serving the manufacturing interests. With any population

and production increase, television will naturally benefit. . . .

"In the expanding future television will continue to emphasize and promote those assets that make our area. After all, our own folks and their attitudes toward our community are the best salesmen Evansville can have."

WTVW, 405 Carpenter St., is owned by Evansville Television, Inc., with Ferris E. Traylor president (21%), Joseph E. O'Daniel vice president (21%), John W. Krueger treasurer (21%), John W. Spencer secretary (1.2%), Rex Schepp (22%), B. F. Shepp (4%), Mary Eaton Shepp (4%), Freeman Keyes (4.5%) and others. Richard F. Shively is general manager, and Al McKelfresh sales manager.

The station went on the air Aug. 21, 1956. It telecasts with 316 kw power and is an ABC-TV affiliate.

"The future of the Evansville-Tri-State area is extremely bright because of major navigational improvements on the Ohio River and the continuing trend of manufacturers to look in this direction," says Mr. Shively. "Television will improve its position as the number-one advertising medium and will continue to prosper."

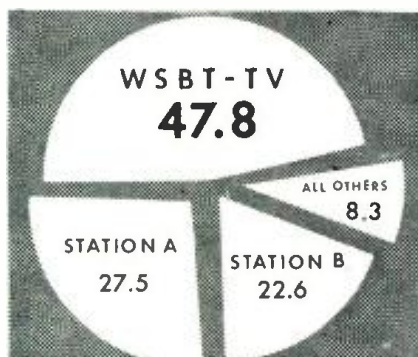
Fort Wayne, scene of many Indian-settler battles when the nation was forming, has grown steadily to become an important manufacturing and marketing center. Population of the Fort Wayne metropolitan area is estimated at 227,000 and buying income at \$453 million.

Television stations in Fort Wayne are WANE-TV, channel 15; WKJG-TV, channel 33, and WPTA, channel 21.

WANE-TV, 2915 West State Blvd., is owned by Corinthian Broadcasting Corp. The station went on the air Sept. 26, 1954, with the call letter WIN-T. During its first years it was a three-part operation with studios in Waterloo, transmitter in Auburn and offices in Fort Wayne. In 1956 the station was sold to Universal Broadcasting and the call letters changed to WANE-TV. In 1956 it was again sold to its present owner, Corinthian. A new home was built at its present location.

The station operates with 436 kw power. It is a CBS-TV affiliate. C. Wrede Petersmeyer is president, Reid

WSBT-TV... South Bend Indiana's Dominant Station



Sign-on to sign-off based on ¼ hr. homes reached by all stations (Nielsen, Nov., 1959).

Of the top 50 shows in the South Bend-Elkhart market, 35 are carried by WSBT-TV . . . 8 of the top 10 national shows; 15 of the leading 20 are carried by WSBT-TV! Popular local shows, too, achieving remarkably high ratings, add to WSBT-TV's dominance of the South Bend market. Here's a high income area covered effectively and economically by one station. Get all the details from your Raymer man.

WSBT-TV
SOUTH BEND, INDIANA · CHANNEL 22
ONE OF CBS' HIGHEST-RATED STATIONS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

G. Chapman vice president and general manager, Robert F. Bryan secretary-treasurer, and John Keenan director of sales. The station is represented nationally by H-R Television.

Doug Shull, promotion and public-relations manager, says: "The future of the Fort Wayne area and television's place in that future is one of steady and rapid growth. Fort Wayne's economy is a rare combination of light and heavy industry and progressive agriculture. Its economic balance does not depend heavily on any one industry or development. The city's location in the far northeastern corner of Indiana assures it of rapid and progressive growth. The sales media will parallel this growth. As the Fort Wayne market grows, so does WANE-TV. This is the primary reason for the WANE-TV slogan, "Good things grow together."

Steady Growth

WKJG-TV, 2633 West State Blvd., is owned by Truth Publishing Co. (60%), publishers of the *Elkhart Truth*; Walter R. Beardsley (25%), and Albert G. Wade II (15%). John F. Dille Jr. is president, Edward G. Thomas vice president and general manager, Paul C. Brines vice president, Hilliard Gates assistant manager, and Carleton B. Evans sales manager. The station went on the air Nov. 21, 1953, the first station in the area. It telecasts with 263 kw. An NBC-TV affiliate. WKJG-TV is represented by H-R Television.

Mr. Thomas is enthusiastic about prospects for the future. "The Fort Wayne area is expected to have a continued steady growth, and the excellent facilities of three television stations in the market will contribute a great deal to this active and aggressive area," he believes.

WPTA, Butler Road, is owned by Sarkes Tarzian and family. Mr. Tarzian is president, Ronald R. Ross general manager, and Richard D. Morgan sales manager. WPTA is a primary ABC-TV affiliate operating with 251 kw. It is represented nationally by Young Television.

"Fort Wayne is the center of a rich market of farms, industries and smaller cities," says Mr. Ross. "The

industrial climate is indeed excellent. The city enjoys diversified industry with a steady growth in business and industry. This would indicate a continued bright business future. In addition, the average income per capita is higher than many areas. Therefore I know that television will continue to be the dominant factor in influencing the buying power for continued good product distribution in this market."

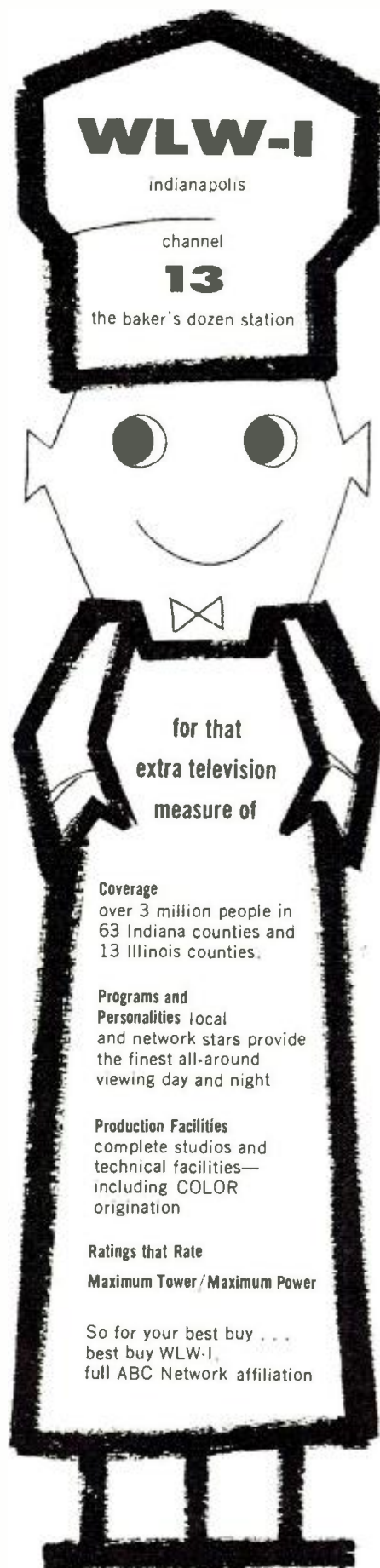
Indianapolis, largest city in the state and the state capital, is the natural trading center for a large area. Centrally located in a level area, the city has expanded naturally without being hampered in any direction by topography. Business activities include diversified manufacture, trade and agriculture. Population in the metropolitan area is estimated at 660,000, while effective buying power totals about \$1.4 billion.

Television stations in Indianapolis are WFBM-TV, channel 6; WISH-TV, channel 8; WLW-I, channel 13, and WTTV, channel 4.

WFBM-TV, 1330 North Meridian St., is owned by Twin State Broadcasting Co., a subsidiary of Time, Inc. The station went on the air May 30, 1949, telecasting as one of its first features the Indianapolis 500 mile race. It has pioneered in many other live originations. The station has pushed color aggressively, and Indianapolis now has more than 15,000 homes with color receivers.

Weston C. Pullen Jr. is president, Eldon Campbell vice president and general manager, Tom Carroll business manager, Don Menke station manager, and Hugh Kibbey sales manager. The station is an NBC-TV affiliate and is represented nationally by The Katz Agency. It telecasts with 100 kw from an antenna 1,019 feet above ground.

Commenting on mid-Indiana, Eldon Campbell says: "We see a great future for the broadcast media in fast-growing Indiana. Our industry is already benefiting from the St. Lawrence Seaway and its prospects for the future. This new access for industry can result only in general business growth, new jobs and new business activity for Indiana and the area we cover. Indianapolis' role as a whole-



one of the 6 dynamic WLW Stations

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

sale distribution center, not only for central Indiana, but for a large part of southern Illinois, Indiana and Ohio and portions of Kentucky make this city one of the key growth centers of the midwest. The increasing role of television in advertising budgets portends a bright future for tv in this market."

About color Mr. Campbell says: "Indiana residents have taken to color television in an almost unbelievable manner. One evidence of this fact is the winning of a national first sales award by the local RCA Victor tv sales manager in 1959. We have shown our belief in the future of color by investing substantial amounts in additional color equipment."

WISH-TV, 1440 North Meridian St., is owned by J. W. Whitney & Co. and is one of the Corinthian stations. The station went on the air June 26, 1954, and telecasts with 316 kw power from an antenna 997 feet above ground.

C. Wrede Petersmeyer is president,

Robert B. McConnell vice president and general manager, and Joseph E. Lake commercial manager. The station is represented nationally by the Bolling Co. It is a CBS-TV affiliate.

WLW-1, 1401 North Meridian St., is

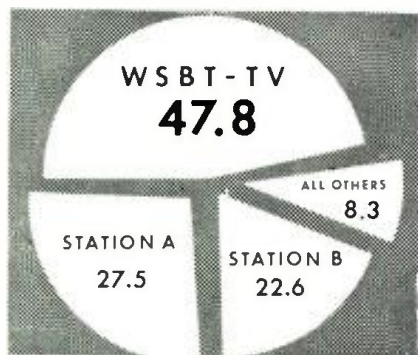
owned by Crosley Broadcasting Co. The station went on the air Oct. 30, 1957. It telecasts with 316 kw power from an antenna 1,025 feet above ground. Jan. 30, 1959 the station moved into new multi-million-dollar

INDIANA

Counties	Population	—Effective Buying Income—			Total Retail Sales (\$300)	Food (\$500)	Auto-motive (\$500)	Drugs (\$500)
		Net Dollars (\$000)	Per Capita	Per Family				
Adams	23.6	36,695	1,555	5,396	21,194	5,021	3,694	425
Allen	227.7	453,192	1,990	6,419	283,014	50,910	54,182	9,100
Bartholomew	46.1	71,524	1,551	5,109	51,817	14,781	9,149	1,189
Benton	11.0	19,465	1,770	6,083	14,151	3,077	2,859	221
Blackford	14.4	23,068	1,602	5,243	14,515	3,313	3,922	530
Boone	27.8	49,988	1,798	5,554	25,289	5,212	4,143	971
Brown	6.5	7,168	1,149	4,393	2,616	839	265	87
Carroll	16.8	28,362	1,688	5,351	20,158	4,628	4,264	385
Cass	41.0	65,821	1,605	5,395	43,244	9,405	7,343	1,355
Clark	60.5	87,569	1,447	4,920	57,767	20,045	9,397	1,949
Clay	25.0	39,717	1,589	4,844	22,783	6,593	5,152	650
Clinton	32.3	55,564	1,720	5,292	33,115	7,709	5,334	911
Crawford	8.3	9,416	1,134	3,923	5,874	1,857	898	67
Daviess	27.6	38,560	1,397	4,702	21,487	5,172	3,542	575
Dearborn	28.6	44,801	1,566	5,333	22,772	7,031	3,985	775
Decatur	19.1	29,433	1,541	5,164	23,953	4,196	4,756	493
DeKalb	29.0	46,868	1,616	5,208	27,599	6,677	6,813	660
Delaware	109.9	198,922	1,810	5,799	119,821	30,010	21,731	4,025
Dubois	25.5	37,081	1,454	5,297	31,941	5,731	6,473	668
Elkhart	99.6	191,026	1,918	6,123	129,664	30,139	26,881	3,127
Fayette	26.5	45,601	1,721	5,846	25,162	6,683	4,597	847
Floyd	52.3	84,452	1,615	5,181	55,685	14,473	10,873	1,512
Fountain	18.4	28,881	1,570	4,735	22,212	5,234	6,153	482
Franklin	17.6	21,435	1,218	4,660	9,997	2,240	1,593	200
Fulton	16.0	25,891	1,618	5,077	18,412	3,589	3,004	511
Gibson	32.8	49,033	1,495	4,760	29,099	7,244	5,499	573
Grant	75.6	119,329	1,578	5,166	71,662	17,824	12,768	2,554
Greene	26.1	36,908	1,414	4,242	23,342	6,237	5,208	690
Hamilton	35.1	60,221	1,716	5,425	28,879	6,858	6,711	757
Hancock	26.2	42,835	1,635	5,099	27,156	6,143	5,370	807
Harrison	19.4	26,154	1,348	4,843	12,904	2,957	2,664	167
Hendrick	35.2	62,814	1,784	5,926	30,227	5,994	7,854	1,423
Henry	53.3	89,835	1,685	5,686	52,611	13,145	11,554	1,501
Howard	64.5	116,390	1,804	5,820	72,241	17,768	13,306	2,159
Huntington	34.8	56,593	1,626	5,098	36,376	8,501	7,475	1,029
Jackson	30.5	41,555	1,362	4,468	31,787	7,944	4,711	480
Jasper	18.5	29,071	1,571	5,485	22,782	5,002	3,717	375
Jay	23.2	37,064	1,598	5,009	22,226	5,401	4,602	493
Jefferson	24.7	32,996	1,336	4,852	32,580	7,910	6,224	1,191
Jennings	18.3	19,380	1,059	4,123	12,638	2,128	3,847	271
Johanson	39.0	66,142	1,696	5,558	35,643	9,171	8,082	1,197
Knox	43.2	66,856	1,548	4,952	42,371	10,146	7,552	1,264
Kosciusko	38.1	60,521	1,588	5,002	51,320	10,709	7,891	2,828
Lagrange	16.3	22,379	1,373	4,973	12,355	2,184	3,347	272
Lake	501.1	977,524	1,951	6,770	581,289	156,956	91,991	17,971
La Porte	90.7	150,972	1,665	5,592	109,480	29,054	17,980	3,555
Lawrence	37.0	53,369	1,442	4,723	38,368	11,466	6,357	990
Madison	122.6	220,271	1,797	5,707	136,985	34,435	26,305	5,393
Marion	659.6	1,388,625	2,105	6,660	947,671	192,331	180,285	46,635
Marshall	31.9	58,824	1,844	6,002	33,370	7,372	6,013	820
Martin	11.0	13,535	1,230	4,230	9,778	2,149	2,390	245
Miami	34.1	58,403	1,713	5,309	33,028	7,642	5,147	648
Monroe	57.8	100,219	1,734	6,593	56,325	14,476	11,627	2,080
Montgomery	31.9	55,909	1,734	5,428	41,739	8,563	8,461	1,166
Morgan	34.3	46,868	1,366	4,464	26,894	7,628	4,567	694
Newton	11.2	19,380	1,730	5,700	12,421	1,982	2,683	470
Noble	28.4	46,978	1,654	5,463	31,235	6,155	7,019	630
Ohio	4.2	5,968	1,421	5,425	2,401	871	360	205
Orange	17.1	21,780	1,274	4,271	14,626	3,993	3,222	510
Owen	10.9	14,160	1,299	4,165	8,453	2,296	1,929	285
Parke	15.0	21,477	1,432	4,570	11,391	3,312	2,143	263
Perry	18.2	22,480	1,235	4,323	16,977	4,894	5,486	419
Pike	14.3	19,580	1,369	4,351	10,293	2,591	3,576	146
Porter	54.0	93,810	1,737	6,092	47,833	11,587	10,040	1,544
Posey	19.7	27,441	1,393	4,731	14,331	3,935	3,336	421
Pulaski	13.2	21,685	1,643	5,707	15,659	2,819	3,033	402
Putnam	27.3	39,799	1,458	5,102	24,519	5,442	5,709	674
Randolph	29.4	47,466	1,614	4,996	27,363	5,808	4,879	714
Ripley	21.1	28,372	1,345	4,433	23,243	5,036	5,863	626
Rush	21.3	31,003	1,596	5,313	21,456	3,938	3,924	544
St. Joseph	242.8	518,929	2,137	7,187	287,247	66,494	51,672	9,594
Scott	15.4	19,795	1,285	4,212	13,552	3,348	2,723	418
Shelby	33.5	55,471	1,656	5,184	33,158	8,369	6,184	1,000
Spencer	15.5	20,722	1,337	4,710	10,872	2,386	2,618	317
Starke	19.8	29,095	1,469	4,931	21,423	4,142	5,017	261
Steuben	17.3	28,265	1,634	5,333	19,091	4,618	3,317	592
Sullivan	20.3	30,013	1,478	4,480	15,627	4,334	3,199	385
Switzerland	7.3	9,841	1,348	4,473	3,871	748	664	164
Tippecanoe	89.6	170,323	1,901	6,759	94,841	20,581	14,549	4,656
Tipton	17.9	27,523	1,538	5,193	12,123	2,708	2,428	424
Union	5.8	9,587	1,653	5,639	6,707	1,239	607	259
Vanderburgh	180.4	319,020	1,770	5,697	205,026	51,124	28,907	8,381
Vermillion	17.8	23,899	1,343	4,193	16,841	4,498	4,167	494
Vigo	106.0	190,112	1,794	5,495	124,713	27,077	22,833	4,563
Wabash	31.8	49,701	1,563	5,020	34,421	7,706	6,122	1,008
Warren	8.1	14,310	1,704	5,504	4,172	1,805	362	84
Warrick	24.8	34,155	1,389	4,594	13,835	4,129	3,193	385
Washington	18.0	23,291	1,294	4,395	13,119	3,793	3,352	250
Wayne	77.2	133,027	1,723	5,709	87,914	20,470	16,699	3,222
Wells	20.2	33,221	1,645	5,273	25,217	5,754	3,875	361
White	18.9	30,952	1,638	5,074	27,378	6,661	4,993	839
Whitley	20.7	32,610	1,573	4,867	19,922	4,467	3,881	492

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WSBT-TV... South Bend Indiana's Dominant Station



Sign-on to sign-off based on ¼ hr. times reached by all stations (Nielsen, Nov., 1959).

Of the top 50 shows in the South Bend-Elkhart market, 35 are carried by WSBT-TV... 8 of the top 10 national shows; 15 of the leading 20 are carried by WSBT-TV! Popular local shows, too, achieving remarkably high ratings, add to WSBT-TV's dominance of the South Bend market. Here's a high income area covered effectively and economically by one station. Get all the details from your Raymer man.



PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

studios. James D. Shouse is chairman of the board, Robert E. Dunville president, K. T. Murphy secretary-treasurer, J. T. Murphy vice president for television, H. P. Lasker vice president. sales, with John B. Babcock general manager, WLW-I, and Bob Lamb sales manager, WLW-I.

An ABC-TV basic, the station is represented nationally by Crosley Broadcasting. Bomar Lowrance in the south and Tracy Moore & Associates on the west coast.

"The Indiana market serviced by Indianapolis television leads national growth statistics in almost every category," says Mr. Babcock. "Nonetheless it was with some trepidation that WLW-I engaged in competition with three established Indianapolis vhf stations a little over two years ago. The Indiana audience responded to keen competition, however, as did advertisers. The Hoosier viewer is a go-getter himself, as is evidenced by the way Indiana has sought out and exploited industrial and agricultural advantages in a fast-changing economy. Indiana likes the new, the aggressive. The onrushing growth of the ABC television network, pioneering in color, new programming approaches—all have helped build Crosley Broadcasting's newest station and its audience. Pride in its position and confidence in its future characterize Indiana. Helped by a station sharing that outlook, it can't help become even a greater market."

WTTV, 3490 Bluff Road, Indianapolis, and East Hillside Drive in Bloomington, is owned by Sarkes Tarzian and family. The station first went on the air as channel 10, Bloomington, Nov. 11, 1949. In November 1957 the tower and transmitter were moved to Trafalgar, 20 miles south of Indianapolis, and the tower was increased to 1,222 feet. Studios were built in Indianapolis. The station today operates as an independent, emphasizing local sports and community events in its coverage. It telecasts with 41.55 kw power, with Robert G. Holben as general manager and Charles W. Thomas sales manager. It is represented by Young Television Corp.

"The rapidly expanding economy of the Indianapolis area is directly re-

flected in the volume of dollars spent in television advertising which has increased almost a million dollars in two short years," says Mr. Tarzian. "Businessmen locally are referring to 'The Golden Sixties.' We share their optimism."

Lafayette is an educational and manufacturing center, the home of Purdue University, and focal point of an important trading area. An estimated 90,000 persons live in the metropolitan area, and buying income is estimated at \$170 million.

Television station in Lafayette is WFAM-TV, channel 18, owned by the same group as WTTV Indianapolis. The station went on the air May 8, 1958, was off the air for some time and returned Nov. 15 as a CBS-TV affiliate. Executive personnel is the same as that of WTTV, with Robert G. Holben as general manager. The station is represented nationally by Young Television.

Muncie Growing

Muncie is a growing area with important factories, newest of which is a Westinghouse Electric transformer plant. Population of the Muncie metropolitan area is estimated at 110,000 and buying income at \$200 million.

Television station in Muncie is WLBC-TV, channel 49, State Road 35, South. It is owned by Tri-City Radio Corp., with Donald A. Burton president, treasurer and general manager (51%), W. F. Craig vice president and sales manager (46.5%), and John Craig local sales manager. Hal Holman Co. is national representative.

WLBC-TV Muncie went on the air April 29, 1953, and telecasts with 14.1 kw power. It presents programs from all three networks.

"Muncie is the second fastest growing area of the state of Indiana," Mr. Craig points out. "It's growth will be accelerated this year with the building of the new multi-million-dollar plant of Westinghouse Transformer Division, which will provide employment for an additional two thousand people. Its present well-diversified industries (Ball Bros., Chevrolet, Delco Remy, Warner Gear, etc.) are experi-

WLBC-TV MUNCIE

Middletown, U.S.A.

WLBC-TV MUNCIE

Crossroads of the Middle West

WLBC-TV MUNCIE

Cross-section of the nation

WLBC-TV MUNCIE

Test Market, U.S.A.

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

WLBC-TV Muncie, Indiana

Flexing Our UHF Muscles In Michiana

In the counties in proximity to South Bend, there never has been any question of complete UHF dominance. Rating reports continually give total "outside" South Bend viewing at only 2 to 6 rating points. In the fringe areas, we were told by N.C.S. #3 that there were some areas where UHF sets only accounted for a small segment of TV set sales.

In the last ten days, I've been in contact with two of the largest TV distributors in this area. Both cover ten to fifteen counties in Northern Indiana and Southern Michigan. I got the following comment on UHF set sales from Mr. Ray Jeffers, President of West Michigan Electric Company, the RCA distributor. "During the last two years, a close look at our total TV set sales indicates that we have been selling about 81.5% UHF or multi-channel sets and 18.5% VHF sets in our whole distributing area.

This was particularly happyfying to me. County by county set sales weren't available—just totals. Since West Michigan Electric covers several counties in its distribution area which do not fall into our own TV coverage area, and these several counties are heavy VHF users, they would naturally inflate the percentage of VHF sets that West Michigan sells. In our own coverage area then, the UHF sales should be even higher.

This was brought out in the next visit I had with the Westinghouse distributor, the McCaffery Company of South Bend. All the ten counties the McCaffery Company sells in are within our coverage area. Jim McCaffery, Sales Manager for the outlet, gave me this quote: "Our TV set sales are now running about 95% multi-channel to 5% VHF. Eighteen months ago, for instance, LaPorte County was virtually all VHF in set sales, and no dealer wanted any part of selling multi-channel receivers. Now the situation is completely reversed, and VHF has become almost a non-entity."

Radio Equipment Company is the Philco TV distributor in the South Bend-Elkhart area. The company covers 23 counties in Indiana, 10 in Ohio and 10 in Michigan, and, to our knowledge, sells more TV sets than any distributor in the area. We got this quote from Bud Sunderlin, Vice President—"In the area you cover we sell 90% UHF sets. LaPorte County, which was formerly almost all VHF, is now almost totally a UHF viewing area, as indicated by set sales for the past two years."

Since South Bend-Elkhart is the only UHF market in Northern Indiana and Southern Michigan, I could listen to comments like these all day. They give credence to the UHF coverage story that we have been telling all along. In the Southern Michigan-Northern Indiana area, UHF has created an island market—a mighty big island, at that.

Bring on N.C.S. #4. The sooner, the better.

Tom Hamilton

WNDU-TV

South Bend, Indiana

Represented by Venard, Rintoul and McConnell

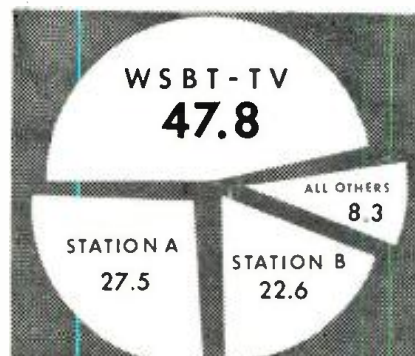
encing excellent business and peak employment. An active Metropolitan Redevelopment Committee is bringing about many outstanding changes in Muncie proper. Metropolitan Muncie will have a population of 130,000 by 1965. We intend to keep pace with this outstanding community growth and to continue to operate WLBC-TV to aid that growth and serve in the public interest."

The South Bend and Elkhart areas, two adjoining metropolitan areas, are ideally located in a great inland industrial area. Included are a number of important diversified industries. Population of the South Bend metropolitan area is estimated at 243,000, while that for Elkhart is nearly 100,000. Effective buying income of the two totals \$710 million.

Television stations include WNDU-TV, channel 16; WSBT-TV, channel 22, and WSJV-TV, channel 28.

WNDU-TV, Box 989, is owned by Michiana Telecasting Corp., which

WSBT-TV... South Bend Indiana's Dominant Station



Sign-on to sign-off based on ¼ hr. homes reached by all stations (Nielsen, Nov., 1959).

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WSBT-TV

SOUTH BEND, INDIANA • CHANNEL 22
ONE OF CBS' HIGHEST-RATED STATIONS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

belongs to the University of Notre Dame. The station was the result of the decision of University planners who felt that a commercial station would serve as a better training ground for students than would an educational station. The college administrators put the station on the air July 15, 1955, as the NBC-TV outlet for the market.

The station telecasts with 282 kw power. Rev. Theodore M. Hesburgh, C.S.C., is president, Rev. Edmund P. Joyce, C.S.C., is secretary-treasurer, William Thomas Hamilton is general manager, and the station is represented nationally by Venard, Rintoul & McConnell.

"In the past decade South Bend has become a high-quality market," says Mr. Hamilton. "It has maintained continually a top position in per-capita and per-household income. This position ought to be enhanced and enlarged with the population growth, the general prosperity of the nation as a whole and the terrific industrial diversification currently taking place in the northern Indiana-southern Michigan area. In South Bend alone, 40 new industries have been added in the last few years, and we now have industrial plants in 18 of the Government's 19 standard industrial classifications.

"South Bend-Elkhart is in the middle of the inter-urbia belt stretching from New York through Buffalo, Cleveland, Detroit and Chicago. South Bend's key role in this expanding inter-urbia is pointed up by its being in a direct transportation line between the proposed Indiana lake port and all points south and southeast.

"We feel that WNDU-TV is offering a higher quality and more locally identifiable schedule of programming in the South Bend market area. Our efforts will be increased in developing new forms of local programming in keeping with our desire to bring the very best in television to all of our viewers."

WSBT-TV, 300 W. Jefferson Blvd., is owned by the *South Bend Tribune*. Neal B. Welch is manager, Will R. Darch is commercial manager. The station is represented nationally by Paul H. Rayner Co.

WSBT-TV went on the air Dec. 21, 1952, on channel 34. It was the first

uhf station on the air. Late in 1957 the station moved to channel 22. It is a CBS-TV affiliate and prides itself on high-rated local programming as well.

"In the South Bend market area there's no delay or waiting," a station spokesman points out. "Expansion is the order of the day. National and local chains are building shopping centers, department stores, supermarkets and luxury motels to accommodate the growth and booming sales in this \$1.6-million market.

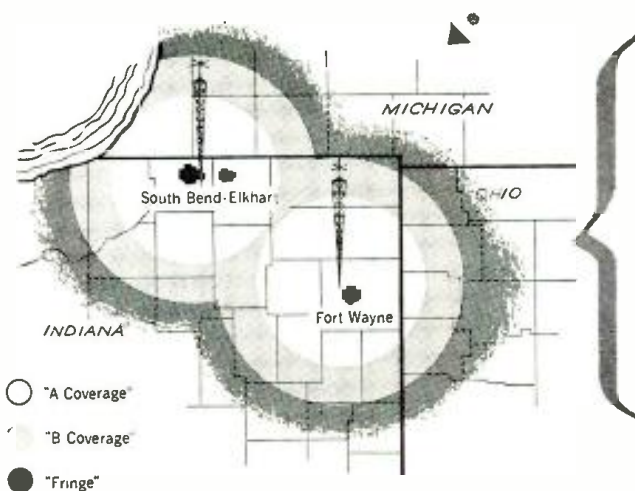
"South Bend is in the midst of a vigorous growth cycle. Rising per-household incomes (15th nationally) have attracted new capital investment. Industry, too, continues to come into South Bend, thereby adding more stability to this industrially diversified market area. Last year nearly \$70 million was spent for food in the metropolitan area alone."

WSJV-TV, with offices in the National Bank Building, South Bend, and Oakland Avenue Road in Elkhart, is

Cover Indiana's **2** growth markets
with **1** money-saving combination buy!

Advertisers anxious to "knock 'em dead" in Indiana have found a potent one-two punch in Fort Wayne and South Bend - Elkhart. These two major markets merge into a growing interurbia — now embracing more than 1.6 million people, with an Effective Buying Income of nearly \$3 billion!

A single, two-station TV buy blankets this market—at a 10% savings! This special, budget-stretching combination rate has the effect of delivering a town the size of New Haven, Connecticut *free!* You don't pay a cent for 168,000 people—34,000 TV homes. Call Branham for all the facts!



HERE ARE TELEVISION MAGAZINE'S RATE-OF-GROWTH FIGURES FOR THESE RICH, ADJACENT MARKETS!

	Households	Population
SOUTH BEND-ELKHART.....	42nd	47th
FORT WAYNE.....	89th	82nd

Call your **BRANHAM COMPANY** man today!

WKJG-TV

FORT WAYNE **33** NBC

WSJV-TV

SOUTH BEND-ELKHART **28** ABC

owned by Truth Publishing Co., with John F. Dille Jr. president (35.5%), Carl Greenleaf (15.5%) and Walter R. Beardsley (19%), Paul C. Brines is vice president and general manager, Edwin J. Lasko assistant manager and program director, Vince Doyle national sales director, and Don Fuller local and regional sales director.

The station went on the air March 15, 1954, on channel 52. In 1958 the station moved to channel 28 and erected a new tower near the other two in the market to form a uhf antenna farm. WSJV-TV telecasts with 231 kw power and is an ABC-TV affiliate. It is represented nationally by H-R Television.

Mr. Brines is enthusiastic about the coverage which uhf gives the market. After all three stations had moved to the present low uhf channels, "the lower channels and the new antenna farm made viewing much easier and less expensive because a single bow-tie antenna or, in most cases, an inside bow-tie antenna would receive all three stations perfectly," he points out. "It was no longer necessary to

erect tall towers on one's house to get uhf reception or to try for fringe vhf reception." He also credits the upsurge in uhf viewing to "the improvement in the quality of local programs such as Notre Dame football live on WNDU-TV and the many fine local live programs on WSJV-TV and WSBT-TV. Also the improved quality of network programs between 1955 and 1959."

Mr. Brines also points out that "the proof of the increasing numbers of loyal uhf viewers is to be found in an analysis of the ARB and Nielsen surveys that have been made in southern Michigan and northern Indiana since 1952. At the outset the 'others' column of the surveys was quite high, indicating that many viewers were watching the fringe vhf signals. The most recent survey made by Nielsen indicates that from 9 a.m. to 6 p.m. the viewers making up this column are not registered because their number is below minimum reporting standards. According to this survey (Nov. 2-29,

1959), only five per cent of the total audience watches the vhf fringe stations in these hours, and only six per cent watches between 9 p.m. and sign-off. These figures prove that the 200,000 television-home market of northern Indiana and southern Michigan has been solidified into an important uhf television area."

Terre Haute has long been known as an important industrial center with a stable economy which may be credited in large part to the wide diversification of its industries. Population in the metropolitan area is about 107,000, while buying power is estimated at about \$200 million.

Television station in Terre Haute is WTHI-TV, channel 10, at 918 Ohio St. The station is owned by Anton Hulman Jr., president (81.65%); J. R. Cloutier, vice president and treasurer (13.35%), and Henry P. Smith (5%). Joseph M. Higgins is general manager, George A. Foulkes general sales manager, and Louis Froeb assist-

Indiana Agencies with Tv Accounts

Elkhart

Ash Adv., 226 W. High St.
Juhl Adv., 529 S. 2nd St.

Evansville

Adkins Adv., 2219 S. Kentucky Ave.
Ball Adv., 223 Court St.
Feldman Adv., 101 S.E. Third St.
Hathaway & Assoc., Rookery Bldg.
Franklin E. Katterjohn & Co., 323 Vine St.
Keller Crescent Co., 24 S.E. Riverside Dr.
R. Malcolm & Assoc., Rookery Bldg.
Racener Adv., 35 S.E. 7th St.
Ruben Adv., 1041 S. Burkhardt Rd.
Herbert W. Simpson, 214 Sycamore St.

Fort Wayne

Bonsib, Inc., 927 S. Harrison St.
Chamberlin-Junk Adv., 5333 Coldwater Rd.
Dodane Adv., 103 E. Main St.
Engineering Writers, 2224 St. Joe Blvd.
Hadley House, 1660 St. Joe Blvd.
Lee Co., Illinois Rd.
Willis S. Martin Co., 535 W. Wayne St.
O'Toole Adv., 211 East Superior St.
Ross Adv., 252 Farmers Trust Bldg.
Ray Staley Adv., 727 E. Washington Center Rd.
Clem J. Steigmeyer Adv., 259 Central Bldg.
Suedhoff Adv., 921 Gettle Bldg.
Superior Adv., Inc., Fort Wayne Bank Bldg.
Donald L. Tipton Adv., 3824 S. Calhoun St.
Louis E. Wade Adv., 821 Webster St.
Waldschmidt & Krick Adv., 106 W. Wildwood.

Indianapolis

Advertising Assoc., 120 S. Delaware.
W. S. Akin Adv., 909 Merchants Bank Bldg.
Assoc. Lumber Dealers Adv., 317 Board of Trade Bldg.
Associated Studios, 407 N. Pennsylvania.
Earl Beam Adv., 410 State Life Bldg.
Bean Adv., 136 N. Delaware.
John H. Berling Assn., 731 Lemcke Bldg.
Bozell & Jacobs, 1803 N. Meridian St.
Jim Bradford & Assoc., 303 Knights of Pythias Bldg.
Harry W. Britan & Assoc., 1454 N. New Jersey.
Brown & Pratt, 130 E. Washington.
Budwin & Co., 1240 N. Delaware.
Bull Adv., 130 E. Washington St.
Caldwell, Larkin & Sidener-Van Riper, 1100 Merchants Bank Bldg.
Carlson & Co., 111 Monument Circle.
Central Adv., 817 Board of Trade Bldg.
Colonial Arts, 306 Fountain Square Bldg.
Community Service Promotion, 215 N. Senate.
Curtiss, Quinlan, Keene & Peck, 1134 N. Pennsylvania.

Mark Gross & Assoc., 523 Board of Trade Bldg.

Drennan W. Hart, 816 Illinois Bldg.
Bill Henke Adv., 808 S. East St.
Jack A. Hunter, 3103½ N. Meridian.
Tevie Jacobs, 206 Goodman Bldg.
Harry S. Joseph, 300 Kahn Bldg.
Keeling & Co., 1028 Chamber of Commerce Bldg.
Kettery-Eagen Assoc., 3760 N. Sherman Dr.
Kiley & Nicholas Adv., 3445 Central Ave.
LaGrange & Garrison, 30 E. Georgia.
Lahr Adv., 915 N. Pennsylvania St.
Paul Lennon Adv., 1327 N. Pennsylvania St.
W. T. McVeigh Co., 631 Knights of Pythias Bldg.

Merkle-Randall & Assoc., 725 E. 65th St.
R. N. Miller Co., 522 Board of Trade Bldg.
O'Ryan & Batchelder, 424 Board of Trade Bldg.

Poorman Butler & Assoc., 1433 N. Meridian St.

Ralph B. Roberts, 1803 N. Meridian St.
H. L. Ross Adv., 614 N. Delaware St.
Ruben Adv., 3209 N. Meridian St.
G. A. Saas & Co., 408 Guaranty Bldg.
Simon Adv., 9301 N. Delaware.
Steve Smith Adv., 422 Ober Bldg.
L. T. Sogard & Co., 1126 Hume Mansur Bldg.

Stevens Adv., 317 Board of Trade Bldg.
Luke Walton Adv., 312 Board of Trade Bldg.

Merrill J. Woods Co., 207 Holiday Bldg.
Wyatt Adv., 108 E. Washington St.

Muncie

Applegate Adv., 100 Minnetrista Blvd.
Poorman Butler & Assoc., 112 E. Gilbert.
Robinson Adv., 612 S. Elm St.

South Bend

Burke Dowling Adams, Inc., Studebaker-Packard Administration Bldg.
D'Arcy Adv., 635 S. Main St.
Lincoln J. Carter Adv., 406 Tower Bldg.
Paul Fergus Adv., 120 Franklin Pl.
Jones & Taylor, National Bank Bldg.
Lampont-Fox-Prell & Dolk, JMS Bldg.
MacDonald-Cook Co., Sherland Bldg.
J. G. Sullivan & Co., 808 Sherland Bldg.

Spencer

Wampler, Argyle Adv., 156 E. Franklin.

Terre Haute

Argee Agency, 3227 Wabash Ave.
Po-lyea Adv., 822½ Ohio St.

Warsaw

Tr-State Adv. Co., 1302 E. Center St.

A Part of Every
Community Project*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV

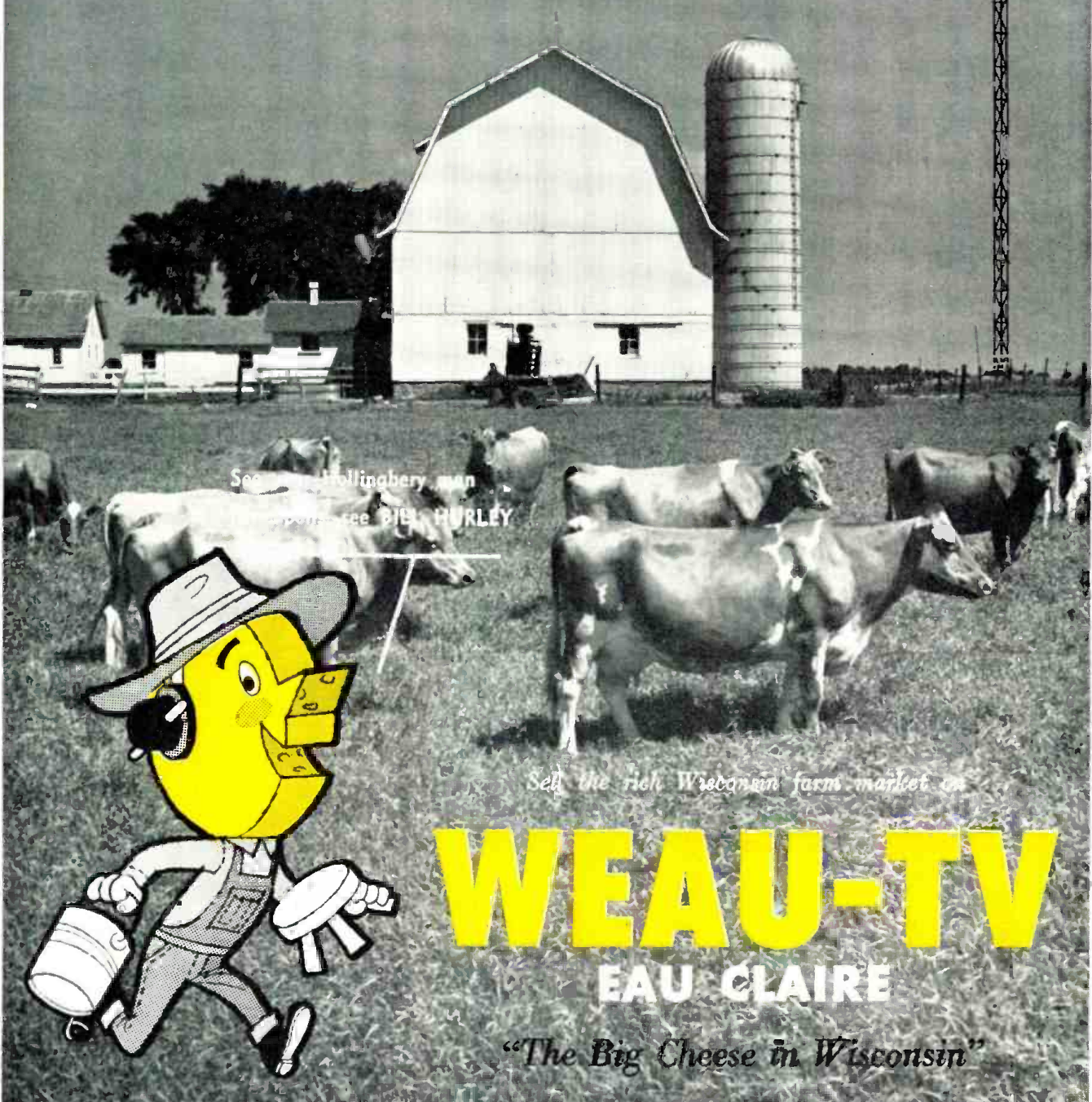
CHANNEL 10 CBS · ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.

WEAU-TV sells to one of the richest farm areas
 in the country . . . where more than 2 million cows
 create a constant demand for drugs, machinery,
 equipment, buildings and farmers to keep
 Wisconsin's largest industry growing.



See Hollingbery man
 sponsor see BIL HURLEY

Sell the rich Wisconsin farm market on

WEAU-TV

EAU CLAIRE

"The Big Cheese in Wisconsin"

ant sales manager. The station is affiliated with CBS-TV and ABC-TV networks and is represented nationally by the Bolling Co. It telecasts with 316 kw power.

"More local advertisers will be using WTHI-TV in 1960 than ever before," says Mr. Foulkes. "Our national spot billing should remain constant or increase in the face of shorter market lists, only through aggressive solicitation on the part of the station. Television in this area is rapidly becoming first in the minds of the public for news and dissemination of local information. All in all, 1960 will be a banner year for the station."

Eau Claire, Wisc., a thriving trade center on the Chippewa River, is located in the west-central part of the state. Its population is estimated at 107,000 and buying power at \$162 million.

Television station in Eau Claire is WEAU-TV, channel 13. The station is owned by Central Broadcasting Co., with Elizabeth B. Murphy (40%), Eau Claire Press Co. (24 2/3%), W. C. Bridges, president (18 2/3%), Morgan Murphy, secretary-treasurer (14 1/3%), and others. The station went on the air Dec. 17, 1953. Lee Howard is general manager, and Wayne McNulty assistant manager. The station telecasts with 310 kw power from a 958-foot antenna. Located at 2415 South Hastings Way, the station carries programs from all three networks. It is represented by George P. Hollingbery Co.

Green Bay on Lake Michigan is a fast-growing farming, industrial and shipping center. Its port facilities are expected to expand greatly with the impetus of the newly opened St. Lawrence Seaway. Population of the Green Bay metropolitan area is around 120,000, with buying income estimated at nearly \$200 million.

The market is generally considered to include Marinette, a growing industrial market just north of Green Bay. Population of Marinette County is about 38,000, and effective buying income is estimated at about \$50 million.

Television stations serving Green Bay and Marinette include WBAY-TV, channel 2; WFRV, channel 5, and

WLUK-TV, channel 11.

WBAY-TV, 115 South Jefferson, is owned by the Norbertine Fathers, who also operate St. Norbert College. Rev. S. M. Killeen is president. Haydn R. Evans is general manager of the station, with Earl Huth national sales manager, and Bob Parker sales promotion and merchandising director. The station operates with 100 kw power and is a CBS-TV affiliate. It is represented nationally by the Katz Agency.

WBAY-TV executives describe their market as "The Land of Milk and Money," pointing out that the area includes over a million people with

some 58 per cent urban and 42 per cent rural.

Mr. Evans is enthusiastic about the future of television in the area, points out that "while Wisconsin as a whole is experiencing normal growth, the greater Green Bay area has jumped far ahead of average since the St. Lawrence Seaway became a reality."

WFRV, Mason and Roosevelt Sts., is owned by Valley Telecasting Co., with a voting trust controlling 53.857 per cent. Soren H. Munkhof is executive vice president and general manager, Jack Gennaro station manager, and Roger L. Micheln local sales manager. The station is an NBC-TV affiliate and

WISCONSIN

Counties	Population	—Effective Buying Income—			Total Retail Sales (\$000)	Food (\$000)	Auto-motive (\$000)	Drugs (\$000)
		Net Dollars (\$000)	Per Capita	Per Family				
Adams	7.0	9,122	1,303	4,146	6,238	1,159	1,326	141
Ashland	19.3	24,157	1,252	4,474	20,367	5,147	4,118	607
Barron	35.2	45,507	1,293	4,418	38,061	5,979	6,632	925
Bayfield	11.0	12,684	1,153	3,844	7,333	1,835	707	235
Brown	118.2	190,992	1,616	5,913	153,121	40,023	21,919	3,667
Buffalo	13.2	15,568	1,179	4,208	10,859	1,722	2,579	268
Burnett	6.8	7,928	1,166	3,775	6,890	1,832	870	139
Calumet	17.7	24,791	1,401	5,059	14,520	2,354	2,414	319
Chippewa	46.7	59,126	1,266	4,768	54,919	10,437	10,059	1,460
Clark	31.6	39,941	1,264	4,488	22,039	3,817	2,930	579
Columbia	40.3	62,643	1,554	5,135	50,292	9,671	9,112	1,477
Crawford	15.5	19,011	1,227	4,526	13,795	3,695	1,425	162
Dane	214.1	417,677	1,951	6,904	269,151	59,294	42,431	11,488
Dodge	60.4	90,255	1,494	5,247	56,253	12,169	8,458	1,238
Door	20.4	27,870	1,366	4,569	29,967	6,774	5,029	610
Douglas	47.9	76,547	1,598	5,316	49,990	15,082	8,803	1,638
Dunn	25.5	33,369	1,309	4,700	28,636	3,914	4,695	607
Eau Claire	61.0	103,668	1,699	5,792	68,419	13,849	10,315	1,516
Florence	3.4	3,347	984	4,184	2,435	406	305	43
Fond du Lac	74.1	120,107	1,621	5,665	86,647	19,679	15,558	2,567
Forest	5.5	6,375	1,159	4,250	7,244	2,295	1,175	172
Grant	43.3	62,151	1,435	4,972	41,383	8,164	6,228	1,042
Green	24.5	45,139	1,842	6,100	41,299	6,907	7,668	885
Green Lake	16.2	23,005	1,420	4,793	20,046	4,382	3,715	387
Iowa	19.3	25,255	1,309	4,592	17,326	3,147	3,284	331
Iron	8.0	10,877	1,360	4,351	8,045	2,662	283	206
Jackson	13.9	16,610	1,195	4,051	14,614	2,891	2,977	257
Jefferson	55.5	85,303	1,537	5,266	62,000	14,051	11,239	1,495
Juneau	17.7	23,369	1,320	4,674	21,111	3,878	5,036	441
Kenosha	100.5	185,656	1,847	6,107	96,881	27,786	14,135	3,083
Kewaunee	18.7	23,022	1,231	4,698	14,224	2,671	2,394	304
LaCrosse	73.5	121,979	1,660	5,754	100,646	22,713	14,035	1,937
Lafayette	18.9	24,266	1,284	4,494	16,080	3,056	3,210	191
Langlade	21.9	29,274	1,337	4,799	20,128	5,498	2,754	380
Lincoln	23.0	29,816	1,296	4,450	24,410	6,440	4,747	698
Manitowoc	73.1	117,707	1,610	5,552	77,564	18,779	13,025	1,237
Marathon	90.1	127,160	1,411	5,148	81,356	18,593	13,868	1,661
Marinette	36.1	46,819	1,297	4,459	37,973	9,906	5,542	530
Marquette	8.4	10,805	1,286	4,502	8,914	2,136	1,254	166
Milwaukee	1,041.0	2,096,201	2,014	6,749	1,430,367	359,901	227,440	44,174
Monroe	33.0	40,073	1,214	4,608	32,431	7,872	3,995	816
Oconto	22.8	27,407	1,202	4,216	22,435	4,526	3,605	386
Oneida	22.1	29,839	1,350	4,454	32,261	9,079	5,045	926
Outagamie	94.4	151,465	1,605	5,781	120,715	27,556	19,768	3,073
Ozaukee	33.0	59,430	1,801	6,322	35,933	7,094	8,537	809
Pepin	9.1	11,171	1,228	4,468	9,614	1,793	2,053	288
Pierce	23.1	32,489	1,406	4,923	25,309	4,550	4,973	587
Polk	25.5	33,576	1,317	4,361	25,415	3,905	4,785	698
Portage	36.0	52,630	1,462	5,599	33,397	8,318	5,790	1,179
Price	10.2	13,144	1,289	4,381	15,000	3,849	3,425	387
Racine	132.1	258,277	1,953	6,539	159,042	42,049	24,589	5,335
Richland	19.3	24,793	1,285	4,768	20,688	4,212	3,887	450
Rock	117.1	216,599	1,850	6,084	136,299	29,755	23,152	3,647
Rusk	15.3	20,144	1,317	4,685	12,073	2,444	2,090	276
St. Croix	25.1	36,408	1,451	5,057	29,550	6,284	4,828	791
Sauk	39.0	57,064	1,463	5,006	45,327	10,261	8,100	999
Sawyer	9.9	11,687	1,181	3,896	10,180	2,911	1,696	281
Shawano	33.7	43,017	1,276	4,780	30,847	6,546	4,931	575
Sheboygan	93.1	159,574	1,714	5,679	98,757	24,005	13,381	2,379
Taylor	17.4	20,908	1,202	4,545	13,020	3,073	2,112	250
Trempealeau	26.5	30,646	1,156	4,141	23,325	4,310	3,460	445
Vernon	25.8	32,334	1,253	4,429	20,560	4,883	2,369	601
Vilas	7.9	8,959	1,134	3,895	14,640	4,315	2,036	274
Walworth	51.1	83,161	1,627	5,297	72,274	16,323	14,715	1,906
Washington	11.5	13,932	1,211	4,222	14,860	2,767	3,980	441
Waushara	42.0	66,761	1,590	5,563	45,638	11,122	5,629	765
Waukesha	136.0	237,113	1,743	6,191	126,384	32,857	25,293	3,829
Waupaca	38.5	52,406	1,361	4,679	37,011	7,746	6,677	887
Waushara	12.4	14,102	1,137	3,811	16,539	2,787	4,363	294
Winnebago	104.2	174,089	1,671	5,852	121,157	29,777	15,478	3,058
Wood	57.2	83,999	1,469	5,316	66,060	15,466	11,487	1,943

The figures in the above table are reprinted with permission of Sales Management Magazine, the copyright owners, from the May 1959 Survey of Buying Power; further reproduction not licensed

is represented nationally by Headley-Reed Tv. It telecasts with 93.3 kw power from a 999-foot antenna.

WLUK-TV, Radio-TV Park, Marinette, has studios at Madison and Cherry Sts., Green Bay, as well. It is owned by M&M Broadcasting Co. with the Superior Evening Telegram (55%), Walter C. Bridges (10%), Norman M. Postles (10%), Charles Goldberg (7.5%), John Stang (7.5%) and Joseph D. Mackin, general manager (10%). John Borgen is Green Bay manager.

The station went on the air Aug. 9, 1954, and telecasts with 316 kw power from an antenna 958 feet above ground. It is represented nationally by George P. Hollingbery Co. and is the ABC-TV affiliate for the area.

La Crosse is a center of diversified industry on the Minnesota line. Population is estimated at 75,000 with buying income of \$122 million.

Television station in La Crosse is WKBT, channel 8, 141 South Sixth St. It is owned by *LaCrosse Tribune* (27.5%), Howard Dahl, president and general manager (21%), Kenneth Dahl (9.6%), Catherine Dahl Wood and Dorothy Dahl Martineau (9.2% each), W. T. Burgess (10%) and a number of smaller stockholders. The station went on the air Aug. 1, 1954, and telecasts with 250 kw power. It carries programs from all three networks. Robert Z. Morrison is sales manager, and the station is represented nationally by H-R Tele-

vision and regionally by Harry S. Hyett Co.

Mr. Morrison says: "To the hard-working, home-loving people of our area, television is and will continue to be the first source of entertainment, news and general information."

Madison, capital of Wisconsin, is a diversified market in the center of a rich farm area, the home of the University of Wisconsin and the location of a number of important industries. Population of Madison is estimated at 215,000, with buying power estimated at \$120 million.

There are three television stations: WISC-TV, channel 3; WKOW-TV, channel 27, and WMTV, channel 33.

WISC-TV, 4301 West Beltline Highway, is owned by Radio Wisconsin, Evening Telegraph Co. (34.8%); Ralph M. Immell, president (20%); Russell A. Nelson, vice president (7.5%); H. Kenneth Harley, treasurer (7.5%); Morgan Murphy (15.2%), and George H. Johnson (7.5%). The station went on the air June 24, 1956. It telecasts with 56.2 kw power from a 1,200-foot tower. Ralph O'Connor is general manager, Richard S. Nickeson sales manager, and the station is represented nationally by Peters, Griffin, Woodward. It is a CBS-TV affiliate.

"Economists early determined that so far as television is concerned, southern Wisconsin and northern Illinois are a contiguous merchandising market," says Mr. O'Connor.

"This is now true, inasmuch as WISC-TV carries 25 of the 38 night time CBS-TV programs exclusively for viewers in the Madison, Wisconsin and Rockford, Illinois areas."

WKOW-TV, 215 West Washington Ave., is owned by Stewart Watson, president (12%); E. B. Rundell, vice president (3.7%); George W. Icke, vice president (3%); E. C. Severson, treasurer (11%); B. W. Huiskamp, secretary (3%); Otto Sanders, assistant treasurer (6.1%), and Ben F. Hovel, general manager (3%).

The station went on the air July 8, 1953, and telecasts with 200 kw power. It is affiliated with ABC-TV and is represented nationally by Headley-Reed Co.

"Madison is Wisconsin's fastest-growing area," Mr. Hovel points out.


"All-channel receiver television service will also expand with the market. And, because Madison was an exclusive uhf market for more than three years, over 90 per cent of the tv homes in this area are uhf-vhf receivers. Thus, all three Madison television stations have equal opportunities to serve this trade zone."

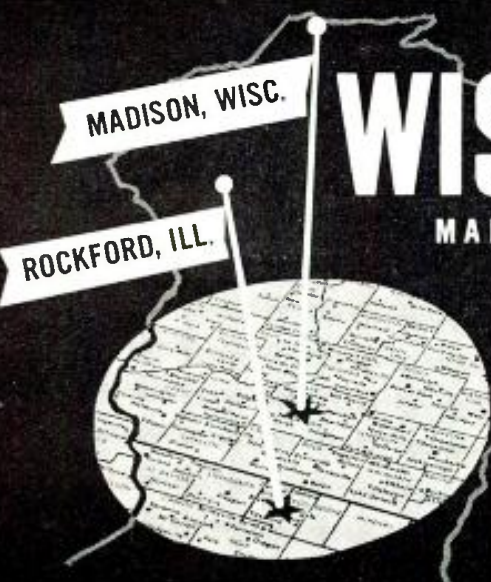
WMTV, West Beltline Highway, is owned by Forward Television, with Lee Radio, Mason City (51%), and Lee Broadcasting, Quincy (49%). Herbert R. Ohrt is president, Walter J. Rothschild vice president and national sales manager, Merritt Milligan general manager, Donald G. Harrer assistant manager and operation di-

**Check these
COVERAGE FACTS**

TV Homes in Area	408,540
Total Household	460,000
Total Population	1,565,100
Total Retail Sales	1,864,047,000
County Coverage	32 (Wisc., Ill., Iowa)
Maximum POWER	at "Tower Height"
Maximum TOWER	1200 Ft. A.A.T.
Antenna Height	2,226 Ft. A.S.L.

**It's TWO with ONE,
for primary CBS!**







WISC-TV

MADISON, WISC.

CHANNEL



Represented nationally by
Peters, Griffin, Woodward



rector. The station is affiliated with NBC-TV and is represented nationally by the Branham Co.

It went on the air July 19, 1953, and telecasts with 209 kw power. "The Madison market is one that is continuing to expand very rapidly," says Mr. Ohrt. "It offers a very sound future based upon the stable four-way economy of education with the University of Wisconsin, state government, a progressive industrial expansion plan and a constantly expanding retail and wholesale economy."

Milwaukee is a manufacturing, farming and wholesale trading center. Known as the "Brewing Capital of the World," its largest industry, nevertheless, is the manufacturing of equipment for generating, distributing and transmitting electric power.

Population of the Milwaukee metropolitan area is estimated at 1,177,000, while its estimated buying power is around \$2,333 million.

There are four television stations in Milwaukee: WISN-TV, channel 12; WITI-TV, channel 6; WTMJ-TV, channel 4, and WXIX, channel 18.

WISN-TV, 759 North 19th St., is owned by the Hearst Corp. D. L. Provost is vice president, William C. Goodnow is general manager, Joseph Sergio business manager, and Richard Foerster general sales manager. The station is represented by Edward Petry & Co.

WISN-TV went on the air Oct. 26, 1954. It telecasts with 316 kw power from an antenna 1,105 feet above ground. It is an ABC-TV affiliate.

WITI-TV, 5445 North 27th St., is owned by Storer Broadcasting Co. The station went on the air May 21, 1956. It telecasts with 100 kw from an antenna 1,046 feet above ground. Joe Evans is managing director, Buzz Hassett general sales manager, and Lee Dolnick local sales manager. The station is a CBS-TV affiliate and is represented nationally by Blair Television Associates.

Mr. Hassett is enthusiastic about the market. "The growing Milwaukee market is on the verge of substantial expansion hastened by the opening of the St. Lawrence Seaway," he points out. "The Milwaukee television market is pacing the growth of the area."

WTMJ-TV, 720 East Capitol Drive, is owned by the Journal Co., publishers of the *Milwaukee Journal*. The station was the 10th independently owned station in the U. S. and the first in Wisconsin, going on the air Dec. 3, 1947. It telecasts with 100 kw from a 1,035 foot tower. Its pioneer broadcasting executive, Walter J. Damm, retired in September 1958 and was succeeded by George Comte as vice president and general manager. Robert J. Heiss is manager, William T. Klumb national sales manager, and William Tulloch local sales manager. An NBC-TV affiliate, the station has pioneered in live color. It is represented by Harrington, Righter & Parsons.

Industrial Diversification

Mr. Comte says: "Milwaukee has had a greater diversification of industry than almost any other major market. The resulting economic stability of the Milwaukee area has been augmented by the year-round milk checks received by the farmers in 'America's Dairyland.' These two guaranties of steady income, plus the rapid population growth of southeastern Wisconsin, centered in the Milwaukee metropolitan district, promise an even greater prosperity than in the past. Milwaukee television has served this area since 1947 and has served it well. The high percentage of tv homes find their program wants completely filled by Milwaukee stations. Tv is indeed the 'buy' word of the market and in my opinion will be even more important in the future in determining how the increasing volume of consumer dollars will be spent."

WXIX, Hotel Schroeder, is owned by Gene Posner (51%) and Bernard Harold Samson (49%). It was acquired from CBS-TV on March 24, 1959, after the network had operated the station for three years, and was reopened July 20, 1959, with 250 kw power. Operating as an independent, WXIX gears itself to local audiences and local sales and is proud of its record of successful operation against vhf network competition.

Gene Posner is president and general manager of the station, Lawrence Turet executive vice president and station manager, and Lew Breyer vice

president and sales manager. The station is represented nationally by Gill-Perna.

"The Milwaukee area has always had one of the highest per-capita income ratings in the country and after living here for a while, one can readily understand the reason for the traditional prosperity," says Mr. Turet. "A rich farm, livestock and dairyland, well balanced with heavy industrial equipment manufacture, skilled labor and the tremendous potential of the St. Lawrence Seaway, coupled with as fine a natural harbor as this country boasts, are among its assets. Television? Well, I can't think of another area in the country in which television has played—and will play—a more important part."

Wausau, in the center of an important agricultural area, draws trade from an estimated 24 Wisconsin counties. Population is estimated at over 90,000 and effective buying income at about \$127 million.

Television station in Wausau is WSAU-TV, channel 7, located at 714 Fifth St. The station is owned by Wisconsin Valley Television Corp., with Charles Lemke (26.59%), *Wausau Record-Herald* (25.33%), *Wisconsin Rapids Tribune* (12.66%), *Marshfield News-Herald* (12.66%), *Rhineland News* (8.42%), *Merrill Herald* (8.42%) and several smaller stockholders.

The station went on the air Oct. 24, 1954, and operates with 316 kw power, telecasting programs from all three networks. Richard D. Dudley is general and commercial manager, and the station is represented nationally by the Meeker Co. and in Minneapolis by Harry Hyett.

Mr. Dudley sees a promising future for the area. "The prospects for the future of the Wausau market are indeed very bright," he says, adding "but of even greater significance is the future that our station will have within the market. It is the hope of WSAU-TV to increase its services to the public and advertisers alike. The former can be better served by more qualitative programming, the latter will be served by the increased ability and technical advancements made by WSAU-TV."

FIRST in the eyes of adult Milwaukee



WTMJ-TV is way out in front of all other Milwaukee stations in attracting adult viewers — the purchasing power in Milwaukee. And do you know there are 1,828,600 people in Greater Milwaukee? That retail sales average over \$45,500,000 weekly? These, and many more “do-you-knows” are included in WTMJ-TV’s new market-facts booklet. The coupon will send your free copy on its way. Mail it today!

Send for market-facts booklet on viewing habits & buying power of adult Milwaukee

William T. Klumb, National Sales Manager
WTMJ-TV Dept. T
Milwaukee, Wisconsin

Please send free booklet covering Milwaukee-TV market information.

NAME

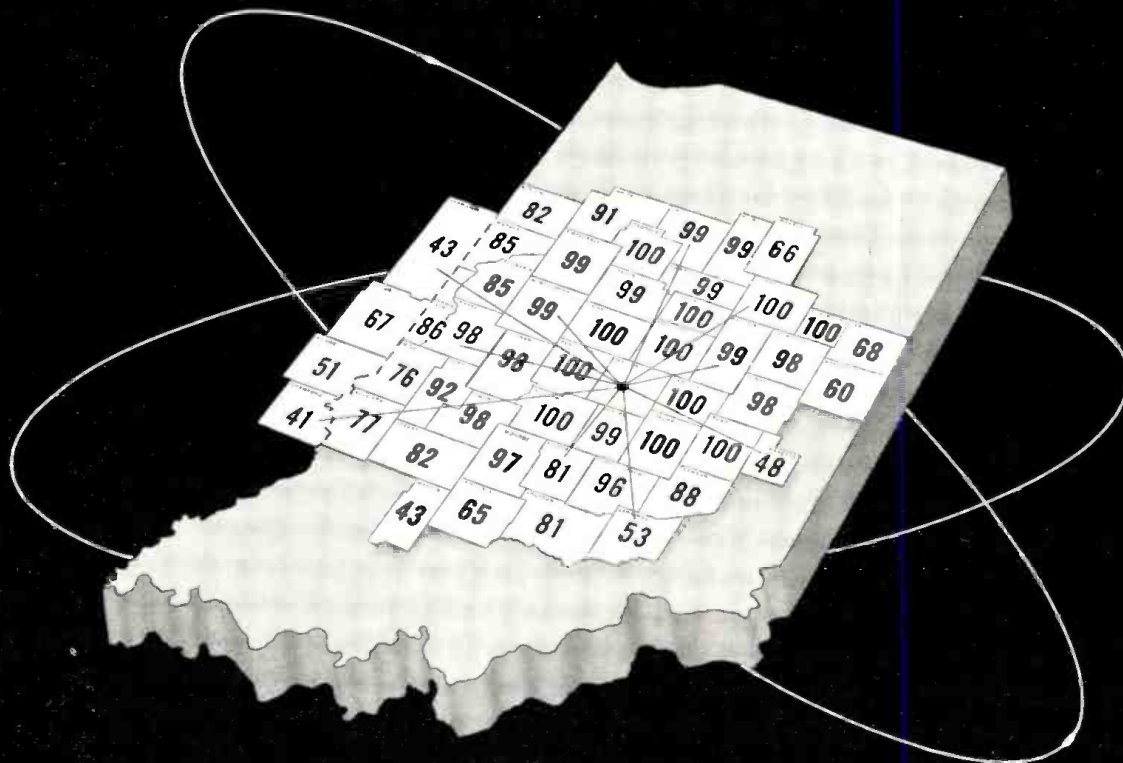
TITLE

ADDRESS

CITY ZONE STATE

Represented by:

HARRINGTON RIGHTER & PARSONS - New York, Chicago, San Francisco, Atlanta, Boston, Detroit



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

and consumer products. Gen. David Sarnoff, chairman and chief executive officer of the Radio Corp. of America, believes. "By 1965 their present \$6-billion volume should increase to \$8 billion, with their earnings' crest still ahead," he told the New York Society of Security Analysts recently.

Much of the increase will be spear-headed by color, in General Sarnoff's opinion. "Color promises a reservoir of new revenue for the whole broadcasting industry," he believes. "NBC, the initiator and the leader in color programming, expects by virtue of its color facilities in being, its trained technical corps, its accumulated color know-how, to dip generously into that reservoir."

Rise in Color Sales

Speaking of receivers, he pointed to the rise in sales of color sets. "Last year color receivers earned us a profit for the first time since their introduction in 1951, and we expect a profit increase this year," he said. "It is our present intent to double color-receiver production in 1960. As sales of color sets are increasing they are setting in motion the classic growth spiral: greater circulation is leading to greater advertising interest and more programming, which, in turn, will prompt even wider color circulation—until color tv becomes firmly and finally implanted as a basic program and advertising medium."

In pointing up the gains made by color, the speaker remarked: "We pioneered in producing tv color sets and color programs and are still pioneering against opposition that once was vociferous and now is dwindling to a whisper. Some of our competitors are now selling color sets under their own brand names, and I believe it will not be long before others will join the color procession."

The replacement market for television sets was cited as important. "The average television set traded in is about eleven years old," the general pointed out. "Forty per cent of tv receivers now in use are six years old. These replacement sales possibilities are supplemented by a growing sec-

ond-set market. Last year 5 per cent of the sets sold were to homes already possessing a television receiver."

The trend in the national economy was cited as an optimistic influence for the whole range of consumer products, with new homes calling for new television sets, phonographs, radios and other consumer goods. Builders are offering television sets, including "color mural sets built in the wall" as standard features in new homes.

Tv Can Be Wasted

"Television can be the most wasteful of media," said Dave Rand, vice president of Grey Advertising Agency, Inc., speaking at a recent meeting of toy manufacturers. "On the other hand," *Playthings* magazine quotes Mr. Rand as saying, "it is by far the most dramatic and powerful medium available to the toy industry—and the

Spot Leaders

Six of the television stations which reportedly carry 90 per cent of the television spot advertising have more than 200 individual spot advertisers, according to the latest Rorabaugh Report, covering the last quarter of 1959. A total of 341 stations participated in the report.

Largest number of spot advertisers was the 234 reported by WNAC-TV Boston. Next were WFIL-TV Philadelphia, 223; WJW-TV Cleveland, 218; WCBS-TV New York, 205; WTMJ-TV Milwaukee, 203, and WBTV Charlotte 200.

Stations with more than 175 individual spot advertisers include: WBZ-TV Boston, 195; KNXT Los Angeles, 194; WBBM-TV Chicago, 192; WBKB Chicago, 190; WJZ-TV Baltimore, 189; KSD-TV St. Louis, 189; WMAR-TV Baltimore, 186; WGR-TV Buffalo, 181; WAVE-TV Louisville, 181; WTVT Tampa, 179; KTTV Los Angeles, 177; WAGA-TV Atlanta, 177; WCCO-TV Minneapolis, 177; KING-TV Seattle-Tacoma, 177; KMOX-TV St. Louis, 175, and WBNS-TV Columbus, 175.

Television Age

444 Madison Ave., New York 22, N. Y.

Please send me reprints (25c each, 20c in lots totalling 10 or more) of the Product Group Success Stories checked:

No.	Number of copies
33. Auto Dealers	_____
44. Bakeries	_____
42. Banks & Savings Institutions	_____
26. Beer & Ale	_____
36. Candy & Confectionary Stores	_____
22. Coffee Distributors	_____
31. Cosmetics & Beauty Preparation	_____
24. Cough & Cold Remedies	_____
41. Dairies & Dairy Products	_____
27. Department Stores	_____
14. Drugs & Remedies	_____
43. Drug Stores	_____
4. Dry Cleaners & Laundries	_____
18. Electric Power Companies	_____
25. Electrical Appliances	_____
17. Farm Implements & Machinery	_____
46. Furniture & Home Furnishings	_____
19. Gas Companies	_____
47. Gasoline & Oil	_____
5. Groceries & Supermarkets	_____
10. Hardware & Building Supplies	_____
45. Home Bulding & Real Estate	_____
21. Insurance Companies	_____
8. Jewelry Stores & Manufacturers	_____
23. Men's Clothing Stores	_____
29. Moving & Storage	_____
38. Newspapers & Magazines	_____
9. Nurseries, Seed & Feed	_____
35. Pet Food & Pet Shops	_____
40. Pre-fab Housing	_____
28. Restaurants & Cafeterias	_____
16. Shoe Stores & Manufacturers	_____
11. Soft Drink Distributors	_____
13. Sporting Goods & Toys	_____
20. Telephone Companies	_____
30. Television & Radio Receivers	_____
39. Theatres	_____
37. Tires & Auto Accessories	_____
12. Travel, Hotels & Resorts	_____
32. Weight Control	_____
34. Women's Specialty Shops	_____

Name _____

Company _____

Position _____

Address _____

City _____ Zone _____

State _____

Bill me

I enclose payment

Please enter my subscription for TELEVISION AGE for one year at \$7. As a premium I will receive a copy of the Source Book of Success Stories which includes the second 15 of the above Product Groups.

only one that can appeal to children not yet able to read."

Because of improper use of tv on the parts of many, the agency executive estimated that 50 per cent of last year's toy advertising failed to accomplish what had been optimistically expected of it.

Likes Network

The best approach for an advertiser, he said, is network commercials—at least 13 weeks in 60-100 markets. As most manufacturers would find the cost of such a program prohibitive, he pointed out that spots could be used, but that 15 spots per week in each of the top 20 markets over a 13-week period would cost approximately \$500,000. A budget of \$250,000 would be too small for national coverage, with weak impact in any one market.

Filmed commercials were praised for their effectiveness and preferred on Mr. Rand's part to live announce-

'Logie' Awards

American shows are on top Down Under, according to the results of a poll conducted by *TV Week*. Australian television magazine.

Program of the year, chosen by viewers in Melbourne, Sydney, Adelaide and Brisbane, was ABC-TV's 77 *Sunset Strip*. The series' juvenile star, Edd "Kookie" Byrnes, was nosed out by Graham Kennedy as the star of the year. The Australian entertainer heads a nightly variety show, *In Melbourne Tonight*.

Other "best" programs which were given "Logie" awards were *The Phil Silvers Show* and *Father Knows Best*. *TV Week* named its silver statuette for John Logie Baird, an Englishman who transmitted the first tv service in 1935 for the British Broadcasting Commission in London.

Wall St. (Continued from page 31)

in 1954 when he acquired the tv film series, *The Lone Ranger*, for \$3 million. The deal was facilitated by the fact that General Mills had already agreed to a two-year sponsorship of the show at a price of \$2 million and then, under Mr. Wrather's persuasion, agreed to sponsor it for an additional two years. The whole *Lone Ranger* series of 221 shows, supplemented by two feature-length films, comic books, masks and miscellany, is worth at least 50 per cent more than Mr. Wrather's original cost.

Mr. Wrather followed this move by also acquiring the equally successful *Lassie* series and the *Sergeant Preston of the Yukon* show. Later he sold his

ments, although he noted that local personalities were helpful in building sales. He predicted that tape will eventually replace 50-60 per cent of film commercials.

Making a case for a manufacturer's or wholesaler's agency to handle tv schedules, Mr. Rand said that a toy-maker who directly buys a jobber's tv program is often deprived of control and scheduling of his commercials.

Familiar With Area

John Payson, general manager of the Harold Hahn Co., New England wholesaler which has run its own tv promotions for various manufacturers, reported that a local firm can become closely familiar with the tv scene in its area. In addition, the wholesaler is in a good near-by position to see the effectiveness of the manufacturers' spots he has placed.

Further advice given the toymakers by Mr. Payson: the best time for toy commercials is 7-8:15 a.m. and 4:30-6 p.m.; it takes about three weeks, or 15 spots, before a big sales response—if there is to be one—is felt; a series of commercials should not be flighted, or resumed after a brief hiatus, as the demand doesn't come back; about 10 more days of selling action can be expected after the conclusion of a campaign.

Tulsa station to Jock Whitney for \$4 million.

OTHER PROPERTIES. In 1955, Messrs. Wrather and Loeb bought radio station WNEW New York for \$3.5 million. Fourteen months later they sold it for \$7.5 million. In 1957 they acquired the Muzak Corp. from former U. S. Senator William Benton for \$4.3 million. Today this piper of musical programs has over 160 franchise holders and is heard in over 18,000 U. S. restaurants, factories, offices, beauty parlors and the like around the country. Moreover, Mr. Wrather has pushed Muzak into the field of equipment for home and industrial use and is pushing its sales abroad.

In 1958 he and his associates helped finance Independent Television Corp. to produce and distribute tv films. Later that year ITC acquired Television Programs of America for \$11.3 million. But last month, after announcing their investment in Jerrold, Messrs. Wrather and Loeb sold their interest in ITC to Associated Television, Ltd., British film producer which already owned 50 per cent of ITC.

It's also significant to note that while Mr. Wrather has been more than moderately successful in the entertainment field he has not let the original base of the fortune, the oil business, evaporate. He also operates the J. D. Wrather Jr. Co. in Dallas. This venture came in with some big discoveries in Texas in 1954 and 1955. The last estimate indicated there was approximately \$20 million of proved reserves in the Wrather oil properties, though the ownership is divided so that Mr. Wrather personally does not own the assets completely.

Nevertheless, with tv film production, station interests, a nationwide music-distribution system and now a tv equipment and tv film distribution operation included in his interests, Mr. Wrather is assembling a very interesting package. Whether there is design in this arrangement is hard to say, but it's well worth watching, and Jerrold provides the public with the first opportunity to get an inside glimpse.

In the picture



E. McCord Mulock Jr. has joined the Detroit office of McCann-Erickson Advertising (USA), a division of McCann-Erickson, Inc., as a vice president and account director on the agency's Buick Motors division account, it has been announced by T. Jack Henry, vice president and Detroit manager of the agency. Mr. Mulock will report to T. J. King, vice president and management service director on the Buick account. Mr. Mulock comes to McCann-Erickson from Grant Advertising, Inc., where for the past six years he held the position of vice president and creative service director for all accounts in the Detroit office of that agency. He has directed national advertising programs for top automotive accounts in the Motor City for the past 24 years. For 16 years before joining Grant he served as associated copy director for Campbell-Ewald Co., Inc.

Robert P. Mountain will join McCann-Erickson Advertising (USA) on April 1 as a senior vice president and member of the board of directors, it has been announced by Robert E. Healy, chairman of the agency. Mr. Mountain has been with Young & Rubicam, Inc., for 22 years. An alumnus of Georgetown University, he first began his association with Y&R in 1938 as a space buyer. From this initial job he rose through a variety of executive positions to become supervisor of all General Foods Corp. accounts handled by the agency, and subsequently was appointed director of the tv-radio department. His most recent post was that of vice president in charge of new business. Mr. Mountain has been a vice president at Young & Rubicam since 1951, and he was also a member of the plans board. He, his wife and their children are residents of Middletown, Conn.



G. Newton Odell has joined Compton Advertising, Inc., as a vice president and account executive in the Socony Mobil group. He comes to the agency from the Joseph Katz Co., where he served in the capacity of vice president in charge of marketing and creative services. Prior to his association with the Katz organization he had been with McCann-Erickson, Inc., with which agency he was account executive and product group head on a number of major accounts for 13 years. At McCann-Erickson he was also associate director of the Marketing Communications Workshop, which he helped to establish. Before entering the agency field Mr. Odell was sales promotion manager of U. S. Rubber for two years. Following his graduation from New York University in 1934, where he majored in marketing, he was sales manager for a retail store in New York's Rockefeller Center.

Promoted to vice president at Campbell-Mithun, Inc., have been **William E. Munsell** (l.), four years with the agency and latterly supervisor of the St. Paul division of the Hamm's beer account; **Richard H. Helman** (c.), with C-M for a year as Chicago-office account executive on three Kroger food-chain divisions, and **William S. Wheeler** (r.), with the agency for five years in the Minneapolis office and presently supervisor of the Helene Curtis hair-products account in the Chicago branch.



Dr. Wallace H. Wulfeck has been elected vice chairman of the board of the William Esty Co., it has been announced by James J. Houlahan, the agency's board chairman. Dr. Wulfeck has been executive vice president at Esty for the past three years. Previously he had been vice president, secretary and chairman of the executive committee of the Federal Advertising Agency and associate director of marketing research of the Psychological Corp. Dr. Wulfeck, who received his doctorate (in psychopathology) from Yale University in 1938, worked for a year with the U. S. Public Health Service on health problems in interstate trucking and helped to draw up the first health regulations for that industry. At present he is president of the Market Research Council and director of the Advertising Research Foundation, which he served as chairman of the board in 1957-58.



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Attention Space Buyers (we mean outer, not printed): If we ever run across any live beings in the far-out, the big problem, of course, will be how we might communicate with them. But, say a couple of scientists who have given thought to this eventuality, setting up discussions with other universes via a common language, though an awesome task, is surmountable.

The best method of all, according to *Newsweek*, would be a "cosmic kindergarten" conducted via television. The people (or whatever they are) in outer terrestria would transmit a word accompanied by its tv image. In this way, we would learn just as a child learns the ABC's. (Or the CBS's or NBC's.)

But then, the scientists go on to tell us, we'd have to be darn selective about the messages we send to the outers. The distances the tv signal would have to travel would be so great it might take as long as 100 years for the messages to come through.

Then after that we'd have to have a DB for the west coast.

* * *

With the camera eye leaving out nothing, the state-owned Danish tv gave its viewers what the AP calls a probably unprecedented public lesson in the birth-without-fear method. A million or so Danish television viewers watched the birth of a healthy baby boy. They saw the mother go through the whole process without a glimpse of fear in her eyes. Nothing was omitted from view during the 40-minute ordeal.

We'll predict, without fear, that as far as the U. S. is concerned, Danish tv will never replace Danish pastry.

* * *

A miscarriage of justice: A mother took her infant daughter into a tv store and left the carriage outside blocking an emergency exit. A cop tagged her for driving an unregistered vehicle and parking illegally.

* * *

Trendex of the times: Account executive Ralph Allrud of Blair Tele-

vision has a no-names-please story about the station sales manager of a certain operation in the northeastern part of the country.

One fine morning this station sales manager was sitting around his office with his feet on the desk, staring out the window and twiddling his thumbs. He had nothing to do—his station was all sold out. It was a happy state to be in but also a dull one. So, he had to find something to do, to keep his hand in, as it were. The idea eventually came to him that only one course was open to him: he'd try a bit of a switcheroo—he'd switch two sponsors. After several minutes of research, he came upon his two choices.

He called an agency in Chicago, knowing that the buyer there was a bug for ARB ratings. He announced to this man that his client's Tuesday-night chainbreak, which had an ARB rating of 17.2, could be bettered if the Chicago man would move his client to a Thursday-night spot, which came up with an ARB rating of 22.2. The Windy City agency man was delighted and ordered the change on the double pronto.

Next, the now-titillated sales manager phoned an agency man in New York who was an all-out Nielsen follower. He announced to this man that his client's Thursday-night chainbreak (the same one the Chicago man had just accepted), which had a Nielsen rating of 18.6, could be bettered if the New York man would move his client to a Tuesday-night spot (the same one the Chicago man had just vacated), which came up with a Nielsen rating of 26.1. The Madison Avenue buyer eagerly endorsed the change.

The station man was properly pleased that with only two phone calls he had been able to make two buyers happy and more friendly to him, not to mention the service he had done for both ARB and Nielsen. It was, understandably, with a clear conscience and high morale that he took the afternoon off for 18 holes of golf—nine right-handed and nine left-handed, no doubt.



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