

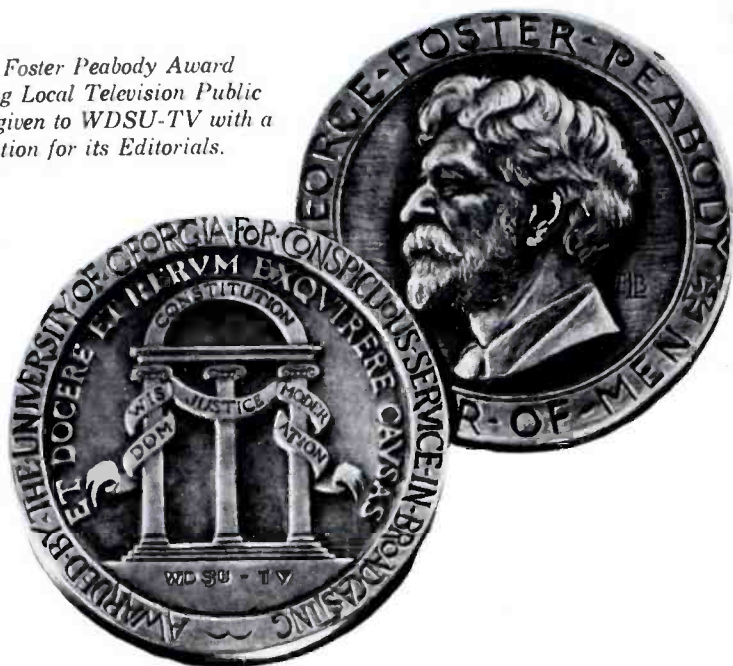
# TELEVISION

*Crime in Cleveland... city planning in Chicago  
art in Kansas City... a nationwide report on  
television as a communications force... page 65*



*... in St. Louis... page 88*

*The George Foster Peabody Award  
for Outstanding Local Television Public  
Service, 1959—given to WDSU-TV with a  
special citation for its Editorials.*



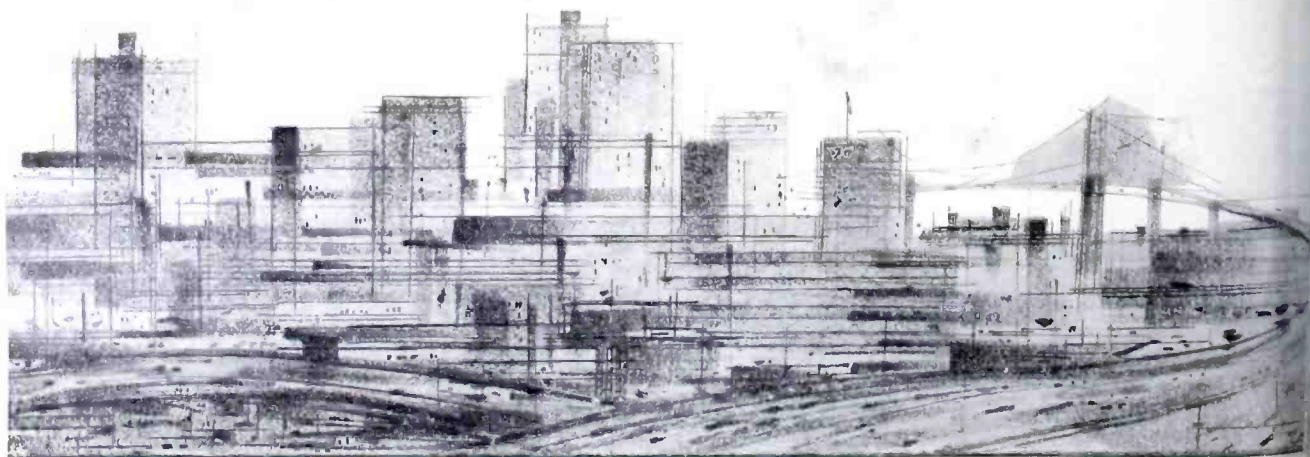
## THIS MEDAL REPRESENTS A HAPPY IDEA . . .

. . . that courageous programming can earn  
for a station great respect.

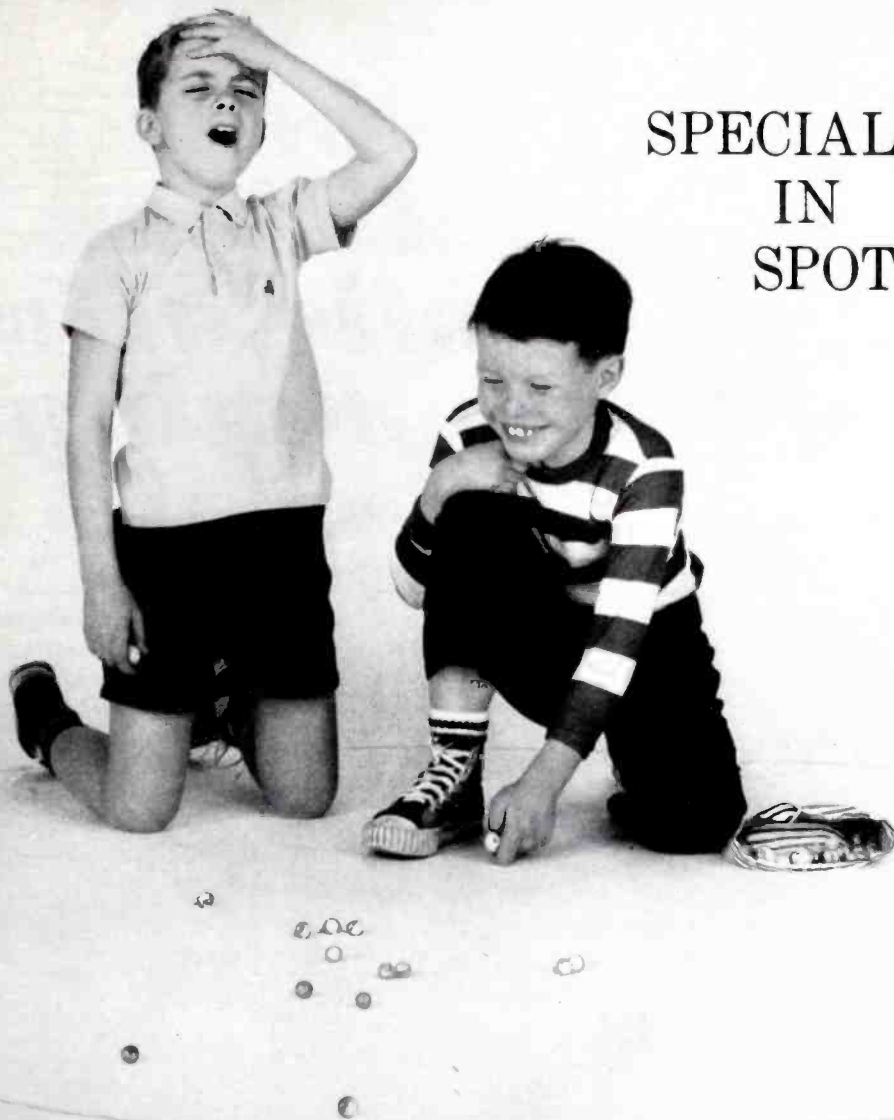
The station with the most courageous  
programming becomes the most respected in  
its community.

And the most respected station gains for its  
advertisers the greatest influence with its viewers.

**WDSU-TV** *Channel 6, New Orleans*



# SPECIALIST IN SPOTS



Play it smart—just like the hundreds of national advertisers who are spotting their TV advertising successfully on these important stations.

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

*Television Division*

## Edward Petry & Co., Inc.

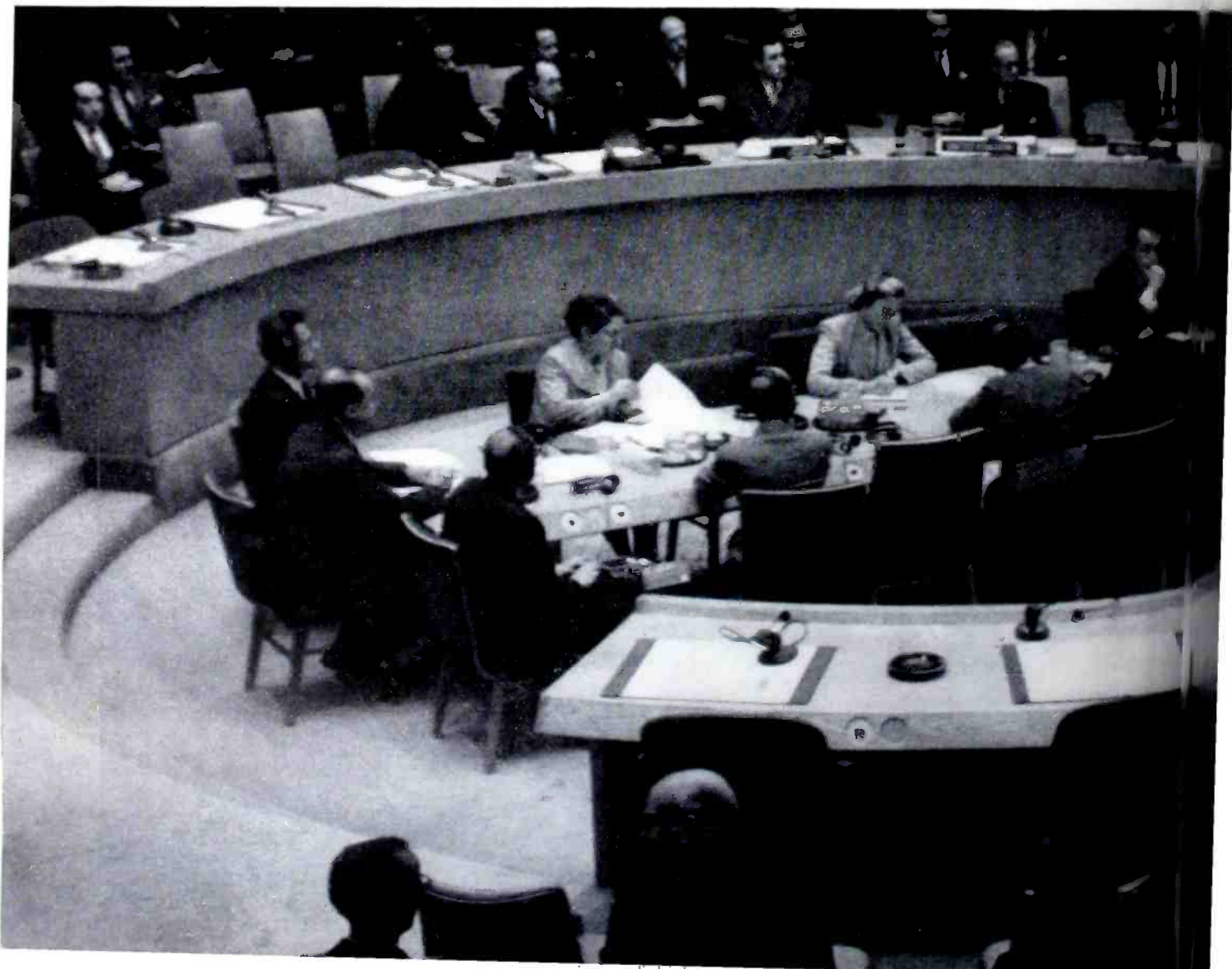
*The Original Station  
Representative*

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

# **“...in the best tradition of public affairs programming...”**

Television reacted promptly and decisively to the international crisis which erupted last month as the Summit meetings collapsed and the U-2 debate was carried to the United Nations Security Council. To keep America's forty-five million television families fully informed of all the fast-moving events, NBC News presented almost 18 hours of special programming—more than any other network news

organization—in addition to its normal news coverage. And repeatedly during the two weeks, NBC News broke into the regular network schedule to present up-to-the-minute summaries and discussions. Reprinted here is a sampling of press comment from across the nation which reflects how television, and NBC in particular, discharged its responsibility during these crucial moments in history.



**MAY 17**—"NBC's contribution last night was a formidable one...the program included phoned reports from desks and cut-ins from Washington and United Nations headquarters in New York." (*Bernie Harrison, The Washington [D.C.] Evening Star*)

**MAY 18**—"NBC moves quickest with mostest to cover 'Summit Meeting'." (*Hal Humphrey, Los Angeles Mirror-News*)

**MAY 19**—"Their reports had a fine, fresh immediacy..." (*Harriet Horne, New York World-Telegram & Sun*)

**MAY 20**—"The National Broadcasting Company and Columbia Broadcasting System interrupted their regular schedules both last night and Monday. On either network the essentials could be gleaned but in comprehensive NBC had a noticeable edge." (*Jack Gould, The New York Times*)

**MAY 21**—"NBC, alone, had a staff of thirty-two in Paris. Its TV coverage was in the best tradition of public broadcasting programming..." (*Marie Torre, New York Herald Tribune*)

**MAY 22**—"I thought that NBC-TV's crew came off with more of the honors. For one thing, this network devoted more time than its rivals to the pick-up... It also included more discussion." (*Ben Gross, New York Daily News*)

**MAY 23**—"...NBC's coverage was precisely the sort of detailed information the American public requires for

guidance in these tense times, provided in the here-and-now manner which is television's great purpose..." (*Charles Denton, Syndicated TV Columnist and Radio-TV Editor, Los Angeles Examiner*)

**MAY 24**—"In televising the UN Security Council debate between Chief U. S. Delegate Henry Cabot Lodge and Russia's Foreign Minister, Andrei Gromyko, NBC let the American people see and hear the east-west opponents. It was a superb job of television reporting. Just as it did with Premier Khrushchev's press conference in Paris, television brought the great issue of the time into the living rooms of America for all to examine and try to understand." (*Frank Judge, The Detroit News*)

"Channel-switching gives NBC the nod again for incisive perceptive coverage..." (*Barbara Delatiner, Newsday*)

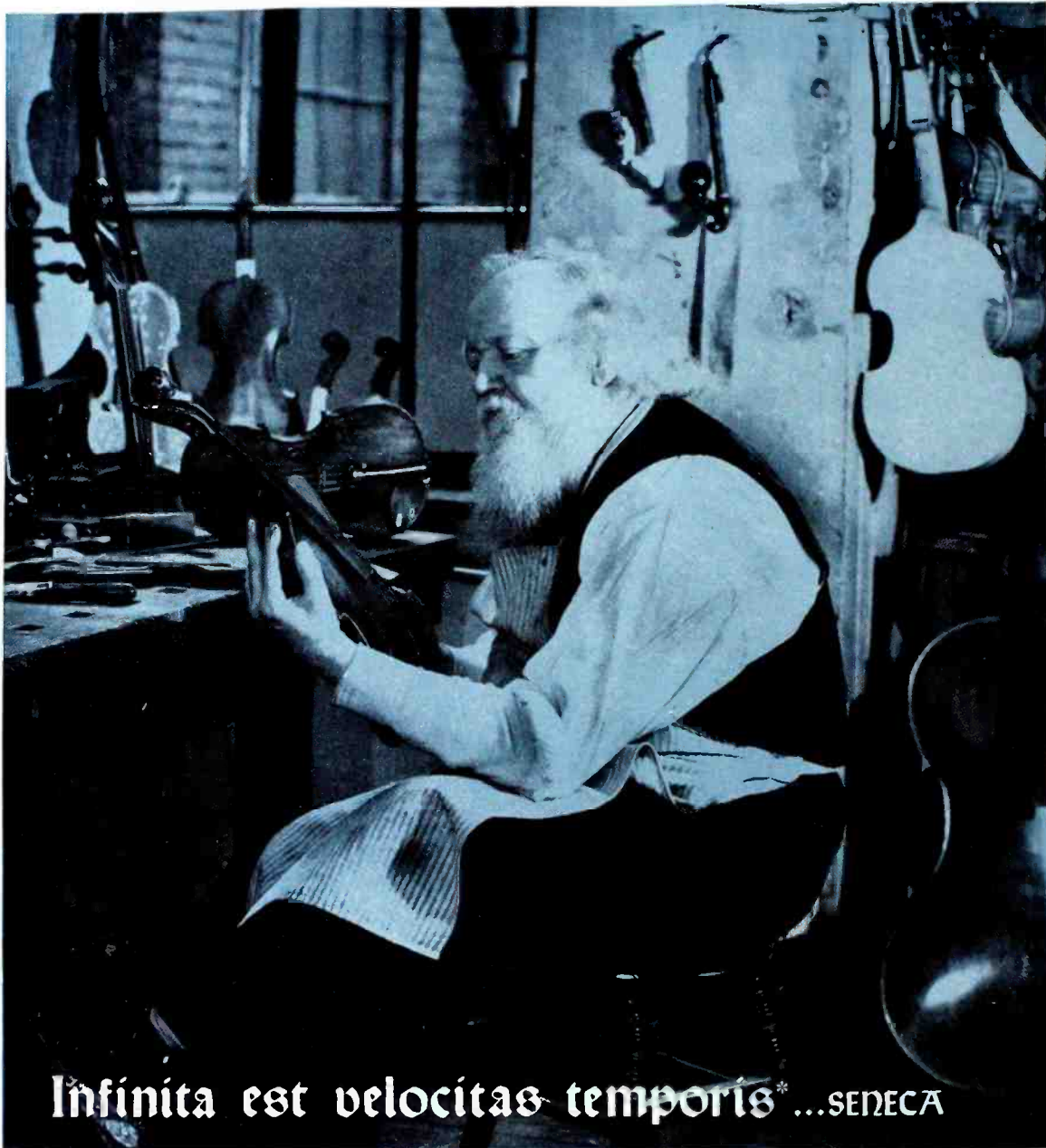
"Last night the National Broadcasting Company, which particularly seems to be hitting its top stride in news coverage, also took a full early-evening hour to enable the working TV set owner to see the day's events at a convenient time." (*Jack Gould, The New York Times*)

**MAY 25**—"NBC is a hard network to beat in the race to the UN..." (*Kay Gardella, New York Daily News*)

**MAY 26**—"On the whole, it is NBC which has given us not only the lengthiest but also the most informative coverage..." (*Ben Gross, New York Daily News*)

**OR PEOPLE WATCH THE NEWS ON NBC THAN ON ANY OTHER NETWORK**





**Infinita est velocitas temporis\* ...SENECA**

In the Maryland Market, nearly 700,000 television homes mark TIME in the swift clocks of commerce and industry. Here thrives one of the world's largest steel mills, one of the nation's leading chemical centers, a center of clothing manufacture, a center of the graphic arts, a multiplicity of mercantile activities that naturally ensue in the nation's second largest seaport—handling over 22,424,464 long tons annually, the production of aircraft and missiles, the fabrication of automotive components and many other activities vital to the economic welfare of our nation. These people are the producers of goods and services, the measure of whose effectiveness is accomplishment in TIME.


\*INFINITELY SWIFT IS THE VELOCITY OF TIME . . . Seneca

For these same 700,000 television homes, WBAL-TV charts TIME's deliberate and constant speed carefully each day with an elaborate and varied program schedule designed to meet all their needs for relaxation, for entertainment, for information.

"Infinitely swift is the velocity of TIME . . ." the philosopher says. At WBAL Television 11 in Baltimore, YOU keep pace in the Maryland Market.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

**WBAL-TV BALTIMORE**

Nationally represented by Edward Petry & Co., Inc. 

# IN THIS ISSUE

Established 1944 • Volume XVII • Number 6 • June 1960

*This special issue is devoted to a portfolio covering television's accomplishments as a communications force at the grass roots level. Its purpose is to show what stations have done and are doing to provide programming linked to community needs and interests.*

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**Frederick A. Kugel**  
Editor and Publisher

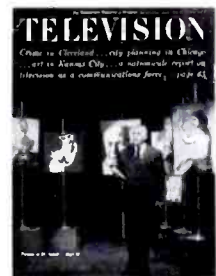
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*This month's cover: Mark Russell, host on KMOX-TV, St. Louis' "Montage" analyzes the significant ties of Picasso's technique and poetry. The series, which explores the cultural and scientific aspects of society, epitomizes the local public service programming described in the portfolio beginning on page 73.*

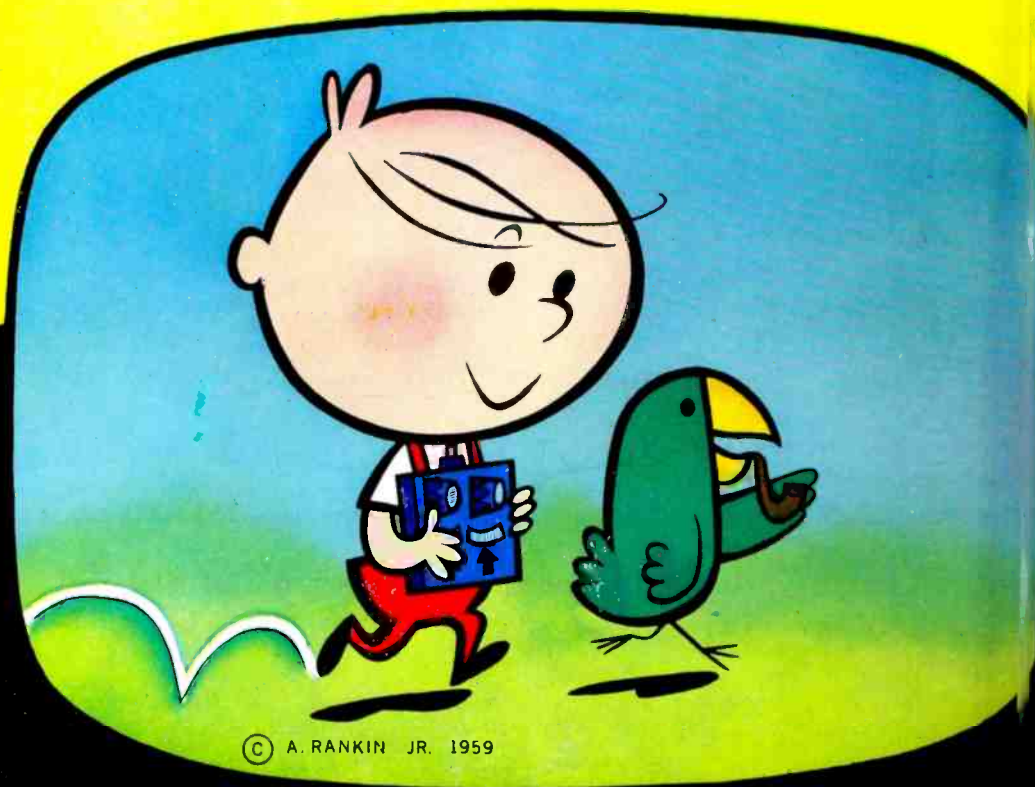


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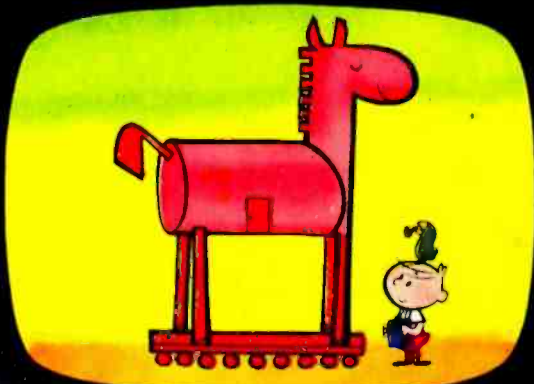
# TELEVISION

# 'WILLY McBEAN and

IS THE BRAND-NEW AN



© A. RANKIN JR. 1959



The Trojan Horse and the siege of Ilium,  
Are spectacles that awe our Willy M.



The West's at its wildest when Willy hears  
With Buffalo Bill, the famed Indian Scout

**TRANS-LUX TELEVISION CORP.**

625 Madison Avenue  
NEW YORK · CHICAGO · HOLLYWOOD

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# This MAGIC MACHINE!

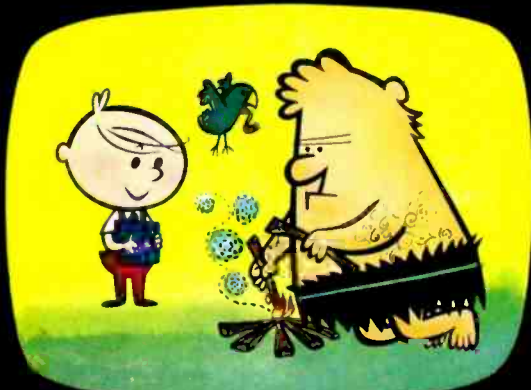
VERY ORIGINAL TV CARTOON!

Willy McBean lives in a special children's world, full of fact, fiction, fantasy and fun! He roams the past, the present, the future, with all the great adventurers of all time! Yes—Willy is as wonderful as the imagination of a child. That's why this fresh new television program will capture the heart and mind of every boy and girl . . . and grown-ups who are young in heart.

260 episodes available January 1961



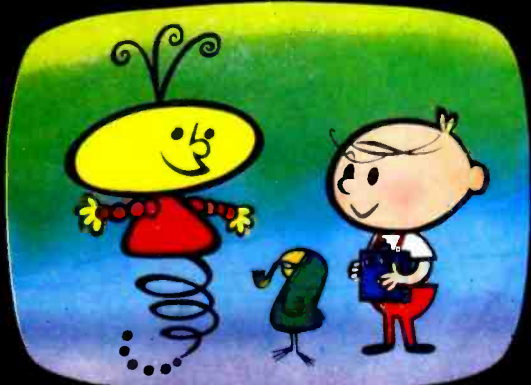
The bold adventures of a Viking,  
Are very much to Willy's liking.



Back to the Stone Age our brave Willy went—  
The creation of fire was quite an event!



Willy is wide-eyed, just look at him gawk,  
When the Wright Brothers fly at Kitty Hawk.



What Willy finds in outer space,  
Makes Halloween seem commonplace.

N.Y., PLaza 1-3110-1-2-3-4

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

[www.americanradiohistory.com](http://www.americanradiohistory.com)



**LET YOURSELF GO KPRC-TV, HOUSTON** and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful "2". You will be too!

KPRC-TV availabilities include programs, minutes, chainbreaks, and ID's. Prices range from about \$90 to \$1100. Ask your Edward Petry man for a demonstration.

**KPRC-TV, HOUSTON, TEXAS** *(An Affiliate of the National Broadcasting Company)*

"Courtesy of Mercedes-Benz Sales, Inc."

## CONSUMER BUYING UP 18% OVER 1959

Although the big boom predicted earlier now seems highly unlikely, second-quarter increases in employment, retail sales and construction have most economists confident that business will improve moderately in the coming months. The word for the remainder of 1960: stability—with no sign to turn either up or down.

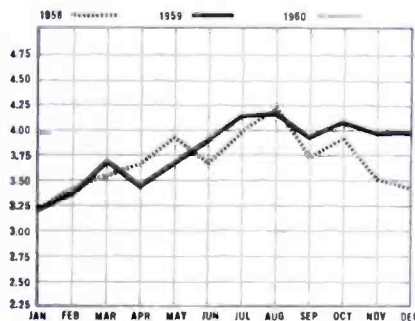
Gross national product for the second quarter is expected to hit the \$40 billion mark with sales showing comparable health. In the automobile industry for example, production in May climbed over 3,000,000—17% ahead of 1959. The National Automobile Dealers' Association reports that U.S. dealers had their best quarter in five years.

Consumer buying is running 18% above a year ago and there is little reason to expect it to taper off. Personal income in the first quarter was \$33 billion, up \$6 billion from the previous three-month period. And in April income soared further, reaching a record of \$397.5 billion, a rise of \$1.4 billion over the same month last year.

There certainly is no slack in the buying mood of television advertisers. According to the TvB, network gross billings rose 9.8% in the first quarter. Total billings for the three-quarter period were \$171,842,575, compared with \$156,519,428 for the first quarter of 1959.

Daytime gross billings for the first quarter of this year reached \$119,341, a 16.1% increase over the first quarter of 1959. Daytime, however, fared less well: billings in this first quarter were \$52,038,304, a 2% drop from the \$53,325,550 up for the same period in 1959.

### TV NETWORK COST PER THOUSAND



**JANUARY 1960: \$3.97**

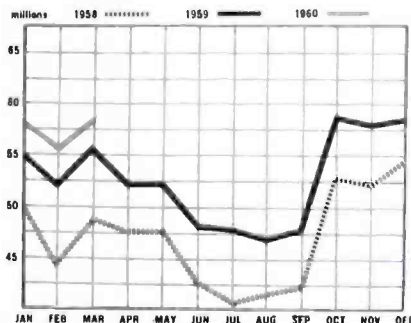
This graph traces the trend in c-p-m per commercial minute of a representative network half-hour. Based on all sponsored shows telecast 9:30-10 p.m., N.Y.T., during the ARB rating week, it provides a continuing yardstick of the performance of nighttime TV. This index is obtained by dividing the total costs of the programs by the total number of homes reached by these shows, then dividing this by the number of commercial minutes.

Sources: ARB, LNA-BAR TELEVISION MAGAZINE

### TV VIEWING WEEKDAY-NIGHTTIME SETS-IN-USE FOR APRIL

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time			FOR NETWORK BUYERS:
	Eastern Time Zone	Central Time Zone	Pacific Time Zone	% Sets-in-use by EST Total U.S.
5 PM	28.8	23.1	20.4	25.8
6 PM	34.8	41.2	36.6	37.4
7 PM	47.3	53.4	55.4	50.7
8 PM	57.0	60.0	60.5	58.8
9 PM	62.2	53.1	61.8	59.0
10 PM	50.3	29.6	41.3	41.7
11 PM	21.9	12.9	14.5	17.6
MIDNIGHT	11.3	2.7	6.9	7.6

Source: ARB, April 1960



### TV NETWORK BILLINGS

	March 1960	March 1959
ABC	\$13,487,460	\$11,565,031
CBS	24,013,247	23,265,395
NBC	21,045,610	20,728,315
Total	\$58,546,317	\$55,558,741

Source: LNA-BAR As released by TvB

## 1960 SUMMER OLYMPICS IN ROME...EXCLUSIVE ON THE CBS TELEVISION NETWORK

You will be more than a good sport if you take your customers to the Summer Olympic Games in Rome, via the exclusive broadcasts of the CBS Television Network. You will be the far-sighted sponsor of an exceptional advertising vehicle. All signs point to the gathering of an unprecedented television audience—vast, excited, and attentive, coming back day after day.

People are still talking about this network's coverage of the Winter Olympics at Squaw Valley: viewers still marveling at the thrills of Olympic competition; advertisers still marveling at the size and quality of the television audience. *Five out of every six upper and middle income families*, and three out of every four lower income families, watched the Winter Games. If you make cars or stoves or other "high-ticker" items you will be interested to note that upper income families watched most, as Nielsen average-minute ratings show:

UPPER INCOME	25.5
MIDDLE INCOME	22.0
LOWER INCOME	16.7

The broadcasts from Squaw Valley also attracted more *adult* viewers per family than any other Winter program—with the result that a leading cigarette maker was the first advertiser to sponsor a part of the Summer series. (Because of the number of viewers of *all* ages, a famous cereal maker soon followed.) Altogether, more than 100 million Americans tuned in.

Yet the Winter Games were scarcely more than a warm-up exercise for the Summer Olympics—the world's greatest sports spectacle—to be held this year in the ancient thoroughfares and modern arenas of the Eternal City. Television tourists will follow the Marathon from the Capitoline Hill along the Appian Way, past the Coliseum to the Arch of Constantine. Sports enthusiasts will see Herb Elliott of the 3:54 mile, the seven-foot high-jumping John Thomas, the fabulous Konrads swimmers—the foremost men and women athletes of our time drawn from every quarter of the globe.

To bring the Summer Olympics to the American people within a few hours of each event,

jet planes will shuttle tapes daily from Rome and Paris to New York. From August 26 to September 12, the CBS Television Network will present a total of 32 broadcasts, averaging more than one hour of coverage a day. Advertisers who want to get a running start on the new Fall selling season will be interested to know that two-thirds of these broadcasts will occur on or after Labor Day Weekend. Thus far P. Lorillard Co. has purchased one-quarter of the series and General Mills, Inc., one-eighth.

In a truly unique combination of advertising values, sponsors of the Summer Olympics will gain the *continuity* and *frequency* of impact found in a regular series, together with all the *excitement* and *prestige* generated by a newsworthy "special" of major dimensions. Not to mention a huge circle of new friends brought to you exclusively on the CBS TELEVISION NETWORK.

# GO!



# SELECTIVE PROGRAM LOG

JUNE 24

Justice in the form of the FBI triumphs again in a rebroadcast of "Dillinger: A Year to Kill." Ralph Meeker is the infamous mobster (CBS-TV, 9-10 p.m.)\*

JUNE 25

This time John Gunther's *High Road* lands in Greece, land of legendary heroes, home of ancient gods, birthplace of democracy (ABC-TV, 8-8:30 p.m.) Part II of *Journey to Understanding's* report on President Eisenhower's Far Eastern trip (NBC-TV, 8:30-9:30 p.m.)

JUNE 26

"Woodrow Wilson: The Fight for Peace," shown again on *The Twentieth Century*, documents Wilson's struggle to form the League of Nations (CBS-TV, 6:30-7 p.m.)

JUNE 29

A survey of political and economic conditions today in "Japan—Anchor in the East" (ABC-TV, 7:30-8:30 p.m.)

JUNE 30

A primer for "summer bachelors?" Phil Silvers plays a man-about-town whose "Summer in New York" gets a big assist from singer Carol Lawrence and dancer Carol Haney (CBS-TV, 10-11 p.m.)

JULY 1

"The Golden Deed" turns a bit green around the edges on the first episode of a new series, *Moment of Fear*. A stranger saves a young boy from drowning, then involves the child's wealthy parents in a serious crime (NBC-TV, 10-11 p.m.)

JULY 2

From Stanford University Stadium comes the "Final Olympic Track and Field Trials" which will determine who's to represent the U.S. in Rome later this summer (CBS-TV, 5-7 p.m.)

JULY 3

The relationship between the average citizen and his local government is analyzed on *FYI* (CBS-TV, 6-6:30 p.m.) *The Twentieth Century* reruns "Freedom for the Philippines"—an account of two promises made and kept: General MacArthur's "I shall return" pledge; and the U.S. Government's promise of Philippine independence (CBS-TV, 6:30-7 p.m.)

JULY 4

The machinations that almost invariably accompany a nominating convention are given a dry-run on a rerun of "One Loud Clear Voice," Roger O. Hirson's original TV drama. Wendell Cory plays a politician torn between idealism and the political machine (NBC-TV, 10-11 p.m.)

JULY 6

"The Sounds of Home"—home being Georgia in the late 1800's—provide the

*Music for a Summer Night* (ABC-TV, 7:30-8:30 p.m.)

JULY 9

Introduction to another brand of intrigue: politics, in a "Campaign Special" of convention background and news wrap-ups (CBS-TV, 5-6 p.m.) More politics on a "Democratic Convention Preview"—news, background, and interviews with aspiring candidates (NBC-TV, 9:30-10:30 p.m.) A study in international relations: the final stretch of the Miss Universe contest. Arthur Godfrey, Jayne Meadows and Charles Collingswood officiate (CBS-TV, 10:30 p.m.-12 midnight)

JULY 10

A tour through convention hall and the soon-to-be-filled-with-smoke rooms on "Westinghouse Convention Preview" (CBS-TV, 6:30 p.m.) "War in China," *The Twentieth Century's* rebroadcast of the Chinese people's struggle to resist Japanese invasion in the years preceding World War II (CBS-TV, 6:30-7 p.m.) Democratic Presidential aspirants make a last-ditch TV appearance (ABC-TV, time TBA)

JULY 11

At last, the Democratic National Convention from Memorial Sports Arena, Los Angeles. Coverage by the three networks will carry on as long as the politicians do. First day business (approximately 8-11 p.m.) includes keynote speech by Senator Frank Church of Idaho, certification of standing committees and speeches on questions of national interest. The main bout—nominations—are scheduled to start July 13 at 3 p.m.

JULY 16

"The Secret of Freedom," Archibald MacLeish's provocative drama about man's responsibility to his country and himself, gets a return engagement (NBC-TV, 9:30-10:30 p.m.)

JULY 17

*The Twentieth Century* again traces the development of radar—"The Silent Sentinel" (CBS-TV, 6:30-7 p.m.)

JULY 18

"The Innocent Years" (1900-1917) are revisited by *Project 20* for a look at, among other phenomena, New York, the automobile, Theodore Roosevelt, the rise of factory towns and mixed bathing at public beaches (NBC-TV, 10-11 p.m.)

JULY 21

A batch of H. G. Wells tales are the substance of *The Invisible Man*, a new series. This week it's "The Prize"—a doctor goes to Scandinavia to receive a scientific award and stumbles into a hot-bed of international intrigue (CBS-TV, 7:30-8 p.m.)

\* All times EDT.

Although June ushers in the inevitable barrage of summer returns, this month and next, TV will be dominated by an always fresh and unpredictable subject—politics. All three networks are covering the

Democratic nominating convention from the rapping of the opening gavel to the final cries of victory or defeat, with plenty of pre-convention background telecasts on the agenda. Politics also gets dramatic treatment in a rerun of "One Loud Clear Voice."

History will be recorded in a two-part report of President Eisenhower's crucial trip to the Far East. Foreign countries come under the scrutiny of TV's analytical eye when John Gunther's "High Road" visits Greece, ABC surveys political and economic conditions in Japan and "The Twentieth Century" rebroadcasts its reports on the Philippines and pre-war China. Among the varied personalities on view during the next few weeks are Woodrow Wilson, Miss Universe, Phil Silvers and of course the Presidential and vice Presidential nominees.

# Interview: Bert Schloemer

Executive Vice President, Stockton-West-Burkhart Advertising Agency, Cincinnati, tells why he selects the WLW-TV and Radio Stations for Hudepohl Beer.



"You can always look to the Crosley Stations for the latest accomplishment of true significance to the broadcasting industry."

"This summer the WLW-TV Stations are televising night baseball in COLOR for the first time in TV history. Undoubtedly color adds tremendously to the appeal of the game . . . and to the effectiveness of our commercials."



"This COLORCASTING of outdoor night remotes under normal lighting conditions is of real value to TV advertisers and gives added weight to the already heavy list of other WLW-TV's advantages."

"The Hudepohl Brewing Company is happy to receive this extra programming and commercial advantage as one of the WLW-TV sponsors of these Cincinnati Reds games."



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

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati

**WLW-A**  
Television  
Atlanta

**WLW-I**  
Television  
Indianapolis



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

Vincent Price  
... taut melodrama



Pat O'Brien  
... hardhitting action



June Lockhart  
... gay romance



Charles Ruggles  
... rollicking comedy



Charles Coburn  
... tongue-in-cheek farce



Peter Lorre ... suspense-laden intrigue




Harry James  
... jazz drama



Everett Sloane ... Western adventure





**BRAND-NEW:**  
Out of the thousands of  
**SATURDAY EVENING POST**  
stories read and loved by millions  
of Americans, **ITC** now proudly  
brings to television first run,  
for the first time, the

# BEST OF THE POST”

The “best” known stars of Broadway and Hollywood appear in stories carefully selected by the Editors of the Saturday Evening Post from the works of famed “POST” authors like MacKinlay Kantor . . . James Warner Bellah . . . Stephen Vincent Benet . . . Conrad Richter . . . Kay Boyle . . . Andrew Tully . . . as ITC adds the dimension of television to the finest in popular fiction — “Best of the Post.”

**INDEPENDENT  
TELEVISION  
CORPORATION**

488 Madison Avenue • New York 22 • N.Y. • PLaza 5-2100

**ITC OF CANADA, LTD.** 100 University Avenue • Toronto 1, Ontario • EMpire 2-1166



a signal HONOR...



The Michigan Education Association, at their 1960 representative assembly, cited WNEM-TV "FOR DISTINGUISHED INTERPRETATION AND COVERAGE OF EDUCATION THROUGH NEWS REPORTS, FILMED SERIES, LIVE PUBLIC SERVICE PROGRAMMING AND NATIONAL NETWORK PRESENTATIONS DURING 1959."

channel 5 WNEM-TV  
the first TV station to ever  
win this AWARD!

... another in a long line of distinguished awards and honors bestowed upon WNEM-TV, Eastern Michigan's FIRST VHF STATION.

"This 1959 School Bell Award was received with deep gratitude and appreciation. Please join me in sharing this signal honor, and rest assured that WNEM-TV will always strive to measure up to its responsibilities to our many associates."

Most Sincerely,  
James Gerity, Jr.,  
President  
Gerity Broadcasting Corp.



**WNEM-TV**

serving  
FLINT • SAGINAW • BAY CITY



## LETTERS

### TV drama season

SIR:

I have just finished your feature on "TV Drama Season" in the April issue. It was a handsome job of reporting a credit to the industry. I'm proud to have been included in this appraisal that is desperately needed to give encouragement to the handsomely creative people who are doing more their share of carrying TV's quality.

Congratulations!

TERRENCE O'FLAHERTY  
Television columnist  
San Francisco Chronicle  
San Francisco, Calif.

### The TV commercial

SIR:

I can't imagine a more difficult (or a more dangerous) subject to write about than TV commercials. And I can't imagine anyone doing it as sanely and expertly and entertainingly, month after month, as your Beatrice Adams is doing it.

I find her column one of the brightest things in your bright magazine especially when she garnishes it with her cheerful philosophy and wit that reminds us, as she does in the May issue, that there are still forsythias, jonquils, and daffodils in the world and that these will be as interesting as TV commercials.

GEORGE BENNAYAN  
Consultant  
MacLean Advertising Agency  
New York, N. Y.

### Useful Data Book

SIR:

We find we are unable to locate copies of TELEVISION MAGAZINE Data Book for 1960 within this office.

Since past experience has proven the usefulness of referral to this publication by members of the media department, could you please arrange to forward copies of the Data Book to this office?

WILLIAM A. KESNER  
Media Department  
McCann-Erickson  
Chicago, Ill.

### Top 50 in sales growth

SIR:

Help! We need 100 reprints of "Top 50 TV Markets By Growth"

il Sales Dollars" (pgs. 60 & 61) your  
 ay issue.  
 Thanks! For helping all of us in the  
 50 to tell through the pages of your  
 at magazine, what we've been trying  
 tell 'em all along. All the great effort  
 r staff put forth to tabulate these  
 res was very well-spent.  
**COLONEL CHUCK THOMPSON**  
 Promotion/Merchandise Manager  
 WALA-TV  
 Mobile, Alabama

**Station listing**

Our May issue of TELEVISION MAGAZINE was just received and, as usual, is candid. You have a real fan here. One note however is that under your listing of television homes, you fail to list our KDSJ-TV, Channel Five, Lead, South Dakota. This station is now operating as a satellite of KRSD-TV. Without having our satellite listed, it makes us appear "second-rate" to our competitive station while actually we have more TV homes than it does. Thank you very much for looking into this matter. I'm sure someone failed to note that we recently "took to the air" with it.  
**TRUMAN H. WALROD**  
 Station Manager  
 KRSD-TV-KDSJ  
 Rapid City, S. D.

**Radio Free Europe**

On behalf of our entire organization, I would like to express our appreciation for your highly professional treatment of the story of Radio Free Europe in the March issue of TELEVISION MAGAZINE. Your approach to the story is both unique and refreshing.  
**JOHN M. PATTERSON**  
 President  
 Crusade For Freedom, Inc.  
 New York, N. Y.

**Introducing a new product**

I read with a great deal of interest your article on "A Marketing Plan For Introducing A New Product" in the November 1959 issue. It mentioned that it was the seventh in your series on Media Strategy. I would be greatly appreciated if you would enter a subscription in the name of the writer to begin with your first media strategy article, forwarding the notice to this office.  
**F. R. PAYNE**  
 Manager of Media Services  
 Cockfield, Brown & Company Ltd.  
 Toronto, Canada



take five

THE MOST FOR YOUR MONEY  
 IN EASTERN MICHIGAN

**MARCH ARB CONFIRMS WNEM-TV'S DOMINANCE IN BAY CITY-SAGINAW-FLINT AREA**

WNEM-TV is 1st in Eastern Michigan  
 in Homes Reached

	*ARB Avg. Homes Reached
<b>WNEM-TV</b> .....	<b>59,400</b>
<b>Flint Station A</b> .....	<b>43,000</b>
<b>Lansing Station A</b> .....	<b>29,500</b>
<b>Lansing Station B</b> .....	<b>15,800</b>
<b>Saginaw Station A</b> .....	<b>9,800</b>

Now! It's Official! 1960 Census figures, just released, firmly establishes the city of Flint as Michigan's second City with a population of 194,940. All surveys prove WNEM-TV is number one in Flint!

In the SAGINAW  
 BAY CITY  
 Metro Area, WNEM-TV nearly doubles the audience of its closest competition...

**\*ARB SHARE OF AUDIENCE**  
 (March, 1960)  
 9:00 am-12 Mid.  
 Sun.-Sat.  
**WNEM-TV**  
**52.1**  
 Flint Station A  
 30.6  
 Saginaw Station A  
 11.9

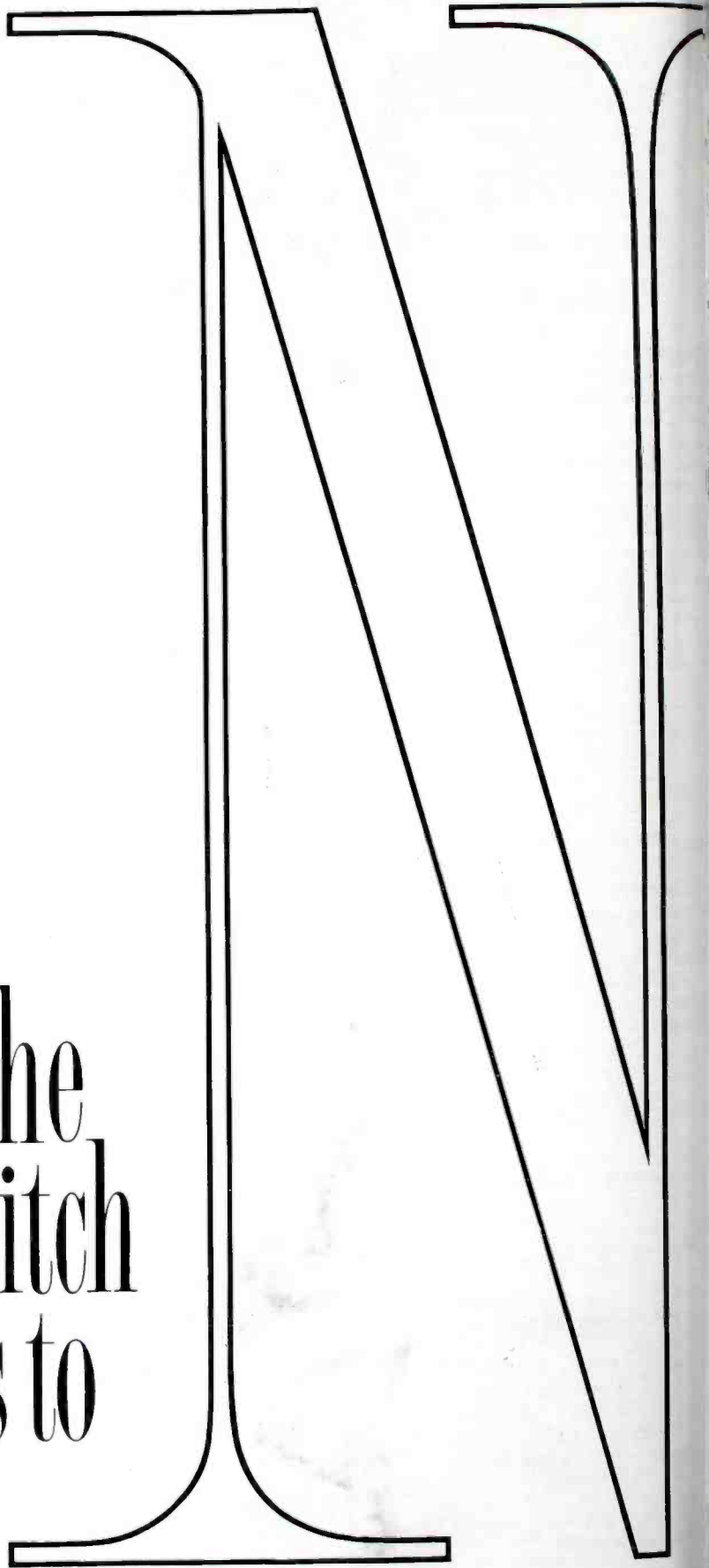
- SEE THE MARCH ARB FOR  
 WNEM-TV'S DOMINANCE IN:
- Late Night News
  - Syndicated Programming
  - Quarter-Hour Leadership

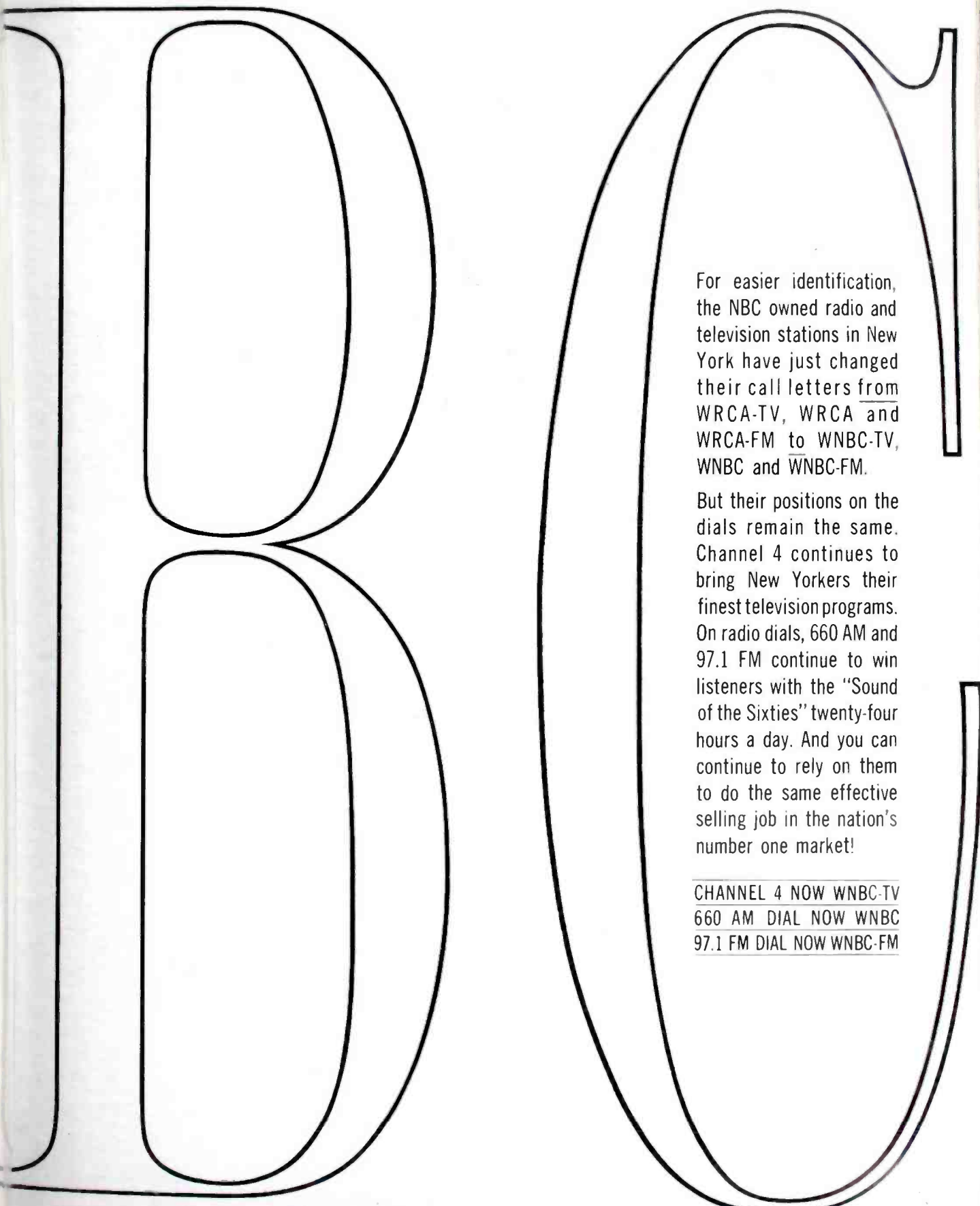
**WNEM-TV**

serving  
 FLINT • SAGINAW • BAY CITY



The  
switch  
is to





For easier identification, the NBC owned radio and television stations in New York have just changed their call letters from WRCA-TV, WRCA and WRCA-FM to WNBC-TV, WNBC and WNBC-FM.

But their positions on the dials remain the same. Channel 4 continues to bring New Yorkers their finest television programs. On radio dials, 660 AM and 97.1 FM continue to win listeners with the "Sound of the Sixties" twenty-four hours a day. And you can continue to rely on them to do the same effective selling job in the nation's number one market!

CHANNEL 4 NOW WNBC-TV  
660 AM DIAL NOW WNBC  
97.1 FM DIAL NOW WNBC-FM

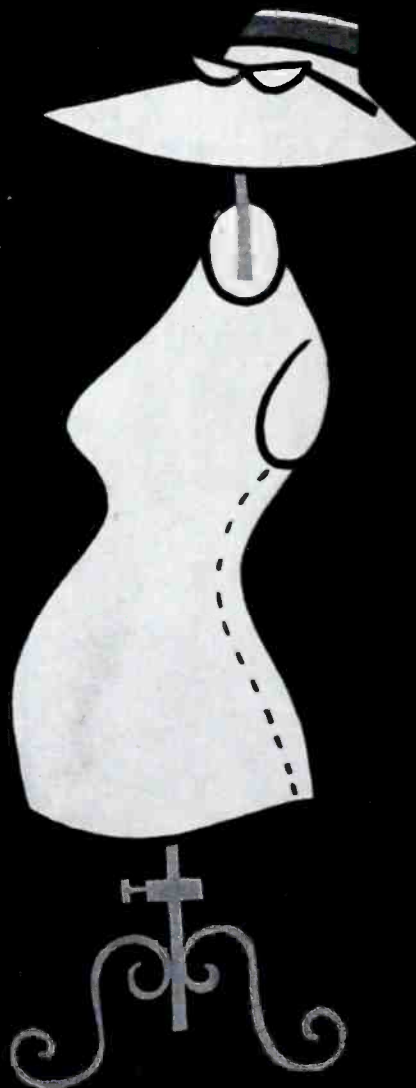
General Electric eliminates possible "blind spots" in their national television message by advertising G.E. Bulbs with spot campaigns in SELECTED markets. The fabulously funny Mr. Magoo — featuring the voice of Jim Backus — is the pleasantest TV ad treatment to come along in many a year. Here's an example of how SPOT has gone big time. Successful advertisers like G.E. know the power of spots well-placed — know how to capitalize on the unrivalled selectivity, exclusivity and productivity of Spot TV.



HR

Television, Inc.  
Representatives

**MY DEAR,  
YOU'RE  
RAVISHING**



Produced by U.P.A. Pictures, Inc. for General Electric.

# REPORT ON SPOT

## Advertising Patterns of Beer and Ale Spot Advertisers

This month's tabulation of beer and ale spot TV advertising has been expanded to show a breakdown on a regional basis in order to reflect schedule variations in alignment with the seasonal nature of this particular product.

The schedules for each advertiser represent spot activity during the first quarter of 1960 in cities monitored by Broadcast Advertisers Reports in the Eastern, Midwestern, Western and Southern regions of the United States.

In each city, the figures below represent a variety of random sampled weeks during January-March 1960. It is im-

portant to note that the recording weeks for the markets differ.

It is therefore not valid to make any inter-city comparisons, but rather only intra-city comparisons among the brands.

Here is a theoretical example of how the table should be read:

SCHLITZ	Sign-on-6 p.m.	6-11 p.m.	After 11 p.m.
Chicago	2:10; 6:60	3-30 min. per.	

In Chicago, Schlitz ran two 10-second and six 60-second announcements before 6 p.m., three 30-minute periods between 6-11 p.m. and nothing in the time period after 11 p.m.

	Sign on—6 p.m.	6-11 p.m.	11 p.m.—Sign-off
<b>EASTERN REGION</b>			
<b>AMERICAN BEER</b>			
Baltimore	7:10	8:10; 1:60	
<b>COVBEER</b>			
Baltimore		1-30 min. per.	
<b>CATALINE BEER AND ALE</b>			
Baltimore	1:60; 1-30 min. per.		
Buffalo	2:60	2:60; 1-30 min. per.	3:60
Buffalo		1:60; 1-30 min. per.	
Harrisburg - Lancaster			
Lebanon	2-30 min. per.		
Lebanon	2:20; 1:60; 1-30 min. per.		
Newark	2:60	2-30 min. per.	
Philadelphia	1:60; 1-30 min. per.		
Pittsburgh	1:60		
Pittsburgh	1-30 min. per.		
Washington	3:10; 1:20; 2:60		2:60
<b>KEY BEER</b>			
Washington			5-5 min. per.
<b>KEY BEER AND ALE</b>			
Pittsburgh	1:20		
<b>LAGER BEER</b>			
Buffalo		1-30 min. per.	
Harrisburg - Lancaster			
Lebanon	1:60; 1-30 min. per.		
Lebanon	1:60; 1-30 min. per.		
Newark	1-30 min. per.		
Philadelphia	1:60		
Pittsburgh	1-30 min. per.		
Pittsburgh	1:60		
Pittsburgh	1:60		
Washington	1:60		1:30
<b>LAGER BEER</b>			
Baltimore	3:60	10:10; 2:20; 5:60;	3:10; 4:60
Baltimore		1-30 min. per.	
Buffalo	1:10; 1:60	1:60	2-5 min. per.
Buffalo	1 basketball per.		
Buffalo	1:20; 6:60	2:20; 1:60; 1-30 min. per.	

	Sign on—6 p.m.	6-11 p.m.	11 p.m.—Sign-off
<b>HARRISBURG - LANCASTER</b>			
Lebanon	9:20; 5:60; 1-30 min. per.	6:60	
Pittsburgh	2:60		
Syracuse	1:60		
Washington	1:60	2:10; 1:20	2:20
Washington			1-5 min. per.
<b>CARLINGS RED CAP ALE</b>			
Buffalo	6:20; 8:60	6:20; 2:60	1:60
<b>CINCI BEER</b>			
Buffalo		5:20; 1-27 min. per.	
Buffalo		1-30 min. per.	
<b>CONGRESS BEER</b>			
Syracuse	2:20	4:20; 1:30	5:20; 3:60
<b>DOW ALE AND KINGS BEER</b>			
Buffalo		1-30 min. per.	1-60 min. per.
Buffalo		1-45 min. per.	
<b>DUQUESNE BEER AND SILVER TOP ALE</b>			
Pittsburgh		1:10; 5-10 min. per.	
<b>ESSLINGER BEER</b>			
Philadelphia		2-10 min. per.	
<b>FORT PITT BEER</b>			
Pittsburgh	3:60		1:10; 8:60
<b>FRANKENMUTH BEER AND ALE</b>			
Buffalo	1:10; 1:60		2:10; 4:60
<b>GENESEE BEER AND ALE</b>			
Buffalo	1-30 min. per.	1:60; 1-30 min. per.	
Syracuse	3:60	2:60; 1-30 min. per.	
<b>GUNTHER BEER</b>			
Baltimore	1:10; 1-5 min. per.		
Washington		1-30 min. per.	2:10
<b>HAFFENREFFER BEER AND ALE</b>			
Boston	5:10; 1:20	2:10; 2-10 min. per.	3:10
<b>IRON CITY BEER</b>			
Harrisburg - Lancaster			
Lebanon	3:20; 1:30; 1:60;		
Lebanon		5-10 min. per.	

To page 25







## **HERE THEY COME!**

*Quick on their feet, quicker on the audience draw...the most excitement-charged team of private eyes ever assigned to catch the public fancy! It's CBS Films'*

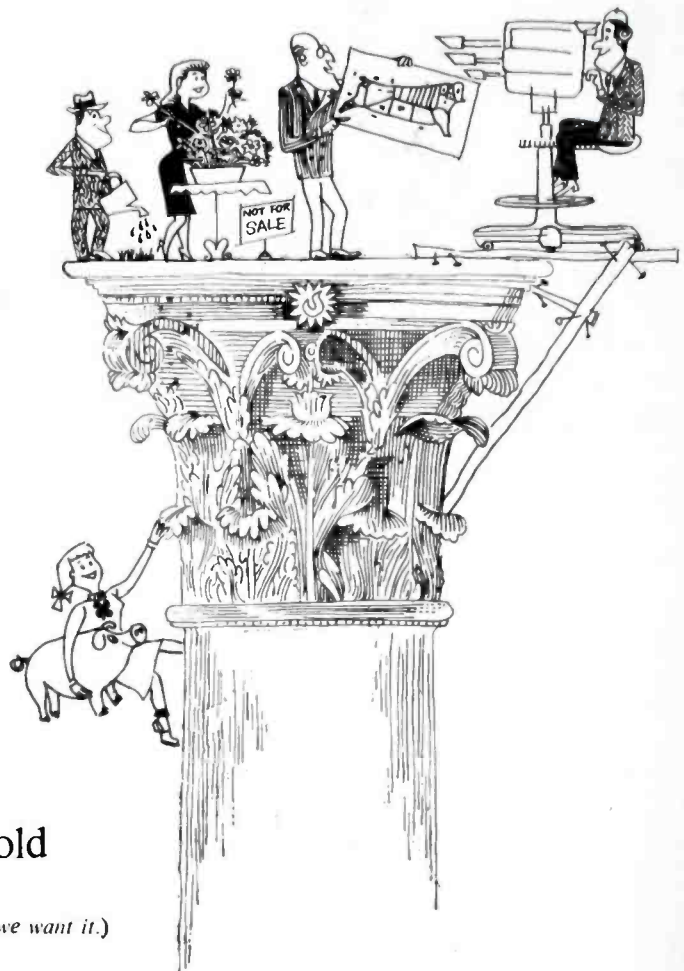
## **THE BROTHERS BRANNAGAN**

*Starring Steve Dunne and Mark Roberts in 39 all-new, all-action half-hours filmed on location in scenery-rich Arizona and California.*

*Reserve your sales area now*

**FROM CBS FILMS** 

*"...THE BEST FILM PROGRAMS FOR ALL STATIONS"  
OFFICES IN NEW YORK, CHICAGO, LOS ANGELES,  
DETROIT, SAN FRANCISCO, BOSTON, DALLAS, ATLANTA,  
ST. LOUIS. IN CANADA: S.W. CALDWELL, LTD.*



Five years and  
1,250 telecasts later,  
this program is still unsold

*(That's the way we want it.)*

**S**OME PROGRAMS become "public service" because they can't be sold. Others become salable because they render genuine service. WISH-TV's Farm & Home Program is in the latter category. Because commercial sponsorship might create problems for its participants, the program is "sold" only to its audience.

Since 1955, for five days a week from 1:15 to 1:30 p.m., the Marion County Agricultural Agent, or the County Home Economist, or faculty members of Purdue's agricultural extension service, or assorted combinations of agents, economists, professors and 4-H Clubbers, have gathered at WISH-TV to inform and entertain an impressive—and impressed—audience (38.4 share in an important 4-station metropolitan market).

What goes on? A turf prof. has held forth on improving the breed—of turf. Flower-arranging produced many requests for instructions—and the station never smelled so good. Cookie decorating sat well with our audience (1,500 requests) and staff (57 cookies demolished). The work of county agents, Purdue University extension services, 4-H clubs and other organizations, is widely publicized. Without stars, without artifice, the Farm & Home Program is wholesome, straightforward—and deep in the affection of its viewers.

The program *serves*. That's the Corinthian key to good community relations. We suggest that viewer confidence so built may help establish a receptive atmosphere for our clients' commercials.

*Responsibility in Broad*

**THE CORINTHIAN**

REPORT ON SPOT from page 21

Sign on—6 p.m. 6:11 p.m. 11 p.m.—Sign-off

**IRON CITY BEER continued**

Pittsburgh . . . . . 1-10 min. per. . . . . 4-15 min. per.;  
 . . . . . 1:30 min. per.

**IROQUOIS INDIAN HEAD BEER AND ALE**

Buffalo . . . . . 1:20 . . . . . 3:10; 1:20; 2:60 . . . . . 4:10; 7:60 . . .

**KNICKERBOCKER BEER**

Boston . . . . . 1-30 min. per. . . . .  
 Providence . . . . . 1-30 min. per. . . . .

**LABATT BEER AND ALE**

Buffalo . . . . . 4:20; 2-30 min. per. . . . . 1-40 min. per.;  
 . . . . . 1-45 min. per.

**MILLER HIGH LIFE BEER**

Baltimore . . . . . 1:10 . . . . .

**MOLSON CROWN AND ANCHOR BEER AND ALE**

Buffalo . . . . . 6:10; 2:20; 2-30 min. per. 1-45 min. per.

**NARRAGANSETT BEER AND CROFT ALE**

Boston . . . . . 8:20 . . . . . 1:20  
 Hartford . . . . . 11:10; 17:20 . . . . . 3:10; 3:20  
 Providence . . . . . 4:20 . . . . .

**NATIONAL BEER**

Baltimore . . . . . 21:10; 4:60; 1-30 min. per. 7:60 . . . . .  
 Harrisburg - Lancaster -  
 Lebanon . . . . . 1-30 min. per. . . . .  
 Pittsburgh . . . . . 3:10 . . . . . 1:10  
 Washington . . . . . 3:10 . . . . . 11:10; 2:60; 5-5 min. per.; 3:10; 2:60 . . . . .  
 . . . . . 1-30 min. per.

**O'KEEFE BEER AND ALE**

Buffalo . . . . . 10:20; 2-30 min. per. . . . . 1:60 . . . . .

**OLD STOCK BEER AND ALE**

Buffalo . . . . . 1:10 . . . . .

**ORTLIEB BEER**

Philadelphia . . . . . 1-30 min. per. . . . .

**PABST BEER & OLD TANKARD ALE**

New York . . . . . 4:60 . . . . .

**PIELS BEER**

Harrisburg - Lancaster -  
 Lebanon . . . . . 17:10; 3:60; 3-10 min. per. 6:60 . . . . .  
 Hartford . . . . . 2-10 min. per. . . . . 2:60; . . . . .  
 New York . . . . . 1:10; 3:60; 3-10 min. per.; 2:60;  
 . . . . . 1-11 min. per.; . . . . . 2-5 min. per.;  
 Philadelphia . . . . . 2:60 . . . . . 2-15 min. per. . . . .  
 Syracuse . . . . . 1:10; 3:60; 5-5 min. per. 10:60 . . . . .  
 . . . . . 3-10 min. per. . . . . 2:60 . . . . .

**PILSNER LAGER BEER**

Buffalo . . . . . 1:10; 2:20 . . . . .

**READING PREMIUM BEER**

Harrisburg - Lancaster -  
 Lebanon . . . . . 5-5 min. per. . . . .

**RHEINGOLD BEER**

Hartford . . . . . 1-30 min. per. . . . .  
 Syracuse . . . . . 2:60 . . . . .

**RUPPERT BEER AND ALE**

New York . . . . . 1-30 min. per. . . . .

**SCHAEFER BEER**

Boston . . . . . 3:20 . . . . .  
 Hartford . . . . . 1-30 min. per. . . . .  
 New York . . . . . 2:10 . . . . . 9:10 . . . . . 1:10 . . . . .  
 Syracuse . . . . . 1:60 . . . . .

**SCHLITZ BEER**

Harrisburg - Lancaster -  
 Lebanon . . . . . 2:60 . . . . . 2:10; 7:60; 3-10 min. per. 1:60 . . . . .

To next page

- KOTV**  
TULSA (H-R)
- KHOU-TV**  
HOUSTON (CBS-TV Spot Sales)
- KXTV**  
SACRAMENTO (H-R)
- WANE-TV**  
FORT WAYNE (H-R)
- WISH-TV**  
INDIANAPOLIS (H-R)
- WANE-AM**  
FORT WAYNE (H-R)
- WISH-AM**  
INDIANAPOLIS (H-R)

**STATIONS**

REPORT ON SPOT *continued*

Sign on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

**SCHMIDT OF PHILADELPHIA BEER AND TIGER HEAD ALE**

Buffalo	1:20; 5:60	5:60
Harrisburg - Lancaster		
Lebanon	5:60; 20:20; 3-10 min. per.	5:60
	1-15 min. per.	1-30 min. per.
Philadelphia	3:60; 4:20; 6:60; 1-5 min. per.	9:60; 2-10 min. per.
		3-5 min. per.
Pittsburgh	1:60; 3:20; 3:60	4:60

**SIMON BEER AND OLD ABBEY ALE**

Buffalo	5:10	6:10; 1:60
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**STEGMAIERS BEER**

Harrisburg - Lancaster		
Lebanon	3:20; 3:60	

**STONEY BEER**

Pittsburgh	1:60	
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**UTICA CLUB BEER AND ALE**

Buffalo	5:20; 9:60; 1-5 min. per.	1:20; 1:60
Syracuse	4:20; 3:60	

**VALLEY FORGE BEER AND RAMS HEAD ALE**

Washington	1-30 min. per.	
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**MIDWESTERN REGION**

**ALPS BRAU BEER**

Fort Wayne	1:10	
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**BALLANTINE BEER AND ALE**

Cleveland	1-30 min. per.	
Columbus	1:60	
Dayton	1:60	

**BAVARIAN OLD STYLE BEER**

Cincinnati	12:10; 2:20; 1:60	5:10; 7:60
Dayton	1:10	4:10; 2:60
Fort Wayne		5:10

**BLATZ BEER**

Cleveland		6-5 min. per.
Columbus	2:60	5-5 min. per.
Dayton		4-5 min. per.
Des Moines		5:60
Detroit		4-5 min. per.; 1-10 min. per.
Evansville - Henderson		15-5 min. per.; 1-10 min. per.
Fort Wayne		5-5 min. per.
Indianapolis		7:10; 3-5 min. per.; 5-5 min. per.
Lansing - Flint - Bay City		10-5 min. per.
Milwaukee		6:60; 6-10 min. per.
South Bend - Elkhart		7:20; 3-5 min. per.
Toledo		10-5 min. per.

**BUDWEISER**

Chicago	3:60	1-30 min. per.	7:60
Cincinnati		1-30 min. per.	
Cleveland		1-30 min. per.	
Columbus		1-30 min. per.	
Dayton		1-30 min. per.	
Des Moines		3:10; 7:20; 1:60	1:60
Detroit		1:60	
Indianapolis		1-30 min. per.	
Kansas City	1:5; 18:10	12:10; 1:60	4:10
St. Louis		10:20; 9:60; 1-30 min. per.	2:60

**BURGER BEER**

Cincinnati		7:10; 4:20; 1-30 min. per.	
Columbus		2:10; 4:20; 1:60	1:10
Dayton		6:10; 6:20; 1-30 min. per.	1:10; 4:60
Evansville - Henderson		3:10; 1-30 min. per.	

**BUCKEYE BEER**

Detroit	1:60	1:60
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Sign on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

**CARLINGS BLACK LABEL BEER**

Cincinnati	1-30 min. per.	
Cleveland	1:10	1-30 min. per.
Columbus	1:60	
Dayton	1-30 min. per.	
Detroit	16:10	17:10; 1:20; 1:60
		4:10; 3-10 min. per.
Fl. Wayne	1-30 min. per.	
Indianapolis	3:20; 1:60	
Lansing - Flint - Bay City	2-30 min. per.	3-5 min. per.
		2-10 min. per.
South Bend - Elkhart	4:20; 3-5 min. per.	
	1-30 min. per.	
St. Louis	1:60	
Toledo	3:10; 2:20; 1-30 min. per.	

**DREWRY'S BEER AND ALE**

Chicago	1:60; 1-30 min. per.	
Des Moines	1-30 min. per.	
Detroit	2-30 min. per.	
Evansville - Henderson	1:60	
Fort Wayne	2:60	2-30 min. per.
Indianapolis	1:60; 1-30 min. per.	
Lansing - Flint - Bay City	3-30 min. per.	
South Bend - Elkhart	1:60; 1-30 min. per.	1:60
Toledo	1-30 min. per.	

**DUQUESNE BEER AND SILVER TOP ALE**

Cleveland	2-15 min. per.	
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**E & B BEER**

Detroit	4:10	
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**FALLS CITY BEER**

Evansville - Henderson	1:20	3:10; 9:20; 6:60
Indianapolis	1 basketball per.	16:10; 4:20; 2:60
		3:60

**FALSTAFF BEER**

Des Moines	1-30 min. per.	
Evansville - Henderson	1-30 min. per.	
Fort Wayne	2 basketball per.	1-30 min. per.
Indianapolis	7:20; 1-30 min. per.	
Kansas City	5-10 min. per.	
	1-30 min. per.	
Lansing - Flint - Bay City	2:60; 2-30 min. per.	
St. Louis	42:10; 1:20; 1:60	4:10; 8:20; 8-10 min. per.; 1:10
		1-105 min. per.

**FENNS BEER AND ALE**

Indianapolis	1-20 min. per.	
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**GAMBRINUS BEER**

Columbus	1:10	7:10	4:10
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**GRAIN BELT BEER**

Minneapolis	1:10; 8:20; 4:60	2:60
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**HAMM'S BEER**

Chicago	1:60; 1 hockey per.	2:60; 3-5 min. per.	3:60
Des Moines	4:60	3:30	3:30
Kansas City		1:20; 3:60; 1-10 min. per.	
Milwaukee		1:20; 7:60	1:10
			1-5 min. per.
Minneapolis	3:20; 4:60	3:20; 6:60; 1-30 min. per.	3:30

**HAUENSTEIN BEER**

Minneapolis	6:10	
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**HEILEMAN OLD STYLE LAGER BEER**

Chicago	1:60; 1-30 min. per.	
Milwaukee	1:60	

**HUDEPOHL BEER**

Cincinnati	1:30	1:60; 1-30 min. per.
	1 basketball per.	
Dayton	2:30; 2:40; 1:60	2-10 min. per.
Indianapolis		1-30 min. per.

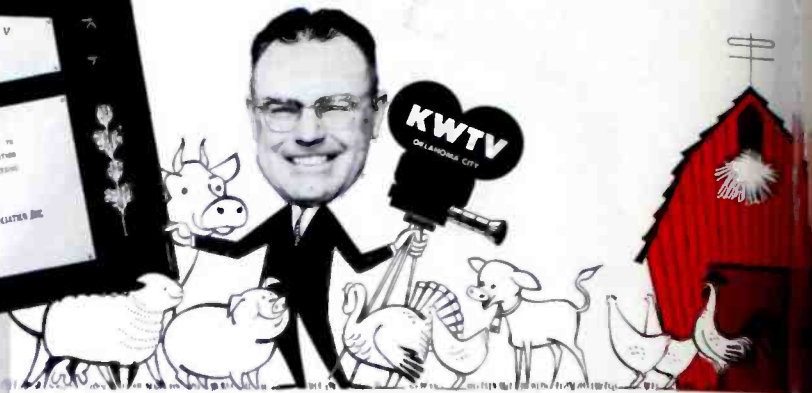
To page



**DON'T BE A DROOPERT** is now the safety slogan in the Cleveland market. Introduced as an animated TV symbol of channel 8's on-the-air public service campaign, the cartoon character of Droopert immediately became synonymous with traffic hazard. Cleveland city officials quickly adopted Droopert. Now, he has been *stenciled on sidewalks* of Cleveland's busy intersections. That's impact—action and influence.

YOU KNOW WHERE YOU'RE GOING WITH **WJW TV**  
CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY



# we really rate down on the farm

... in fact,

**KWTU's Farm Director Wayne Liles**  
is **1959 National Winner**  
of the **Animal Agriculture Award**  
for Farm Directors

This coveted Animal Agriculture Award was presented to KWTU Farm Director Wayne Liles at the 52nd Annual Convention of the American Feed Manufacturers Association in Chicago.

*The basis for judging KWTU's Wayne Liles the National Winner is set by the Association as follows:*

1. Interest and ability to hold the farmers' attention, convey the latest information and stimulate constructive action.
2. Encourage most economical production of livestock and poul of highest quality, fitting best into market demands.
3. Good balance between management, nutrition, breeding, animal health, labor saving, finance, marketing, consumer education and youth activities.
4. Participation in field days, tours, contests, special promotion and assistance in animal agriculture activities.
5. Results from the above activities in terms of special developments.

### KWTU Farm Programming

- Morning News and Farm Markets**  
7:30 to 7:45 A.M., Monday through Friday—News of rural interest with livestock reports direct from Oklahoma City stockyards.. Also grain and poultry markets.
- Farm News and Markets**  
12:15 to 12:30 P.M., Monday through Friday—Farm news with daily film reports on livestock quotations, with owners name and address, class and grade of stock, weights, prices, and name of purchasers.
- Saturday Farm Show**  
12:30 P.M., Saturday—The emphasis is on state farm youth activities in 4-H, FFA and FHA.



# RADIO WRAP-UP

## A Monthly Review of the Radio Industry

The Radio Advertising Bureau's recently announced five-year plan to expand operations and double its budget promises a raft of new and enlarged services.

A development department is being set up to provide new supplementary services that will be available to members upon request at out-of-pocket costs. Such services currently under consideration include a school for radio salesmen, direct mail campaigns and slide presentations tailor-made for individual stations, comprehensive sales plans for special events.

Another new project, the RAB station management information service, has been doubled in scope even before it starts. Two monthly reports-in-depth on various station management subjects, instead of the previously announced one, will be forthcoming when the service gets under way next month.

Expansion of existing services is also on the RAB schedule. Twelve presentations aimed at important national advertiser categories—including brewing, bread, tires, candy and airlines—have been or soon will be completed. In addition, work has begun on 12 presentations to specific retailer groups, e.g., hardware stores, movie theatres, laundries, television repair stores and boat dealers.

The RAB plan projects a \$2,200,000 annual operating budget for 1965, double the current \$1,100,000 figure. A \$500,000 annual increase from dues revenue is anticipated, with membership targeted to grow from the present 1,200 to 1,900 in five years. Additional income at the rate of \$650,000 annually is expected in five years from the expanded supplementary services to be offered by the new development department.

### News makes news

While much is being said about television's role in public service, radio is more than holding its own as a news medium, according to a study conducted by the National Association of Broadcasters among member stations.

The typical station, reports the NAB,

*To next page*

ASK  
THE  
FOLKS  
WHO  
LIVE  
HERE



Earning audience respect is the surest method of earning audience response. This principle has served KOIN-TV well in maintaining its role as one of the nation's truly influential advertising media.

KOIN-TV standards reflect its attitude of service toward its audience, its clients and its industry. KOIN-TV has always adhered strictly to the Television Code of the NAB. As senior advertising agency principals know well, this strong sense of propriety and responsibility has characterized the KOIN operation for 35 years.

Confidence in KOIN-TV thoroughly covers a wide area\* and produces the highest ratings . . . providing the finest sales setting for your product and services.

**KOIN-TV**

PORTLAND CHANNEL 6

One of the Nation's Great INFLUENCE Stations Represented Nationally by CBS-TV Spot Sales

\*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties.

WITHIN A STONE'S THROW  
OF COMMUNICATIONS ROW!

One of New York's  
most desirable locations  
**MADISON AVENUE  
AT 52nd STREET**



A Bigger and Better

*Berkshire*  
**HOTEL**

Just steps from anywhere...  
now with 500 individually decorated  
rooms and suites — and  
completely air conditioned.



The magnificent new  
**BARBERRY**

17 E. 52 St.

Your rendezvous for dining  
deliberately and well...  
open every day of the week  
for luncheon, cocktails,  
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



**RADIO WRAP-UP** from page 29

devotes almost three hours a day to news, and nearly three-fourths of all radio news programming is locally produced. To put it another way, the typical station today is carrying about 100 hours of locally programmed material each week (a gain of 22 hours since 1953 when the NAB last surveyed the situation) and one hour out of every seven of this total local output is given to news. Furthermore, the amount of network news programs carried by stations has doubled since 1953.

Although stations are charging more for their news shows, few find them more profitable than other types of programming because of the high production costs, the NAB survey reveals. But, news

programs are found easier to sell. Other shows by 70% of small (250 w or less), 67% of medium (250 w to 5 kw) and 57% of large stations (10 to 50 kw).

About 70% of locally originated shows are sponsored today, a slight decline from 1953, and approximately thirds of network newscasts have sponsors, about the same amount as years ago. Eighty-one per cent of large stations, 91% of medium and 89% of small stations reported that scheduling news programs the same times of day over the year attracted long-term sponsorship for individual shows.

Station newsrooms are better equipped

To be

**NETWORK RADIO'S LEADING ADVERTISERS**

Based on Four Weeks Ending May 8, 1960

**HOME BROADCASTS**

Rank	Advertiser	No. of Broadcasts	Total Home Broadcasts Delivered (000)
1	Pepsi-Cola Co.	387	163,030
2	Electric Autolite Co.	170	117,004
3	Renault, Inc.	170	116,899
4	R. J. Reynolds Tobacco	299	112,989
5	Pharmaco, Inc.	365	98,994
6	Automotive-Amer. Motors	148	64,196
7	Ex-Lax, Inc.	148	63,044
8	Time, Inc.	98	58,209
9	Kellogg Co.	80	54,642
10	General Mills, Inc.	132	52,759
11	Wagner Electric Corp.	81	48,613
12	Curtis Publishing Co.	75	41,934
13	Sylvania Electric Prod.	60	39,068
14	Sunsweet Growers, Inc.	51	35,754
15	A. E. Staley Mfg. Co.	39	30,907

**COMMERCIAL MINUTES**

Rank	Advertiser	No. Commercial Minutes Aired	Total Commercial Minutes Delivered (000)
1	Renault, Inc.	128	82,752
2	Electric Autolite Co.	127	81,849
3	Pharmaco, Inc.	286	73,787
4	Pepsi-Cola Co.	157	69,017
5	R. J. Reynolds Tobacco	193	64,784
6	Wm. Wrigley Jr. Co.	92	47,133
7	General Mills, Inc.	118	47,041
8	Curtis Publishing Co.	83	45,786
9	Time, Inc.	82	43,492
10	Ex-Lax, Inc.	90	37,933
11	Sylvania Electric Prod.	55	34,904
12	Wagner Electric Corp.	62	34,332
13	Chevrolet-Gen. Motors	64	34,129
14	Oldsmobile-Gen. Motors	43	33,917
15	Sterling Drug, Inc.	101	33,602

Sources: A. C. N.





# DESTINY IS TODAY

*Radio stations today face the most demanding challenges in the medium's history. The challenge to program right. The challenge to sell right. The challenge to keep radio a respectable, respected member of the family of mass communication media.*

*This company has a commanding confidence in the men who manage radio stations to meet these demanding challenges. But the time is now. And the requirement is serious, sound individual activity.*

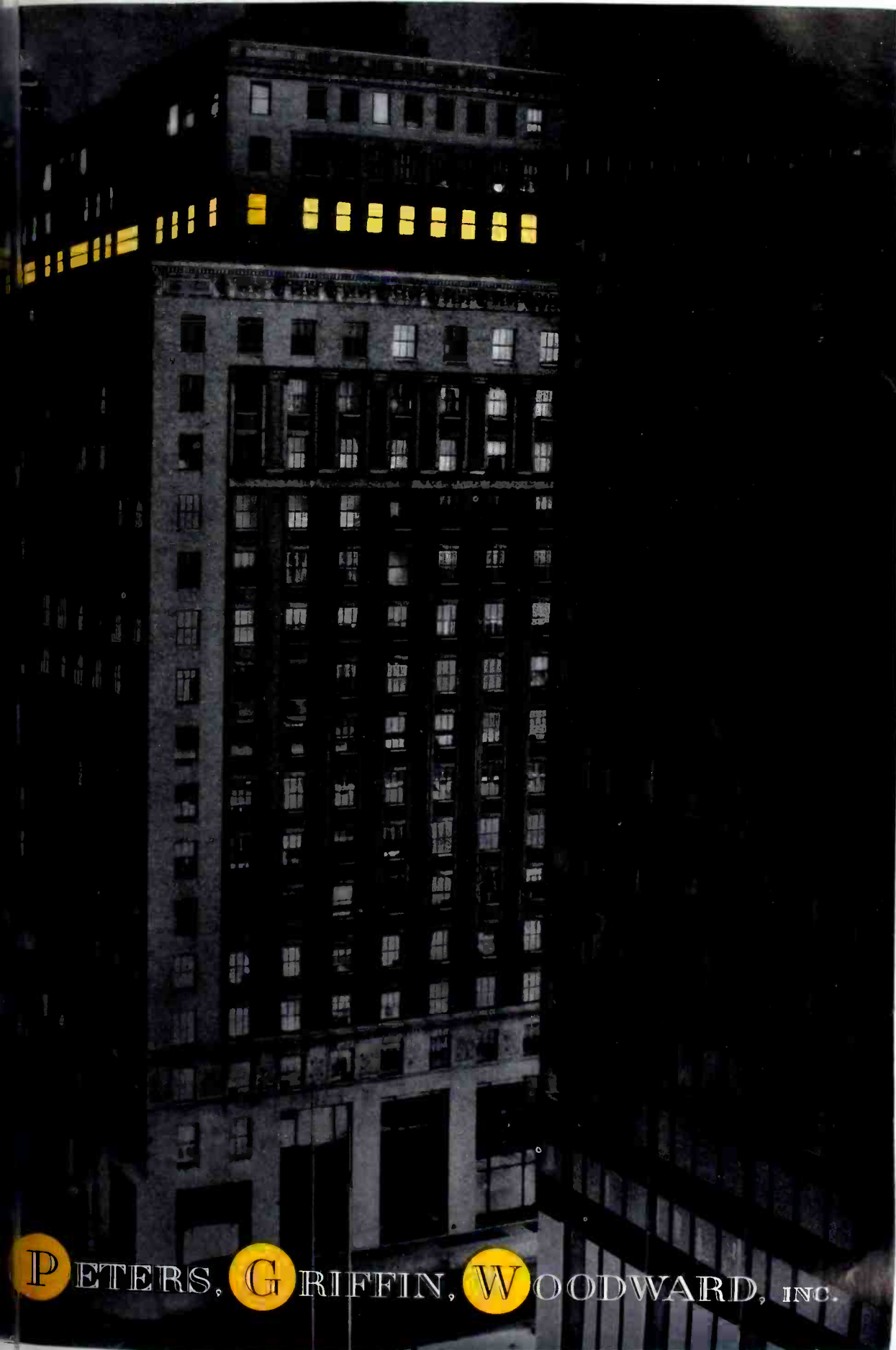
*Destiny doesn't creep. It gallops. And radio's destiny is today. If you are responsible for the future of a radio station anywhere, we urge you to set firm, right program policies . . . concerning entertainment, news, public service. We urge you to set firm, right selling policies. And we urge you to stick to both of these . . . until your program policies establish your station as an important part of your community . . . until your rate policies are respected among media. But start today.*

**AVERY-KNODEL** National Sales Representatives  
INCORPORATED

NEW YORK    ATLANTA    DALLAS    DETROIT    SAN FRANCISCO    LOS ANGELES    CHICAGO



*To tell you  
more about **SPOT**  
and the Stations  
and Markets we represent*



PETERS, GRIFFIN, WOODWARD, INC.

*...and these are the fine Television Stations  
and Markets we represent:*

<b>EAST, SOUTHEAST</b>			CHANNEL	PRIMARY
WWJ-TV	Detroit		4	NBC
WPIX	New York		11	IND
WTTG	Washington		5	IND
WCSC-TV	Charleston, S. C.		5	CBS
WCHS-TV	Charleston—Huntington, Ashland		8	ABC
WIS-TV	Columbia, S. C.		10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg		13	ABC
WFGA-TV	Jacksonville		12	NBC
WTVJ	Miami		4	CBS
WSFA-TV	Montgomery		12	NBC-ABC
WSIX-TV	Nashville		8	ABC
WDBJ-TV	Roanoke		7	CBS
<b>MIDWEST, SOUTHWEST</b>				
WHO-TV	Des Moines		13	NBC
WOC-TV	Davenport—Rock Island		6	NBC
WDSM-TV	Duluth—Superior		6	NBC-ABC
WDAY-TV	Fargo		6	NBC-ABC
KMBC-TV	Kansas City		9	ABC
WISC-TV	Madison, Wisc.		3	CBS
WCCO-TV	Minneapolis—St. Paul		4	CBS
WMBD-TV	Peoria		31	CBS
KPLR-TV	St. Louis		11	IND
KARD-TV	Wichita		3	NBC
KFDM-TV	Beaumont		6	CBS
KRIS-TV	Corpus Christi		6	NBC
WBAP-TV	Fort Worth—Dallas		5	NBC
KENS-TV	San Antonio		5	CBS
<b>MOUNTAIN AND WEST</b>				
KBAK-TV	Bakersfield		29	CBS
KBOI-TV	Boise		2	CBS
KBTB	Denver		9	ABC
KGMB-TV	Honolulu		9	CBS
KMAU-KHBC-TV	Hawaii			
KTLA	Los Angeles		5	IND
KRON-TV	San Francisco		4	NBC
KIRO-TV	Seattle—Tacoma		7	CBS

*Pioneer Station Representatives Since 1932*

**P**ETERS, **G**RIFFIN, **W**OODWARD, INC.

NEW YORK  
ATLANTA

CHICAGO  
DALLAS

DETROIT  
FT. WORTH

HOLLYWOOD  
SAN FRANCISCO

BOSTON  
ST. LOUIS

## PROMOTION

By Gene Godt, President, BPA



# A PLUG FOR TOGETHERNESS

*... us more information about the sales objectives of the product we're supposed to promote*

... many years ago—about the time of the Brinkley  
... gland promotion—I wrote editorials for a high  
... newspaper in Arkansas. Boy, they were biting and  
... biting. Powerful! I found some clippings of them  
... er night. Wow!

... starts out like this: "There is still not enough sup-  
... for the basketball team." And then it adds, sternly:  
... carried an editorial about this last week, but *nobody*  
... *is so be doing anything about it yet."*

### ... ets for merchandising help still standard

... ings really haven't changed much. Nobody seems to  
... thing about several good suggestions I've read re-  
... about bringing advertisers and broadcast promotion  
... closer together to make broadcasting buys work bet-  
... both sides—particularly in the area of merchandis-  
... e still get the mimeographed letters asking for "really  
... merchandising," and we still get the "merchandising  
... containing a glossy photograph of the product plus  
... graphed "sample copy." We still get requests for  
... alls, and point of sale material, and news story place-  
... and window displays, etc. etc.

... we're still far apart.

... do something about it. Let's take a new perspective,  
... out some ideas we can work with, and then work  
... m together. The key word: *together*. Like this, for  
... le.

... take us into your confidence. Tell us what is new or  
... nt or better about your product, so we can use our  
... g merchandising services with intelligence and effect.  
... is something of your marketing strategy: Are you  
... g for sales first of all, or are you primarily pushing  
... panded distribution? Whom—among your dealers—  
... u working with most successfully? Can you show me

an idea some other station is using which has been particu-  
larly effective? Maybe we can translate it into terms of our  
own market, and throw another natural for you.

2. If we agree mailing is a good idea, and you want to  
supply a list for us, let's figure out if your list is better than  
mine. I keep mine as live as possible. Do you?

3. Let's keep your local representatives involved. I will.  
Will you?

Most promotion people are extremely conscious of your  
rights and powers in our relationship. We figure you have  
not only the right but the duty to look us straight in the  
eye and ask such questions as "Can you sell my product and  
do it with economy? Can you suggest good additional ways  
for efficient use of your abilities and knowledge of the local  
situation to make my purchase of your facilities do its sales  
job better? And do you have additional aids which will  
help me sell more of the product?"

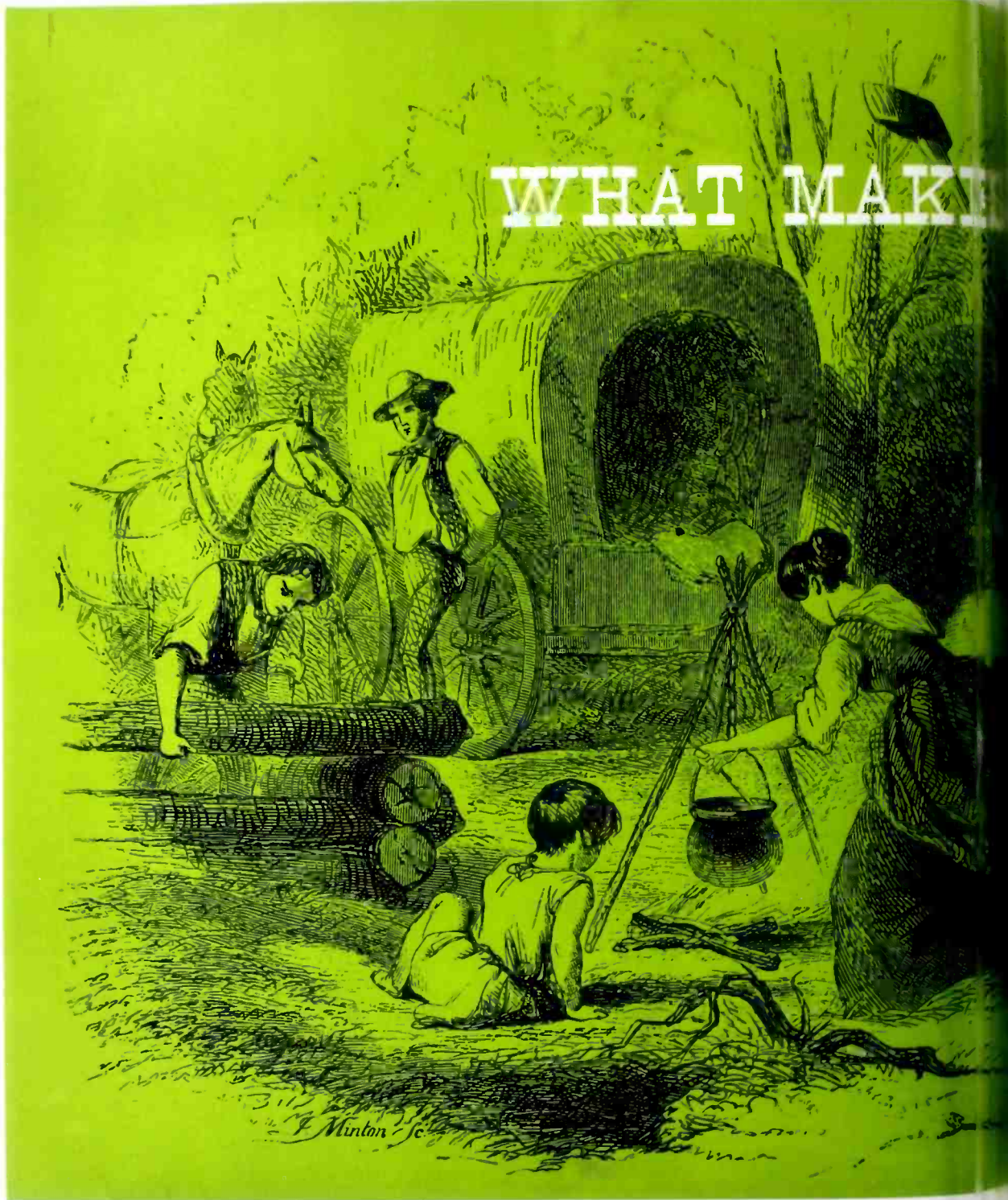
### Need information about marketing goals

Now look at it from the point of view of the promo-  
tion manager, whose first responsibility is to his station.  
Wouldn't he help you better if he knew something of your  
particular merchandising and marketing objectives? And  
can anyone explain these better than you? Can you honestly  
expect any promotion manager to do more to aid sales of  
your product than you do? Our responsibility to a client  
does not end when the contract is signed. In many cases,  
it just starts then. I'm sure you feel the same way: You're  
mighty interested in proving at the cash register your ad-  
vertising and your time buy are right.

All I'm suggesting is that we do this together; that  
we continue working closely with each other until the  
contract ends.

Now, *why isn't everybody doing something about it?* END

WHAT MAKES



STORER BROADCASTING

*33 years of community service*



PIONEER

PIONEER?

A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It's not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

There were few broadcasting guideposts when we started out 33 years ago. What have we learned from it all? This.

You first must make yourself a responsible citizen and a good neighbor to the community as a whole. Only in this way can you build loyal, responsive audiences — the real success of any station. In short, it's good business to operate in the public interest.

*Radio*

PHILADELPHIA—WIBG  
LOS ANGELES—KPOP  
DETROIT—WJBK  
TOLEDO—WSPD (NBC)  
CLEVELAND—WJW (NBC)  
MIAMI—WGBS (CBS)  
WHEELING—WWVA (CBS)

*Television*

DETROIT—WJBK-TV (CBS)  
CLEVELAND—WJW-TV (CBS)  
MILWAUKEE—WITI-TV (CBS)  
ATLANTA—WAGA-TV (CBS)  
TOLEDO—WSPD-TV (ABC-NBC)

MPANY

RATIONAL SALES OFFICES:

2 Madison Ave., N.Y. 22 • PLaza 1-3940  
Michigan Bldg., Chicago 1 • FRanklin 2-6498

## ON RADIO

By Kevin B. Sweeney, President, RAB



## ON KID BROTHER

*Government can help radio by recognizing its function as a separate entity in communication*

**W**ashington news has so outweighed Madison Avenue news in the advertising world for the last half year that this month I want to talk "Washington" to you.

About three weeks ago, I talked to the Washington Advertising Club about radio's progress and its future and what we were learning about radio. Then I said what we believe needed saying to official Washington—the Congress and the Commissions which, in effect, regulate radio advertising—about what their attitude might be towards radio.

I hope you'll be interested in some pieces of what was said because it is this month's "blue plate."

"The sales growth of a regulated industry is not government's prime concern about that industry.

"Government must be concerned basically with whether that industry is serving the people well.

"But, inextricably, the two are bound together—the prosperity of the industry and its ability to serve the public increasingly well go together whether it is an airline, a pipe line, a telephone company or a broadcasting station.

"Unlike the others, radio doesn't need rate relief or subsidies. What we need most is sympathetic understanding of our occasional awkwardness in meeting the vast problems that were brought on by television's arrival and the almost simultaneous quintupling of the number of radio stations—that, plus the recognition that we are nobody's kid brother.

### **Not responsible for any other medium**

"We are a separate and distinct branch of communications—as unlike television as we are unlike magazines and newspapers. We are not responsible for TV's scandals nor can we share in television's very real accomplishments.

"We stand on our own, a completely separate service to the American people with distinctly different problems, and

we're entitled to be considered and judged independent.

"How can government help us and thereby increase our effectiveness in support of the public interest, convenience and necessity? Let me be specific in a half-dozen ways.

### **How government can help radio**

"(1) Recognize our differences. Radio stations are basically small enterprises. More than 850 AM stations operate in cities that cannot support a daily newspaper. And some stations have become very valuable indeed, though a majority—over 80%—are enterprises hiring fewer than a dozen people. The radio networks are in no sense important in our industry as the television networks are. Primarily, our businesses are locally programmed. This presents problems and it presents opportunities. Both should be kept in mind by government.

"(2) Our job—the one assigned us by the government when our licenses are granted—is to serve the public interest. Let us serve that interest better by setting up administrative standards to judge how well we serve the public. Let us serve the cause of charity, Radio Free Europe or the B'Nai Brith supper in the way we would serve our most cherished advertisers—with heavy announcement campaigns that spread the message to the maximum number of families. Let us serve the causes of religion, education, agriculture, science, and community better the same way and give us full credit for this type of service.

"(3) Recognize the changes that are taking place in great markets of the United States. Two of them—Pittsburgh—went down to one afternoon and morning paper this year. In most cities, there is no one editorial opinion—right or wrong—expressed in the paper. Continue to encourage radio stations to express an opinion about their community. Give them guidance, infort



# LOUD

## OR CLEAR?

Does she filter you out or hear you through? It depends on whether her radio is tuned in—or just turned on. Listeners to the CBS Owned Radio Stations are tuned in and alert, because C-O programming demands it. It is radio for the active attention of the adult mind—not just a substitute for silence. Locally-produced C-O shows include live music, comedy, opinion forums, education, special events, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music programs. This is responsible broadcasting. It gets a responsive audience. And gets response to your advertising, too!

**CBS OWNED RADIO STATIONS** **CO** **KCBS** SAN FRANCISCO **KMOX** ST. LOUIS  
REPRESENTED BY CBS RADIO SPOT SALES **KNX** LOS ANGELES **WBBM** CHICAGO **WCAU**  
PHILADELPHIA **WCBS** NEW YORK **WEEI** BOSTON



SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT KDKA-TV PITTSBURGH



**Any year, any time...largest share of audience of Pittsburgh stations!** Look as far back as you like and you will find KDKA-TV consistently ahead of any other Pittsburgh station. And that's not all! □ Strongest local program all Pittsburgh TV stations! Stronger personalities



ts their endorsement! Kids' shows, women's shows, variety shows—all rated  
in their time periods by NIELSEN. □ Most national and local advertisers of all  
burgh TV stations—confirmed by BAR, December 1959. □ Most first-rated news  
of all Pittsburgh stations!\* That's why, in Pittsburgh, NO SPOT TV CAMPAIGN

MPLETE WITHOUT THE WBC STATION, **KDKA 2<sup>®</sup> TV**

N.S.I., Feb., 1960

PITTSBURGH

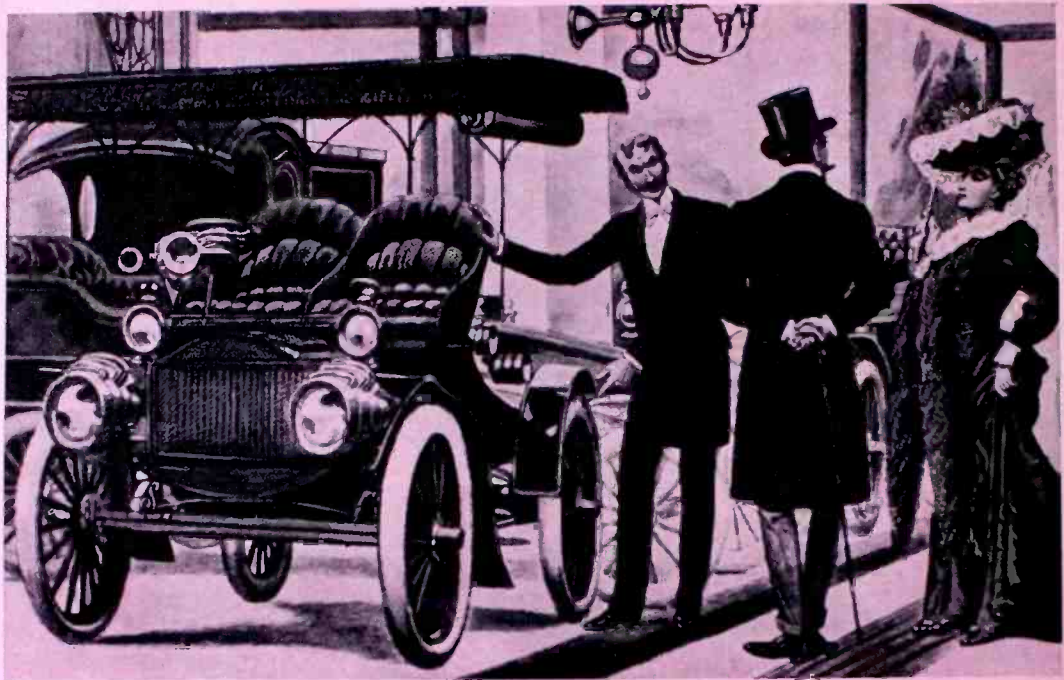


WESTINGHOUSE BROADCASTING COMPANY, INC.

Represented by Television Advertising Representatives, Inc.

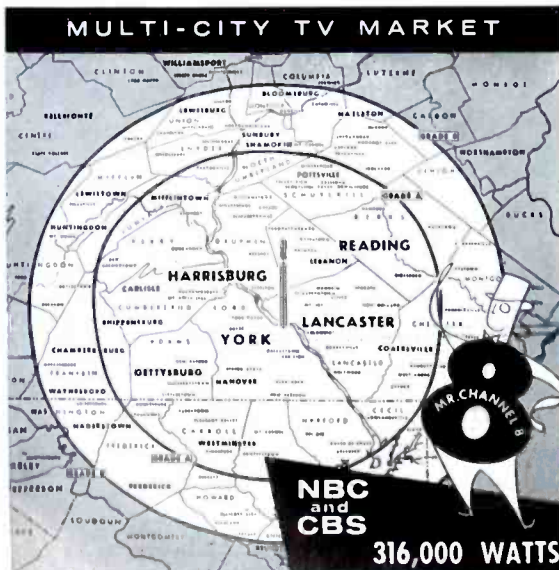
# WGAL-TV

the on-the-go market



THE BETTMANN ARCHIVE

**\$684,903,000** automotive sales  
*including filling stations, automotive supplies*



The people in this prosperous multi-city TV market are on the go, live better, spend better. This is truly a model-sales market. And, there's a dramatic reason for this: WGAL-TV delivers an audience which is greater than the combined audience of all other stations in its coverage area. (See ARB or Nielsen surveys.)

**WGAL-TV**  
*Channel 8*  
**Lancaster, Pa.**  
**NBC and CBS**

**STEINMAN STATION**  
 Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

## THE TV SCENE

By George G. Huntington, v.p. and general manager, TvB



# DOWN WITH THE WAITING GAME

Advertisers lose a chance to reach millions while waiting on the sidelines for the "right show"

Do you know of some advertiser who has not yet used television because he is waiting for "The Right Show" to come along? While his competition and our total economy are right on moving, he is on the sidelines, missing his opportunity to reach millions of people.

Usually these advertisers feel that they or their problems are unique and thus require a unique television program. It may be a little deflating to their corporate ego, but I'll bet you can show that neither they nor their problem is unique. That lots of different advertisers are using various TV programs to solve that problem they consider unique.

### Waiting to reach upper income homes?

Like the problem of the advertiser waiting for a way to reach the upper income homes. These homes are a minority: 14% of all homes, 20% of all TV homes.

It doesn't take a unique program to reach upper income homes. Look at the variety of program types *all* of which reached between 19.0% and 19.9% of upper income homes in a single telecast in January. Nielsen showed 14 different programs in this narrow rating band: first, *Twentieth Century* and *U. S. Steel Hour*, as you might expect. But would you have expected these other shows to do equally well in reaching these upper income homes: *Dillinger*, *I've Got a Secret*, *Bonanza*, *Lucille Ball/Desi Arnaz*, *Alaskans*, *Night Zone*, *Bourbon Street Beat*, *Donna Reed Show*, *Ernie*, *Man and the Challenge*, *Man from Blackhawk* and *Peter Gunn*? Each reached between 19.0% and 19.9% of these upper income homes. Unique programs?

Nielsen reports a total of 121 nighttime programs in January. Of all these, only 18 had as much as a five rating-point difference between their score in the lowest income homes and their score in the highest income homes. Thus of 121 programs, 103 did essentially as well in *both* income groups. But look at those 18 shows, the ones which did disproportionately well in reaching these upper or lower income

groups. Of these 18 shows, seven did best among the lower income homes, 11 did best among the higher income homes. In the 11 shows which did from 23% to 51% better in *high* income homes, another wide range of program types is most evident: *The Rose Bowl*, *The Untouchables*, *77 Sunset Strip*, *DuPont Show of the Month*, *Alfred Hitchcock Presents*, *The Garry Moore Show*, *Special Tonight*, *Hawaiian Eye*, *The Red Skelton Show*, *The Citadel* and *The Jack Benny Show*. Unique programs?

And look at the range of sponsors of these shows reaching the upper income homes: DuPont, Scott Paper, Bristol-Myers, Gillette, Pet Milk, Lever Brothers, Armour, Carnation, etc. Unique?

It's easy to disprove the belief that different groups of people only like different kinds of programs. All you need to do is to look at the top rated programs and you'll find they are usually top rated among *all* types of homes. Take 11 different types of homes: metropolitan "A" county and rural "D" county homes, North East, South and Pacific homes, lower income and upper income homes, small one-two member families and large five-or-more families, young under-40 families and older over-55 families. There are two programs that score highest of all rated programs in 10 of these 11 types of homes: *Wagon Train*, Nielsen's top rated show, and *Gunsmoke*, Nielsen's second rated show. The *Rose Bowl* telecast won among homes in the Pacific.

### High-rated shows must include all types of homes

Thus, the most popular shows were the most popular with *all* homes. They must be in order to reach their huge audiences.

So, if you know an advertiser who's waiting for "the right show," see if he isn't really waiting for *the right audience* . . . and a show that can deliver that audience. There are *many* "right shows" . . . and many of them are available right now. END



fil  
'er  
up

ow:

WNBQ

ny:

make up

ords...

ed

uglists...

urning,

T-

hours.

women

WBQ

mornings

(12 noon)

mother

otation.

big reason

advertisers

WNBQ to

elling in

go market.

**WBQ**

ed

5 in

Sold by

t Sales

**THE TV COMMERCIAL**

By Beatrice Adams, Vice President, Gardner Advertising



SOME  
WINNERS  
IN MY BO

*Invisible awards go to these commercials, winners or not at the American TV Commercial Festival*



Top left: Johnson Baby Powder's "Baldie." Agency: Y&R.  
Top right: Yuban, Benton & Bowles, Production: TV Graphics.  
Center: Timex Watches. Agency and producer: W. B. Doner.  
Bottom left: Duncan Hines Blueberry Pancakes. Gardner Advertising.  
Bottom right: Phillies Cherokees. Agency: Wermen & Scharr.



Well, here we are knee-deep in June. The first American TV Commercials Festival (held May 18-20 in New York City) has come and gone. The winning commercials have been announced, the awards given, and the tradesmen now trying to judge the judges. [Bea Adams was one of the 50 outstanding advertising figures who acted as judges at the Festival.]

This is not a report on the winners. Later on in this column we have a few comments concerning the ingredients of TV commercials with which some people seem preoccupied. Meantime, a few examples (winners or not) which this judge thinks are fine and dandy.

**Knows the language of the young**

First, a big hand for all at Young & Rubicam who created and produced the delightful Johnson Baby Powder commercials. They are done with the sure hand of someone who knows the language of the very young. Photographer: I. Penn; writer: Bill Schnurr of the agency; producer-designer: Y&R's Steve Frankfurt. My favorite is about "Baldie."

Another favorite of ours is the Christopher Ballad commercial for Ivory Snow. A charming and credible monial spot featuring baby Chris and his mother. Via Benton & Bowles; writer: Mary Pillsbury.

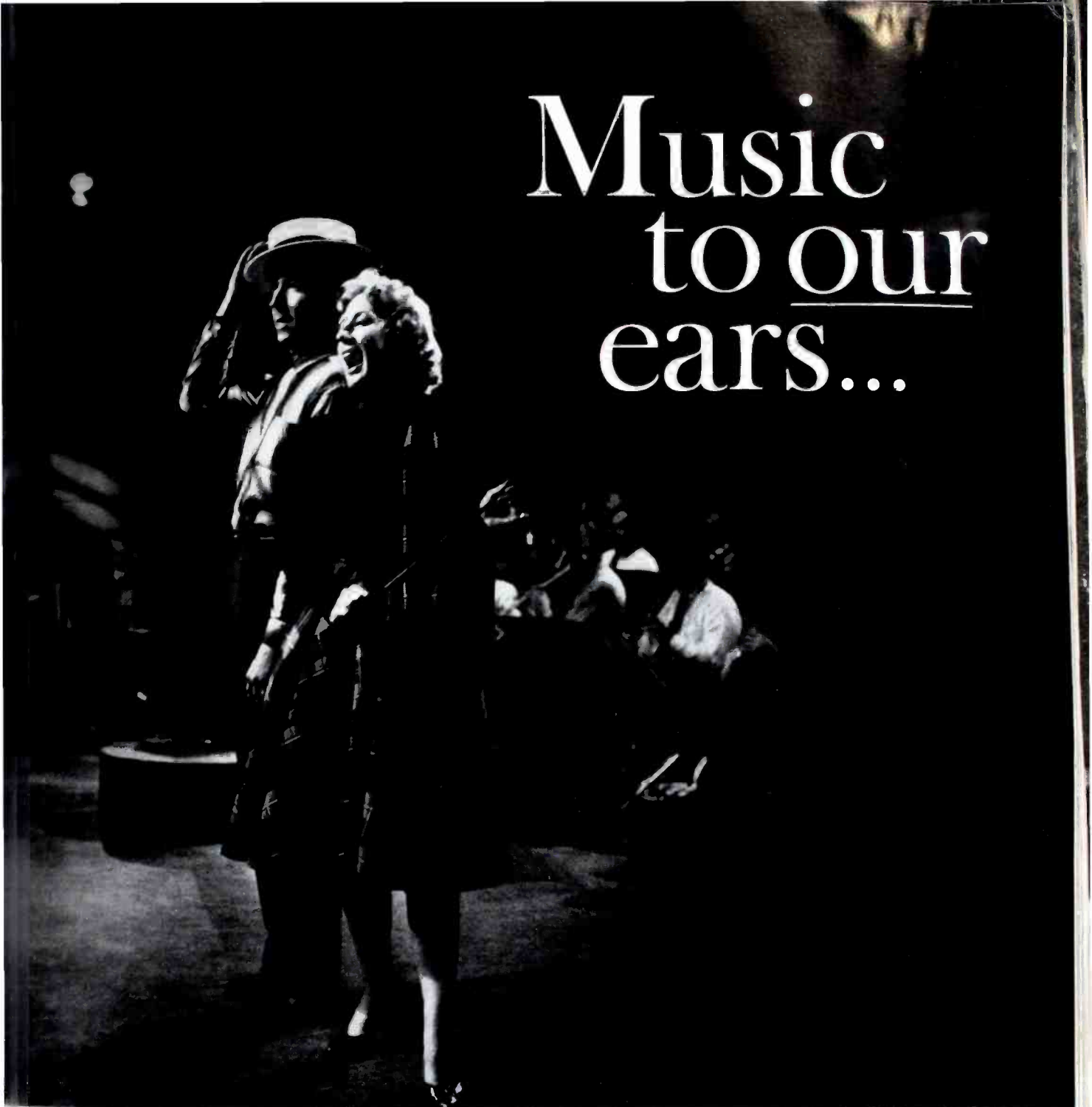
Next, an invisible award to the creator of Falcon commercials. The Falcon testimonial spot is brief, painless, believable. The Falcon Ranchero Pick-Up Truck commercial moves right along to prove that "it looks like a Falcon, like a pick-up." Nice work.

Now a series we should have applauded weeks ago mean those out-of-the-stereotype commercials about dark, delicious Yuban with aged coffee beans." They We skedaddled right out and bought some. Three che

To p



# Music to our ears...



"The American Musical Theatre," which every week brings music to the ears of New Yorkers, the week in May was one of particular note. This continuing series (produced by Channel 2, in cooperation with the Board of Education of the City of New York) received the *Ohio State "First Award" for Local Programs for Children and Youth\** as an "excellent presentation of a musical series that is both entertaining and educational."

At the same time, a *second* coveted Ohio State First Award," for Local One-Time Broadcasts, was

presented to WCBS-TV's hour-long documentary, "Harlem: A Self-Portrait." The citation: "A frank insight into New York City's Harlem, a city within a city, revealing the problems of the Negro in the middle of the world's largest modern city."

Of three Ohio State "First Awards" given to commercial television stations, *two* went to CBS Owned WCBS-TV... thus underscoring anew a well-known fact. In the New York market, the station which serves the public interest *best* is the station which interests the public *most*...

## WCBS-TV

presented at the 24th American Exhibition of Educational Radio and Television Programs at Ohio State University.

# NETWORK PROGRAMMING

AIR POWER • CODE THREE • SAN FRANCISCO BEAT •  
SHOTGUN SLADE • TRACKDOWN • THIS MAN DAWSON •  
THE CALIFORNIANS • THE HONEYMOONERS • MR. ADAMS  
MEET MCGRAW • DEADLINE • BOLD VENTURE • COLONEL  
SILENT SERVICE • FLIGHT • PANIC • POLICEWOMAN  
IT'S A GREAT LIFE • INTERPOL CALLING • YOU ARE  
HIRAM HOLLIDAY • MIKE HAMMER • BOLD JURY

# WPIX

the  
prestige  
independent



WPIX-11 IS THE "Network Station" for Spot Advertisers in New York! There are more opportunities to sell in a "network atmosphere" on WPIX-11 during prime evening hours than on any other station. And Nielsen has proved that WPIX audience incomes, home ownerships, jobs, etc. are the same as on leading network station! You'll never find "mail order" or over-long commercials on WPIX-11. You will find important looking programs, only the best advertisers and a proved quality audience... on a station that has a healthy respect for the rate card. *Where are your 60-second commercials tonight?*

# NEW YORK AUDIENCES

...recently studied his entire New York sample, both Audiometer-Audilog homes, and found "no significant difference between the kind of people who watch WPIX 11—New York's independent station—and New York's leading Network station. WPIX AUDIENCE PROFILE" study provides a direct comparison of the prime qualitative categories of: FAMILY SIZE OWNERSHIP • AUTOMOBILE OWNERSHIP • SIZE OF HOME • HOUSEWIFE • OCCUPATION, HEAD OF HOUSEHOLD 7:30 PM, seven nights a week. Qualitatively they are equal. Conclusions: "NONE OF THE COMPARISONS YIELDED A SIGNIFICANT DIFFERENCE!"

# NETWORK ADVERTISERS

The Procter & Gamble Co. • General Motors Corp. • Bristol-Myers Co. • General Foods Corp. • Chrysler Corp. • American Airlines, Inc. • Colgate-Palmolive Co. • R. J. Reynolds Tobacco Co. • Warner-Lambert Pharmaceutical Co., Inc. • United Air Lines, Inc. • General Mills, Inc. • National Biscuit Co. • U. S. Rubber Co. • Brown & Williamson Tobacco Corp. • Ford Motor Co. • The Coca-Cola Co. • General Cigar Co. • Borden's • Trans-World Airlines, Inc. • Vick Chemical Co. • P. Lorillard Co. • Best Foods • U. S. Tobacco Co. • Texaco Canada Limited • Kellogg Company • Miles Laboratories, Inc. • The American Tobacco Co. • Cannon Mills, Inc. • International Shoe Co. • Firestone • Gulf Oil Corp. • Sterling Drug, Inc. • Lever Brothers Co. • and many more.



# WPIX

*new york*

The ONLY New York independent qualified to display the SEAL OF GOOD PRACTICE.

# FOCUS ON PEOPLE

The objective of a television station "is not to be accepted merely as a pipeline of entertainment, but also as an influential public force in the community." This conviction, concisely expressed by *wosu-tv*, New Orleans, is clearly reflected by the overwhelming majority of U.S. stations, whose numerous contributions in the area of public service programming are represented in the issue-length portfolio beginning on page 73. Frequently taking many months to produce and often aired in prime time at a considerable ratings' sacrifice, these programs have bridged gaps in community organization, brought about needed reforms and enriched the cultural and intellectual lives of the citizens. Here are the whys and wherefores for some of this season's award-winning public service shows as expressed by men intimately involved in their conception and execution.

*wosu*, winner of the George Foster Peabody Award for "outstanding local television public service, 1959" and also the first station ever to receive a similar honor from the Louisiana State Bar Association, began broadcasting editorials in September, 1958—a concrete example of programming conceived to fill a specific community need. As A. Louis Read, *wosu* executive vice president and general manager, explains it, "We had been discussing the possibility of editorializing for about a year when it was announced that the *New Orleans Item* was being sold to the opposition paper. This was a development that would leave New Orleans, a city of 800,000 people, with only one newspaper.

"At this point we got down to working out an actual policy covering editorial preparation and procedures, and, taking advantage of the community's concern over the loss of its second editorial voice, we launched our own editorial plan on the first day the *New Orleans Item* ceased publication."

Among a number of changes that have followed *wosu's* public examination of local situations, Read points to one incident "involving editorials on our part criticizing the Chief Justice of our State Supreme Court for maintaining business connections with an oil man whose litigation sometimes went before that Court. As a result of these editorials," Read reports, "the Chief Justice resigned his connections with the oil man's firms and appointed a committee to draw up a code of judicial ethics for the State of Louisiana."

Some months back, in the opinion of *wbz* and its then-general manager Franklin A. Tooke (now vice president of *kyw*, Cleveland), the city of Boston was suffering from "Sick Transit"—exactly what the station called its hard-hitting program that appraised the citizens of their growing traffic crisis.

Winner of the 1959 Sigma Delta Chi Award for Distinguished Public Service in Television Journalism, "Sick Transit" documented the state of affairs via films and interviews with transportation experts. In addition, Tooke came on screen to call for immediate action on a proposal to extend the rapid transit system south of Boston along the Old Colony Railroad line. Results? Sure enough, relates James E. Allen, now *wbz* general manager, "two days after the telecast, the Massachusetts General Court passed legislature authorizing the Commonwealth to exercise its option to purchase the Old Colony line from the New York, New Haven and Hartford Railroad."

To page 56



A. LOUIS READ, WDSU-TV, New Orleans



FRANKLIN A. TOOKE, KYW, Cleveland



JAMES E. ALLEN, WBZ, Boston

# 101 HUNKS OF FUN!



MGM-TV now offers **PETE SMITH**  
THE BEST OF

Fun for everyone with Pete Smith! The whole family will want to tune in on these comedy treats which will build HILARIOUS HI RATINGS for your station any hour of the day or night.

We've selected 101 of Pete Smith's very best specialties for perfect programming as a ¼ hour show across the board or integrated into a pep-up comedy hour... or spotted ahead or after a feature film.

Hurry and get full information while your market is still open.



of phone  
**MGM-TV**  
Broadway  
York 36, N. Y.  
son 2-2000

*P.S. (Programming Suggestion)  
Don't forget the 135 great M-G-M cartoons are still available first-run in a number of markets.*

# Creating excitement in Memphis

for its outstanding local personalities and local programs! This is a full-time effort of WMCT, Channel 5 . . . Memphis' outstanding TV station!

**TV PROGRESS IN THE LAND OF COTTON**

WMCT, Channel 5, for more than 11 years has been the first...and finest...in Mid-Southern television. Outstanding local programming of every type, produced with creative imagination and interest, is combined with the top, award-winning shows of the National Broadcasting Company. With Channel 5, you always are in tune with the best in entertainment, variety, sports and news coverage!

**CHANNEL 5**  
NBC

**CHILDREN'S INTEREST**  
*Youngster Round*  
 Host: **Alan Linder**  
*Smart Wood*  
 Host: **Smart Wood**

**MIDDAY NEWS PICTURE**  
 Your favorite news...  
 Host: **John Brown**

**CIVIC AND SPECIAL EVENTS**  
 Special...  
 Host: **John Brown**

**Weather**  
 Host: **John Brown**

**VARIETY**  
 Host: **John Brown**

**MID-SOUTH TODAY**  
 Host: **John Brown**

**NEWS PICTURE 6 PM**  
 Host: **John Brown**

**YOUR ESSO REPORTER**  
 Host: **John Brown**

**SPORTS**  
 Host: **John Brown**

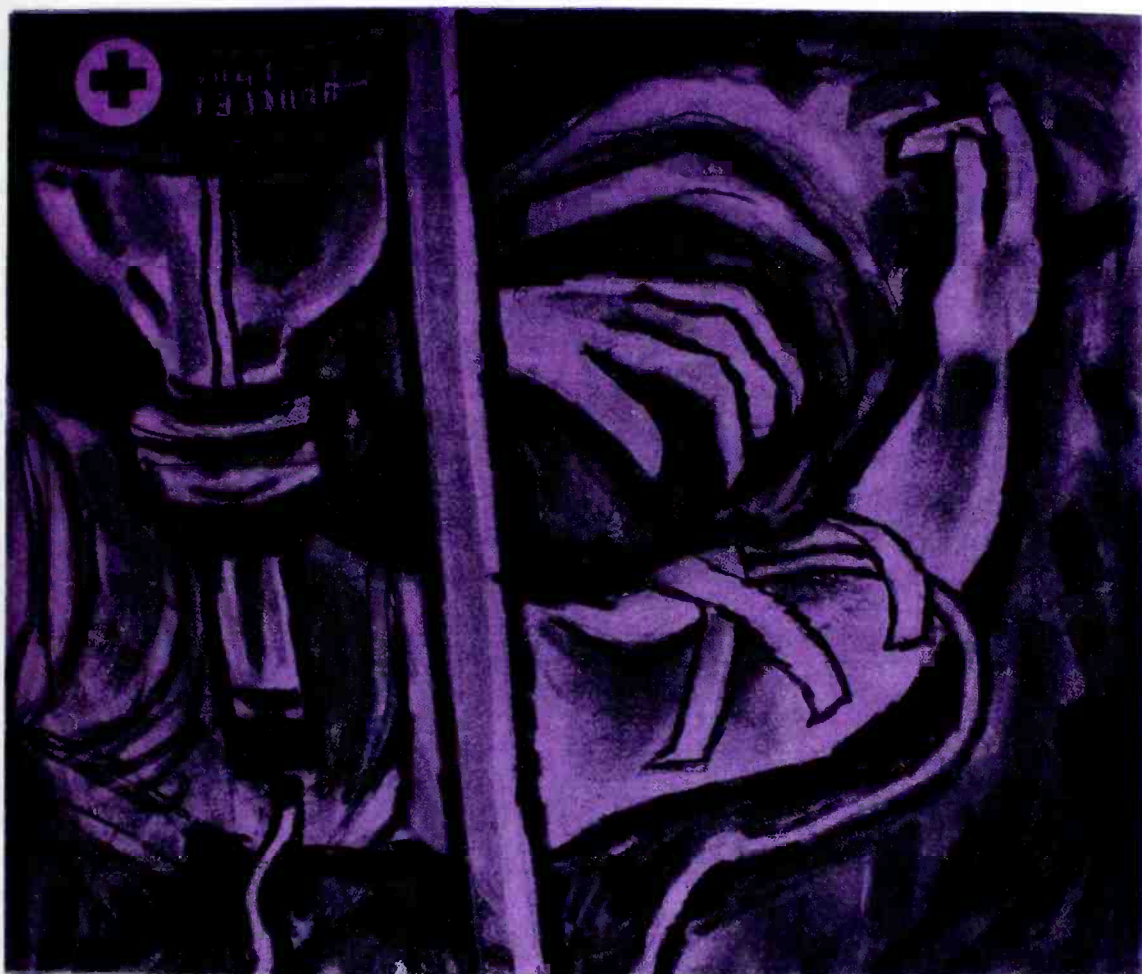
**WMCT Show**

This reprint of a recent WMCT full page newspaper ad is indicative of the continuous and aggressive promotional activity of the station.

Such ads continually remind WMCT's vast audience that—"WMCT, Channel 5, for more than 11 years has been first, and finest, in Mid-Southern television. Outstanding local programming of every type, produced with creative imagination and interest, is combined with the top, award-winning shows of the National Broadcasting Company." (Fact is, WMCT presents more locally produced programs than *all* other Memphis commercial TV stations combined!) Your best-buy is always . . .

**WMCT • CHANNEL 5 • MEMPHIS**

100,000 WATTS      NBC AFFILIATE      NATL. REP. BLAIR-TV



## "WAGA-TV's 'CONTROVERSIAL RED CROSS'... ...CONSTRUCTIVE PUBLIC SERVICE..." ■ Gen. Alfred M. Gruenther

In a thirty-minute evening time period, WAGA-TV telecast "Controversial Red Cross," a program suggested by an article in Holiday Magazine. The program presented the pros and cons, the misconceptions concerning the organization and the true picture. ■ American National Red Cross President, Gen. Gruenther, said of the program

"I consider the presentation 'Controversial Red Cross' a fine example of constructive public service offered by WAGA-TV. It gave the general picture of Red Cross and also brought it down to the local community. It was an honest deliverance of the gripes and misinformation concerning this organization, answered in a logical manner." ■ A basic programming objective of WAGA-TV is "... to promote community betterment... the development of an active, informed citizenry... to cooperate with the recognized governmental, civic, charitable, religious, educational and other agencies dedicated to these ends."

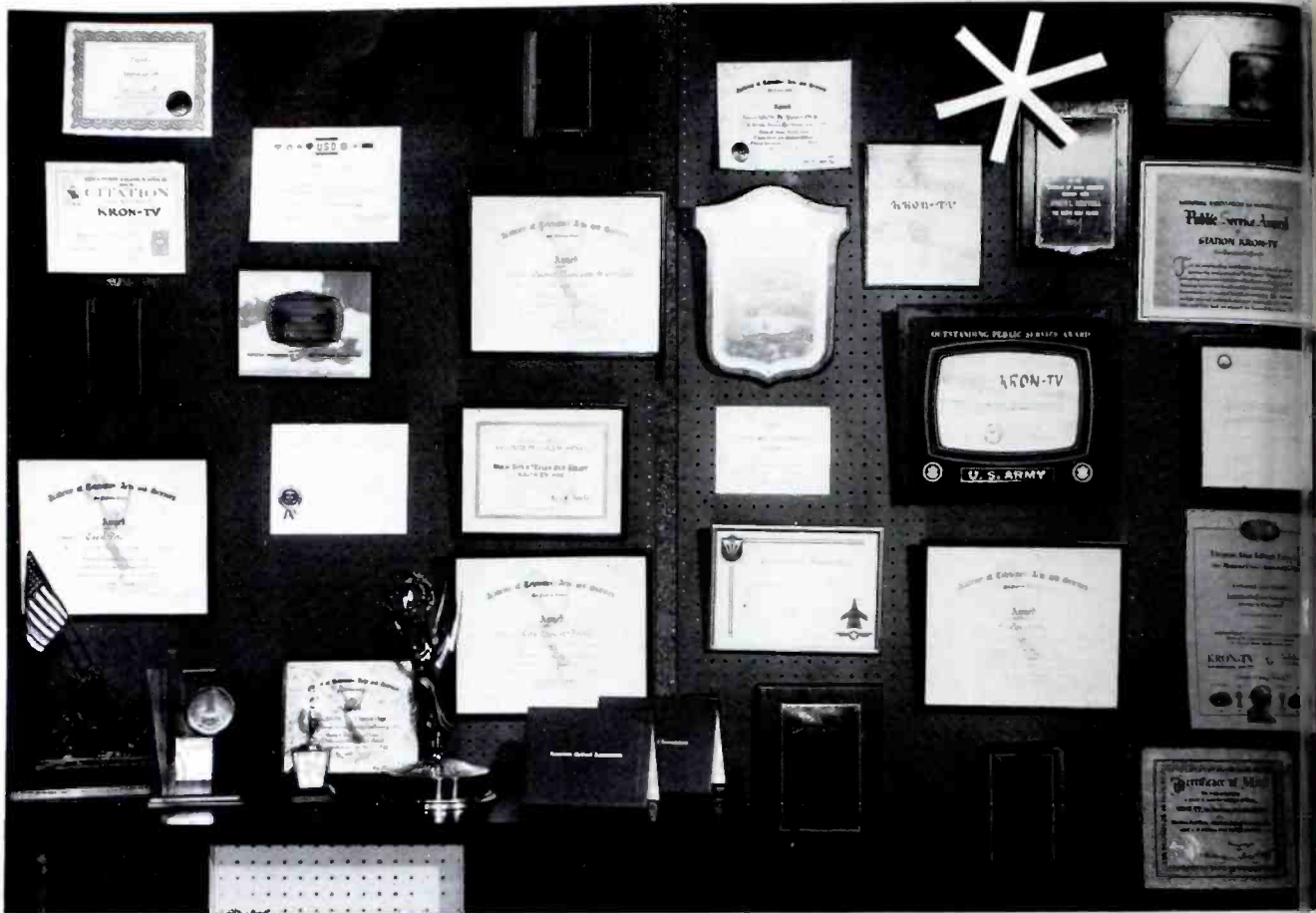


Gen. Gruenther

*famous on the local scene...for public service*

**waga tv 5**

THE STORER STATION IN ATLANTA



## AWARDS ARE NICE, BUT...

KRON/TV is proud to be one of the most-often awarded TV stations in the nation, displaying such signal honors as being alone in winning both the coveted Edison and duPont citations. They were won in two consecutive years, as well.

KRON/TV is more proud, however, that the many awards represent outstanding public interest programming. The highest honor of all is the loyalty demonstrated by viewers in the San Francisco Bay Area. It is heart-warming, for instance, to be told that when Khrushchev's San Francisco address was carried on all Bay Area stations via a pooled telecast, more viewers watched it over KRON/TV than on all other channels combined.

KRON/TV is indeed gratified to be so recognized for programming in the public interest through the winning of awards—and particularly by warm viewer confidence.

# KRON/TV Channel 4 San Francisco

NBC Affiliate • Represented by Peters, Griffin, Woodward, Inc.



\* *These are but a few of the many awards presented to KRON-TV during the past decade. KRON-TV's news department alone has won three major awards thus far in 1960.*



# 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.



FOCUS ON PEOPLE from page 50

Last fall, Ely Landau, board chairman of National Telefilm Associates, "got to wondering if there wasn't a sizable audience waiting for some really adult and mature entertainment on television." The conjecture gave birth to Peabody Award-winning *The Play of the Week* on WNTA, NTA's New York station, and Landau thinks "proof that there is a hungry audience for culture is found in the more than 45 major cities where it is now being televised (through syndication) with blue-chip advertisers as sponsors." In agreement with Landau is the National Academy of Television Arts and Sciences which awarded local Emmys to *The Play of the Week* and WNTA's *Open End* and also presented the station with a special citation "for its pioneering efforts in imaginative programming concepts which have set an example for all to emulate . . ."

For the past six years, WRC, Washington, D.C.—decrying the not-so-pretty side of *Our Beautiful Potomac*, has pounded away at critical area problems such as water pollution, sewage control and soil erosion. At the series' inception, recalls Joseph Goodfellow, NBC vice president and WRC general manager, station executives were firmly convinced that *Our Beautiful Potomac* would have to literally 'crusade' if it wanted to succeed. Ugly things (e.g., the sight of raw sewage pouring from the Potomac) and ugly words would have to be seen and heard in hundreds of thousands of homes if it were to have real effect and impact.

"We did it and we're glad," Goodfellow now reports. "We are happy because literally millions of dollars of corrective engineering works have been built during the last five years in the Potomac Valley. We were just a 'voice with a message.' The real credit belongs to the cities and the industries and the people themselves who listened and responded."

KNX's "Hell Flower," a documentary on narcotics that won a citation from Ohio State University's Institute for Education by Radio-TV, was produced, says Robert D. Wood, vice president and general manager of the Los Angeles station, "because the flow of drugs from Mexico into Southern California has become such a critical local problem. Through this special program, KNXr endeavored to make its viewers aware of the horrible consequences the narcotics problem has on the user and the community as a whole." Although initially conceived to fight a local blight, "Hell Flower" has been pressed into national service by the Federal Bureau of Narcotics which selected the film for use in its training schools.

Thinking back to the fall premiere of WGN's *Great Music From Chicago* series featuring the Chicago Symphony Orchestra, Ward L. Quaal, the station's vice president and general manager, says, "From the start it represented a great challenge and gamble for us." The challenge has been met and the gamble won, for as the text accompanying WGN's George Foster Peabody Award summed it up: ". . . This prestige program, live and in color, with many of the world's outstanding conductors taking turns on the podium, represents an unmatched effort to bring the best in music to the public and contributes vastly to improving the image of the television art."

To Louis S. Simon, general manager of KPX, San Francisco, a television station cannot be successful without experimental and imaginative local programming. His station's ambitious project, *Man—1959: An Appraisal*, explored a wide range of social problems with skill and imagination that won it two Sylvania Awards, a Headliner's Award and a citation from Ohio State University's Institute for Education by Radio-TV. "The winning of educational awards is a great tribute to an employee team effort," Simon says, adding, "Never once can we

To page 66



ELY LANDAU, WNTA, New York



JOSEPH GOODFELLOW, WRC, Washington



ROBERT WOOD, KNXr, Los Angeles



WARD L. QUAAL, WGN, Chicago

IT'S  
BEEN  
AN  
"AWARDING"  
YEAR  
AT  
WGN-  
TELEVISION!



award-

Our thanks to Sigma Delta Chi for selecting the WGN-TV News department to receive the Sigma Delta Chi Television Reporting Award for 1959. To quote from the citation: "In its coverage of an air crash near Midway Airport, WGN-TV displayed an ability, not only to get the story in the face of obstacles, but to get it accurately, completely, effectively, and uniquely. All in all, the coverage was full, complete, well-rounded and technically excellent."

award-

The coveted 1959 Peabody Award for "television entertainment, musical" was won by WGN-Television's "Great Music from Chicago."

award-

The Radio-TV Mirror Award for "the best musical program in the Midwest" was won by "Great Music from Chicago."

**WGN-TELEVISION**  
CHICAGO

Quality • Integrity • Responsibility





## IN THE PEOPLE'S INTEREST

Detroit's most complete Radio-TV news center

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

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

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

*Detroit's Basic Radio Station*



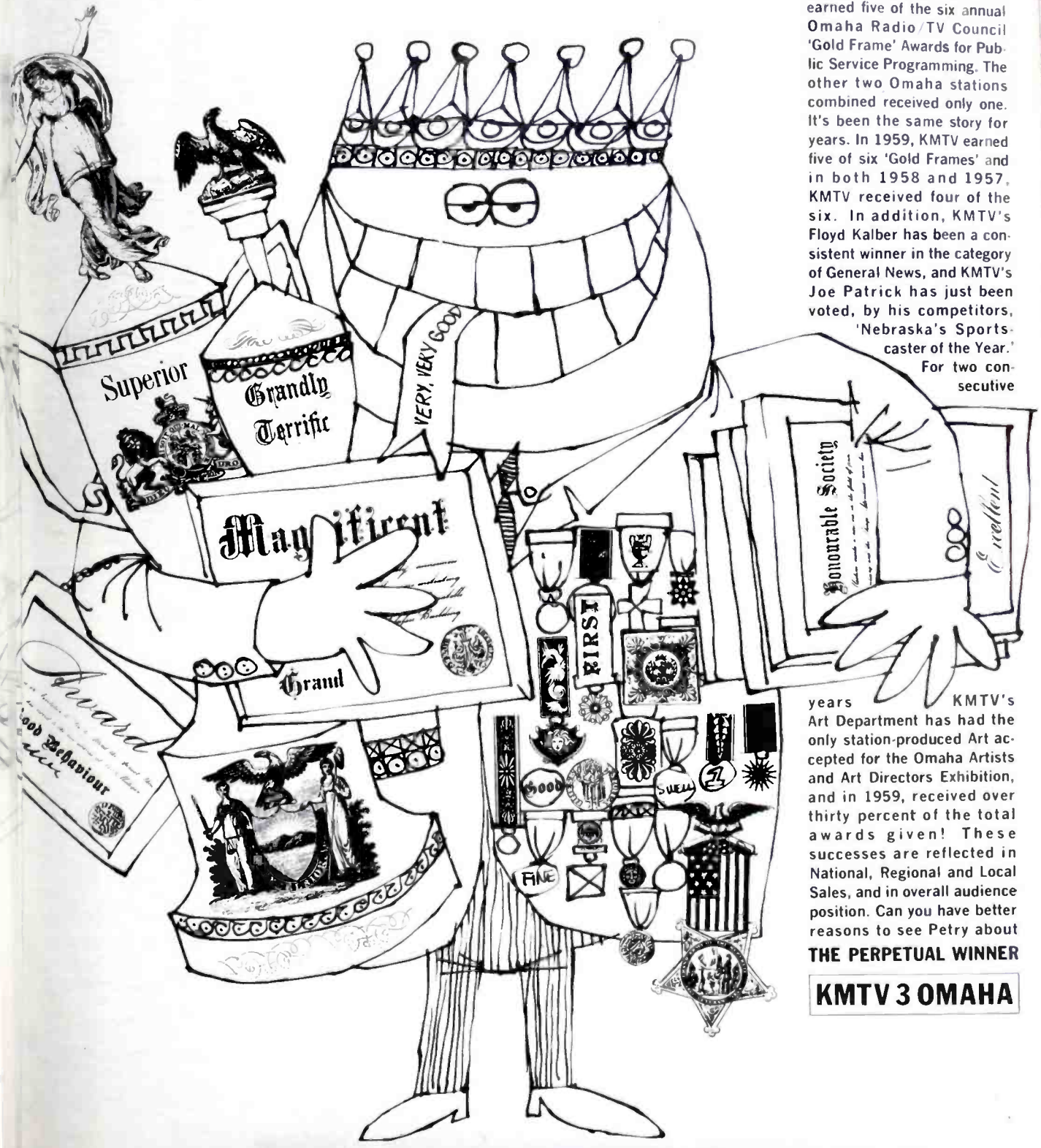
**WWJ-TV**

*Michigan's First Television Station*

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

# WILL SUCCESS SPOIL KMTV?

It hasn't! This month, KMTV earned five of the six annual Omaha Radio/TV Council 'Gold Frame' Awards for Public Service Programming. The other two Omaha stations combined received only one. It's been the same story for years. In 1959, KMTV earned five of six 'Gold Frames' and in both 1958 and 1957, KMTV received four of the six. In addition, KMTV's Floyd Kalber has been a consistent winner in the category of General News, and KMTV's Joe Patrick has just been voted, by his competitors, 'Nebraska's Sports-caster of the Year.' For two consecutive



years KMTV's Art Department has had the only station-produced Art accepted for the Omaha Artists and Art Directors Exhibition, and in 1959, received over thirty percent of the total awards given! These successes are reflected in National, Regional and Local Sales, and in overall audience position. Can you have better reasons to see Petry about

**THE PERPETUAL WINNER**  
**KMTV 3 OMAHA**



## FRONT LINE of the WSB-TV news team

Poised here before *White Columns* are the men and mobile units that provide viewers with the most complete local and regional television news coverage in Georgia.

Cars shown are equipped with 2-way short-wave, mobile telephones, police radio. Complete mobile unit is pictured right. A helicopter is on call. Magnetic sound cameras are used.

When an alleged attempt was made to bribe a Fulton County grand jury foreman, a concealed WSB-TV cameraman filmed the actual passing of money. For this filmed story WSB-TV has just received the Associated Press' highest news award for Georgia in 1959—"Superior" in general news.

This station also was awarded the AP "Superior" for news features—the staff-produced "One in a Million" that documented Atlanta's reaching a million population being the winner.

With seven local newscasts daily, in addition to regular network news, WSB-TV is THE news station of Georgia. Audience ratings are consistently higher than for any other Atlanta tv outlet.

ATLANTA'S  
**WSB-TV**  
CHANNEL 2

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

UNIVERSITY OF MINNESOTA  
Minneapolis 14

April 27, 1960

OFFICE OF THE PRESIDENT

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

Dear Van:


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

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

I'm grateful to see this and wanted you to know of my appreciation.

With every good wish,

Cordially,



Stanley J. Wenberg  
Vice President and  
Administrative Assistant

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

\*FIRST FOUR-YEAR WCCO TELEVISION SCHOLARSHIP

Represented by  
PETERS, GRIFFIN, WOODWARD, INC.

your dollars  
earn more on

# TAFT

radio and television stations



Millions\* in the Cincinnati, Columbus, Birmingham, Knoxville and Lexington areas get news first on a Taft Station. Taft's newly established Washington News Bureau, headed by Ralph de Toledano, former Newsweek editor, supplies audio tapes and films to all Taft Radio and Television Stations—sends by direct wire, on-the-spot coverage of important events from the Nation's Capital.

News dominance is created by many things: experienced personnel, facilities for gathering news, know-how and adherence to high standards. Taft Radio and Television Stations in five major markets have always possessed these characteristics

WBRC-AM, the Taft Station in Birmingham, Ala., covers a vital area market with 26 newscasts a day. A four-man news staff, headed by Davenport Smith, winner of twelve press awards for outstanding reporting, plus two radiophone-equipped cars and a mobile studio truck, provide the latest and most complete regional and local news coverage in the area.



\* 8,055,500 persons are served by Taft TV and radio stations



Sales Representatives: The Katz Agency, Inc. †The Young Television Co.



stresses and strains of everyday living have put frightening pressures on our nervous systems. said one guest. Others disagreed. The result was another fascinating, provocative locally-produced gram – the sort of programming Chicagoans have come to expect from CBS Owned WBBM-TV. People who value their time find there is more worth watching on WBBM-TV. That's why time is so valuable on WBBM-TV, Chicago's most popular television station for 59 consecutive Nielsen reports.

**WBBM-TV, CHANNEL 2 IN CHICAGO – CBS OWNED**



**ARE WE A NATION OF NEUROTICS?**



# Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M.

news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.



Represented by



## WJAR-TV

CHANNEL 10,  
PROVIDENCE, R. I.

# WFBM-TV

**brings you most color-coverage  
and special events in Mid-Indiana**



## HERE IS BROADCAST ACTION!

Wherever news and special events call for broadcast action, you'll find WFBM-TV on the air *first* with "eye-witness" film reports. No other stations in Indiana can match the manpower of our 17-man News-Information Center . . . the mobility of our fleet of news cruisers and remote transmitter . . . our photo developing equipment for putting film on the air within minutes after it hits the lab . . . our two television tape machines (color equipped) that can record any remote transmission for an "exclusive" drop-in at any point in our day's programming. Your product enjoys added advantage of true *broadcast leadership* when you advertise on Channel 6!

The greatest spectacle in sports . . . folks from everywhere throng this mecca of the racing world to see the Memorial Day 500 Mile Race. Most Race activities are remote telecast exclusively on WFBM-TV. The station's "Old Timers' Bar-B-Q" and its coveted "Checkered Flag Award" add stature to WFBM-TV's leadership.

**Manpower • mobility • equipment!** No other Indiana station matches WFBM-TV's 17-man News-Information Center . . . nor can any equal the experience of its active leadership. Here are facilities for handling any type of news break locally, statewide or nationally . . . and the ability to cover *many* points simultaneously.

The Nation's **13<sup>th</sup> TV Market**

. . . with the only basic NBC coverage of 760,000 TV set owning families.



lose sight of the fact that each and every program unit must adhere to the highest standards of audience impact, quality of product and elements of showmanship."

wlwt's *Signal Three* teaches Cincinnati youngsters traffic safety by using a quiz show format, prizes and all. The host/emcee is not a professional television charmer, but the police officer in charge of traffic safety education for the city of Cincinnati. To Thomas A. Bland, vice-president and general manager of wlwt and the other Crosley stations, this combination of entertainment and the voice of authority has resulted in a "television show with general appeal" that "is live proof of what our industry can do with public service programming"—sentiments echoed by less partial judges who, for the second straight year, gave *Signal Three* and its sponsor, the H. H. Meyer Packing Company, the Alfred P. Sloan Award for "outstanding effort in promoting traffic safety through the medium of television on the local or regional level."

John F. Pival, president of wxyz, looks back with satisfaction on a season that saw his station's programs win four of the seven awards presented by the Detroit Advisory Council on Educational Television and Radio. "We have been extremely gratified by the results of our educational programming," Pival says. "Each experiment in this field of broadcasting has received tremendous reception by both Detroit television viewers and interested sponsors."

An example of this continuous reception comes from the award-winning *World Adventure* series, produced in conjunction with the Detroit Institute of Arts, which has been broadcast regularly on wxyz since 1948 with the same sponsor, the Earl B. Brink Agency. And to sponsor Brink, an agent for Mutual of Omaha, the series is far more than a commercial property. A director of the Detroit Institute of Arts, for one thing, Brink, following the line of the show which takes viewers around the world, has himself visited more than 100 countries and island groups.

Another station executive with good reason for satisfaction is Frank J. Shakespeare, Jr., vice president and general manager of wcbstv, New York. This season, The National Academy of Television Arts and Sciences gave wcbstv a Special Station Achievement Award for "offering a balanced schedule of consistently high-quality programs in public affairs, news, religion, education and the arts, which is of increasing interest and fills a vital need for the viewing public in the community it serves." In addition, the Academy awarded local Emmys to wcbstv shows: *The American Musical Theatre* (most outstanding children's or teenage program) and *The Late News with Ron Cochran* (most outstanding news program). In another coup, *American Musical Theatre* and "Harlem—A Self Portrait" both won top awards from Ohio State University's Institute for Education by Radio-TV.

This season, too, wcbstv launched its policy of editorializing on the air with a broadcast, delivered by Shakespeare, taking a stand against Mayor Robert Wagner's proposal to legalize off-track betting. Wrote *New York Times* television critic Jack Gould: "... the action of wcbstv in opposing off-track betting has shown how a TV outlet can do its part to stimulate thinking on controversial public issues. ..." Added *Variety*: "... whether the viewer agreed or disagreed, wcbstv has to be credited for the way in which it took a position against off-track betting in New York. As delivered by station topper Frank Shakespeare, it was deliberate, direct, forceful and yet not unreasonable."

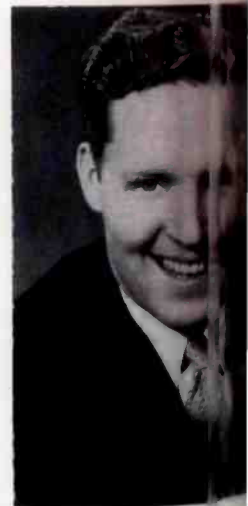
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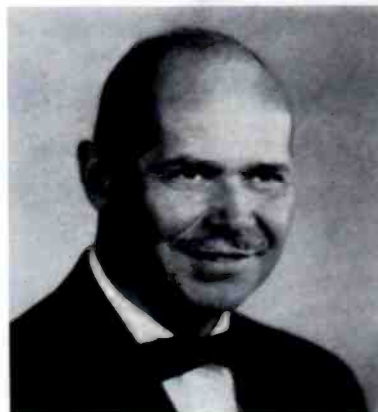
THOMAS A. BLAND, WLW-TV, Cincinnati



LOUIS S. SIMON, KPIX, San Francisco



FRANK SHAKESPEARE, JR., wcbstv, New York



JOHN F. PIVAL, WXYZ, Detroit

**FABULOUS  
50 MARKET  
RATING...**

**32.1**

4 MONTH AVERAGE  
—Nielsen Station Index  
January-April, 1960

NOW IN PRODUCTION  
**2nd GREAT YEAR!**

The New Power  
In TV Programs...



ZIV-UNITED ARTISTS, INC.  
488 Madison Avenue  
New York 22, N.Y.

**SMASH RATINGS**

IN CITY AFTER CITY!

MEMPHIS • WREC-TV

**32.5**

Nielsen, Jan. '60

AUGUSTA, GA. • WJBF

**39.2**

Nielsen, April '60

ALBANY • WRGB-TV

**33.9**

Nielsen, March '60

SPRINGFIELD, MO. • KTTS-TV

**37.1**

Nielsen, April '60

LOUISVILLE • WHAS-TV

**34.4**

Nielsen, Jan.-April '60

PROVIDENCE • WJAR-TV

**29.2**

Nielsen, April '60

SYRACUSE • WSYR-TV

**31.3**

Nielsen, April '60

KNOXVILLE • WATE-TV

**33.7**

Nielsen, April '60

BOISE • KTVB

**41.0**

Nielsen, March '60

ROCHESTER  
WHEC/WVET-TV

**37.0**

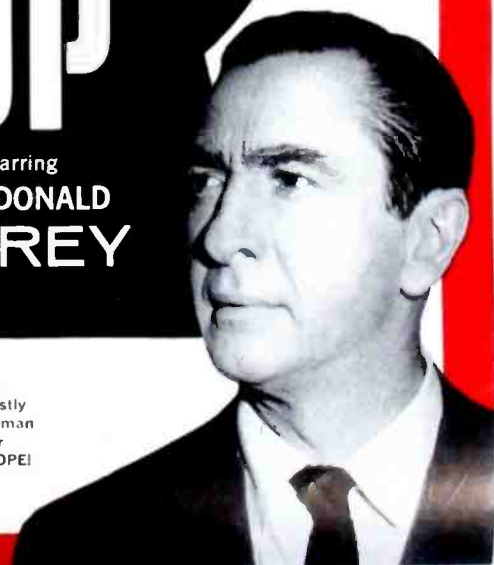
Nielsen, April '60

**ALL-NEW**


**"LOCK  
UP"**

starring  
**MACDONALD  
CAREY**

Stories of people unjustly  
accused and the one man  
who brings them their  
**ONLY CHANCE OF HOPE!**





Ever wish you could get in there and do the whole job yourself? Then you'd get what you want; then it would come out right. But you can't do it all yourself. And at WLAC-TV you *don't have to*. We learned a long time ago we needed the right people—on the mike, at the camera, behind the desk—to do the job the way it should be done. Having the right people is one way WLAC-TV wins so many awards—and audiences.  of course.

**WLAC-TV**  
nashville

the "way" station *to the central*


*Ask any Katz man—he'll show you the way!*

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# vital!

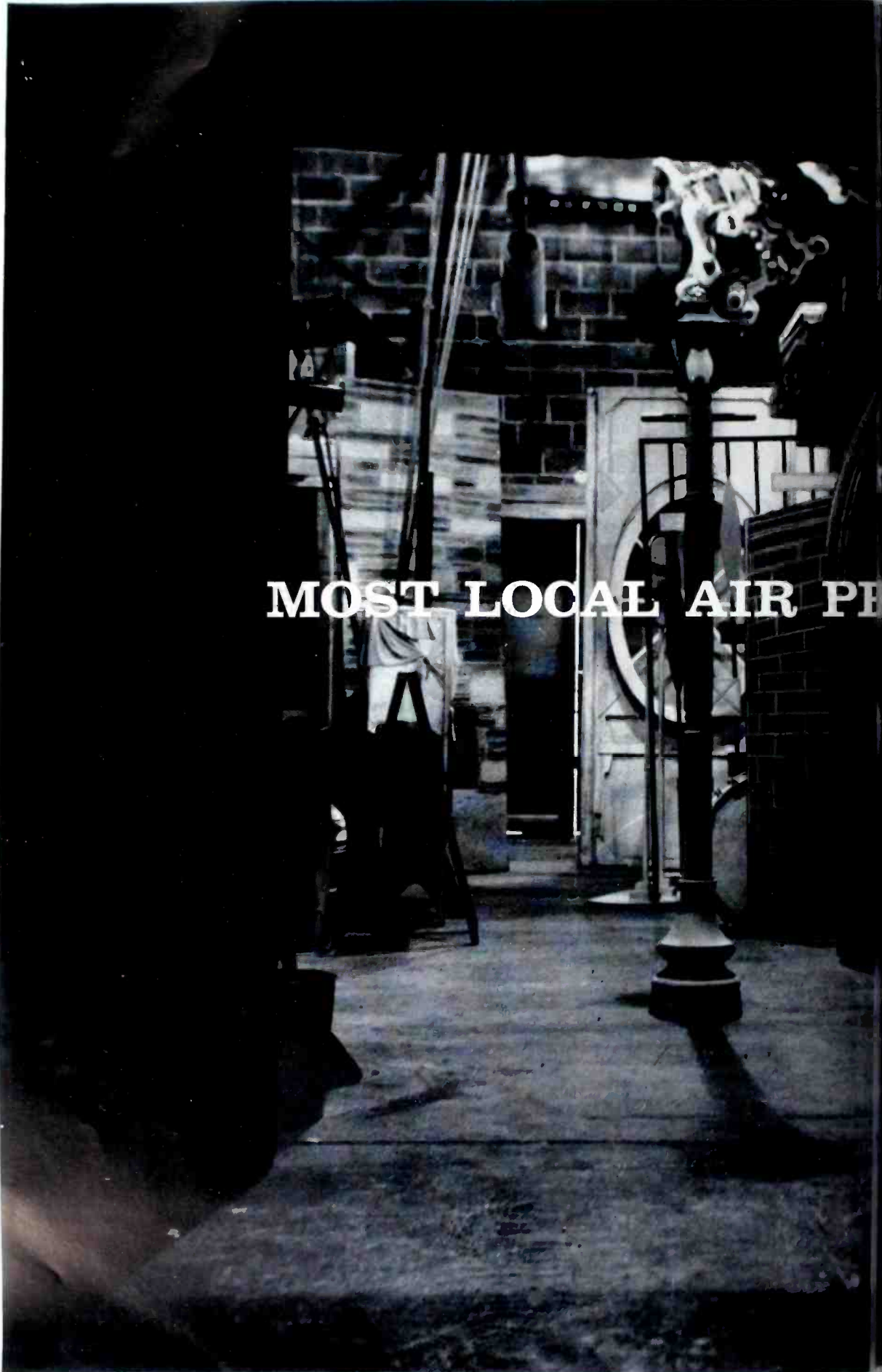


A VITAL ingredient in the socio-economic chemistry of the Houston area is the very pride that its people have in their day to day living. It can be seen in their every action, in their homes, in the driving economic force that makes the area prosper. They automatically expect to go first class, and they turn to KTRK-TV more often than any other station for the VITAL services that television brings.

**KTRK-TV**

*THE  
CHRONICLE  
STATION*

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CONSOLIDATED TELEVISION  
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**MOST LOCAL AIR PER**



**PERSONALITIES**

**SPOT-BUYING  
FACTS NOT ON  
THE RATE CARD  
ABOUT WBZ-TV  
BOSTON**

*— more than any other Boston TV station.*

*And look at these other facts about WBZ-TV!*

- Most national advertisers of any Boston TV station — 193 compared to 148 for the second-place station.
- Most newscasts of any Boston TV station. ■ Public service programming — 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.\*
- Most awards of all Boston TV stations. ■ *That's why IN BOSTON, NO TV SPOT CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION —*

\*ARB

## **WBZ-TV BOSTON**

Represented by Television Advertising Representatives, Inc.



Westinghouse Broadcasting Company, Inc.



The man  
on the right  
is the superintendent of schools.  
In a moment  
he will begin  
his 900th telecast.  
He is talking  
to the only man in town  
who can beat that record  
— a college professor who has produced  
1,931 educational telecasts.  
The city is Cleveland.  
The station is Scripps-Howard's WEWS,  
which also makes people laugh,  
helps them sell things,  
and has the best cowboy movies  
in town.



# TELEVISION

*"One of the most challenging obligations that anyone in this country ever undertakes is that . . . (of) . . . a broadcaster when he obligates himself on receiving a license for a broadcast facility to serve the public interest, convenience and necessity."*

Frederick W. Ford, Chairman  
Federal Communications Commission

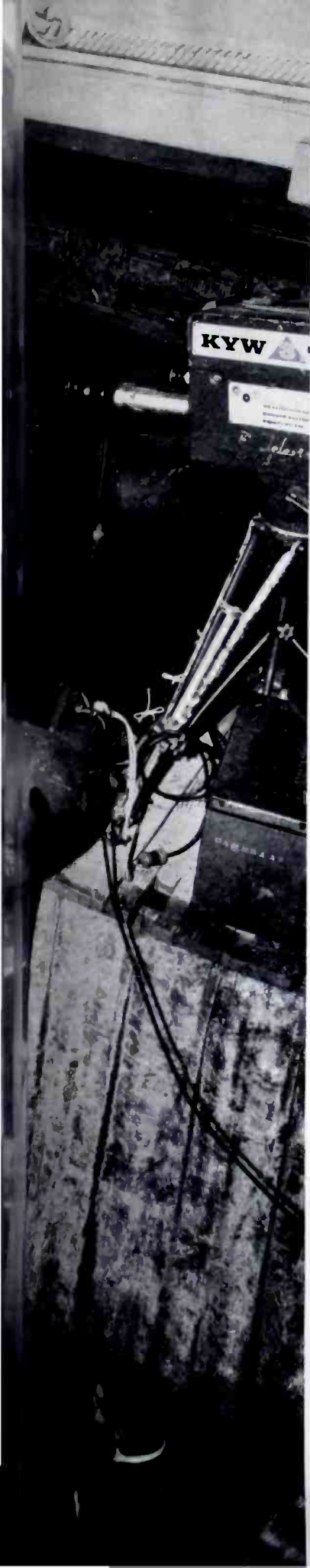
ANY observer of the television scene should be familiar with the achievements of network informational programming. Yet few are as aware of television's accomplishments in communicating ideas and stimulating interests at the grass roots level. Even those within the industry, under the press of daily operating details, often lose sight of the impressive scope and variety of local public information programming.

The purpose of the portfolio that follows is to balance the record. It may give government leaders and legislators greater insight into what stations have done and are doing to provide programming linked to community needs and interests. It may offer those already aware of local television's contributions a set of standards for future accomplishment.

For local informational programming cuts across every level of American community life. It delves, with enormous versatility, into the relation of the individual citizen to his local government and its leaders. It stimulates his interest in civic affairs. His eyes are opened to the artistic and intellectual opportunities afforded by his community. His mind is carried beyond the boundaries of his immediate community into the world of national and international affairs.

The very range and depth of such programming in this representative sample bespeaks the role broadcasters across the nation have in influencing and shaping the communities they serve—a responsibility not fulfilled out of sheer obedience to the Federal Communications Act.





## LOCAL GOVERNMENT IN ACTION

To introduce the people into every department of government," wrote Thomas Jefferson "is the only way to insure a long-continued and honest administration [of government]."

Two centuries later, after only a brief existence, local television has established itself firmly as a prime link between the individual citizen and his community's government—its legislative functions, its leaders and the electoral process. And this relationship gives the individual station a unique responsibility for coverage outside the scope of the networks.

The scene at left illustrates how well the local station has fulfilled the credo of political philosophers that, "To be fit for self-government, people must have access to the knowledge necessary for making political judgments." It is KYW-TV's videotaped telecast of this year's first city council meeting in Cleveland, the first such telecast in that city and one featuring the battle over the election of a council president.

Such examples are legion. They range from that simplest form of the nation's democratic tradition, the town meeting, as presented this past season on WCVS-TV, Cleveland, or WMCB, Memphis, Tenn., to television reports on the operations of state legislatures. A case in point was the coverage by WHAS-TV, Louisville, of the 1960 session of the state legislature of Kentucky, 12 programs in a series entitled "Eye on Frankfort."

Stations' continuing analysis of the anatomy of government gives citizens of all age levels an opportunity to participate in the democratic process. Every Saturday afternoon a different high school in metropolitan Jacksonville (Fla.) is represented by four students on WJXT's "Eye on Youth," who quiz a prominent leader on important regional as well as national and international issues. This past season, WPRO-TV, Providence, in cooperation with the Rhode Island Bar Association, presented a film surveying the departments and functions of the Providence County Courthouse, reviewing the process of selecting and swearing in jurors.



Governor Meyner, "Report to the People," WNTA-TV, New York



Governor Rockefeller, "The Open Question," WTMJ, Milwaukee



James F. Byrnes, "Palmetto Press Conference," WIS-TV, Columbia, S.C.



Investigator Robert Kennedy, WDAF-TV, City, Mo.



State Senator Doyle Carlton, WTVT, Tampa, Fla.



Memphis Town Meeting, WMCB-TV, Memphis, Tenn.

Governor Williams, WWJ-TV, Detroit



"Tow"





"Beat the Drums," WBBM-TV, Chicago



Presidential primary, Huntington, WY



Senator Javits, "Searchlight," WNBC-TV, New York



"Know Your Candidates," KOOL-TV, Phoenix

Presidential primary, WTMJ-TV, Milwaukee





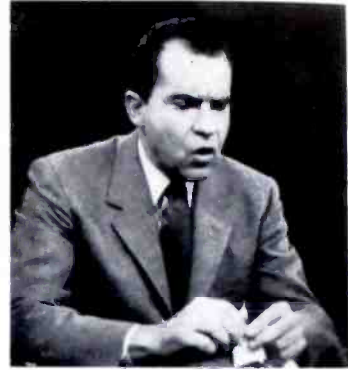
# DIRECT LINE



Robert Wagner, "Direct Line,"  
WABC-TV, New York



Governor Di Salle, WLW-TV, Cin-  
cinnati



Vice president Nixon, "Open  
End," WNTA-TV, New York



Daley and Chicago police scandal,  
WABC-TV, Chicago



Precinct captain or Presidential aspirant, dog catcher or district attorney—stations' cameras tracked this year's political candidates from the backwoods of West Virginia to the steamy political wards of south Chicago, clarifying issues and portraying the contenders in terms of local community problems.

For three months, a special news team from WBBM-TV, Chicago, labored to prepare "Beat the Drums," an hour-long documentary comparing the present Illinois state primary election system with the old state convention system of selecting candidates. To catch the election-eering spirit, the program covered torchlight parades, pep meetings and interviews with politicians in action.

To preview candidates' qualifications during each election season, KOOL-TV, Phoenix, in its "Know Your Candidates" series, originates 25 five-minute segments, divided between the two political parties for airing their views, with the odd segment introducing the series.

National interest in the Presidential primaries this year put a premium on local stations' election coverage. WSAX, Huntington, supplemented its Charleston news staff with over 60 people to cover the Humphrey-Kennedy contest with direct reports fed to the station by correspondents in each of West Virginia's 55 counties. A press conference in prime time with both candidates highlighted several special telecasts by WTMJ-TV, Milwaukee, to keep Wisconsin voters up to date during the Humphrey-Kennedy race in that state.

And to translate national developments into local terms, The Corinthian Stations planned to send a 13-man team to the July Presidential conventions to supplement CBS-TV's regular coverage.

# COMMUNITY LIFE AND PROBLEMS

**S**Ocial historians seeking the current issues in American community life might well review station programming in the past year. For local coverage is a living record of such major community problems as racial tension, the transit tangle, the future of the senior citizen, inadequacy of school facilities, even the effect of jet noise on tempers and real estate values.

Raising their collective voice in community affairs, stations editorialized on all aspects of local life: Ralph Renick, vice-president of news at WTVJ, Miami, campaigned for a crime cleanup in that city; WBZ-TV, Boston, pushed for an increase in college teachers' pay; WDSU-TV, New Orleans, vigorously supported the local school board's request for moderate tax increases.

Dope addiction or desegregation, stations documented them all. In 'Desegregation: Charlotte,' WSB, Atlanta, offered a 30-minute study of the three-year-old integration program in Charlotte, N.C., posing the question of whether Atlanta would choose the peaceful approach of Charlotte or the violence of Little Rock's early days of integration. Last fall, WNBC-TV launched its "Project New York" to probe the explosive problems of the world's largest city.

A growing number of regular weekly local programs are devoted to community problems. 'Are California Hospitals Victimized the Public?' asked KCRA, Los Angeles, on "California Report." 'Can Culture Survive in Detroit?' was one topic on WJBR-TV's "Detroit Speaks" series. And 'Crime in Public Housing' was tackled by KMOX-TV on its "Eye on St. Louis" programs. Contributing to the daily dissemination of community news, of course, are the service shows such as "Good Morning from Memphis," WRCC-TV, "Home Fare," WRGB-TV, Schenectady, "Around the Town," WCCO-TV, Minneapolis, "Noon," WSM-TV, Nashville.



New York: 'Harlem: A Self-Portrait,' WNBC-TV



San Francisco: "The Jet Noise," KPX



Philadelphia: Farm problems, WCAU-TV



Spokane: "Community Profile" series, KREM

"Community Profile," a documentary series on KREM, Spokane, explores the history, economy and geography of 100 communities in the station's market. WCAU, Philadelphia, has its own greenhouse and barn full of animals, uses them on "The Bill Bennett Show" to graphically illustrate the market and weather reports, crop and gardening information for both farmers and city dwellers.



Minneapolis: "Around the Town," WCCO-TV



St. Louis: "PS-4" series, KMOX-TV



Washington: "Our Beautiful Potomac," WRC-TV



Omaha: "Hidden City"



New York: "Strangers in the City," WCBS-TV

Going behind closed doors to cover little-known aspects of community life, KMTV, Omaha's "Hidden City" series, in "Rescue in Muskedoodle Land," studied the city's Open Door Mission and its fight against alcoholism, and in "Patrol Car Eight," documented the night duties of two Omaha cruiser officers. Beatniks and gangsters in boxing preoccupied two of WFIL-TV, Philadelphia's "Eyewitness" programs. WRC-TV's "Our Beautiful Potomac" tries to arouse community interest in one of Washington's worst problems, pollution of its historic river.

To acquaint citizens with local business opportunities and problems, stations such as WTHR-TV, Terre Haute, have presented officials from the chamber of commerce. And last year, KDKA-TV's "Decision" series, sponsored by the Chamber of Commerce of Greater Pittsburgh, delved into some of the most important economic and social issues of the day: "Inflation," "Unemployment" and "Mass Transit."



The problems and progress of public education are universal programming themes at the station level. WYAR-TV, Norfolk's "Tidewater Viewpoint" series on community problems tries to promote better school-public understanding. "Let's Look At Learning," a half-hour series on WCIA, Champaign, Ill., illustrates all phases of education. KMOX-TV, St. Louis' "PS4" series presents courses for people of all ages who have not completed high school. WYOV-TV, Washington's "City Side" series recently queried three school superintendents on what's being done to maintain the interest of above-average students. On "Your Money or Your Child," WHEN-TV, presented the Syracuse Board of Education's 1960 budget requests. WNEM, Saginaw, Mich., featured 20 programs dealing with the problems of school districts in the area. Fire safety in schools is another important subject, as in KRON-TV, San Francisco's "Trial By Fire" documentary and WNBQ, Chicago's special report on fire safety following a school blaze which took 90 lives in that city.



Syracuse: "Your Money or Your Child," WHEN-TV



Dyrlans: "Know Your" series, WDSU-TV



Atlanta: "The 4-H Hour," WAGA-TV



"Spotlight on Baton Rouge," WAFF-TV

Oklahoma City: "Farm News and Markets," KWTU





Boston: "Sick Transit," WBZ-TV



Cincinnati: Public parks, WKRC-TV

Michigan: the St. Lawrence Seaway, WJXT



San Francisco: "The Face of the City" series, KPIX

## COMMUNITY PLANNING

CAN We Have Both Cities and Automobiles? This question, posed on WGN-TV, Chicago's "Your Right to Say It" series, is one aspect of what has become a major subject for stations and a critical problem in American community life: adequate city planning to handle the related effects of transportation changes, the population explosion and suburban growth.

WBZ-TV, Boston's award-winning editorial documentary, "Sick Transit," presented the case for a more efficient rapid transit system in Greater Boston. As part of its "Assignment Four" series, KRON-TV, San Francisco charted the growing pains created by population growth in Marin County. KPIX, of the same city, probed the problems of urban renewal in its "The Face of the City" series, an evaluation of San Francisco's future. To arouse community interest in Cincinnati's parks, WKRC-TV offered the "Tommy Bartlett Water Show" as a free entertainment feature for the public at the largest park, WJXT, Saginaw, Mich., analyzed the impact of the St. Lawrence Seaway and WJXT, Jacksonville, devoted a special to a new expressway system.



Jacksonville's  
Expressway  
4 JXT



Phoenix: Municipal airport discussion, "Arizona Roundtable," KRPH-TV



Pittsburgh: "The Pittsburgh Rebel," KDKA-TV

Boston: "Today at Home," WBZ-TV



Memphis: Gardening and home problems, WREC-TV



Columbus: "The Visitor," WISN-TV



St. Louis: "Time and St. Louis," WSL-TV



Schenectady: "The Home Show," WRGB







*'Crime and Apprehension,' WCAU-TV, Philadelphia*

## LAW ENFORCEMENT

At 3 p.m. one day this past March at the State Penitentiary in Nashville, Tenn., two convicts seized 18 hostages. By late evening, WSM-TV of that city had its cameras within prison walls, videotaped the siege all through its 25 tension-packed hours.

This is only one example of stations' constant coverage of crime, law enforcement and the workings of the American judicial process. KPIX, San Francisco, in two separate studies, analyzed the relation of crime and insanity ('The Calculated Risk') and a citizen's basic rights during a murder trial ('A Life in the Balance'). KEMB-TV, San Diego, looked into the pros and cons of capital punishment. WAFB-TV, with the Better Business Bureau of Baton Rouge, keeps viewers posted

on current frauds and rackets in the community. Oklahoma City, KVVU-TV has exposed a phony payment scheme involving flying saucers and racial programs covering the pros and cons and the repeal of the state prohibition law.

By constructing a fictitious robbery-murder store clerk, WCAU-TV, Philadelphia, offered a special study, 'Crime and Apprehension,' of the Philadelphia Police Department. 'The Sex Offender In Violence' was another of the station's many studies.

More than 800 phone calls and some 200 letters were the partial result of KNX-TV, Los Angeles' documentary, 'Hell Flower,' on dope addiction.



*'The Saucer Story,'*  
WKY-TV, Oklahoma City



*'A Life in the Balance,'* KPIX, San Francisco



*'Human Rights—Whose Responsibility?,'*  
WTMJ-TV, Milwaukee



*'Convicts' rebellion in state peni-  
tentiary,'* WSM-TV, Nashville



*'The Role of Law in Modern Society,'*  
*"Detroit Speaks,"* WJBK



*"Youth Bureau,"* WXYZ-TV, Detroit

*"Tups on Gyps,"* WAFB-TV, Baton  
Rouge



*'Sex Offender,'* WCAU-TV,  
Philadelphia



# DEAD STOP

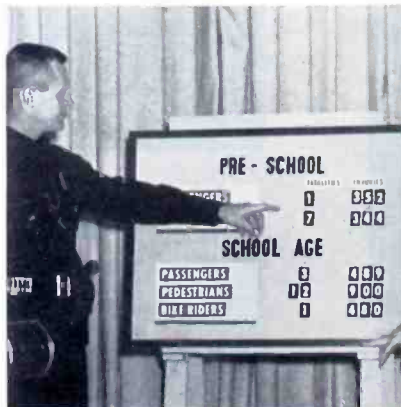
*'Dead Stop,' WANE-TV, Fort Wayne, Ind.*



*"Signal Three," WLW-TV, Cincinnati*



*"Wanted," KRHO-TV, Phoenix*



*Traffic Safety, WJBC, Detroit*



*"Stop on Chicago"*

## AW ENFORCEMENT: PROMOTING TRAFFIC SAFETY

each and every year for the past three, at least 37,000 persons have lost their lives in traffic accidents in the United States. To cut the death toll and to give a greater sense of safety in their viewers, stations have employed what has become virtually a television tradition, the traffic safety program. No matter how serious, the traffic safety program is one of the most outstanding station efforts from the standpoint of seriousness.

As part of the drive by the Allen County Seat Belt Committee and the Indiana State Police to encourage use of seat belts in Indiana, the WANE-TV News Department produced a special half-hour show titled, 'Stop.' To dramatize the effect of a high-speed crash, WBZ-TV, Boston, dropped an automobile from a great elevation on to concrete.

Recreated traffic court cases are set in a replica of an actual courtroom in KABC-TV, Los Angeles' "Traffic Court." Edgar Allan Jones, Jr., professor of law at UCLA, presides, with actors taking the parts of plaintiffs, defendants and witnesses. The prosecuting and defense attorneys are members of the bar. To assure complete authenticity, the producers have consulted with and have the endorsement of the City Attorney's Office and the Los Angeles Police Department and have retained several attorneys for expert advice.

"Nothing in the 19-year history of the Greater Los Angeles Safety Council has created as much interest in traffic enforcement as KABC-TV's 'Traffic Court,'" says J. T. Blalock, president of the Greater Los Angeles Chapter of the National Safety Council. "Traffic Court" has been on as a network show.



"Traffic Court," KABC-TV, Los Angeles



Above and below, auto smashup on 'Safety Crash,' WBZ-TV, Boston



"Two Wheel Cop," WFIL-TV, Philadelphia



Renewing license plates, WKRC, Cincinnati



'Car of the Week,' WKRC, Columbus, Ohio

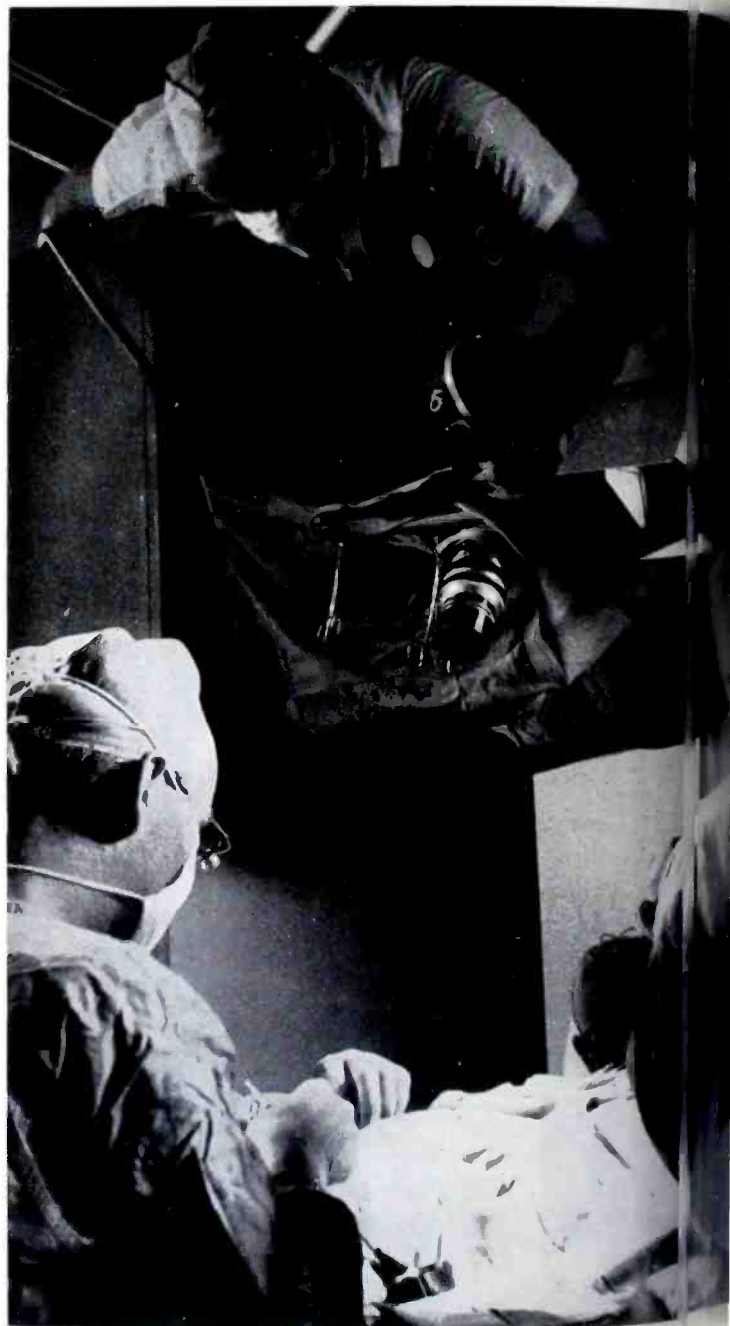


## HEALTH AND WELFARE

**I**T was in 1944 that Robert K. West, 49, appeared before the Tacoma, Wash., draft board and discovered he was losing his sight. Fifteen years later, and in the presence of the viewers of KIRO-TV, Seattle, he regained his vision and went back to work.

This story, documented after 14 months of preparation by the station, with a corneal transplant as its outstanding sequence, is one indication of the kind of local programming stations are producing to keep the public informed of the treatment of disease, and its prevention as well as other health and social problems.

Graphically, and with painstaking effort, stations outline the symptoms and treatment for such diverse killers as heart disease, cancer and polio. A good example is WSB, Atlanta's 'The Story of Warm Springs,' on "The Road Back," which presented the inside story of the rehabilitation of polio victims.



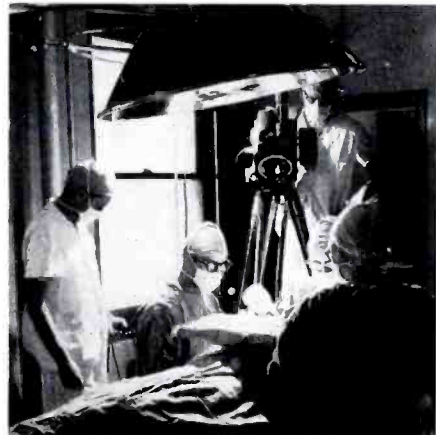
*'The Priceless Gift,' KIRO-TV, Seattle*



*"The Road Back,"* WSB-TV, Atlanta



*'Artery Reconstruction Surgery,'* KRON-TV, San Francisco



*'A Corneal Transplant,'* "Eye on St. Louis," KMOX-TV



*'Danger Signals,'* WWJ-TV, Detroit

*'Lifeline,'* WTVT, Tampa



*'Lung Cancer: Surgery and Radiation,'* KPX, San Francisco



To help the April drive of the Michigan Cancer Foundation, WWJ-TV, Detroit, presented a special half-hour documentary showing the extensive research and the program of education and service being carried on by the Detroit Cancer Center. Stations have done much to vitiate the fear and hysteria that entraps many victims of serious diseases such as cancer. Such was the purpose of KPX, San Francisco's 'Lung Cancer' documentary. 'Lifeline,' produced by WTVT, Tampa, chronicled the operation for replacing one of the upper valves of the heart.



*'Two Sets for a Lifetime,' WHEW-TV, Syracuse*



*'To Live Tomorrow—Open Heart Surgery,' WTHC-TV, Hartford*



*'Focus on Sanity,' KNXT, Los Angeles*



*Texas Medical Center, KPRC-TV, Houston*



*'Report on Nervous'*

*'Standing Rock Unc'*



One out of every 10 Americans, according to current statistics, do or will suffer from mental disorders; and every other hospital bed in the United States is occupied by a mental patient. These facts have not been lost on the stations across the country which have contributed heavily to analyzing the diagnosis and recovery of mental patients, as in KMOX-TV, St. Louis' "The Changing Mind" series, or WWZ-TV, Boston's special discussion program on juvenile mental problems.

To help viewers avoid the road to mental problems, WNEW-TV, New York's report on nervous tension was devoted, in part, to showing the audience how to relax and maintain a safe "emotional cruising speed." In fact, the program tried to show how tensions of modern life can be made to work for instead of against those who have them.

And major social problems come under the local television camera eye. Either the crises faced by the nation's senior citizens, or various population groups, have been the subject of local television. After KSTP-TV, Minneapolis-St. Paul did a story on the Sioux Indians in its area, 13 tons of food were flown to the hungry Sioux families on the Standing Rock Indian reservation.



York



Minneapolis-St. Paul

# THE ARTS ACROSS AMERICA

WHETHER it be the riches of great museums in Boston, Chicago or Los Angeles, the music of symphony orchestras in Kansas City, Houston or Phoenix, or an art exhibit in North Carolina aimed at inspiring new talent, America's cultural wealth and vitality provide stations across the country with some of their most stimulating moments.

Stations' increasing coverage of the arts—painting, music, the dance, drama, literature and sculpture—underscores local television's ability to broaden the horizons of the individual viewer as well as help him rediscover the cultural opportunities afforded by his own community. Typical is WHAS' "Louisville Adventure" series, produced at various times through the year, exploring the cultural life of the city, from a rehearsal of the Louisville Orchestra, a string quartet concert, to the work of the Children's Theater and the Junior Art Gallery in that city.

Several stations combine coverage of the local cultural scene with discussions of the artistic and creative problems presented by twentieth century society. KMOX-TV, St. Louis, launched such a series, "Montage," in April. The subjects, ranging from Picasso to glass sculpture, are produced in cooperation with local organizations such as Washington University, St. Louis University, the St. Louis Symphony Society, the St. Louis Public Library as well as local theater and dance groups. One of the missions of "Montage" is to present the cultural contributions of folk and regional art, whether it is plain story-telling or the history of the showboat.

The state of the creative man and performer in America inspired an unusual series this season on KPIX, San Francisco. Its "Expression" programs explored the problems of creative people through their own words and actions. Actors, painters, writers, musicians and a comedian were given the opportunity in separate programs to express their individual creative philosophies.

'Picasso and Poetry' on "Montage," KMOX-TV, St. Louis



... art experts and  
 ... ent scholars meet  
 ... masters, old and  
 ... The result: pro-  
 ... ranging from  
 ... ly discussions of  
 ... ous paintings by  
 ... sbyterian minis-  
 ... on KFMB-TV, San  
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 ... art awards,  
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 ... th Carolina.





*Kansas City Philharmonic, KCMO-TV*



*Houston Symphony, KPRG-TV*



*Phoenix Symphony Orchestra, KPHO-TV*



*North Carolina Symphony, WEMY-TV*



*Great Music From Chicago, WGN-TV*



Indianapolis Symphony, WFBB-TV



Oklahoma City Symphony, KWTU



*Bach or Brubeck? Such is the broad musical repertoire stations across the country offer every level of age or brow. One of the most ambitious undertakings of this kind is WGN-TV's Peabody winner, "Great Music of Chicago," featuring the Chicago Symphony Orchestra under Fritz Reiner and guest conductors. With commentary by the veteran Deems Taylor, America's third oldest orchestra has presented in Sunday prime time everything from the classics to pop concerts, from jazz to Broadway show tunes.*

*In some cases stations have underwritten the cost of a complete musical production: WRTV, Charlotte, North Carolina, did just that in the Charlotte Music Club's presentation of Hadyn's "Messiah" this spring. Music has also given advertisers as well as stations certain recognition for public service activities. A series of hour-long programs by the Hartford (Conn.) Symphony Orchestra, telecast by WTRB-TV, won for the Aetna Life Affiliated Companies "The Silver Anvil," the top national award for community relations during 1959, presented by the American Public Relations Association. Some local shows are designed to give mass exposure to small groups of accomplished artists, as in the appearance of New York's Juilliard String Quartet on WNBC-TV's "Recital" series in April. Others integrate musical presentations into educational series, as in the performance on KPRC-TV, Houston, of that city's 85-piece orchestra as part of "World of Adventure," an educational series which features Encyclopedia Britannica film material.*

Television turns art patron, as stations initiate or commission original works created and performed by members of the community, or launch such highly-acclaimed dramatic productions as "The Play of The Week." Last fall, WAVE-TV, Louisville, telecast the 90-minute world premiere of 'Beatrice,' an original opera commissioned by the station for dedication of its new Radio and Television Center. Members of the Kentucky Opera Association, accompanied by the Louisville Orchestra, performed the three-act work. In Oklahoma City, KWTU presented 'Gusher,' one of three original ballets written, scored and produced by the station's staff, with the local Ballet Theater School supplying choreography and performers. And in January, the National Grass Roots Opera, a touring troupe, founded and headed by A. J. Fletcher, president of WRAL-TV, Raleigh, N. C., gave prime time viewers of the station an example of Italian buffo-opera, Donizetti's 'Don Pasquale.'

Local television also has taken some unique programming steps to put the arts in perspective and encourage a reverence for the intellectual process. High school students comprise the workshop audience which discusses the weekly offerings of "The American Musical Theater," produced by WCBS-TV, New York, with the New York Board of Education, tracing the history of theatrical music over the past 100 years. And outstanding Americans read their favorite stories to children and adults on "Reading Out Loud," the series produced by Westinghouse Broadcasting with the American Library Association to help revive this dying family tradition.

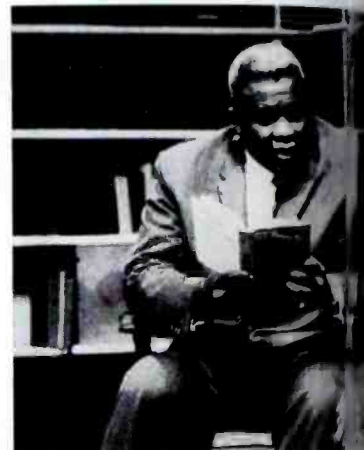
Of all local television's contributions to the cause of the arts, one of the most important is the critical dialogue over the state of creative work, past and present, that many of its programs offer. Whether it be an analysis of greatness by an Episcopalian minister, an interview with Carl Sandburg, actors and television playwrights discussing their troubles or a literary critic such as Stuart Brent appearing every morning on WBKB, Chicago, the cumulative effect is one of constant intellectual ferment on local stations across America.



"Thieves Carnival," "The Play of the Week," WNTA-TV, New York



"Meaning of Greatness," KYW-TV, Cleveland



"Reading Out Loud," Westinghouse



Carl Sandburg on "Viewpoint," Angeles



*"The American Musical Theater," WCBS-TV, New York*



*Concert pianist John Brown on "Keynotes," KTLA-TV, Los Angeles, Cal.*



*"Critics and actors on 'Open End,'" WNTA-TV, New York*



*'Gusher,' KWTW, Oklahoma City*

*'The Sorcerer's Apprentice,' an original opera, WAVE-TV, Louisville*









## EDUCATION

**A**N investment in knowledge pays the best interest." The words once spoken by Benjamin Franklin well express the philosophy behind the increasing amount of time and money that television stations across the country have devoted to educational programming.

From lessons in languages and political theory for grade school pupils to courses in nuclear physics for adults, TV has dispensed a vast variety of knowledge at every age level. Some programs, such as KIRO's "Golden Rule School," filled serious gaps in the community: the Seattle station's five-mornings-a-week show for five-year-olds was inaugurated after a local election failed to approve the extra money that the public school system required to continue its kindergarten classes.

College courses on TV are by now almost the rule. Triangle Stations' "The University of the Air," a pioneer and particularly extensive undertaking, has broadcast well over 200 full courses in its 11 years of existence, drawing its teachers from 27 colleges and universities. The programs originate live on WFIL-TV, Philadelphia, are carried via tape by the other Triangle stations: WNEF, Binghamton, WFBG, Altoona, WNHC, New Haven, WLYH, Lebanon, KFRE, Fresno.

Many stations made education more palatable with intriguing formats or lecturers who have a touch of vaudeville in them. For instance, "Out of This World," produced by WBBM-TV, Chicago and aired by other CBS o-and-o stations under the network's Public Affairs Exchange, meted out technical scientific information. The series' lecturer, Dr. Daniel Q. Posin of De Paul University, did a little jig to illustrate the sensation of relative weightlessness that a moon explorer might experience. During another discussion, Dr. Posin asked rhetorically, "Now what if the man can't get back from space?" summed the situation up, "Well, that's show business."

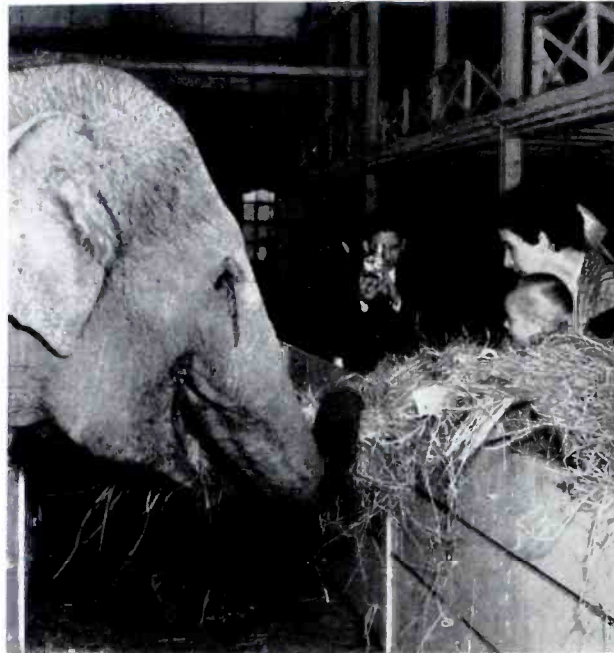
*Swarthmore, a participating college on "The University of the Air," Triangle Stations*



"Lab 30," Westinghouse



"Animaland," WABC, New York



"Kindergarten College," WLW-1, Indianapolis



"Let's Learn," WDAF, Kansas City



"One O'Clock Scholar," WHEN, Syracuse



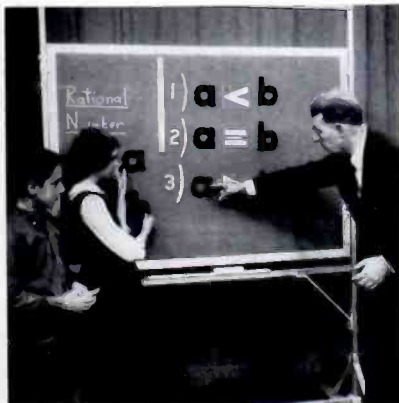
"Bookworm Playhouse," WITI, Milwaukee



"Regents Educational Project," WPX, New York



"Teleschool," KCMO-TV, Kansas City



"Tomorrow's Learning—Today," KYW, Cleveland

A dramatization of 'The Three Little Pigs'—in French and acted by a group of grade school pupils, on "Let's Speak French," WJZ, Baltimore . . .

Sixth graders staging a mock Presidential primary, debating the labor, farm and civil rights records of Nixon, Kennedy and Humphrey, on "Wonderama," WNEW, New York . . .

These were but two of the appealing ways that television whet our children's appetite for knowledge. Some programs, like "Animaland," WABC, New York, masked education in entertainment. In contrast, there were the intensive courses in the arts and sciences that numerous stations broadcast direct to classrooms—series such as WPX's "Regents Television Project" in New York, KCMO's "Teleschool" and WDAF's "Let's Learn," both Kansas City, Mo.

Educational programming reflected the vast curiosity and diverse interests of youth. Adolescents got a course in Russian on WHEN's "One O'Clock Scholar," Syracuse. Dayton's WLW-D taught grade school age children how to type. Westinghouse Broadcasting Company's "Lab 30"—ten programs carried by the five WBC stations—explores such wonders as atoms and electronics in hopes of inspiring gifted students to pursue scientific careers. Pint-sized repertory players acted out scenes from children's literature on "Bookworm Playhouse," WITI, Milwaukee. And WLW's "Kindergarten College" introduced tots to mammals and music, the last with the help of members of the Indianapolis Symphony Orchestra.

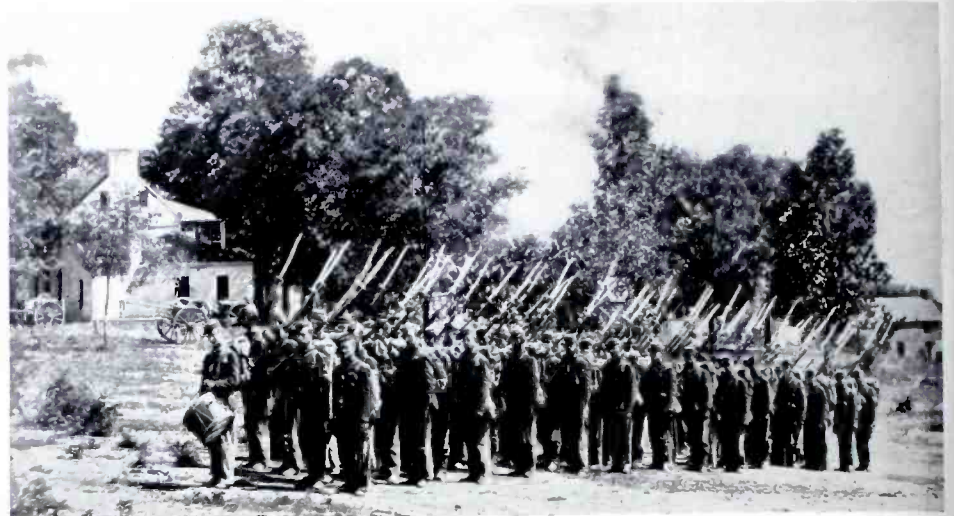
Teachers, at least in Cleveland, came in for their own TV lessons. On "Tomorrow's Learning—Today," KYW presented an eight-week course in new ways to teach mathematics, a project designed to shorten the time lag between new teaching methods and their application.



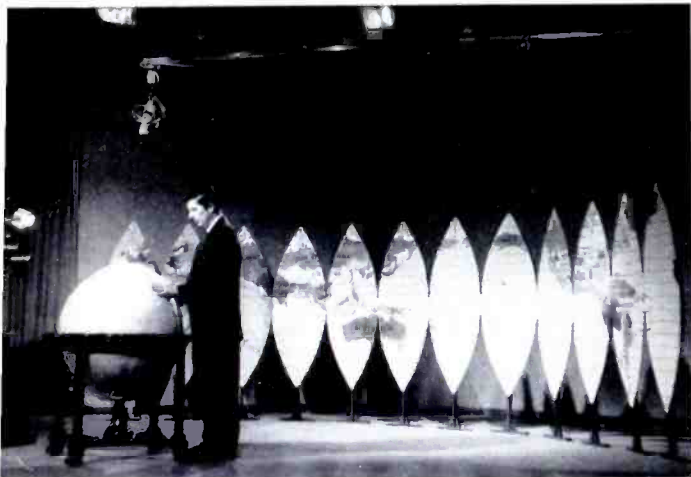
"Wonderama," WNEW, New York

"Let's Speak French," WJZ, Baltimore





"The American Civil War," Westinghouse Broadcasting Company



"The World At Large," KPHO, Phoenix

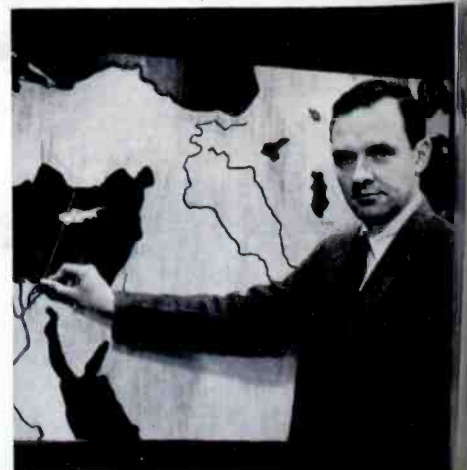
The pessimist who concluded that you can't teach an old dog new tricks was proved far wrong by the hordes of eager adults who rose with the roosters for TV's many brain-teasing college courses, such as "Sunrise Semester," now "Summer Semester" on WCBS-TV, New York.

Mingled with book-cracking courses like Russian, taught on WVEW, Cleveland, and in Washington D.C. on WROR's "Classroom 9," winner of a McCall's award, was plenty of informal education. In Detroit, armchair travelers were led on a "World Adventure" through foreign countries by WXYZ. Phoenix's KPHO explored "The World at Large"—from atomic energy to zoology. "The American Civil War" was recreated with 3,000 Mathew Brady photographs, a 13-part series carried by Westinghouse Broadcasting's five television stations.



"Introduction to Russian," WVEW, Cleveland

"Summer Semester," WCBS-TV, New York





*"World Adventure"  
Series, WXYZ, Detroit*

*"Foundation for Judgement," KRCA, Los Angeles*



*"Why Is It So?" KNXT, Los Angeles*



*"TV College," WJBK, Detroit*



*"Television and Your Child," WEWS, Cleveland*



*"Learning '59 and '60" KNXT, Los Angeles*





"Great Books," WOAI, San Antonio



"Blackboard to Life," WTVD, Durham



"Blackboard to Life," WTVD, Durham



Television's teaching hand opened new vistas and enlarged existing ones. In Durham, WTVD's "Blackboard to Life" taught reading and writing to illiterates, as did similar courses on WBIR, Knoxville, and WFMJ, Greensboro. At the same time, WOAI in San Antonio explored the riches of English literature and philosophy in its "Great Books" course. And Seymour Riklin of Wayne State University analyzed the contemporary novel on WJMK, Detroit's "TV College."

Television worked at building both the mind and the body: music, math and muscle-building through gymnastics were part of the curriculum of "Learning '59 and '60," KNXT, Los Angeles.

Television raised and answered questions: "Why Is It So?"—produced by KNXT as part of the CBS Public Affairs

Exchange—shed light on the mysteries of physical laws. Sometimes TV's questions touched on the controversial: "Is man descended from the ape?" asked one episode of KMOX's "Eye on St. Louis" series.

Television also indulged in self-analysis: on WEWS, Cleveland, Dr. Louise Bates Ames, research director of the Gesell Institute, discussed the effects on children of such television phenomena as sex, westerns, violence and commercials.

WJW-TV, Cleveland offers a regular course on "Family Life" from the teenage years to grandparenthood.

Sunday afternoons on KRCA, Los Angeles, panels of noted educators gathered to discuss the importance of education and how it is disseminated by Southern California's colleges.

## RELIGION

**E**SPECIALLY in these days of extreme world tension, religious belief stands out as one of man's most critical needs. Belief must of course be preceded by knowledge and understanding. Be it through simple sermons, Bible stories for children, examination of the world's faiths, telecasts of sacred rituals, TV stations have done a commendable job of bringing this vital knowledge and understanding to the public.

One notable and worthy trend is the growing number of inter-faith programs. One such, "To Promote Good Will," on WBAL, Baltimore, each Sunday presents a noted minister, priest and rabbi who together discuss provocative questions of religion, morals and ethics posed by a panel of college students. Last year, "To Promote Good Will" was cited the outstanding religious series by Ohio State University's Institute for Radio-TV. The programs are being translated and broadcast behind the iron curtain by the Voice of America.



*'Messiah,' WDAF, Kansas City*



*"To Promol"*





Consecration of Auxiliary Bishop of Providence, WJAR



'Pasadena Church Concert,' WTVT, Tampa-St. Petersburg

"Faith of our Children," KRCA, L. A.



From sacred rituals to faith among the beat generation, TV probed religious themes. In 'Why is a Nun?' WUC, Pittsburgh, recorded the hushed majesty of a girl taking the vows as a Roman Catholic sister.

And in quite a different mood, KPX's "Against the Stream" documented the work of the Rev. Pierre Delattre, whose unique Bread and Wine Mission serves San Francisco's beatnik colony. Poetry readings were included.

KPIX, one of the many stations that presented religion to young people in intriguing ways, featured a rock 'n' roll personality reading Bible stories on "Storytime." KRCA, Los Angeles, recruited actresses such as Dale Evans to preside over its Bible series, "Faith of our Children."

Music, so much a part of religion, rang out in a performance of Handel's 'Messiah' on WDAF, Kansas City. The completion of the Pasadena Church of St. Petersburg was celebrated by a concert of religious music, carried by WTVT, Tampa-St. Petersburg.



'Why is a Nun?' WUC, Pittsburgh



WJZ-TV, Baltimore

# WORLD AFFAIRS

**K**HRUSHCHEV on a farm in Iowa . . . Castro at Harvard . . . American TV newsmen in Moscow, Paris, New Delhi, Istanbul . . . Television brought the world into the livingroom, extending the individual citizen's insight far beyond the boundaries of his community into the realm of national and international affairs. When world figures came to the U.S., TV cameras were at their elbows, supplementing network coverage with local orientation of national and international developments.

Improved international relations was the object of much local programming. Five members of the Soviet delegation to the U.S. explained Russia's position on various areas of East-West disagreement on "Open End," WNTA, New York. San Francisco mayor George Christopher's good-will trip to Russia was taped and telecast by KRON. On "Common Ground," WBBM, Chicago, foreign exchange students discussed America's image abroad, a subject also explored by moderator Eleanor Roosevelt and guest panelists on "Prospects of Mankind," WNEW, New York.

*National personalities like missile designer Wernher Von Braun and legions of Senators brought world affairs to the grass roots. The Fifth Amendment Semitism, defense, segregation, and other issues described by leaders of the lunch-casualty demonstrations on "The Right to Life," WNEW, New York were just a few of many national issues which were presented for the local audience.*

*Provocative debates on a raft of subjects came from the talkathons; "Open End" and "At Random," WBBM, Chicago. The latter made a habit of gathering guests with diverse interests for each show, wound up with contributions like James Hoffa, Victor Borah, Professor Kermit Eby, formerly rector of the CIO.*

*Soviet delegates to the U.S. with David Susskind, "Open End," WNTA, New York*





Mayor Christopher visits Khrushchev, KRON, San Francisco



"Common Ground," WBBM, Chicago



Khrushchev at Roswell Garst's Iowa home, KMTV, Omaha



Lord Clement Attlee on "Close-up," KMOX, St. Louis



Fidel Castro at Harvard, "Youth Wants to Know," WBZ, Boston



Sen. John Kennedy, "Focus on World Affairs," WUC, Pittsburgh



"Prospects of Mankind," WNEW, New York



"The Right to Sit," WNEW, New York



"At Random," WBBM, Chicago



*Mexico City, KIRK, Houston*



*Istanbul, WEWS, Cleveland*

*London, WDAF, Kansas City, Mo.*



*Pavis, KRCA, Los Angeles*



*New Delhi, KWTN, Oklahoma City*



## OVERSEAS COVERAGE

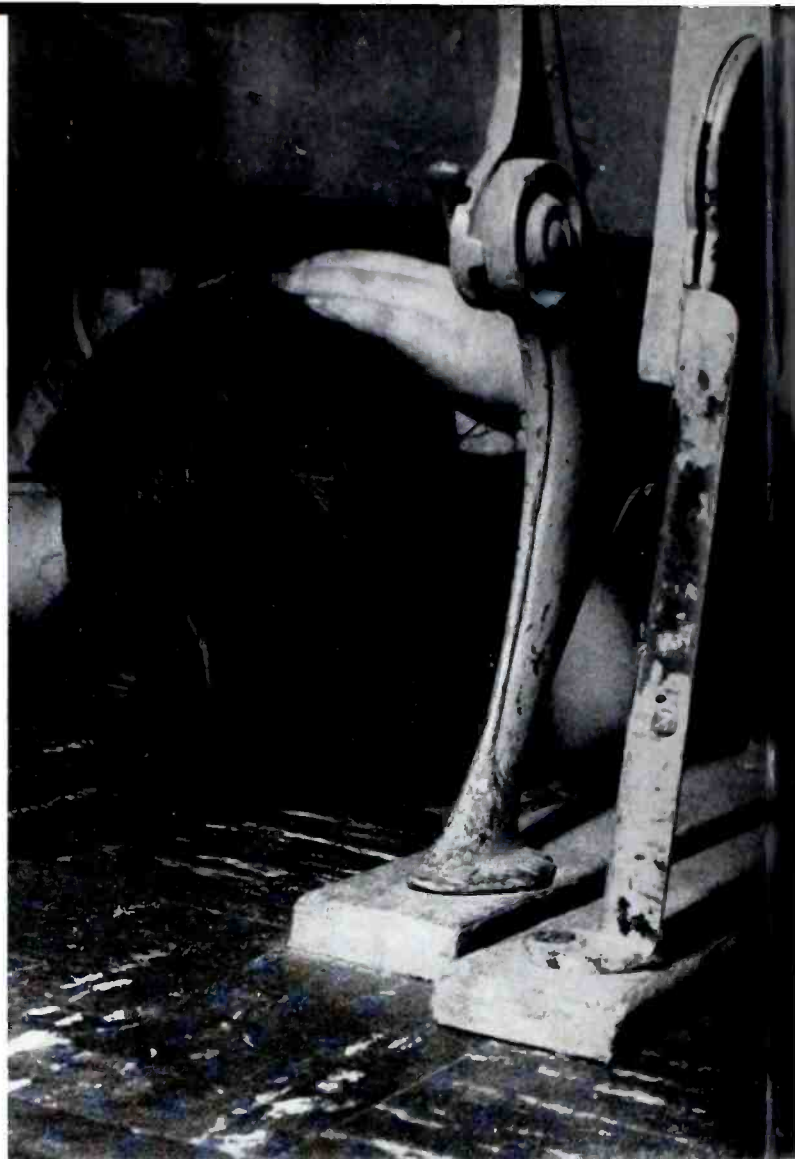
**F**OLLOWING the cardinal rule of good reporting, stations sent their news personnel out into the field, literally to the four corners of the world. Bruce Palmer, news director of KWTU, Oklahoma City, went along on President Eisenhower's 11-nation tour. A news crew from WEWS, Cleveland, sought an evaluation of the President's trip by filming interviews with citizens in each of the countries on Eisenhower's itinerary.

Newscaster Bill Leeds' European tour for WDAF, Kansas City, Mo., included a stop in Paris, where he led daily reports of the explosive summit conference to his station, using the NBC wire facilities. From Los Angeles, KRCA's far-flung Jack Latham landed in Western Europe, the Far East, Russia and the iron curtain countries. KTRK, Houston, sent six newsmen to Mexico City to gather material for 10 hours worth of programming.

On-the-spot reports of such key areas as Africa, Mexico and Central America were provided by the "Dateline: UN" series. Carried on stations in almost all major cities, the series' 13 half-hour programs were produced by the UN for the U.S. Broadcasters' Committee on World Affairs, a public service association of stations.

Ghana, "Dateline: UN"





*'Survival,' KNXT, Los Angeles*



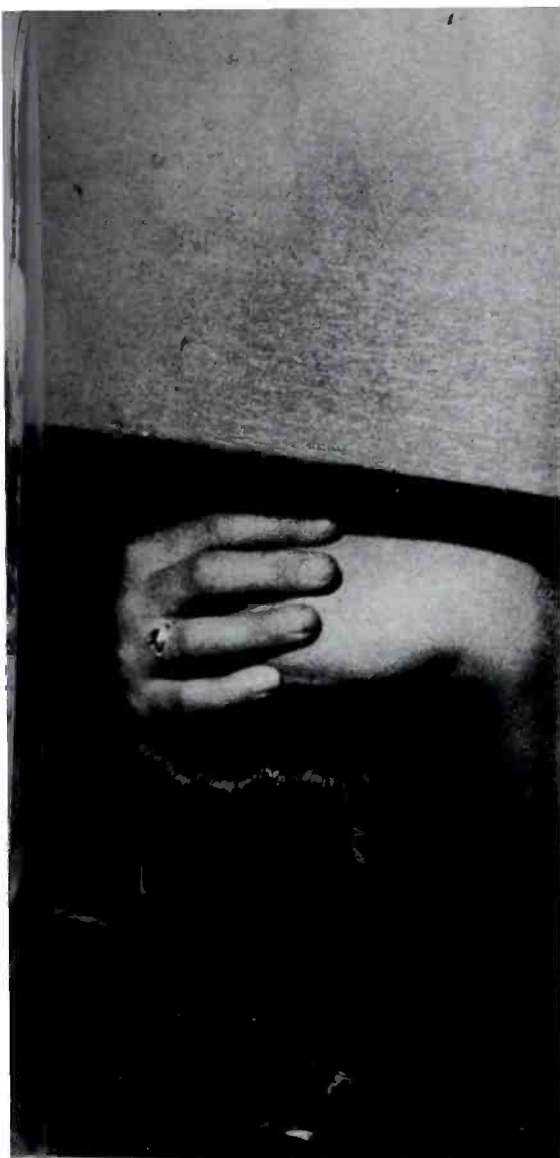
*Prime Minister Nehru, "Assignment," Westinghouse*



*'Target U.S.A.,' KFMB-TV, San Diego*

*'Novad Briefing,' KKTU, Colorado Springs*





International political tension has turned the prospect of a nuclear war into a community affair. With hidden cameras, KNXT, Los Angeles' documentary, 'Survival' recorded public apathy toward possible atomic attack and what civil defense officials are doing about it. The threat of enemy missile attack from coastal waters highlighted 'Target U.S.A.,' KFMB-TV, San Diego's story of anti-submarine warfare. Combatting an enemy air attack was the subject of 'Norad Briefing,' KKTU, Colorado Springs' telecast, the first of its kind, of an actual briefing given the North American Air Defense Command. To arouse public interest in the scientific rivalry of the United States and Russia, WPIX, New York, led a group of independent and affiliated stations in the presentation of 'The Race for Space.'

To some stations, public affairs programming means non-prime-time efforts to improve governmental regulations . . . to others, it represents a dedication to serving community needs.

Typical of this responsible attitude is WCAU-TV, Philadelphia, which has set up an independent Public Affairs Department with a four-man team of specialists in programming, public affairs, news and education, drawing from a pool of twelve writers and producers.

WCAU's public service coverage cuts a wide path through the area it serves, with such programs as "The Big Blackboard," live classroom lectures by leading educators; a daily farm show complete with its own barnyard animals; six hour-long programs on the climate of free thought; "Caucus," an attempt to clarify the relationship of politics to democracy; "Crisis In Education," panel discussions among the presidents and key faculty members of the Philadelphia area's eight universities; "Television Seminar," college credit courses given by the University of Pennsylvania; "Face of Philadelphia," candid camera examinations of Philadelphia's problems and accomplishments; "Shop Talk," a vocational program for young people, introducing them to working representatives of industry; "What In The World?," an unusual University Museum-affiliated panel quiz on the antiquities of the world.

In addition, WCAU-TV has also produced throughout the year a number of special programs tied to specific issues, such as 'Is It Deductible?,' on the subject of tax returns, and 'Crime and Apprehension,' a documentary on the work of the Philadelphia Police Department.

And the record of this station is not the exception—neither is it the universe. This portfolio then is some measure of the performance and most important, a clear look at the potential. The motivating force behind the superior programming detailed in these pages presages a growing attitude of broadcasters toward the fulfillment of television's role as a communications force in the public interest.

END



African nationalism, 'Freedom,' WMAR-TV, Baltimore

'Secret Life of Adolf Hitler,' WPIX, New York

'The Race for Space,' WPIX, New York





KRCA's crack news trio, Jack Latham, Bob Wright, and Lee Giroux, have reason to study a model of the Sports Arena. They will be seeing the real thing from the inside, when the Democratic National Convention opens in Chicago. NBC's award-winning reporter-commentators, Chet Huntley and David Brinkley, will provide network coverage—just as they will at the Republican National Convention in Chicago. But, to the people of





**THE  
CONVENTION  
IS A  
LOCAL EVENT!**

Democratic Convention is more than a national and international event. It is a  
event. That's why KRCA's own award-winning news team will be there, bringing  
coverage to Southland viewers—coverage from the Los Angeles point of view.  
CHANNEL 4 IN LOS ANGELES / OWNED / SOLD BY NBC SPOT SALES

**KRCA**

***This month:***

# BEER, HEADACHE REMEDIES, BREAD, SHAMPOO

*Prell takes most honors in commercial recall and use. Bufferin leads in recall and Hamm's beer is tops in use in two major markets.*

**T**ELEVISION MAGAZINE'S latest brand study in the three top markets finds that Procter & Gamble's Prell outranks all other shampoos in recall in New York and Chicago and in use in Chicago and Los Angeles. Colgate's Halo did nudge Prell into second place to take top recall honors in Los Angeles, and Breck has held a firm grip on its usage leadership in New York. But since October 1959 when shampoos were last surveyed, Prell substantially increased its percentage of recall in Chicago and New York and upped its percentage of use slightly in all three markets.

Among headache remedies, Bufferin retained its recall leadership in New York and Chicago, tying with Anacin for first place in Los Angeles. As in October, Bayer aspirin outstripped competitors in usage in New York and Chicago and also captured the top spot from Bufferin in Los Angeles.

In the beer market, regional brands are having a good season. In New York, Pils, Schaefer and Ballantine, all regionals, lead the pack in recall; Ballantine, Rheingold and Schaefer were the big three in use. In Los Angeles, Burgermeister (regional) was number one brand in recall and second in use; Hamm's, a national brand, was leader in use and second in recall. Chicago was the only one of the three markets where the national beers were the dominant brands. There Hamm's and Schlitz continued as number one and two respectively in both recall and use.

In the bread market, Tip Top remained New York brand in recall and second in use. An especially good thing was made by Silvercup. In New York, it held its leadership and jumped from fourth place in recall to second with Wonder. And in Chicago, Silvercup rose up from fifth place in recall to become the number one brand, at the same time tying with Butternut as the leader in usage. In Los Angeles, Webers continued leader in both recall and use.

#### **How this study was conducted**

Findings in the survey in the three markets are based on the following questions asked viewers: "What brand (product category) have you seen advertised on TV in the last two weeks?" "Which did you use?" "Have you changed (product category) within the past six months?"

Results of this study are based upon 1,500 interviews in each market) conducted by Pulse for TELEVISION MAGAZINE'S continuing brand study.

It is well to bear in mind that the products named those recalled by the respondents. However, these products were not necessarily advertised on TV in the period surveyed.

The brand study to be published next month will cover automobiles, television sets, watches and cake mixes. (Charts appear on page 122.)

# the case of the duplicate products



Not long ago one of the stations we represent had a worrisome (but not necessarily uncommon) problem on its hands. This involved the conflict

between a new gasoline sponsor on the network and a long-term gasoline spot advertiser using a quarter-hour news strip in the early evening.

It might have cost the station considerable revenue. But an HR&P salesman resolved things quite handily. First, he worked out a switch for the spot advertiser to a later newscast. Then he took a non-conflicting sponsor from a competing station and put him into the earlier time. Finally, to round things out, another HR&P salesman signed up a third advertiser for a five-minute weather show made available by the shift.



**Result:** The station not only kept the original news strip sponsor but also added two *new* advertisers sponsoring ten programs a week!

CHALLENGES LIKE THIS aren't unusual at HR&P. That's one reason why we choose our salesmen for their creative ability and resourcefulness. Another is because – representing *one* medium only – we have no barriers to wholehearted creation of new business for the spot TV field.

Uniquely, you see, we can afford to be creative *both* ways – for the stations we represent, and for spot television alike.



*Burt Adams,  
New York office*

**HARRINGTON, RIGHTER & PARSONS, Inc.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • LOS ANGELES

BRAND STUDY from page 120

BEERS NEW YORK	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Pils	1	51	1	59	4	10	4	11	4
Schaefer	2	27	3	20	3	11	1	14	4
Bailantone	3	26	2	24	1	15	2	13	10
Rheingold	4	18	5	12	2	12	2	13	10
Schlitz	5	13	4	13	5	6	5	7	6
Knickerbocker	6	9	6	9	9	3	7	3	18
Miller High Life	7	1			6	5	6	6	8
Budweiser	7	1			7	4			
Pabst	7	1			7	4			

BEERS CHICAGO	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Hamm's	1	37	1	56	1	16	1	18	12
Schlitz	2	14	2	40	2	10	2	13	18
Drewry's	3	8	4	8	5	5	4	5	12
Pabst	4	7	4	8	4	7	4	5	18
Budweiser	5	6	3	16	3	8	3	11	15
Meister Brau	5	6	6	6	5	5	7	4	
Old Style	5	6			10	2			
Blatz	8	2			8	3			
Edelweiss	8	2			8	3			
Miller High Life	10	1	7	4	7	4	4	5	

BEERS LOS ANGELES	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Burgermeister	1	56	2	31	2	9	3	7	6
Hamm's	2	51	1	45	1	13	1	16	6
Falstaff	3	18	4	17	9	2	9	2	
Schlitz	4	17	3	23	3	8	2	9	9
Pabst	5	9	6	12	6	5	8	3	8
Lucky Lager	6	7	7	9	4	7	4	6	15
Budweiser	7	5	8	3	7	4	4	6	5
Olympia	8	2			4	7			3
Regal	8	2				*			
Miller High Life	10	1			8	3	6	4	
Eastside	10	1	9	3	9	2	6	4	
Blatz	*		5	15	11	1	10	1	

HEADACHE REMEDIES NEW YORK	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Bufferin	1	44	1	45	2	27	2	26	7
Anacin	2	35	2	40	3	23	3	25	6
Bayer Aspirin	3	23	3	18	1	31	1	34	2
Alka Seltzer	4	7	4	11	4	4	4	3	5
Dristan	5	5			5	1			
St. Joseph Aspirin	6	2			5	1			

HEADACHE REMEDIES CHICAGO	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Bufferin	1	32	1	51	3	23	2	25	9
Anacin	2	28	2	42	2	26	3	23	8
Bayer Aspirin	3	16	4	15	1	27	1	33	4
Alka Seltzer	4	10	3	17	4	6	4	7	
St. Joseph Aspirin	5	4			5	4			
Dristan	5	4	5	3	6	2	5	1	
Bromo Seltzer	7	1	5	3	7	1	5	1	

HEADACHE REMEDIES LOS ANGELES	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Anacin	1	52	2	45	2	24	3	22	4
Bufferin	1	52	1	47	3	20	1	27	5
Bayer Aspirin	3	17	4	13	1	27	2	24	6
Alka Seltzer	4	14	3	23	4	5	4	6	8
Dristan	5	4			5	2			
B.C.	5	4			6	1			
Fizrin	5	4			6	1			

\* Less than 1%.

BREAD NEW YORK	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Tip Top	1	44	1	43	2	13	2	11	
Silvercup	2	11	4	8	1	16	1	15	
Wonder	2	11	2	10	3	12	2	11	
Tastee	4	10	3	9	5	8	4	9	
Bond	5	4	5	4	4	10	4	9	

BREAD CHICAGO	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Silvercup	1	13	5	3	1	11	2	9	
Butternut	2	12	2	14	1	11	1	13	
Tip Top	3	7	1	20	4	5	4	8	
Pepperidge Farms	3	7	7	2	6	3	7	4	
Wonder	5	4	3	10	3	7	2	9	
Monk	5	4			8	1			
Ward	7	2			7	2			
Holsum	8	1			5	4			
St. Johns	8	1	5	3	8	1	9	1	
Profile	*		4	5	8	1	8	2	

BREAD LOS ANGELES	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Webers	1	48	1	47	1	21	1	21	
Langendorf	2	37	2	25	2	11	3	11	
Wonder	3	10	4	9	3	7	5	8	
Barbara Ann	4	9	3	13	4	6	4	9	
Roman Meal	5	7			6	2			
Profile	6	2			5	3			
Gordans	7	1			7	1			

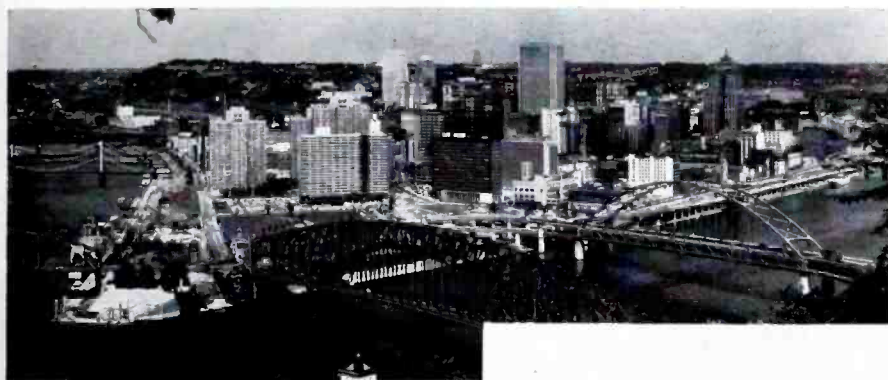
SHAMPOOS NEW YORK	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Prell	1	21	1	16	2	11	2	10	
Halo	2	16	1	16	3	9	2	10	
Breck	3	9	6	3	1	18	1	18	
Lustre Creme	4	8	4	4	4	4	4	4	
White Rain	5	7	3	8	6	2	4	4	
Drene	6	3	6	3	6	2	8	2	
Charles Antall	6	3			6	2			
Wash 'n' Curl	6	3	4	4	9	1	9	1	
Enden	9	2			4	4			
Helena Rubinstein	9	2			9	1			

SHAMPOOS CHICAGO	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Prell	1	25	1	20	1	14	1	11	
Halo	2	14	2	18	4	5	4	6	
Lustre Creme	3	9	3	13	2	10	2	7	
White Rain	4	4	4	12	5	4	4	6	
Drene	4	4	6	4	5	4	6	4	
Breck	6	3	8	1	3	8	2	7	
Enden	7	2			8	3			
Woodbury	8	1	6	4	5	4	7	3	

SHAMPOOS LOS ANGELES	RECALL				USE				% switched to brand in last 6 months
	April 1960		Oct. 1959		April 1960		Oct. 1959		
	Rank	%	Rank	%	Rank	%	Rank	%	
Halo	1	28	3	10	3	8	4	7	
Prell	2	16	1	26	1	15	1	13	
White Rain	3	13	3	10	7	3	5	3	
Lustre Creme	4	12	2	15	3	8	3	8	
Helene Curtis	5	4			8	2			
Breck	6	3	6	2	2	11	2	12	
Pamper	6	3			*				
Enden	8	2	6	2	5	5	5	3	
Dial	9	1			5	5			

# *this is..* Pittsburgh

HEART OF AMERICA'S INDUSTRIAL MIGHT,



which has been acclaimed throughout the world for its remarkable achievements and its continuing vitality . . .



*and this is*



the television station which, through its programming concepts, mirrors the vitality of more than FIVE MILLION PEOPLE in Pittsburgh and the Tri-State area with an effective buying income of NINE BILLION DOLLARS.

Represented Nationally By BLAIR-TV

# JUNE

## TELEVISION HOMES

*Exclusive estimates computed by Television Magazine's Research Department for all markets updated each month from projections for each U.S. county*

TV homes in each market are based on TELEVISION MAGAZINE's county-by-county projections of the "National Survey of Television Sets in U.S. Households" for March 1956 and March 1958, the two county-by-county estimates prepared by the Advertising Research Foundation in cooperation with the Bureau of the Census and the A. C. Nielsen Co.

Penetration potential varies by sections of the country. Many areas in New England have achieved a saturation level above 90%. Other areas, for example sections of the South, have reached a rather lower plateau. Future increases from either level can be expected to be distributed over a longer period of time than was characterized by the early stages of television growth.

In a number of markets, therefore, the TV Homes count is at a temporary plateau even though the television penetration level is below the 95% ceiling established by TELEVISION MAGAZINE. These markets will be held for an indefinite period.

The factor chiefly responsible for this situation is penetration increases off-set by current trends of population movement which for some regions has shown at least temporary decline (cf. Bureau of the Census, Current Population Reports, Series P-25, No. 160).

A 95% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas (e.g., over 97% in Cleveland and Milwaukee), but the available evidence shows that penetration drops off outside the metropolitan area itself and that 95% appears to be the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets. Penetration figures in markets with both VHF and UHF outlets refer to VHF only.

The coverage area of a television market is defined by TELEVISION MAGAZINE's research department. Viewer studies are used when current-engineering contours, only where research data is made obsolete by station facility or market changes.

Antenna height, power and terrain determine the phys-

The TV Homes credited to each market are those covered by the station with maximum coverage in that market. Figures for other stations in the market may vary according to programming, channel power, tower height, etc.

ical contour of a station's coverage and the probability of reception. Other factors, however, may well result in any incidence of viewing despite the quality of the signal.

Network affiliations, programming, number of stations in the service area must all be weighed. The influence of these factors is reflected in the Nielsen Coverage Index, the ARB A-Z surveys and, in some cases, the reports of the various rating services. The Nielsen Coverage Index, in particular, where made available to TELEVISION MAGAZINE by NCS subscribers, has become the backbone of estimating coverage and re-evaluating markets.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cutoff point of 25%. Normally, a county will be credited to a market if one-quarter of the TV homes in that county view the market's dominant station at least one night a week.

In some markets it has been impossible to evaluate the available and sometimes contradictory data. These areas are being restudied by this magazine's research department and new figures will be reported as soon as a sound estimate can be made.

In many regions, individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of coverage and no substantial difference in TV homes. The decision to combine markets is based on advertiser use and current marketing practice.

The coverage picture is constantly shifting. Contours are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason, our research department is continuously re-evaluating markets and revising TV Homes figures accordingly.

ANOTHER WAY RCA SERVES  
INDUSTRY THROUGH  
ELECTRONICS



## Now...pick an effect from more than 150 possibilities!



Here's the ultimate in convenience for selection and presentation of program effects—the all new RCA Special Effects System. Key circuitry for each effect is contained in plug-in modules. Any ten effects may be pre-selected—simply plug ten modules into the control panel. Each module has illuminated symbol showing the effect it will produce. Slide an effect out—slide another in—it's just that easy. You get just the right effect to add that extra **SELL** to your programs and commercials.

**SIMPLIFIED CONTROL**—Push-buttons put effects selection at your fingertips. Push the buttons below the illuminated symbol and you are ready to go "on-air." Wipes and transitions are controlled by a standard fader lever for simple foolproof operation.

**UNLIMITED VARIETY**—The complete complement of 154 special effects includes wipes, split-screens, picture insets, block, wedge, circular and multiple frequency patterns. In addition, the system will accept a keying signal from any camera source to produce a limitless variety of effects—inset letters, drawings, trademarks; self-keyed video insets, and traveling mattes.

**THE BEST EFFECTS WITH LESS EFFORT**—Mix color and black-and-white. Enjoy exceptionally clean transitions... the most exciting effects ever conceived! And get them with the least amount of effort possible.

Ask your RCA Broadcast representative for complete information. Or write to RCA, Dept. H-121, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal



### **RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

Market & Stations—% Penetration	TV Homes
<b>BLUEFIELD, W.Va.—75.0</b> WHIS-TV (N,A)	127,400
<b>BOISE, Ida.—78.0</b> KBOI-TV (C), KTVB (A,N), KCIx-TV (Nampol)	68,500
<b>BOSTON, Mass.—93.0</b> WBZ-TV (N), WNAC-TV (C), WHDH-TV (A,C,N)	1,446,800
<b>BRIDGEPORT, Conn.</b> WICC-TV (A)	††
<b>BRISTOL, Va.—JOHNSON CITY, Tenn.—70.0</b> WCYB-TV (A,N), WJHL-TV (A,C)	153,900
<b>BRYAN, Tex.—75.0</b> KBTx-TV (A,C)	41,800
<b>BUFFALO, N.Y.—91.0</b> WBEN-TV (C), WGR-TV (N), WKBW-TV (A)	647,200
<b>BURLINGTON, Vt.—90.0</b> WCAX-TV (C)	*166,800
<b>BUTTE, Mont.—69.0</b> KXLF-TV (A,C,N)	35,000
<b>CADILLAC, Mich.—88.0</b> WWTV (A,C)	119,600
<b>CAPE GIRARDEAU, Mo.—83.0</b> KFVS-TV (C)	225,500
<b>CARLSBAD, N.M.—79.0</b> KAVE-TV (A,C)	11,200
<b>CARTHAGE-WATERTOWN, N.Y.—86.0</b> WCNY-TV (A,C) <i>(Includes community antennas in counties not credited)</i>	*78,700
<b>CASPER, Wyo.—54.0</b> KTWO-TV (A,N,C)	24,600
<b>CEDAR RAPIDS-WATERLOO, Iowa—91.0</b> KCRG-TV (A), WMT-TV (C), KWWL-TV (N)	325,300
<b>CHAMPAIGN, Ill.—92.0</b> WCIA (C), WCHU (N) <i>(†See Springfield listing)</i>	345,300
<b>CHARLESTON, S.C.—75.0</b> WCSC-TV (C), WUSN-TV (A,N)	149,600
<b>CHARLESTON-HUNTINGTON, W.Va.—81.0</b> WCHS-TV (A), WHTN-TV (C), WSAZ-TV (N)	444,400

Market & Stations—% Penetration	TV Homes
<b>CHARLOTTE, N.C.—82.0</b> WBTV (C), WSOC-TV (A,N)	596,900
<b>CHATTANOOGA, Tenn.—76.0</b> WDEF-TV (A,C), WRGP-TV (N), WTVC (A)	202,600
<b>CHEBOYGAN, Mich.—78.0</b> WTOM-TV (N,A)	28,700
<b>CHEYENNE, Wyo.—76.0</b> KFBC-TV (A,C,N) <i>(Operates satellite KSTF Scottsbluff, Neb.)</i>	**86,400
<b>CHICAGO, Ill.—94.0</b> WBBM-TV (C), WBKB (A), WGN-TV, WNBO (N)	2,185,400
<b>CHICO, Cal.—80.0</b> KHSI-TV (A,C)	97,200
<b>CINCINNATI, Ohio—90.0</b> WCPO-TV (A), WKRC-TV (C), WLW-TV (N)	650,100
<b>CLARKSBURG, W.Va.—73.0</b> WBOY-TV (A,C,N)	76,800
<b>CLEVELAND, Ohio—94.0</b> WEWS (A), KYW-TV (N), WJW-TV (C)	1,307,400
<b>CLOVIS, N.M.—71.0</b> KVER-TV (C)	11,900
<b>COLORADO SPRINGS-PUEBLO, Colo.—79.0</b> KKTV (C), KRDO-TV (A), KCSI-TV (N)	91,800
<b>COLUMBIA-JEFFERSON CITY, Mo.—86.0</b> KOMU-TV (A,N), KRCG-TV (A,C)	127,100
<b>COLUMBIA, S.C.—79.0</b> WIS-TV (N), WNOX-TV (C)	207,200 †35,500
<b>COLUMBUS, Ga.—75.0</b> WTVM (A,N), WRBL-TV (A,C)	144,400 †55,400
<b>COLUMBUS, Miss.—61.0</b> WCBI-TV (C,N,A)	55,700
<b>COLUMBUS, Ohio—94.0</b> WBNS-TV (C), WLW-C (N), WTVN-TV (A)	487,400
<b>CORPUS CHRISTI, Tex.—75.0</b> KRIS-TV (N), KZTV (A,C)	113,700
<b>DALLAS-FT. WORTH, Tex.—86.0</b> KRLD-TV (C), WFAA-TV (A), KFJZ-TV, WBAP-TV (N)	705,900

Market & Stations—% Penetration
<b>DANVILLE, Ill.—65.0</b> WDAN-TV (A)
<b>DAVENPORT, Iowa—ROCK ISLAND, Ill.—93.0</b> WOC-TV (N), WHBF-TV (A,C)
<b>DAYTON, Ohio—95.0</b> WHIO-TV (C), WLW-D (A,N)
<b>DAYTONA BEACH-ORLANDO, Fla.—74.0</b> WESH-TV (N), WDBO-TV (C), WLOF-TV (A)
<b>DECATUR, Ala.—49.0</b> WMSL-TV (C,N)
<b>DECATUR, Ill.—84.0</b> WTV (A)
<b>DENVER, Colo.—85.0</b> KBTV (A), KXZ-TV (C), KOA-TV (N), KTVR
<b>DES MOINES, Iowa—92.0</b> KRNT-TV (C), WHO-TV (N)
<b>DETROIT, Mich.—WINDSOR, Canada—94.0</b> WJBL-TV (C), WWJ-TV (N), WXYZ (A), CKLW-TV
<b>DICKINSON, N.D.—56.0</b> KDIX-TV (C)
<b>DOTHAM, Ala.—62.0</b> WTVY (A,C)
<b>DULUTH, Minn.—SUPERIOR, Wis.—83.0</b> KDAL-TV (C), WDSM-TV (A,N)
<b>DURHAM-RALEIGH, N.C.—76.0</b> WTV (A,C), WRAL-TV (N)
<b>EAU CLAIRE, Wis.—91.0</b> WEAU-TV (A,N,C)
<b>EL DORADO, Ark.</b> (See Monroe, La.)
<b>ELKHART, Ind.</b> (See South Bend)
<b>EL PASO, Tex.—JUAREZ, Mex.—81.0</b> KELP-TV (A), KRDD-TV (C), KTSM-TV (N), XEJ-TV
<b>ENID, Okla.</b> (See Oklahoma City)
<b>ENSIEN-GARDEN CITY, Kan.—63.0</b> KTVC (A), KGD-TV (N)
<b>ERIE, Pa.—95.0</b> WICU-TV (A,N), WSEE-TV (A,C) <i>(Includes community antennas in counties not credited)</i>
<b>EUGENE, Ore.—82.0</b> KVAL-TV (N) <i>(Operates satellite KPIC-TV, Roseburg, Ore.)</i>
<b>EUREKA, Cal.—78.0</b> KIEM-TV (A,C), KVIQ-TV (A,N)
<b>EVANSVILLE, Ind.—HENDERSON, Ky.—85.0</b> WFIE-TV (N), WTVW (A), WEHT-TV (C)
<b>FAIRBANKS, Alaska</b> KFAR-TV (A,N), KTVF (C)
<b>FARGO, N.D.—76.0</b> WDAY-TV (N), KXGO-TV (A) <i>(See also Valley City, N.D.)</i>
<b>FLINT, Mich.—93.0</b> WJRT (A)
<b>FLORENCE, Ala.—31.0</b> WOWI-TV (C,N,A)
<b>FLORENCE, S.C.—72.0</b> WBTV (A,C,N)
<b>FT. DODGE, Iowa—56.0</b> KQTV (N)
<b>FT. MYERS, Fla.—69.0</b> WINK-TV (A,C)
<b>FT. SMITH, Ark.—75.0</b> KFSA-TV (C,N,A)
<b>FT. WAYNE, Ind.—87.0</b> WANE-TV (C), WKJG-TV (N), WPTA-TV (A)
<b>FT. WORTH-DALLAS, Tex.—86.0</b> KFJZ-TV, WBAP-TV (N), KRLD-TV (C), WFAA-TV (A)
<b>FRESNO, Cal.—89.0</b> KFRE-TV (C), KJEO-TV (A), KMJ-TV (N)
<b>GARDEN CITY, Kan.</b> (See Ensign-Garden City, Kan.)
<b>GLENDIVE, Mont.—53.0</b> KXGN-TV (A,C)
<b>GOODLAND, Kan.</b> KBLR-TV (C)
<b>GRAND FORKS, N.D.—75.0</b> KNOX-TV (N)
<b>GRAND JUNCTION, Colo.—66.0</b> KREX-TV (A,C,N) <i>(Operates satellite KREY-TV, Montrose, Colo.)</i>

Have you seen the new

## SPOT TELEVISION PROMOTION HANDBOOK?

This 60-page guide for station promotion managers is based on field interviews with advertiser and agency people who make the buying decisions, analyzes their viewpoints, practices and information needs, and discusses the role of promotion in selling spot TV.

### Some typical chapter headings:

- Who participates in spot TV time buying.
- What the men who select stations say they want to know about TV markets, stations and programs.
- How to reach the people who influence time buying.

Shows how proper use of the tools of selling can increase spot sales volume

Be sure to ask your SRDS representative to show you this new guidebook—or drop him a line right now.

**SRDS | STANDARD RATE & DATA SERVICE, INC.**

the national authority serving the media-buying function  
C. Laury Botthof, President and Publisher

5201 Old Orchard Road, Skokie, Illinois • New York • Atlanta • Los Angeles





# SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central  
Surveys Study  
(Feb. 1960)  
Ask Katz  
for the  
facts

## Most Watched Station . . . KRNT-TV!

Most Believable Personalities . . . KRNT-TV!

Most Believable Station . . . KRNT-TV!

Most People Would Prefer KRNT-TV Personalities As Neighbors!

Most People Vote KRNT-TV

The Station Doing the Most to Promote Worthwhile  
Public Service Projects!

Nielsen  
(Feb. 1960)  
Ask Katz

## Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

ARB  
(Mar. 1960)  
Ask Katz

## Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

Ask Katz  
about  
Central Iowa  
Advertisers

**See for yourself** the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

**See for yourself** the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

**See for yourself** why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

# KRNT-TV

## DES MOINES

A COWLES STATION

Holy mackerel, Andy! They's sellin' us for only 78¢ per 1,000 in HUNTINGTON-CHARLESTON!



Rare, but happy fact for timebuyers — viewing's up, cost is down! Case in point, "Amos 'n Andy" (Mon.-Fri., 6:30-7:00 P.M.) — delivering 1,000 homes for only 78¢ via WHTN-TV 10-plan.

And, that's not all! Latest ARB shows WHTN-TV with substantial gains, Sunday through Saturday, 9:00 A.M.-Midnight . . . "Avg. 1/4 Hr. Homes Reached" up 27% . . . "Metro. Audience" up 23% . . . "Station Audience Circulation" up 33%!

Get to the heart of 444,400 TV homes in Huntington-Charleston with the station that looks better all the time!

**WHTN - TV**  
A COWLES OPERATION—CBS BASIC



HUNTINGTON-CHARLESTON!



Market & Stations—"; Penetration	TV Homes
<b>GRAND RAPIDS, Mich.—94.0</b> WOOD-TV (A,N) (See also Kalamazoo)	458,700
<b>GREAT BEND-HAYS, Kan.—75.0</b> KCKT-TV (NI); KAYS-TV (A) KCKT-TV operates satellites KGLD, Garden City, Kan. and KOMC-TV, McCook, Neb.	***89,400
<b>GREAT FALLS, Mont.—77.0</b> KFBB-TV (A,C,NI); KRTV Includes Community antennae	51,900
<b>GREEN BAY, Wis.—91.0</b> WBAY-TV (C); WFRV (NI); WLUK-TV (A)	323,900
<b>GREENSBORO, N.C.—85.0</b> WFMV-TV (A,C)	402,000
<b>GREENVILLE-SPARTANBURG, S.C., ASHEVILLE, N.C.—79.0</b> WFBC-TV (NI); WSPA-TV (C); WLOS-TV (A); WISE-TV† (C,NI)	395,100 ††
<b>GREENVILLE-WASHINGTON, N.C.—77.0</b> WNCT (A,C); WITN (NI)	193,400
<b>HANNIBAL, Mo.—QUINCY, Ill.—91.0</b> KHQA-TV (C,A); WGEN-TV (A,NI)	193,200
<b>HARLINGEN-WESLACO, Tex.—72.0</b> KGBT-TV (A,C); KRGV-TV (A,NI)	*74,900
<b>HARRISBURG, Ill.—83.0</b> WSIL-TV (A)	174,400
<b>HARRISBURG, Pa.—71.0</b> WHP-TV† (C); WTPA† (A)	†113,800
<b>HARRISONBURG, Va.—75.0</b> WSVA-TV (A,C,NI)	66,000
<b>HARTFORD-NEW BRITAIN, Conn.—93.0</b> WTIC-TV (C); WNBC† (NI); WHCT†	638,400 †295,500
<b>HASTINGS, Nebr.—77.0</b> KHAS-TV (NI)	115,300
<b>HATTIESBURG, Miss.—64.0</b> WDAM-TV (A,NI)	50,800
<b>HENDERSON, Ky.—EVANSVILLE, Ind.—85.0</b> WEHT-TV† (C); WFE-TV† (NI); WTVW (A)	251,000 †124,900
<b>HENDERSON-LAS VEGAS, Nev.—77.0</b> KLBJ-TV (NI); KLAS-TV (C); KSHO-TV (A)	36,900
<b>HONOLULU, Hawaii</b> KGMB-TV (C); KONA (NI); KHVH-TV (A) Includes 14,600 television homes on military bases (Satellites: KHBC-TV, Hilo, and KMAU-TV, Wailuku to KGMB-TV; KMVI-TV, Wailuku, to KHVH-TV; KALA, Wailuku to KONA).	***129,900
<b>HOUSTON, Tex.—85.0</b> KPRC-TV (NI); KTRK-TV (A); KHOU-TV (C)	500,600
<b>HUNTINGTON-CHARLESTON, W.Va.—81.0</b> WHTN-TV (C); WSAZ-TV (NI); WCHS-TV (A)	444,400
<b>HUNTSVILLE, Ala.</b> WAFG-TV†	†††
<b>HUTCHINSON-WICHITA, Kan.—85.0</b> KTVH (C); KAKE-TV (A); KARD-TV (NI) KTVC, Ensign, Kan. satellite of KAKE-TV	***259,000
<b>IDAHO FALLS-POCATELLO, Ida.—71.0</b> KID-TV (A,C,NI); KTIE (NI)	59,900
<b>INDIANAPOLIS, Ind.—93.0</b> WFBM-TV (NI); WISH-TV (C); WLW-I (A) (See also Bloomington, Ind.)	715,900
<b>JACKSON, Miss.—67.0</b> WJTV (C,A); WLBT (A,NI)	238,200
<b>JACKSON, Tenn.—71.0</b> WDXL-TV (A,C)	88,900
<b>JACKSONVILLE, Fla.—75.0</b> WJXT (A,C); WFGA-TV (NI)	305,300
<b>JEFFERSON CITY-COLUMBIA, Mo.—86.0</b> KRCC-TV (A,C); KOMU-TV (A,NI)	127,100
<b>JOHNSON CITY, Tenn.—BRISTOL, Va.—70.0</b> WJHL-TV (A,C); WCYB-TV (A,NI)	153,900
<b>JOHNSTOWN, Pa.—92.0</b> WARD-TV† (A,C); WJAC-TV (NI)	565,700 †10,700
<b>JOPLIN, Mo.—PITTSBURG, Kan.—81.0</b> KODE-TV (A,C); KOAM-TV (A,NI)	152,300
<b>JUNEAU, Alaska</b> KINY-TV (C)	††
<b>KALAMAZOO, Mich.—94.0</b> WKZO-TV (A,C) (See also Grand Rapids)	595,600

IN JACKSONVILLE  
WFGA-TV IS  
THE STATION  
TO WATCH!



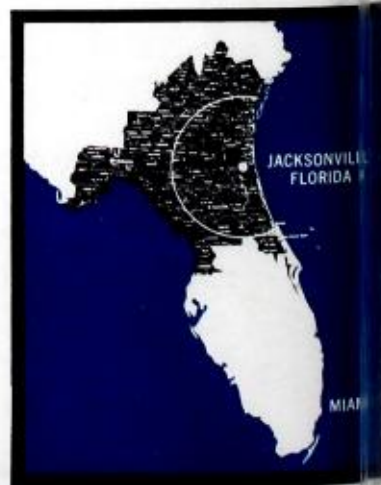
The March Nielsen for Jacksonville — as in past books — shows WFGA-TV ratings going up, up, up! WFGA-TV now delivers 49% metro share-of-audience 9:00 a.m. to midnight Sunday thru Saturday.

See your PGW Colonel for complete details and discover that WFGA-TV is the station to watch in Jacksonville.

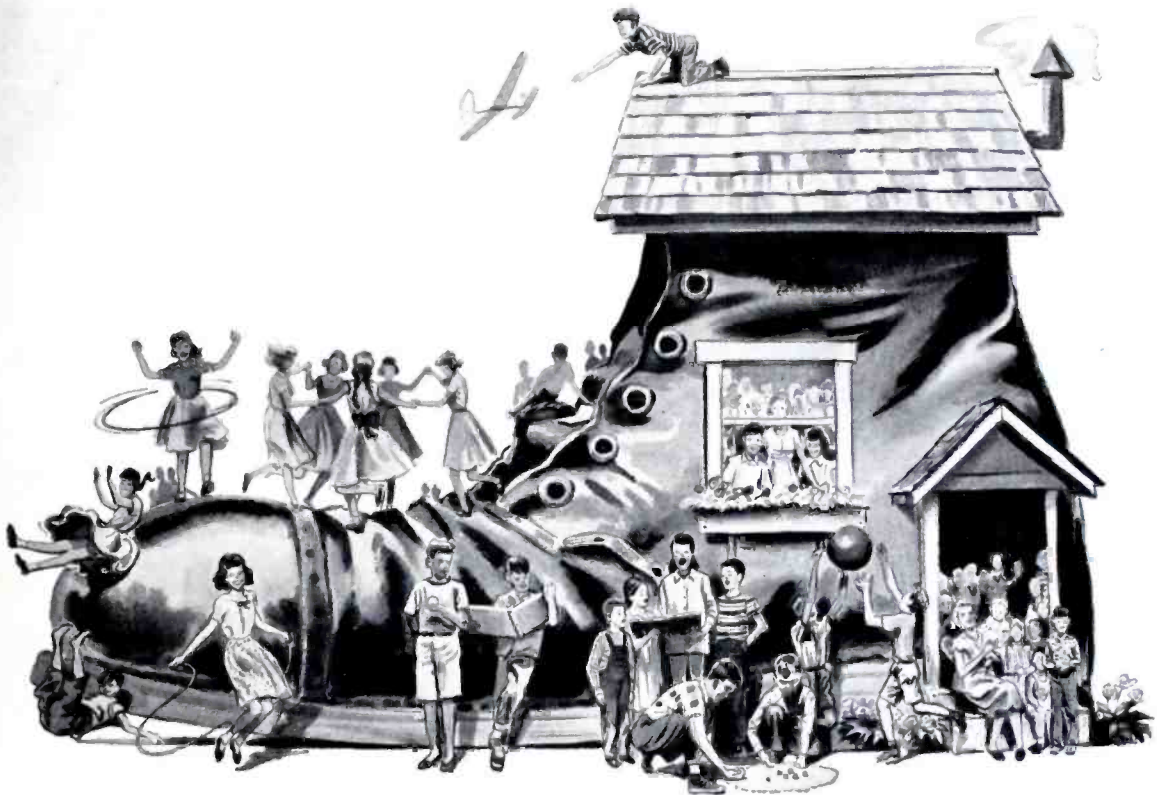
**WFGA-TV**



A Wometco Affiliate



REPRESENTED NATIONALLY BY  
PETERS, GRIFFIN, WOODWARD, INC.



# YOU MAY NEVER HAVE 69 CHILDREN\* —

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA  
(November, 1959)  
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
<b>Mon. thru Fri.</b>				
9 a.m.-Noon	57,000	29,300	66%	34%
Noon-3 p.m.	72,100	38,900	65%	35%
3 p.m.-6 p.m.	62,100	43,600	58%	42%
<b>Sun. thru Sat.</b>				
6 p.m.-9 p.m.	141,600	81,300	63%	37%
9 p.m.-Midnight	117,800	62,400	65%	35%

\*Mrs. Fedor Vassilet (Russia) gave birth to 69 children in 27 confinements, including 16 pairs of twins, 7 sets of triplets and 4 sets of quadruplets.

## BUT... WKZO-TV Will Swell Your Family Of Followers In Kalamazoo-Grand Rapids!

In the Kalamazoo-Grand Rapids area it's impossible to reach as many people as economically as you can with WKZO-TV!

WKZO-TV delivers more homes than Station 'B' in 398 of 450 quarter hours surveyed, Sunday through Saturday (NSI Survey, see left). A 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 TV homes gives WKZO-TV an overwhelming lead in popularity—*first place in 74.6% of all quarter hours surveyed!*

And—if you want all the rest of outstate Michigan worth having, add WWTN, Cadillac, to your WKZO-TV schedule.



### The Feltzer Stations

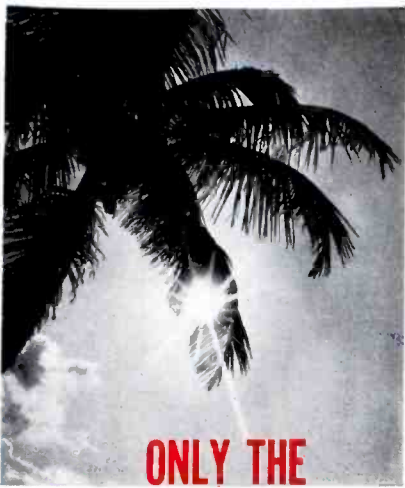
- WKZO-TV — GRAND RAPIDS-KALAMAZOO
- WKZO RADIO — KALAMAZOO-BATTLE CREEK
- WJEF RADIO — GRAND RAPIDS
- WJEF-FM — GRAND RAPIDS-KALAMAZOO
- WWTN — CADILLAC, MICHIGAN
- KOLN-TV — LINCOLN, NEBRASKA

# WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



**ONLY THE  
SUNSHINE  
COVERS  
SOUTH FLORIDA  
BETTER THAN  
WTVJ!**

WTVJ—among all media—delivers South Florida's largest daily circulation! Only WTVJ will give your schedule complete coverage of the South Florida market.

Obtain the facts of WTVJ's exclusive, total coverage of South Florida from your Peters, Griffin, Woodward Colonel.

**WTVJ**



**SUMMERTIME IS  
BETTER VIEWING TIME  
IN SOUTH FLORIDA**

Summer-Winter  
Sets-In-Use Comparison

9:00 A.M.—MIDNIGHT  
MON. THRU FRI.

ARB                      ARB  
FEB. - MAR. 1960    AUGUST 1959  
**26.2                      29.6**

REPRESENTED NATIONALLY BY  
PETERS, GRIFFIN, WOODWARD, INC.

Market & Stations—% Penetration

<b>KANSAS CITY, Mo.—90.0</b> KCMO-TV (C); KMBC-TV (A); WDAF-TV (N)	<b>611,100</b>
<b>KEARNEY, Neb.—74.0</b> KHQI-TV (C) (Operates satellite KHPL-TV, Hayes Center, Neb.)	<b>**102,700</b>
<b>KLAMATH FALLS, Ore.—68.0</b> KOTI-TV (A,C,N)	<b>20,700</b>
<b>KNOXVILLE, Tenn.—70.0</b> WATE-TV (N); WBIR-TV (C); WTVK† (A)	<b>229,500</b> <b>†59,100</b>
<b>LA CROSSE, Wis.—87.0</b> WKBT (A,C,N)	<b>117,500</b>
<b>LAFAYETTE, La.—71.0</b> KIFY-TV (C)	<b>97,700</b>
<b>LAKE CHARLES, La.—72.0</b> KPLC-TV (A,N); KTAG-TV† (C)	<b>87,300</b> <b>†17,000</b>
<b>LANCASTER, Pa.—90.0</b> WGAL-TV (C,N)	<b>515,800</b>
<b>LANSING, Mich.—93.0</b> WJIM-TV (C,A); WILX-TV (N) (Onondago)	<b>424,600</b>
<b>LAREDO, Tex.—64.0</b> KGN5-TV (A,C,N)	<b>10,100</b>
<b>LA SALLE, Ill. (See Peoria, Ill.)</b>	
<b>LAS VEGAS-HENDERSON, Nev.—77.0</b> KLAS-TV (C); KSHO-TV (A); KIRI-TV (N)	<b>36,900</b>
<b>LAWTON, Okla.—83.0</b> KSWO-TV (A)	<b>49,200</b>
<b>LEBANON, Pa.—79.0</b> WYH-TV† (A)	<b>†58,600</b>
<b>LEXINGTON, Ky.—44.0</b> WLX-TV† (A,C,N); WKYT† (C)	<b>†44,000</b>
<b>LIMA, Ohio—81.0</b> WIMA-TV† (A,C,N)	<b>†47,900</b>
<b>LINCOLN, Nebr.—84.0</b> KOLN-TV (A,C)	<b>187,400</b>
<b>LITTLE ROCK-PINE BLUFF, Ark.—73.0</b> KARK-TV (N); KTHV (C); KATV (A)	<b>232,000</b>
<b>LOS ANGELES, Calif.—91.0</b> KABC-TV (A); KCOP; KHJ-TV; KNXT (C); KRCA (N); KTLA; KTTV	<b>2,728,800</b>
<b>LOUISVILLE, Ky.—82.0</b> WAVE-TV (A,N); WHAS-TV (C)	<b>459,500</b>
<b>LUBBOCK, Tex.—78.0</b> KCBD-TV (A,N); KDUB-TV (C)	<b>106,600</b>
<b>LUFKIN, Tex.—73.0</b> KTRE-TV (N,C,A)	<b>52,400</b>
<b>LYNCHBURG, Va.—81.0</b> WLVA-TV (A)	<b>154,000</b>
<b>MACON, Ga.—73.0</b> WMAZ-TV (A,C,N)	<b>109,900</b>
<b>MADISON, Wis.—90.0</b> WISC-TV (C); WKOW-TV† (A); WMTV† (N)	<b>231,800</b> <b>†105,400</b>
<b>MANCHESTER, N.H.—93.0</b> WMUR-TV (A)	<b>573,100</b>
<b>MARINETTE, Wis. (See Green Bay)</b>	
<b>MARQUETTE, Mich.—85.0</b> WLUC-TV (C,N,A)	<b>63,800</b>
<b>MASON CITY, Iowa—88.0</b> KGIO-TV (C)	<b>161,200</b>
<b>MAYAGUEZ, P.R.</b> WORA-TV (C,A)	<b>††</b>
<b>MEDFORD, Ore.—78.0</b> KBES-TV (A,C,N)	<b>45,000</b>
<b>MEMPHIS, Tenn.—76.0</b> WHBQ-TV (A); WMCT (N); WREC-TV (C)	<b>487,600</b>
<b>MERIDIAN, Miss.—64.0</b> WTOK-TV (A,C,N)	<b>103,600</b>
<b>MIAMI, Fla.—85.0</b> WCKT (N); WPST-TV (A); WTVJ (C) (Includes 66,800 tourist—only sets in counties currently credited to Miami)	<b>513,100</b>
<b>MIDLAND-ODESSA, Tex.—73.0</b> KMID-TV (A,N); KOSA-TV (C)	<b>86,200</b>

TV Homes

Market & Stations—% Penetration

<b>MILWAUKEE, Wis.—94.0</b> WISN-TV (A); WITI-TV (C); WTMJ-TV (N); WXIX†	
<b>MINNEAPOLIS-ST. PAUL, Minn.—90.0</b> KMSP-TV; KSTP-TV (N); WCCO-TV (C); WTCN-TV (A)	
<b>MINOT, N.D.—66.0</b> KXMC-TV (A,C); KMOT-TV (A,N)	
<b>MISSOULA, Mont.—71.0</b> KMSO-TV (A,C,N)	
<b>MOBILE, Ala.—77.0</b> WALA-TV (N,A); WKRQ-TV (C)	
<b>MONAHANS, Tex.</b> KVKM-TV (A)	
<b>MONROE, La.—EL DORADO, Ark.—74.0</b> KNOE-TV (A,N); KTVE (A,N)	
<b>MONTGOMERY, Ala.—70.0</b> WCOV-TV† (C); WWSA-TV (N,A)	
<b>MUNCIE, Ind.—68.0</b> WBBC-TV† (A,C,N)	
<b>NASHVILLE, Tenn.—75.0</b> WLAC-TV (C); WSIX-TV (A); WSM-TV (N)	
<b>NEW BRITAIN-HARTFORD, Conn.—93.0</b> WTIC-TV (C); WNBC† (N); WHCT†	
<b>NEW HAVEN, Conn.—92.0</b> WNHC-TV (A)	
<b>NEW ORLEANS, La.—82.0</b> WDSU-TV (A,N); WVUE (A); WWL-TV (C)	
<b>NEW YORK, N.Y.—93.0</b> WABC-TV (A); WNEW-TV; WNAT-TV; WCBS-TV (C); WOR-TV; WPIX; WRCA-TV (N)	
<b>NORFOLK, Va.—87.0</b> WAVY (N); WTAR-TV (C); WVEC-TV (A)	
<b>NORTH PLATTE, Neb.—70.0</b> KNOP-TV (N)	

**LOOK  
AT THE  
STARS**

**And See Where  
KMSO-TV Stands**

★ MISSOULA—definitely a "Preferred City" as market prospers and Bank Debits reach +9%, (highest of all Montana cities).

★ 12 STARS out of past 17 Months—indicating one full year of "better than average" business performance—the place to advertise.

★ MISSOULA—leads all other Montana cities in "High Spot-Preferred Cities" with a city index of 109.6 (1960 over 1959).

★ KMSO-TV'S WESTERN MONTANA MARKET is "greatly extended" by 18 Community Boosters. Coverage includes Missoula, Butte, Anaconda, Deer Lodge, Hamilton, and Kalispell.

**CBS\*\*\*NBC\*\*\*ABC  
58,475 TV HOMES**

**KMSO-TV**  
MISSOULA, MONTANA

**NATIONAL REPRESENTATIVES  
FOR JOE-TV, INC.**

Stations—% Penetration

TV Homes

W. Va.—74.0 TV (A,C)	131,000
ANDLAND, Tex.—73.0 TV (C), KMID-TV (A,N)	86,200
DAYTONA, Fla.—74.0 TV (C), WKY-TV (N), KOCO-TV (A) (Enid)	335,400
Neb.—92.0 TV (C), WOW-TV (C), KETV (A)	337,300
DAYTONA, Fla.—74.0 TV (C), WLOF-TV (A), WESH-TV (N)	220,600
Iowa—86.0 TV (A)	137,200
Ky.—79.0 TV (N)	189,800
CITY, Fla.—73.0 TV (A,C,N)	22,300
BURG, W.Va.—58.0 TV (A,C,N)	125,400
LA, Fla.—78.0 TV (A)	198,400
OR.—78.0 TV (N), WMBO-TV (C), WTVH (A) WVTV operates WEEQ-TV, La Salle, Ill.)	**168,800
PHIA, Pa.—93.0 TV (C), WFIL-TV (A), WRCV-TV (N)	1,911,700
MESA, Ariz.—84.0 TV (C), KPHO-TV, KTVK (A), KVAR (N)	203,800
LITTLE ROCK, Ark.—73.0 TV (A), KARK-TV (N), KTHV (C)	232,000
JOPLIN, Mo.—81.0 TV (A,N), KODE-TV (A,C)	152,300
PHILADELPHIA, Pa.—93.0 TV (C), WIIC (N), WTAE (A)	1,267,600
NEW YORK, N.Y.—87.0 TV (A,C,N)	121,400
SPRING, Me.—92.0 TV (A,C) (Mr. Washington, N.H.)	313,800
LAUREL, Md.—92.0 TV (A,C,N)	212,700
OREGON, Ore.—85.0 TV (C), KOIN-TV (C), KPTV (A), KHTV (A)	463,000
ISLE, Me.—82.0 TV (A,C,N)	19,700
PROVIDENCE, R.I.—94.0 TV (A,N), WPRO-TV (C)	796,000

## In Roanoke in '60 the Selling Signal is SEVEN...

Many people, much wampum, in Roanoke. Heap big voice is WDBJ-TV, serving over 400,000 TV tepees in Virginia, N. Carolina and W. Va.

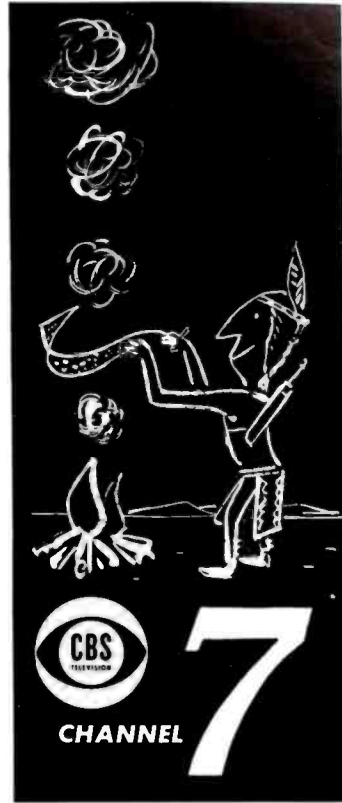
Roanoke not get-rich-quick market, but plenty steady. Growing, too! That's why smart ad chiefs are going western... Western Virginia, where they'll sell like sixty on seven.

In Roanoke, seven is WDBJ-TV. Maximum power, highest tower. Superior programming for braves, squaws and offspring.

ASK YOUR PGW COLONEL  
FOR CURRENT AVAILABILITIES

# WDBJ-TV

Roanoke, Virginia



Market & Stations—% Penetration

TV Homes

PUEBLO-COLORADO SPRINGS, Colo.—79.0 KCSJ-TV (N), KKTV (C), KRDO-TV (A)	91,800
QUINCY, Ill.—HANNIBAL, Mo.—91.0 WGEM-TV (A,N), KHQA-TV (C,A)	193,200
RALEIGH-DURHAM, N.C.—76.0 WRAL-TV (N), WTVD (A,C)	276,100
RAPID CITY, S.D.—55.0 KOTA-TV (A,C), KRSD-TV (N) (KOTA-TV operates satellite KDUH-TV, Hay Springs, Nebr.)	**35,100

Market & Stations—% Penetration

TV Homes

REDDING, Cal.—77.0 KVIP-TV (A,N)	60,300
RENO, Nev.—84.0 KOTV-TV (A,C,N)	39,700
RICHMOND, Va.—83.0 WRVA-TV (A), WTVR (C), WXEX-TV (N) (Petersburg, Va.)	274,700
RIVERTON, Wyo.—52.0 KWRB-TV (C,N,A)	8,200
ROANOKE, Va.—81.0 WDBJ-TV (C), WSLV-TV (A,N)	298,000

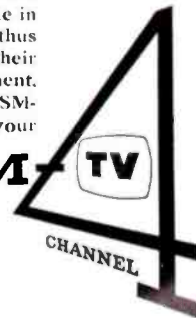


All television advertising is inevitably affected by the personality of the station carrying it. And—all such advertising is most effective when it can acquire immediacy and excitement and interest from a station which means these things to its audience.

For more than a decade, WSM-TV has used every legitimate promotional device (even girls in eye patches) for the creation of a dynamic station image, or personality. To the people in the WSM-TV listening area, Channel 4 has thus become more than a number on a dial. It is their favorite companion to a world of excitement, entertainment and information. Thus WSM-TV becomes a Powerful accompanist for your sales song.

## WSM-TV

Nashville, Tennessee  
Represented by PETRY



OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

# "ARB"-OMETER SAYS ROCHESTER'S CHANNEL 10 NEW YORK CLIMATE *Better Than Ever!*

**ARB REPORT**  
Rochester Metropolitan Area  
**March, 1960**  
(4 weeks average)

The nice thing about our "climate," here at CHANNEL 10, Rochester, N. Y., is that it gets better all the time! Year after year, the surveys agree that we offer the best buy in Rochester TV!

**56.7%** **OVER-ALL**  
**SHARE OF AUDIENCE**

**18** of the top **20** favorite  
TV programs in Rochester

and of 1/4 hours delivering  
more than 60,000 homes:

**CH. 10 has** | **Sta. B has**

**93**

**37**

**CHANNEL 10**

(WVET-TV • WHEC-TV)

EVERETT-McKINNEY, INC. • THE BOLLING CO. INC.

Market & Stations—% Penetration	TV Hours
ROCHESTER, Minn.—89.0 KROC-TV (NI)	91.9
ROCHESTER, N.Y.—92.0 WROC-TV (A,NI); WHEC-TV (A,C); WVET-TV (A,C)	320.8
ROCKFORD, Ill.—91.0 WREX-TV (A,C); WTVQ† (NI)	201.8 ↑100.4
ROCK ISLAND, Ill.—DAVENPORT, Iowa—93.0 WHBF-TV (A,C); WOC-TV (NI)	349.4
ROSWELL, N.M.—72.0 KSW5-TV (A,C,NI)	56.2
SACRAMENTO-STOCKTON, Cal.—87.0 KATV (CI); KCRA-TV (NI); KOVR-TV (A); KVUE-TV†	387.4
SAGINAW-BAY CITY-FLINT, Mich.—92.0 WKNX-TV† (A,C); WNEM-TV (A,NI)	305.7 ↑67.3
ST. JOSEPH, Mo.—89.0 KFEQ-TV (C,A)	203.9
ST. LOUIS, Mo.—93.0 KSD-TV (NI); KTVI (A); KMOX-TV (CI); KPRL-TV	851.0
ST. PETERSBURG-TAMPA, Fla.—80.0 WSUN-TV† (A); WFLA-TV (NI); WTVT (CI)	326.7 ↑196.1
SALINAS-MONTEREY, Cal.—86.0 KSBW-TV (A,C,NI) Includes circulation of optional satellite, KSBY-TV, San Luis Obispo	196.7
SALISBURY, Md.—55.0 WBOC-TV† (A,C)	↑34.6
SALT LAKE CITY, Utah—88.0 KSL-TV (CI); KCPX-TV (NI); KUTV (A); KJLOR-TV (Provo, Utah)	250.6
SAN ANGELO, Tex.—77.0 KCTV (A,C,NI)	28.1
SAN ANTONIO, Tex.—81.0 KCOR-TV†; KENS-TV (CI); KONO (A); WOAI-TV (NI)	*312.1
SAN DIEGO, Cal.—TIJUANA, Mex.—95.0 KFMB-TV (CI); KFSD-TV (NI); XETV (A)	299.1
SAN FRANCISCO-OAKLAND, Cal.—90.0 KGO-TV (A); KPIX (CI); KRON-TV (NI); KTVU	1,321.1
SAN JOSE, Cal.—86.0 KNTV (A,C,NI)	241.0
SAN JUAN, P.R. WAPA-TV (A,NI); WKAQ-TV (CI)	
SAN LUIS OBISPO, Cal. (See Salinas-Monterey)	
SANTA BARBARA, Cal.—85.0 KEY-T (A,C,NI)	70.1
SAVANNAH, Ga.—73.0 WSAV-TV (NI); WTOG-TV (A,C)	108.1
SCHENECTADY-ALBANY-TROY, N.Y.—92.0 WRGB (NI); W-TEN (CI); WAST (A) (W-TEN operates satellite WCDC, Adams, Mass.)	**463.0
SCRANTON-WILKES-BARRE, Pa.—81.0 WDAU† (CI); WVBRE-TV† (NI); WNEP-TV† (A) (Includes community antennas in counties not credited)	↑253.0
SEATTLE-TACOMA, Wash.—89.0 KING-TV (NI); KOMO-TV (A); KNTN-TV; KTVW; KIRO-TV (CI)	551.0
SEDALIA, Mo.—87.0 KMOS-TV (A)	26.0
SHREVEPORT, La.—79.0 KSLA (A,C); KTBS-TV (A,NI)	254.0
SIoux CITY, Iowa—89.0 KTIV (A,NI); KVTY (A,C)	204.0
SIoux FALLS, S.D.—76.0 KELO-TV (C,N,A) (Operates boosters KDLO-TV, Florence, S.D. and KPLO-TV, Reliance, S.D.)	**224.0
SOUTH BEND-ELKHART, Ind.—69.0 WNDU-TV† (NI); WSBT-TV† (CI); WSJV-TV† (A)	↑14.0
SPARTANBURG, S.C. (See Asheville, N.C., Greenville-Spartanburg, S.C.)	
SPOKANE, Wash.—78.0 KHQ-TV (NI); KREM-TV (A); KXLY-TV (CI)	241.0
SPRINGFIELD, Ill.—67.0 WICF† (NI) (Operates satellite WCHU, Champaign, Ill.)	**12.0

Market & Stations—% Penetration	TV Homes
<b>GREENFIELD-HOLYOKE, Mass.—80.0</b> WVH-TV (A,C); WWLP (A) INI WLP operates satellite WRIP-TV Greenfield, Mass.)	**†171,700
<b>GREENFIELD, Mo.—83.0</b> S-TV (A); KYTV (A) INI	179,800
<b>LEWISVILLE, Ohio—91.0</b> TV-TV (A,C)	438,200
<b>MINNAPOLIS, Wis.—DULUTH, Minn.—83.0</b> KJMM-TV (A); KDAL-TV (C)	171,700
<b>NEW WATERS, Tex.—82.0</b> NR-TV (C)	65,700
<b>NEWYORK, N.Y.—91.0</b> WEN-TV (A,C); WSYR-TV (A) INI SYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	**457,400
<b>SEATTLE-SEATTLE, Wash.—89.0</b> KMTV-TV (C); KTVW-TV; KING-TV (A) INI; KIRO-TV (A); KIRO-TV (C)	551,600
<b>THOMASVILLE, Fla.—THOMASVILLE, Ga.—63.0</b> CTV (A)	117,400
<b>ST. PETERSBURG, Fla.—80.0</b> FLA-TV (A); WTVT (C); WSUN-TV (A) INI	326,700
<b>TEMPLE-WACO, Tex.—81.0</b> WEN-TV (A); KWTX-TV (A,C)	†196,100 127,300
<b>THE HAUTE, Ind.—92.0</b> THI-TV (A,C)	217,700
<b>ARKANSAS, Tex.—75.0</b> KMC-TV (A,C)	83,300
<b>THOMASVILLE, Ga.—TALLAHASSEE, Fla.</b> (See Tallahassee)	
<b>WEDON, Ohio—94.0</b> WSPD-TV (A); WTOL-TV (C) INI	381,500
<b>WEEKS, Kan.—81.0</b> KWBW-TV (A,C) INI	115,600
<b>ANN ARBOR, Mich.—86.0</b> WJRN-TV (A) INI	38,500
<b>PHOENIX, Ariz.—82.0</b> KUNL-TV (A); KOLD-TV (C); KVOA-TV (A) INI	102,900

Market & Stations—% Penetration	TV Homes
<b>TULSA, Okla.—84.0</b> KOTV (C); KVOO-TV (A); KTUL-TV (A) INI	304,300
<b>TUPELO, Miss.—61.0</b> WTWV (A) INI	57,400
<b>TWIN FALLS, Ida.—73.0</b> KIX-TV (A,C) INI	26,800
<b>TYLER, Tex.—73.0</b> KLTV (A,C) INI	114,000
<b>UTICA-ROME, N.Y.—94.0</b> WKTU-TV (A,C) INI	140,400
<b>VALLEY CITY, N.D.—75.0</b> KXJB-TV (C) †See also Fargo, N.D.)	169,400
<b>WACO-TEMPLE, Tex.—81.0</b> KWTX-TV (A,C); KCEN-TV (A) INI	127,300
<b>WASHINGTON, D.C.—90.0</b> WMAL-TV (A); WRC-TV (A); WTOP-TV (C); WTTG-TV (A) INI	835,800
<b>WASHINGTON-GREENVILLE, N.C.—77.0</b> WITN (A); WNCT (A,C)	193,400
<b>WATERBURY, Conn.</b> WATR-TV (A)	††
<b>WATERLOO-CEGAR RAPIDS, Iowa—91.0</b> KWWL-TV (A); KCRG-TV (A); WMT-TV (C)	325,300
<b>WAUSAU, Wis.—89.0</b> WSAU-TV (A,C) INI	98,200
<b>WESLACO-HARLINGEN, Tex.—72.0</b> KGBT-TV (A,C); KRGV-TV (A) INI	*74,900
<b>WEST PALM BEACH, Fla.—79.0</b> WEAT-TV (A); WPTV (A) INI	77,000
<b>WHEELING, W. Va.—89.0</b> WTRF-TV (A) INI	350,900
<b>WICHITA-HUTCHINSON, Kan.—85.0</b> KAKE-TV (A); KARD-TV (A); KTVH (C) †KTV, Ensign, Kan., satellite of KAKE-TV	**259,000
<b>WICHITA FALLS, Tex.—81.0</b> KFDX-TV (A); KSYD-TV (C)	128,400
<b>WILKES-BARRE-SCRANTON, Pa.—81.0</b> WBRE-TV (A); WNEP-TV (A); WDAU-TV (C) †Includes community antennas in counties not credited	†253,100
<b>WILLISTON, N.D.—52.0</b> KUMV-TV (A) INI	20,600
<b>WILMINGTON, N.C.—69.0</b> WECT (A) INI	121,600
<b>WINSTON-SALEM, N.C.—87.0</b> WSJS-TV (A) INI	339,700
<b>WORCESTER, Mass.</b> WWOR-TV (A) INI	††
<b>YAKIMA, Wash.—68.0</b> KIMA-TV (A); KNDC-TV (A) INI †Operates satellites KLEW-TV, Lewiston, Ida.; KBAS-TV, Ephrata, Wash.; KEPR-TV, Pasco, Wash.)	†106,800
<b>YORK, Pa.—60.0</b> WSBA-TV (A) INI	†39,500
<b>YOUNGSTOWN, Ohio—71.0</b> WFMJ-TV; WKBN-TV (A); WKST-TV (A) INI †Includes community antennas in county not credited	†144,700
<b>YUMA, Ariz.—77.0</b> KIVA (A) INI	25,900
<b>ZANESVILLE, Ohio—87.0</b> WHIZ-TV (A,C) INI	124,000

\* Markets' coverage area being re-evaluated.  
† U. H. F.  
†† Incomplete data.  
††† New station-coverage study not completed.  
\* U. S. Coverage only.  
\*\* Includes circulation of satellite (or booster).  
\*\*\* Does not include circulation of satellite.

### TV MARKETS

1-channel markets	123
2-channel markets	68
3-channel markets	59
4- for more- channel markets	14
Total U.S. Markets	264
Commercial stations U. S. & possessions	517

# A GOOD WAY TO GET THE GOLD



Facts are the fabric of sound decisions.

And it's a fact that there's gold in the Shreveport market . . . a major share of which is being spent by KSLA-TV viewers for products seen on the clean, clear picture KSLA-TV offers the Ark La Tex! It's a further fact that more people watch and prefer KSLA-TV (and we have the ratings to prove it!)

Our prospectors, Harrington, Righter & Parsons, have ALL the facts and will help you "pan" your share of the gold from this rich and growing market!!

**KSLA-TV**  
channel 12 shreveport, la.  
Represented nationally by:  
Harrington, Righter and Parsons, Inc.

**a T.W.X. from "REX"**

**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

\*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.**

J. M. BAISCH Represented By  
Vice Pres.-Gen. Mgr. H-B Television, Inc.

**WREX-TV**  
CHANNEL 13 ROCKFORD

least. Be tolerant of the station that makes a mistake in this tricky area as long as there is evidence that it is an honest mistake.

"(4) Keep in mind that radio stations—while on the whole small enterprises—are becoming increasingly valuable. . . . Individual radio stations are now worth nine, ten or even twelve million dollars.

"A license to operate full time in one of the top 100 markets is very valuable. It should be awarded only to those who will use it to capacity—who will make the radio station an instrument for the public good and a successful business.

"Both involve operating the station on a we're-nobody's-kid-brother basis. I mean that if the licensee also owns a television station and/or a newspaper, that he operate his radio station in a fully competitive manner. . . .

"(5) Please don't be subjective about radio programming. You may regard Elvis Presley or the Eberly Brothers as the worst thing that ever happened to music. And you may want your news presented without sirens, bugles or singing jingles. If so, you can have your Rodgers and Hammerstein and your 15-minute news analysis. America is amply served by different types of programming. It's indeed an underprivileged and rare community that hasn't at least eight different radio signals serving it. And whatever you may feel personally, a very large proportion of Americans like rock and roll. . . .

#### Majority taste differs from ours

"Please remember that a medium serving 160,000,000 radio sets and nearly that many different Americans must program for all of them. It's vital to recall, therefore, that 95% of American adults don't have a college education and that better than half have not completed the 10th grade. Their standards and their needs in the field of information and entertainment—though consistently improving—are still different from ours.

"Finally, (6)—it's time to examine some of the administrative guides to regulating radio. This is a brand-new industry since 1945 with totally different problems and opportunities for service. As an example of one area that might be profitably examined: the decision made in the 1940s to limit the licenses that can be held by a single company to seven. Then, it was an effective safeguard against monopoly. Now, this particular safeguard is one that may be no longer needed. Now, a single company might be allowed to operate 10 or even 15 stations without exerting an undue business or editorial influence. Instead, it could stabilize the industry, eliminate some of the abuses criticized by the committees of the Congress. . . ." END

and station personnel better trained than back in 1953, the NAB study finds. Only 7.1% of the stations surveyed now rely solely on wire services. Almost all employ local reporters and many have far-flung correspondents. Tape recorders and telephone beepers are practically a rule these days. Mobile units are used by four out of five large stations, though far less by medium and small outlets.

#### Quality not quantity

The image of a radio station is "as important, if not more so" than the number of listeners it can boast. Such at least is the finding of a survey made by Mutual Broadcasting System among 103 advertising agency presidents and vice-presidents in charge of radio-TV.

According to MBS president Robert F. Hurlough, these policy-making agency executives are vastly aware of the importance of "quality radio" and are starting to "educate clients and their own agency subordinates to such approaches in media buying in radio."

To the agency men surveyed, the ideal image of a station is one that exhibits "aggressiveness, forthrightness, honesty and community service." They favor provocative programs, think there

should be more public service programming, and suggest that the network make more of it available to stations.

#### Radio's responsibility

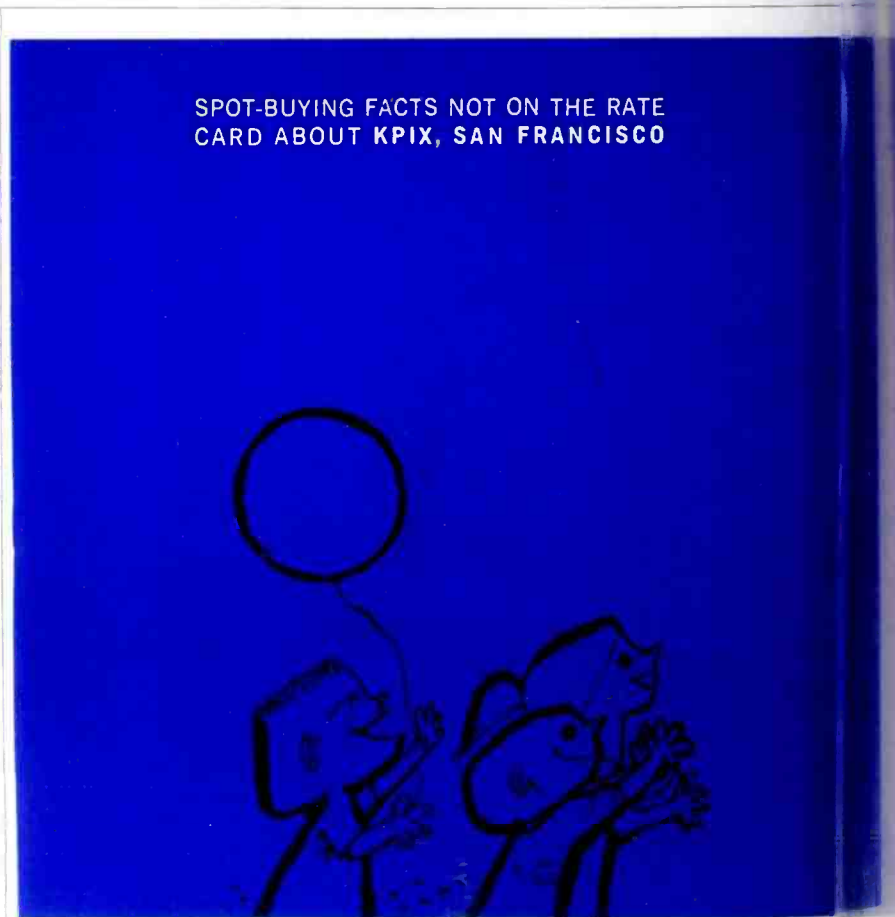
Is radio doing the best job possible for advertisers? Speaking to members of Southern California Broadcasters Association, Don Jones, vice-president of MacManus, John & Adams, recently aired some gripes and offered suggestions concerning the auto industry which might well be projected to other areas.

Stations, he said, have so highly touted the power of certain choice times—trading in the case of autos—that many buyers refuse to accept any other placement. His suggestion: radio should point out the advantages of other time slots and take very definite measures to make certain that these times have advantages.

Claiming that too much radio programming is imitative, Jones urged stations to come up with stimulating shows. More originality and variety would have a far greater influence on the women's market, he ventured.

More merchandising services would operate continuously, from very first commercial to the final spot was another of Jones' suggestions.

#### SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT KPIX, SAN FRANCISCO







# MOST LOCAL LIVE SHOWS OF ALL SAN FRANCISCO TV STATIONS

And that's not all! ■ Most newscasts of all San Francisco TV stations ■ Only over all rating gain scored by a San Francisco TV station in 1959 ■ Most total advertisers of all San Francisco TV stations ■ Most national advertisers of all San Francisco TV stations ■ That's why, IN SAN FRANCISCO, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, **KPIX 5** SAN FRANCISCO

Represented by Television Advertising Representatives, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.



also asked that radio pay closer attention to dealer groups as well as national manufacturers. "Dealers must be convinced of radio's tangible results," he told the California broadcasters, adding: "Help us to prove that local radio did the job—not newspapers or magazines or network TV."

### Educational achievement

Last month Ohio State University's Institute for Education by Radio-Television presented awards to outstanding national, regional and local radio series produced in the U.S. and Canada. The Canadian Broadcasting Company was a runaway winner with 11 top awards or honorable mentions. The U.S. network shows singled out were: *Blitzkrieg*, *Capital Cloakroom* (both CBS); *Africa Today*, *The United Nations Day Concert*, *Image Minorities* (all NBC); *Around the World*, *The Frantic Fifties* (both Mutual Broadcasting System). **END**

### TOTAL U.S. RADIO HOMES USING RADIO (000) AVERAGE PER MINUTE— BY HOURS OF DAY March, 1960

Hour	Number of Homes (000)
<b>Morning (Monday through Friday)</b>	
6 a.m.—7 a.m.	3,659
7 a.m.—8 a.m.	7,714
8 a.m.—9 a.m.	8,802
9 a.m.—10 a.m.	7,863
10 a.m.—11 a.m.	7,615
11 a.m.—12 noon	6,626
<b>Afternoon (Monday through Friday)</b>	
12 noon—1 p.m.	6,478
1 p.m.—2 p.m.	6,330
2 p.m.—3 p.m.	4,945
3 p.m.—4 p.m.	4,500
4 p.m.—5 p.m.	4,352
5 p.m.—6 p.m.	4,747
<b>Evening (Monday through Sunday)</b>	
6 p.m.—7 p.m.	5,044
7 p.m.—8 p.m.	3,709
8 p.m.—9 p.m.	3,115
9 p.m.—10 p.m.	2,868
10 p.m.—11 p.m.	2,670
11 p.m.—12 midnight	2,571

### AVERAGE HOURS RADIO USAGE PER HOME PER DAY

Month	Hours
April, 1959	1.82
May	1.95
June	1.87
July	1.67
August	1.66
September	1.86
October	1.89
November	1.94
December	1.83
January, 1960	1.86
February	1.82
March	1.98

Source: A. C. Nielsen

REPORT ON SPOT from page 26

Sign on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

<b>IRON CITY BEER</b>		
Cleveland	2-5 min. per.	
<b>KINGSBURY BEER</b>		
Des Moines	5:10	
Milwaukee	6:10	
<b>LABATT BEER</b>		
Detroit	1:20	1:20; 1:60
<b>MEISTER BRAU BEER</b>		
Chicago	3-5 min. per.	2-10 min. per.
<b>MILLER HIGH LIFE BEER</b>		
Columbus	1:60	
Dayton	13:10	3:60
<b>MOLSONS CROWN &amp; ANCHOR BEER &amp; ALE</b>		
Detroit	3:10	
<b>OERTEL'S BEER</b>		
Indianapolis	11:10	9:10 14:10
<b>OLD CROWN BEER &amp; ALE</b>		
Fort Wayne	2:20	
<b>OLD DUTCH BEER AND ALE</b>		
Cleveland	6:10	10:10
Fort Wayne	1:10	
Indianapolis	3:10; 2:60	5:10 1:10; 5:60
Toledo	11:10	6:60
<b>OLD MILWAUKEE BEER</b>		
Detroit	6:20; 3-5 min. per.	
Lansing - Flint - Bay City	10:20; 2-20 min. per.	2-10 min. per.
<b>PABST BEER AND OLD TANKARD ALE</b>		
Chicago	8:20	
Milwaukee	3:20; 5:60; 5-5 min. per.	
<b>PFEIFFER BEER</b>		
Detroit	1-60 min. per.	
Lansing - Flint - Bay City	1-60 min. per.	
<b>POC BEER</b>		
Cleveland	2:20	
<b>SCHLITZ BEER</b>		
Chicago	1:60; 1-30 min. per.	
Kansas City	4-5 min. per.	
	1-15 min. per.	
Milwaukee	17:60; 5-5 min. per.	
	1-30 min. per.	
<b>SCHMIDT BEER</b>		
Minneapolis	2:10; 1:60	1:60
<b>SCHNELLS DEER BRAND BEER</b>		
Minneapolis	1-10 min. per.	
<b>SCHOENLING BEER AND ALE</b>		
Cincinnati	9:10; 13:20	
	7-10 min. per.	
Dayton	16:10; 2:60	
	3:10; 5:20	
	2-20 min. per.	
	1-30 min. per.	
	1 basketball per.	
Indianapolis	1:20; 3:60	4:20; 3:60
		6-10 min. per.
		8:60
<b>STAG BEER</b>		
St. Louis	8:10; 8:20	2:60
	1-30 min. per.	
<b>STERLING BEER AND ALE</b>		
Evansville - Henderson	1:20; 1-60 min. per.	2:20; 1:60; 3:60
		5-15 min. per.
Fort Wayne	1:60	1:10; 1:20; 3:60 1:60
Indianapolis	11:20; 1:60	
South Bend - Elkhart	2-10 min. per.	

Sign on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

<b>STROH BREWERY CO. PRODUCTS</b>		
Cleveland	3:60	1:60
Columbus	7:10; 1 hockey per.	4:10; 1-30 min. per. 7:10
Dayton		1-30 min. per.
Detroit		2-30 min. per.
Fort Wayne	7:60	1:60 1:60
Indianapolis	1 hockey per.	5:10; 1-30 min. per. 2:10
Lansing - Flint - Bay City	1 hockey per.	1:60; 1-30 min. per.
South Bend - Elkhart		2-30 min. per.
Toledo	3:60	5:10; 2:60
<b>WEBER BEER</b>		
Milwaukee		1:60
<b>WIEDEMANN BEER</b>		
Cincinnati		4:10; 4:20; 2:60; 4-10 min. per.
Columbus		2:10; 2:20; 2:60; 1-30 min. per.
Dayton		2:20; 1:60; 5-15 min. per.
Evansville - Henderson		1:20; 3-5 min. per.
Fort Wayne		1:60
Indianapolis		1:10; 5:20

**SOUTHERN REGION**

<b>AUGUSTINER BEER</b>		
Charleston - Huntington	1:60	4:10 6:10; 5-5 min. p
<b>BALLANTINE BEER AND ALE</b>		
Jacksonville		1-30 min. per.
Norfolk		2:20; 1:60; 1-30 min. per.
Richmond		1-30 min. per.
Tampa - St. Petersburg		2:60
<b>BLATZ BEER</b>		
Charlotte	1:10	
<b>BUDWEISER BEER</b>		
Asheville - Greenville - Spartanburg		1:60
Atlanta	3:10	1-30 min. per. 2:10
Charlotte		1-30 min. per.
Jacksonville	2:10; 5:20; 3:60	1:10; 3:20; 1:60; 1-30 min. per.
New Orleans		1-30 min. per.
Norfolk		12:10; 1:60; 1-30 min. per.
Richmond	1:10; 1:20; 2:60	18:10; 11:20; 2:60 3:10; 5:60
Roanoke - Lynchburg		1:20; 10:60; 1-30 min. per.
Tampa - St. Petersburg		1:20; 1:60; 1-5 min. per. 5-10 min. per.
<b>BURGER BEER</b>		
Charleston - Huntington		1-30 min. per.
<b>BUSCH BAVARIAN BEER</b>		
Jacksonville		7:20
Memphis		8:20
Roanoke - Lynchburg	1:10	
Tampa - St. Petersburg		6:20; 6:60
<b>CARLINGS BLACK LABEL BEER</b>		
Asheville - Greenville - Spartanburg		3:60 1:10
Atlanta		2:20; 1:60 3-5 min.
Charleston - Huntington		1-30 min. per.
Jacksonville	2:10	1:10 2:10
Roanoke - Lynchburg		2:10; 3:20 2:60
Tampa - St. Petersburg	6:10	8:10 3:10
<b>CHAMPAGNE VELVET BEER</b>		
Atlanta		1:60
<b>DIXIE BEER</b>		
New Orleans		4:20; 1:60

To page

**"I WISH **WAST**  
HAD TWICE AS MANY  
WARNER BROS. FEATURES!"**

so says William Riple, General Manager of the popular Albany, New York, station. He's so delighted with the audience and sponsor reaction, he wishes he could buy another 750. For these Warner Bros. features make up the bulk of **WAST's** successful movie programs. "Starlight Showcase," for example, steadily reaches more homes than Jack Paar in Albany, according to latest Nielsen figures. You can't have too many feature films, when they produce this kind of result.



**U.A.C.I.**

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, Murray Hill 7-7800

CHICAGO 75 E. Wacker Dr., Dearborn 2-2030

DALLAS 1511 Bryan St., Riverside 7-8553

LOS ANGELES 400 S. Beverly Drive, Crestview 6-5886

REPORT ON SPOT from page 138

Sign on—6 p.m. 6-11 p.m. 11 p.m.—Sign-off

<b>DUQUESNE BEER AND SILVER TOP ALE</b>		
Charleston - Huntington	5-10 min. per.	
<b>FALLS CITY BEER</b>		
Charleston - Huntington	3:10; 4:20; 3:60	
<b>FALSTAFF BEER</b>		
Asheville - Greenville - Spartanburg	1:20; 1:60	7:60
Memphis	5:10 min. per.	1-30 min. per.
New Orleans	5-10 min. per.;	
	1-30 min. per.;	
	1-105 min. per.	
Tampa - St. Petersburg	1-30 min. per.	
<b>JAX BEER</b>		
Memphis	10:20; 3:60	9:20 2:60
New Orleans	4:20; 1:60; 5-10 min. per.;	
	1-30 min. per.	
<b>MILLER HIGH LIFE BEER</b>		
Norfolk	4:20; 1:60; 2-10 min. per.	
Roanoke	1:10	
Tampa-St. Petersburg	2-5 min. per.;	
	1-30 min. per.	
<b>NATIONAL BEER</b>		
Asheville - Greenville - Spartanburg	4:10; 3:60	2:60
Atlanta	6:10; 3:60	2:10; 4:60
Norfolk	4:10; 1-30 min. per.	4:10
Richmond	4:10; 1-30 min. per.	
Roanoke - Lynchburg	1-30 min. per.	
<b>REGAL BEER</b>		
Jacksonville	5:20	1:60
Tampa - St. Petersburg	2:20	
<b>REGENT BEER AND ALE</b>		
Norfolk	4:10; 3:60	2-5 min. per. 2:10
<b>RICHBRAU BEER</b>		
Richmond	4:10	7:10
<b>SCHAEFER BEER</b>		
Norfolk	1-10 min. per.	
<b>SCHLITZ BEER</b>		
Jacksonville	1-30 min. per.	

Sign on—6 p.m. 6-11 p.m. 11 p.m.—

Norfolk	1-30 min. per.	1:10; 4:20; 1-30 min. per.
Richmond		1:20; 1-30 min. per.
Roanoke - Lynchburg		4:20
Tampa - St. Petersburg		2:60
<b>STAG BEER</b>		
Memphis		5:10; 2:60
<b>STERLING BEER AND ALE</b>		
Memphis		2:20
<b>TROPICAL BEER AND ALE</b>		
Tampa - St. Petersburg	14:10	4:10
<b>WEST VIRGINIA BEER AND ALE</b>		
Charleston - Huntington	1-30 min. per.	
<b>WIEDEMANN BEER</b>		
Charleston - Huntington	3:20; 1:60	1:60
<b>WESTERN REGION</b>		
<b>BECKER BEER</b>		
Salt Lake City	2:60	
<b>BLITZ-WEINHARD BEER</b>		
Portland, Ore.	2-30 min. per.	
<b>BUDWEISER BEER</b>		
Dallas - Ft. Worth	2:60	
Denver	1:60	
Houston	1-30 min. per.	
Los Angeles	1:10	1:10
Oklahoma City	1-30 min. per.	
San Diego	2:10; 1:60	
San Francisco		1:10
<b>BURGERMEISTER BEER</b>		
Fresno	1:20; 2:60	5:10; 7:20
Los Angeles	14:10; 8:20	1:10
Portland, Ore.	21:10	3:10
San Diego	2:10	9:10; 5:20
San Francisco	2:20	15:10; 7:20; 2:60
Seattle - Tacoma	19:10	3:10
<b>BUSCH BAVARIAN BEER</b>		
Dallas - Ft. Worth	1:40; 6:60	8:20
Houston	2 basketball per.	10:20; 1:60
Oklahoma City	6:20; 1:60	
San Antonio	9:20	
Tulsa	2 basketball per.	9:20

another Public Service series dedicated to KTVI viewers

**"BIOGRAPHY of a RIVER"**

JUNE 29, 1960 6:30 P.M.

a continuing project of KTVI's Public Affairs Department

**KTVI 2**  
ST. LOUIS

**BLINGS BLACK LABEL BEER**

Houston	2:60; 1-30 min. per.
Portland, Ore.	1-30 min. per.
Seattle - Tacoma	10:10; 1:20; 2:60; 3:10; 2:60
Tulsa	1-30 min. per.

**ORS BEER**

Denver	1-30 min. per.
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**STAFF BEER**

Dallas - Ft. Worth	5:20; 1-30 min. per.
Denver	1-30 min. per.
Fresno	1-30 min. per.
Houston	5:10 min. per.
Los Angeles	3:60 5:10; 5:20; 19:60; 1-5... 6:10; 3:60
Min. per.; 5-15 min. per.	
Oklahoma City	1-30 min. per.
San Antonio	1-30 min. per.
San Diego	1-30 min. per.
San Francisco	3-10 min. per.
Tulsa	1-30 min. per.

**HER BEER**

Salt Lake City	3:20 9:20
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**MM'S BEER**

Denver	7:10 1:20; 8:60
Fresno	1:20; 1:60; 1-10 min. per. 1:60
Los Angeles	5:20; 6:60
San Diego	2:20; 1:60
San Francisco	4:60 2:20; 2:60 1:60
Seattle - Tacoma	4:20 1:60

**DELBERG BEER**

Portland, Ore.	1-60 min. per.
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**ALK BEER**

Dallas - Ft. Worth	4:20; 1-30 min. per.
Houston	2:20; 3:60; 5-10 min. 1:60
per.; 1-30 min. per.	
Oklahoma City	1:20; 2:60; 3-10 min. per.
San Antonio	7:10; 2:20; 3:60; 5-15... 3:10; 1:60
min. per.; 1-30 min. per.	
Tulsa	1:20; 3:60; 1-30 min. per.

**LONE STAR BEER**

Dallas - Ft. Worth	4:20; 2:60
Houston	2:10; 1:20; 1:60
San Antonio	1:10; 2:20; 2-15 min. per.
1-30 min. per.	
Tulsa	1-60 min. per. 1:10; 5:20; 8:60

**LUCKY BANKERS BEER**

San Francisco	1:10
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**LUCKY LAGER BEER**

Fresno	1:10; 2:20; 2:60
Los Angeles	2:10; 7:20
Portland, Ore.	4:10; 3:20; 1:60
Salt Lake City	4:10; 2:20; 2:60
San Diego	2:10; 5:20; 1:60
San Francisco	5:10; 3:20; 2:60
2-11 min. per.	
Seattle - Tacoma	4:10; 3:20 1:60

**OLYMPIA BEER**

Fresno	2:20; 3:60 1:60
Portland, Ore.	3:20; 2:60
San Diego	1:60 2:20 3:60
San Francisco	3:20 3:20; 1:60
Seattle - Tacoma	2:20; 1:60 3:60

**PABST BEER AND OLD TANKARD ALE**

Los Angeles	5-5 min. per.
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**PEARL BEER**

Dallas - Ft. Worth	8:10; 2:20; 4:60
Houston	11:10 3:20; 5:10
San Antonio	1-30 min. per. 8:10; 2:20; 3-5 min. per.

**RAINIER BEER AND ALE**

Portland, Ore.	1:20
San Francisco	1:60 1:10
Seattle - Tacoma	1:10; 12:20; 6:60 8:60

**REGAL BEER**

San Diego	1:60
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**SCHLITZ BEER**

Los Angeles	10:10; 7:20; 2:60 1:10; 3:20;
	4:60

**STAG BEER**

Oklahoma City	3:10; 4:20
Tulsa	4:20; 1-30 min. per.

**TIVOLI BEER**

Denver	5:10 7:10
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END

**WECT**

The exclusive TV service in  
**WILMINGTON,  
NORTH CAROLINA**

Where advertisers buy sets-in-use, not ratings...  
the whole TV audience, not a share!

**NORTH CAROLINA**



**SOUTH  
CAROLINA**

**THE WECT COVERAGE AREA**

- One of "The 100 Fastest Growing TV Markets in The Nation."\*
- A market in which 800,000 people spend over half a billion dollars in retail sales
- A market containing 5 of the Carolinas' most productive farm counties
- A thriving coastal resort area where summertime visitors average 750,000 yearly

\*Television Magazine, 1960

Represented nationally by **WEED TELEVISION CORPORATION**

# ...on TV too...FILM does the "impossible"

**HERE, THERE AND EVERYWHERE**—all at once! Multi-image to show multi-use! That's the effect used to win the busy housewife in a brilliant 60-second Corning Ware TV film commercial. Multi-image produced economically . . . efficiently!

**Want special effects?** Film is your answer! Film—and film alone—can do 3 things for you: (1) provide high-polish commercials, rich with optical effects; (2) give you crisp, vivid animation; (3) assure penetration and coverage the world over.

For further information: Get in touch with Motion Picture Film Department  
**EASTMAN KODAK COMPANY, Rochester 4, N.Y.**

**East Coast Division**  
342 Madison Avenue  
New York 17, N.Y.

**Midwest Division**  
130 East Randolph Drive  
Chicago 1, Ill.

**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood 38, Calif.

or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.



**ADVERTISER:** Corning Glass Works—Consumer Products Division  
**PRODUCER:** Audio Productions, Inc.  
**ADVERTISING AGENCY:** N. W. Ayer & Sons, Inc.

**ADAMS** from page 16

Benton & Bowles, writer John Flagg and TV Graphics, the production house.

For months we've refrained from praising Duncan Hines Blueberry Pancake commercials. But we're praising them now. These spots have what it takes to make you hungry for the product and that's what good food commercials should have. Produced by Wilding, Chicago, with Mike Stehney directing. The agency: Gardner, St. Louis.

**Timex demonstration believable**

Being a believer in dramatic product demonstrations, we have real respect for Timex commercials. John Cameron Swayze adds to the believability, of course, but the basic idea is what gives these spots substance. A variety of honest demonstrations, all of which serve to prove again that "only Timex takes such a lickin' and keeps on tickin'." Agency for Timex is W. B. Doner who also produced. Writer: Sandy Wilson.

Another demonstration commercial that stays with us, for different reasons, is the S.O.S. Seems that new blue S.O.S. is loaded with soap *and* has rust arrester. Good idea. But the commercial still demonstrates that loaded-with-soap thought by using an electric mixer. In our stubborn mind, a mixer is for food. We like surprises but resist the idea of soap mixed up with food. Oh well. This is June and we're in the mood to admit that perhaps they have reasons we know not of.



*Christopher Ballad spot for Ivory Snow*

From the what-a-coincidence department, we pluck these few:

From the fields of waving corn come two commercials. One for Post Corn Flakes. Quite reasonable. The other for Fleischman's Margarine. We don't know. The "100% golden corn oil" is lost on us.

Still with coincidences, we report that big velvety roses are blooming alike, in slow motion, for Kraft's flavor-bloomed Parkay and for Suave, a cosmetic with some sort of dewey moisture. This sort of duplication is almost bound to happen when interest is borrowed.

Ballads are also blooming for several advertisers. Phillips 66 has a ballad

which fits their travel story like a hand in the right size glove. Phillies Cheroots are using a ballad in their western style series done by Filmways at Warner Bros. Understand it's been tremendously successful. The "quick on the draw, about as big as your trigger finger" copy line is from the typewriter of Betty Silberman of Wermen & Schorr. TV production supervised by the agency's radio-TV director Lester J. Harmon.



*Del Monte catsup ballad commercial*

Del Monte is also singing a ballad about the tomatoes used in their catsup. No facts about how successful this one is. And now let's make a sharp turn into:

*The operation was a success but...*

We'll try to keep this brief. And anti-acid. And certainly anonymous because, gratefully, we don't know from whence came these "great thoughts." Here's the story. Before judging each batch of commercials for the American Festival, the judges were told what to look for in each commercial. These little admonitions about what to look for had accompanied the entries—from advertisers, agencies, producers.

And what were we to look for? More often than not, we were asked to note the musical score, or the cinematography, or the humor, or the choreography. These can be important ingredients in a commercial, obviously. But each can play only a supporting role. The hero of the piece must be the product.

**Watch out for upstaging**

Whether presented humorously or realistically, subtly or with disarming directness, something about the product must register favorably with the prospect. The right music can help. And the right casting. And skillful cinematography. And any number of other things. But if any one of these is permitted to get in the way of the hero, that is upstaging and that is murder. And that is when you can report that the operation was a success but the patient died.

Oh well. Let's go out and catch some June bugs and put them in a glass jar and maybe the buzz of the bugs will give us a whole new outlook on TV commercials. END

## THE IRRESPONSIBLE CRITIC

John Crosby is one of the brightest and wittiest writers covering the television scene today. He is also at times one of the most irresponsible and immature. In a recent column which appeared in the *New York Herald Tribune* and a number of other papers throughout the country, Crosby, for a man of evidently high intelligence, made some damning accusations which cannot possibly stand up under the light of reason. To quote the *Herald Tribune* critic:

*"Even if the program heads who wield this vast power were all high-minded, this would be a narrow bottleneck through which to pour all the creative energy of the country. But they're not high-minded men. They are interested in money, in those idiotic ratings, and in control. They seem little interested in the taste or the cultural welfare of the country, or in creating new forms, or in developing new writers or artists or artisans, or even in show business."*

This is sheer nonsense. Certainly the program head of a network must think in terms of money and ratings and control of the network's programming. Would Mr. Crosby rather we forget about money and emulate the BBC? Would Mr. Crosby ask that an industry with such tremendous responsibility throw out available measurements even if these ratings were not as definitive as 3.1416? Is Mr. Crosby so naive as to think that the networks show little interest in the taste or cultural welfare of the country? He can't be that blind nor do many of his columns indicate that he has been unaware of television's contributions in information and cultural programming.

To quote John Crosby again: ". . . with four large studios turning out 85% of the nation's shows and selling them in private little deals to three huge networks, the little independent producer is being driven to the wall . . . creative people are being driven out of business altogether in favor of cost accountants."

Sheer drivel. The networks are desperate for new program ideas, for new talent. Their very existence is dependent on improving their product, programming. Evidently Mr. Crosby has been mixing the juniper berry with the disgruntled sour grapes of the producer unable to sell the networks on a "great idea" which can't help but be the number one show of the year.

Let's forget creative considerations entirely for a minute, and view the situation on a sound business basis. Does anyone think that the men who run the networks are oblivious to the business they are in, unaware of the fact that unless they seek out and encourage the creative man, the very

substance of their business will dry up and wither.

Now, another accusation of Mr. Crosby which is answered: "When an independent producer brings to a network, the network's first query is: 'What's new? The going rate is 30 per cent. If the producer does the network in for that much, he's not likely to get air."

I am certain that some networks at one time or another have tried to negotiate for a percentage of what they considered a good property, not only in terms of a profit but for the very important and basic reason of control. But believe me, no network in today's intensely competitive battle will turn down a promising show if it can't get its "cut."

And to continue with Mr. Crosby: "There's an old adage that runs: 'How can you possibly fill up sixteen hours a day with decent programming on three networks? There's not enough creative energy in the world to do it.' I don't believe this. There's plenty of creative energy to fill five times as much first-class programming as the networks need."

This is pure poppycock. In fact, several months ago Mr. Crosby himself remarked in another column that:

*"We can't seem to produce new plays (on television), new ideas, fresh personalities . . . but when I look around me in other fields and it occurs to me that this phenomenon is not isolated to television. . . ."*

*"This has been one of the worst seasons Broadway has had in many a moon . . ."*

*"The movie houses are having a great deal of trouble reissuing old movies . . . most of the fiction on the best seller list is trash . . . conditions (TV's) sister arts are not much better and may be conceivably worse . . ."*

Regardless of the starry-eyed and rather incorrigible hope of the urbane Mr. Crosby, there just isn't, neither has been and probably never will be sufficient genuine talent to come up with 16 hours, day-in and day-out, of first-class programming." No other art form or medium in human communications has come close to television's creative output. Admittedly, a very large part of it is not exactly inspired and might have little appeal for the jaded appetites of Mr. Crosby or for the not-so-jaded outlook of any of us in the higher socio-economic group.

It is sad to see someone so talented indulge himself in the kind of thinking one would expect of a member of a little theater group who take out their no-talent frustrations in beatnik tirades on what's wrong with the industry and the people who run it.

*John Crosby*