

SPONSOR

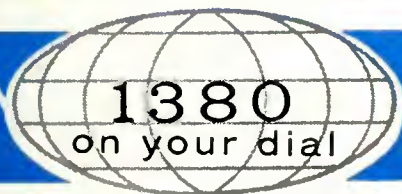
THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

KWK

RECEIVED
JUN 20 1960
NBC GENERAL LIBRARY

• SAINT
LOUIS

STILL



NO. 1

FIRST BY FAR IN...TOTAL QUARTER HOURS
MONDAY THRU SUNDAY ACCORDING TO
THE LATEST ST. LOUIS METROPOLITAN
AREA APRIL PULSE.

William L. Jones, Jr.
Vice President

SUMMER RADIO: BOOM AT THE LOCAL LEVEL

Placing spot at local rates is a big reason the national picture doesn't look so good

Page 31

ARB set count shows reversal from Nielsen

Page 36

AFA guide on air copy and the law

Page 38

American Home Products: tv's new colossus

Page 40

DIGEST ON PAGE 4

in MILWAUKEE it's WEMP

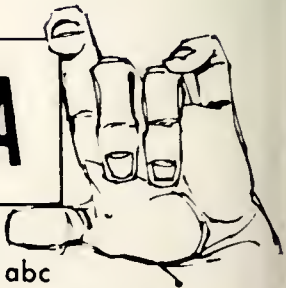


THE
Quality
TOUCH

The majestic beauty of a harp weaves a mood so vital to good music that only the best is good enough for the symphony conductor.

This same "quality touch" and ceaseless devotion in achieving the best is also what sets apart great radio and television stations from the rest.

WFAA



TELEVISION abc
RADIO abc/nbc • DALLAS

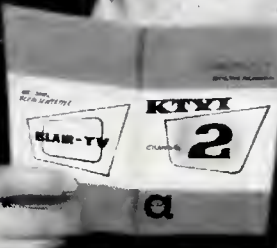
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by **Edward Petry & Co., Inc.** *The Original Station Representative*

*buy St. Louis a la card**

***KTVI RATE CARD**

*your lowest
cost per thousand
TV buy in St. Louis*



*Amid the floral beauty of
Forest Park's JEWEL BOX*

KTVI 2
CHANNEL
ST. LOUIS

Represented
nationally by

BLAIR-TV



MORE

for your
dollars . . .



WSIX-TV

Your **BEST BUY**
On Cost Per 1,000

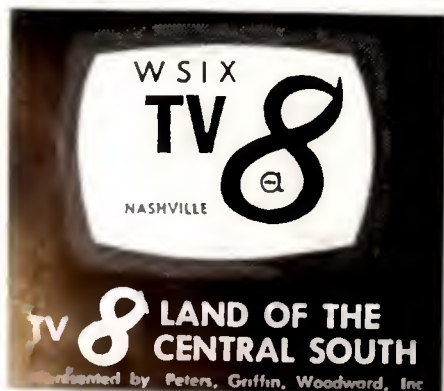
WSIX-TV gives you . . .

- **MAXIMUM TOWER HEIGHT**
2049 ft. above sea level . . . none taller permitted in this area by CAA.
- **MAXIMUM POWER**
316,000 powerful watts . . . maximum—permitted by FCC.
- **MAXIMUM EFFICIENCY**
Maximum coverage and low cost per thousand make WSIX-TV your most efficient buy in the rich Middle Tennessee, Southern Kentucky, Northern Alabama TVA area.

CHECK THESE FACTS:

- ✓ TV HOMES - 370,700
- ✓ Population - 1,965,500
- ✓ Effective Buying Income - \$2,155,868,000
- ✓ Retail Sales - \$1,585,308,000

Source Television Magazine



© Vol. 14, No. 25 • 20 JUNE 1960

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Radio: when summer comes**
- 31** Status report on spot radio as warm weather sets in and out-of-home listening spurts. Here are big spenders, new ones, audience profile
- Shooting commercials the hard way**
- 34** Ellington agency has a difficult time making finished tv commercials from unfinished site of its new amusement park client, Freedomland
- ARB set count shows reversals from Nielsen**
- 36** Second county-by-county tv set listing in a week discloses at least 80 cases in which ARB 1960 figures are lower than 1958 ARF-Nielsen data
- AFA guide on air copy and the law**
- 38** Adv. Fed. of America issues first industry Truth Book, asks local self-regulation for clients, agencies; writes detailed tv/radio section
- Stations say yes to standard billing form**
- 39** First reactions to SPONSOR Standard Spot Practices Committee's proposal for standard radio/tv spot billing form indicate enthusiastic acceptance
- Television's new ad colossus**
- 40** Now the third largest user of television, this mushrooming company can just about chart its phenomenal growth along with its tv investments
- Amateurs top pros in Tech's talent search**
- 42** The "tried and true" isn't always the best solution, as Tech Beer and its agency found when a new tv spot approach sent them on a talent hunt
- Sounds of 'Life' audible on radio**
- 42** Here's how mass circulation magazine promotes readership with sound effects dramatizing each week's top stories via NBC, seven CBS outlets

FEATURES

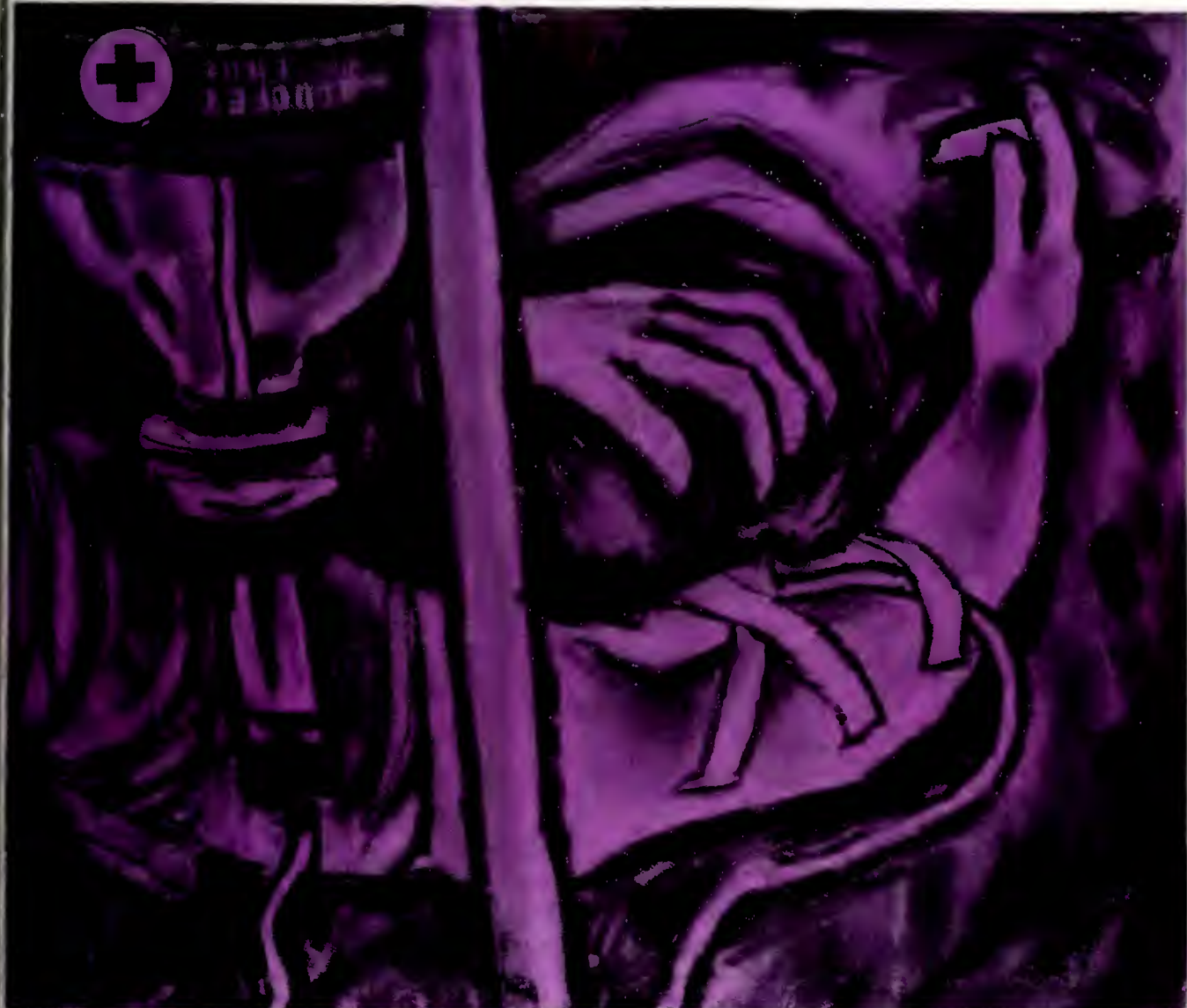
- | | |
|---------------------------------|-----------------------------------|
| 14 Commercial Commentary | 48 Sponsor Asks |
| 56 Film-Scope | 58 Sponsor Hears |
| 28 49th & Madison | 19 Sponsor-Scope |
| 72 News & Idea Wrap-Up | 82 Sponsor Speaks |
| 6 Newsmaker of the Week | 44 Spot Buys |
| 72 Picture Wrap-Up | 82 Ten-Second Spots |
| 54 Radio Basics | 78 Tv and Radio Newsmakers |
| 26 Reps at Work | 55 Washington Week |
| 80 Seller's Viewpoint | |

Member of Business Publications
Audit of Circulations Inc.



SPONSOR PUBLICATIONS INC. combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49 & Madison) New York 17, N. Y. Telephone: Murray Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: Superior 7-9863. Birmingham Office: Town House, Birmingham. Phone: FAirfax 4-6529. Los Angeles Office: 6087 Sunset Boulevard Phone: HOLlywood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$8 a year. Canada & other Western Hemisphere Countries \$9 a year. Other Foreign countries \$11 per year. Single copies 40c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MURRAY HILL 8-2772. Published weekly by SPONSOR Publications Inc. 2nd class postage paid at Baltimore, Md.

©1960 Sponsor Publications Inc.



"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

Everybody's
watching . . .

WALB-TV



**the only primary
NBC outlet
between Atlanta
and the Gulf!**

- WALB-TV is the only home-town station serving Albany, South Georgia's only metropolitan market.
- Grade "B" area also includes Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.
- Over 750,000 people with \$739 million spendable income!
- 316,000 watts . . . 1,000 foot tower!

WALB-TV

ALBANY, GA.
CHANNEL 10

Represented nationally by
Venard, Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.

NEWSMAKER of the week

In Chicago last week, the American Broadcasting Co. and Bell & Howell announced a joint prestige endeavor—the most extensive prime time public service programming ever undertaken by a network and a single sponsor. The series: 20 public service specials, produced by John Daly, plus the weekly half hours based on Winston Churchill's Memoirs.

The newsmaker: Charles H. Percy, youthful president of the Bell & Howell Co., Chicago, manufacturers of cameras and electronic equipment, has maintained a position of leadership in the field of public information program sponsorship. Bell & Howell has always been an advocate of the theory that public service shows are an effective vehicle to build and maintain a long-term quality image for the company and its products. The upcoming venture on ABC TV is no new concept for Percy. Bell & Howell has pioneered significant public service sponsorship with *CBS Reports* during the 1959-60 season, and NBC's *Berlin Crisis* last spring. Although Bell & Howell takes no sides in the issues involved, Percy and his company feel that an objective airing of controversial topics, such as those expressed in *Population Boom* and *Who Speaks for the South*, increases understanding, and stimulates the thinking and action of the American public.



Charles H. Percy

Percy's entire career has been marked by consistent early achievements. He was elected to the Bell & Howell board of directors in 1942, when he was only 23. Upon return from the Navy in 1945, he was made corporate secretary, and in 1949, following the death of president Joseph H. McNabb, he became president of the company at the age of 29.

During the business recession of 1958, Percy encouraged manufacturers to step up their new product developments and introductions, and to increase their advertising budgets in order to stimulate the nation's economy. His own company set the example by marketing equipment that was not scheduled for distribution until a later date. Percy has received many national honors during his distinguished career. Among these: In 1949 he was named one of the 10 outstanding young men in the U. S. by the Junior Chamber of Commerce, and in 1956 he attended the presidential inaugural ceremonies in Peru and Bolivia as President Eisenhower's personal representative. He has recently achieved a new mark, this one at the national political level, heading the GOP platform writing committee.

MERCHANDISING IS LIKE THE LITTLE GIRL WITH THE CURL.....



"...WHEN SHE WAS GOOD SHE WAS VERY, VERY GOOD,



AND WHEN SHE WAS BAD SHE WAS HORRID!"

KSTP Radio and Television believe that advertisers should receive strong, consistent and professional merchandising support for their advertising campaigns in the vitally important Northwest market.

To this end KSTP maintains a full-time merchandising and promotion staff working closely with each advertiser to create, develop and implement the selling aids which most effectively add to the success of his campaign.

Among the activities which have made KSTP the Northwest's leader in merchandising are the exclusive KSTP "FEATURE FOODS MERCHANDISING PLAN" and "FEATURE DRUGS MERCHANDISING PLAN" which provide special in-store displays and product-checks in 200 top-volume super-markets and 65 key drug outlets in the Twin City area. Bargain Bar displays in key chain and independent food outlets every week include coupons, samples, registration for prizes, distribution of product literature and demonstrations by the KSTP hostess in attendance. Each activity is designed to move your product from shelf to shopping basket—the final link in the chain started by your advertising on KSTP Radio and Television!

In addition, KSTP's expert merchandisers turn out shelf-talkers, banners, window streamers, bus cards, posters,

mailing pieces, survey facts and figures relating to your sales problem and special promotions by the score. There is no charge to the advertiser for these services which are offered at the discretion of the station.


Our files are full of letters from advertisers who appreciate dependable, quality merchandising assistance. If you'd like to know more about it, contact a KSTP representative or your nearest Petry office.



TELEVISION CHANNEL 5 • RADIO 1500 ON YOUR DIAL 50,000 watts

MINNEAPOLIS • ST. PAUL

REPRESENTED BY EDWARD PETRY & CO., INC.

A black and white photograph showing a large, dense pile of black-rimmed eyeglasses. The glasses are scattered and overlapping, creating a complex pattern of lines and shapes. A white rectangular banner is positioned horizontally across the middle of the image, containing the text "Thanks a million for".

"Thanks a million for



the **twenty-six hundred!**"

Recently, the Lions Club Women's Auxiliary of Bustleton, Pa., in cooperation with the Pennsylvania Working Home for the Blind, asked us to appeal to our listeners for old eyeglasses. What a response! Twenty-six hundred pairs in thirty days!

They now have been turned over to "New Eyes for the Needy," a non-profit organization which, for 47 years, has been reclaiming old glasses to provide new ones and artificial eyes to thousands each year who cannot afford them.

Some frames are reusable. Metal frames are melted down and redeemed for cash which is sent back to the source organization.

So, to each contributor, for ourselves and for all the needy persons who will receive "new eyes," we say—thanks a million.

"New Eyes for the Needy" is but one of many distinguished community efforts in which WIBG is proud to lend a hand.

Philadelphia listens to **WIBG** *the Storer station*

STORER BROADCASTING COMPANY

33 years of community service

WORLD FAMOUS

MOHAWK MIDGETAPE PROFESSIONAL 500

HIGH SPEED POCKET TAPE RECORDER



NO ELECTRICITY REQUIRED

OPERATES ON ONLY 1 BATTERY

Used by NBC - CBS
and numerous radio and TV
stations, for recording
in the field.

Records anything it hears and
plays it right back in
unbelievable broadcast quality.

Special built-in "VU Meter".

Weighs only 3 lbs.

THE PEER OF POCKET
TAPE RECORDERS...
MIDGETAPE IS
AMERICAN MADE.

"Science Fiction" accessories
available for confidential
recordings.

For literature, or free demonstration
in your office, write Dept. B.

ALL TRANSISTORIZED

Mohawk...

business machines corp.

944 halsey street brooklyn 33, new york
manufacturers

WHICH TWIN CITIES? Minneapolis - St. Paul? Kansas City - Kansas City?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas,
West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from
9 a.m. to midnight, 7 days a week.

KNOE-TV

Channel 8
Monroe, Louisiana

Photo: Aerial View Prosperous Twin Cities of Monroe-West Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Editor and Publisher
Norman R. Glenn

Executive Vice President
Bernard Platt

Secretary-Treasurer
Elaine Couper Glenn

EDITORIAL DEPARTMENT

Executive Editor
John E. McMillin

News Editor
Ben Bodec

Managing Editor
Alfred J. Jaffe

Senior Editors
Jane Pinkerton
W. F. Miksch

Midwest Editor (Chicago)
Gwen Smart

Film Editor
Heyward Ehrlich

Associate Editors
Jack Lindrup
Gloria F. Pilot
Ben Seff
Lloyd Kaplan
Walter F. Scanlon

Contributing Editor
Joe Csida

Art Editor
Maury Kurtz

Production Editor
Lee St. John

Readers' Service
Barbara Wiggins

Editorial Research
Helene Etelson
Barbara Parkinson

ADVERTISING DEPARTMENT

Sales Manager
Arthur E. Breider

Eastern Office
Willard Dougherty

Southern Manager
Herb Martin

Midwest Manager
Paul Blair

Western Manager
George Dietrich

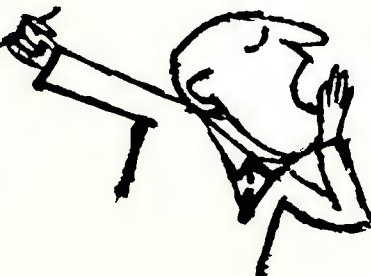
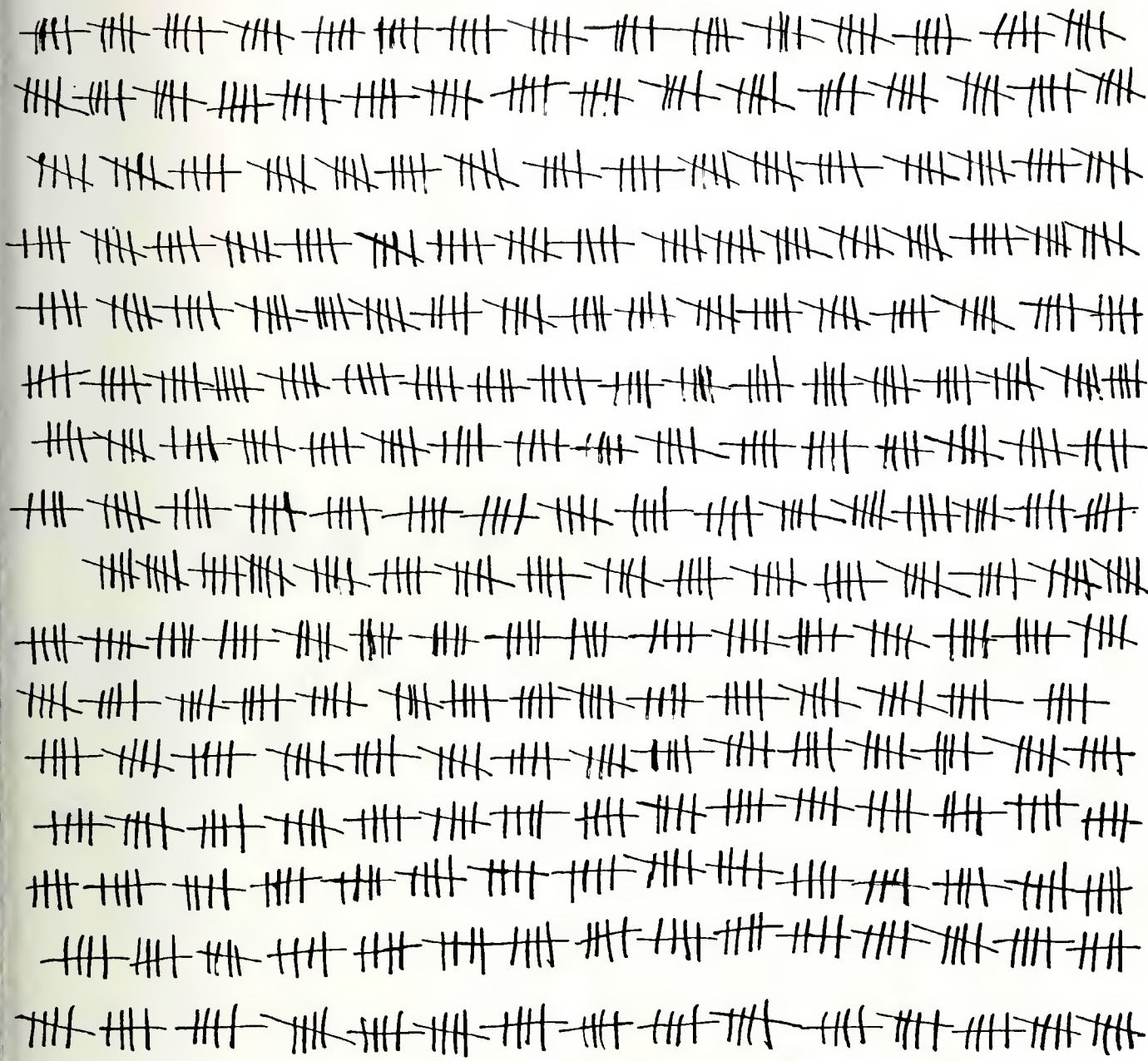
Production
Phyllis Waldbrand

CIRCULATION DEPARTMENT

Benjamin Waldeck, Manager
Bill Oefelein

ADMINISTRATIVE DEPT.

S. T. Massimino, Assistant to Publisher
Laura Oken, Accounting Manager
George Becker; Anne Marie Cooper;
Michael Crocco; Syd Guttman; Wilke
Rich; Irene Sulzbach; Flora Tomadelli




How many yawns in a TV season? We tried to count the ways in which television commercials can be boring. It only added to the tedium. Everybody knows you have to move people before you can move merchandise. It has always been our belief that selling the product or the company is the prime function of any television commercial. **N. W. Ayer & Son, Inc.**

THE FIGURES:

SHARE OF 3-NETWORK AUDIENCE*	
ABC-TV	37%
	%
	%

*Source: Nielsen 24 Market TV Report for week ending May 29, 1960, all nights, 8:00 to 10:30 PM, Monday-Sunday.

IT FIGURES:

It figures that ABC continues to knock off firsts with shows like these: Cheyenne, Adventures In Paradise, Wyatt Earp, Rifleman, Hawaiian Eye, The Real McCoys, The Untouchables, 77 Sunset Strip, Robert Taylor's Detectives, Lawrence Welk, Maverick, Lawman, The Rebel. **It figures** so much that ABC has been first in audience ratings more than any other network, and has never dropped below second.* And it figures that ABC will score again next season, with this same lineup plus great new shows like: The Islanders, SurfSide 6, Bugs Bunny, Hong Kong, My Three Sons, The Flintstones, The Roaring 20's. **ABC TELEVISION** 

*Source: Nielsen 24 Market TV Report average weekly average audience 8-10:30 PM, week ending January 3 through week ending May 29, 1960.

Concentrate in

JACKSON, MISS.

Did you know?

LEADING THE SOUTH

in . . .

General Business Gains

Bank Activity Increase

Retail Sales Performance

WJTV
CHANNEL 12
KATZ

WLBT
CHANNEL 3
HOLLINGBERY

by John E. McMillin

Commercial commentary

Huckster preaches in Kentucky

Few people, I am sure, ever manage to get their comeuppance in the sprightly pages of Louisville's great *Courier Journal* and I can't help feeling a little proud that it has happened to me. The occasion was the Alumni Seminar on Mass Communications, held last Memorial Day weekend at the University of Kentucky in Lexington. My fellow speakers included John Day, v.p. CBS News, Bill Arthur, managing editor *Look*, and Don Whitehead, journalist and two-time Pulitzer Prize winner.



In such distinguished company I felt like a rank ringer and said so at the beginning of my talk.

I pointed out that I was the only one who was not a Kentucky alumnus and the only one who had absolutely no credentials for editorial achievement in the mass communications field.

I explained that practically all of my business life had been spent in the fleshpot or huckster side of mass media, in preparing ads, commercials, campaigns, and programs for the newspapers, magazines, radio and tv stations where Messrs. Dav, Arthur, and Whitehead function on a kind of Cloud IX of editorial integrity.

But I promised to try to make up, in the seriousness of what I said, for my lack of qualifications for the job.

Undoubtedly I overdid it. For the next morning, picking up the newspapers, I was convulsed with laughter.

"HUCKSTER PREACHES," shrieked the headline in the *Courier Journal*, "moral, ethical confusions cited."

Now that, I submit, is journalism in the great classic tradition. It is man-bites-dogness carried to the nth and ultimate degree. And I shall always treasure the *Courier Journal* clipping as a stern reminder never to take myself too seriously.

Humanism and heresy

But if the beauty of the bluegrass country and the warmth of Kentucky hospitality made me overly evangelistic, I was at least discussing a subject about which I do feel deeply. And I'd like to try to explain it here in calmer, more orderly terms.

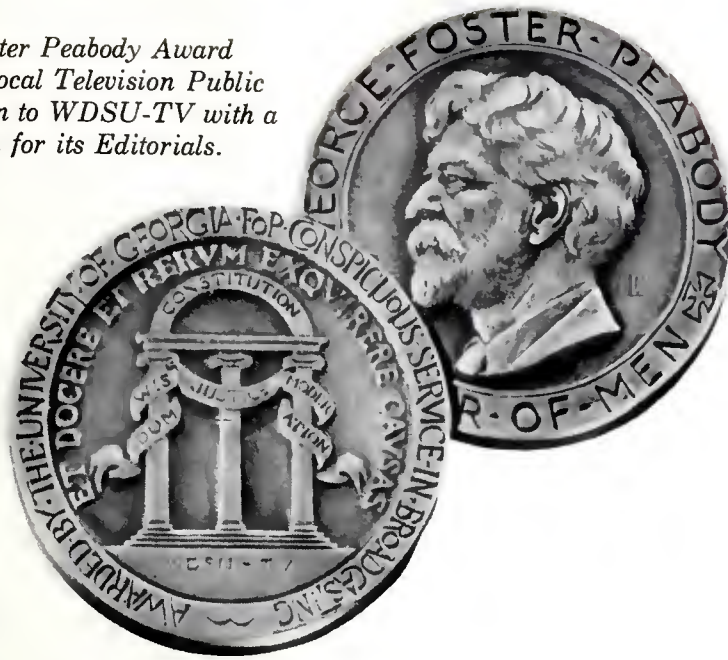
First of all, I sincerely believe that many of us in the mass media, particularly in radio and tv, have been floundering around in a state of ethical confusion during these past few years.

I say confusion because it hasn't been a plot. We're not devils, villains, or sinister materialists, as some of our critics point up.

But I do believe that in trying to think through the problem of operating "in the public interest" we have fallen into an intellectual trap, an ancient ethical error which philosophers, scholars, and theologians have recognized and understood for hundreds, even

(Please turn to page 16)

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



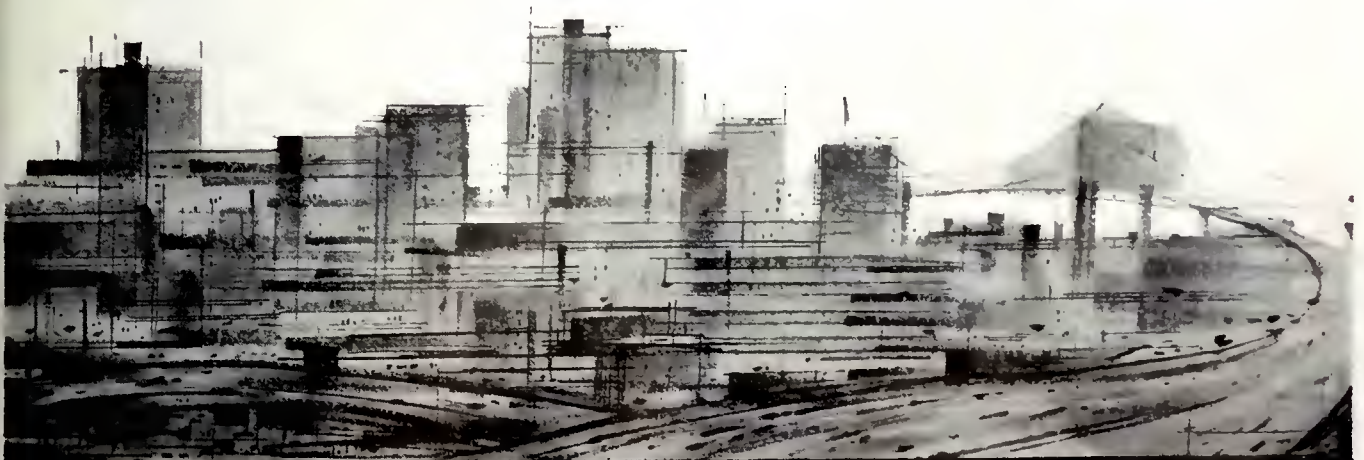
THIS MEDAL REPRESENTS A HAPPY IDEA . . .

. . . 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*



**YOU
KCAN'T
KCOVER
TEXAS**
without

KCEN-TV



MISSING LINK!

between Dallas-Ft. Worth
—Houston and San
Antonio markets... that's
the big Waco-Temple
market dominated by us.



BLAIR TELEVISION ASSOCIATES
National Representatives

thousands of years. This is the error of "unlimited humanism," the humanist fallacy or humanist heresy depending on how you look at it.

Essentially it is the mistaken notion that a rational, workable, and enduring system of personal ethics and behavior can be based solely on the idea of loving, serving, and pleasing people.

Every great religion and nearly every great philosopher denies that this can be done. They insist that something more is needed—a primary loyalty to a power and to principles which are greater than people and, significantly, greater than one's self.

Thus Christianity preaches that the brotherhood of man is meaningless without the fatherhood of God.

Thus my own church holds that the "first and great commandment" is not, as so many believe, to "love thy neighbor." It is to "love the Lord with all thy heart and soul and mind."

Of course, in any enlightened system of religion or ethics these two quite different concepts are almost inextricably intermixed.

A famous passage from the New Testament holds that "if any man says he loves the Lord and hates his neighbor, he lies." But the other side of this theologic coin is equally true and, I think, deserves even wider publication in 20th Century America—"If any man says he loves his neighbor and hates his God, he also lies."

Theology and the Communications Act

Now what, if anything, has all this to do with mass media and with the licensing terms of the Communications Act?

Just this—that in trying to figure out what it means to operate "in the public interest" we must draw exactly the same clear distinctions between principles and people.

The primary responsibility of any mass media leader is not to people—to his listeners, viewers, or readers. His primary responsibility is to the principles of freedom, equality, and opportunities for mankind on which America was founded.

And he can serve people only in terms of these principles.

Any time he sacrifices principles for the public interest he is not operating in the public interest.

If 25,000,000 people want tv programs featuring cheap crime and violence—so what? Has a broadcaster a "moral obligation" to serve this "minority interest"? What rubbish!

Or suppose, as might happen, that Nielsen, Pulse, and ARB figures seemed to indicate that an overwhelming majority of Americans want nothing from tv except stale, vapid entertainment.

Does this mean, as some industry muddleheads suggest, that a network or station head has a "clear mandate" to program nothing but the seediest sex and shoddiest tinsel that Hollywood can provide?


Hell no! And the reason is not because such a schedule violates some idea of "total" or "balanced" programming. Or because it fails to throw sops to small intellectual segments of our society.

The reason is clearly and simply that such scheduling does nothing whatever to advance the American ideals and American purpose that are spelled out in the Constitution and Declaration of Independence.

These are the principles on which we must build. These are the standards on which we must be judged. And for this, as I said in Kentucky, we shall need heroes as well as idealists.



WAVE-TV Gives You
28.8% MORE HEAVY SMOKERS!
(and light smokers, too, for that matter!)

 Yes sir, it's a fact! WAVE-TV gives you 28.8% more smokers, because it gives you 28.8% more VIEWERS than any other TV station in Kentucky — sign-on to sign-off, every average week!

How many more sales can you make with 28.8% more viewers?

Ask NBC Spot Sales for all the facts — including WAVE-TV's *much lower* cost-per-thousand!



CHANNEL 3 • MAXIMUM POWER
NBC

LOUISVILLE

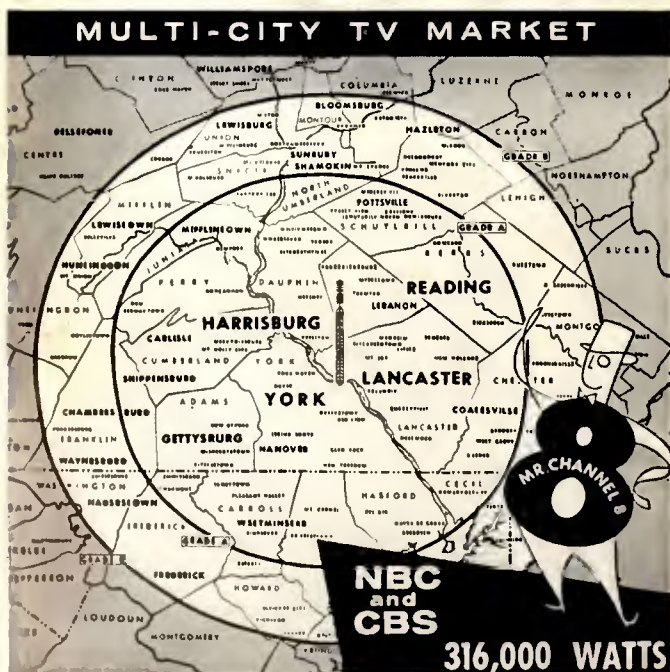
NBC SPOT SALES, National Representatives

Everywhere people are saying...



Lancaster-Harrisburg-York
is one TV market when
you use WGAL-TV

ITALIAN STATE TOURIST OFFICE



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

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

Most significant tv and radio news of the week with interpretation in depth for busy readers

SPONSOR-SCOPE

20 JUNE 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

Something that come out of Y&R this week that should perk up the spirits of the sellers of spot radio.

Remarked William E. (Pete) Matthews, media relations director, in an exchange with SPONSOR-SCOPE anent the medium's outlook: "We hear a lot more talk from clients about radio and there's also a good deal of interest in fm."

Particular significance: Y&R lately hasn't been doing much in radio billings.

Bates, the tv-oriented agency, is working on something for radio: a test on behalf Colgate dental cream in seven Negro markets.

The focus of the test: the New Orleans area. It'll likely be 20 spots a week per market, with local personalities doing the commercial.

In any event, it would be the first dentifrice in radio since Pepsodent vamoosed from the medium with its query about yellow.

Maltex (Heublein) was this week inquiring for spot tv availabilities through Fletcher Richards, Calkins & Holden for the fall.

According to TvB-Rorabaugh, Maltex and its sister Maypo last year spent over \$1 million between them in the medium.

Network spot carriers are again getting a hefty chunk (\$1.2 million) of the coming season's expenditures by Warner-Lambert's Anahist (Bates).

There'll be 52 commercial minutes used on the final quarter on the Westerner, the Outlaw, the Islanders and the Roaring '20s.

Now that these deals are out of the way, Bates should be calling for spot avails.

Nielsen doesn't seem to be getting an enthusiastic response from agency subscribers to a proposal—favored by ABC TV — that the NTI pocketpiece include a breakout showing popularity ratings in 50 multi-network markets.

Basic cause of the negative reaction: this additional tool would cost the subscribers more money.

How the 50 markets would be measured is a little complex. For instance, in three station markets the homes that can't receive a UHF station would be omitted.

Incidentally, starting July the NTI will go nationally to a total U.S. homes basis, instead of just rating programs by homes-tuned-in within coverage areas.

Chicago reps expect to cash in nicely for the fall from an educational campaign they've been conducting lately among midwest tv network users on how spot has worked with conspicuous success for their competitors.

In taking their story to upper sponsor levels the reps found that many of them didn't even know the meaning of spot or had a distorted image of the medium.

Miller Brewing (Mathisson) has already indicated that it will put about \$2.5 million into spot tv and among the accounts the reps report as taking a renewed and deeper look at spot are Pillsbury, General Mills and S. C. Johnson.

Timebuyers needn't worry—for the time being—about the electronic data machine, like the one just installed at Y&R, replacing them: they're still needed for the human nuances of the business.

It's a \$5-million investment that Y&R made for its Remington-Rand computer, which eventually will be used by the media department to figure out all the facets of a spot campaign and issue orders and billings.

Eventually it's planned to feed the whole Standard Rate & Data into the machine, with information on coverage, CPM, audience, geography and other things so that media can get the answer pretty much to whatever it is digging for. In other words, it'll come in handy to (1) select a list of stations and determine the cost of a campaign, (2) set up speculative schedules and (3) statistically compare one media to another.

Automation or no automation, station men will still have to relate their latest story to timebuyers, even if they have to bring along all this in statistical form to be taped eventually into the electronic well that has no bottom.

At the rate it's been going so far this year in tv, the toy industry should spend about 70% more in the medium in 1960 than it did in 1959.

Last year its billings, according to TvB-Rorabaugh, were \$6.2 million, 77% over the tally for 1958.

A comparison for the first quarters: 1960, \$950,000; 1959, \$500,000.

Continuance of the current rate would account for a \$10-million year.

What, in the view of some media people, could prove quite a paradox for tv this fall: there'll be at least 25 auto names competing via birth or new models, but the total expenditures by the industry may not be a lot more than a year or two ago.

The reason they cite is this: all the compacts or near compacts are allied with a larger car and the disposition in Detroit is to piggyback the two on the same commercial, as both Chevrolet and Ford have been doing.

General Motors' corporate buy into NBC TV football adds another \$2.3 million to its 1960-61 stake with that network.

The extent of its sports expenditure by event: World Series, \$1,800,000; Rose Bowl, \$350,000; Blue and Gray game, \$125,000.

In veering its daytime programing appeal more exclusively toward women ABC TV, as it turns out, is actually following a trend: the youngsters aren't watching as much in the daytime as they used to.

Apparently the lure of situation comedy and western repeats for them isn't what it used to be.

Note how in this Nielsen audience composition profile for January 1960 the moppets constitute much less than a quarter of the viewers when the programing isn't geared directly for them:

MONDAY-FRIDAY	HOMES USING TELEVISION	VIEWERS PER HOME	MEN %	WOMEN %	TEENS %	CHILDREN %
10-11 a.m.	16.9%	1.4	13	52	5	30
11-12 noon	23.1%	1.5	15	57	4	24
12-1 p.m.	27.1%	1.5	17	59	3	21
1-2 p.m.	24.6%	1.5	18	59	4	19
2-3 p.m.	23.4%	1.5	19	61	5	15
3-4 p.m.	23.4%	1.5	16	58	7	19
4-5 p.m.	28.4%	1.7	16	47	11	26

Don't think that Leonard Goldenson is through whittling down the programing spectrum between ABC TV and the other networks or laying low the jibes of his network's critics.

Ponder what's happened within the space of a couple months: ABC's become not only a potent commercial contender in the sports field but it's hauled in somewhat of a prestige account to sponsor a host of ABC news-in-depth and documentary programs.

As to Goldenson's next move, the trade speculation is that it will be in the direction of a row of expensive live dramatic hours, spotted in prime pre-empted time and challenging the quality of Playhouse 90 and DuPont's Show of the Month.

Noted an official of a competitive network in appraising the recent coups and moves by Goldenson: "His nighttime is better than 85% sold out for the final quarter and with this money in the bank he can afford to write off an appreciable portion of the cost in other than regular programing areas. Fortunately for him, he operates with a very sympathetic board of directors."

P.S.: The trade wouldn't be surprised if Goldenson made a stab to bring Jack Paar into the fold, not only for the billings involved but to give ABC a stronger hook in going after affiliates.

NBC TV is reported conjuring with something novel in nighttime sales plan: putting together a package costing \$100,000 and which would deliver about 80 rating points a week.

The plan would involve spot carriers, but the total points would not be guaranteed. Cost per commercial minute under such a plan would run \$20-22,000.

Slice it any way you will, the tv networks as a whole this fall will have about as many regularly scheduled shows that lean on some form of rough force in action as they had last season.

A comparison of this genre by total, with the 1960-61 schedules as they now stand as one of the bases:

NETWORK	1959-60	1960-61
ABC TV	19	18
CBS TV	12	8
NBC TV	13	17
Total	44	43

Check out Schlitz (JWT) as one of the accounts that's bought a quarter of the American Football League games on ABC TV.

The brewing company wanted out when it learned that the network would not rotate the commercials over the period of the contract.

Reason ABC gave for the fixed position: changes in feed pattern would bolix up regional and local sales because of the possibility of product conflict.

Let CBS TV and NBC TV sell their daytime in terms of quarter-hours: at ABC TV the emphasis, it seems, is being put on the number of home impressions obtainable for so much money.

Take for an example, a pre-Christmas plan ABC TV is offering. The core of the plan: an advertiser who commits himself for \$66,000 can spot his commercials over any period he elects and what he can expect is a total of at least 60 million home impressions.

The main target of this pre-Christmas hunt are advertisers who customarily use magazines for their holiday promotion.

ABC figures that the \$66,000 expenditure is equivalent to two four-color pages, but the end result would be six times the audience.

Look for midwest agencies to start doing their spot tv buying for the fall as soon after the Fourth as possible to get an edge on the spot powerhouses in New York.

They did this last year and in the process picked up a lot of choice spots that became loose as the spring accounts exited.

One important reason why midwest agencies deem it a "must" to act early: New York agencies (practically a handful) control 80% of the choice prime time in the top markets and the way to crack this near monopoly is to flash a batch of orders to stations before the network-loaded New Yorkers get around to getting spot decisions from clients.

ABC TV is setting the pace in new daytime sales: it got over \$1 million worth of it this week, with most of the accounts newcomers to that network's fold.

The catch: S. C. Johnson (NLB), 64 quarters over 12 weeks, starting 9 September; Knapt-Monarch (Block), seven quarters over 12 weeks; Lady Esther (Cohen & Aleshire), 25 quarters over 25 weeks, starting 27 June; Vick's Clearasil (L&N) Bandstand, 2 minutes weekly, 52 weeks.

Just to bring you up to date on the Nielsen-CBS TV alliance for the fall: the two are still having conversations about the new contract.

It seems that CBS would go on using the Nielsen services if there were less dispensation toward ABC TV on price and both networks were charged alike.

Nielsen's position: the rates are based on fixed charges plus a difference in the rates of the various networks, and, after all CBS gets more money than ABC.

Ogilvy, Benson & Mathers is trying to find out whether there's any such thing anymore as viewer loyalty in daytime network tv.

It's part of an in-depth study covering the casualty rate of various types of programs and analyzing the most effective ways of corporate scheduling.

Drug manufacturers will tell you that tv advertising has become their single largest expenditure.

They can, for instance, turn out the contents of a bottle of hair tonic for 10¢ but they spend from 15¢ up on tv alone to sell that bottle.

Media plans and copy strategy for Pillsbury's cake-mix (Burnett) may be radically changed for the fall as the result of a study made by the agency.

The project: motivational research on the type of cake-mix commercial that the promising purchaser reacts to best.

Some may call it mere semantics but tv reps have a pretty solid counter argument when their stations want to know what's happened to their national business.

The answer: they're getting more national business every year, but the channel through which it comes keeps shifting in both total and ratio.

What used to come through national spot now in a large degree filters into the station via local buying with national money, network spot carriers and the sharpened advantages accruing from the ways that daytime network is now being sold.

In other words, regardless of the source through which it now comes to the station, it's still money expended by national advertisers.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 44; News and Idea Wrap-Up, page 72; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 78; and Film-Scope, page 56.



And for dessert she eats up ARB and NIELSEN!

...in the Land of Milk and ~~X~~^Money

Out here Miss TillieVision enjoys everything in sight:

1. Channel 2 for those extra counties.
2. CBS for the best in Public Service.
3. 400,000 TV homes for greener pastures.

In the Land of Milk and ~~X~~^Money!

WBAY-TV

GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager • Represented by THE KATZ AGENCY

2





**same
story!**

● *A once-in-a-lifetime special event or a regularly-scheduled adventure show—as different as can be, yet the same: they spell overwhelming leadership for Channel 2.*

Example: WCBS-TV's coverage of the wedding of Princess Margaret scored a royal 25.9 rating and a 60.9% share of audience. Despite an 11:15 pm start (well after the other New York stations), the WCBS-TV coverage averaged 72% more homes than the second station's prime-time showing, more than the next three stations combined! (Nielsen)

Another example: "Sea Hunt," one of New York's top-rated shows during a seventeen-month run on Channel 2 (31.2 average rating). When the show moved to another network station — same night, same time — ratings took an immediate plunge. Overnight, "Sea Hunt" lost three-quarters of its audience! The inevitable result: "Sea Hunt" is once more back on Channel 2, once more riding the popularity crest with a current 27.8 rating. (Nielsen)

Worlds apart? Of course. Yet both cases are part of the same familiar story. Year-after-year (as reported in 63 consecutive Nielsens), New York's largest audiences by far are tuned to...

WCBS-TV

CBS Owned • Channel 2, New York • Represented by CBS Television Spot Sales

MEMO:

TO A PROGRESSIVE STATION REP

You can meet the challenge of increasing competition by making your clients the servants of a recognized specialist in radio programming and creative advertising . . . a service that will pay for itself in cold, hard, advertising dollars.



The National Program Director of a major modern radio group is eager to accept the challenge of a progressive national rep. as Programming Consultant-Director of Creative Sales.



If you are looking for greater economy, acceptance and improved ratings . . . let's get together.

Write in confidence to:

Box 323

SPONSOR

40 E. 49th Street
New York

Raymond F. Henze, Jr., president, John E. Pearson Co., feels that "all stations should adopt a firm rate policy. The ideal solution is a single rate for all advertisers, whether national, regional, or local. Where two cards are necessary, their applications should be well-defined. Local rates, (perhaps better termed 'retail rates') should apply to local retail establishments, and general rates would then apply to all other advertisers. We can't be critical of advertisers or agencies who send men into the field in an attempt to get 'bargain' rates. It is, however, unfortunate that these attempts have all too often met with success. But advertisers who deal with stations which break a rate card can never know with certainty whether or not they have the best rate available."



Henze lays charge for the final responsibility with the station. "Every FA agency contract order says, 'Station represents that time rate named in this contract is lowest rate made by station for like broadcasts at the time this contract is entered into.' If all stations adhere to these terms there'll be no problem."

Robert Tiedje of the George P. Hollingbery Co., New York, finds that the criteria for station selection in many instances have become "too allegedly scientific." As he puts it, "Unless a schedule can meet certain formulas, or minimums, or maximums (take your choice), quite often a station that can and does do a job for its advertisers is denied the order."



Tiedje points up the trend with queries for agency media people: "1) If station 'A' has 90% of the local business (has had for years), and station 'B' has a few more 'homes' credited, how many would buy the latter? and 2) If station 'C' has no published merchandising plan based on dollars spent, but just guarantees full cooperation with advertisers' local sales force, and station 'D' promised this and that and then some, wouldn't many select 'D'?" Adds Tiedje, "The station representative must be an expert regarding his station and market. He is only a clerk if he must limit his time and approach to so-called foolproof formulas and systems to assure advertisers their dollars are better spent on such stations as 'B' and 'D.'"

KANSAS CITY: A BEAUTIFUL BUY

Beauty is evident everywhere in this market of more than a million persons.

Beauty in the flowing expressways of Kansas City's half-billion-dollar downtown redevelopment program. In the parks and residential areas. In fountains and sculpture like the internationally famous William Volker Memorial, "St. Martin of Tours."

Referred to as "an investor's dream" and with the "greatest growth possibility in America today," Kansas City's a buy that's a beauty. And your best radio buy here is KCMO. It's Kansas City's *only* 50,000-watt station. It's Kansas City's *only* radio station reaching out into the rural counties of four states, talking to six million persons.

If you're looking for a way to beautify your sales picture, look our way. Look to KCMO-Radio, serving a potential buying power of nearly two billion dollars.



Central figure in the last sculpture completed by Carl Milles is St. Martin of Tours. It stands amid fountains at the Kansas City cultural center.

Photo: Dan Faron

KCMO~Radio

The Tall Tower at Broadcasting House / Kansas City, Missouri

E. K. HARTENBOWER, Vice-President
and General Manager
R. W. EVANS, Station Manager

SYRACUSE
PHOENIX
OMAHA
TULSA

WHEN
KPHO
WOW
KRMG

WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV
John Blair & Co.

Represented nationally by Katz Agency.
Meredith stations are affiliated with
BETTER HOMES AND GARDENS and
SUCCESSFUL FARMING magazines.



When clients
expect you to
**PULL CUSTOMERS
OUT OF A HAT ...**
use the
MAGIC WORD ...



in **SAN ANTONIO** its

Channel
K 12
ON tv

ABC Television in San Antonio...
the Greatest Unduplicated Live
Coverage in South Texas!

Represented by
THE KATZ AGENCY

49th and Madison

Commercials festival

You certainly deserve the congratulations and thanks of the entire industry for the superb job you did in organizing the American Tv Commercials Festival.

I was pleased to see such a large attendance at the Awards' Luncheon on Friday. You may be interested to know that you had a guest from as far a distance as London—Mr. C. Pearl of Pearl & Dean, one of the world's largest producers and distributors of film to motion picture theaters in many foreign countries.

Mr. Pearl is visiting our New York office and was pleased for the opportunity of screening U. S. commercials.

Best Wishes for another great festival next year!

Maxine Cooper
resident v.p.
Alexander Film Co.
Colorado Springs

Radio first!

My SPONSOR arrived yesterday morning and as usual, I went to work on our "bible" and started to read it from cover to cover. Mr. Joe Csida, a "must" for me, had a disturbing article titled: "Tv Had it All Over Print on the Summit Story!"

Oh, I'll go along with that idea... but radio had it all over every other media for reporting! Mr. Csida speaks about waiting at Idlewild and noticing three different men dashing through customs with films from the Summit. If Mr. Csida had turned on his radio, he would have heard the story, long before he even started for Idlewild. Radio had it "live," direct from the Summit, and while we couldn't actually see Mr. K tossing his arms about and the different characters surrounding the Russian, still

radio had the meat of the whole story—as it was happening!

I didn't check the other networks but NBC was on the spot and it was in world events, such as the Summit reporting, that radio and NBC really shone! So, please, please tell Mr. Csida to give radio credit where credit is due! Not once in his story, did he mention radio and the magnificent part it played in presenting the report.

Radio had it first—as always!

Ted Holmes
general manager
KGEE
Bakersfield, Cal.

Debatable!

Can you clarify this paragraph from the 14 May "ARB Coverage Study" story for your readers?

"ARB had been negotiating with the Advertising Research Foundation to publish the set count figures under the latter's aegis. However, negotiations have been broken off over some technical matters. It is understood that one of the questions at issue was the set count reversals (compared with the 1958 ARF-Nielsen figures, which showed up. ARB felt that to ignore the set count dips it found would be to condone inaccurate figures."

The question is not set count reversals. The only real question is how good is the technique used to produce the new set count. Al Lehman or Charles Ramond at the ARF can provide the facts you'll need to set the record straight.

Erwin Ephron
A. C. Nielsen Company

• Alvin W. Lehman, managing director of the ARF, denies ARB's claim that there had been any "negotiations." For further details see "ARB Set Count Shows Reversals from Nielsen," p. 38.

... packed with a remarkable supply of vital information ..."

—RICHARD C. PROCTOR
President
Richard Proctor Advertising

"... will save me a lot of time looking around for broadcast data."

—JOHN ORTENGREN
Director of Marketing
Tassab Advertising

... I was really eager to get the word of information that it contains."

—W. VAN SANTEN
Marketing Research
General Mills

"... as far as use-reaction is concerned (it) will be the most popular reference and study book in the office."

—H. S. HAMLIN
Adolph Coors Co.

... arrived this morning. By closing time it had worked three hours for this agency."

—GEORGE L. ACKORS
Ackors Advertising Agency

"... a most useful tool. Here under one cover a broadcast media buyer can become an expert in all phases of broadcast media."

—ROBERT F. BRUNO
Media Department
Reach, McClinton & Co., Inc.

... the UNIVAC for the small agencies."

—WILLIAM G. MORS
Durk Advertising, Inc.

"... on my desk at ALL TIMES!"

—NORMAN C. WIDENHOFER
Radio/TV Head
Willis S. Martin Company

... I hate to let it out of my office for fear of not getting it back."

—KAY SHELTON
Time Buyer
Compton Advertising

"... a 'basic' reference book."

—WARREN C. FITZSIMMONS
Media Research
McCann-Erickson, Inc.



WHEN SPOT BUYING
DECISIONS ARE MADE

SPONSOR'S AIR MEDIA BASICS

IS WORKING FOR YOU!

GREYHOUND
IS THE
PACESETTER
IN HARNESS RACING

It covered a mile and a half in three
minutes, two and a half seconds



wsai

IS CINCINNATI'S
PACESETTER
RADIO STATION

Time buyers are making 1960 a Pacesetter year for WSAI sales. National spot billing has shown sizeable increases every month this year. And May is up 26% over the same period last year. Continued sales results for our sponsors is the only reason for continued sales increases for WSAI. In Programming . . in Popularity . . in Productivity . . WSAI is Cincinnati's Pacesetter Radio Station.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WSAI - Cincinnati; WPEN - Philadelphia; WALT - Tampa

KEY ACTIVE SUMMER RADIO CLIENTS

Below are 10 national advertising accounts active in 1960 summer radio. Some are new to it, others are veterans. But each has a stake in summer business and is using radio to get it

GENERAL MOTORS ACCEPTANCE CORP., *Auto financing*

UNION CARBIDE & CARBONS, *Insect repellents*

TEA COUNCIL OF AMERICA, *Iced tea*

SATURDAY EVENING POST, *Summer reading*

DIAMOND NATIONAL, *Briquets for cook-outs*

THE NESTLE CO., *Nescafe iced coffee*

DU PONT, *Automobile tires and synthetics*

AMERICAN TOBACCO, *Lucky Strike cigarettes*

FONDA PAPER PLATES, *Picnic paper supplies*

NEHI CORP., *Soft drinks and beverages*

SUMMER RADIO: A BOOM AT THE LOCAL LEVEL

Station men say radio business is good now, but not all the reps, unfortunately, are aware of this fact

Trouble is, quite a bit of this 'local' business is in reality national advertising buying at local rate

At the listening level, radio continues bigger this summer; about 10 million units for out-of-home listening have been added since last summer. But at the national advertising level, consensus is that 1960 summer radio has not forged ahead at the same rate growth.

Behind this paradoxical situation:

Trouble is not with summer radio audiences or with advertisers' regard for it—but with the changing profile of radio buying.

Stations are doing very well this summer. But the boom, for the most part, is local. Reps, with only a few exceptions, have not felt it. And radio networks, in general, have not

noticed a landslide of summer business either.

Yet a lot of national brands are getting a good airing in markets across the country. The reason much of this business is not showing up in national records is obvious:

A lot of the local business is, in actuality, national business bought at local rates. It is the kind of hocus-pocus that has disturbed such agencies as N. W. Ayer and McCann-Erickson (see, "Reps: Caught in The Dual Rates Wringer," SPONSOR 13 June).

The manager of a leading radio station in a top market told SPONSOR, "We're having a great summer. But

BBDO ON HOT WEATHER RADIO

William Hoffman, radio director for BBDO, this season reminded clients of that major agency of the importance of summer radio. From his recommendations, SPONSOR has digested briefly below five of his main points on the medium

1 **ALTHOUGH** *it is difficult to measure (because of its mobile nature) it's pretty well established that summer radio can be radio at peak strength; 40 million auto radios can't be ignored.*

2 **SUMMER** *month sales potential for advertisers is no worse (and is often better) than sales potential for other quarters. 40% of annual beer business is in summer; 26% of car sales*

3 **OVER** *9 million out-of-home type radio receivers were added last year; nearly 6 million were in autos; 3 million were portables. Increase over 1958; auto, 50% portables, 18.4%.*

4 **WHAT** *makes auto radio in summer especially efficient (not to mention again the big plus) is the fact in the summertime, about 37% more time is spent in cars than in winter.*

5 **SUMMING UP:** *economy, impact, frequency of message are all advantages of summer radio. Summer radio fits the public's mode of summer living, delivers the "last word" to shoppers.*

only about 15% of our business is national."

Still another incongruous angle to the current state of summer radio business is the fact that in certain product categories radio stations are close to overloaded. Cigarettes, beer and beverages, gas and oil, and automobiles are virtually jamming the air waves. Any more requests for avails in these categories bring only finger-nail biting. What the stations are looking for now—as might happen in a general store where a dozen brands of one item crowd one shelf while the rest are bare—is diversification of advertisers.

So it is a case of "business is good" and a case of "business could be better." An honest, unvarnished statement on the whole picture of summer radio a la 1960 is the following to SPONSOR by Lawrence "Larry" Webb, managing director of Station

Representatives Association:

"While some factors," said Webb, "have recently affected national spot radio adversely, generally the outlook for summertime 1960 billings is good.

"No significant gains over the previous year are indicated on the charts to date in advance billings, but a number of campaigns presently getting under way, and running through the balance of the year, are not reflected in such figures.

"Changes in programing formats of a number of stations throughout the country," Webb continued, "which took place at the beginning of the year or later, are only now catching on, and billing figures for national spot are on the increase.

"Double rate card systems coupled with 'wheel-and-deal' artists who operate in the industry tend to discourage some advertisers from increasing their spending in the medium, but

when the facts are properly presented—which reflect the true value of radio as an advertising medium—such advertisers and their agencies start thinking of the medium in terms of year round advertising. Member firms of SRA continue to expand their efforts in research and promotion for the medium, and the year 1960 will prove to be another outstanding year for national spot."

On the subject of promotions by station representative firms and of programing ingenuity by stations there is much to be said. New summer radio presentations have been developed by a number of rep firms (among these: The Katz Agency's "Radio—Your Best Summer Buy"; Edward Petry & Co.'s "Use Spot Radio"; PGW's "Summer's Sunniest Spot—Radio 1960," and H-R Representatives' "Radio Month 1960"). What is also significant is that, on the buyers' side of the fence, Bill Hoffman, BBDO's radio director, has reminded that agency's clients of the growing opportunities and impact of summer radio (see box).

All of these presentations are based on hard fact, and here are some of the facts set down:

From PGW's reminder: "Last summer, over 30% additional radio audience was added by the out-of-home factor. . . . "The summer quarter of the year (June, July and August) yields at least one full quarter of the whole year's sales potential (total year 1959 retail sales in U.S., \$215.4 billion; June-July-August 1959 retail sales, \$55 billion; percent of summer quarter, 25.6%. . . . An August 1959 Sindlinger & Co. report stated that during the week ending 9 July 79.4 million Americans (over 12 years of age) listened to radio against 78.6 million who viewed tv. Auto radios accounted for 30% of this daily listenership, 12.5% of the audience was attributed to portable radios. . . . Half the people in the U. S. go on vacation other times than in summer, and very few are away *all* summer. In fact, the National Industrial Conference Board says that 80% of all Americans 'get away from it all' for less than three weeks out of the year. . . . According to The Pulse, among groups of more than four people at beaches, parks

and picnic grounds, it is revealed that 40.8% have portable radios along and that 75.3% of these radios were in use at the time of the Pulse survey. . . . As for America's fast-growing sport of boating, Fact Finders reports that 70% have standard radios aboard, and that of the 37 million American boaters, 52% listen to radio afloat from six to 10 hours weekly."

From H-R Reps: "Radio Month 1960" is a sort of "how-to" book for radio stations in the area of building summer business. In this book are suggested stationbreak announcements pointing up the "good old summertime"—"It's a great day for being outside—with your radio"; "Going to the beach today? Take your radio along"; "You can take it with you . . . your radio, that is." Also included are more detailed summer radio pitches designed for announcements ranging from 20 seconds to a full minute, complete with such musical themes as "The Picnic Song."

From the Petry summer radio report: "People are harder to get to in summer—they go outside more, move around more, have more things to do, are away from home more. There's

one thing they do more of—listening to radio . . . based on record-shattering radio set sales during 1959, summer 1960 should see more people spending more time with more radios in more different places than at any other time in media history."

From Westinghouse Broadcasting's "Radio Everywhere": "The number of car radios in the U. S. far exceeds the total circulation of all daily morning newspapers. . . . In 1946 there were 20 car radios per 100 families; today it's about 80 . . . car owners spend more than \$350 million a year for new car radios. . . . There are more radios in the U. S. now than there were people just 20 years ago."

From The Katz Agency: "Radio's out-of-home audience gains are not made at the expense of in-home listening. In fact, radio's in-home audience is virtually the same winter and summer . . . but summer radio adds a bonus of out-of-home listeners that amounts to about 30% plus. . . . Network tv loses viewers in summer. According to A. C. Nielsen, tv programs using summer repeats deliver 36% fewer homes in summer than in winter; those using summer replacements deliver 41% fewer homes, while those which present new

material all year long wind up with about 26% fewer homes in summer. . . . Of four major media (radio, tv, newspapers and magazines), Radio Advertising Bureau reported radio is the one medium which, in summer, goes up in the number of hours spent with media weekly."

Stations also are wooing the advertising accounts by the addition of special programming slanted to the summer audience. KELP, El Paso, interrupts its afternoon programming every 20 minutes with a ringing bell and the voice of the announcer reminding listeners at the beach to "roll over and tan the other side." WGN, Chicago, plans a program titled *Signal 10* that offers tape playbacks of conversations between highway patrolmen and traffic violators.

WFBR, Baltimore, has a show, *Weekend on WFBR*, target of which are the vacationers and boaters along Chesapeake Bay. WFIL, Philadelphia, runs a regular fishing contest with prize of \$500 or its equivalent in camera equipment or round trips to Miami to listeners who catch the largest fish.

Picnic Party Patrol, originated by WSB, Atlanta, is an interview program. (Please turn to page 50)

THESE PRODUCT CATEGORIES ARE RADIO-ACTIVE NOW

GASOLINE AND OILS: *Purveyors of fuel and lubrication to the summertime motoring public are heavy investors in warm-weather radio, their strategy: catching listeners to 40.5 million car radios.*

BEERS, BEVERAGES: *Brewers and soft drink manufacturers, tea and coffee firms are in the forefront of summer radio advertising. Trouble is that most breweries and bottlers buy at local rates.*

AUTOMOTIVES: *Like the gasoline advertisers, auto dealer associations and manufacturers of auto supplies are after radio's big "enroute" audience. Tires, polishes, accessories like traffic and news shows.*

CIGARETTES: *Tobaccos are strong on radio stations this summer. Perhaps it's their stress on smoking enjoyment and pleasure that bids them go for the out-of-home crowd that is relaxing in the sun.*

SPECIALTIES: *Considerable summer radio business comes from products that are strictly seasonal. A few of these are: sun tan lotions, charcoal briquets, motels, picnic and camp supplies, bug sprays.*

SHOOTING COMMERCIALS THE HARD WAY



More than normal obstacles beset the shooting crew assigned to get film for tv commercials at New York's new Freedomland amusement park. Tv, integral part in an intensive multi-media campaign, was keyed to park commercials preceding the 19 June opening date, even though the park itself wasn't completed.

Commercial strategy: Ellington & Co., New York ad agency staffers and park workers, both construction and office personnel, pitched in to give a finished tv effect despite the rough on-location scenes.

The park is an East Coast Disneyland centered in the Bronx, New York borough. It was heralded throughout the entire metro area in a four-week preliminary ad campaign including tv (40 announcements weekly on four stations, kid shows on three), radio (200 commercials weekly on seven stations), newspaper, posters, and trade advertising.

Follow-up includes area advertising. 

UNFINISHED set shows bulldozer carrying crew of U. S. Production as well as plotted plants for final tv film scene below. Two announcements—a 60 and a 20—were shot so that components can be shuffled and re-matched for what appear to be different tv versions

FINISHED scene in San Francisco's Chinatown is film focus even though adjacent area (above) is completely unfinished. Glenn Botkin, tv producer at Ellington agency, set up location shots for three days of shooting. Park covers 205 acres in shape of the entire United States





CONSTRUCTION of old-time Chicago street scene was rushed so cameras could pick up action for tv. Park and commercials were themed to stages of Americana, ranging from San Francisco and wild West to New Orleans, Chicago, Cape Canaveral, and Satellite City



COMPLETION shows signs of times, featured in Freedomland exhibits, as in Chicago set. Excitement keys commercial as well as Park itself, says Tom Ellington, agency a.e. He cites such features as Indian raids, San Francisco earthquake, Mardi Gras, Civil War battle



BEGINNING action, producers line up animals and people for rough-and-ready Pony Express ride. Stockade enclosure, vintage 1860, has a gun shop, harness shop, general store, and Pony Express station, all dramatized by a real rider sprinting to a horse and wheeling off



ENDING finds express ride taking off in a cloud of dust for the tv commercials, dashing from one section of the park to another to deliver mail. All tv extras in series are employees of the park, acting informally and spontaneously between their regular work sessions



BARREN GROUND marked this readying of amateur talent for the "scenic drive" through New England in antique cars (in one case, a 1909 Cadillac). Curiosity seekers and Freedomland workers joined in as motoring tourists in finished versions of tv commercials



LANDSCAPING was added hurriedly for the tv film, with older drivers who had owned the real thing and new ones unfamiliar with the automotive antiques wheeling along the new road. Park sets cover "more space than six Hollywood studios," represent 200 years

ARB'S NEW SET COUNT SHOWS

Hot on the heels of Nielsen figures, the American Research Bureau at this week issued its county-by-county TV set count for 1960.

The ad business was not only treated to the uncommon spectacle of two set counts within a week's time, but the not uncommon spectacle of two sets of figures not agreeing.

The pres-tune release of ARB's figures did not permit any detailed comparison between the two set counts. However, ARB has already found there are at least 800 counties which show set count "reversals"—that is, lower figures than Nielsen, which

has, thus far, been the standard in the industry.

The reversals actually apply to the 1958 ARB-Nielsen set count. A comparison between the ARB data and the 1960 Nielsen count would undoubtedly show a greater number since the latest Nielsen count is an updating via growth curves of the ARB-Nielsen material. (The actual details can be gotten through county-by-county comparisons in the listing below showing both ARB and Nielsen percent penetration levels.)

The ARB data are the fruit of the research firm's county-by-county "sweeps" in November 1959 and

COMPARISON OF TV SET COUNTS AS RELEASED BY THE

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIelsen	ARB	STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIelsen	ARB	STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIelsen	ARB
ALABAMA											
ALABAMA	838,600	76	71	PERRY	2,500	64	52	CRITTENDEN	1,000	77	71
ADAMS	1,000	77	71	JACKSON	5,000	57	63	CROSS	1,700	69	69
ANDREWS	1,000	72	67	PIKE	7,000	60	63	DALLAS	3,000	66	69
BALDWIN	1,000	72	67	RANDOLPH	3,000	64	70	DENHA	5,700	61	70
BARTON	1,000	72	67	RYSSSELL	11,000	73	70	DEWE	2,000	64	70
BELLEVILLE	1,000	72	67	SAINT CLAIR	1,000	74	87	FAULKNER	5,000	64	70
BIRMINGHAM	1,000	72	67	SHELBY	8,200	84	81	FRANKLIN	2,000	59	56
BLOUNTSVILLE	1,000	72	67	SUMTER	2,000	57	52	FULTON	2,000	60	55
BONHOMME	1,000	72	67	TALLADEGA	10,000	81	77	GARLAND	14,700	77	77
BOWEN	1,000	72	67	TALLAPOOSA	4,700	87	80	GRANT	2,200	61	70
BRADLEY	1,000	72	67	TUSCALOOSA	27,200	80	77	GREENE	2,000	63	70
BREWER	1,000	72	67	WALKER	10,000	88	70	HENRISTEAD	1,400	61	67
BULLOCK	1,000	72	67	WASHINGTON	2,000	54	61	HOT SPRING	2,000	64	67
BUTLER	1,000	72	67	WILCOX	2,000	54	60	HOWARD	2,000	70	69
CHAMBERLAIN	1,000	72	67	WINSTON	20,000	61	60	INDEPENDENCE	7,800	60	72
CHICKASAW	1,000	72	67	ARIZONA				IZARD	2,100	53	60
CHEROKEE	1,000	72	67	ARIZONA	357,200	83	81	JACKSON	7,400	60	71
CHICKSAW	1,000	72	67	APACHE	2,100	26	47	JEFFERSON	20,000	60	71
CLAY	1,000	72	67	COCHISE	10,000	32	50	JOHNSON	3,000	60	67
CLAYTON	1,000	72	67	COCONINO	5,000	32	50	LAFAYETTE	2,000	61	71
CLAYTON	1,000	72	67	GILA	8,000	46	70	LAWRENCE	4,200	68	55
CLAYTON	1,000	72	67	GRAHAM	10,000	38	50	LEE	1,000	64	60
CLAYTON	1,000	72	67	GREENLEE	1,100	24	50	LINCOLN	2,200	61	67
CLAYTON	1,000	72	67	MARICOPA	182,400	31	50	LITTLE RIVER	2,100	70	74
CLAYTON	1,000	72	67	MOHAVE	2,100	30	50	LOGAN	2,000	59	70
CLAYTON	1,000	72	67	NAVAJO	8,000	45	60	LONOKO	2,000	71	70
CLAYTON	1,000	72	67	PIMA	60,000	33	50	MADISON	1,700	56	71
CLAYTON	1,000	72	67	PINAL	20,000	30	50	MARION	1,000	50	71
CLAYTON	1,000	72	67	SANTA CRUZ	2,400	34	70	MILLER	2,000	47	74
CLAYTON	1,000	72	67	YAVAPAI	7,000	31	50	MISSISSIPPI	17,000	70	71
CLAYTON	1,000	72	67	YUMA	11,000	71	77	MONROE	4,000	64	69
ARKANSAS											
ARKANSAS	182,100	71	72	MONTGOMERY	1,700	61	60	NEVADA	2,000	60	67
ASHLEY	2,000	55	51	NEVADA	1,000	60	67	NEWTON	1,000	50	67
BAXTER	2,000	63	67	OCUCHITA	8,200	67	67	PERRY	1,000	70	60
BENTON	19,000	62	67	PHILLIPS	11,900	60	60	PHILLIPS	11,900	60	60
BONNEVILLE	2,000	60	67	PIKE	2,000	61	61	POINSETT	2,000	74	60
BRADLEY	2,000	62	67	POINSETT	2,000	61	60	POLK	2,000	61	60
BULLOCK	2,000	62	67	POLK	2,000	61	60	POPE	2,000	61	61
BULLOCK	2,000	62	67	POPE	2,000	61	61	PRAIRIE	2,000	74	67
BULLOCK	2,000	62	67	PRAIRIE	2,000	61	61	PULASKI	7,000	61	61
BULLOCK	2,000	62	67	PULASKI	7,000	61	61	RANDOLPH	3,000	60	61
BULLOCK	2,000	62	67	RANDOLPH	3,000	61	61	ST. FRANCIS	8,700	73	67
BULLOCK	2,000	62	67	ST. FRANCIS	8,700	73	67	SALINE	2,000	70	70
BULLOCK	2,000	62	67	SALINE	2,000	70	70	SCOTT	1,000	59	61
BULLOCK	2,000	62	67	SCOTT	1,000	59	61	SEARCY	2,000	55	62
BULLOCK	2,000	62	67	SEARCY	2,000	55	62	SEBASTIAN	18,000	64	60
BULLOCK	2,000	62	67	SEBASTIAN	18,000	64	60	SEVIER	2,000	48	74
BULLOCK	2,000	62	67	SEVIER	2,000	48	74	SHARP	1,700	53	60
BULLOCK	2,000	62	67	SHARP	1,700	53	60	STONE	1,000	52	64
BULLOCK	2,000	62	67	STONE	1,000	52	64	UNION	19,000	72	70
BULLOCK	2,000	62	67	UNION	19,000	72	70	VAN BUREN	1,000	66	68
BULLOCK	2,000	62	67	VAN BUREN	1,000	66	68				

'REVERSALS' FROM NIELSEN

March 1960, averaged as of January 1960. These sweeps are also the source of the upcoming ARB national tv coverage study and the semi-annual run-downs of all viewing in the U. S.

Like Nielsen, the ARB penetration levels are applied against *Sales Management* total household figures for January 1960. The ARB sweeps are based on samplings of telephone homes but in the set count estimates, adjustments have been made for non-telephone homes.

Arrival of the ARB data with its reversals promises some painful decisions by agencies and

offers the prospect of a storm of protests by stations. Also to be expected are intense debates by research technicians as to which set of set count figures is more reliable.

ARB had been seeking to publish its set count under ARF aegis. An ARB spokesman said last week the research firm had broken off discussions with ARF. According to ARB, the reason no agreement was reached was (1) the ARF would not accept reversals of the ARF-Nielsen data and (2) ARF was opposed to ARB's showing a table for

(Please turn to page 60)

AMERICAN RESEARCH BUREAU AND A. C. NIELSEN CO.

STATE & COUNTY	TOTAL	% TV HOUSEHOLDS	
	HOUSEHOLDS	NIELSEN	ARB
WASHINGTON	14,900	68	63
WHITE	10,500	69	68
WOODRUFF	3,500	69	82
YELL	3,100	59	80
CALIFORNIA			
	4,901,300	90	92
ALAMEDA	293,600	90	91
ALPINE	100	66	68
AMADOR	2,900	71	85
BUTTE	25,300	81	84
CALAVERAS	3,000	71	80
COLUSA	3,200	71	85
CONTRA COSTA	114,400	91	99
DEL NORTE	7,300	61	81
ELDORADO	7,600	71	78
FRESNO	107,100	87	93
GLENN	4,000	71	89
HUMBOLDT	31,000	84	85
IMPERIAL	18,800	74	77
INYO	4,300	55	69
KERN	82,500	88	95
KINGS	13,600	89	81
LAKE	4,000	71	71
LASSEN	4,300	57	68
LOS ANGELES	1,988,600	92	95
MADERA	11,600	88	81
MARIN	43,100	89	92
MARIPOSA	1,400	71	80
MENDOCINO	14,500	66	74
MERCED	26,300	83	85
MODOC	2,300	57	70
MONO	800	70	78
MONTEREY	55,400	87	82
NAPA	18,500	82	84
NEVADA	5,800	63	66
ORANGE	231,400	92	84
PLACER	15,600	83	82
PLUMAS	3,000	71	77
RIVERSIDE	91,500	85	91
SACRAMENTO	146,600	89	95
SAN BENITO	4,500	77	85
SAN BERNARDINO	152,300	89	90
SAN DIEGO	290,200	91	95
SAN FRANCISCO	275,000	91	88
SAN JOAQUIN	74,000	89	83
SAN LUIS OBISPO	24,100	77	84
SAN MATEO	130,200	92	98
SANTA BARBARA	47,400	86	85
SANTA CLARA	188,600	90	94
SANTA CRUZ	27,600	87	87
SHASTA	16,500	69	84
SIERRA	600	87	74

STATE & COUNTY	TOTAL	% TV HOUSEHOLDS	
	HOUSEHOLDS	NIELSEN	ARB
SISKIYOU	8,600	64	80
SOLANO	36,700	89	96
SONOMA	48,400	86	84
STANISLAUS	45,300	84	84
SUTTER	9,400	72	77
TEHAMA	7,500	75	80
TRINITY	2,000	75	67
TULARE	44,100	88	85
TUOLUMNE	4,700	71	78
VENTURA	53,000	91	88
YOLO	17,400	75	80
YUBA	7,900	69	89
COLORADO			
	514,600	83	83
ADAMS	23,400	94	79
ALAMOSA	2,400	47	76
ARAPAHOE	31,500	89	91
ARCHULETA	800	52	70
BACA	1,700	51	60
BENT	2,200	51	65
BOULDER	19,500	90	89
CHAFFEE	2,500	63	76
CHEYENNE	800	50	57
CLEAR CREEK	1,000	69	77
CONEJOS	2,000	47	77
COSTILLA	1,000	54	65
CROWLEY	1,000	70	81
CUSTER	300	66	55
DELTA	4,800	61	66
DENVER	170,600	92	90
DOLORES	800	35	63
DOUGLAS	1,200	66	86
EAGLE	1,000	80	45
ELBERT	900	65	73
EL PASO	35,800	81	86
FREMONT	5,000	66	78
GARFIELD	4,000	45	59
GILPIN	300	70	79
GRAND	1,300	59	57
GUNNISON	1,700	47	64
HINSDALE	200	50	77
HUERFANO	2,400	53	61
JACKSON	700	59	66
JEFFERSON	34,200	92	76
KIOWA	700	51	52
KIT CARSON	2,400	50	55
LAKE	2,300	63	61
LA PLATA	5,000	54	78
LARIMER	16,000	87	86
LAS ANIMAS	7,000	54	61
LINCOLN	1,400	85	67
LOGAN	5,300	75	80

STATE & COUNTY	TOTAL	% TV HOUSEHOLDS	
	HOUSEHOLDS	NIELSEN	ARB
MESA	16,400	74	80
MINERAL	200	50	48
MOFFAT	1,800	47	58
MONTEZUMA	4,200	54	68
MONTROSE	5,100	69	80
MORGAN	6,000	77	92
OTERO	7,800	70	78
OURAY	700	59	64
PARK	400	62	69
PHILLIPS	1,200	51	77
PITKIN	1,300	48	73
PROWERS	4,100	51	56
PUEBLO	32,400	84	87
RIO BLANCO	1,300	45	51
RIO GRANDE	3,000	48	53
ROUTT	2,100	47	40
SAGUACHE	1,000	48	71
SAN JUAN	300	56	76
SAN MIGUEL	800	60	72
SEDGWICK	1,400	52	85
SUMMIT	500	59	71
TELLER	700	63	71
WASHINGTON	2,200	72	72
WELD	21,600	81	84
YUMA	3,200	51	63
CONNECTICUT			
	707,700	93	95
FAIRFIELD	185,500	93	87
HARTFORD	191,900	93	94
LITCHFIELD	33,400	93	91
MIDDLESEX	23,200	93	90
NEW HAVEN	184,900	93	96
NEW LONDON	52,200	92	96
TOLLAND	16,200	92	86
WINDHAM	20,400	92	90
DELAWARE			
	126,900	92	93
KENT	17,800	91	92
NEW CASTLE	87,600	93	96
SUSSEX	21,500	91	82
DISTRICT OF COLUMBIA			
	243,500	92	87
FLORIDA			
	1,448,500	81	86
ALACHUA	19,700	69	72

(Please turn to page 60)

AFA guide on air copy and the law



TRUTH IN ADVERTISING advocates are John Cunningham (l), Cunningham & Walsh, N. Y., and Earl W. Kintner, chairman of Federal Trade Commission, key speakers at AFA convention

- ▶ Advertising Federation of America compiles first 'Truth Book' aimed at local self-regulation on copy
- ▶ Ten legal directives for tv and radio commercials are spelled out specifically in line with FTC rulings

Months of "intense self-examination" by all of advertising led a fortnight ago to the publication of the industry's first "Advertising Truth Book," a legal-documented tool designed to detail for advertisers, agencies, and media a "clear course of action."

These are the words of John P.

Cunningham, chairman of Cunningham & Walsh agency, New York, and vice chairman of the board of directors of the Advertising Federation of America. AFA, in 56th annual convention in New York on 6 June, approved the 56-page booklet which delineates—in cooperation with the Federal Trade Commission and other

governmental regulatory bodies—the advertising practices which can bring on legal action.

Publication of the booklet follows, says Mr. Cunningham, "a blurred montage of rigged quizzes, Van Dorens, payola, plugola and Congressional investigations." The plan, advanced by AFA for its 1,500 member clubs throughout the country, hinges on local level "self-control" and co-operation with the Federal Trade Commission.

The proposal "consists of four inter-locking structures": "1) The establishment of standards of truth and integrity in advertising; 2) the formation of an active Ethics Committee in each advertising club to keep the plan in constant operation; 3) continuous cooperation with the local Better Business Bureau to do the police work; 4) the formation of an Advertising Panel in each club city, representing all advertising interests, to administer the code in cooperation with the BBB and the local advertising club."

The handbook, said Mr. Cunningham, "naturally leans heavily on FTC orders, rulings, stipulations, and guides in an effort to prevent the advertising misdeed before it is committed." The aims and outlines advanced by AFA were concurred with by FTC Chairman Earl W. Kintner, an honored speaker at the convention.

Almost 1,000 advertising agency leaders from all parts of the country heard Mr. Cunningham comment on details of the "Truth Book" at a session which introduced anthropologist Margaret Mead and FTC Chairman Earl Kintner.

Mr. Kintner, long a spokesman and advocate of self-regulation in advertising, implemented his earlier comments and added his sanction of the AFA objectives during the opening-day panel.

He said the manual "fills a real need. There is an abundance of material explaining what constitutes false and misleading advertising, but until now there has been no single summary statement of the basic

guidelines prepared to meet the myriad needs of the local advertiser. It is incumbent upon every local advertising club to insure that this manual will be used."

National advertisers, less directly affected by this local attempt at self-regulation, will continue to work with club officers through the Association of National Advertisers and the American Association of Advertising Agencies. But local level advertising is given this added stress because, said Mr. Cunningham, "it accounts for more than half of America's \$12 billion advertising industry."

One of the 15 sections in the "Advertising Truth Book" concerns tv and radio advertising, specifically. Following is a complete, verbatim text of that section.

Section 12: Television and radio advertising

Much of the present concern and travail in both advertising and government circles stemmed initially from certain alleged television advertising practices.

We start with the premise that broadcast advertising is, by virtue of its nature, different in certain ways from print advertising. Each has its own virtues and appeals. Our concern here is with the impact of radio and tv advertising on listener and viewer.

It was early recognized by the courts that radio and television is "different." In 1952 a court observed:

"It should also be remembered that the items here involved are spoken words by radio and tv and the listeners did not have the opportunity to carefully read (them). The nature of these (commercials) is of a kind that is more likely to be impressive to a listener in their general effect than where they are closely and quietly read.

Keeping in mind the nature of the medium, the more transient impact of a broadcast commercial on listener or viewer as well as the general rules concerning advertising deception, there are certain standards against which radio and tv commercials may be judged:

1. Substitute materials may be used provided the result is a true
(Please turn to page 51)

STATIONS SAY YES TO STANDARD BILLING FORM

Responses to the proposal of the SPONSOR Standard Spot Practices Committee (see SPONSOR, 21 & 28 May) for a new standardized billing form for radio/tv spot, have been pouring into SPONSOR offices at a gratifying rate.

Listed below are the first 30 stations which have agreed to use the new standard billing form, drawn up by the committee, and endorsed by 65 leading advertising agencies.

Ralph Neuman, treasurer of Benton & Bowles and president of the Advertising Agency Financial Management Group, which urges adoption of the form by all radio/tv stations using manual billing, this week expressed delight at station response to the proposal, and is notifying all agency members of his group of the "Honor Roll" of stations who are accepting the new form.

HERE ARE FIRST 30 TO ADOPT FORM

1. WFAA-AM & TV, Dallas, Texas
2. WSM-TV, Nashville, Tennessee
3. WIP, Philadelphia, Pennsylvania
4. WLAN, Lancaster, Pennsylvania
5. WHIT, New Bern, North Carolina
6. WPSD-TV, Paducah, Kentucky
7. WIZZ, Streator, Illinois
8. KADY, St. Louis, Missouri
9. KADI-FM, St. Louis, Missouri
10. WAUB, Auburn, New York
11. KGUN-TV, Tucson, Arizona
12. WDBQ, Dubuque, Iowa
13. WJAK, Jackson, Tennessee
14. WENY, Elmira, New York
15. KTCS, Ft. Smith, Arkansas
16. WSWM-FM, East Lansing, Michigan
17. KBRK, Brookings, South Dakota
18. KMSO-TV, Missoula, Montana
19. WJBF-TV, Augusta, Georgia
20. WBOF, Norfolk, Virginia
21. WSAI, Cincinnati, Ohio
22. WSMI, Litchfield-Hillsboro, Illinois
23. KXGI, Ft. Madison-Mt. Pleasant, Iowa
24. WOMT, Manitowoc, Wisconsin
25. KSTT, Davenport, Iowa
26. WHLL, Wheeling, West Virginia
27. KCMC-TV, Lafayette, Indiana
28. KPUG, Bellingham, Washington
29. WBML, Macon, Georgia
30. WLVL, Louisville, Kentucky

TELEVISION'S NEW COLOSSUS

- American Home Products, now third largest investor in tv, matches zooming sales curve with its tv budget
- Says chairman Alvin Brush, "Get the right product, do the proper advertising job, and collect at the counter"

From Television Bureau of Advertising to its member stations, this month, goes a bulletin headed, "American Home Products Becomes Television's Third Largest Client . . ."

Indeed, in terms of added investments placed in tv, this remarkable specialty colossus ranked No. 1 in 1959—topping even P&G. The latter company, last year, raised its tv ante \$10 million; but American Home Products raised its tv spending \$11 million. In the last three years it spent more in tv than it put into all media during the 15-year period from 1936 through 1950.

What is of especial significance is that the phenomenal rise of American

Home Products sales since 1955 has climbed right along with the rise of its network and spot tv investments. In five years, the company's spending in net tv increased 204%, and spot tv, 442%. During that same period, gross sales rose 79%, and net profits rocketed up 127%.

That tv is the primary medium for this house of many products is apparent in the fact that in 1958, 70.2% of its total ad budget was in television, and last year, the tv investment went on up to 75.9%. In 1959, network and spot tv got about \$38.7 million out of an estimated over-all advertising budget of \$52.2 million (see chart). Here is how other media

fared: magazines, \$6.5 million; newspapers, \$3.9 million; spot radio, \$.6 million; farm publications, \$.5 million; business papers, \$1 million, and outdoor, \$.8 million.

The chart below demonstrates how the increase in television investments year by year since 1955 has preceded the same steady, steep-climbing sales record. Says American Home Products board chairman Alvin Brush, the man behind this tremendously profitable empire, "If you get the right product and do the proper advertising job, you can almost start collecting the money for the job at the other end—the retail counter."

It would be hard to argue with Brush's formula; it keeps proving itself. In the first quarter of this year, his company set a new peak in net sales. They increased to \$128.7 million from the \$111.8 million volume during the first quarter of last year, and earnings rose from \$1.51 per share to \$1.66. The 18 April closing price of American Home Products

AMERICAN HOME PRODUCTS DIV. SALES CLIMB ALONG

YEAR	GROSS SALES (in millions)	PACKAGE DRUG SALES (in millions)	HOUSEHOLD PRODUCT SALES (in millions)
1959	\$451.0	\$108.0	\$74.0
1958	402.1	82.0	66.0
1957	372.4	68.0	62.0
1956	317.3	54.0	54.0
1955	252.3	50.0	42.0

Sources: TvB and American Home Products Annual Report 1959.

common stock, according to *Data Digests, Inc.*, was \$166³/₄ per share, a considerable cut above the low price per share during the past eight years of \$18¹/₈. Last year, gross sales of AHP were \$451 million, an increase of about \$50 million over 1958 product sales.

American Home Products Corp. is a firm name much less familiar with the public than a P&G or General Mills or Colgate. Yet today its wide product line is better represented in the kitchen shelves and medicine chests of U. S. homes than any other manufacturer. Anacin, Dristan, Griffin Shoe Polish, Chef Boy-Ar-Dee foods and Aero Shave are just a few of its better known brands.

Although the list of items is constantly subject to change, it totals about 450 products in household products, foods, packaged drugs, ethical drugs, and articles for export. During the past year, various products in its line were advertised on 32 network tv programs (see box compiled by TvB), and in spot tv, these AHP brands were active: Anacin, Aero-Wax, Aero-Shave, Black Flag, Chef Boy-Ar-Dee foods, Dondril, Dris-

AHP'S NET TV DURING 1959

ABC Daytime Programing(ABC)	Leave It to Beaver(ABC)
Bachelor Father(NBC)	Love of Life(CBS)
Behind Closed Doors(NBC)	Masquerade Party(CBS)
Blue Bonnet Bowl Game(CBS)	Naked City(ABC)
Bronco(ABC)	Name That Tune(CBS)
Colt 45(ABC)	Philip Marlowe(ABC)
Concentration(NBC)	Price is Right(NBC)
Doug Edwards with the News.....(CBS)	Queen for a Day(NBC)
Edge of Night(CBS)	Secret Storm(CBS)
Hawaiian Eye(ABC)	77 Sunset Strip(ABC)
Have Gun Will Travel(CBS)	Split Personality(NBC)
It Could Be You(NBC)	Sugarfoot(ABC)
John Daly & the News(ABC)	Sunday News Special(CBS)
Jubilee U.S.A.(ABC)	Treasure Hunt(NBC)
Laugh Line(NBC)	Truth or Consequences(NBC)
Lawman(ABC)	Verdict Is Yours(CBS)

Source: Television Bureau of Advertising

tan Tablets and Dristan Nasal Mist, Duplexin, Easy-Off Oven Cleaner, Primatene, Griffin Shoe Polishes, Heet, Resdan, Sani-Flush, and Wizard Deodorizers. Still others in this company's long list of brands: Koly-nos Toothpaste, BiSoDol, Neet, Freezone, Preparation H, Burnett's Va-

nilla Extract, G. Washington's Seasonings, 3-In-One Oil, Rug-Sta, Old English Polishes, Plastic Wood, Griffin Liquid Wax, Wizard Charcoal Lighter, Antrol, Kwik-Lite lighter fluid, and Aero-Mist.

Last year, AHP's Dristan Tablets (Please turn to page 51)

TH HEAVIER INVESTMENTS IN SPOT AND NET TV

FOOD SALES (in millions)	TOTAL AD BUDGET (in millions)	NETWORK TV (in millions)	SPOT TV (in millions)
\$67.0	\$52.2	\$28.1	\$10.7
61.0	39.6	20.5	7.3
55.0	28.5	18.5	3.6
42.0	22.4	15.7	1.9
34.0	16.9	9.2	<i>no estimate</i>

Sales of two divisions of AHP not listed: Ethical Drugs and Foreign Operations.



SCENE IS SET for one of Tech Beer's 10-second videotaped spots, with final details getting once-over from (l-r) R. P. Taylor, pres. Tech agency Smith, Taylor & Jenkins; Lee Kurty, commercials star; Alan Trench, WTAE sales mgr.; John de Coux, ad mgr. Pittsburgh Brewing Co.

AMATEURS TOP PROS IN TECH'S TALENT SEARCH

The hardened, highly stylized professional touch is not always the most desirable one. So felt the Pittsburgh Brewing Co. when it sent its agency, Smith, Taylor & Jenkins out hunting for talent to use in a 13-week campaign of videotaped 10-second spots.

Scheduled to begin last February over KDKA-TV, WTAE, and WIIC, the spots for Pittsburgh Brewing's Tech Pilsener Beer were planned to feature "at home" situations, designed to perk up Pittsburgh beer sales during a seasonal slump. Dominating theme of the commercials evolved from the slogan "bright ideas," emphasized the young married couple situation, while recommending the right food with the beer "brewed to the modern American taste."

During the advertiser-agency planning session, it was decided the spots needed new treatment and new talent. Agency Smith, Taylor & Jenkins concluded the first need—new treatment demanded 1) commercials that were soft sell, and 2) talent whose voices and faces were not familiar. Believability, it was felt, could best be established if the "young married couple" were completely new to the television audience.

For that new talent the agency's television department drew on the Carnegie Tech Drama School, considered one of the best in the country.

Many promising students were auditioned until the right two—Lee Kurty and Lloyd Battista — were selected. While successful stage amateurs, neither had ever worked on tv. According to agency tv director Bill Morrissey, however they were naturals—not only for the medium, but for the perfection demanded by tape as well.

Questioned about the choice of tape over live or filmed commercials, Morrissey explained that tape seemed the best solution for getting ten different spots on multiple stations. Also, tape provided the best technique for the "bright ideas" slogan, since it most closely resembled live, spontaneous action.

As it turned out, the combination of tape and new talent was a winning one. With six spots per week placed adjacent to such programs as *The Untouchables*, *Gunsmoke*, and *Bachelor Father*, the end of the 13-week campaign saw a substantial, almost immediate increase in sales.

A follow-up 13-week campaign to begin in June was promptly planned along the same lines, this time, using "out-of-doors" situations. While the agency auditioned more talent (some professional), the original couple fared best for the Tech spots—proving the "new" often beats out the "tried and true."

SOUNDS

Magazine dramatizes each week's top stories with sound effects tailored to subjects

Weekly crash program turns out five commercials for net, spot radio exposure

Every Thursday, *Life* and Young & Rubicam are into another crash program. Object: five radio commercials.

Life's radio advertising, though primarily institutional in purpose, is based on the current issue, and therefore deals with essentially a different product every week. Its theme is "The Sounds of *Life*," i.e. commercials revolve around sound effects which depict major stories in each issue. When it comes to deadlines, *Life's* editors have nothing on the advertising team.

On Thursday first word of stories scheduled for the upcoming issue (out the following Wednesday) reaches *Life's* promotion department and Y&R account people. By Monday the agency has developed its slate of five commercials—three 60's, a 30, and a 20. It may be the story line-up has changed enough by weekend press-time to necessitate rapid changes in the commercials on Monday, but before that day is out they are completed.

Immediately the tape is transmitted by telephone from the WOR, New York, studios, where production takes place, to the new Time-Life Bldg., where promotion director Richard E. Coffey and his staff and Y&R account people audition in a specially fitted listening room. Any editing needed is done directly from the sound, with no time lost in transporting scripts or tapes through the New York traffic snarl.

The finished product is delivered to NBC and seven top-market CBS stations on Tuesday, to begin their run next day, when the new *Life* is out. Each series of commercials is aired Wednesday through Friday and

OF 'LIFE' AUDIBLE ON RADIO

the following Monday and Tuesday, then to be replaced by a fresh crop.

The "Sounds of *Life*" campaign got underway last January as background for the magazine's circulation drive. It started with a 13-week sponsorship of *NBC News on the Hour*, which package comprised 22 minutes and twenty 30-second announcements per week, on a rotation basis.

So successful was the "Sounds" motif that it has been on the air ever since, with no termination in sight. There were 90 NBC spots in April, including the hourly news and some *Monitor* exposure. Later that month *Life* beefed up its radio schedule with a 26-week buy encompassing the following CBS outlets: WCBS, New York; WBBM, Chicago; KMOX, St. Louis; WCAU, Philadelphia; WEEL, Boston; KCBS, San Francisco; and KNX, Los Angeles.

This lengthy seven-station buy will

provide continuity for *Life's* radio advertising over the next few months, with NBC participations to be added in conjunction with special promotions. *Life* averages 53 spots a week, nearly all minutes, over this line-up. Their heaviest concentration is in the traffic hours, to bring in the broadest expanse of audience.

Currently *Life* is in a 10-week *NBC News on the Hour* schedule calling for eleven 30-second participations a week. This is primarily to add punch to the magazine's six-week "National Purpose" series which began in the 23 May issue. When this runs its course, *Life* will suspend NBC activity until late August when it returns for six weeks to tie in with the year's second circulation drive.

Radio serves a five-fold purpose for *Life*:

- Remind its subscribers of the value of *Life* each week and encourage

them to renew when the time comes.

- Bring newsstand purchasers of the magazine into the subscription list

- Convert "pass-along" readers (they borrow Aunt Nellie's dog-eared copy), to newsstand buyers

- Interest prospective readers in the magazine

- Keep its name before the advertisers and agencies.

"Radio plays a substantial part in *Life* promotion because it's an important news medium, as is *Life*, and delivers a broad audience base for our message," points out account supervisor Layng Martine. "It provides the flexibility we need for rapid, weekly copy changes efficiently and economically."

Adds a.e. Mac Walker, "With our ever-changing radio commercials, based on each week's issue, we keep *Life* in the mind and conversation of (Please turn to page 52)

AUDITION of radio commercials in process at *Life* magazine. Gathered to pass on newly produced spots, piped in direct from sound studio, are (l to r): Dick Coffey, *Life* promotion director; Layng Martine, acct. supervisor at Y&R; William Baring-Gould of *Life*, and Mac Walker, a.e.





HOW TO RAKE IN FATTER POTS

Amazing how Joe Floyd's KELO-LAND booster hookup rounds up more consumers for you. The ARB March survey (6-10 p.m. 7 days a week) shows you this. Your sales message on KELO-TV, SIOUX FALLS, gives you 61% more viewers than the same message would get you on the highest rated Omaha station. 72% more than on the highest rated Des Moines station. 70% more than Duluth's. 158% more than Fargo's. Sounds fantastic, I know, but our KELO-LAND hookup is a fantastic force in delivering big audiences. You get this enormous coverage of 103 counties in 5 different states with just one rate card.



KELO-TV LAND

KELO-TV SIOUX FALLS: and boosters

KDLO-TV Aberdeen, Huron, Watertown

KPLO-TV Pierre, Valentine, Chamberlain

General Offices: Sioux Falls, S.D.

Represented nationally by H-R

Atlanta by Wayne Evans & Associates

National and regional buys
in work now or recently completed

SPOT BUYS

RADIO BUYS

Walter H. Johnston Co., Milwaukee: Currently buying schedules in a limited number of markets for its Power House candy bar, in the top teen-age d.j. shows. Market list will be expanded to about 50 in early 1961, when it will launch a major campaign to reach this audience. Buyer: Mort Riner. Agency: Hicks & Greist, New York.

Continental Baking Co., Inc., Rye, N. Y.: Schedules started this month in Eastern markets for Hostess Cup Cakes. Traffic and day minutes are set for six weeks. Buyer: Art Goldstein. Agency: Ted Bates & Co., New York.

TV BUYS

Chesebrough-Pond's Inc., New York: Campaign starts 3 July in about 20 markets for Vaseline hair tonic. Fringe night minutes are being scheduled for 13 weeks. Buyer: Alan Silverman. Agency: Norman, Craig & Kummel, New York.

General Foods Corp., White Plains, N. Y.: Placing schedules in the top markets to start 1 July for La France Bluing. Run is for 39 weeks using day minutes. Buyer: Gary Pranzo. Agency: Young & Rubicam, New York.

Gold Medal Candy Corp., Brooklyn, N. Y.: Planning the fall campaign for Bonomo's Turkish Taffy, in about 35 markets. Minutes, mostly late night, will start in September for 10 weeks. Buyer: Joyce Peters. Agency: Mogul Williams & Saylor, New York.

Bristol-Myers Co., New York: Testing Count Four, a new antacid candy type tablet, in several markets. Schedules are for day and night minutes. Buyer: Pete Berla. Agency: Ogilvy, Benson & Mather, New York.

Norwich Pharmacal Co., Norwich, N. Y.: New activity on Pepto Bismol begins 11 July in the major markets. Late night minute schedules are being set for five weeks, frequencies depending on market. Buyer: Jack Scanlan. Agency: Benton & Bowles, New York.

Scott Paper Co., Chester, Pa.: Using day and night minutes in Indianapolis, San Diego and several upstate New York markets to introduce Wonder Wrap. Product, a new polyethylene wrapping, is expected to go national in the fall. Buyer: Gloria Mahaney. Agency: J. Walter Thompson Co., New York.

Procter & Gamble Co., Cincinnati: Schedules for Crisco start 1 July in about 125 markets. Early and late night minutes run through the P&G contract year. Buyer: Bob Stone. Agency: Compton Adv., New York.


International Shoe Co., St. Louis: Going into 100-125 markets in mid-August with kid show schedules for its back-to-school promotion. Participations are being lined up for Poll Parrot, Weatherbird and Red Goose shoe brands, three to 13 weeks, depending on market. Media manager: Charles Haines. Agency: Krupnick & Associated, Inc., St. Louis.



THE AWARD- WINNING VOICE OF AUTHORITY

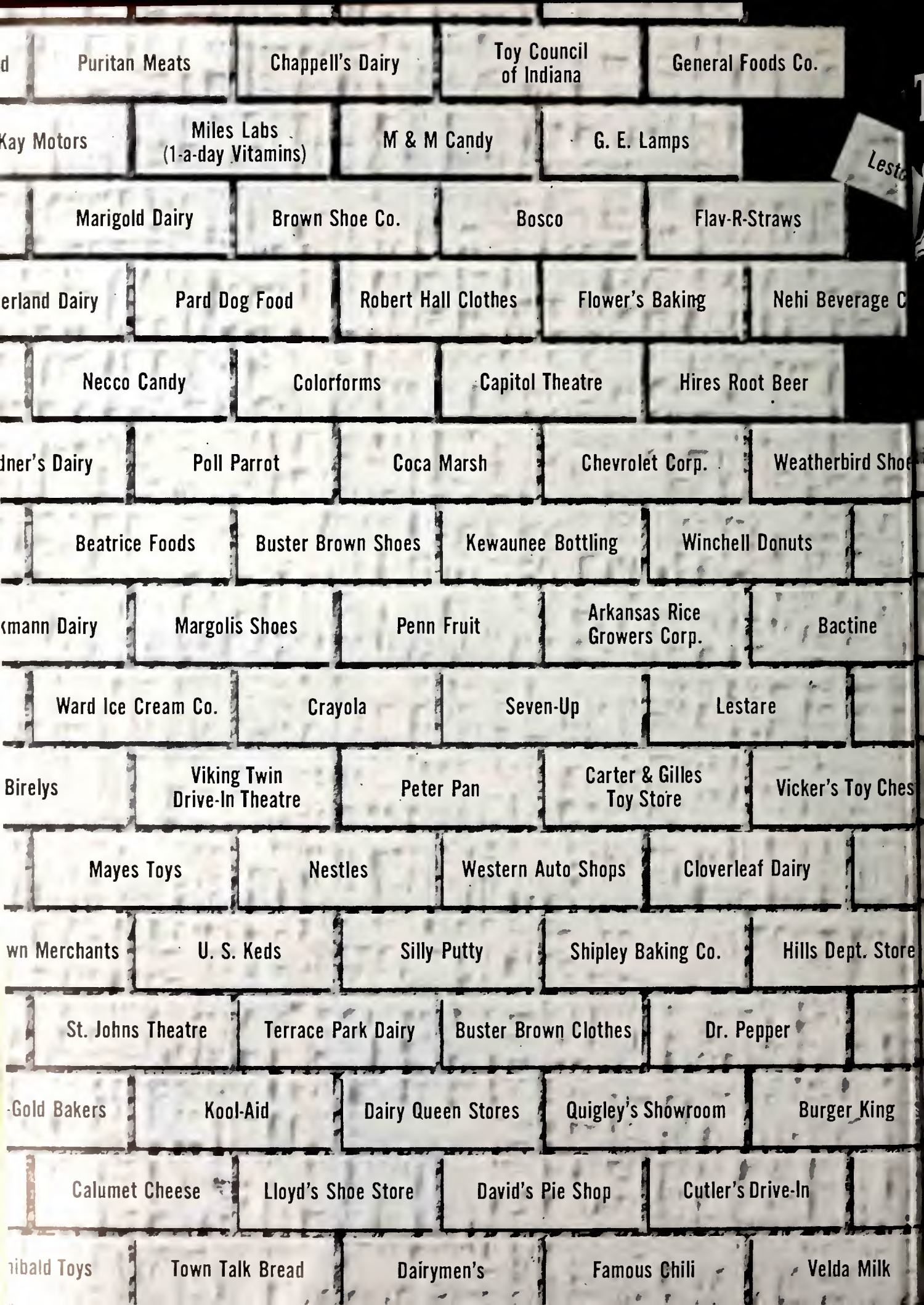
IN THE
PIEDMONT
CAROLINAS

Collectively, these awards mean that
WBT's 38 years of broadcasting have
made it the trusted and authoritative
radio voice of the multi billion-dollar
market in the Piedmont Carolinas.

 <p>WBT CHARLOTTE 50,000 WATTS</p>	<p>AWARD-WINNING VOICE of AUTHORITY in the PIEDMONT CAROLINAS.</p>	<p>2,216,600 2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Atlanta.</p>
---	---	--

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Radio Spot Sales



Puritan Meats

Chappell's Dairy

Toy Council
of Indiana

General Foods Co.

Kay Motors

Miles Labs
(1-a-day Vitamins)

M & M Candy

G. E. Lamps

Lesto

Marigold Dairy

Brown Shoe Co.

Bosco

Flav-R-Straws

Merland Dairy

Pard Dog Food

Robert Hall Clothes

Flower's Baking

Nehi Beverage Co.

Necco Candy

Colorforms

Capitol Theatre

Hires Root Beer

Dner's Dairy

Poll Parrot

Coca Marsh

Chevrolet Corp.

Weatherbird Shoe

Beatrice Foods

Buster Brown Shoes

Kewaunee Bottling

Winchell Donuts

kmann Dairy

Margolis Shoes

Penn Fruit

Arkansas Rice
Growers Corp.

Bactine

Ward Ice Cream Co.

Crayola

Seven-Up

Lestare

Birelys

Viking Twin
Drive-In Theatre

Peter Pan

Carter & Gilles
Toy Store

Vicker's Toy Ches

Mayes Toys

Nestles

Western Auto Shops

Cloverleaf Dairy

wn Merchants

U. S. Keds

Silly Putty

Shipley Baking Co.

Hills Dept. Store

St. Johns Theatre

Terrace Park Dairy

Buster Brown Clothes

Dr. Pepper

Gold Bakers

Kool-Aid

Dairy Queen Stores

Quigley's Showroom

Burger King

Calumet Cheese

Lloyd's Shoe Store

David's Pie Shop

Cutler's Drive-In

nibald Toys

Town Talk Bread

Dairymen's

Famous Chili

Velda Milk

HOW TO BUILD SPONSORSHIP



Simple. Program the series all these

local and national advertisers currently

sponsor. In almost every category

of product and service, you can add

sponsors like these to your client list with

Popeye and Warner Bros. cartoons.

Get details today.

U.A.A. United Artists Associated, Inc.

NEW YORK
247 Park Avenue, MUrray Hill 7-7800
CHICAGO
75 East Wacker Dr., DEarborn 2-2030

DALLAS
1511 Bryan Street, Rlverside 7-8553
LOS ANGELES
400 S. Beverly Dr., CRestview 6-5886

Cal-Ray Cookies

Jiffy Peanut B

R. C. Cola

Broughton's Dairy

Ovaltine

© u. a. a., inc.

Hood Rubber Co.

Lipton Soups

Charlotte Colis

Welch's

Martin Centu
Dairy

Buitoni

Sunny Boy

Polly Parrot
Potato Chip:

How can the smaller advertiser most effectively

Four agencies present problems facing advertisers with limited budgets, and show how they have increased their spot dollar value

Edward D. Gottlieb, president, E. D. Gottlieb Co., Inc., New York

The small advertiser most probably does not have national distribution for his product—and must think in terms of spot radio. Certainly there is enough flexibility to allow the small advertiser to select markets that directly parallel his distribution. In this way, radio can be made to operate within the framework of the marketing plan. Further flexibility is permitted by allocating an advertising budget in direct proportion with sales. Thus the advertising dollars will operate in keeping with the sales volume. Additional dollars could be set aside for development of areas not producing up to potential.

If the sales message is particularly



Coordinate campaign closely with marketing aspects of product

exciting (sale, combination deal and/or an off-price pack), it may do its work with comparatively few exposures—however, if the product does not contain the necessary excitement in itself, a high degree of repetition is necessary. It is here that a spot can be made to operate most efficiently within the comparatively confined audience of radio, affording the necessary repetition.

In general, the radio purchase (dollar) will not have the “reach of television, but will have greater “penetration.” Radio, providing only sound, demands that the listener form his own mental image. It is here that an exciting, creative device will come across with enormous impact in building a brand image, or in striving for immediate sales.

Perhaps the most vital contribution to be made by radio is its “intrusive” quality. Although turning a page in a magazine or newspaper is almost a reflex action, the very nature of radio demands an *interruption* of activity to tune off a commercial, change a program or turn off the set. While radio does not have the full intrusive quality of television (sight and sound), it nevertheless succeeds in following the listener and intruding upon outside activities.

In summary, the small advertiser can most effectively use radio by paying close attention to the following:

1. Coordinate closely with the marketing aspects of the product.
2. Purchase on a basis to afford maximum repetition of the advertising message.
3. Use the medium in a creative way to obtain the maximum advertising impact.
4. And, importantly, be certain dealers are made aware of the advertising campaign, and enough goods are sold in and displays arranged to capitalize on the advertising.

Rosanne Gordon, timebuyer, Kastor Hilton Chesley Clifford & Atherton Inc., New York

The inherent characteristics of spot radio seem tailor-made to the needs of the small advertiser. However, with a limited budget the danger that must be avoided is that of attempting to do too much, too quickly. Rather than spread the budget nationally all at once, and effect a thin veneer of coverage across the country, I believe it would be more resultful to open first in one region and then another, building on each previous success.

For instance, you would allocate a reasonable amount of money to a given area that you deem necessary to accomplish the two primary objectives of the advertiser. First, with his current distribution set-up, to achieve greater sales through an increase in brand familiarity among consumers. Second, to secure additional distribu-

tion for the product. In this way you would bind the relationships between the ad budget and sales, as well as between sales and distribution.

If it is necessary for the advertiser to spend his budget nationally, during the same period of time, a network buy would accomplish this end,



Buy region-by-region so as to build on each previous success

but a small percentage should be put aside to be added to markets in accordance with the client's progress in sales and distribution.

Buying spot radio you can take advantage of the maximum weekly saturation discounts as well as concentrating your dollars before important selling periods of the year.

I believe there is a great deal of listener loyalty in radio today. Unlike tv, radio involves a minimum of dial turning. Frequently, it is advisable to buy more than one station in a market where the audience is consistent with your selling potential, in order to cover a significantly large segment of the total families.

Finally, I would recommend that a relatively small appropriation be judiciously concentrated in a limited number of “major” markets, using a multiplicity of radio stations, in aiming for a “break-through” in consumer and retailer awareness of the advertiser's product, with distribution being national in scope.

Stanley Newman, media dir., Richard K. Manoff, Inc., New York

The broadcast media have a distinct advantage over print for the smaller advertisers in that at any one moment when a commercial message is delivered, the size of the advertiser is completely immaterial. All minute commercials are inherently the same. There are not space, size, or color

use radio?

differences discernible to the audience of an individual message.

Radio has an additional advantage for the smaller advertiser in the selectivity and relatively small size of both the audience at any one moment, and the cumulative audiences of individual programs and stations.

There is, a minimal level necessary to make advertising efficient and worthwhile. This minimal level is that amount of exposure required to "make an impression" on an audience. The product and selling message will influence this, but in each medium a general minimum required level can be estimated.

For the larger advertiser whose product is sold to everyone, the pattern of saturations on a number of radio stations is probably most effective. The advertiser is delivering a large number of messages to a large audience. The smaller advertiser has two choices: (1) delivering a limited number of messages to a wide audience, or (2) delivering a large number of messages to a smaller audience.

The importance of radio to the smaller advertiser is that by concentrating his efforts in one program or on one station, he can pick an audience and reach its "impression-mak-



Get maximum impression in market using one program or station

ing" level with a relatively small expenditure. If a product has potential appeal to only a small segment of the market, the advertiser can pick a program which selects his audience, and can economically reach and impress his potential customers. If the product has general appeal but a comparatively low level of sales for the advertiser's brand, then the advertiser can pick one station; and, by "making an

(Please turn to page 52)

This is a Television Tape Recorder ...

This is WAVY-TV

Two RCA television tape recorders help Channel 10 production sharp, clear and tight. They enable the WAVY-TV program department, at their leisure, to produce top quality commercials and programs; to insure the peak in good television viewing, and commercials that will

Represented By H-R

channel

WAVY-TV

STUDIOS AND OFFICES IN
NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

e most refreshing idea in radio



For its audience, a new, refreshing sound... the best in popular music and news features, intelligently packaged in KBIG's distinctive "FRESH AIR" programming. For its advertisers, king-size coverage of receptive listeners in 234 communities of all 8 Southern California counties... at 71% less average cost than other high-power stations.

The sales significance of "FRESH AIR" is demonstrated in a new 10 minute presentation. A call to your KBIG or Weed representative will bring it to your desk promptly!

KBIG Radio Catalina... 740 kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.,

6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205

NATIONAL REPRESENTATIVE: WEED RADIO CORP.

SUMMER RADIO

(Continued from page 33)

gram with groups of weekend vacationers and picnickers; its format has been adopted by KSTP, Minneapolis. KFMB, San Diego, offers *Beachnik*, a mobile crew that interviews and entertains at Pacific beaches. Then, of course, there are the programs tailored and fitted to yachtsmen, fishermen (weather and tide tables, what fish are running), to motorists (traffic conditions, road detours, accidents, etc.), not to mention the special events and sports programming.

Here is a capsule report on summer radio from Broadcast Time Sales, a firm that finds business shaping up very satisfactorily. Grocery products, according to this rep, are especially strong with emphasis on items with picnic appeal (Hostess cupcakes, breads, tea, etc.). Positan, Wonder Break, Blue Bonnet, Tenderleaf Tea and Ward Picnic Rolls are some of these accounts. Another summer investor is Parsons Ammonia, its campaign geared to the fact that a lot of laundering is done in the hot weather months. BTS also reports good volume from cigarettes, oils and beverages, says business so far this summer is about 38% ahead of the volume for the same period last year.

Network radio sales are reportedly doing well. NBC has signed up \$1.5 million dollars in the last 17 days. ABC reports considerable new 13-week business for summer. Among the advertisers: Bristol-Myers, Fritos, Pepsi-Cola, General Mills.

Tanning preparations, cigarettes, ice cream and iced beverages, gasolines, motel associations, automotives, insect repellants, picnic supplies, beers, and cook-out foods are among the advertisers who are capitalizing heavily on this bonanza of listening. Some are in only on a seasonal basis (Nehi drinks, for example) and others on 52-week terms. In some cases, advertisers who are consistent radio users heavy up schedules in certain vacation areas during the summer. Average length of a strictly summer buy is six weeks, average number of announcements per week per market is about 35. At present, one adman said, summer radio seems to have reached a plateau, adding if the industry ever gets itself straightened out on local-vs-national rates, summer radio should climb smartly again. ▀

TRUTH BOOK

(Continued from page 39)

representation of the qualities of the product itself.

2. Whether an artifice is harmless depends "on its capacity to deceive the public in a material respect."

3. Artifice may be used provided the end result is to portray the product as it "would look under normal conditions."

4. "Cosmetic improvement" is not deceptive provided it does not attribute to the product qualities which are not truly representative of the product and does not "impart to a product virtues which it does not have."

5. Theatrical techniques may be used to make a product appear or perform on tv as it would actually appear or perform to the naked eye under normal conditions, and there is "no objection to commercials that simply portray products in their best light."

6. In photographing the product a typical sample thereof should be used and advertisers should avoid the use of non-representative samples if the nature of the product or its manufacturing process is such as to produce occasional variations in quality, performance, or appearance.

7. Theatrical devices, to be proper, must not "represent a *material* deception as to the characteristics, performance, or appearance of a product."

8. A comparison is considered deceptive if "the advertiser's product is made to appear attractive and competing products are denied the same photographic embellishment." Product X must receive a fair and equal treatment in comparative portrayals or tests.

9. In pictorial or other comparisons between the advertised product and product X, product X should be such as is generally available to the public and should be properly representative of the competition.

10. Any statements or claims requiring qualification should be so qualified in both the video and audio portions of the commercial.

All of the foregoing can be capsulized by saying that *the test is not what goes into the making of the commercial or picture, but in what the viewer sees.*

AMERICAN HOME

(Continued from page 41)

used the biggest number of tv stations—150, while its companion, Dristan Nasal Mist used 60.

Anacin was another prime spender in spot tv during 1959, using 80 stations; Chef Boy-Ar-Dee food products were advertised on the same number of tv stations.

Alvin Brush, now in his early sixties, is the guiding genius behind this empire of diversification, and his ingenuity is demonstrated not only in his tv advertising, but also in his flair for picking up new properties that can turn a profit and disposing of those brands that have outlived their usefulness. Brush came to AHP back in 1935 as president, at a time when sales were only \$16 million (today they run over \$450 million). In that whole time his system of combining the good product with the right advertising has worked so well, that the company only incurred one long-term debt—a \$15 million loan from Metropolitan Life which would have been paid off long ago except for the fact that Metropolitan will not take money in advance of scheduled payment dates.

AHP divisions stick to their own business, are not to worry about what other divisions do. Only "togetherness" is the central control of Brush and his chief execs. Brush doesn't advertise AHP as a corporate entity. In an April 1958 *Fortune* story, Brush brushed away "reputation of the house" advertising, said, "At that point you are vulnerable, you can't move quickly. We are able to move fast—we don't fool—if the product is right we don't care whose name is on the label."

Ted Bates and Tatham-Laird handle tv for Anacin and Dristan respectively, along with a number of other AHP brands that get aired on tv. Other products in this packaged drug line (Whitehall Labs Division) are at Lawrence Gumbinner, John F. Murray, SSC&B, Street & Finney, Y&R of Toronto for Canadian advertising. American Home Foods Division's Chef Boy-Ar-Dee line along with most of the other brands are handled by Y&R; G. Washington's seasonings are with John F. Murray. Boyle-Midway Division, manufacturer of many of AHP's household products, divides its line between JWT, Tatham-Laird, and Murray.

LONG ISLAND IS A MAJOR MARKET!



THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE LUMBER
IS BOUGHT ON
LONG ISLAND
THAN IN
DALLAS, DENVER
AND DAYTON...
PUT TOGETHER!

\$205,607,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Audience than any other
Network or Independent Station!
(Pulse)

→ 10,000 WATTS
WHLI AM 1100
FM 98.3
HEMPSTEAD LONG ISLAND, N. Y. *the voice of Long Island*

Represented by Gill-Perna

'LIFE'

(Continued from page 43)

the people. We convey to them the image of a current and lively publication, with the help of radio's immediacy and impact."

Just as the "product" promoted by "Sounds of Life" radio commercials is different each week, so there is variation in creative strategy from one week to the next. For the 6 June issue *Life's* National Purpose series, then in its third week, was considered tops in the promotion agenda, almost to the exclusion of other material.

Interspersed through the 6 June copy were excerpts from inspirational speeches by American leaders of the past, such as Franklin Roosevelt and Harry Truman. The announcer picked up with, "But what are the words for today? *Life* magazine . . . calls for an examination of America's aims. In this week's *Life*, David Sarnoff discusses a strategy that could win the cold war and Rev. Billy Graham outlines our challenge under God."

The 16 May issue, on the other hand, contained four stories that rated on-air billing, so a varied approach was used in the radio com-

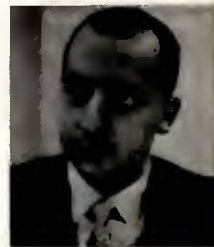
mercials. One of the minutes was devoted entirely to *Life's* coverage of the U-2 incident, built around sounds of a jet in flight being shot down and Khrushchev's angry voice. Another went to the story of Princess Margaret's wedding, replete with sounds of horses' hoofs, trumpets, church bells, and ceremonial words.

Also for *Life* of 16 May there was a composite 60-second commercial which included references to: an article about Texas Senator Lyndon B. Johnson's ranch, complete with cattle noises; a story on the rebuilding of West Germany's military forces, with the German National Anthem in the background, and a description of the U-2 story, with appropriate sounds.

One of the minute commercials for *Life's* 23 May issue went entirely to the "National Purpose" series which got underway that week. The announcer's comments were set against a background of the *Spirit of '76* march. In another 60-second announcement for the same issue, news of the new series was woven into a discussion of current "world turmoil" (introduced by sounds of commentators, teletype, etc), which also described a story on the nuclear submarine *Triton* and one on spying. ➤

however, that the advertiser clearly define what represents saturation for his product in the markets selected for advertising impressions.

When considering the over-all advantages of spot radio per se, we find that actually saturation represents



Place saturation schedules in markets most important to client

just one of the advantages radio offers the small advertiser. Outlining some of the more important advantages would clearly indicate the practicability of spot radio. In addition to the advantage of saturation of important markets we could list the following: 1) Low cost. 2) Flexibility with markets, stations, time, type, number of announcements. 3) Local appeal.

In many markets the merchandising aids provided by local stations can prove most helpful to the small budget advertiser, who with limited funds cannot adequately merchandise his advertising efforts to important distributors and retailers.

Of equal importance to both small and large advertisers is adequate reach and frequency in markets. Obtaining this objective is more difficult for the small advertiser who not only is limited in the types of media which can be used effectively, but further has the problem of competing successfully with competitive advertisers within the medium or media selected. However, with the use of saturation radio the small advertiser is afforded the opportunity to compete successfully with competitors on a market-for-market basis. ➤



on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!



CAPITAL STATION
 COLUMBUS 15, OHIO
 1230 AM
 923 FM
 24-hours-a-day-broadcasting

Represented by:
 robert e. eastman & co., inc.

SPONSOR ASKS

(Continued from page 49)

impression" on its audience, generate sales increases. ➤

Robert E. Bruno, broadcast buyer, Reach, McClinton & Co., Inc., New York

With the small budget advertiser whose use of paid media is limited, saturation radio makes available an opportunity to obtain effective representation in those markets considered most important. It is of importance,

New, exciting

Kvill
 music

1150
 DALLAS



It's a habit...



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

Last November's ARB proved that Fresno's top rated shows were on KMJ-TV. The new March ARB proved this once again.

- Top syndicated show Highway Patrol
- Top late-night show Jack Paar
- Top network show Wagon Train
- Top network news show Huntley-Brinkley Report
- Top local news show Shell News
- Top movies Movie Matinee
Sunday Early Movie

ARB - NOV. '59
MAR. '60

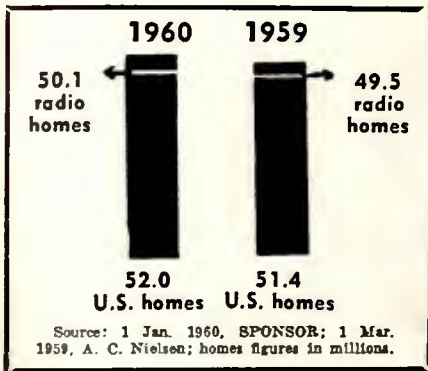
THE KATZ AGENCY - NATIONAL REPRESENTATIVE



Facts & figures about radio today

1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

End of May 1960				
	Stations on air	CPs not on air	New station requests	New station bids in hearing*
Am	3,479	86	634	211
Fm	727	163	80	42

End of May 1959				
	Stations on air	CPs not on air	New station requests	New station bids in hearing*
Am	3,366	118	526	159
Fm	612	147	53	21

Source: FCC monthly reports, commercial stations. *April, each year.

Radio set index

Set location	1960	1959
Home	106,007,095	98,300,000
Auto	40,387,449	37,900,000
Public places	10,000,000*	10,000,000*
Total	156,394,544	146,200,000

Source: RAB, 1 Jan. 1960, 1 Jan. 1959, sets in working order. *No new information.

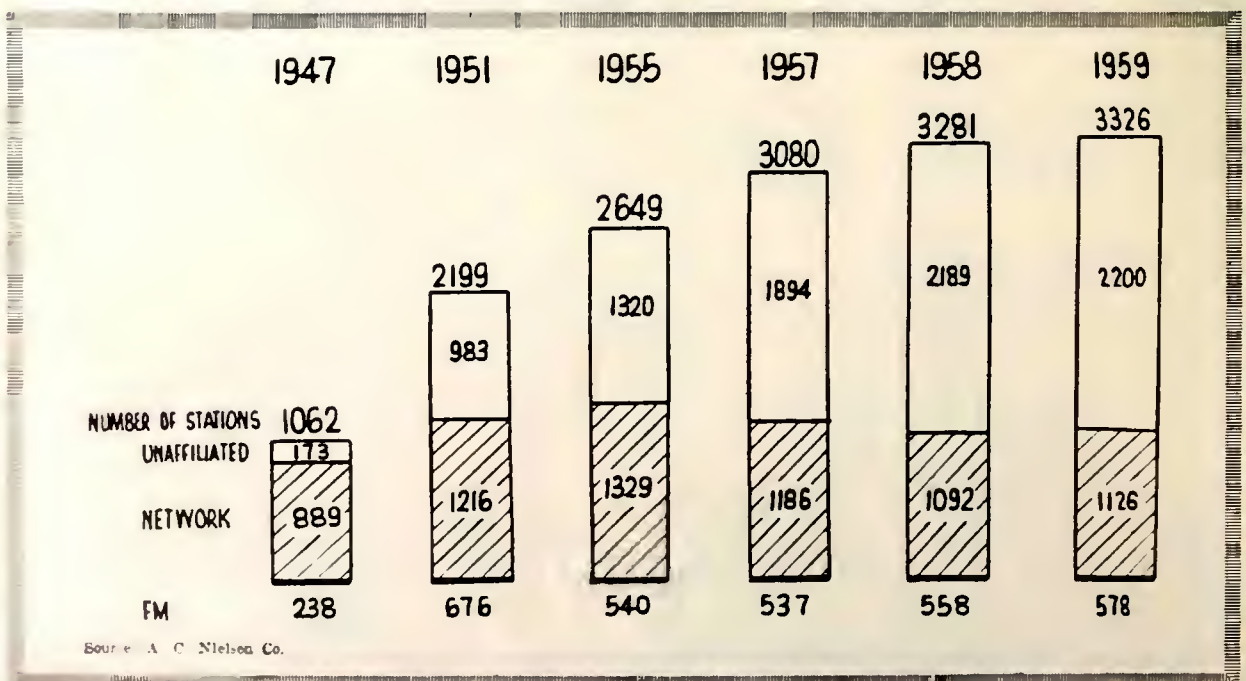
Radio set sales index

Type	Apr. 1960	Apr. 1959	4 months 1960	4 months 1959
Home	547,839	388,863	2,627,147	2,079,804
Auto	399,963	422,346	2,263,057	1,786,168
Total	947,802	811,209	4,890,204	3,865,972

Source: Electronic Industries Assn. Home figures are estimated retail sales, auto figures are factory production. These figures are of U.S. production only. Radios in phonographs add another 15-20% to the home sales figures.

2. CURRENT STATION PATTERNS

Number of network vs. independent radio stations, 1947-59



WASHINGTON WEEK

20 JUNE 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

The House prepared to debate an innocuous procedural bill dealing with the FCC, but the Harris Committee had tacked on amendments.

The bill as it previously passed the Senate would merely substitute pre-grant procedures for post-grant protests in the case of station construction permits issued without hearings.

Amendments would make payola and plugola a crime, would give the FCC **full authority to waive the requirements for sponsor identification in cases where it believed the identification necessary.**

More controversial, the amendments would empower the FCC to fine stations and to suspend their licenses for periods of up to 10 days for rules violations.

Purpose of the sponsor identification clarification is to get the FCC out from under its recent interpretation to the effect that **every record donated to a station must be identified as donated when aired.**

Also under something of a cloud since the FCC's interpretation were such things as public service films, payment of remote expenses by somebody hoping for publicity, etc.

The FCC has made it clear that it isn't too happy with its own dictates along these lines, but has testified that the applicable section 317 of the communications act forced them into it.

The Harris committee also expressed lack of satisfaction with the current situation. Purpose of the amendment is to throw the ball back at the FCC by giving the agency **leeway right in the law to use common sense.**

The broadcasting industry has been working like mad to **rouse opposition in Congress to station fines and license suspensions**, a power ardently wished by the FCC.

Debate is therefore expected to be hot and heavy on these points when the bill reaches the floor. The Bennett network regulation move would be just as controversial, but would not at this stage appear to have much chance. All in all, however, **debate on the bill could drag out if the House leadership will permit it to do so.**

The daytime broadcasters, meanwhile, had their innings before the Harris Committee: their efforts were frankly aimed at the future.

They want authority to operate minimum hours from 6 a.m. to 6 p.m. The clear channel and other full time stations were backed by the FCC and the networks in a presentation to the effect that such hours would severely cut down on total radio service in the added hours.

Daytimers contended that this argument is considerably exaggerated. They asked for a trial period of extended operating hours to see how it would all work out, and pointed out that some of the stations actually are or have been in the past operating in the prohibited hours. In the meantime, FCC chairman F. W. Ford has told Congress that any relaxing of the rules limiting daylight stations to operate between sunrise and sunset **would be undesirable.**

Things broadcasting on Capitol Hill also were humming this week in such areas as these:

- **Robert E. Lee** got the Senate Commerce Committee's blessing for another seven-year term.

- The House Commerce Committee, going along with a bill already passed by the Senate, reported out a bill permitting a **commissioner to serve beyond the expiration of his term** or until a successor is appointed and qualified.

- The same Committee likewise went along with the Senate on a bill to permit the FCC to license the vhf booster stations, mostly in the west, who have gone on the air without FCC approval, something now forbidden by law.

FILM-SCOPE

20 JUNE 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

If any gloom has hung over CBS Films in recent months, it was completely dispersed by vigorous sales activity on three fronts this week.

First, CBS Films landed Blue Plate Foods (Fitzgerald), the largest of the southern regional advertisers, on a 35 market deal for its new comedy detective series, Brothers Brannagan. **Estimated value: \$350,000.**

Then the CBS syndication subsidiary began to rack up station sales for Robert Herridge Theatre, just placed in syndication, the first deal being with a major West Coast outlet.

Finally, CBS Films was on the verge of **45 market sale of Deputy Dawg** as a half-hour series to another southern regional advertiser.

Incidentally, CBS Films' prudence in obtaining scripts in advance for Brothers Brannagan is now paying off: All 39 scripts are ready, and some 20 episodes have already been produced, including cast of unusual talent who went into the show because of production stoppages on other series.

Look for a major revival of animated programing and production this fall.

Besides network shows such as ABC TV's The Flintstones (Screen Gems) and Bugs Bunny and national spot entries like Kellogg's Huckleberry Hound and Quick Draw McGraw (both also Screen Gems), there is a **mass movement of animated shows in the works for syndication.**

These include:

- CBS Films' Deputy Dawg and Fearless Fosdick.
- CNP's Bob and Ray and Henry and His Claymates (stop-motion).
- Trans-Lux's Rube Goldberg and one more series.
- UAA's Mello-Tunes.
- Dick Tracy, produced by Hank Saperstein.
- Three Stooges, a new live-action and animated series.

Although many of these shows are segments to be integrated into local shows by the stations themselves, **several are either of half-hour length or are capable of being scheduled as half-hours.**

The half-hour entries in the list above are Deputy Dawg, Fearless Fosdick, Bob and Ray, and Three Stooges.

CNP is discovering that stations are buying its R.C.M.P. series even without time periods open at the moment.

Two factors behind the unusual sales pattern are:

- 1) The Canadian-produced series got good ratings on the CBC English and French language network, rising from 18th last November to 6th in April in Elliott-Haynes Ltd. rankings.
- 2) All 39 episodes are in the can, meaning clients can screen several episodes, not just one pilot—and there's **no fear of a mid-filming production stoppage.**

Twenty stations which bought the show (only one had a time slot when it signed the contract) include KTTV, Los Angeles; WGN-TV, Chicago; WNEW-TV, New York; WBZ-TV, Boston; WTTG, Washington; WFAA-TV, Dallas, and KDKA-TV, Pittsburgh. (For more details, see FILM WRAP-UP, p. 74.)

ITC has rolled up renewals in 78 markets for a third year of re-runs of Jeff's Collie coming off the network.

There'll now be a total of 102 re-run episodes in syndication.

Stations are already running the first two years of the show in 168 markets.

Trade reports this week were that Ely Landau was on the verge of moving out of NTA and taking WNTA-TV, New York, and Teletudios with him in a \$4.5 million purchase deal.

Simultaneously there were rumors that NT&T, parent company of NTA, having completed what amounted to a shakedown cruise with its recently acquired tv subsidiary, would make some policy and personnel changes.

Of the NTA holdings in which Landau is interested, estimated purchase prices are \$3 million for WNTA-TV and \$1.5 million for Teletudios.

Landau reportedly will also acquire Storevision, including its 3200 in-store tv receivers and its retail locations.

Another report: Elliott Hyman is leaving UAA if and when his project to buy a package of post-'48 Warner Bros. feature films and to become a distributor jells.

Ring Classics has put together a million dollar package of championship ring battles at Madison Square Garden of the past ten years.

A sports celebrity is being sought to host the series, which will be worked up into a 39 episode half-hour program.

The distributor's arrangement with Winik Films for the rights includes an agreement to pay tv royalties to the boxers themselves.

Ziv-UA points out that it has met its "six a year" production schedule for syndication in the 1959-60 season.

The six shows are:

- New shows: Lock-Up, This Man Dawson, and Home Run Derby.
- Continuing shows: a third year of Sea Hunt and a syndication year of Tombstone Territory, once a network series.
- The UA contribution: The Vikings, which was introduced last summer, before the Ziv-UA merger.

The first new program in Ziv's 1960-61 schedule will be Case of the Dangerous Robin, sold in 32 markets to Brown & Williamson (Ted Bates), and a continuing program for next year will be Lock-Up, already with second year renewals in 62 markets, including the 53 market American Tobacco (BBDO) buy.

COMMERCIALS

Peter Cooper, executive v.p. of Robert Lawrence Animation, took a blast at blatant commercials this week at a Florman & Babb seminar at the New York Trade Show building.

"When people buy a product hurled violently through the tv set into the living room," Cooper stated, "it is often because the product is much better than the advertising."

Cooper went on to extol the virtues of animation, especially the strong identification of animated characters with general ideas.

Referring indirectly to Lestoil commercials, Cooper pointed out, "Our imagination can run rampant. When a strange-looking drawing says, 'I'm dirt,' he *is* dirt."

SPONSOR HEARS

20 JUNE 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

Two particular impressions gained from McCann-Erickson's two-day world-wide meeting (300 people from 62 offices in 21 countries) in New York the past week:

- 1) Marion Harper, Jr., is moving more and more toward a military setup. (Major Gen. Harlan Parker, former Air Force PX boss, has become his top administrative assistant.)
- 2) Operation Thurst was recharged with a new fuel and put back on the launching pad.

The keepers of the books at NBC TV are reported looking with askance at those European junkets by folks in the programing department.

Seems that the investments they incur are getting a little too costly.

Now that Bell & Howell has moved its trade to another network CBS TV is less restrained in voicing its peeve at the camera maker's recent print-grabbing tactics.

The cause of the network's ire was an item in a Chicago paper that 35 southern stations had refused to carry the show on the Atlanta school integration problem.

CBS notes that the actual count of recalcitrants was three stations.

Catch an upper-rung agency media director with his hair down and you'll find that his biggest gripe against management is its refusal to see how the salary attitude toward the media department makes it less efficient and more expensive than it should be.

To begin with, treating the media department as a training ground for other sections of the agency tends to create a heavy turnover and constant shortage of media help.

But the media boss wouldn't mind this so much if the salaries in his department were attractive enough to keep the more promising prospects from migrating into places offering better immediate pay.

One of the medium-sized reps is seriously considering taking vigorous action toward his radio stations on the national vs. local rate situation.

He will insist that the stations categorize what constitutes national vs. local business and appoint him exclusive sales rep in the territory for all national products whether placed on a national or local business.

If a station of his refuses to accept this status, he is prepared to cancel.

(See article, Reps caught in the dual rates wringer in 13 June issue.)

One of the major agencies is doing a tv factor analysis using the behavioral sciences to determine why viewers retain certain commercials and reject others.

The study will cover 100 commercials, with both visual and audio reactions probed separately and in combination.

It expects to make the findings available to clients in 30 days.

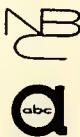
Latest bit of barter being peddled around agencies is full pages in leading fashion magazines at 40% discount which had been obtained by a barter firm for radio time.

Why agencies are leery of even toying with the deal: it would place them in the position of getting one account a better rate than another.



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.

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS	
		NIELSEN	ARB
TROUP	12,600	81	85
TURNER	2,500	57	73
WIGGS	1,500	58	74
UNION	1,700	63	74
JPSON	6,200	72	83
VALKER	10,200	80	90
VALTON	4,900	71	75
VARE	9,300	76	87
VARREN	1,900	72	03
VASHINGTON	6,700	58	03
VAYNE	4,000	57	70
VEBSTER	700	67	70
VHEELER	1,100	57	52
WHITE	1,700	63	71
WHITFIELD	10,700	89	82
WILCOX	2,200	66	72
WILKES	2,800	73	70
WILKINSON	2,100	59	77
WORTH	4,200	57	07

DAHO			
	185,600	77	83
ADAMS	27,000	89	86
ADAMS	900	64	02
BANNOCK	13,600	82	87
BEAR LAKE	1,800	68	87
BENEWAH	1,400	85	80
BINGHAM	7,500	79	85
BLAINE	1,400	66	81
BOISE	400	68	77
BOONER	4,500	63	77
BOONEVILLE	11,900	87	89
BOUNDARY	1,500	82	02
BUTTE	800	66	80
CAMAS	200	66	72
CANYON	18,100	76	83
CARIBOU	1,800	68	79
CASSIA	4,000	67	81
CLEARWATER	200	83	87
CLEARWATER	2,100	75	73
CUSTER	900	52	66
ELMORE	3,000	77	75
FRANKLIN	2,300	67	78
HEMONT	2,100	82	87
HEM	2,500	68	86
HOODING	2,700	66	79
IDAHO	3,200	60	71
JEFFERSON	2,600	82	85
JEROME	3,100	67	88
JOOTENAI	9,200	85	86
KATAH	7,000	69	80
EMHI	1,900	51	58
LEWIS	1,200	69	77
LINCOLN	1,000	66	81
LADISON	2,300	82	83
LINDOKA	2,500	67	88
LEZ PERCE	7,600	69	83
ONEIDA	800	67	81
OWYHEE	1,700	77	87
AYETTE	3,500	68	78
OWER	900	67	87
HOSHONE	6,200	72	81
ETON	700	82	87
WIN FALLS	14,100	69	84
ALLEY	1,100	64	86
WASHINGTON	2,400	68	77

ILLINOIS			
	3,106,600	92	91
DAMS	21,200	92	88
ALEXANDER	6,400	81	78
BOND	4,300	90	77
BOONE	5,300	84	87
BROWN	2,300	89	80
BUREAU	12,800	91	86
ALHOUN	2,000	89	71
ARROLL	6,400	88	88
ASS	4,400	89	82
HAMPAIGN	34,200	91	78
HRISTIAN	12,800	90	89
LARK	5,600	85	82
LAY	5,800	75	76
LINTON	6,400	91	81
OOK	13,700	67	90
OOK	1,596,900	93	94
RAWFORD	6,700	85	85
UMBERLAND	2,400	85	66
E KALB	15,100	93	92
E WITT	5,600	86	80
UGLAS	6,400	85	87
U PAGE	86,700	93	95
DGAR	7,800	85	86
DWARDS	2,500	77	75
DFINGHAM	6,900	86	79
AYETTE	7,300	86	74
ORD	5,100	89	94
RANKLIN	14,800	81	73
ULTON	15,700	91	83
ALLATIN	2,300	75	76
REENE	6,200	89	83
RUNDY	6,600	91	84

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS	
		NIELSEN	ARB
HAMILTON	3,700	75	08
HANCOCK	8,700	87	87
HARDIN	1,800	77	74
HENDERSON	2,600	91	85
HENRY	16,100	94	85
IROQUOIS	11,200	86	83
JACKSON	13,100	87	81
JASPER	4,200	85	73
JEFFERSON	11,900	84	75
JERSEY	5,300	89	76
JO DAVIESS	7,000	88	83
JOHNSON	2,800	79	71
KANE	54,400	94	99
KANKAKEE	23,800	93	91
KENDALL	4,500	91	92
KNOX	18,700	92	86
LAKE	74,000	95	97
LA SALLE	35,100	86	94
LAWRENCE	6,000	81	76
LEE	10,800	87	85
LIVINGSTON	13,700	87	80
LOGAN	9,200	92	81
MC DONOUGH	9,800	87	82
MC HENRY	21,700	03	99
MC LEAN	28,300	87	87
MACON	37,100	90	95
MACOUPIN	14,500	91	82
MADISON	69,900	92	93
MARION	13,700	90	85
MARSHALL	4,300	86	84
MASON	5,200	83	81
MASSAC	6,200	78	76
MENARD	2,900	83	83
MERCER	5,800	91	89
MONROE	4,800	91	90
MONTGOMERY	10,600	87	89
MORGAN	11,000	88	79
MOULTRIE	4,300	86	80
OGLE	12,100	87	89
PEORIA	62,300	93	92
PERRY	6,500	86	81
PIATT	5,300	86	89
PIKE	7,500	89	76
POPE	1,600	79	68
PULASKI	3,700	81	72
PUANAM	1,300	85	81
RANDOLPH	8,800	92	82
RICHLAND	5,900	77	74
ROCK ISLAND	48,900	91	94
ST CLAIR	75,200	93	91
SALINE	9,500	87	84
SANGAMON	47,100	89	88
SCHUYLER	3,200	89	80
SCOTT	2,300	89	76
SHELBY	8,300	86	81
STARK	2,600	86	87
STEPHENSON	14,400	92	85
TAZEWELL	29,000	94	92
UNION	5,300	81	74
VERMILION	31,800	88	84
WABASH	4,300	81	80
WARREN	8,300	90	86
WASHINGTON	4,700	66	71
WAYNE	8,500	75	67
WHITE	8,900	75	81
WHITESIDE	17,700	93	91
WILL	61,400	93	92
WILLIAMSON	15,900	85	79
WINNEBAGO	82,000	91	94
WOODFORD	8,200	86	80

INDIANA			
	1,424,200	91	88
ADAMS	8,900	88	87
ALLEN	71,100	93	92
BARTHOLOMEW	14,800	93	87
BENTON	3,400	89	84
BLACKFORD	4,500	84	83
BOONE	9,200	93	91
BROWN	2,200	85	70
CARROLL	5,700	88	83
CASS	12,200	92	76
CLARK	19,900	93	91
CLAY	8,400	84	82
CLINTON	10,300	91	80
CRAWFORD	2,700	84	71
DAVISS	8,200	85	76
DEARBORN	8,300	93	81
DECATUR	6,000	90	84
DEKALB	9,300	91	91
DELAWARE	84,300	92	93
DUBOIS	7,300	83	85
ELKHART	31,700	88	77
PAYETTE	7,500	89	87
FLOYD	16,100	93	92
FOUNTAIN	6,600	88	86
FRANKLIN	4,700	89	72
FULTON	5,100	89	71
GIBSON	10,100	86	81

(Please turn to page 62)

WTHI-TV
the
Number One
single station
market
in
America!

WTHI-TV is a
single station market
of 217,400 TV
homes.

An advertising
dollar on WTHI-TV
delivers more TV homes
than many dollars in a
multiple station
market.

WTHI-TV
CH.  10
TERRE HAUTE,
INDIANA

Represented by THE BOLLING CO.

TV SET COUNT

(Continued from page 61)

STATE & COUNTY	TOTAL TV HOUSEHOLDS		
	HOUSEHOLDS	NIELSEN	ARB
ALBANY	25,200	95	80
ALBANY	4,000	81	83
ALLEGANY	11,500	81	83
ALLEGANY	8,000	82	73
ALLEGANY	6,000	81	71
ALLEGANY	12,000	81	81
ALLEGANY	11,500	81	81
ALLEGANY	20,000	81	81
ALLEGANY	10,000	87	80
ALLEGANY	4,000	86	81
ALLEGANY	5,000	80	77
ALLEGANY	8,000	81	70
ALLEGANY	7,000	91	83
ALLEGANY	7,000	90	86
ALLEGANY	11,000	91	91
ALLEGANY	12,000	97	80
ALLEGANY	13,000	85	80
ALLEGANY	5,100	85	80
ALLEGANY	144,000	93	81
ALLEGANY	27,150	93	90
ALLEGANY	11,000	92	84
ALLEGANY	39,000	94	92
ALLEGANY	217,000	94	94
ALLEGANY	10,000	89	83
ALLEGANY	3,500	87	70
ALLEGANY	11,000	81	72
ALLEGANY	10,100	92	84
ALLEGANY	10,000	92	88
ALLEGANY	9,900	92	88
ALLEGANY	3,000	90	87
ALLEGANY	8,000	91	82
ALLEGANY	1,100	93	89
ALLEGANY	5,800	84	77
ALLEGANY	3,000	81	74
ALLEGANY	4,500	88	80
ALLEGANY	5,100	84	76
ALLEGANY	4,100	83	76
ALLEGANY	15,700	94	81
ALLEGANY	5,400	89	84
ALLEGANY	3,900	89	63
ALLEGANY	7,000	81	81
ALLEGANY	9,100	91	80
ALLEGANY	6,800	90	78
ALLEGANY	6,500	89	87
ALLEGANY	72,200	93	80
ALLEGANY	4,000	91	77
ALLEGANY	10,700	92	91
ALLEGANY	4,100	89	71
ALLEGANY	5,900	89	77
ALLEGANY	6,000	85	88
ALLEGANY	6,800	87	88
ALLEGANY	2,000	93	81
ALLEGANY	25,800	88	77
ALLEGANY	4,800	87	78
ALLEGANY	1,800	89	79
ALLEGANY	50,100	89	90
ALLEGANY	7,900	88	82
ALLEGANY	34,900	90	87
ALLEGANY	10,500	84	87
ALLEGANY	3,300	88	78
ALLEGANY	7,000	80	83
ALLEGANY	4,800	80	77
ALLEGANY	23,100	89	88
ALLEGANY	6,100	88	81
ALLEGANY	6,500	88	88
ALLEGANY	6,500	91	81

IOWA

675,300			
STATE & COUNTY	HOUSEHOLDS	NIELSEN	ARB
ADAIR	3,600	79	82
ADAIR	2,200	80	87
ADAIR	4,500	77	88
ADAIR	6,000	77	78
ADAIR	7,000	81	88
ADAIR	11,000	80	80
ADAIR	34,800	86	84
ADAIR	8,700	81	82
ADAIR	8,100	87	85
ADAIR	15,000	88	89
ADAIR	7,200	81	81
ADAIR	11,400	80	87
ADAIR	1,100	78	80
ADAIR	9,800	93	87
ADAIR	4,200	94	90
ADAIR	1,000	87	81
ADAIR	11,000	87	85
ADAIR	1,000	81	80
ADAIR	1,000	74	70
ADAIR	1,000	96	87
ADAIR	1,000	90	89
ADAIR	1,000	90	87
ADAIR	1,000	78	87

KANSAS

675,300			
STATE & COUNTY	HOUSEHOLDS	NIELSEN	ARB
ALLEN	5,400	73	76
ANDERSON	2,900	60	75
ATCHISON	6,200	88	85
BARBER	2,700	77	79
BARTON	10,200	94	88
BOURBON	5,800	81	79
BROWN	4,300	80	81
BUTLER	13,400	81	76
CHASE	1,400	78	64
CHAUFAUQUA	2,200	65	78
CHEROKEE	7,400	78	78
CHEYENNE	1,400	48	79
CLARK	1,100	60	73
CLAY	3,700	60	79
CLOID	4,600	60	67
COFFEY	2,700	67	69
COMANCHE	1,000	78	75
COWLEY	12,800	81	75
CRAWFORD	12,900	81	82
DECATUR	2,000	61	74
DICKINSON	7,400	61	85
DOUGLASS	3,000	88	83
DONALD	10,600	78	81
EDWARDS	1,800	82	73
ELK	1,800	65	73
ELLIS	5,400	75	80
ELLSWORTH	2,600	69	83
FINNEY	4,000	60	82
FORD	6,000	67	87
FRANKLIN	6,500	83	86

STATE & COUNTY	TOTAL TV HOUSEHOLDS		
	HOUSEHOLDS	NIELSEN	ARB
GEARY	8,100	61	77
GOVE	900	56	60
GRAHAM	1,300	60	77
GRANT	1,400	52	77
GRAY	1,100	67	81
GREBLEY	700	49	81
GREENWOOD	3,700	76	81
HAMILTON	900	43	60
HARPER	3,100	77	81
HARVEY	7,600	82	77
HASKELL	700	52	81
HODGEMAN	1,000	82	81
JACKSON	3,300	80	80
JEFFERSON	3,300	79	77
JEWELL	2,200	61	77
JOHNSON	13,600	95	90
KEARNY	800	52	77
KINGMAN	3,300	77	81
KIOWA	1,400	77	77
LABETTE	9,000	70	77
LANE	800	51	77
LEAVENWORTH	11,600	96	90
LINCOLN	2,900	70	67
LINN	2,900	82	77
LOGAN	1,100	47	57
LYON	7,900	68	77
MC PHERSON	7,500	81	77
MARION	4,600	76	77
MARSHALL	5,200	64	77
MEADE	1,500	67	77
MIAMI	6,300	81	81
MITCHELL	2,700	60	81
MONTGOMERY	15,800	80	81
MORRIS	2,400	76	77
MORTON	900	43	67
NEMAHIA	4,000	79	77
NEOSHIO	6,500	75	81
NESS	1,800	55	81
NORTON	2,700	60	81
OSAGE	4,600	83	81
OSBORNE	2,100	64	77
OTTAWA	2,100	69	77
PAWNEE	2,900	82	81
PHILLIPS	3,200	64	81
POTTAWATOMIE	3,800	64	81
PRATT	4,000	77	81
RAWLINS	1,400	47	77
RENO	19,800	85	81
REHOBOTH	3,700	66	77
RICE	4,700	81	81
RILEY	6,400	68	81
ROOKS	3,000	64	81
RUSH	1,900	75	81
RUSSSELL	3,500	75	81
SALINE	12,900	79	81
SCOTT	1,200	57	77
SEDGWICK	109,400	94	81
SEWARD	3,700	52	77
SHAWNEE	44,500	95	90
SHERIDAN	1,100	60	81
SHERMAN	1,900	49	77
SMITH	2,600	64	81
STAFFORD	2,200	82	81
STANTON	600	43	77
STEVENS	1,200	43	67
SUMNER	9,400	77	81
THOMAS	2,100	47	81
TREGO	1,600	58	81
WABAUNSEE	2,300	68	81
WALLACE	600	19	67
WASHINGTON	3,600	66	81
WICHITA	700	48	77
WILSON	4,800	77	77
WOODSON	2,000	66	67
WYANDOTTE	60,500	96	90

KENTUCKY

831,100			
STATE & COUNTY	HOUSEHOLDS	NIELSEN	ARB
ADAIR	4,300	62	41
ALLEN	3,700	60	67
ANDERSON	2,300	74	77
BALLARD	2,800	62	77
BARREN	8,900	60	67
BATH	2,700	54	57
BELL	7,800	65	67
BOONE	6,400	90	77
BOURBON	4,800	68	67
BOYD	15,300	93	77
BOYLE	6,000	65	77
BRACKEN	2,200	81	67
BREATHITT	3,900	53	37
BRECKINRIDGE	4,100	79	67
BULLITT	4,600	91	77
BUTLER	2,600	54	77
CALDWELL	3,600	52	77
CALLOWAY	6,100	58	67
CAMPBELL	27,100	94	67
CARLISLE	1,700	62	67
CARBOLL	2,300	90	77
CARTER	5,300	83	67
CASEY	4,100	60	57
CHRISTIAN	10,000	70	77
CLARK	5,300	55	77

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
CLAY	4,900	45	57
CLINTON	2,300	45	56
CRITTENDEN	2,800	52	42
CUMBERLAND	2,500	58	53
DAVIESS	19,500	80	84
EDMONSON	2,000	61	52
ELLIOTT	1,400	83	64
ESTILL	3,400	46	45
FAYETTE	36,000	69	73
FLEMING	2,900	64	61
FLOYD	9,900	80	70
FRANKLIN	9,800	75	83
FULTON	3,000	58	78
GALLATIN	1,300	90	78
GARRARD	2,600	65	54
GRANT	2,700	90	83
GRAVES	9,700	59	68
GRAYSON	5,100	60	60
GREEN	3,400	63	56
GREENUP	7,000	83	65
HANCOCK	1,400	78	59
HARDIN	14,500	85	69
HARLAN	11,900	68	63
HARRISON	4,300	75	78
HART	3,900	60	59
HENDERSON	10,500	77	78
HENRY	3,200	77	68
HICKMAN	2,100	62	65
HOPKINS	12,000	62	69
JACKSON	3,000	44	24
JEFFERSON	175,400	93	96
JESSAMINE	3,700	65	58
JOHNSON	5,100	73	66
KENTON	41,300	95	68
KNOTT	3,400	53	49
KNOX	6,600	56	52
LARUE	2,900	62	65
LAUREL	6,800	44	60
LAWRENCE	3,200	73	54
LEE	2,000	50	44
LESLIE	3,600	45	45
LETCHER	6,100	58	51
LEWIS	3,200	64	62
LINCOLN	4,300	59	48
LIVINGSTON	2,000	57	56
LOGAN	5,700	71	73
LYON	1,500	58	65
MC CRACKEN	18,200	66	75
MC CREARY	2,700	54	58
MC LEAN	2,700	58	59
MADISON	9,600	56	61
MAGOFFIN	2,600	53	53
MARION	3,600	74	71
MARSHALL	4,900	62	74
MARTIN	2,000	74	62
MASON	5,000	84	75
MEADE	2,200	79	58
MENIFEE	700	47	51
MERCER	4,000	65	73
METCALFE	2,500	58	49
MONROE	3,400	58	61
MONTGOMERY	2,900	55	68
MORGAN	2,700	50	58
MUHLENBERG	7,600	64	72
NELSON	4,900	91	74
NICHOLAS	2,200	68	65
OHIO	4,800	57	65
OLDHAM	3,200	77	82
OWEN	2,500	75	64
OWSLEY	1,700	45	45
PENDLETON	3,300	83	75
PERRY	7,800	59	53
PIKE	15,500	70	63
POWELL	1,500	46	84
PULASKI	9,200	56	54
ROBERTSON	600	83	58
ROCKCASTLE	2,900	44	54
ROWAN	2,600	64	67
RUSSELL	3,100	60	54
SCOTT	3,800	75	60
SHELBY	5,000	77	80
SIMPSON	3,000	72	73
SPENCER	1,500	91	73
TAYLOR	4,800	63	64
TODD	3,300	72	72
TRIGG	2,200	58	70
TRIMBLE	1,500	77	69
UNION	3,600	56	77
WARREN	12,800	69	77
WASHINGTON	3,000	74	70
WAYNE	3,900	45	55
WEBSTER	4,400	56	68
WHITLEY	6,700	55	73
WOLFE	1,600	50	37
WOODFORD	3,200	75	60

LOUISIANA

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
ACADIA	13,200	66	76
ALLEN	5,900	65	81
ASCENSION	6,600	68	72
ASSUMPTION	4,100	63	80
AVOUELLES	10,400	67	

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
BREAUGUARD	6,300	65	61
BIENVILLE	4,200	63	78
BOSSIER	12,200	81	68
CADDO	60,500	87	87
CALCASIEU	39,400	78	85
CALDWELL	2,500	67	67
CAMERON	1,600	66	80
CATAHOULA	2,800	63	64
CLABORNE	5,700	63	69
CONCORDIA	4,400	63	65
DE SOTO	5,600	75	66
E BATON ROUGE	64,700	85	85
EAST CARROLL	3,500	69	61
E FELICIANA	3,000	62	66
EVANGELINE	8,700	65	68
FRANKLIN	7,200	71	61
GRANT	2,800	70	73
IBERIA	13,700	71	83
IBERVILLE	7,000	64	77
JACKSON	3,500	70	81
JEFFERSON	50,700	88	80
JEFF DAVIS	7,800	66	81
LA FAYETTE	20,700	73	82
LAFOURCHE	11,800	82	79
LA SALLE	3,800	68	69
LINCOLN	7,100	66	81
LIVINGSTON	6,100	68	70
MADISON	4,200	69	61
MOREHOUSE	8,900	69	80
NATCHITOCHE	10,900	68	65
ORLEANS	180,100	88	92
OUACHITA	25,700	81	83
PLAQUEMINES	4,900	83	81
POINTE COUPEE	5,200	62	73
RAPIDES	30,700	79	80
RED RIVER	2,800	74	73
RICHLAND	6,100	79	70
SABINE	5,300	60	56
ST BERNARD	7,300	87	78
ST CHARLES	3,700	78	85
ST HELENA	2,300	62	67
ST JAMES	3,400	78	75
ST JOHN BAPTIST	3,500	78	77
ST LANDRY	21,100	66	74
ST MARTIN	6,200	62	76
ST MARY	10,800	71	76
ST TAMMANY	8,900	78	81
TANGIPAHOA	16,900	86	76
TENSAS	3,000	69	63
TERREBONNE	13,900	85	83
UNION	4,600	66	70
VERMILION	10,900	65	78
VERNON	6,700	60	62
WASHINGTON	11,400	82	75
WEBSTER	10,400	79	80
W BATON ROUGE	3,100	64	89
WEST CARROLL	3,500	79	69
W FELICIANA	1,800	62	77
WINN	4,400	70	73

MAINE

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
ANDROSCOGGIN	260,900	90	88
AROOSTOCK	23,900	93	94
CUMBERLAND	51,800	81	83
FRANKLIN	4,900	92	95
HANCOCK	10,500	87	84
KENNEBEC	23,800	88	81
KNOX	8,800	92	88
LINCOLN	5,500	89	82
OXFORD	11,500	91	85
PENOBSCOT	31,000	92	87
PISCATAQUIS	4,800	89	88
SAGADAHO	5,500	91	86
SOMERSET	11,100	84	82
WALDO	6,200	89	83
WASHINGTON	9,800	88	81
YORK	28,100	92	88

MARYLAND

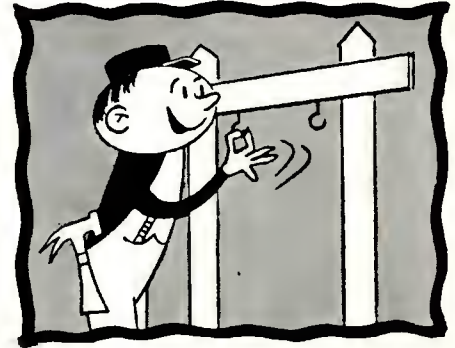
STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
ALLEGANY	865,600	90	90
ANNE ARUNDEL	26,300	77	82
BALTIMORE	51,600	92	91
CALVERT	415,700	91	92
CAROLINE	3,600	86	90
CARROLL	5,300	88	85
CECIL	13,800	92	91
CHARLES	12,400	89	91
DORCHESTER	8,300	86	89
FREDERICK	8,200	87	82
GARRETT	19,000	89	84
HARFORD	4,900	64	73
HOWARD	19,300	91	89
KENT	8,500	88	89
KENT	4,300	88	93
MONTGOMERY	86,600	93	91
PRINCE GEORGE	103,500	92	92
QUEEN ANNES	4,800	88	82

(Please turn to page 64)

Far - Reaching !



Yep, gonna build a motel right here.



Sure, we plan to advertise



on WCSH-TV

Besides this fellow, there are 263 other local and national advertisers who know what to expect from SIX's "Far-Reaching Effect."

If you don't already know, ask your Weed TV man about our 6 straight years of surveys.

WCSH-TV

6 NBC for PORTLAND MAINE



MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

TV SET COUNT

(Continued from page 63)

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
ST MARYS	9,500	86	80
SOMERSET	5,500	81	72
TALBOT	6,500	87	86
WASHINGTON	26,600	84	80
WICOMICO	14,300	87	88
WORCESTER	7,100	61	76

MASSACHUSETTS

1,461,700		93	95
BARNSTABLE	17,300	92	96
BERKSHIRE	41,900	93	95
BRISTOL	120,700	93	96
DUKES	1,800	90	86
ESSEX	171,000	93	87
FRANKLIN	17,300	90	87
HAMPDEN	112,900	93	97
HAMPSHIRE	23,300	91	93
MIDDLESEX	33,600	93	97
NANTUCKET	1,000	91	79
NORFOLK	140,200	93	100
PLYMOUTH	70,200	93	99
SUFFOLK	239,200	93	95
WORCHESTER	171,300	93	93

MICHIGAN

2,336,700		92	93
ALCONA	1,000	84	66
ALGER	2,900	75	85
ALLEGAN	18,700	92	86
ALPENA	8,000	72	78
ANTRIM	3,200	82	84
ARENAC	2,900	87	85
BARAGA	1,800	76	80
BARRY	10,300	91	85
BAY	30,700	93	93
BENZIE	2,300	83	86
BERRIEN	49,100	93	90
BRANCH	11,600	87	85
CALHOUN	42,100	93	92
CASS	10,200	90	81
CHARLEVOIX	3,900	76	90
CHEBOYGAN	4,000	77	82
CHIPPEWA	9,400	76	85
CLARE	3,900	89	89
CLINTON	10,000	93	91
CRAWFORD	1,300	84	79
DELTA	9,900	81	89
DICKINSON	7,100	85	89
EATON	14,800	91	93
EMMET	4,600	77	80
GENESEEE	116,000	91	91
GLADWIN	2,900	89	86
GOGEBIC	8,000	78	92
GR TRAVERSE	9,400	82	90
GRATIOT	10,800	82	84
HILLSDALE	10,500	86	87
HOUGHTON	9,700	73	90
HURON	9,400	92	81
INGHAM	64,600	93	83
IONIA	12,400	92	89
IOSCO	5,200	87	89
IRON	5,800	76	88
ISABELLA	8,400	89	81
JACKSON	38,300	93	92
KALAMAZOO	48,700	94	94
KALKASKA	1,300	82	78
KENT	106,700	93	94
KEWEENAW	700	76	76
LAKE	1,500	89	85
LAPEER	11,600	92	85
LEELANAU	2,600	82	74
LENAWEE	24,900	92	88
LIVINGSTON	11,300	92	92
LUCE	1,600	75	79
MACKINAC	3,000	77	72
MACOMB	109,100	94	97
MANISTEE	6,300	83	89
MARQUETTE	14,500	77	90
MASON	8,600	82	77
MECOSTA	5,800	91	82
MENOMINEE	7,200	85	91
MIDLAND	14,000	90	92
MISSAUKIEE	1,900	82	70
MONROE	29,600	93	90
MONTCALM	11,900	93	84
MONTMORENCY	1,200	72	70
MUSKOGON	43,900	94	91
NEWAWGO	7,600	89	73
OAKLAND	197,600	94	97
OCEANA	4,700	82	80
OGEMAW	2,500	87	90
ONTONAGON	3,000	77	71
OSCEOLA	3,800	91	85
OSCODA	900	85	77
OTSEGO	2,000	84	79
OTTAWA	29,800	92	94
ROSQUE ISLE	3,200	72	64

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
ROSCOMMON	2,300	84	80
SAGINAW	55,000	93	93
ST CLAIR	31,200	93	90
ST JOSEPH	15,000	93	88
SANILAC	11,000	90	88
SCHOOLCRAFT	2,400	75	86
SHIAWASSEE	16,900	93	86
TUSCOLA	13,300	91	81
VAN BUREN	16,500	92	89
WASHTENAW	43,400	93	93
WAYNE	828,000	94	96
WEXFORD	5,600	83	90

MINNESOTA

974,300		87	88
AITKIN	3,800	77	76
ANOKA	18,700	97	94
BECKER	6,600	69	80
BELTRAMI	7,000	48	48
BENTON	4,900	66	70
BIG STONE	2,300	64	88
BLUE EARTH	12,000	93	88
BROWN	8,100	84	86
CARLTON	7,400	77	89
CARVER	5,500	94	90
CASS	5,100	52	48
CHIPPEWA	4,700	61	85
CHISAGO	4,500	93	93
CLAY	10,000	90	88
CLEARWATER	2,600	48	54
COOK	1,300	74	79
COTTONWOOD	4,800	77	70
CROW WING	9,600	66	70
DAKOTA	19,300	96	92
DODGE	3,900	84	90
DOUGLAS	6,600	58	78
FARIBAULT	7,500	77	83
FILLMORE	7,800	77	84
FREEBORN	10,300	91	90
GOODHUE	9,700	95	87
GRANT	2,800	60	74
HENNEPIN	252,000	97	95
HOUSTON	4,800	77	84
HUBBARD	2,700	52	55
ISANTI	3,200	93	87
ITASCA	11,100	79	81
JACKSON	4,200	85	74
KANABEC	2,500	78	75
KANDIYOHI	8,300	81	83
KITSON	2,600	58	67
KOOCHICING	5,000	50	62
LAC QUI PARLE	3,600	65	79
LAKE	4,000	74	93
LAKE OF WOODS	1,300	50	50
LE SUEUR	6,000	83	84
LINCOLN	2,900	69	70
LYON	6,700	65	78
MC LEOD	7,700	89	92
MAHONOMEN	1,500	69	72
MARSHALL	4,100	58	82
MARTIN	8,600	77	90
MEEKER	5,400	81	86
MILLE LACS	4,900	66	81
MORRISON	7,200	60	80
MOWER	13,900	92	96
MURRAY	4,000	80	90
NICOLLET	5,300	84	84
NOBLES	6,300	85	86
NORMAN	3,200	69	85
OLMSTED	16,200	96	90
OTTER TAIL	13,500	68	65
PENNINGTON	3,400	65	79
PINE	5,100	77	76
PIPESTONE	3,900	80	90
POLK	10,700	69	85
POPE	3,400	58	84
RAMSEY	122,600	97	95
RED LAKE	1,300	65	73
REDWOOD	6,400	78	69
RENVILLE	7,100	78	67
RICE	9,700	95	94
ROCK	3,300	80	84
ROSEAU	3,800	58	54
ST LOUIS	71,400	91	91
SCOTT	5,300	94	86
SHERBURNE	3,100	88	84
SIBLEY	4,300	89	81
STEARNS	19,900	90	88
STEELE	7,500	84	87
STEVENS	2,900	64	71
SWIFT	4,100	65	85
TODD	6,700	60	63
TRAVERSE	2,200	63	79
WABASHA	5,300	88	89
WADENA	4,100	52	55
WASECA	4,800	83	79
WASHINGTON	11,900	96	89
WATONWAN	4,200	77	79
WILKIN	2,500	90	78
WINONA	11,600	73	84
WRIGHT	8,200	88	86
YELLOW MEDICINE	4,400	69	82

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
MISSISSIPPI			
555,700		64	
ADAMS	10,600	60	77
ALCOORN	7,100	60	77
AMITE	4,000	50	77
ATTALA	5,800	58	77
BENTON	2,000	60	77
BOLIVAR	15,100	57	77
CALHOUN	4,000	50	77
CARROLL	2,800	51	77
CHICKASAW	4,400	51	77
CHOCTAW	2,200	46	77
CLAIBORNE	2,600	59	77
CLARKE	4,300	59	77
CLAY	4,100	53	77
COAHOMA	13,400	58	77
COPIAH	7,300	62	77
COVINGTON	3,600	62	77
DE SOTO	5,600	71	77
FORREST	14,500	60	77
FRANKLIN	2,100	59	77
GEORGE	2,600	56	77
GREENE	1,700	56	77
GRENADA	4,700	51	77
HANCOCK	3,200	79	77
HARRISON	29,300	76	77
HINDS	47,900	83	77
HOLMES	8,200	63	77
HUMPHREYS	4,100	60	77
ISSAQUENA	700	60	77
ITAWAMBA	3,900	59	77
JACKSON	13,100	86	77
JASPER	4,400	86	77
JEFFERSON	2,400	59	77
JEFF DAVIS	3,500	57	77
JONES	16,500	67	77
KEMPER	2,700	57	77
LAFAYETTE	4,800	51	77
LAMAR	3,200	59	77
LAUDERDALE	19,600	78	77
LAWRENCE	2,800	57	77
LEAKE	4,700	58	77
LEE	11,100	69	77
LEEFLORE	12,300	56	77
LINCOLN	7,100	58	77
LOWNDES	10,900	51	77
MADISON	6,900	65	77
MARION	6,100	54	77
MARSHALL	3,100	56	77
MONROE	8,900	58	77
MONTGOMERY	3,300	51	77
NESHOBA	5,000	57	77
NEWTON	5,200	66	77
NOXUBEE	3,900	58	77
OKTIBBEHA	5,900	53	77
PANOLA	7,100	73	77
PEARL RIVER	5,700	79	77
PERRY	2,200	56	77
PIKE	9,200	61	77
PONTOTOC	4,900	57	77
PRENTISS	4,800	59	77
QUITMAN	5,100	60	77
RANKIN	6,300	58	77
SCOTT	5,000	58	77
SHARKEY	2,500	60	77
SIMPSON	5,300	58	77
SMITH	3,700	58	77
STONE	1,600	57	77
SUNFLOWER	11,300	51	77
TALLAHATCHIE	6,100	59	77
TATE	4,400	71	77
TIPPAH	4,100	60	77
TISHOMINGO	4,100	60	77
TUNICA	5,200	60	77
UNION	5,800	57	77
WALTHALL	3,600	55	77
WARREN	12,400	69	77
WASHINGTON	21,100	60	77
WAYNE	3,900	59	77
WEBSTER	2,600	56	77
WILKINSON	2,700	50	77
WINSTON	4,600	58	77
YALOBUSHA	3,200	51	77
YAZOO	8,200	66	77
MISSOURI			
1,373,300		89	82
ADAIR	6,500	66	71
ANDREW	3,700	82	81
ATCHISON	2,900	71	83
AUDRAIN	8,900	77	88
BARRY	6,500	68	63
BARTON	3,900	67	69
BATES	5,900	74	86
BENTON	2,700	79	79
BOLLINGER	2,600	75	67
BOONE	15,500	83	80
BUCHANAN	32,700	92	86
BUTLER	11,900	70	69
CALDWELL	3,300	82	83
CALLAWAY	6,200	77	82
CAMDEN	2,100	76	57

(Please turn to page 66)

IN DETROIT

**THEY'RE
GLUED
TO
CHANNEL 2**

Daytime Dominance

WJBK-TV

36 1sts

5 2nds

Out of

42

Daytime
Quarter Hour
Periods
(7:30 a.m.—6 p.m.
Mon. thru Fri.)

a **STORER** station **WJBK-TV DETROIT Channel 2 CBS**
NATIONAL REPRESENTATIVES: **THE KATZ AGENCY**

...and that's not all!

WJBK-TV Ranked

1st in OVERALL SHARE

OF AUDIENCE FROM

SIGN-ON to SIGN-OFF

1st in 5 OF THE 6

3-HOUR SEGMENTS

April 1960 Nielsen

TV SET COUNT

(Continued from page 64)

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
OPÉ GIRARDEAU	11,800	84	86
CARROLL	4,600	77	79
CARTER	1,400	57	61
CASS	6,700	80	82
CEDAR	3,400	67	67
CHARITON	4,100	63	73
CHRISTIAN	3,700	73	77
CLARK	2,600	80	76
CLAY	20,000	96	92
CLINTON	3,500	91	89
COLE	11,500	88	91
COOPER	4,700	75	81
CRAWFORD	3,100	63	63
DADE	2,600	68	67
DALLAS	2,700	76	68
DAVISS	3,200	82	59
DE KALB	2,300	82	84
DENT	3,000	70	51
DOUGLAS	2,800	66	60
DUNKLIN	11,000	75	72
FRANKLIN	12,300	83	70
GASCONADE	4,100	75	79
GENTRY	3,100	76	84
GREENE	42,300	95	89
GRUNDY	4,200	80	82
HARRISON	4,200	76	73
HENRY	6,500	79	77
HICKORY	1,600	79	57
HOLT	2,500	71	87
HOWARD	3,400	74	78
HOWELL	5,800	54	50
IRON	1,900	63	62
JACKSON	211,600	97	92
JASPER	28,600	89	83
JEFFERSON	19,800	95	87
JOHNSON	8,000	80	74
KNOX	2,700	80	71
LACLEDE	6,000	76	79
LAFAYETTE	7,700	84	84
LAWRENCE	7,200	68	76
LEWIS	3,400	80	86
LINCOLN	5,600	87	79
LINN	6,100	63	81
LIVINGSTON	5,100	80	76
MC DONALD	4,200	76	65



A TELEVISION ADVERTISING DOLLAR WELL SPENT

Sell Western Montana At \$1 per 1,000 TV Homes

- ★ 9 OUT OF EVERY 10 TV HOMES view only KMSO-TV in Far-Western Montana. Captive Audience in 90% of the area.
- ★ 7 CITIES ENJOY KMSO-TV's Best Lineup of CBS, NBC, & ABC programs in Montana. Missoula, Butte, Anaconda, Helena, Hamilton Deer Lodge, and Kalispell.
- ★ "Preferred City" (Missoula) Bank Debits hit +20%, highest of all Montana cities. 18 V.H.F. Boosters "extend" coverage of KMSO-TV to

58,475 TV HOMES

CBS • NBC • ABC

KMSO-TV

MISSOULA, MONTANA

NATIONAL REPRESENTATIVES

FOR JOE-TV, INC.

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
MACON	7,200	77	79
MADISON	2,900	75	57
MARIPS	2,100	75	68
MARION	9,900	94	84
MERCER	2,000	76	60
MILLER	4,400	75	72
MISSISSIPPI	5,500	66	76
MONITEAU	3,200	75	89
MONROE	3,100	83	83
MONTGOMERY	3,500	87	76
MORGAN	2,900	75	74
NEW MADRID	8,800	72	66
NEWTON	9,400	75	74
NODAWAY	7,400	70	82
OREGON	3,000	49	41
OSAGE	3,000	75	78
OZARK	2,500	66	57
PEMISCOT	10,600	80	66
PERRY	3,400	82	78
PETTIS	12,600	83	84
PHELPS	8,100	70	84
PIKE	5,900	83	77
PLATTE	6,900	91	88
POLK	4,700	76	73
PULASKI	9,100	78	71
PUTNAM	2,800	66	68
RALLS	2,200	83	68
RANDOLPH	8,000	74	78
RAY	5,400	81	81
REYNOLDS	1,500	57	59
RIPLEY	3,000	57	55
ST CHARLES	11,700	94	87
ST CLAIR	2,900	79	64
ST FRANCOIS	11,600	86	84
ST LOUIS	465,600	97	84
STE GENEVIEVE	3,100	82	84
SALINE	8,000	76	79
SCHUYLER	1,600	66	76
SCOTLAND	2,400	80	81
SCOTT	8,300	80	80
SHANNON	1,700	49	28
SHELBY	3,100	77	80
STODDARD	8,400	80	72
STONE	2,700	71	67
SULLIVAN	3,300	67	69
TANEY	3,100	73	63
TEXAS	5,700	54	60
VERNON	6,300	71	73
WARREN	2,400	87	75
WASHINGTON	3,800	63	68
WAYNE	2,400	75	92
WEBSTER	4,200	78	68
WORTH	1,600	78	79
WRIGHT	4,100	68	58

MONTANA

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
213,900	64	77	
BEAVERHEAD	2,700	54	68
BIG HORN	2,800	50	61
BLAINE	2,600	51	56
BROADWATER	700	54	68
CARBON	2,400	69	70
CARTER	800	44	27
CASCADE	23,100	77	86
CHOUTEAU	2,400	66	77
CLUSTER	4,000	44	65
DANIELS	1,000	45	71
DAWSON	3,300	52	87
DEER LODGE	6,400	53	90
FALLON	1,100	45	65
FERGUS	4,400	53	66
FLATHEAD	10,400	67	82
GALLATIN	7,800	50	71
GARFIELD	600	45	63
GLACIER	3,000	58	73
GOLDEN VALLEY	400	56	63
GRANITE	1,000	53	69
HILL	5,500	51	75
JEFFERSON	1,000	50	71
JUDITH BASIN	700	54	78
LAKE	3,700	62	53
LEWIS & CLARK	10,300	54	79
LIBERTY	500	51	72
LINCOLN	3,400	60	74
MC CONE	1,000	53	47
MADISON	1,800	50	75
MEAGHER	1,000	54	53
MINERAL	900	54	67
MISSOULA	14,700	69	73
MUSSELSHELL	1,600	54	83
PARK	3,600	59	76
PETROLEUM	300	56	70
PHILLIPS	2,000	45	62
PONDERA	2,000	69	74
POWDER RIVER	800	45	36
POWELL	2,200	53	82
PRAIRIE	700	52	24
RAVALLI	4,000	54	78
RICHLAND	2,900	53	73
ROOSEVELT	3,000	54	85
ROSEBUD	2,000	51	60
SANDERS	2,500	53	66

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
SHERIDAN	1,800	53	73
SILVER BOW	20,500	85	83
STILLWATER	1,800	59	68
SWEET GRASS	900	59	50
TETON	2,300	69	80
TOOLE	2,500	51	77
TREASURE	300	54	87
VALLEY	4,200	45	70
WHEATLAND	900	54	69
WIBAUX	400	54	61
YELLOWSTONE	25,300	82	87

NEBRASKA

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
443,000	84	86	
ADAMS	9,300	86	86
ANTELOPE	3,500	69	70
ARTHUR	200	48	64
BANNER	500	62	77
BLAINE	200	57	82
BOONE	2,800	61	81
BOX BUTTE	3,700	53	77
BOYD	1,300	48	71
BROWN	1,400	48	66
BUFFALO	8,500	82	80
BURT	3,500	87	91
BUTLER	3,300	82	84
CASS	5,900	94	88
CEDAR	3,700	94	85
CHASE	1,300	56	82
CHERY	2,600	52	70
CHEYENNE	5,500	59	84
CLAY	3,200	77	88
COLFAX	3,300	82	91
CUMING	3,800	87	77
CUSTER	5,500	64	75
DAKOTA	3,600	94	90
DAWES	2,800	45	67
DAWSON	6,400	82	87
DEUEL	900	55	85
DIXON	2,600	94	84
DODGE	16,000	96	91
DOUGLAS	103,400	97	96
DUNDY	1,000	56	79
FILLMORE	3,500	77	83
FRANKLIN	2,000	84	77
FRONTIER	1,400	63	91
FURNAS	2,900	84	72
GAGE	8,400	87	82
GARDEN	1,300	59	81
GARFIELD	800	58	76
GOSPER	700	85	84
GRANT	200	54	69
GREELEY	1,600	66	77
HALL	12,000	89	88
HAMILTON	3,100	83	92
HARLAN	1,800	84	80
HAYES	500	63	71
HITCHCOCK	1,400	56	79
HOLT	4,100	48	69
HOOKER	300	48	62
HOWARD	2,300	66	73
JEFFERSON	4,100	79	83
JOHNSON	2,000	87	74
KEARNEY	1,900	84	88
KEITH	2,500	62	87
KEYA PAHA	400	54	73
KIMBALL	1,900	63	83
KNOX	4,100	69	75
LANCASTER	47,300	94	91
LINCOLN	9,600	63	77
LOGAN	400	46	70
LOUP	300	59	47
MC PHERSON	100	48	72
MADISON	8,100	91	80
MERRICK	2,800	64	82
MORRILL	2,200	63	63
NANCE	1,800	64	76
NEMAHA	3,100	82	85
NUCKOLLS	2,800	77	84
OTOE	5,900	94	92
PAWNEE	1,900	82	68
PERKINS	1,100	62	75
PHELPS	3,300	83	86
PIERCE	2,600	69	81
PLATTE	7,100	91	83
POLK	2,600	84	89
REDWILLow	4,000	63	82
RICHARDSON	4,700	80	76
ROCK	800	49	62
SALINE	5,000	79	90
SARPY	7,500	96	88
SAUNDERS	5,700	96	80
SCOTT'S BLUFF	10,600	66	86
SEWARD	4,200	79	73
SHERIDAN	3,000	53	82
SHERMAN	1,600	64	78
SIoux	600	54	57
STANTON	1,600	82	71
THAYER	3,100	77	72
THOMAS	500	46	70
THURSTON	2,200	87	82
VALLEY	2,000	64	79
WASHINGTON	3,800	96	89
WAYNE	3,000	84	92

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
WEBSTER	2,300	86	77
WHEELER	300	57	73
YORK	4,600	84	82

NEVADA

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
89,600	77	85	
CHURCHILL	1,900	44	90
CLARK	41,400	83	85
DOUGLAS	500	60	80
ELKO	4,200	48	65
ESMERALDA	200	48
EUREKA	200	45	77
HUMBOLDT	1,400	46	80
LANDER	400	48	74
LINCOLN	900	49	64
LYON	1,200	61	93
MINERAL	1,900	45	78
NYE	900	49	57
ORSBY	1,800	61	88
PERSHING	1,100	45	74
STOREY	200	57	54
WASHOE	28,000	89	90
WHITE PINE	3,400	48	84

NEW HAMPSHIRE

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
168,200	91	88	
BELKNAP	8,100	80	85
CARROLL	4,900	91	88
CHESHIRE	12,700	91	79
COOS	10,400	90	94
GRAFTON	12,900	87	74
HILLSBORO	50,300	92	94
MERRIMACK	18,300	91	88
ROCKINGHAM	26,700	82	85
STRAFFORD	15,200	92	85
SULLIVAN	8,700	88	81

NEW JERSEY

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
1,751,500	93	97	
ATLANTIC	47,300	94	92
BERGEN	247,200	93	98
BURLINGTON	47,100	93	97
CAMDEN	109,600	93	98
CAPE MAY	15,500	93	83
CUMBERLAND	31,500	92	90
ESSEX	293,800	92	88
GLOUCESTER	38,400	93	98
HUDSON	190,400	94	97
HUNTERDON	14,800	93	90
MERCER	73,500	93	98
MIDDLESEX	105,900	93	97
MONMOUTH	93,000	94	93
MORRIS	63,300	93	98
OCEAN	27,800	93	98
PASSAIC	117,700	93	98
SALEM	17,300	83	97
SOMERSET	36,700	92	97
SUSSEX	12,000	92	85
UNION	149,500	93	98
WARREN	19,100	92	85

NEW MEXICO

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
245,900	74	78	
BERNALILLO	70,900	92	84
CATRON	700	62	14
CHAVES	16,100	81	83
COLFAX	3,500	48	57
CURRY	9,300	63	82
DE BACA	800	60	73
DONA ANA	12,300	86	78
EDDY	13,700	74	83
GRANT	4,600	62	61
GUADALUPE	1,500	67	68
HARDING	300	51	51
HIDALGO	1,300	62	72
LEA	14,600	65	83
LINCOLN	2,100	65	80
LOS ALAMOS	3,500	78	72
LUNA	3,100	65	74
MC KINLEY	8,900	52	66
MORA	1,400	53	59
OTERO	11,900	68	81
QUAY	3,700	63	70
RIO ARRIBA	6,100	59	68
ROOSEVELT	4,000	60	73
SANDOVAL	2,100	63	71
SAN JUAN	14,700	56	75
SAN MIGUEL	5,200	53	70
SANTA FE	10,700	74	82
SIERRA	2,000	67	72
SOCORRO	2,700	63	73
TAOS	3,400	59	51
TORRANCE	1,500	67	67
UNION	1,600	48	58
VALENCIA	7,700	72	77

NEW YORK

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
5,084,000	92	94	
ALBANY	87,700	93	94

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
ALLEGANY	13,300	82	90
BRONX	431,800	92	97
BROOME	62,100	82	85
CATTARAUGUS	25,100	83	89
CAYUGA	21,800	93	94

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
CHAUTAQUA	47,500	92	88
CHEMUNG	30,400	89	86
CHENANGO	13,400	90	82
CLINTON	15,400	93	89
COLUMBIA	15,000	83	95
CORTLAND	12,100	92	94
DELAWARE	13,900	86	77
DUTCHESS	45,600	91	90
ERIE	325,300	93	96
ESSEX	11,200	83	87
FRANKLIN	12,300	79	88
FULTON	16,500	90	92
GENESEE	15,700	84	93
GREENE	9,400	80	89
HAMILTON	1,400	91	72
HERKIMER	20,000	92	97
JEFFERSON	27,000	83	91
KINGS	777,200	84	94
LEWIS	6,600	85	81
LIVINGSTON	12,300	90	90
MADISON	15,400	92	95
MONROE	181,300	93	96
MONTGOMERY	19,200	91	81
NASSAU	405,400	94	98
NEW YORK	581,400	91	86
NIAGARA	69,100	94	98
ONEIDA	72,800	94	96
ONONDAGA	122,000	83	95
ONTARIO	19,800	91	83
ORANGE	52,800	92	89
ORLEANS	10,400	92	94
OSWEGO	24,500	83	87
OTSEGO	17,100	91	83
PUTNAM	7,400	87	100
QUEENS	575,000	93	96
RENSSELAER	44,000	93	93
RICHMOND	61,500	93	93
ROCKLAND	33,000	84	99
ST LAWRENCE	34,000	79	85
SARATOGA	25,500	91	96
SCHENECTADY	51,600	82	97
SCHOHARIE	7,700	88	86
SCHUYLER	4,000	90	81
SENECA	8,100	91	94
STEEBEN	29,500	85	89
SUFFOLK	163,800	92	95
SULLIVAN	14,100	81	89
TIoga	10,600	81	88
TOMPKINS	18,200	87	83
ULSTER	35,400	91	86
WARREN	12,900	91	87
WASHINGTON	13,700	91	88
WAYNE	20,500	82	93
WESTCHESTER	237,600	94	98
WYOMING	9,600	82	90
YATES	5,500	90	86

NORTH CAROLINA

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
1,115,400	79	82	
ALAMANCE	21,600	91	88
ALEXANDER	3,900	87	82
ALLEGHANY	2,300	71	79
ANSON	5,600	74	79
ASHE	5,900	71	78
AVERY	3,000	67	72
BEAUFORT	8,900	87	80
BERTIE	5,100	72	76
BLADEN	6,800	56	73
BRUNSWICK	5,100	61	77
BUNCOMBE	36,800	77	79
BURKE	12,200	82	83
CABARRUS	17,700	91	79
CALDWELL	11,200	80	86
CAMDEN	1,200	77	83
CARTERET	7,400	64	76
CASWELL	4,900	74	72
CATAWBA	19,900	90	89
CHATHAM	6,700	69	81
CHEROKEE	4,200	51	74
CHOWAN	3,200	65	74
CLAY	2,300	51	70
OLEVELAND	15,900	80	85
COLUMBUS	12,200	60	71
CRAVEN	14,800	83	81
CUMBERLAND	30,700	63	82
CURRITUCK	1,900	77	72
DARE	1,400	65	77
DAVIDSON	18,700	89	80
DAVIE	4,100	80	77
DUPLIN	10,000	64	73
DURHAM	29,900	86	84
EDGECOMBE	12,100	81	92
FORSYTH	49,600	89	88
FRANKLIN	7,000	60	74
GASTON	33,200	83	89
GATES	2,400	75	80
GRAHAM	1,700	51	72

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
GRANVILLE	7,000	72	76
GREENE	3,600	72	71
GUILFORD	61,500	80	92
HALIFAX	13,800	71	76
HARTNETT	12,800	62	80

STATE & COUNTY	TOTAL HOUSEHOOLS	% TV HOUSEHOLDS NIELSEN	ARB
HAYWOOD	10,700	68	81
HENDERSON	9,400	68	75
HERTFORD	5,000	75	75
HOKE	3,200	61	76
IYDE	1,400	64	71
IREDELL	15,100	82	82
JACKSON	4,400	62	71
JOHNSTON	16,100	68	75
JONES	2,600	64	75
LEE	7,000	69	78
LENOIR	13,900	77	79
LINCOLN	6,600	77	84
MC DOWELL	7,000	73	76
MACON	4,300	62	72
MADISON	4,600	59	73
MARTIN	6,300	72	83
MECKLENBERG	73,900	89	90
MITCHELL	3,500	64	68
MONTGOMERY	3,900	75	76
MOORE	8,000	70	77
NASH	16,000	70	72
NEW HANOVER	21,400	77	81
NORTHAMPTON	5,800	75	71
ONSLow	6,800	70	77
ORANGE	9,600	84	68
PAMLICO	2,800	64	76
PASQUOTANK	6,700	76	88
PENDER	4,600	61	75
PERQUIMANS	2,500	76	76
PERSON	5,800	74	79
PITT	15,100	89	80
POLK	3,100	85	68
RANDOLPH	14,700	85	80
RICHMOND	9,500	84	82
ROBESON	18,000	70	75
ROCKINGHAM	18,100	87	87
ROWAN	22,500	85	85
RUTHERFORD	10,800	83	78
SAMPSON	11,600	65	74
SCOTLAND	5,600	61	80
STANLY	10,600	91	72
STOKES	5,100	79	75
SURRY	12,400	85	72
SWAIN	2,300	51	59
TRANSYLVANIA	3,700	62	80
TYRRELL	1,200	66	77
UNION	10,100	79	66
VANCE	8,000	76	83
WAKE	41,000	83	85
WARREN	4,400	60	78
WASHINGTON	3,000	65	78
WATAUGA	4,400	67	78
WAYNE	16,900	80	84
WILKES	11,200	72	79
WILSON	14,900	80	81
YADKIN	6,300	80	68
YANCEY	3,500	59	71

NORTH DAKOTA

TV SET COUNT

(Continued from page 67)

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS	
		NIelsen	ARB
PEMBINA	3,400	62	78
PIERCE	2,000	65	77
RAMSEY	3,300	57	92
RANSOM	2,100	78	74
RENVILLE	1,200	65	79
RICHLAND	5,200	79	85
ROLETT	2,300	57	68
SARGENT	1,700	79	85
SHERIDAN	1,100	63	81
SIoux	600	85	70
SLOPE	498	51	63
STARK	4,400	57	80
STEELE	1,200	89	82
STUTSMAN	7,000	76	76
TOWNER	1,200	58	75
TRAIL	2,900	89	87
WALSH	4,600	62	89
WARD	12,400	82	85
WELLS	2,700	65	71
WILLIAMS	8,000	51	76

OHIO

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIelsen	% TV HOUSEHOLDS ARB
2,898,200 93 92			
ADAMS	6,900	90	64
ALLEN	31,200	92	91
ASHLAND	11,700	93	90
ASHTABULA	29,700	93	83
ATHENS	13,100	89	81
AUGLAIZE	10,800	92	84
BELMONT	27,300	92	93
BROWN	7,800	90	84
BUTLER	53,800	94	96
CARROLL	5,900	91	80
CHAMPAIGN	9,200	92	87
CLARK	36,600	93	98
CLERMONT	21,400	93	98
CLINTON	8,800	91	87
COLUMBIANA	33,300	93	86
COSHOCOTON	10,300	88	82
CRAWFORD	14,200	92	87
CUYAHOGA	498,400	94	96
DARKE	14,300	92	81
DEFLIANCE	9,300	92	78
DELAWARE	9,800	94	89
ERIE	21,400	92	89
FAIRFIELD	20,500	94	88
FAYETTE	8,300	90	86
FRANKLIN	198,500	94	97
FULTON	9,300	91	78
GALLIA	7,900	89	85
GEAUGA	10,600	92	91
GREENE	24,400	94	92
GUERNSEY	11,700	89	77
HAMILTON	270,300	93	94
HANCOCK	16,500	92	89
HARDIN	9,300	92	82
HARRISON	5,900	91	83
HENRY	7,200	92	88
HIGHLAND	10,000	89	80
HOCKING	5,800	92	84
HOLMES	5,400	90	76
HURON	13,700	93	94
JACKSON	9,100	91	78
JEFFERSON	29,900	92	91
KNOX	12,300	93	86
LAKE	38,800	94	96
LAWRENCE	15,700	93	89
LICKING	27,200	92	89
LOGAN	11,200	92	91
LOBAIN	61,300	94	95
LUCAS	144,700	94	97
MADISON	7,700	91	91
MAHONING	82,800	94	94
MARION	18,100	93	89
MEDINA	15,600	94	90
MEIGS	7,100	90	80
MERCER	0,600	91	78
MIAMI	22,800	94	90
MONROE	4,700	90	80
MONTGOMERY	158,700	95	96
MORGAN	4,400	90	84
MORROW	6,000	92	78
MUSKINGUM	24,300	89	86
NOBLE	3,800	90	86
OTTAWA	11,100	92	94
PAULDING	5,700	90	77
PERRY	8,100	92	81
PICKAWAY	9,000	93	86
PIKE	7,900	90	78
POBTAGE	24,200	92	84
PRELER	9,800	93	86
PUTNAM	8,300	90	87
RICHLAND	32,800	93	86
ROSS	18,400	93	85
SANDUSKY	19,500	93	90
SCIOTO	30,400	93	76
ENECA	17,100	91	91
SHELBY	10,100	92	84
STARK	97,500	93	92

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS	
		NIelsen	ARB
SUMMIT	154,500	94	95
TRUMBULL	59,100	93	95
TUSCARAWAS	24,100	92	80
UNION	7,600	91	82
VAN WERT	10,200	91	82
VINTON	2,900	91	72
WARREN	16,000	93	88
WASHINGTON	16,000	90	82
WAYNE	20,200	92	89
WILLIAMS	10,000	91	87
WOOD	21,600	91	85
WYANDOT	6,800	90	83

OKLAHOMA

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIelsen	% TV HOUSEHOLDS ARB
679,700 82 83			
ADAIR	3,600	65	74
ALFALFA	2,400	75	81
ATOKA	3,100	74	69
BEAVER	1,800	59	70
BECKHAM	5,000	61	77
BLAINE	3,500	80	89
BRYAN	7,100	72	74
CADDO	7,400	80	79
CANADIAN	6,800	85	82
CARTER	13,400	74	77
CHEROKEE	4,900	73	70
CHOCTAW	3,900	53	58
CIMARRON	1,100	54	65
CLEVELAND	12,000	88	82
COAL	1,600	73	78
COMANCHE	19,100	86	86
COTTON	2,500	76	79
CRAIG	4,600	77	77
CREEK	11,800	87	83
CUSTER	5,300	69	85
DELAWARE	4,100	77	69
DEWEY	1,600	69	81
ELLIS	2,200	61	57
GARFIELD	14,600	83	88
GARVIN	8,200	79	80
GRADY	9,300	86	79
GRANT	2,400	75	84
GREER	2,600	63	76
HARMON	1,700	63	74
HARPER	1,400	67	77
HASKELL	2,900	59	61
HUGHES	4,100	69	80
JACKSON	8,200	63	73
JEFFERSON	2,400	76	80
JOHNSTON	2,500	74	72
KAY	15,600	84	85
KINGFISHER	2,800	80	87
KIOWA	4,100	75	77
LATIMER	1,900	59	58
LE FLORE	7,800	63	70
LINCOLN	5,600	83	81
LOGAN	5,500	76	85
LOVE	1,600	72	78
MC CLAIN	3,800	78	82
MC CERTAIN	6,900	65	71
MC INTOSH	3,700	69	73
MAJOR	2,200	75	68
MARSHALL	2,400	72	78
MAYES	6,000	77	79
MURRAY	3,500	74	81
MUSKOGEE	17,900	86	78
NOBLE	3,100	80	82
NOWATA	3,300	83	83
OKFUSKEE	3,400	73	75
OKLAHOMA	136,100	89	91
OKMULGEE	10,600	81	80
OSAGE	9,200	87	86
OTTAWA	8,500	80	82
PAWNEE	3,800	80	87
PATNE	11,300	78	81
PITTSBURGH	8,800	73	71
PONTOTOC	8,400	83	87
POTTAWATOMIE	13,000	78	85
PUSHMATAHA	2,800	53	59
ROGER MILLS	1,500	68	63
ROGERS	5,900	83	82
SEMINOLE	8,800	80	83
SEQUOYAH	4,900	65	72
STEPHENS	11,300	81	83
TEXAS	3,300	54	63
TILLMAN	4,200	76	81
TULSA	108,700	92	90
WAGONER	4,600	73	76
WASHINGTON	13,000	86	93
WASHINGTON	3,900	75	83
WOODS	3,300	64	80
WOODWARD	3,600	61	72

OREGON

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIelsen	% TV HOUSEHOLDS ARB
588,500 79 88			
BAKER	6,300	60	75
BENTON	11,800	70	80
CLACKAMAS	36,500	86	94
CLATSOP	9,100	71	88
COLUMBIA	6,700	63	85
COOS	18,800	68	70
CROOK	2,700	56	87

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS	
		NIelsen	ARB
CURRY	6,100	62	73
DESCHUTES	6,700	56	85
DOUGLAS	20,700	69	86
GULLIAM	1,200	65	67
GRANT	2,400	54	68
HARNEY	1,000	51	93
HOOD RIVER	4,200	64	81
JACKSON	23,400	80	89
JEFFERSON	2,700	64	75
JOSEPHINE	10,200	69	72
KLAMATH	15,900	68	89
LAKE	2,300	58	81
LANE	47,700	85	89
LINCOLN	9,000	63	85
LINN	17,000	71	87
MALHEUR	6,600	72	91
MARION	37,000	82	93
MORROW	1,300	66	82
MULTNOMAH	194,400	89	92
POLK	8,000	72	87
SHERMAN	700	66	83
TILLAMOOK	6,200	67	70
UMATILLA	14,600	68	75
UNION	5,700	60	68
WALLOWA	2,400	61	68
WASCO	7,200	64	85
WASHINGTON	31,200	88	91
WHEELER	800	54	88
YAMHILL	10,000	70	85

PENNSYLVANIA

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIelsen	% TV HOUSEHOLDS ARB
3,269,700 92 93			
ADAMS	13,900	87	79
ALLEGHENY	469,400	94	97
ARMSTRONG	23,100	93	84
BEAVER	58,100	94	96
BEDFORD	12,500	93	76
BERKS	80,700	92	92
BLAIR	38,200	92	93
BRADFORD	15,500	90	82
BUCKS	99,200	94	94
BUTLER	30,400	94	86
CAMBRIA	55,000	93	96
CAMERON	1,900	74	95
CARBON	15,500	90	88
CENTRE	19,000	90	82
CHESTER	54,700	93	98
CLARION	10,400	92	90
CLEARFIELD	22,300	93	82
CLINTON	11,100	80	86
COLUMBIA	17,100	83	85
CRAWFORD	22,700	89	80
CUMBERLAND	35,800	88	92
DAUPHIN	66,600	92	92
DELAWARE	163,100	93	97
ELK	10,000	77	89
ERIE	68,900	93	95
FAYETTE	45,600	93	83
FOREST	1,400	73	83
FRANKLIN	24,100	80	72
FULTON	2,800	80	66
GREENE	11,700	86	84
HUNTINGDON	10,900	91	80
INDIANA	19,200	92	82
JEFFERSON	13,700	92	87
JUNIATA	4,600	72	74
LACKAWANNA	71,100	91	96
LANCASTER	76,700	93	86
LAWRENCE	31,200	92	90
LEBANON	25,000	92	86
LEHIGH	64,600	91	95
LUZERNE	102,700	91	95
LYCOMING	32,500	78	84
MC KEAN	15,100	81	87
MERCER	33,200	92	97
MIFFLIN	12,000	91	87
MONROE	12,100	91	89
MONTGOMERY	141,000	94	98
MONTOUR	3,800	85	91
NORTHAMPTON	53,800	94	97
NORTHUMBERLAND	33,500	78	84
PERRY	7,100	72	80
PHILADELPHIA	621,000	92	98
PIKE	3,300	80	78
POTTER	4,700	74	85
SCHUYLKILL	51,000	90	83
SNYDER	7,700	72	73
SOMERSET	21,200	86	91
SULLIVAN	1,700	86	78
SUSQUEHANNA	8,800	90	85
TIOGA	10,700	84	80
UNION	6,500	72	77
VENANGO	18,600	81	87
WARREN	10,700	83	81
WASHINGTON	61,500	94	97
WAYNE	7,700	81	80
WESTMORELAND	94,400	95	95
WYOMING	4,700	86	82
YORK	71,000	93	92

TOTAL % TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS NIELSEN ARB

RHODE ISLAND

	249,800	93	98
BRISTOL	9,000	93	98
KENT	31,200	93	99
NEWPORT	19,600	93	100
PROVIDENCE	172,400	93	97
WASHINGTON	16,600	93	98

SOUTH CAROLINA

	594,900	77	79
ABBEVILLE	5,300	75	75
AIKEN	24,000	76	84
AILENDALE	4,400	60	59
ANDERSON	24,900	79	81
BAMBERG	3,900	60	75
BARNWELL	6,500	60	69
BEAUFORT	8,600	74	75
BERKELEY	7,600	79	73
CALHOUN	3,100	63	73
CHARLESTON	57,500	87	86
CHEROKEE	9,100	81	77
CHESTER	8,100	78	81
CHESTERFIELD	7,800	72	73
CLARENDON	7,300	66	72
COLLETON	7,000	75	71
DARLINGTON	11,900	71	74
DILLON	6,900	74	68
DORCHESTER	6,100	79	77
EDGEFIELD	4,200	66	79
FAIRFIELD	4,300	74	69
FLORENCE	21,300	81	76
GEORGETOWN	9,000	78	75
GREENVILLE	56,800	86	88
GREENWOOD	12,000	80	87
HAMPTON	4,900	71	70
HORRY	17,400	58	73
JASPER	2,900	73	75
KERSHAW	8,100	79	74
LANCASTER	10,000	78	73
LAURENS	10,800	66	78
LFE	5,100	76	70
LEXINGTON	15,800	77	68
MC CORMICK	2,000	75	72
MABION	7,400	73	80
MARLBORO	6,200	72	71
NEWBERRY	7,900	71	78
OCONEE	9,200	66	81
ORANGEBURG	17,400	69	71
PICKENS	11,600	68	81
RICHLAND	42,300	85	87
SALUDA	4,200	66	72
SPARTANBURG	42,700	81	79
SUMTER	14,600	72	73
UNION	7,600	73	79
WILLIAMSBURG	8,800	79	65
YORK	20,100	78	82

SOUTH DAKOTA

	198,100	68	80
AURORA	1,200	50	88
BEADLE	6,200	57	84
BENNETT	800	55	76
BON HOMME	2,200	77	73
BROOKINGS	5,100	72	75
BROWN	10,300	67	80
BRULE	1,900	57	80
BUFFALO	400	60	76
BUTTE	2,800	48	84
CAMPBELL	1,000	48	71
CHARLES MIX	4,100	57	66
CLARK	2,200	67	81
CLAY	3,300	83	71
CODINGTON	5,800	67	83
CORSON	1,400	47	66
CUSTER	1,500	47	68
DAVISON	5,000	65	82
DAY	3,000	68	77
DEUEL	2,100	66	61
DEWEY	1,100	48	58
DOUGLAS	1,800	50	62
EDMONDS	1,800	48	71
FALL RIVER	3,400	55	79
FAULK	1,300	56	79
GRANT	3,100	68	78
GREGORY	2,400	53	82
HAAKON	800	44	85
HAMLIN	2,100	66	76
HAND	1,900	56	77
HANSON	1,000	66	86
HARDING	500	48	64
HUGHES	3,200	62	94
HUTCHINSON	3,300	77	72
HYDE	600	62	74
JACKSON	600	43	75
JERARD	900	56	80
JONES	400	54	67
KINGSBURY	2,900	72	81
LAKE	3,200	82	86
LAWRENCE	6,000	46	85
LINCOLN	3,200	88	81
LYMAN	1,200	59	81
MC COOK	2,900	82	76

TOTAL % TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS NIELSEN ARB

MC PHERSON	1,800	47	56
MARSHALL	2,100	68	79
MEADE	2,200	46	77
MELLETTE	600	54	63
MINER	1,600	68	81
MINNEHAHA	28,700	95	92
MOODY	2,200	82	82
PENNINGTON	18,200	67	81
PERKINS	1,600	48	88
POTTER	1,300	47	75
ROBERTS	3,400	88	76
SANBORN	1,500	66	77
SHANNON	1,400	54	74
SPINK	3,000	57	83
STANLEY	1,200	52	92
SULLY	800	48	68
TODD	1,600	51	65
TRIPP	2,700	59	81
TURNER	3,100	88	83
UNION	3,300	88	93
WALWORTH	2,500	48	63
WASHBAUGH	200	48	76
YANKTON	4,800	77	79
ZIEBACH	600	46	77

TENNESSEE

	962,900	78	76
ANDERSON	16,900	80	77
BEDFORD	6,100	75	78
BENTON	3,800	55	60
BLED SOE	1,600	72	47
BLOUNT	15,900	87	76
BRADLEY	10,200	77	86
CAMPBELL	6,600	67	63
CANNON	2,300	76	55
CARROLL	7,500	59	61
CARTER	11,100	77	73
CHEATHAM	2,400	79	70
CHESTER	2,300	60	62
CLAIBORNE	5,200	54	68
CLAY	1,800	59	53
COCKE	5,800	58	66
COFFEE	8,100	75	75
CROCKETT	3,800	71	68
CUMBERLAND	5,200	53	66
DAVISON	107,700	90	84
DECATUR	1,800	55	61
DE KALB	3,000	71	75
DICKSON	5,500	71	76
DYER	7,000	80	78
FAYETTE	5,000	74	71
FENTRESS	3,200	55	42
FRANKLIN	6,100	51	68
GIBSON	12,200	67	76
GILES	6,600	55	65
GRAINGER	3,000	54	70
GREENE	12,400	63	59
GRUNDY	3,000	61	61
HAMLEN	8,600	53	73
HAMILTON	73,300	86	83
HANCOCK	1,900	54	53
HARDEMAN	5,400	66	57
HARDIN	4,600	59	57
HAWKINS	8,300	58	68
HAYWOOD	4,800	71	64
HENDERSON	3,600	55	67
HENRY	6,900	57	76
HICKMAN	2,900	71	67
HOUSTON	1,400	71	62
HUMPHREYS	3,300	73	64
JACKSON	2,800	59	59
JEFFERSON	5,400	59	75
JOHNSON	3,900	63	63
KNOX	68,100	90	80
LAKE	2,900	61	65
LAUDERDALE	5,400	74	74
LAWRENCE	7,600	59	68
LEWIS	1,200	71	68
LINCOLN	7,000	51	72
LOUDON	6,700	73	72
MC MINN	8,900	62	78
MC NAIRY	5,000	59	58
MACON	4,100	71	65
MADISON	16,600	73	77
MARION	5,100	72	76
MARSHALL	4,700	75	73
MAURY	11,700	76	77
MEIGS	1,500	62	68
MONROE	6,600	71	74
MONTGOMERY	13,100	83	82
MOORE	1,100	51	59
MORGAN	2,700	55	59
OBION	8,200	61	71
OVERTON	3,600	59	63
PERRY	1,600	52	68
PICKETT	1,100	54	61
POLK	2,600	74	74
PUTNAM	8,500	63	65
RHEA	4,400	62	70
ROANE	10,800	80	77
ROBERTSON	7,600	79	76
RUTHERFORD	12,600	83	84
SCOTT	4,000	55	45

TOTAL % TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS NIELSEN ARB

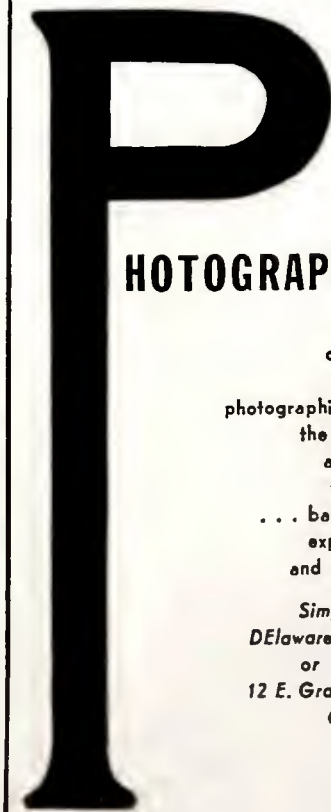
SEQUATCHIE	1,400	72	65
SEVIER	6,400	59	60
SHELBY	168,100	91	83
SMITH	2,900	71	68
STEWART	2,100	74	61
SULLIVAN	30,200	76	81
SUMNER	10,100	89	76
TIPTON	7,000	76	62
TROUSDALE	1,200	71	76
UNICOI	3,400	59	53
UNION	2,300	55	69
VAN BUREN	700	72	67
WARREN	6,600	61	68
WASHINGTON	16,100	81	79
WAYNE	2,900	52	54
WEAKLEY	7,600	56	60
WHITE	3,800	54	70
WILLIAMSON	6,500	85	77
WILSON	8,100	73	72

TEXAS

	2,790,800	81	81
ANDERSON	9,300	66	71
ANDREWS	4,300	69	84
ANGELINA	12,300	69	78
ARANSAS	1,600	61	83
ARCHER	1,800	75	81
ARMSTRONG	400	81	84
ATASCOSA	5,000	78	74
AUSTIN	4,600	69	68
BAILEY	2,600	81	69
BANDERA	1,100	79	77
BASTROP	4,900	66	74
BAYLOR	1,600	75	80
BEE	5,900	68	81
BELL	27,500	82	82
BEXAR	180,000	87	87
BLANCO	1,200	75	66
BORDEEN	300	75	47
BOSQUE	3,500	69	82
ROWIE	20,300	78	80
BRAZORIA	19,800	88	84
BRAZOS	13,200	68	80
BREWSTER	1,600	51	63
BRISCOE	900	62	77
BROOKS	2,000	63	74
BROWN	8,900	66	73

(Please turn to page 70)

Ray Ellingsen



HOTOGRAPHY

can give
your
photographic needs
the kind of
attention
you like
... backed by
experience
and artistry!

Simply call
DElaware 7-7249
or write to
12 E. Grand Ave.
Chicago

TV SET COUNT

(Continued from page 69)

STATE & COUNTY	TOTAL HOUSEHOLDS		% TV HOUSEHOLDS	
	HOUSEHOLDS	NIELSEN	ARR	ARR
HUNT	12,700	88	82	
HUTCHINSON	10,300	90	86	
IRON	300	88	68	
JACK	2,000	80	89	
JACKSON	4,100	69	74	
JASPER	5,400	83	75	
JEFF DAVIS	300	64	74	
JEFFERSON	74,000	85	92	
JIM HOGG	1,200	56	55	
JIM WELLS	7,500	82	81	
JOHNSON	11,600	87	81	
JONES	5,900	73	81	
KARNES	3,900	68	71	
KAUFMAN	7,600	82	82	
KENDALL	1,700	79	72	
KENEDY	100	68	...	
KENT	400	61	84	
KERR	4,400	63	72	
KIMBLE	1,300	63	50	
KING	200	61	84	
KINNEY	400	59	30	
KLEBERG	7,300	62	77	
KNOX	2,400	68	75	
LAMAR	12,500	54	59	
LAMB	7,100	81	82	
LAMPASAS	3,400	75	81	
LA SALLE	1,400	65	63	
LAVACA	5,500	87	57	
LEE	2,400	66	63	
LEON	3,400	66	70	
LIBERTY	8,200	85	80	
LIMESTONE	6,100	68	74	
LIPSCOMB	1,300	81	68	
LIVE OAK	2,000	64	69	
LLANO	1,800	58	76	
LOVING	100	58	85	
LUBBOCK	49,300	83	85	
LYNN	3,000	76	83	
MC CULLOCH	2,600	62	58	
MC LENNAN	43,600	86	86	
MC MULLEN	300	63	76	
MADISON	1,800	65	64	
MARION	2,300	75	79	
MARTIN	1,500	69	74	
MASON	1,300	58	58	
MATAGORDA	7,200	69	70	
MAVERICK	3,100	59	24	
MEDINA	4,800	79	80	
MENARD	700	62	44	
MIDLAND	18,900	84	91	
MILAM	6,900	67	70	
MILLS	1,400	75	68	
MITCHELL	3,900	74	83	
MONTAGUE	5,200	82	85	
MONTGOMERY	7,900	79	75	
MOORE	5,000	83	80	
MORRIS	3,200	74	80	
MOTLEY	1,000	60	46	
NACOGDOCHES	9,200	65	73	
NAVARRO	11,100	84	84	
NEWTON	2,600	63	71	
NOLAN	6,100	73	85	
NUECES	66,600	82	87	
OCHILTREE	2,000	62	80	
OLDHAM	500	71	93	
ORANGE	17,400	80	83	
PALO PINTO	6,300	81	88	
PANOLA	4,500	55	79	
PARKER	7,200	81	83	
PARTNER	2,600	70	80	
PECOS	2,900	55	77	
POLK	4,100	70	64	
POTTER	40,900	89	93	
PRESIDIO	1,400	51	51	
RAINS	700	82	68	
RANDALL	8,600	83	77	
REAGAN	700	67	91	
REAL	600	63	44	
RED RIVER	5,300	60	65	
REEVES	5,000	60	84	
REFUGIO	2,900	61	79	
ROBERTS	300	63	78	
ROBERTSON	5,000	67	80	
ROCKWALL	1,700	79	89	
RUNNELS	4,700	70	81	
RUSK	12,100	70	79	
SABINE	1,700	62	65	
SAN AUGUSTINE	3,100	59	82	
SAN JACINTO	1,700	69	71	
SAN PATRICIO	10,400	75	84	
SAN SABA	2,300	58	60	
SCHLEICHER	600	55	82	
SCURRY	9,500	72	82	
SHACKELFORD	1,200	67	86	
SHELRY	6,800	55	67	
SHERMAN	800	82	83	
SMITH	24,600	78	86	
SOMERVELL	800	70	79	
STARR	3,200	56	64	
STEPHENS	3,100	67	83	
STERLING	200	86	75	
STONEWALL	1,000	72	83	
SUTTON	900	56	71	
SWISHER	2,600	71	82	
TARRANT	175,100	89	89	
TAYLOR	26,100	81	88	
TERRELL	900	55	45	
TERRY	5,000	78	79	
THROCKMORTON	708	74	76	
TITUS	5,200	60	77	
TOM GREEN	21,500	78	81	
TRAVIS	59,300	83	85	
TRINITY	7,600	62	82	
TYLER	2,800	66	79	
UPSHUR	5,000	66	68	
NUTON	1,700	67	81	
UVALDE	5,000	62	73	
VAL VERDE	5,100	53	61	
VAN ZANT	5,600	82	75	
VICTORIA	15,500	65	78	
WALKER	4,300	75	78	
WALLER	3,100	79	77	
WARD	4,300	84	80	
WASHINGTON	5,200	72	68	
WEBB	16,100	63	76	
WHARTON	10,900	78	80	
WHEELER	2,200	59	69	
WICHITA	35,500	84	88	
WILBARGER	5,400	75	81	
WILLACY	5,200	63	72	
WILLIAMSON	10,900	80	83	
WILSON	3,300	80	78	
WINKLER	4,400	64	83	
WISE	4,700	80	81	
WOOD	5,100	68	78	
YOAKUM	1,800	78	85	
YOUNG	4,800	74	89	
ZAPATA	800	56	49	
ZAVALA	2,600	62	55	

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	% TV HOUSEHOLDS ARR
UTAH	243,500	89	89
BEAVER	1,000	46	86
BOX ELDER	6,100	92	89
CACHE	8,800	90	80
CARBON	7,200	61	76
DAGGETT	100	48	...
DAVIS	15,800	94	90
DUCHESSNE	1,700	51	70
EMERY	1,600	61	74
GARFIELD	700	45	74
GRAND	1,600	65	40
IRON	2,700	45	70
JUAB	1,500	67	88
KANE	700	45	69
MILLARD	1,700	67	68
MORGAN	700	82	85
PIUTE	200	45	69
RICH	300	82	65
SALT LAKE	110,400	95	93
SAN JUAN	1,800	53	68
SANPETE	2,800	67	88
SEVIER	2,900	67	90
SUMMIT	1,400	82	89
TOOELE	5,200	86	81
UINTAH	2,700	51	83
UTAH	28,200	93	87
WASATCH	1,300	82	81
WASHINGTON	3,000	45	61
WAYNE	200	45	96
WEBER	31,200	94	93

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	% TV HOUSEHOLDS ARR
VERMONT	103,500	88	84
ADDISON	4,900	87	79
BENNINGTON	7,400	89	77
CALEDONIA	6,300	84	85
CHITTENDON	18,700	92	87
ESSEX	1,500	89	87
FRANKLIN	7,000	88	89
GRAND ISLE	700	89	94
LAMOILLE	3,100	88	92
ORANGE	5,000	85	78
ORLEANS	5,600	89	78
RUTLAND	12,100	89	82
WASHINGTON	11,600	90	90
WINDHAM	8,800	79	78
WINDSOR	10,800	83	81

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	% TV HOUSEHOLDS ARR
VIRGINIA	1,039,500	82	82
ACCOMACK	9,400	68	80
ALBEMARLE	15,800	68	68
ALLEGHANY	6,900	79	79

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
AMELIA	1,600	72	71
AMHERST	5,600	75	67
APPOMATTOX	2,900	75	70
ARLINGTON	79,600	91	93
AUGUSTA	18,800	68	67
BATH	1,600	62	64
BEDFORD	8,200	67	73
BLAND	1,500	63	75
BOTETOURT	4,600	79	83
BRUNSWICK	4,200	63	80
BUCHANAN	8,000	62	71
BUCKINGHAM	2,500	68	67
CAMPBELL	22,700	82	79
CAROLINE	3,000	79	85
CARROLL	7,900	61	74
CHARLOTTE	3,600	72	71
CHARLES CITY	1,100	80	75
CHESTERFIELD	18,500	89	85
CLARKE	2,100	79	72
CRAIG	800	79	81
CULPEPER	3,300	74	80
CUMBERLAND	1,800	66	77
DICKENSON	5,000	80	77
DINWIDDIE	13,900	90	81
ESSEX	1,800	80	75
FAIRFAX	83,000	93	88
FAUQUIER	5,800	79	86
FLOYD	2,600	60	70
FLUVANNA	1,800	66	71
FRANKLIN	6,500	67	72
FREDERICK	10,300	85	77
GILES	4,400	78	80
GLOUCESTER	3,100	80	85
GOOCHLAND	1,800	78	86
GRAYSON	4,200	66	67
GREENE	4,200	86	53
GREENSVILLE	3,800	72	81
HALIFEX	9,500	79	75
HANOVER	7,400	78	80
HENRICO	95,300	90	84
HENRY	14,000	80	83
HIGHLAND	800	63	73
ISLE OF WIGHT	4,100	88	81
JAMES CITY	3,200	80	83
KING & QUEEN	1,500	80	67
KING GEORGE	1,700	76	77
KING WILLIAM	1,900	79	84
LANCASTER	2,500	77	84
LEE	6,300	64	75
LOUDOUN	6,100	88	78
LOUISA	3,200	78	69
LUNENBURG	3,100	63	74
MADISON	2,100	66	56
MATHEWS	2,000	80	86
MECKLENBERG	7,400	72	73
MIDDLESEX	1,800	80	80
MONTGOMERY	10,200	88	83
NANSEMOND	10,500	82	80
NELSON	3,100	75	80
NEW KENT	1,100	79	74
NEWPORT NEWS	50,700	91	86
NORFOLK	150,900	91	83
NORTHAMPTON	4,800	67	80
NORTHUMBERLAND	2,400	76	81
NOTTOWAY	3,400	72	80
ORANGE	3,400	74	77
PAGE	4,000	72	84
PATRICK	3,800	61	72
PITTSYLVANIA	28,700	76	76
POWHATAN	1,100	78	79
PRINCE EDWARD	3,900	72	66
PRINCE GEORGE	14,200	79	78
PRINCESS ANNE	17,100	86	83
PRINCE WILLIAM	9,200	83	90
PULASKI	7,500	78	85
RAPPAHANNOCK	1,500	68	82
RICHMOND	1,900	76	81
ROANOKE	43,800	90	91
ROCKBRIDGE	7,700	62	79
ROCKINGHAM	13,900	79	72
RUSSELL	5,800	60	68
SCOTT	7,400	65	70
SHENANDOAH	6,000	72	80
SMYTH	7,100	66	77
SOUTHAMPTON	8,400	67	84
SPOTSYLVANIA	7,500	78	79
STAFFORD	4,400	73	71
SURRY	1,500	80	72
SUSSEX	2,700	72	82
TAZEWELL	11,100	64	77
WARREN	4,000	79	75
WASHINGTON	12,800	63	76
WESTMORELAND	2,800	77	78
WISE	12,100	65	85
WYTH	5,300	63	84
YORK	5,700	80	83

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
WASHINGTON			
927,100 85 90			
ADAMS	3,700	81	93
ASOTIN	4,600	72	82
BENTON	21,900	70	81
CHELAN	14,600	71	74
CLALLAM	9,000	84	83
CLARK	28,600	88	93
COLUMBIA	1,700	72	82
COWLITZ	18,800	75	91
DOUGLAS	4,700	64	80
FERRY	1,100	71	74
FRANKLIN	6,100	74	81
GARFIELD	900	72	86
GRANT	16,000	71	84
GRAYS HARBOR	18,500	74	82
ISLAND	5,800	86	90
JEFFERSON	2,300	84	83
KING	314,300	89	94
KITSAP	27,100	91	92
KLITITAS	6,200	66	80
KLICHTAT	4,100	85	73
LEWIS	14,100	77	80
LINCOLN	3,000	81	88
MASON	4,600	85	93
OKANOGAN	9,100	64	79
PACIFIC	5,000	67	80
PEND OREILLE	2,300	71	81
PIERCE	97,900	91	95
SAN JUAN	1,000	86	86
SKAGIT	16,200	79	86
SKAMANIA	1,500	78	81
SNOHOMISH	48,900	90	86
SPOKANE	95,100	90	94
STEVENS	6,500	71	71
THURSTON	17,200	88	96
WAHIAKUM	1,000	66	83
WALLA WALLA	12,800	70	81
WHATCOM	24,900	77	85
WHITMAN	8,900	75	81
YAKIMA	47,100	86	85
WEST VIRGINIA			
512,600 79 83			
BARBOUR	4,400	61	65
BERKELEY	8,500	83	86
BOONE	6,100	79	81
BRAXTON	4,400	57	70
BROOKE	7,400	94	89
CABELL	35,200	93	91
CALHOUN	2,100	65	65
CLAY	3,300	67	72
DODDRIDGE	1,900	59	60
FAYETTE	18,100	78	78
GILMER	1,900	55	63
GRANT	2,200	60	60
GREENBRIER	9,300	77	76
HAMPSHIRE	3,300	61	79
HANCOCK	10,400	92	89
HARDY	2,300	60	62
HARRISON	21,700	66	90
JACKSON	3,800	66	84
JEFFERSON	4,300	87	85
KANAWHA	69,500	90	89
LEWIS	4,900	61	83
LINCOLN	5,000	86	76
LOGAN	15,600	82	84
MCDOWELL	17,900	79	76
MARION	19,000	82	88
MARSHALL	11,100	90	85
MASON	6,200	86	82
MERCER	19,800	78	83
MINERAL	5,800	61	76
MINGO	10,100	83	79
MONONGALIA	15,100	85	84
MONROE	3,000	66	67
MORGAN	2,300	61	80
NICHOLAS	6,900	87	75
OHIO	21,000	93	97
PENDLETON	2,200	60	60
PLEASANTS	1,600	74	91
POCAHONTAS	2,900	60	62
PRESTON	6,400	69	82
PUTNAM	5,900	88	77
RALEIGH	21,600	71	81
RANDOLPH	7,100	63	67
RITCHIE	3,500	55	74
ROANE	3,700	65	72
SUMMERS	4,500	66	73
TAYLOR	4,400	69	79
TUCKER	2,800	80	79
TYLER	2,800	74	72
UPSHUR	5,000	61	62
WAYNE	8,900	83	80
WEBSTER	3,900	60	65
WETZEL	4,800	73	85
WIRT	1,300	66	70
WOOD	28,700	70	90
WYOMING	9,500	72	78

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSEHOLDS NIELSEN	ARB
WISCONSIN			
1,151,400 90 90			
ADAMS	2,400	73	66
ASHLAND	5,300	82	87
BARRON	9,700	85	81
BAYFIELD	3,400	77	81
BROWN	33,400	93	95
BUFFALO	4,000	85	68
BURNETT	2,300	78	70
CALUMET	4,800	91	87
CHIPPEWA	13,100	86	80
CLARK	9,500	80	76
COLUMBIA	11,700	85	82
CRAWFORD	4,800	77	74
DANE	61,200	89	89
DODGE	18,100	92	79
DOOR	6,800	91	82
DOUGLAS	14,400	87	93
DUNN	7,700	86	84
EAU CLAIRE	18,300	91	83
FLORENCE	800	77	69
FOND DU LAC	21,600	91	91
FOREST	1,800	77	69
GRANT	13,000	84	85
GREEN	7,600	83	79
GREEN LAKE	4,600	78	85
IOWA	5,900	77	80
IRON	2,300	82	88
JACKSON	4,200	83	82
JEFFERSON	15,300	92	87
JUNEAU	5,100	73	75
KENOSHA	30,000	93	95
KEWAUNEE	4,600	91	84
LA CROSSE	21,100	87	90
LAFAYETTE	4,500	83	77
LANGLADE	5,800	82	87
LINCOLN	6,500	82	86
MANTOWOC	20,800	93	90
MARATHON	25,200	86	84
MARINETTE	11,000	87	85
MARQUETTE	2,500	78	76
MILWAUKEE	317,400	94	96
MONROE	8,800	85	83
OCONTO	6,800	91	82
ONEIDA	7,000	76	86
OUTAGAMIE	27,200	93	94
OZAUCKEE	9,800	93	91
PEPIN	2,100	85	82
PIERCE	6,800	85	90
POLK	7,900	91	87
PORTAGE	9,700	85	89
PRICE	3,600	78	78
RACINE	40,400	94	95
RICHLAND	5,200	77	82
ROCK	34,100	89	89
RUSK	4,600	76	73
ST. CROIX	7,800	91	92
SAUK	11,800	87	77
SAWYER	3,000	77	77
SHAWANO	9,400	87	83
SHEBOYGAN	27,300	92	90
TAYLOR	4,700	77	85
TREMPEALEAU	6,800	83	83
VERNON	7,300	77	82
VILAS	2,500	76	66
WALWORTH	16,200	92	92
WASHBURN	2,900	78	73
WASHINGTON	12,300	94	86
WAUKESHA	38,900	93	95
WAUPACA	10,200	92	84
WAUSHARA	4,000	78	78
WINNEBAGO	32,800	91	90
WOOD	17,200	85	88
WYOMING			
96,300 61 78			
ALBANY	6,900	58	78
BIG HORN	3,200	52	70
CAMPBELL	1,700	46	58
CARBON	5,300	63	85
CONVERSE	1,700	60	77
CROOK	1,300	46	61
FREMONT	7,200	53	74
GOSHEN	3,600	59	84
HOT SPRINGS	1,800	52	79
JOHNSON	1,400	50	73
LARAMIE	17,200	85	90
LINCOLN	2,400	59	66
NATRONA	12,700	61	83
NIOBRARA	1,200	53	81
PARK	5,200	54	73
PLATTE	2,100	53	60
SHERIDAN	6,500	52	75
SUBLETTE	1,000	45	58
SWEETWATER	5,300	53	72
TETON	1,400	54	76
UINTA	1,900	59	92
WASHAKIE	2,500	50	81
WESTON	2,400	48	79
YELLOWSTONE PK.	100	56	

NEWS & IDEA WRAP-UP

COVERING CHILE EARTHQUAKE—Ken Klyce (l), WCSC, Charleston, S. C., news editor, who got most of pictures and interviews by foot, like one above with two of disaster victims



QUALITY RADIO GROUP MEET in N. Y., brings together (l-r) Frank Gaither, WSB, Atlanta; Ralph Evans, WOC and WHO, Davenport, Ia.; Len Matthews, Leo Burnett, Chicago; Ward Quaal, WGN, Chicago; Gus Brandborg, KVOO, Tulsa; Kevin Sweeney, RAB, N.Y.; Stanton P. Kettler, Storer Stations, Miami Beach. For more on the meeting, see 'Sponsor Speaks,' p. 82



ADVERTISERS

General Electric, via BBDO, has wrapped up with CBS TV the deal for the six specials it will sponsor on that network next season.

There'll be two dramatic shows and two public service programs, each running an hour, plus two 90-minute musicals.

The whole shebang in time and talent will run somewhere in the neighborhood of \$2 million.

Kellogg (Burnett) is testing another new cereal, All Stars, on the west coast—this one said to be competitor of General Mills' also debuting Twinkles.

Last year at this time Kellogg was giving the same region a first taste of Concentration.

Campaign: The Coca-Cola Bottling Co. of New York (McCann-Marschalk) this week kicks-off a saturation tv and radio campaign to introduce its 12-ounce king-size bottle. In addition to its regular tv programs.

THUMBS DOWN was Russian response to WFBM's (Indianapolis) Harry Martin (l), farm editor, promo-p.r. mgr. John Hurlbut, when they proposed sending over copies of *Life*, covering Khrushchev's visit to the U. S.



plans call for Coke to sponsor one 20-second tv spot per night on the three networks during prime evening time. The king size will also be inaugurated on Pat Boone's *Coke Time*, WABC-TV 27 June. The radio side of this campaign is set with 500 spots per week on nine New York stations, supplemented by spots on special and foreign language stations.

In Los Angeles, King Size Coke will be featured on saturation 10, 20, 30, and 60-second radio spots on KMPC, KFWB, KRLA, KBIG, KEZY, KFI, KGIL, KNX, KGFJ, KWKW, and KWIZ.

Merger: Hunt Foods & Industries and Wesson Oil & Snowdrift Co. stockholders this week okayed plans for merging the two national food companies with combined sales last year of more than \$300 million. The new firm will keep Hunt's name . . . **Acquisition:** Lucky Tiger Manufacturing Co., Kansas City, last week purchased the York Pharmaceutical Co. of St. Louis.

Marketing arrangement: B. T.

Babbitt will assume full responsibility for the sales, distribution and advertising of Oakite Products' *Oakite*.

Under the new arrangement, advertising for household *Oakite*, formerly at Richard K. Manoff moves to Babbitt's agency, Geyer, Morey, Madden & Ballard.

AGENCIES

Marion Harper, Jr. is off on a new ideological kick.

It was propounded in his talk before the annual meeting of the American Marketing Association in Minneapolis this week.

The gist: The incentive for business in the 1960's has to be more than just increasing output and profits. It also has to think in terms of public service and how the burgeoning leisure can be converted into a higher degree of individual advancement in education and interest in the public weal.

Agency appointments: General Motors Corp., for its co-sponsorship with Gillette of NBC's World Series,

Rose Bowl and Blue-Gray games, billing \$2.3 million, to **McCann-Erickson, Inc.** . . . Cushman Motors, a subsidiary of Outboard Marine Corp., to **EWRR**, Philadelphia . . . Programmatic Broadcasting Service, to **Geyer, Morey, Madden & Ballard** . . . Programs for Tv, Inc., to **Flodell/Harris Advertising**, New York . . . Waring Products Corp., for its new line of "Guardaire" lightweight electric air purifiers, with a planned spot radio campaign, to **Maxwell Sackheim-Franklin Bruck**, New York . . . Elko Textile Co., to **The Zakin Co.**, New York . . . Surprise Brassiere Co., to **Philip J. Perlman Associates**, New York . . . WRVA-AM-TV, Richmond, Va., to **Zimmer-McClaskey-Frank**, Richmond . . . The Jack Horner Pie Co., to **The Wyman Co.**, San Francisco.

Divorcement: Lehn & Fink's Lysol, Lyettes, Stridex, and a couple other proprieties, accounting for \$1.7 million, leave **McCann-Erickson**. Remaining is the Dorothy Gray division, which bills around \$1.5 million.



ARABIAN DAYS unfold in Miami as Opa-Locka Chamber of Commerce members parade through town in costume to promote WPST-TV's showing of silent film 'Son of the Shiek'



BRANCHING OUT. Agreement by which CBS will assist Freies Fernsehen to form West German tv network is marked by Merle Jones (l), pres. CBS Tv Stations, Friedrich Gladenbeck, mgng. dir. Freies Fernsehen GmbH



'EAR CONDITIONED AIR,' NBC contest requesting listeners to identify familiar sounds and offering air-conditioner prize, finds WAMP (Pitts.) dir.-anncr. Lee Vogel (l), anncr. Bill Brant choosing audition record

DO-IT-YOURSELF? Not really! Just Scott Burton's (WHK, Cleveland) way of introducing new movie 'Wake Me When it's Over.' Added attraction of campaign: rickshaw race at Cleveland Stadium with rival stations

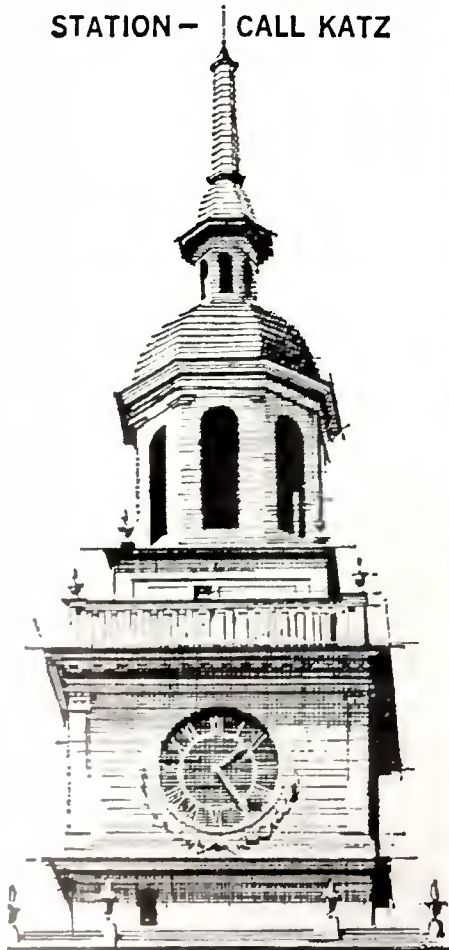
PHILADELPHIA



WABC RADIO

★ FIRST ★ BY FAR!

REACHES MORE FAMILIES
IN ALL CATEGORIES THAN
ANY OTHER PHILADELPHIA
STATION — CALL KATZ



the **STORER** station
backed by 33 years
of responsible broadcasting

Mergers: The F. G. Mullins Co., Seattle, becomes part of the Western region of McCann-Erickson Advertising, headed by Phipps Rasmussen. F. G. Mullins becomes v.p. and general manager of the Seattle office . . . **Robert F. O'Brien & Co.**, Boston, with Hicks & Greist, forming Hicks, Greist & O'Brien. The new agency will be headed by O'Brien.

Thisa 'n' data: Effective this week, Cohen, Dowd & Aleshire reverts to its former name—Cohen & Aleshire . . . AFA's "Advertising Truth Book" has unanimously been endorsed by the League of Advertising Agencies . . . McCann-Erickson Advertising (U.S.A.) last week accepted the George Washington Honor Medal from the Freedoms Foundation for the Coca-Cola sponsored "America Pauses" tv series.

They were named v.p.'s: Herbert Maneloveg, and Donald Dolen, at BBDO . . . Arthur Boyd, to also head marketing and research under senior v.p. Jack Forshew, at Campbell-Ewald . . . Milton Raymond, at Grant Advertising . . . Richard Hodges Jr. and Richard Gunn, at Liller, Neal, Battle & Lindsey . . . Lloyd Berg, at Pleskach & Smith Advertising, Omaha . . . W. Benjamin Pritchard, at Richard A. Foley Advertising, Philadelphia.

Other admen on the move: William Simon, to research and media director of Sidney Clayton & Associates, Chicago . . . Max Kocour, to account supervisor at Y&R . . . Sheldon Boden, to chief time buyer at Norman, Craig & Kummel . . . George Kern, to media director of Grant Advertising . . . Earl Timmons assumes responsibility for research in the San Francisco and Ft. Worth-Dallas offices of FSR as well as Los Angeles . . . Mitchell Streicker, to director of marketing and research at Gordon Best Co. . . Lester Harmon, to senior account executive and Jerome Samuelsohn, radio/tv director, at Wermen & Schorr, Philadelphia . . . Charles Loizeaux, to account executive at Compton . . . John Sutton, to account executive at Grant . . . William Dey, to account executive at FC&B . . . Sanford Greenwald, John Lorick Jr., and George Tyrrell, to account executives at B&B

. . . Patrick Nolan, to account executive at Kudner.

Resignation: Benson Inge, as v.p. and director of public relations at Ted Bates & Co. . . . Retiring: Don Ryan as executive director of commercial production at Tatham-Laird, effective 15 August.

FILM

Hollywood's script shortage spelled good news this week for distributors with program series already in the can.

CNP, for example, with its Canadian-produced *R. C. M. P.* (Royal Canadian Mounted Police) made 20 station sales in one week of availability.

They are: WALA-TV, Mobile; WBZ-TV, Boston; WNEP-TV, Scranton; WNEW-TV, New York; KLFY-TV, Lafayette; WTTG, Washington; WFAA-TV, Dallas; WGN-TV, Chicago; WTVT, Tampa; WGR-TV, Buffalo; KTTV, Los Angeles; WROC-TV, Rochester; KFMB-TV, San Diego; WCSH-TV, Portland, Me.; KPHO-TV, Phoenix; WWL-TV, New Orleans; KDKA-TV, Pittsburgh; KROD-TV, El Paso; KOSA-TV, Odessa; and KXTV, Sacramento.

Sales: MCA's Paramount features to WTAR-TV, Norfolk; KFRE-TV, Fresno; WBIR-TV, Knoxville; WTVW, Evansville, and KTSM-TV, El Paso . . . Young Productions of Philadelphia reports \$150,000 gross on its new series, *Diver Dan*, in sales to WWL-TV, New Orleans; WGN-TV, Chicago; KXTV, Sacramento; WGR-TV, Buffalo, and KOMO-TV, Seattle . . . Official Films' *Greatest Headlines of the Century* to KRCA-TV, Los Angeles; WROC-TV, Rochester; KONO-TV, San Antonio; WBZ-TV, Boston; WJZ-TV, Baltimore; KTRK-TV, Houston, and WMCT, Memphis.

Programs: Carla Productions of New York to produce a special 13 minute film, *This is Canaveral*, to be released to tv stations . . . National Video Tape Productions to tape the Newport Jazz Festival for the USIA.

Trade notes: SAG reports a \$615,000 talent repayment for 82 post-48 RKO features distributed by C & C . . . Format Films moving to 4741 Lau-

rel Canyon Blvd., No. Hollywood . . . **Chuck Vincent** and **Faillace Productions** have merged.

Strictly personnel: **Sherlee Barish** elected a v.p. of **Official Films** . . . **Norman Felton** named programs director of **MGM-TV** . . . **John G. McCarthy** becomes president of the **Television Program Export Association (TPEA)** . . . **Edward Kogan** joins **TV Commercial Services** as co-owner; the company name will be changed to **Babcock & Kogan** . . . **David G. McLaughlin** appointed tv sales manager of **Warner Bros. Pictures Distributing Company Ltd.** of Canada . . . **Maurice Morton** elected business affairs v.p. of **20th Century Fox TV** . . . **Ziv-UA** appoints **James Packer** as northeastern division syndication sales manager and **Jerry Kirby** to its regional sales division.

INTERNATIONAL

NBC International, within the past three weeks, completed three major international agreements.

The latest: with **Fuji Telecasting Co., Ltd.**, under which **Fuji** becomes the **NBC International Program** affiliate in Japan.

The others: with **Argentina's** new tv outlet, **Channel 9** in **Buenos Aires**, and with **Regie No. 1**, the exclusive advertising representative of **Europe No. 1** in **Paris** (radio stations).

Two **Australian** agencies, the **Hugh Berry Company Pty. Ltd.** and **Hawkins Advertising Pty. Ltd.** have merged to form **Berry, Currie, Hawkins**.

Total billings for the combined agency will be in excess of \$4.5 million. Offices are already in existence in **Sydney, Melbourne, Brisbane** and **Adelaide**.

New agency: **H. Wm. Bernhardt**, formerly a partner in **Dolan and Bernhardt** (which recently merged with **BBDO**) has formed an agency bearing his name with offices in **Geneva, Paris** and **Frankfurt**.

Among **Bernhardt's** clients: **Lockheed, Chesebrough-Pond's, Royal McBee International**, and **Chrysler International**.

Agency appointment: **Kraft Foods**

and **Carta Blanca Beer**, to **Kenyon & Eckhardt de Mexico**.

Expanding: **Schick, Inc.** has formed **Schick, Inc. (UK) Ltd.**, to market a full range of its products in the **United Kingdom**.

Report from Rhodesia: **Rhodesia Tv Ltd.** plans to start transmitting from the **Salisbury** station during the last quarter of this year. Estimated adult **European** viewers: 10,000 at the opening; 30,000 a year later.

People in far-away places: **Hubert Federspiel**, elected president of the **Central American Tv Network** . . . **John Simmons**, appointed head of tv, radio and film production at **Hobson, Bates & Partners Ltd.**, **London** . . . **Bok Reitzel**, to director of **European** operations for the **McLendon Corp.** . . . **William Gillen**, in **London** as a director of **BBDO, Ltd.** . . . **Luis Lovelace**, to **Robert Otto & Co.**, **Puerto Rico**.

NETWORKS

NBC TV has but a sixth and a matching 12th to go on a sellout of its presidential convention coverage.

Look Magazine (**McCann-E**) bought a sixth this week and the **World Book Encyclopedia** took a 12th.

Of course, there's always **RCA** in the wings to pick up what's left.

NBC Radio is in the black for the first time in eight years.

William K. McDaniel, v.p. in charge, attributed this to the web's new program concept and station clearances averaging 95 to 98%. There is now enough business on the books to assure the network a profit during the remaining quarters of the year.

CBS Radio is scouting around for a **Detroit** affiliate to replace **WKMH**, which the network summarily parted with last week.

What spurred the action, according to **CBS:** **WKMH** threw off all serials and the **Pat Butram Show** (**Wrigley**) and refused to reinstate them. (They're part of the two-hour afternoon block.)

Network tv sales: **Lever Brothers (SSCB)** to sponsor a new hour-long suspense series **Moment of Fear** which bows in on **NBC TV** Friday 1 July at 10 p.m. . . . **The American Gas Association** (**Lennen & Newell**) will co-sponsor **The Barbara Stanwyck Theatre** starting on **NBC TV** this fall.

Network Radio Sales: A series of 17 weekly five-minute programs featuring the **Kingston Trio** started yesterday on **CBS Radio** with **Seven-Up (JWT)** as sponsor . . . **NBC Radio** reports total net sales this year in excess of \$14 million.

Network affiliates: **WTVM**, **Columbus, Ga.**, to become a primary **ABC TV** affiliate . . . Nine stations have joined **Mutual Broadcasting System** radio network during **May**.

Saturday afternoon football will be aired on **Mutual** radio network for the third year starting 24 September.

Summer replacement: **The Comedy Spot**, for **Red Skelton**, to be co-sponsored by **S. C. Johnson & Son** and **The Pet Milk Co.**, regular advertisers in the **Tuesday 9:30-10:00** time slot on **CBS TV**.

Kudos: **G. Thaine Engle**, **NBC**, designated ad man of the year in winning the **Gray-Russo Award** from the **American Legion**.

Network personnel notes: **Carl M. Watson** appointed director of continuity acceptance at **NBC** . . . **Douglas Lutz** to **NBC** nighttime program operations manager and **Peter M. Affe** to fill that daytime position . . . **Joseph R. Cox** to **ABC TV** station relations as regional manager . . . **Edward A. Byron** and **Richard B. Stark** to **NBC TV** network sales . . . To account executives at **ABC radio** **David Grimm** and **Herb Granath** . . . **Richard F. Faulkner** to account executive at **Mutual Broadcasting**.

RADIO STATIONS

WQXR, N. Y., reports that it has an audience with unique vacation-taking characteristics.

They take long and more frequent holidays and spend more money.

A survey taken by the station puts

ATLANTA

BILLION
DOLLAR
MARKET
WITH A
MILLION
PEOPLE

BIG MOVIES

+BIG AUDIENCE

= BIG SALES!

waga



CBS

tv

5

CALL KATZ

the **STORER** station
backed by 33 years of
responsible broadcasting

the vacation expenditure of its audience at \$300 million in 1959, this being a 2% increase over 1958 and a 6% increase over the past five years.

Ideas at work:

- **Shoot to win:** **KONO**, San Antonio, sponsored a marble shooting contest for the local ladies. The women, all garbed in blue jeans, ranging in age from 16 to 72, vied for \$2,500 in prizes. Top winner went home with \$800 in merchandise. Station is aiming for an inter-city tournament next time.

- **Mood Music:** **WRVA**, Richmond, asked its audience to write in their reaction to a record played on the *Carl Stutz Show*. Contest, conceived by the station, Biggs Furniture Co. and its agency, Robert Kline & Co., offered a \$37.50 wine table as sole prize.

- **Getting into gear:** **WEEL**, Boston, and the Massachusetts Motor Vehicle Bureau are working together on this bit of promotion: motorists on the road who are commended by state inspectors for good driving, receive a clock radio.

- **Cocktails for two:** To mark its opening, **WFMM**, Baltimore, distributed cocktail kits to prospective advertisers. In addition to the mixings and glasses, the kit contained a rate card. The enclosed card invited the recipient to mix and ice up the cocktails and tune in the station.

- **Dancing in the square:** **WRCV**, Philadelphia, and the Levittown Businessmen's Association invited shoppers at Levittown Shoparama to some outdoor dancing. The elements intervened, so customers, band et al moved indoors to continue the festivities.

- **Dad's day:** Listeners of **WING**, Dayton, this past weekend looked for the perfect adjective to describe their fathers. The lucky dad, who is described most colorfully in this Father's Day promotion, will receive two tickets to the closed-circuit tv showing of the Johansson-Patterson fight.

Thisa 'n' data: Call letters of **KLX**, Oakland, this week changed to **KEWB** . . . **WMC & WMCT**, Memphis, collected two truck loads of clothing for stricken Chileans . . . **KISN**, Portland, Ore., ran a contest for the nearest guesstimate of the city's population . . . **WEJL**, Scranton, and the Globe

Store sponsored its ninth annual dinner for local athletes . . . **San Francisco Radio Association** will present a 1960 study of the area dubbed "The Market with the Golden Gait" . . . **Acquisition:** **WJMK**, North Syracuse, to Sol Panitz and Barry Winton for \$75,000.

Station staffers: **William M. Humphreys** to national sales manager of **WTCN**, Minneapolis . . . **Howard McNulty** to regional sales manager of **KISN**, Portland . . . **William A. Merrick** to assistant general manager of **KCAP**, **KBMN**, Helena, and **KGVO**, Missoula . . . **Pede Worth** to newly created position of manager of sales projects, **KCBS**, San Francisco . . . **Ray Bet-singer** to **WAIT**, Chicago, as sales coordinator and account executive . . . **Harry J. Diettinger** to account executive at **KQV**, Pittsburgh . . . **Jacqueline B. Kunz** to promotion director at **WAKR**, Akron . . . **Mel Corvin** to sales staff of **KFRC**, San Francisco . . . **Jack Prince**, to director of **WTAR**, Norfolk . . . **Tom Harrison**, to general sales manager for **WFLN-AM-FM**, Philadelphia . . . **Charles Payne**, to commercial manager of **KABL**, San Francisco . . . **Tod Gaulocher**, to Eastern sales manager for **WLW**, Cincinnati . . . **Al Zimmerman**, to the sales staff of **Radio Press International** . . . **Richard Hammer**, to the sales staff of **WBBM**, Chicago.

REPRESENTATIVES

The question of whether or not major rep firms should open Minneapolis offices came to a boiling point in Chicago this week.

The consensus: the reps (other than Katz who is already there) should not flock there because:

- 1) The dissidents feel it is much better to have a top flight Chicago man cover the market than a mediocre salesman headquartered there, trying to take care of all the blue chip business. Minneapolis is only an hour by air from Chicago, and also, the Chicago reps are in constant communication with Minneapolis agencies via teletype.

- 2) The people involved with the major advertising decisions in Minneapolis spend almost as much time in

Chicago as they do there. This is particularly true in the case of Pillsbury and General Mills, who use Chicago as well as Minneapolis agencies.

In predicting that the fall and winter of 1960 will be the biggest spot season in the history of tv, TvAR general manager Larry Israel called for a double-barrelled attack at the national and local levels to convert current non-users and light users into regular spot tv customers.

Speaking at TvAR's anniversary conclave, Israel also urged a broadening of procedures and systems to facilitate the exchange of information between reps and their stations and among the stations within each rep firm.

PGW has come up with a presentation dubbed Mr. Thinkbigly Reaches 60.

The brochure, a picture and graphic study on the far-reaching effects of spot tv, is a synopsis of what the rep firm has been showing to leading advertisers and agencies around the country.

Rep appointments — stations: WVEC-TV, Norfolk, Va., to The Katz Agency . . . KXMC-TV, Minot, N. D., to Andy McDermott Co., Toronto, for Canada.

Thisa 'n' data: Henry I. Cristal Co., Detroit, last week sponsored a series of conferences between the sales managers of 16 radio stations and the agencies representing divisions of General Motors, Ford, Chrysler, and American Motors. Purpose: to show how good broadcasting benefits the auto advertisers, their dealers and dealer groups . . . More than 250 admen and advertisers attended PGW's "Tape-O-Rama" in the rep firm's New York office. It featured continuous showings of local news stories, entertainment skits, the brief showcases of station personalities which had been taped by individual PGW represented stations and processed into one 90-minute videotape reel.

Rep appointments — personnel: George Gilbert, to sales executive in the Chicago office of Radio-Tv Reps . . . Lloyd Heaney, to the New York sales staff of Blair-TV Associates . . . Robert Aissa, to account executive

in the New York office of Weed Radio Corp.

TV STATIONS

Market Research Corp. of America has set up a new media service.

It will measure how much the audience of a tv program, magazine or newspaper supplement spends for specific products.

Some uses of the new measurement:

1) Advertisers can compare media on the basis of audience buying power in a specific product class and can also select the combination of media which provide the maximum unduplicated sales potential for his product.

2) Audiences of print or broadcast media can be compared in analysis for marketing characteristics and in selecting telecasts or publications that deliver the greatest amount of heavy buyer exposure.

Westinghouse Broadcasting Co. and NBC continue the slugfest over the proposed tv station acquisitions in Boston and San Francisco.

WBC charged the U. S. Department of Justice with a "shocking and inexplicable reversal of its prior position of encouragement on WBC's 'move to intervene' in the government's anti-trust action against RCA and NBC."

NBC's counter: WBC's statement is a "hysterical playback of false and malicious charges" concerning NBC's proposed station acquisitions. "These charges have already been thoroughly investigated and found baseless by the Department of Justice."

A nationwide survey conducted by *American Motel Magazine* covering the use of tv sets, antennas and service came up with this statistic:

Of the motel rooms answering, **15,660 out of 19,337 currently have tv sets installed.**

Ideas at work:

• **Using tv to sell a tv program:** This Sunday night (26 June) *Who's The Ancestor?* will premiere on WOR-TV, New York. The idea: American Features Co. bought the unsponsored time to show its production to agencies, advertisers, viewers and the like. Purpose: to sell the panel program to a network.

• **Treasure overboard:** WECT, Wilmington, N. C., is featuring a "floating treasure" promotion. The idea: station threw 25 bottles into the Gulf Stream each containing a certificate worth \$25. Viewers finding these bottles win the money.

Financial report: Final net profits of the Taft Broadcasting Co., for the year ended 31 March, amounted to 95¢ per share as compared with 76¢ per share for the previous year. Net revenues totaled \$10,426,310 as compared to \$8,972,501 for the year ended March 1959.

Thisa 'n' data: As the result of a special telecast on WBRZ, Baton Rouge, showing that voting machines can be rigged, a special voting machine probe in Louisiana has gotten underway . . . New quarters: WDBJ-TV, Roanoke, last week held groundbreaking ceremonies for construction of its new building at Colonial and Brandon Avenues, S.W. . . The *Gene London Show* on WCAU-TV, Philadelphia, has been extended to seven days a week.

Kudos: *Dance Party*, on WLBZ-TV, Bangor, Me., awarded the American Legion Auxiliary's Golden Mike Award "in appreciation for outstanding performance in the interest of youth through the medium of tv in 1959" . . . To KDKA-TV, Pittsburgh, the Alfred P. Sloan Safety Award for "outstanding service in the traffic safety field" . . . WSPD-TV, Toledo, winner of the Vick Chemical Co.'s national merchandising contest . . . Mrs. S. Scott Bullitt, president of KING-AM-FM-TV, Seattle; KGW-AM-TV, Portland; and KREM-AM-FM-TV, Spokane, awarded a national citation by the National Conference of Christians and Jews.

On the personnel front: Kermit Kahn, to director of advertising and sales promotion for WNTA-TV, Newark, N. J. . . John Upham, to assistant manager for KTNT, Tacoma . . . Robert Fowler, to national sales representative for WTVT, Tampa-St. Petersburg . . . Chet Collier, to program manager of KYW-TV, Cleveland . . . Richard Favret, to the sales staff at WKYT-TV, Lexington, Ky. . . Robert Hance, III, to assistant promotion manager for WBAL-TV, Baltimore.



WJBK RADIO IS DETROIT



WJBK
DOMINATES
THE MARKET
ON WHEELS!

SATURATE with
low-cost
package plans
CALL KATZ
—today.

STORER station
1777 W. Vernor
Detroit, Mich. 48208



Joseph Goodfellow has been elected v.p. and general manager of WRC-AM-FM-TV, Washington, D. C. He succeeds Carleton Smith who moves to RCA Washington as staff v.p. Goodfellow joined NBC in 1949 as account executive for WNBC & WNYC, New York. He was later named eastern radio sales manager for NBC Spot Sales. In 1953 Goodfellow was appointed director of sales for WRC-AM-FM-TV. He was promoted to manager, WRC-AM, in 1957. Goodfellow was graduated from St. Lawrence U.

Bob Edell, promotion manager at Storer's WJBK-TV, Detroit, has been named promotion manager for Storer Broadcasting, headquartered in Miami. A 17-year broadcast veteran, Edell began his career with WTRC, Elkhart, Ind. He subsequently served as a sports specialist and announcer at WKBZ, Muskegon, Mich.; WJBC, Bloomington, Ill.; WROK, Rockford, Ill., and WDLP, Panama City, Fla. He joined Storer in '53 at WGBS-TV, Miami. The following year he was transferred to the company's Detroit station.



Edwin Koehler, media supervisor at BBDO, has been appointed associate media director. A 20-year radio-tv veteran, Koehler began his career at NBC Red radio network in 1940. A year later he joined the NBC Blue web as traffic supervisor. In 1950, Koehler moved to Du Mont where he worked in station relations until the tv network's demise in 1955. After that, he joined Buchanan & Co. as assistant radio-tv director. In 1958, when the agency merged with Lennen & Newell, Koehler moved to BBDO.

Andrew E. Jacobs, formerly WLW, Cincinnati account executive in Chicago, has been appointed manager of radio sales for the Cleveland division of Crosley Broadcasting's WLW, representing the station in Michigan, Pennsylvania, and northern Ohio. Prior to joining Crosley, Jacobs was account executive for WGN, Chicago for four years. Before that, he was with the *Chicago Tribune* for three years and sales promotion manager for Brunswick Balke Collender Co. Succeeding Jacobs in Chicago: Sam Schneider.



Home of the big new picture in CHARLOTTE

NBC-TV
ABC-TV
RADAR WEATHER
MGM
WARNER BROS.
UNITED ARTISTS
PARAMOUNT
TOP LOCAL NEWS
PRO BASKETBALL
WORLD SERIES
NCAA FOOTBALL
PRO FOOTBALL
CHAMPIONSHIP
ROSE BOWL
SUGAR BOWL

Here's where it all started—the dynamic program structure, the superb facilities that have brought about such a marked shift in Carolina viewing habits. Listed are only a few of the services and features that are building the “big new picture” in Charlotte. For this 25th largest television homes market in America, your best buy is WSOC-TV. One of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

The seller's viewpoint

Inspired by the column on film commercials production, written by Wade Barnes and printed here 16 January, M. M. Steffee, tv/radio director, Burke Dowling Adams, Inc., Atlanta, Ga., explores the other side of the coin—creating the commercial. What amount to difficulties in making prints, he points out, often come close to insurmountable obstacles in the preceding stages. Far from an “If you think you’ve got it bad” viewpoint, Steffee here offers a concise, yet all-inclusive picture of the problems, questions, changes and freak developments which inevitably beset all film commercials producers



MAKING COMMERCIALS: A MANY-COMPLICATED THING

Wade Barnes' article "Some Hints on Prints" ("Seller's Viewpoint," 16 January) was very interesting—but, egad! What headaches, frustrations, ulcers, time, and money are tossed off in the simple statement “. . . once the producer is set on the script, sets, actors and sounds . . .”

To begin with, the script, with its visualization of the completed spot, is a major headache in itself. The client may want to open, for example, on a large cocktail party presumably taking place in the ballroom of the Waldorf-Astoria. At the same time he admonishes the agency producer to “keep the budget down.” He doesn't seem to realize that current SAG talent payments can quickly send the budget skyrocketing, to say nothing of the cost of building intricate sets. Then there's the ever-present bugaboo of “musts” that inevitably result in dull, dry narration that can't possibly be squeezed into 60 seconds.

Sets pose their own unique little bundle of problems. Shall we have a picture on the wall behind the desk? The set looks too bare without it. But then if we put a picture in, we may detract from what the actors are doing and saying. Now that potted palm in the corner looks swell in the camera viewfinder, but what will it look like after tv cut-off? How about the scene where the actor picks up the phone? If he picks it up with his left hand, the phone covers most of his face. Yet if he picks it up with his right hand, he has to write with his left hand—but he's right-handed. Okay, fellows, take another hour and change the camera angle (which means changing all the lights, too).

Actors—ah, yes, the casting session. How long does it take to pick the right actor for the job? Well, that depends on how much time you want to spend casting. Nobody ever *exactly* fits the type you have in mind (which may or may not be the type the client has in mind). So if you have a lot of talent to select, you can easily spend from a day to a week choosing the proper people.

Sounds? Sometimes a major problem. You can spend days on end listening to musical introductions, bridges and closes. What sound effects should we have for the pouring

of a bottle of beer, a jet plane takeoff, or a man gulping a spoonful of soup? Or is the safest thing to leave it silent?

Mr. Barnes didn't mention *shooting*—the fingernail-gnawing, hangnail-picking period when every agency producer wishes he had become a ditchdigger. Take after take. The talent fluffs lines. The sound is ruined by a low-flying plane. Time to reload camera. Time to reload sound. Where's make-up? Give that highlight a shot of dulling spray. Let's keep that dolly *smooth* on the next take. Wonder if I have the interpretation the client wanted?

And don't forget the strange, almost uncanny things that can happen to ruin a take. I remember an incident several years ago, when I was shooting one of a series of 15-minute shows with John Cameron Swayze and his family. We were in San Francisco, setting up for the last shot of the day, a scene of the Swayze family getting off one of the cable cars at the end of the line, and helping turn the car around on its turntable. It was starting to rain, but we had to get the shot. We signaled the cable car which was waiting half a block down the street, and started the camera rolling. The car lurched up to the turntable and screeched to a stop. The Swayze family jumped off the car and started to turn it around, when suddenly, to everyone's complete amazement, a trapdoor in the turntable popped open and a workman indignantly stuck his head out to see what was going on. The outtakes showed a ludicrous picture of the workman's open-mouthed astonishment at finding he was the center of attraction of a complete motion picture crew. And I'm sure all of us looked equally as silly.

I've been producing tv and radio commercials for a number of years, and every single job brings its own individual set of problems. It is literally impossible to predict what will happen on a set or in a recording studio. But I can safely say this: 99.44% of the time the job of producing a commercial is more difficult, more time-consuming and more expensive than anyone except the agency producer himself thought it would be! ◆

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



QUALITY IN AERODYNAMICS AND CRAFTSMANSHIP IS REPRESENTED BY THE H-43B HUSKIE OF THE KAMAN AIRCRAFT CORPORATION OF BLOOMFIELD, CONNECTICUT. IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED, TOO.

WTIC  **TV 3** HARTFORD, CONNECTICUT
*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

SPONSOR SPEAKS

A better image for radio

The meeting last week in New York of the Quality Radio Group, Inc., called by Chairman Ward Quaal, WGN Chicago, was one of the healthiest steps toward improving the over-all image of radio that has taken place in some time.

The two-day session, an "exchange of idea" meeting, was attended by 26 station executives of the Quality Radio Group, plus "observers" from such important radio strongholds as WJR, Detroit, and the Triangle stations.

In line with the Quality Group's purpose of "furthering quality radio programing, quality promotion, and quality advertising," those at the Waldorf meeting reviewed every phase of radio station operations, and traded experiences on how to upgrade public confidence in the medium.

They also heard a thoughtful analysis of radio's "mixed-up image" in the minds of today's agencies and advertisers by Len Matthews, v.p. the Leo Burnett Co., and Matthews' constructive suggestions for better radio programing and selling.

From the standpoint of news breaks or dramatic announcements the Quality Radio Group's meeting produced no big bombs. No explosive press releases floated out of the Waldorf's Jansen Suite.

But far more important was the fact that these serious and responsible radio leaders took two days off from their busy schedules to face squarely and discuss thoroughly radio's image problems.

We are confident that from these and similar meetings will come the actions and the programs which the industry needs.

Member stations of the Quality Radio Group are WOW, Omaha, WSM, Nashville, WLW, Cincinnati, WOR, New York, KIRO, Seattle, WGBS, Miami, WGN, Chicago, WSB, Atlanta, KCMO, Kansas City, WBAP, Fort Worth, WWL, New Orleans, KDKA, Pittsburgh, WBZ, Boston, WHO, Des Moines, WBT, Charlotte, WRVA, Richmond, KSL, Salt Lake City, KVOO, Tulsa, KEX, Portland.



THIS WE FIGHT FOR: *Increased recognition among agencies and advertisers of the power and usefulness of radio as a basic, rather than a supplementary medium of advertising.*

10-SECOND SPOTS

Quote: Darren McGavin, star of NBC TV's *Riverboat* in *TV Guide*—"Saying you don't like television is like being stranded in the middle of the ocean and saying you don't like water."

For the out-of-home: KELP, El Paso, offers a new public service every afternoon between 2 and 5. At 20-minute intervals, a bell rings, interrupting the programing, and the air personality reminds listeners who are sunbathing that it's now time to roll over and tan the other side.

Western note: *TV Guide* news release—"... television's oaters don't begin to portray Western speech the way it really was. It seems that straight shooters from the Old West were mighty verbose critters. Sample speech: 'We had better lean forward and shove while the gate's still open. That's a snake's alarm clock.' Translation: 'Jump! It's a rattler!'" *Let's hope the rattler was polite enough to wait till they stopped talking.*

Titling: At Schwerin Research Corp., when a commercial up for testing has not been titled by the client, then the Schwerin staff titles it. One of the research outfit's favorite titles is, "Baby Double Guts."

Definition: Sagebrush — A wise young adman wearing a crewcut.— Frank Hughes.

New directions: Phil Stone, of CHUM, Toronto, tells of the tv actor who finds pickings so lean of late that he's been forced to go into the real estate business. Like selling his house.

Potabilities: Koreneff Co. of San Francisco, manufacturer of Koreneff's Buffalo Vodka, has begun an ad campaign on the theme: "Stamp out martinis with buffalos." The new drink, according to Lloyd Koreneff Downtown, former Lennen & Newell a.e., is made from vodka and a special "family" formula using buffalo grass. The herb which is imported from Poland adds a distinct flavor to the Vodka. *Anyone ever hear of a Polish buffalo?*

M Spokane, Washington	W B A P Fort Worth, Texas	W J X T Jacksonville, Florida	W N H C New Haven, Connecticut	W T V W Evansville, Indiana
G Seattle, Washington	K P R C Houston, Texas	W C I A Champaign, Illinois	W S M Nashville, Tennessee	W R G P Chattanooga, Tennessee
A Yakima, Washington	W O A I San Antonio, Texas	W M A Z Macon, Georgia	W T A R Norfolk, Virginia	K L R J Las Vegas, Nevada
W Portland, Oregon	W H D H Boston, Massachusetts	W F M J Youngstown, Ohio	W R E C Memphis, Tennessee	K O O L Phoenix, Arizona
A L Eugene, Oregon	W J W Cleveland, Ohio	W I S N Milwaukee, Wisconsin	K A K E Wichita, Kansas	W O W Omaha, Nebraska
T V Sacramento, California	W T A E Pittsburgh, Penna.	K O T V Tulsa, Oklahoma	K M B C Kansas City, Missouri	K T S M El Paso, Texas
I N San Francisco, Calif.	W T O P Washington, D. C.	W T V N Columbus, Ohio	W X Y Z Detroit, Michigan	K O B Albuquerque, N. Mexico
J Fresno, California	W C C O Minneapolis, Minnesota	W H I O Dayton, Ohio	K F S A Fort Smith, Arkansas	W L O F Orlando, Florida
A K Bakersfield, California	W M A R Baltimore, Maryland	W U S N Charleston, S. Carolina	W I S H Indianapolis, Indiana	W A F B Baton Rouge, Louisiana
A Los Angeles, California	W B E N Buffalo, New York	W X E X Richmond, Virginia	K R N T Des Moines, Iowa	K T V O Ottumwa, Iowa
D San Diego, California	W D A U Scranton, Pennsylvania	W S P D Toledo, Ohio	W D S U New Orleans, Louisiana	W G N Chicago, Illinois
X Salt Lake City, Utah	W H Y N Springfield, Mass.			

ALMANAC

fastest
SOLD
5 MINUTES
in television!

Never before has a show sold so fast . . . straight across the call letters of the country! In less than 10 weeks ALMANAC has been snapped up by more than 50 stations with more orders coming in every day. The reason for this spectacular success? Powerful inherent human interest in contemporary events that insures audiences. And for stations unique flexibility in programming to offer sponsors. ALMANAC makes it possible to program 6 different times, around the clock for the price of a single half hour! Take advantage of this new concept in television programming that combines an exciting commercial program with public service.

Call, wire or write now
OFFICIAL FILMS, Inc.
25 West 45th St., New York 36, N. Y.
PLaza 7-0100

Produced by Richard B. Morros
in association with
Hearst Metrotone News Inc.

It's
primary,
man!

**MADISON
WISCONSIN**

**ROCKFORD
ILLINOIS**



... two for the price of one!

The smart buyer knows that you can buy Channel 3 for coverage of the basic MADISON-SOUTHERN Wisconsin Market . . . and the ROCKFORD-NORTHERN Illinois Market. And Channel 3 is primary CBS for both markets!



WISC-TV

CHANNEL
MADISON, WISC.



Represented Nationally by
Peters, Griffin, Woodward, Inc.

