

TV BASICS

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BRODERICK CRAWFORD
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Starring in
ALL THE KING'S MEN

Two more greats starring in
COLUMBIA POST-48's!



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

TV's annual factbook for advertisers and agencies



MGM



TELEVISION



THE GAMUT

A basic fact of television is its continuing need for product—as programming for networks and stations and as commercials for advertisers using this most effective of all media. *MGM Television* covers the gamut—the full range of programming—from network series, to features, to syndication. The finest West Coast film facilities are offered by the *Commercial and Industrial Division*; and now the leading videotape operations of *MGM Telestudios*. In all of television you get the picture of quality from...

METRO-GOLDWYN-MAYER

1540 Broadway, New York 36, N.Y.

MGM-TV Feature Packages—Page 94
MGM Telestudios—Page 98



*“Our live
TV show on
WSUN-TV is in
its 3rd year . . .
the reason . . .
RESULTS!”*

This is how Charlie Cheezem, Realtor, Builder and Developer of Florida's leading West Coast Retirement Home Development feels about WSUN-TV, Tampa-St. Petersburg, Florida.

“Our 8 salesmen at Ridgewood Mountain Village make it a point to learn where our customers come from. Our weekly half-hour Community Sing program on WSUN-TV is over 2 years old, and has consistently been one of our best advertising investments.”

Ratings vary from survey to survey. The true yardstick is SALES! Dollar for dollar by any survey, your best Tampa-St. Petersburg buy is

WSUN-TV  **CHANNEL 38**

National Representative: Venard, Rintoul & McConnell

Southeastern Representative: James S. Ayers

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THE TV AUDIENCE

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TV PROGRAMS

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TV ADVERTISERS AND AGENCIES

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TV COSTS

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The CBS Eye logo is a large, stylized eye shape composed of three concentric, overlapping circles. The outermost circle is black, the middle one is red, and the innermost one is black. The text is centered within the innermost black circle.

**CBS
TELEVISION
STATIONS
NATIONAL
SALES**

AT YOUR SERVICE! Service is the watchword of CBS Television Stations National Sales (formerly CBS Television Spot Sales), now the national sales organization for the five CBS Owned television stations exclusively.

These five major-market stations are being sold now by the same full-strength staff of sales specialists in six regional offices...backstopped by the same array of experienced research, promotion and sales service people. What results is a finely-tuned sales force with the knowledge and the time to be an "extra arm" to advertisers and agencies seeking top efficiency from their television dollars.

An unbeatable combination—the sales impact you get from the CBS Owned stations (WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis) plus the service-in-depth you get from CBS Television Stations National Sales (with sales offices in New York, Chicago, Los Angeles, Detroit, San Francisco and Atlanta).

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TV
COLOR

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TV TAPE AND FILM

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TV SERVICES

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TV SOURCES

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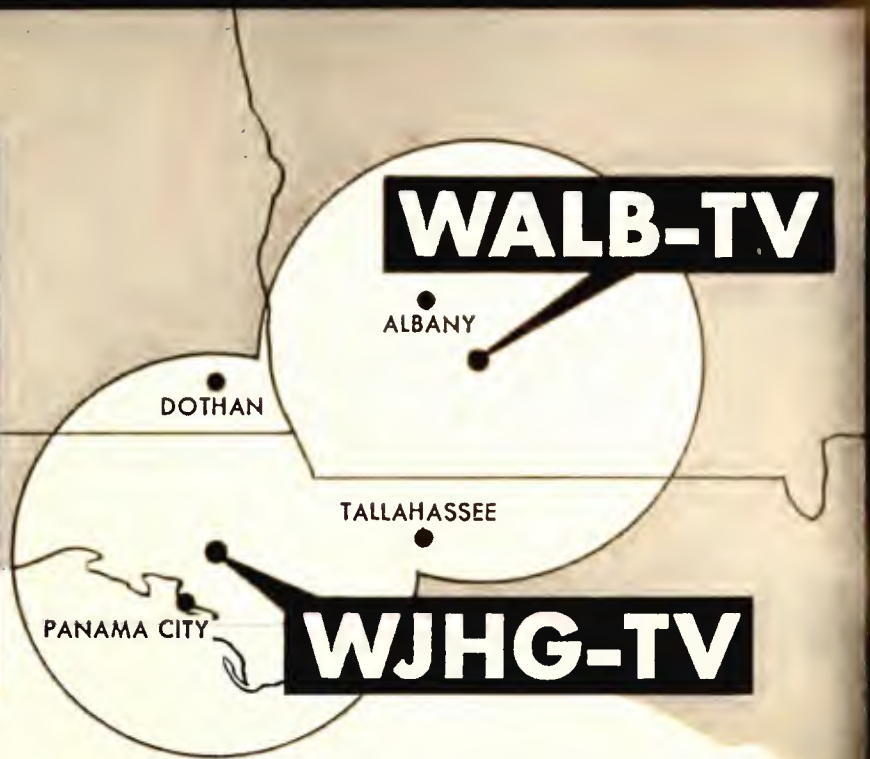
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**ONE
BUY!
FOUR
MARKETS!**



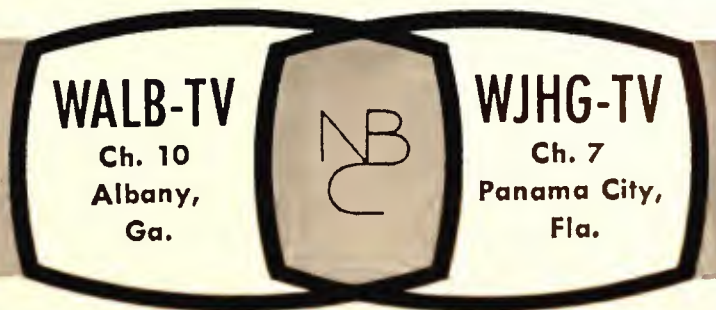
Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE  PROGRAMMING

One buy, one bill, one clearance delivers *four* market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV *dominate* this area!

GRAY TELEVISION NETWORK

Delivers 82,990 More TV Homes
Than The Nearest Competitor!
Raymond E. Carow, General Manager



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

WTOK-TV

MERIDIAN, MISSISSIPPI



***MISSALAND . . .** a most efficient media buy. Missaland comprises thirty-six counties in Mississippi and Alabama covered only by one television station—WTOK-TV. Facts prove that W TOK-TV offers advertisers one of the nation's most efficient media buys. Add to this a big new bonus market—the McCain Naval Air Station just commissioned at Meridian.

Before completing your next market list, take a close look at W TOK-TV. Here are five good reasons why:

- 159,400 Television Homes
- \$530,093,000 Retail Sales
- \$796,636,000 Effective Buying Income
- 2,500 New military and civilian personnel
- \$12,000,000 New Annual Payroll

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MAXIMUM POWER 31,600 WATTS

MISSISSIPPI'S FIRST
VHF TELEVISION STATION

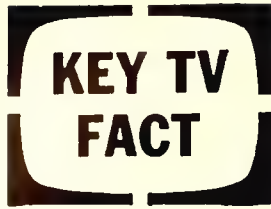
TV BASICS

section

1

THE TV AUDIENCE

Its distribution and characteristics



**In five weekday mornings
TV reaches more than
30 million unduplicated
homes; a gain of
eight million over 1956**

The 6 a.m.-12 noon Monday to Friday cumulative audience was estimated by TvB at 22,078,000 homes in 1956. A comparable calculation for 1960 yields 30,058,000 unduplicated homes. The weekend cumme (full days) was 33,907,000 in 1956 and 42,211,000 homes in 1960. TvB also estimates that 84 to 88 percent of all American homes are available to advertisers within a four-week period.

1.

THE TV AUDIENCE

1960 population figures in 105 metropolitan areas

Metropolitan Area	Population (000)
Abilene, Texas	119
Akron, Ohio	508
Albany, Ga.	74
Albany-Schenectady-Troy, N.Y.	652
Albuquerque, N. Mex.	260
Allentown-Bethlehem-Easton, Pa., N. J.	490
Altoona, Pa.	136
Amarillo, Texas	147
Ann Arbor, Mich.	172
Asheville, N. C.	127
Atlanta, Ga.	1,010
Atlantic City, N. J.	158
Augusta, Ga.-S. C.	214
Austin, Texas	210
Bakersfield, Calif.	288
Baltimore, Md.	1,707
Baton Rouge, La.	228
Bay City, Mich.	105
Beaumont-Port Arthur, Texas	304
Billings, Mont.	78
Binghamton-Endicott, N. Y.	211
Birmingham, Ala.	629
Boston, Mass.	2,566
Bridgeport, Conn.	333
Brockton, Mass.	148
Brownsville-Harlingen- San Benito, Texas	149
Buffalo, N. Y.	1,301
Canton, Ohio	337
Cedar Rapids, Iowa	135
Champaign-Urbana, Ill.	130
Charleston, S. C.	209
Charleston, W. Va.	250
Charlotte, N. C.	270
Chattanooga, Tenn.-Ga.	279
Chicago, Ill.	6,171
Cincinnati, Ohio-Ky.	1,067
Cleveland, Ohio	1,786
Colorado Springs, Colo.	142
Columbia, S. C.	257
Columbus, Ga.-Ala.	216
Columbus, Ohio	680
Corpus Christi, Texas	219
Dallas, Texas	1,071
Davenport-Rock Island-Moline, Iowa-Ill.	267
Dayton, Ohio	689
Decatur, Ill.	117
Denver, Colo.	925
Des Moines, Iowa	264
Detroit, Mich.	3,743
Dubuque, Iowa	79
Duluth-Superior, Minn.-Wis.	272
Durham, N. C.	113

Metropolitan Area	Population (000)
El Paso, Texas	311
Erie, Pa.	247
Eugene, Ore.	160
Evansville, Ind.-Ky.	196
Fall River, Mass.-R.I.	113
Fargo-Moorhead, N. Dakota-Minn.	104
Fitchburg-Leominster, Mass.	81
Flint, Mich.	370
Fort Lauderdale-Hollywood, Fla.	329
Fort Smith, Ark.	66
Fort Wayne, Ind.	230
Fort Worth, Texas	557
Fresno, Calif.	360
Gadsden, Ala.	96
Galveston-Texas City, Texas	138
Gary-Hammond-East Chicago, Ind.	571
Grand Rapids, Mich.	360
Great Falls, Mont.	73
Green Bay, Wis.	124
Greensboro-High Point, N. C.	245
Greenville, S. C.	209
Hamilton-Middleton, Ohio	198
Harrisburg, Pa.	342
Hartford, Conn.	522
Honolulu, Hawaii	488
Houston, Texas	1,236
Huntington-Ashland, W. Va.	252
Huntsville, Ala.	116
Indianapolis, Ind.	690
Jackson, Mich.	130
Jackson, Miss.	186
Jacksonville, Fla.	448
Jersey City, N. J.	607
Johnstown, Pa.	279
Kalamazoo, Mich.	169
Kansas City, Mo.-Kans.	1,034
Kenosha, Wis.	99
Knoxville, Tenn.	364
Lake Charles, La.	142
Lancaster, Pa.	273
Lansing, Mich.	299
Laredo, Texas	64
Las Vegas, Nev.	125
Lawrence-Haverhill, Mass.-N.H.	188
Lawton, Okla.	89
Lewiston-Auburn, Maine	69
Lexington, Ky.	129
Lima, Ohio	102
Lincoln, Neb.	154
Little Rock-North Little Rock, Ark.	239
Loraine-Elyria, Ohio	215
Los Angeles-Long Beach, Calif.	6,668

Source: Bureau of Census, 1961.

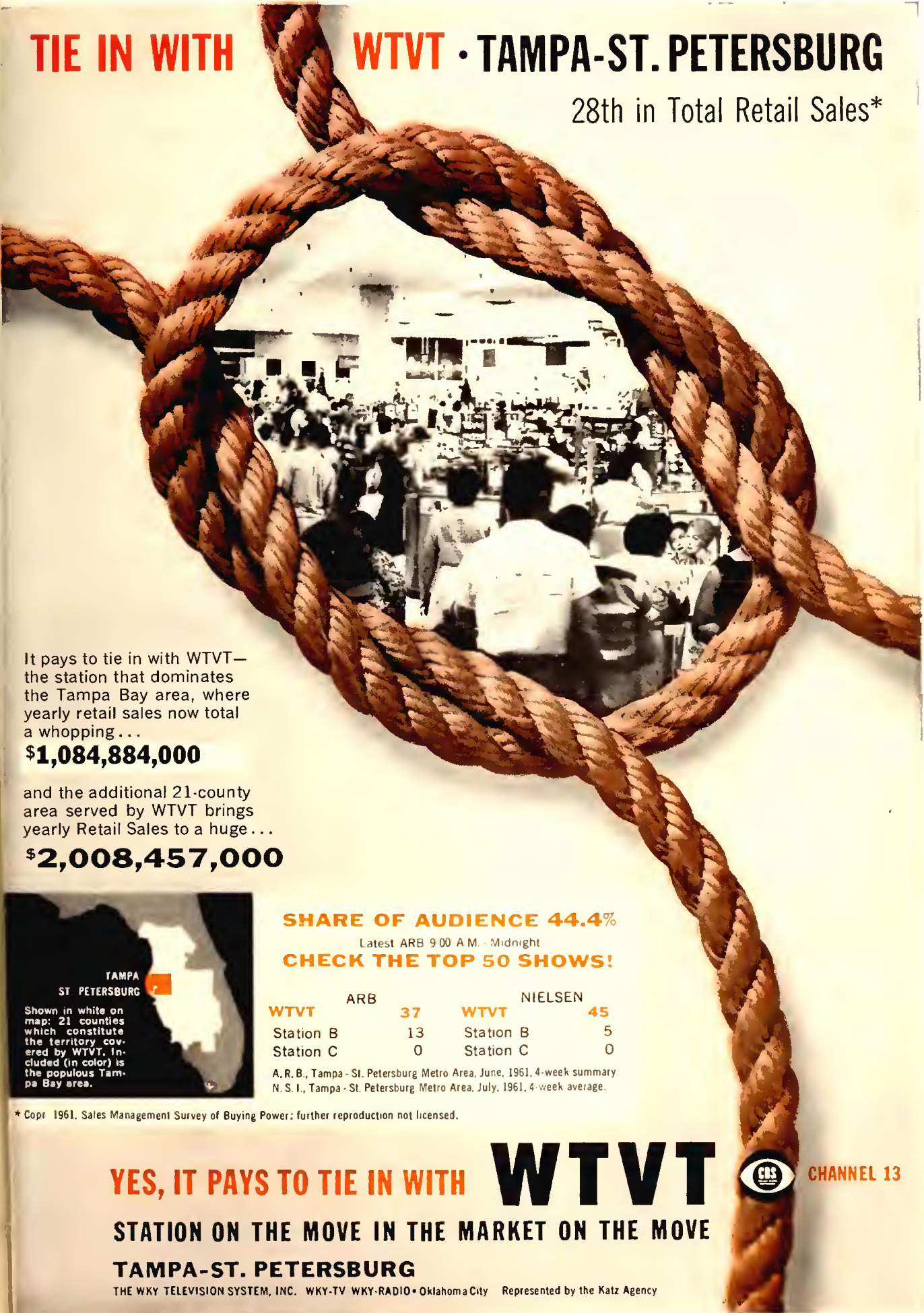
1960 population figures in 105 metropolitan areas

Metropolitan Area	Population (000)	Metropolitan Area	Population (000)
Louisville, Ky.-Ind.	718	St. Joseph, Mo.	89
Lowell, Mass.	157	St. Louis, Mo.-Ill.	2,046
Lubbock, Texas	153	Salt Lake City, Utah	381
Lynchburg, Va.	110	San Angelo, Texas	63
Macon, Ga.	178	San Antonio, Texas	682
Madison, Wis.	221	San Bernardino-Riverside-Ontario, Calif.	800
Manchester, N. H.	93	San Diego, Calif.	1,000
Memphis, Tenn.	619	San Francisco-Oakland, Calif.	2,725
Miami, Fla.	921	San Jose, Calif.	638
Midland, Texas	67	Santa Barbara, Calif.	167
Milwaukee, Wis.	1,184	Savannah, Ga.	186
Minneapolis-St. Paul, Minn.	1,505,200	Scranton, Pa.	233
Mobile, Ala.	312	Seattle, Wash.	1,098
Monroe, La.	102	Shreveport, La.	280
Montgomery, Ala.	168	Sioux City, Iowa	107
Muncie, Ind.	110	Sioux Falls, S. Dak.	85
Muskegon-Muskegon Heights, Mich.	148	South Bend, Ind.	237
Nashville, Tenn.	394	Spokane, Wash.	277
Newark, N. J.	1,682	Springfield, Ill.	146
New Bedford, Mass.	142	Springfield, Mo.	125
New Britain, Conn.	128	Springfield, Ohio	137
New Haven, Conn.	308	Springfield-Chicopee-Holyoke, Mass.	476
New Orleans, La.	861	Stamford, Conn.	177
Newport News-Hampton, Va.	223	Steubenville-Weirton, Ohio-W. Va.	168
New York, N. Y.	10,602	Stockton, Calif.	248
Norfolk-Portsmouth, Va.	541	Syracuse, N. Y.	562
Odessa, Texas	89	Tacoma, Wash.	320
Ogden, Utah	189	Tampa-St. Petersburg, Fla.	759
Oklahoma City, Okla.	508	Terre Haute, Ind.	107
Omaha, Neb.-Iowa	456	Texarkana, Texas-Ark.	91
Orlando, Fla.	316	Toledo, Ohio	454
Paterson-Clifton-Passaic, N. J.	1,183	Topeka, Kans.	140
Pensacola, Fla.	202	Trenton, N. J.	265
Peoria, Ill.	287	Tucson, Ariz.	261
Philadelphia, Pa.-N. J.	4,301	Tulsa, Okla.	413
Phoenix, Ariz.	657	Tuscaloosa, Ala.	108
Pittsburgh, Pa.	2,392	Tyler, Texas	86
Pittsfield, Mass.	73	Utica-Rome, N. Y.	328
Portland, Maine	119	Waco, Texas	148
Portland, Oreg.-Wash.	818	Washington, D. C.-Md.-Va.	1,967
Providence-Pawtucket-R.I.-Mass.	810	Waterbury, Conn.	179
Provo-Orem, Utah	106	Waterloo, Iowa	121
Pueblo, Colo.	117	West Palm Beach, Fla.	224
Racine, Wis.	140	Wheeling, W. Va.-Ohio	189
Raleigh, N. C.	168	Wichita, Kans.	347
Reading, Pa.	274	Wichita Falls, Texas	127
Reno, Nev.	83	Wilkes-Barre-Hazleton, Pa.	345
Richmond, Va.	406	Wilmington, Del.-N. J.	363
Roanoke, Va.	157	Winston-Salem, N. C.	188
Rochester, N. Y.	582	Worcester, Mass.	322
Rockford, Ill.	208	York, Pa.	237
Sacramento, Calif.	500	Youngstown, Ohio	507
Saginaw, Mich.	189		

TIE IN WITH

WTVT • TAMPA-ST. PETERSBURG

28th in Total Retail Sales*

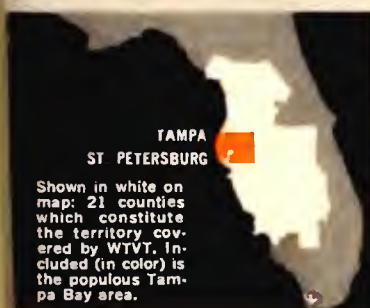


It pays to tie in with WTVT—the station that dominates the Tampa Bay area, where yearly retail sales now total a whopping . . .

\$1,084,884,000

and the additional 21-county area served by WTVT brings yearly Retail Sales to a huge . . .

\$2,008,457,000



Shown in white on map: 21 counties which constitute the territory covered by WTVT. Included (in color) is the populous Tampa Bay area.

SHARE OF AUDIENCE 44.4%

Latest ARB 9 00 A.M. - Midnight

CHECK THE TOP 50 SHOWS!

WTVT	ARB	WTVT	NIelsen
	37		45
Station B	13	Station B	5
Station C	0	Station C	0

A. R. B., Tampa - St. Petersburg Metro Area, June, 1961, 4-week summary
N. S. I., Tampa - St. Petersburg Metro Area, July, 1961, 4-week average.

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YES, IT PAYS TO TIE IN WITH

WTVT



CHANNEL 13

STATION ON THE MOVE IN THE MARKET ON THE MOVE

TAMPA-ST. PETERSBURG

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

1.

THE TV AUDIENCE

Viewing by household characteristics: size, age and income

FAMILY SIZE

	(37%) 1-2 Members	(45%) 3-4 Members	(18%) 5 Members	(100%) Total U. S.
MONDAY-FRIDAY				
Sign-on—6:00 PM	6.1	9.1	12.4	8.6
MONDAY-FRIDAY				
10:00 AM—5:00 PM	4.4	5.9	7.3	5.6
SUNDAY-SATURDAY				
6:00 PM—Sign-off	19.1	22.3	24.3	21.5
SUNDAY-SATURDAY				
7:30 PM—11:00 PM	13.0	14.9	16.3	14.5
SATURDAY				
Sign-on—6:00 PM	.9	2.0	3.0	1.8
SUNDAY				
Sign-on—6:00 PM	1.1	1.6	1.9	1.5
SUNDAY-SATURDAY				
Sign-on—Sign-off	27.2	34.9	41.6	33.2

ARB March 1961

AGE OF HEAD OF HOUSEHOLD

	(36%) Under 40	(36%) 40-54	(28%) Over 54	(100%) Total U. S.
MONDAY-FRIDAY				
Sign-on—6:00 PM	10.8	7.5	7.3	8.6
MONDAY-FRIDAY				
10:00 AM—5:00 PM	6.5	5.0	5.2	5.6
SUNDAY-SATURDAY				
6:00 PM—Sign-off	21.9	22.0	20.2	21.5
SUNDAY-SATURDAY				
7:30 PM—11:00 PM	14.4	15.1	13.7	14.5
SATURDAY				
Sign-on—6:00 PM	2.4	1.7	1.0	1.8
SUNDAY				
Sign-on—6:00 PM	1.6	1.5	1.2	1.5
SUNDAY-SATURDAY				
Sign-on—Sign-off	36.6	32.7	29.7	33.2

ARB March 1961

FAMILY INCOME LEVEL

	(23%) Under \$4,000	(47%) \$4,000- 6,999	(21%) \$7,000- 9,999	(9%) \$10,000 or more	(100%) Total U. S.
MONDAY-FRIDAY					
Sign-on—6:00 PM	8.8	10.0	7.5	5.4	8.6
MONDAY-FRIDAY					
10:00 AM—5:00 PM	6.2	6.4	4.5	2.9	5.6
SUNDAY-SATURDAY					
6:00 PM—Sign-off	20.5	23.1	21.4	17.8	21.5
SUNDAY-SATURDAY					
7:30 PM—11:00 PM	13.7	15.4	14.4	12.5	14.5
SATURDAY					
Sign-on—6:00 PM	1.5	2.2	1.9	1.3	1.8
SUNDAY					
Sign-on—6:00 PM	1.3	1.6	1.6	1.3	1.5
SUNDAY-SATURDAY					
Sign-on—Sign-off	32.0	36.8	32.3	25.6	33.2

ARB March 1961

Reflection of socio-economic factors in tv viewing is illustrated in this March 1961 study made by the American Research Bureau. While some factors, such as age of family-head, appear to have relatively little influence upon viewing there are others in which the effect is marked. The variation by family size is more than 100%, and by income, more than 400%.

Viewing by age and sex, in dayparts through the week

WOMEN, BY AGE GROUP

	(20%) 18-29	(24%) 30-39	(24%) 40-49	(32%) Over 49	All Women
MONDAY-FRIDAY					
Sign-on—6:00 PM	6.5	4.5	4.6	7.3	4.4
MONDAY-FRIDAY					
10:00 AM—5:00 PM	5.0	3.2	3.2	5.7	5.8
SUNDAY-SATURDAY					
6:00 PM—Sign-off	14.1	16.2	16.8	20.8	17.5
SUNDAY-SATURDAY					
7:30 PM—11:00 PM	10.1	11.6	11.3	14.4	12.1
SATURDAY					
Sign-on—6:00 PM	.7	.6	.6	.8	.7
SUNDAY					
Sign-on—6:00 PM	.8	.7	.8	1.2	.9
SUNDAY-SATURDAY					
Sign-on—Sign-off	22.0	22.0	22.7	30.1	24.8

ARB March 1961

MEN, BY AGE GROUP

	(18%) 18-29	(25%) 30-39	(24%) 40-49	(33%) Over 49	All Men
MONDAY-FRIDAY					
Sign-on—6:00 PM	1.8	1.1	1.1	3.1	1.9
MONDAY-FRIDAY					
10:00 AM—5:00 PM	1.1	.6	.5	2.0	1.1
SUNDAY-SATURDAY					
6:00 PM—Sign-off	11.9	13.7	14.3	16.0	14.3
SUNDAY-SATURDAY					
7:30 PM—11:00 PM	7.2	9.6	9.8	11.2	9.7
SATURDAY					
Sign-on—6:00 PM	.7	.6	.6	.7	.7
SUNDAY					
Sign-on—6:00 PM	.8	.8	.9	.9	.8
SUNDAY-SATURDAY					
Sign-on—Sign-off	15.2	16.2	16.9	20.7	17.7

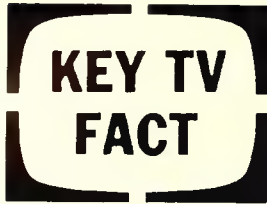
ARB March 1961

CHILDREN AND TEEN-AGERS

	CHILDREN 12 AND UNDER	TEENS (13-17)
MONDAY-FRIDAY		
Sign-on—6:00 PM	5.3	3.1
MONDAY-FRIDAY		
10:00 AM—5:00 PM	2.4	1.8
SUNDAY-SATURDAY		
6:00 PM—Sign-off	8.1	12.4
SUNDAY-SATURDAY		
7:30 PM—11:00 PM	4.8	8.8
SATURDAY		
Sign-on—6:00 PM	1.9	1.2
SUNDAY		
Sign-on—6:00 PM	1.0	1.1
SUNDAY-SATURDAY		
Sign-on—Sign-off	16.3	17.8

ARB March 1961

American Research Bureau breakdown of viewing by age and sex reveals significant differences. Though overall pattern of heavy weekend viewing remains broadly true for all categories there are sharp divisions within the categories; women's weekend viewing, for example, varies by more than 40 percent between the age-groups.



51 percent of programs each reached more than 10 million homes in January 1961; eight percent more than 1960

Nielsen estimates that of 124 nighttime programs in January 1961, 51 percent reached more than 10 million homes. Forty-five percent reached 5-10 million; three percent reach 3-5 million and one percent reached under three million homes. The comparable 1960 percentages were 43, 46, 9 and 2. The number of nighttime programs was 124 in January 1961, 130 in 1960, 126 in 1959.

Detroit's No. 1 Station

NOW

NO. 1

IN THE ENTIRE

U.S.A.

37.3%

SHARE OF AUDIENCE

(Sign-on to sign-off, Sun. thru Sat., July, 1961 ARB)

**BIGGEST SHARE IN ANY
4-OR-MORE-STATION MARKET**

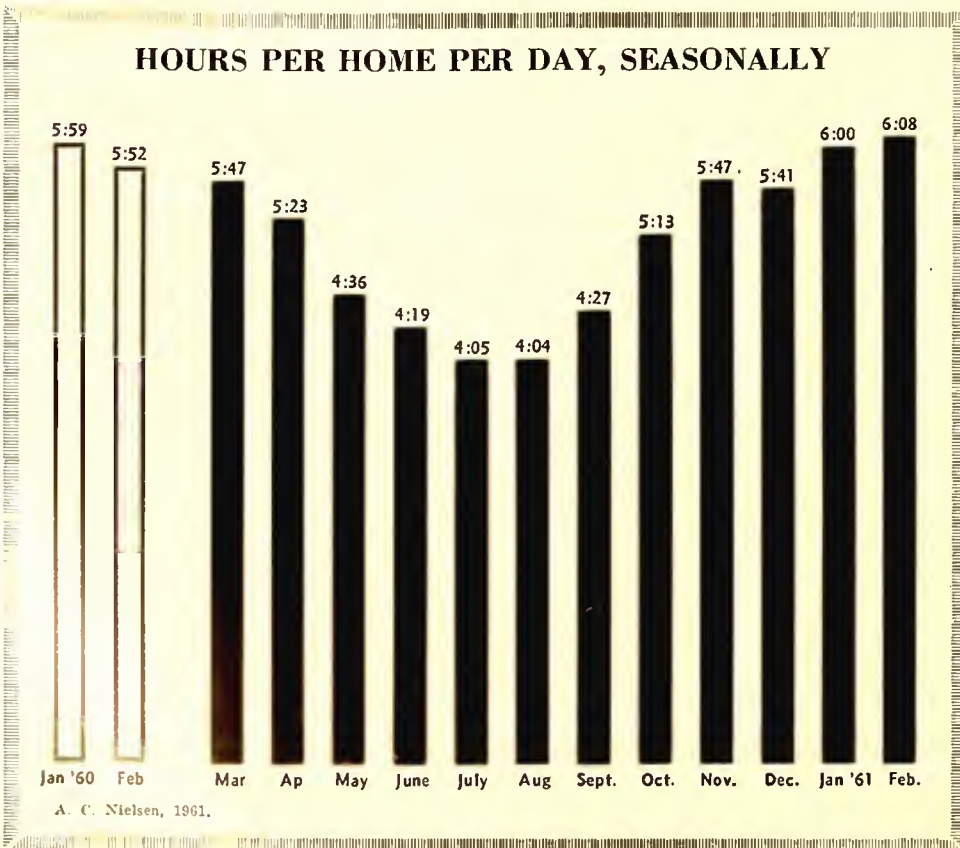
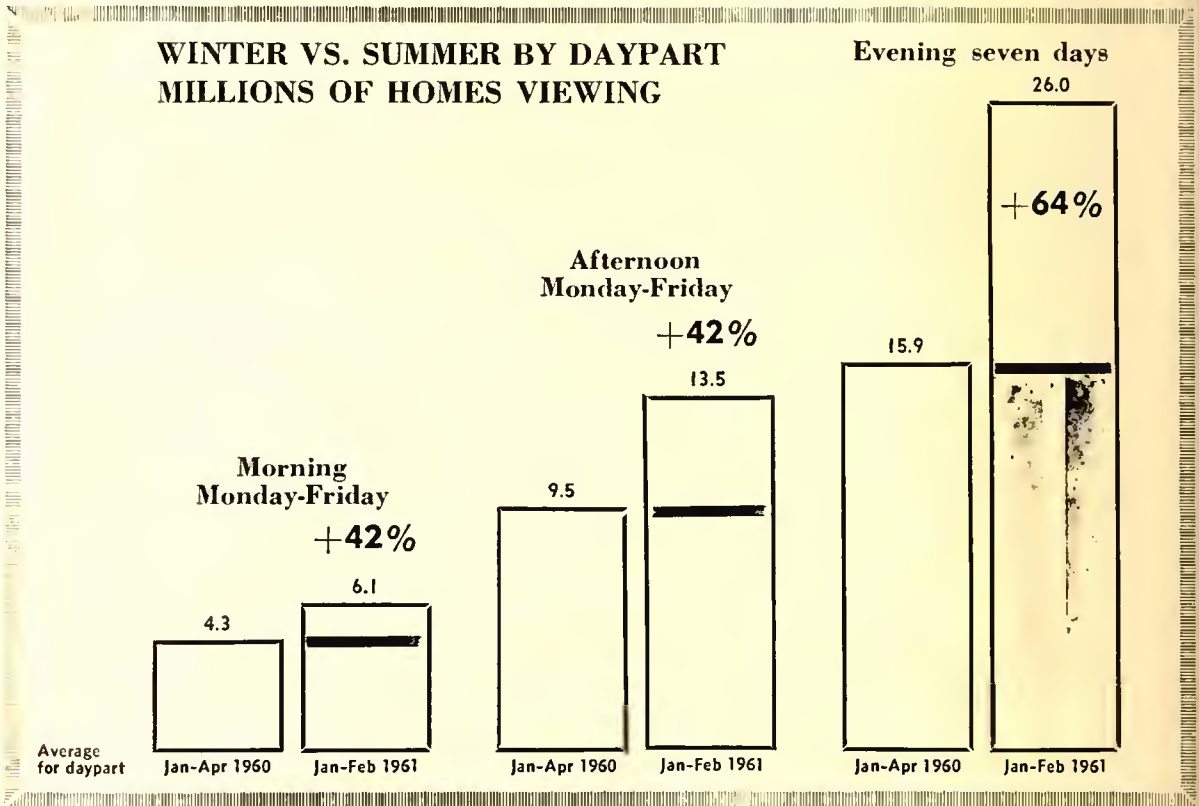
WJBK-TV

CHANNEL 2 CBS

STORER STATION — Represented By STORER TELEVISION SALES, INC.

1. THE TV AUDIENCE

Seasonal variations in viewing patterns



Audience composition and viewing patterns

VARIATIONS BY AGE AND SEX MONDAY TO FRIDAY DAYTIME

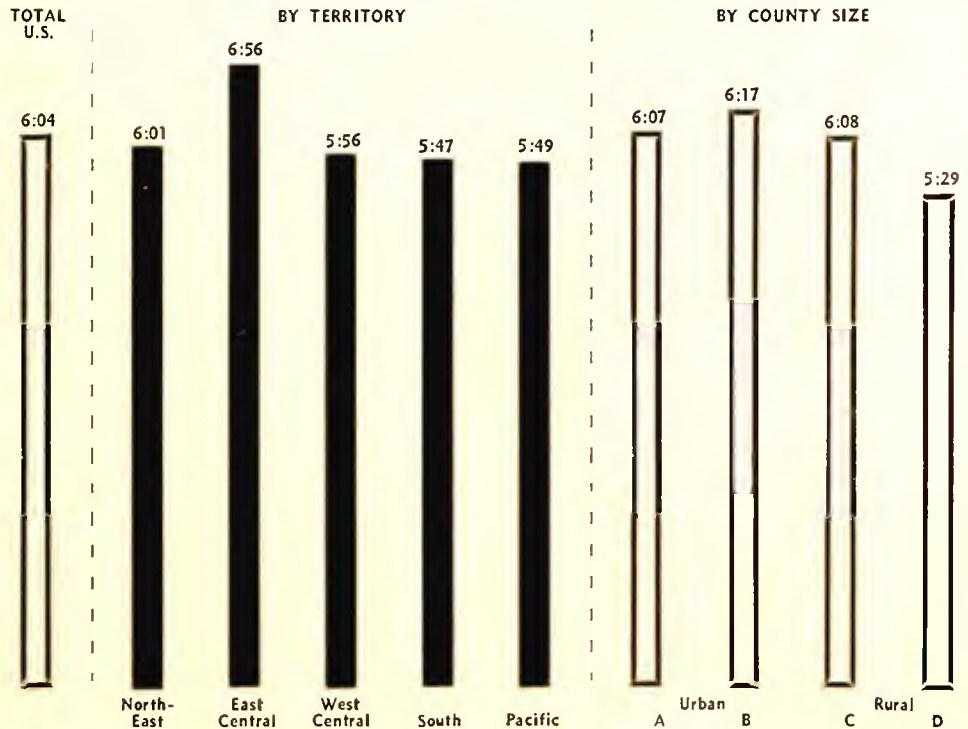
	Men	Percent of Women	Audience Teenagers	Children	Number of viewers per home
9-10 a.m.	15	42	4	39	1.4
2-3 p.m.	19	63	4	14	1.4
5-6 p.m.	17	31	13	39	1.9

ALL EVENINGS

	Men	Percent of Women	Audience Teenagers	Children	Number of viewers per home
7-8 p.m.	29	36	11	24	2.2
11-12 mid.	39	52	5	4	1.7

A. C. Nielsen, January 1961.

HOURS PER HOME PER DAY, REGIONALLY



A. C. Nielsen, 1961.

1. THE TV AUDIENCE

Four facets of the tv audience

VIEWING BY FAMILY SIZE

Period	3 & over member family homes	1-2 member family homes
12-1 p.m.	10,400,000	4,000,000
4-5 p.m.	11,808,000	4,186,000
6-7 p.m.	17,568,000	7,100,000
7-8 p.m.	19,872,000	10,192,000
8-9 p.m.	21,888,000	11,102,000
9-10 p.m.	21,888,000	11,102,000

Nielsen, March 1961.

HOMES VIEWING PER AVERAGE MINUTE

Month	1961 (% change)	1960 (% change)	1959
January	15,430,000 (+4.4%)	14,780,000 (+3.7%)	14,256,000
February	15,852,000 (+8.6%)	14,600,000 (+3.0%)	14,168,000
March	14,305,000 (-1.1%)	14,464,000 (+5.0%)	13,772,000
Quar. Avg.	15,196,000 (+4.0%)	14,615,000 (+3.9%)	14,065,000

Nielsen, March 1961.

NATIONAL AUDIENCE, MONDAY THROUGH FRIDAY

Time of day	% sets in use	Viewers per home	Men %	Women %	Teens %	Children %
9-10 a.m.	15.9	1.4	15	42	4	39
11-12 noon	24.1	1.5	19	56	4	21
1-2 p.m.	26.7	1.5	20	60	4	16
3-4 p.m.	24.4	1.5	18	59	6	17
5-6 p.m.	37.0	1.9	16	31	14	39
7:30-8 p.m.	62.0	2.2	29	36	11	19
8:30-9 p.m.	67.0	2.2	29	41	11	19
9:30-10 p.m.	65.6	2.1	33	45	11	11
10:30-11 p.m.	49.4	1.9	36	50	8	6

Nielsen, January 1961

WOMEN VIEWERS PER AVERAGE MINUTE

Hour	Mon-Fri.	Sat.	Sun.	All days
6:30-7:30 p.m.	16,900,000	18,300,000	21,100,000	17,700,000
7:30-8:30	25,100,000	28,200,000	29,300,000	26,100,000
8:30-9:30	29,300,000	31,800,000	32,900,000	30,200,000
9:30-10:30	30,200,000	31,700,000	30,300,000	30,400,000
10:30-11	21,100,000	25,800,000	21,600,000	21,800,000

Nielsen, October 1960.

Composition of the national tv audience in peak times

Sample homes are selected by means of probability sampling throughout the U. S. Individual sample locations are chosen in such a way as to represent every rural and urban telephone home in the area having a tv set regardless of location, type of set or other factors. Careful controls are maintained to ensure proper distribution of

the tabulated samples by census regions and districts. The national sample for each of these network reports is composed of useable records attained from approximately 1600 different tv families. The columns TOTAL U. S. are calculated by properly weighting each time zone for coincident time throughout the nation.

Monday

		Under 6	6-12	13-17	18-29	30-39	40-49	Over 49	Total
7:00 PM	Male	.09	.18	.08	.08	.11	.15	.30	.99
	Female	.10	.15	.10	.13	.11	.18	.31	1.11
7:30	Male	.09	.22	.10	.09	.14	.14	.28	1.07
	Female	.09	.18	.08	.16	.20	.16	.30	1.20
8:00	Male	.09	.22	.10	.10	.15	.18	.27	1.09
	Female	.08	.17	.10	.16	.20	.17	.29	1.19
8:30	Male	.06	.16	.11	.10	.16	.16	.26	1.01
	Female	.09	.17	.12	.19	.23	.21	.29	1.28
9:00	Male	.06	.15	.11	.10	.15	.11	.27	.98
	Female	.08	.15	.12	.18	.21	.19	.32	1.27
9:30	Male	.02	.08	.09	.11	.17	.15	.26	.90
	Female	.04	.07	.11	.20	.25	.21	.31	1.16
10:00	Male	.02	.06	.08	.11	.18	.16	.27	.87
	Female	.02	.04	.10	.20	.26	.22	.31	1.16

ARB TV National Survey November 1960.

1.

THE TV AUDIENCE

Tuesday

		Under 6	6-12	13-17	18-29	30-39	40-49	Over 49	Total
7:30 PM	Male	.09	.18	.10	.09	.13	.14	.26	1.00
	Female	.10	.16	.10	.12	.15	.18	.29	1.10
7:30	Male	.09	.19	.09	.10	.15	.15	.25	1.03
	Female	.10	.17	.11	.12	.19	.15	.26	1.11
8:00	Male	.10	.20	.11	.12	.17	.14	.25	1.11
	Female	.08	.19	.12	.15	.20	.17	.28	1.17
8:30	Male	.05	.19	.12	.12	.15	.13	.27	1.03
	Female	.07	.16	.12	.18	.21	.17	.27	1.18
9:00	Male	.05	.17	.11	.12	.17	.14	.27	1.04
	Female	.05	.11	.11	.19	.21	.18	.17	1.17
9:30	Male	.03	.13	.10	.13	.18	.15	.28	.97
	Female	.06	.10	.10	.19	.22	.19	.32	1.19
10:00	Male	.01	.08	.08	.13	.18	.16	.29	.91
	Female	.02	.04	.07	.19	.26	.18	.33	1.13

Wednesday

		Under 6	6-12	13-17	18-29	30-39	40-49	Over 49	Total
7:30 PM	Male	.09	.19	.11	.13	.17	.15	.28	1.12
	Female	.10	.17	.10	.16	.23	.19	.31	1.28
8:00	Male	.09	.20	.10	.13	.17	.16	.29	1.12
	Female	.10	.20	.11	.17	.23	.20	.30	1.30
8:30	Male	.07	.18	.10	.10	.15	.14	.28	1.02
	Female	.07	.14	.11	.16	.20	.19	.34	1.24
9:00	Male	.04	.11	.08	.10	.17	.15	.29	.82
	Female	.05	.11	.13	.18	.22	.28	.35	1.25
9:30	Male	.03	.09	.07	.10	.15	.16	.29	.90
	Female	.04	.08	.11	.17	.21	.22	.38	1.22
10:00	Male	.02	.07	.04	.11	.17	.17	.19	.89
	Female	.01	.04	.08	.16	.21	.22	.33	1.08

ARB TV National Survey November 1960.

Thursday

		Under 6	6-12	13-17	18-29	30-39	40-49	Over 49	Total
7:30 PM	Male	.10	.23	.10	.10	.12	.14	.27	1.06
	Female	.11	.21	.10	.14	.17	.16	.31	1.21
8:00	Male	.10	.23	.10	.10	.15	.14	.27	1.08
	Female	.11	.24	.12	.16	.12	.18	.20	1.22
8:30	Male	.07	.23	.10	.12	.17	.15	.28	1.12
	Female	.08	.18	.11	.21	.20	.20	.29	1.26
9:00	Male	.05	.16	.08	.11	.18	.14	.17	1.03
	Female	.06	.15	.10	.19	.20	.21	.32	1.21
9:30	Male	.02	.10	.10	.13	.17	.16	.29	.99
	Female	.04	.07	.07	.20	.20	.23	.34	1.16
10:00	Male	.02	.08	.08	.13	.20	.15	.30	.98
	Female	.02	.04	.07	.19	.23	.21	.32	1.08

Friday

		Under 6	6-12	13-17	18-29	30-39	40-49	Over 49	Total
7:00 PM	Male	.10	.20	.09	.09	.13	.15	.27	1.04
	Female	.09	.17	.09	.13	.15	.18	.28	1.10
7:30	Male	.10	.28	.11	.10	.15	.17	.27	1.19
	Female	.14	.25	.12	.17	.19	.18	.28	1.33
8:00	Male	.11	.28	.12	.10	.14	.16	.18	1.20
	Female	.11	.22	.11	.17	.19	.19	.26	1.30
8:30	Male	.08	.21	.11	.11	.16	.17	.29	1.11
	Female	.07	.18	.12	.17	.21	.21	.30	1.26
9:00	Male	.05	.18	.10	.10	.16	.16	.28	1.05
	Female	.07	.17	.12	.19	.21	.22	.33	1.32
9:30	Male	.07	.18	.10	.10	.16	.17	.29	1.06
	Female	.07	.16	.12	.19	.21	.21	.33	1.32
10:00	Male	.03	.13	.10	.12	.20	.18	.28	1.04
	Female	.02	.09	.11	.17	.25	.18	.26	1.09

ARB TV National Survey November 1960.

Composition of the national tv audience

Saturday evening

		Under 6	6-12	13-17	18-29	30-39	40-49	Over 49	Total
6:00 PM	Male	.13	.25	.10	.10	.16	.13	.22	1.10
	Female	.11	.20	.15	.15	.17	.11	.24	1.11
6:30	Male	.12	.26	.11	.11	.15	.15	.24	1.14
	Female	.11	.19	.10	.14	.16	.15	.24	1.11
7:00	Male	.09	.24	.10	.11	.16	.14	.27	1.10
	Female	.12	.19	.11	.15	.16	.14	.30	1.18
7:30	Male	.09	.24	.12	.13	.17	.17	.28	1.21
	Female	.10	.22	.12	.16	.22	.19	.31	1.35
8:00	Male	.08	.24	.10	.11	.17	.18	.30	1.19
	Female	.10	.21	.12	.14	.21	.20	.33	1.32
8:30	Male	.08	.24	.11	.12	.17	.18	.28	1.18
	Female	.10	.23	.12	.14	.20	.20	.31	1.31
9:00	Male	.04	.17	.09	.10	.17	.15	.32	1.08
	Female	.05	.15	.11	.17	.19	.19	.37	1.23
9:30	Male	.03	.16	.08	.11	.18	.17	.32	1.08
	Female	.04	.11	.10	.18	.21	.21	.38	1.22
10:00	Male	.03	.15	.09	.13	.20	.20	.32	1.11
	Female	.04	.10	.09	.17	.22	.20	.34	1.16
10:30	Male	.01	.07	.08	.11	.19	.17	.27	.93
	Female	.01	.05	.08	.16	.20	.20	.30	1.01
11:00	Male	.00	.06	.07	.11	.20	.16	.25	.87
	Female	.01	.05	.08	.16	.23	.20	.26	.99
11:30	Male	.00	.05	.08	.14	.21	.15	.16	.82
	Female	.01	.04	.09	.17	.26	.14	.20	.94
12:00 AM	Male	.01	.07	.09	.15	.20	.14	.17	.83
	Female	.01	.04	.08	.20	.26	.14	.17	.92
12:30	Male	.01	.08	.12	.17	.22	.12	.14	.85
	Female	.00	.04	.11	.20	.29	.12	.17	.92
1:00	Male	.00	.06	.12	.18	.23	.10	.15	.84
	Female	.00	.02	.06	.23	.26	.17	.19	.99
1:30	Male	.00	.13	.10	.20	.27	.04	.09	.84
	Female	.00	.01	.08	.27	.17	.18	.12	.90

ARB TV National Survey November 1960.

TV BASICS

section

2

TV PROGRAMS

Relative popularity and long-term trends

The commercial value of programing, reflected in time sales

1960 FCC figures for network, national, regional and local ad spending in 80 multi-station markets.

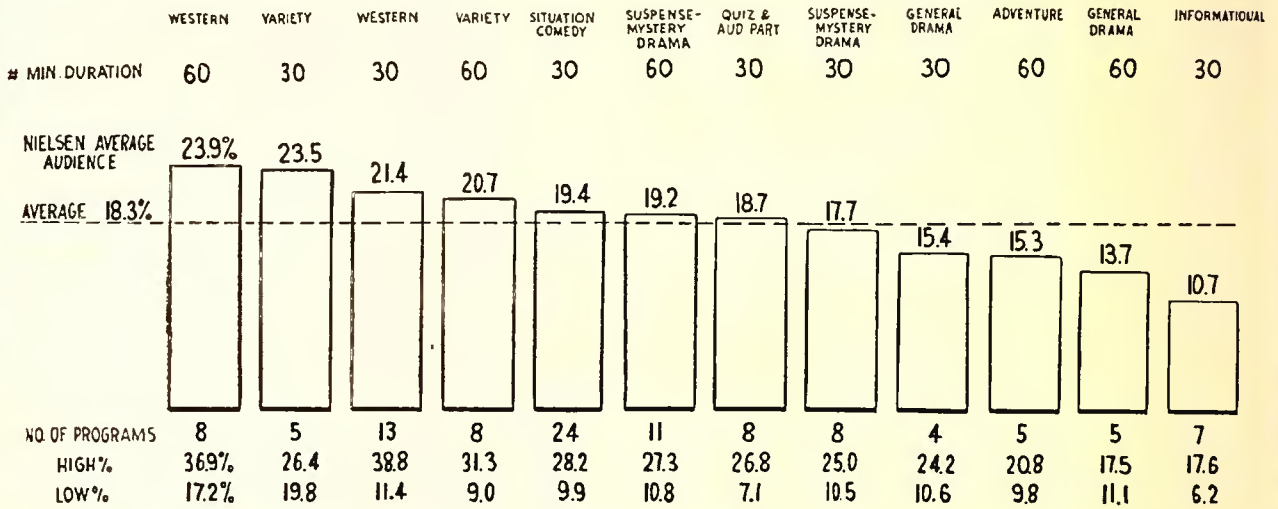
TV MARKETS (1)	NO. OF STATIONS IN OPERA- TION (2)	NO. RE- PORTING IN OR MORE TIME SALES (3)	TIME SALES:		
			NETWORKS (4)	NATIONAL AND REGIONAL ADVERTISERS AND SPONSORS $\frac{1}{2}$ (5)	LOCAL ADVERTISERS AND SPONSORS $\frac{1}{2}$ (6)
ALBANY-SCHENECTADY-TROY, N.Y.	3	3	\$1,545,430	\$3,504,257	\$1,141,749
ALBUQUERQUE, N.M.	3	3	431,304	508,211	1,059,179
AMARILLO, TEX.	3	3	430,177	588,320	1,013,561
ATLANTA, GA.	3	3	1,706,451	4,398,754	1,920,541
BAKERSFIELD, CAL.	3	3	335,658	721,003	884,462
BALTIMORE, MD.	3	3	2,114,802	6,204,613	2,621,699
BOISE-NAMPA, IDA.	3#	2	*	*	*
BOSTON, MASS.	3	3	3,626,556	13,869,110	5,499,416
BUFFALO-NIAGARA FALLS, N.Y.	3	3	2,212,806	6,908,883	2,867,738
CEDAR RAPIDS - WATERLOO, IOWA	3	3	817,923	1,435,710	486,200
CHARLESTON-OAK HILL-HUNT- INGTON, W. VA.-ASHLAND, KY.	4	4	1,207,329	1,895,617	1,145,921
CHATTANOOGA, TENN.	3	3	641,772	922,137	657,363
CHICAGO, ILL.	4	4	6,006,769	27,932,679	8,363,136
CINCINNATI, OHIO	3	3	1,966,831	5,656,103	2,281,394
CLEVELAND, OHIO	3	3	3,443,895	10,391,390	3,648,897
COLORADO SPRINGS-PUEBLO, COLO.	3	3	301,340	445,154	765,988
COLUMBUS, OHIO	3	3	1,694,094	4,597,430	2,101,962
DALLAS - FORT WORTH, TEX.	4	4	2,073,965	5,234,258	3,614,757
DENVER, COLO.	4	4	1,197,921	3,634,025	2,459,251
DES MOINES - AMES, IOWA	3	3	1,058,590	2,387,922	685,976
DETROIT, MICH.	3	3	4,442,733	10,798,087	4,238,898
EL PASO, TEX.	3	3	379,903	637,577	882,895
EVANSVILLE, IND.	3	3	635,090	686,156	806,088
FLINT-SAGINAW-BAY CITY, MICH.	3	3	860,222	1,579,783	623,705
FORT WAYNE, IND.	3	3	763,227	953,474	830,550
FRESNO, CAL.	3	3	833,683	1,658,056	870,139
GREEN BAY, WISC.	3	3	908,003	912,777	844,265
GREENVILLE-SPARTANBURG, S.C.- ASHEVILLE, N.C.	4	4	794,533	1,545,104	799,944
HARRISBURG-LANCASTER-YORK- LEBANON, PA.	5	5	1,216,273	2,791,432	1,148,558
HARTFORD-NEW HAVEN-NEW BRITAIN- WATERBURY, CONN.	5	5	1,815,167	7,016,968	1,377,046
HONOLULU, HAWAII	3	3	303,810	1,096,372	1,597,892

TV MARKETS (1)	NO. OF STATIONS IN OPERA- TION	NO. RE- PORTING \$25,000 OR MORE TIME SALES	NETWORKS (4)	TIME SALES:	
				NATIONAL AND REGIONAL ADVERTISERS AND SPONSORS $\frac{1}{2}$	LOCAL ADVERTISERS AND SPONSORS $\frac{1}{2}$
	(2)	(3)		(5)	(6)
HOUSTON-GALVESTON, TEX.	3	3	1,765,236	5,287,955	2,306,128
INDIANAPOLIS-BLOOMINGTON, IND.	4	4	1,860,406	5,406,294	2,504,012
JOHNSTOWN-ALTOONA, PA	3	3	927,716	2,193,441	700,278
KANSAS CITY, MO.	3	3	2,062,289	5,606,106	1,940,257
KNOXVILLE, TENN.	3	3	712,541	1,189,632	792,704
LAS VEGAS - HENDERSON, NEV.	3	3	112,706	199,434	788,047
LITTLE ROCK, ARK.	3	3	686,836	1,010,414	808,313
LOS ANGELES, CAL.	7	7	5,683,471	28,012,507	17,501,092
MADISON, WISC.	3	3	542,521	1,065,561	559,173
MEMPHIS, TENN.	3	3	1,687,911	3,138,831	1,136,359
MIAMI, FLA.	3	3	1,468,535	4,950,197	3,004,992
MILWAUKEE, WISC.	4	4	2,140,931	5,877,647	2,198,681
MINNEAPOLIS-ST. PAUL, MINN.	4	4	2,432,439	5,413,561	4,138,632
MOBILE, ALA.-PENSACOLA, FLA.	3	3	586,712	1,258,125	1,002,573
NASHVILLE, TENN.	3	3	1,287,797	1,939,130	1,864,890
NEW ORLEANS, LA.	3	3	1,418,165	3,471,747	2,229,878
NEW YORK, N.Y.	7	7	10,655,920	59,628,711	12,036,797
NORFOLK-PORTSMOUTH-NEWPORT- NEWS-HAMPTON, VA.	3	3	1,277,937	2,156,036	1,603,752
OKLAHOMA CITY-ENID, OKLA.	3	3	1,372,358	2,833,120	1,548,003
OMAHA, NEBR.	3	3	1,364,627	2,360,536	1,012,572
ORLANDO-DAYTONA BEACH, FLA.	3	3	543,365	955,742	1,040,388
PADUCAH, KY.-CAPE GIRARDEAU, MO. -HARRISBURG, ILL.	3	3	601,064	1,048,500	327,545
PEORIA ILL	3	3	709,654	1,010,988	852,223
PHILADELPHIA, PENN.	4#	3	5,165,241	18,519,832	4,758,854
PHOENIX-MESA, ARIZ.	4	4	781,596	1,704,756	2,159,037
PITTSBURGH, PA.	3	3	3,057,425	10,726,979	3,700,334
PORTLAND-POLAND SPRINGS, ME.	3	3	819,730	1,658,969	585,972
PORTLAND, ORE.	3	3	1,560,360	4,554,490	1,556,302
RICHMOND - PETERSBURG, VA.	3	3	972,911	1,321,093	820,320
ROANOKE - LYNCHBURG, VA.	3	3	871,137	1,194,959	813,779
ROCHESTER, N.Y.	3	3	1,050,627	2,591,360	1,002,101
ROCHESTER-AUSTIN, MINN- MASON CITY, IOWA	3	3	393,475	595,017	673,904
SACRAMENTO-STOCKTON, CAL.	4#	3	1,065,249	3,545,146	1,456,378
SALT LAKE CITY-OGDEN- PROVO, UTAH	5#	3	968,742	1,425,756	1,592,506
SAN ANTONIO, TEX.	4	4	1,087,501	2,304,452	1,349,210
SAN FRANCISCO-OAKLAND, CAL.	4	4	3,499,359	9,791,446	5,477,362
SEATTLE - TACOMA, WASH.	5	5	1,829,809	5,488,100	1,800,445
SOUTH BEND - ELKHART, IND.	3	3	546,783	677,242	700,709
SPOKANE, WASH.	3	3	709,992	2,066,579	822,437
SPRINGFIELD-DECATUR-CHAMPAIGN- URBANA-DANVILLE, ILL.	5	5	751,926	1,639,384	1,261,206
ST LOUIS, MO.	4	4	2,595,287	8,136,610	3,129,008
TAMPA - ST. PETERSBURG, FLA.	3	3	1,064,802	2,983,439	1,739,017
TUCSON, ARIZ.	3	3	358,071	504,285	1,205,998
TULSA, OKLA.	3	3	1,143,136	2,095,105	1,049,366
WAILUKU, HAWAII	3	1	*	*	*
WASHINGTON, D.C.	4	4	2,342,924	7,579,298	2,484,541
WICHITA-HUTCHINSON, KANS	3	3	919,229	1,736,103	961,386
WILKES BARRE-SCRANTON, PA.	3	3	896,801	1,310,438	990,183
YOUNGSTOWN, OHIO	4#	3	524,832	849,873	523,335
TOTAL 80 MARKETS	274	266	\$112,644,339	\$371,986,488	\$161,750,149
MARKETS LESS THAN 3 STATIONS					
TOTAL 192 MARKETS	261	252	\$42,053,199	\$87,207,470	\$53,933,742
TOTAL 272 MARKETS	535	518	\$164,697,538	\$459,193,958	\$215,683,891

Average ratings and lineup for network programming

AVERAGE RATINGS BY PROGRAM TYPE

The show-types below are ranked by average Nielsen ratings. High % represents highest ratings reported during report period. Low is lowest rated show. Chart contains number of shows averaged within each category.



Source: Chart from Nielsen Television Index and reprinted with the permission of copyright holder, A. C. Nielsen Co.

RATINGS, STATION LINEUP BY RANK

Program Rank	1956** Rating	No. Stations	1958** Rating	No. Stations	1960 Rating	
1	45.2	160	35.8	169	36.9	184
10	31.5	154	29.6	167	26.4	174
20	30.9	167	28.0	173	24.2	166
50	16.6*	117	22.5	132	20.3	153
80	18.3	113	18.6	150	16.7	157
90	14.7	97	15.2	77	14.5	127
100	14.0	105	14.0	80	12.5	177
110	7.0	49	9.8	85	11.6	104
120	5.4	36	9.5	186	9.6	92
Av. lineup		111		135		148

Source: NTI First Reports December 1956, '58, '60. *Low coverage. **Ranked on P&B basis. Ratings are total U. S. average audience for shows at night.

How they fared: program ratings over several years

PERFORMANCE OF PUBLIC-SERVICE PROGRAMS

Year	Avg. total tv audience	Avg. average audience	Avg. share
1958	13.8	11.5	20
1959	11.5	10.9	20
1960	16.1	12.9	24

NTI 1 November-11 December each year. (Prime time programing.)

PERFORMANCE OF ENTERTAINMENT PROGRAMS

Category	Total homes and total hours in each category		
	1960	1959	1958
Westerns	153,521,000 (14½)	174,978,000 (17½)	131,805,000 (12½)
Suspense	125,457,000 (14½)	104,130,000 (13½)	65,494,000 (7)
Sit. Comedy	101,424,000 (12)	68,712,000 (8)	78,022,000 (8½)
Adventure	81,634,000 (12)	45,280,000 (7½)	31,910,000 (4½)
Gen. Drama	47,642,000 (8)	51,889,000 (6½)	79,086,000 (9½)
TOTAL	509,678,000 (61)	444,989,000 (53)	386,317,000 (42)

NTI 1st November each year.

NEW AND ESTABLISHED SHOWS

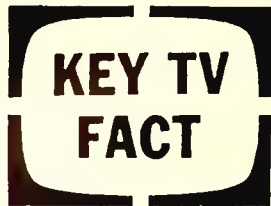
Type	Avg. for new shows		Avg. for established* shows	
Westerns	19.9% (4)	8,995,000 homes	23.9% (17)	10,803,000 homes
Sit. comedy	19.5 (11)	8,814,000	17.7 (13)	8,000,000
Sus. mystery	16.9 (9)	7,639,000	16.1 (2)	9,628,000
Adventure	14.5 (7)	6,554,000	16.1 (2)	7,277,000
Type avg.	17.7 (31)	8,000,000	21.1 (41)	9,492,000

First November 1960 NTI. *On network prior to this season.

RELATIVE SUCCESS BY PROGRAM-TYPE

Type	No. in category	No. in top 40	Batting average
Variety	11	8	.727
Quizzes-Aud. Partic.	8	5	.500
Westerns	21	10	.476
Situation comedy	26	8	.308
Suspense-Mystery	20	6	.300
Adventure	9	2	.222
General drama	10	2	.200

Second December 1960 NTI.



Network public-affairs programing in peak months rose 145 percent in three years, from 31 hours to 76 hours

Nielsen reports that the September-February period, 1957-58, included 21 regularly scheduled hours and 10 specially scheduled hours of public-affairs programing. The same period in 1960-61 included 47.5 regular and 28.5 special hours, an increase of 126 percent and 185 percent respectively. Moreover, in the latter season, all quoted programing was within prime evening time.



THE BATTLE OF MEMPHIS

At dawn, June 6, 1862, Union gunboats and rams swept down the Mississippi River and engulfed a Confederate fleet before Memphis.

WEDNESDAY, the important events in the Mid-South are covered by WMCT. Whether it's news, sports, or special documentary features, if it's of interest to Mid-South families WMCT film or live remote cameras are there! In fact, locally-produced programs that *serve* the community's needs and interests have been a major effort of WMCT for over twelve years.

If it's of interest to the Mid-South, it's of interest to WMCT



The Open Golf Tournament is one of several sports events covered exclusively by WMCT remote cameras. The station also features the area's regular TV sports-news program.



Major Mid-South news events are recorded by WMCT film cameramen and remote facilities. News is compiled and edited by the area's largest and best equipped TV news staff.



Man Behind the Badge, a WMCT-produced documentary of the Memphis Police Department, is typical of the informational services programmed in prime time.

WMCT Memphis

Full Power Channel 5
National Rep.: Blair-TV

10 program-types and their audience characteristics

HOMES AND PEOPLE

	Homes	AVERAGE People	NUMBER Men	REACHED Women	(000) Teens	Children
ADVENTURE	7573	15873	4985	6033	1622	3193
CHILDREN'S	4383	9850	1518	1642	884	5806
CRIME/MYSTERY	11588	23544	8864	10875	2034	1771
DOCUMENTARY	4535	8623	3417	3986	532	688
DRAMA	4736	7911	2276	4507	522	606
GAME/PANEL	4112	6917	1955	3850	356	756
SITUATION COMEDY	8409	18181	4849	7428	1570	4334
SPORTS	4654	8779	4397	2663	804	915
VARIETY	7158	14834	4831	6989	1254	1760
WESTERN	9752	21252	7458	7596	1947	4251

ARB-TV National, January 1961

VIEWERS PER SET

	Men (by age)				Women (by age)				Teens	Children
	18-29	30-39	40-49	over 49	18-29	30-39	40-49	over 49		
ADVENTURE	.12	.18	.14	.23	.17	.21	.17	.25	.22	.42
CHILDREN'S	.06	.09	.08	.12	.08	.10	.09	.11	.20	1.32
CRIME/MYSTERY	.11	.19	.16	.30	.17	.23	.21	.33	.18	.15
DOCUMENTARY	.10	.18	.14	.33	.11	.17	.19	.40	.12	.15
DRAMA	.07	.11	.10	.20	.18	.22	.19	.36	.11	.13
GAME/PANEL	.04	.07	.08	.28	.11	.16	.18	.48	.09	.18
SITUATION COMEDY	.08	.13	.11	.25	.16	.19	.18	.35	.19	.52
SPORTS	.12	.22	.22	.39	.08	.12	.12	.25	.17	.20
VARIETY	.08	.15	.13	.32	.15	.19	.20	.43	.18	.25
WESTERN	.11	.18	.15	.33	.14	.16	.17	.32	.20	.44

ARB-TV National, January 1961

HEADS OF HOUSEHOLDS

	Average Number Reached (000)	Viewers Per Set	Education (by years)				
			Under 8	8-10	11-12	13-14	15 plus
ADVENTURE	4858	.64	4%	22%	40%	11%	21%
CHILDREN'S	1440	.33	3%	14%	31%	11%	16%
CRIME/MYSTERY	8700	.76	4%	21%	39%	12%	24%
DOCUMENTARY	3427	.76	3%	19%	31%	12%	31%
GAME/PANEL	2195	.51	2%	17%	33%	11%	23%
SITUATION COMEDY	5011	.60	5%	24%	37%	13%	19%
SPORTS	3955	.60	2%	21%	37%	11%	27%
VARIETY	4978	.70	3%	23%	37%	12%	22%
WESTERN	7257	.74	5%	27%	27%	11%	19%

ARB-TV National, January 1961

What's first with Hoosiers *...is first with WFBM*



No fooling these mid-westerners when it comes to favorite major events . . . or their favorite stations to carry local radio and TV coverage.

No other Indiana station has manpower, mobility or equipment to match WFBM and its 20-man News-Information Center. Nor can any other equal the broadcasting experience of its active leadership.

WFBM stations pioneered both radio and television in Indiana . . . and continue to earn audience loyalty by their outstanding news and special events coverage. Isn't this the responsive climate you want for your commercials? We'll help you in every way we can . . . call your KATZ man.

Represented Nationally by The KATZ Agency

TV
NBC **6** INDIANAPOLIS
WFBM
Radio
ABC **1260**

TIME-LIFE STATIONS

Audience characteristics for selected program types

NUMBER OF HOUSEWIVES

	Average Number Reached (000)	Viewers Per Set	Education (by years)				
			Under 8	8-10	11-12	13-14	15 plus
ADVENTURE	5219	.69	4%	20%	51%	12%	11%
CHILDREN'S	1390	.32	2%	14%	42%	11%	11%
CRIME/MYSTERY	9304	.80	3%	16%	53%	13%	15%
DOCUMENTARY	3451	.76	2%	14%	40%	14%	19%
GAME/PANEL	3394	.83	4%	22%	46%	15%	11%
SITUATION COMEDY	6385	.76	3%	20%	51%	14%	12%
SPORTS	2286	.49	2%	15%	37%	13%	13%
VARIETY	5987	.84	4%	18%	49%	14%	14%
WESTERN	6592	.68	5%	23%	48%	12%	11%

ARB-TV National, January 1961

AVERAGE FAMILY SIZE

ADVENTURE	3.50
CHILDREN'S	4.03
CRIME/MYSTERY	3.31
DOCUMENTARY	3.14
DRAMA	3.29
GAME/PANEL	3.09
SITUATION COMEDY	3.37
SPORTS	3.30
VARIETY	3.19
WESTERN	3.34

ARB-TV National, January 1961

FAMILY INCOME

	Under \$7000	\$7000 or more
ADVENTURE	68%	32%
CHILDREN'S	66%	34%
CRIME/MYSTERY	64%	36%
DRAMA	69%	31%
GAME/PANEL	70%	30%
SITUATION COMEDY	69%	31%
SPORTS	64%	36%
VARIETY	68%	32%
WESTERN	70%	30%

ARB-TV National, January 1961

How community leaders assess changes in program quality

RATINGS IN 1961

Programming category	% respondents rating programs . . .				
	Excellent	Good	Fair	Poor	Don't Know
Situation Comedies	9.8%	35.8%	39.6%	9.9%	4.9%
Drama	22.0	39.1	27.3	6.2	5.4
Westerns	3.7	16.1	32.4	36.1	11.7
Public Affairs	33.8	47.5	10.4	4.1	4.2
Children's	13.1	33.7	33.7	9.4	10.1
Variety Shows	14.5	48.9	18.9	11.2	6.5
Mystery-Detective-Adventure	17.4	14.1	34.5	28.1	5.9
News & Weather	55.7	29.6	3.6	3.1	8.0
Sports	39.6	32.7	9.6	3.2	14.9
Religious	9.1	31.2	32.3	6.8	20.6

Source: National Audience Board.

RATINGS IN 1959

Programming category	% respondents rating programs . . .				
	Excellent	Good	Fair	Poor	Don't Know
Situation Comedies	12.1%	40.9%	21.7%	18.3%	7.0%
Drama	21.2	43.8	22.0	3.1	9.9
Westerns	5.8	15.6	34.4	35.9	8.3
Public Affairs	14.8	56.3	16.4	8.0	4.5
Children's	14.0	42.5	28.1	3.9	11.5
Variety Shows	23.1	39.0	25.2	6.6	6.1
Mystery-Detective-Adventure	6.2	14.6	44.8	29.2	5.2
News & Weather	37.8	54.3	3.1	2.9	1.9
Sports	38.4	34.9	15.2	1.8	9.7
Religious	9.3	34.0	30.7	11.2	14.8

Source: National Audience Board survey, July 1961, of 2,403 executives and members of community groups. (Respondents were asked how they would have rated the same categories in 1959, compared with 1961.)

“ . . . a total commitment designed to enslave a total world”

JEFFERSON STANDARD BROADCASTING COMPANY



CHARLES H. CRUTCHFIELD
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

ONE JULIAN PRICE BLACE
CHARLOTTE 6, NORTH CAROLINA

March 10, 1961

Mr. Norman R. Glenn
Editor & Publisher
SPONSOR
40 East 49th Street
New York 17, New York

Dear Norman:

Enclosed is an exact copy of a letter which a young Communist sent to a friend of his back in the United States.

The letter appeared in "Presbyterian Survey" - - a very fine publication of the Presbyterian Church. In reproducing it, the editor made one of the most profound and thought-provoking observations I've ever read. He said, "We think this letter shows more graphically than any editorial what total commitment means." He went on to say, "Are we as committed to the truth as this young Communist and millions like him are committed to an empty hope?"

To a great majority of people in the Free World, particularly people in America, this kind of dedication is unheard of. They simply cannot believe that the architects of Communism, Karl Marx, Lenin, et al, could possibly have such influence on any human being. I feel that to defend and protect freedom as we know it today, it is imperative that all people in the Free World understand the inner feelings of those who are determined to destroy it. I am hopeful, therefore, that you - - through your widely read publications - - will give the enclosed letter as much publicity as you see fit.

We simply must convince Americans and as many of our friends in the Free World as possible that Communism is by no means just another political party. It is a form of religion..... a complete dedication..... a total commitment designed to enslave a total world.

Sincerely yours,

Charles Crutchfield

A young communist writes . . . "What seems of first importance to you is to me either not desirable or impossible of realization. But there is one thing about which I am in dead earnest—and that is the socialist cause. It is my life, my business, my religion, my hobby, my sweetheart, wife, and mistress, my bread and meat. I work at it in the day-time and dream of it at night. Its hold on me grows, not lessens, as time goes on. I'll be in it the rest of my life. It is my alter-ego. When you think of me, it is necessary to think of socialism as well, because I'm inseparably bound to it.

"Therefore, I can't carry on a friendship, a love affair, or even a conversation without relating it to this force which both drives and guides my life. I evaluate people, books, ideas, and notions according to how they affect the socialist cause and by their attitude toward it.

"I have already been in jail because of my ideas, and if necessary I am ready to go before a firing squad. A certain percentage of us get killed or imprisoned. Even for those who escape these harsher ends, life is no bed of roses. A genuine radical lives in virtual poverty. He turns back to the party every penny he makes above what is absolutely necessary to keep him alive. We constantly look for places where the class struggle is the sharpest, exploiting these situations to the limit of their possibilities. We lead strikes. We organize demonstrations. We speak on street corners. We fight cops. We go through trying experiences many times each year which the ordinary man has to face only once or twice in a lifetime.

"And when we're not doing these more exciting things, all our spare time is taken up with dull routine chores, endless leg work, errands, etc., which are inescapably connected with running a live organization.

"Radicals don't have the time or the money for many movies or concerts or T-bone steaks or decent homes and new cars. We've been described as fanatics. We are. Our lives are dominated by one great, over-shadowing factor—the struggle for socialism. Well, that's what my life is going to be. That's the black side of it. Then there is the other side of it. We Communists have a philosophy of life which no amount of money could buy. We have a cause to fight for, a definite purpose in life. We subordinate our petty personal selves into a great movement of humanity. We have a morale, an esprit de corps such as no capitalist army ever had; we have a code of conduct, a way of life, a devotion to our cause that no religious order can touch. And we are guided not by blind, fanatical faith but by logic and reason, by a never-ending education of study and practice.

"And if our personal lives seem hard or our egos appear to suffer through subordination to the party, then we are adequately compensated by the thought that each of us is in his small way helping to contribute something new and true, something better to mankind."

reprinted from the
PRESBYTERIAN SURVEY

A SERVICE OF SPONSOR PUBLICATIONS INC.

How replacements and re-runs rate with viewers

SUMMER REPLACEMENTS 1960

Replacement	Winter show	1st July	1st March	July % as of March
Comedy Spot	Red Skelton	22.1	37.0	59.7%
Reckoning	Be Our Guest	7.6	14.0	54.3%
Happy/Tate	Perry Como	18.0	29.3	61.4%
Jeannie Carson	Pat Boone	11.4	17.6	64.8%
Producer's Choice	Johnny Staccato	12.2	15.7	77.7%
Video Village*	Desilu	10.5	26.5	39.6%
Lucy in Conn.	Gobel/Benny	16.3	20.5	79.5%
Chevy Mystery*	Chevy Show	19.0	27.7	68.8%
DX: Diagnosis Unknown*	Garry Moore**	18.1	25.7	70.4%
Wrangler	Ernie Ford	16.6***	30.3	54.8%

*live replacement; **second half-hour; ***1st August report. Nielsen, September 1960.

SUMMER RE-RUNS 1960

		No. programs	No. episodes	AVERAGE SHARES		Percent change
				Original winter T/Cs	Summer reruns	
Adventure	30 Mins.	2	16	22.9%	24.0%	+ 5%
Mystery drama	30 Mins.	4	40	33.3	34.1	+ 1
Mystery drama	60 Mins.	5	57	34.1	34.8	+ 2
Adventure	60 Mins.	2	29	30.6	31.0	+ 2
Suspense drama	30 Mins.	3	31	31.7	31.0	- 2
Comedy situation	30 Mins.	8	88	35.0	33.6	- 4
Evening western	60 Mins.	7	93	38.6	37.2	- 4
Evening western	30 Mins.	16	170	34.7	32.6	- 6
General drama	30 Mins.	5	61	34.6	31.0	-10

Using share of audience figures as basis of comparison Nielsen illustrates how reruns fared against originals by type of program. The highest plus and minus scores summer vs. winter are only 15 points apart. Based on 57 programs.

Successful programs in regular and special scheduling

THE TOP 10 FOR THE SEASON FOR ALL PROGRAMS

PROGRAM	NETWORK	AVERAGE RATING
Gunsmoke		35.3
The Untouchables		30.7
Wagon Train		29.7
77 Sunset Strip		28.6
Have Gun Will Travel		28.6
My Three Sons		27.6
Candid Camera		27.5
The Flintstones		27.4
The Real McCoys		27.2
Andy Griffith		25.1

THE TOP 10 FOR THE SEASON FOR NEW PROGRAMS ONLY

PROGRAM	NETWORK	AVERAGE RATING
My Three Sons	ABC TV	27.6
Candid Camera	CBS TV	27.5
The Flintstones	ABC TV	27.4
Andy Griffith	CBS TV	25.1
Surfside 6	ABC TV	23.1
Naked City	ABC TV	21.6
Bugs Bunny	ABC TV	21.2
Checkmate	CBS TV	20.7
Sing Along	NBC TV	19.8
Tall Man	NBC TV	19.7

Nielsen 50 market ratings averaged from November to April (1960-61) from 6:30 to 11 p.m., and weekdays from 7:30 to 11 p.m.

VIEWING OF ENTERTAINMENT SPECIALS

SPECIAL	RATING	HOMES
Peter Pan	33.4	15,097,000
Wizard of Oz	32.7	14,780,000
Bob Hope (Buick)	31.3	14,148,000
DuPont Show of Month (Feb.)	30.5	14,305,000
Bob Hope	30.0	14,070,000
Bob Hope	29.8	13,470,000
Debbie Reynolds	29.7	14,124,000
Ingrid Bergman	29.2	13,695,000
Circus (U.S. Time-Shulton)	28.6	12,927,000
Purex March special	28.0	13,132,000

Nielsen, October 1960 to May 1961.

2.

TV PROGRAMS

Facts and figures about network program balance and viewing

NETWORK PROGRAM BALANCE, 1961-62

CATEGORY	ABC TV	CBS TV	NBC TV	TOTAL
<i>Situation comedy</i>	12	13	4	29
<i>Crime-suspense</i>	7	4	6	17
<i>Westerns</i>	4	5	6	15
<i>Adventure</i>	7	2	2	11
<i>Anthologies</i>	1	5	4	10
<i>Variety</i>	1	3	2	6
<i>Public affairs</i>	1	2	2	5
<i>Comedy</i>	0	3	1	4
<i>Panel-Quiz</i>	0	3	1	4
<i>Music</i>	1	0	2	3
<i>Sports</i>	2	0	0	2
TOTAL	36	40	30	106

SPONSOR, fall 1961

PROGRAM EFFICIENCY

HOMES REACHED	PERCENTAGE OF TOTAL PROGRAMS		
	JANUARY 1961	JANUARY 1960	JANUARY 1959
Over 10 million homes	51%	43%	54%
5-10 million homes	45%	46%	36%
3-5 million homes	3%	9%	7%
Under 3 million homes	1%	2%	3%
Number of nighttime programs	124	130	126

Nielsen, 1961

RATING TRENDS IN EVENING PROGRAMING

RATING LEVELS	1957	1958	1959	1960
Over 30	22%	9%	7%	7%
15-20	57%	71%	73%	69%
Under 15	21%	20%	20%	24%
No. Programs	130	128	123	130

Second Nielsen report for March each year. Tending to throw the trend off in 1960 is the fact that all networks were filling in the marginal time; meaning, unusually low-rated shows.

ENTERTAINMENT SPECIALS, 1959-60 SEASON

DURATION	NUMBER OF PROGRAMS	AVERAGE AUDIENCE
60 minutes	61	20.0%
90 minutes	32	17.6%
120 minutes	2	32.8%
Total & Average	95	19.5%
Average Homes		8,715,600

Nielsen, January 1961

The casualty rate among new shows and nighttime series

RISKS OF NEW WEB SHOWS

% OF NEW PROGRAMS RETURNING THE FOLLOWING SEASON		% RETURNING FOLLOWING SEASON	
NO. OF NEW PROGRAMS			
1954	42	1955	55%
1955	42	1956	55%
1956	41	1957	34%
1957	51	1958	49%
1958	44	1959	43%
1959	50	1960	38%

The Nielsen chart above shows number of new nighttime television programs returning for a second year.

DIVIDING-LINE IN RATINGS

FACTORS	1957	1958	1959
Avg. rating for shows continued	23.7%	22.9%	22.0%
Number of shows continued	71	69	64
Avg. rating for shows cancelled	15.8%	16.4%	13.9%
No. of shows cancelled	45	42	50

Nielsen November-December each year.

SHARE-OF-AUDIENCE PICTURE

SHARE	NO. SHOWS	% HELD OVER FROM PREVIOUS SEASON
45% plus	6	100%
40-44.9%	13	92%
35-39.9%	16	88%
30-34.9%	21	62%
25-29.9%	24	58%
Under 25%	34	15%
Average Share 30.1%	Total Shows 114	Returnees 56%

Nielsen November-December 1959.

MORTALITY AMONG NIGHTTIME SERIES

	1960-61	1959-60	1958-59	1957-58
Total number of series entries	114	119	114	120
Total series dropped	48	49	30	34
Casualty rate for all sponsored series	42%	41%	26%	28%
Total new series started since the fall	50	47	36	45
Total newcomers dropped	31	29	17	26
Casualty rate for new series	62%	61%	47%	58%

SPONSOR survey 1961.

Public-affairs programing rated by community leaders

REGULAR VIEWING

Program	% respondents who report viewing "regularly"
CBS Reports	68.6%
Chet Huntley Reporting	62.9
Twentieth Century	54.3
Eyewitness to History	53.0
Meet the Press	48.6
Face the Nation	34.8
Winston Churchill—The Valiant Years	31.0
Project 20	28.6
Omnibus	22.9
The White Paper	20.9
Bell & Howell Close-Up	11.2
Washington Conversation	9.2
Issues and Answers	5.7
Roundup U.S.A.	3.1
Meet the Professor	2.7
Not Stated	1.1

Source: National Audience Board.

INDIVIDUAL CHOICE

Program	% respondents naming program "most outstanding"
Chet Huntley Reporting	38.9%
CBS Reports	16.9
Twentieth Century	11.5
Winston Churchill—The Valiant Years	9.4
Eyewitness to History	6.4
Meet the Press	5.7
The White Paper	5.3
Face the Nation	1.4
Omnibus	1.0
Project 20	0.7
Bell & Howell Close-Up	0.5
Meet the Professor	0.3
Issues and Answers	0.2
Washington Conversation	0.2
Roundup U.S.A.	0.0
Not Stated	1.6

Source: National Audience Board survey, July 1961, of 2403 executives and members of community groups.

TV BASICS

section

3

TV ADVERTISERS AND AGENCIES

Ad spending

TV commercials



**TV ad investment rose
2659 percent between
1949 and 1960, while
total ad spending
rose only 123 percent**

The TvB calculates that total U.S. advertising investment in 1949 was \$5.2 billion and that this climbed to \$11.6 billion in 1960. Comparable television advertising investments were \$58 million and \$1.6 billion. Investments in national advertising \$1.4 billion in 1949 and \$3.5 billion in 1960, an increase of 150 percent. National tv figures were \$.04 billion in 1949 and \$1.3 billion in 1960.



there is nothing harder to stop than a trend

McDonald's leads second semester to all 10
 ABC Television Network



there is nothing harder to stop than a trend

ABC Television Network



there is nothing harder to stop than a trend

ABC Television Network



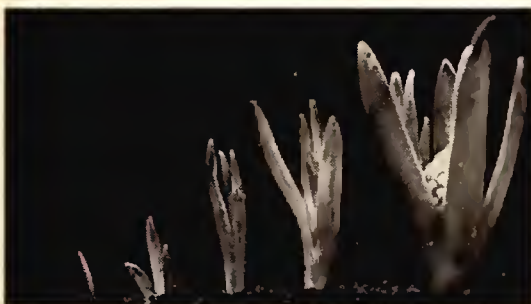
There is nothing harder to stop than a trend.

ABC Television Network



there is nothing harder to stop than a trend

ABC TV 37%
 ABC Television Network



There is nothing harder to stop than a trend

ABC TV 18.6
 ABC Television Network



There is nothing harder to stop than a trend.

ABC TV 21.0 20.4
 ABC Television Network

Well, what kind of a trend has it been?

It's been, first, a trend to first place.* To the largest share of the viewing audience where it counts most.

From October to June, in the markets where they can watch all 3 networks, they watched ABC-TV most.*

It's been a trend to new successes in new programming. *My Three Sons* and *The Flintstones*, for example, have continually hit the top ten. And such established trends as *The Untouchables*, *77 Sunset Strip*, *The Real McCoys*, have kept trending right along.

It's been a trend to a new trend in public service series. Witness the acclaim for *Sir Winston Churchill*, *The Valiant Years*, *Close-Up!*, *Expedition*. And a new trend in news reporting: *ABC-TV News Final*.

It's been a trend to sports leadership . . . with *Fight of the Week*, *NCAA* and *American League Football*, *College Basketball*, *All Star Golf*, *ABC-TV Wide World of Sports*.

It's been a trend to the most tangible kind of sponsor enthusiasm—a 20% jump in billings for the first quarter of '61, a figure far in excess of the industry pattern.

It's been a trend to new affiliate successes.† In Portland, Ore., Seattle-Tacoma, Salt Lake City, Boston, Milwaukee, after affiliate switches to ABC-TV, average evening audience shares soared as much as 52%.

It's been, in summary, that happiest of trends—an *uptrend*. A direction in which, it should be noted, we have every programming intention (*Top Cat*, *The New Breed*, *Target: The Corruptors*, *Calvin and the Colonel*) of continuing.

ABC Television

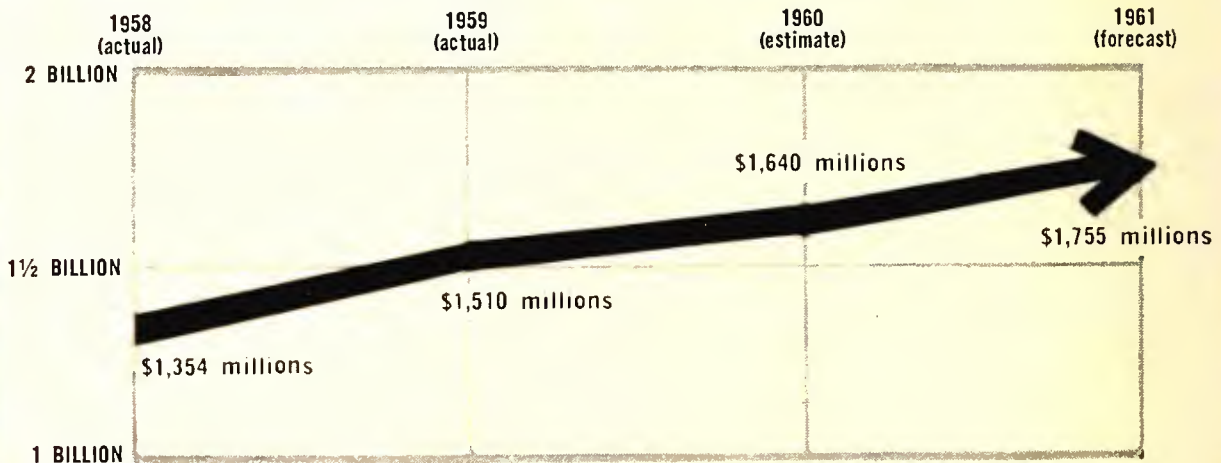
*Source: Nielsen 24 Market TV Reports, Average Audience, week ending Oct. 16, 1960 thru week ending June 18, 1961. Mon.-Sat. 7:30 to 11 P.M. Sun. 6:30-11 P.M. vs. similar period a year ago. †Source: American Research Bureau.

3.

TV ADVERTISERS AND AGENCIES

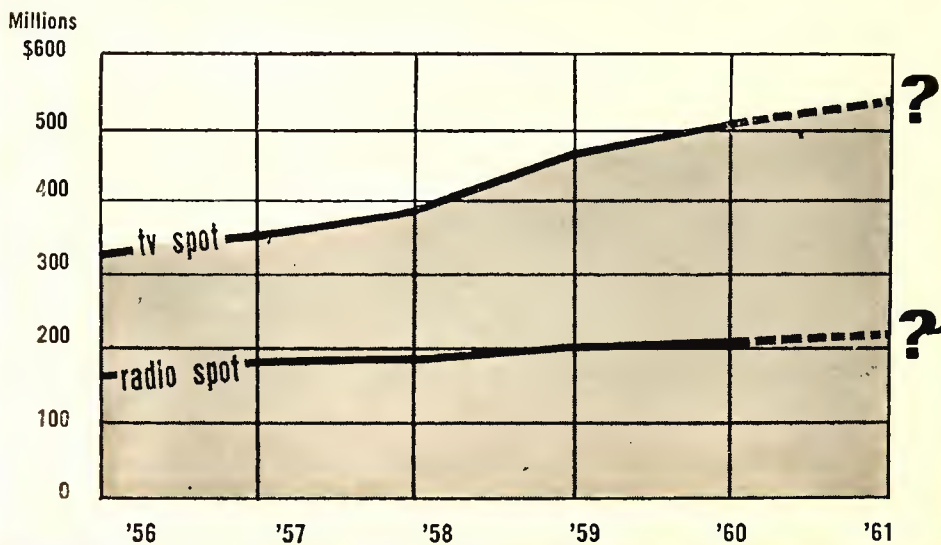
Advertisers' investment in the tv industry is increasing

TV ADVERTISING—PAST, PRESENT, FUTURE



Estimates and forecasts for 1960 and 1961, made by Richard Doherty, include time, talent and commercial costs as do 1958 and 1959 figures which are taken from McCann-Erickson-Printers' Ink' compilations

1961 SPOT FORECAST: TV UP 7%, RADIO UP 5%



Figures from 1959-60, prepared by McCann-Erickson for "Printers Ink," refer to total client spending: time, talent, production and commercials (1960 based on nine-month data). SRA and TvB predictions would make McCann-Erickson's 1961 totals; radio \$220.5 million, television, \$546 million.

TV SPENDING OVER FIVE YEARS

YEAR	NATIONAL-REGIONAL SPOT	NETWORK
1955	\$222,400,000	\$308,900,000
1956	281,200,000	367,700,000
1957	296,400,000	394,200,000
1958	345,200,000	424,500,000
1959	424,200,000	445,800,000

Source: FCC (1960 returns not available).

Advertising expenditures in 80 multiple-station markets

Tv Markets	Networks	TIME SALES: National and Regional ¹	Local ¹	Stations Reporting	Total ²
Albany-Schenectady-Troy, N.Y.	\$ 1,496,134	\$ 3,279,405	\$ 1,015,374	3	\$ 5,222,118
Albuquerque, N. M.	387,902	529,902	956,101	3	1,789,833
Altoona-Johnstown, Pa.	926,270	1,902,886	610,951	3	3,173,158
Amarillo, Tex.	390,082	558,295	1,019,093	3	1,902,348
Atlanta, Ga.	1,665,402	3,882,260	1,927,247	3	6,843,594
Austin, Rochester, Minn. Mason City, Iowa	331,590	675,986	656,491	3	1,657,455
**Bakersfield, Calif.				3
Baltimore, Md.	2,095,636	5,791,622	2,741,610	3	9,501,287
Boise-Nampa, Ida.	198,110	264,712	490,316	3	957,654
Boston, Mass.	3,620,473	13,191,035	5,250,745	3	19,531,021
Buffalo-Niagra Falls, N.Y.	2,120,106	6,081,427	2,528,814	3	9,489,944
Cape Girardeau, Mo., Paducah, Ky. Harrisburg, Ill.	496,649	1,137,936	288,755	3	1,776,337
Cedar Rapids-Waterloo, Iowa	767,833	1,570,413	406,612	3	2,586,691
**Champaign-Urbana-Danville, Ill.				3
Charleston-Oak Hill-Huntington, W. Va., Ashland, Ky.	1,141,334	1,785,071	1,079,074	4	3,862,435
Chattanooga, Tenn.	625,244	789,939	666,966	3	1,964,280
Chicago, Ill.	6,157,995	25,326,700	8,089,590	4	38,853,073
Cincinnati, Ohio	1,921,896	5,226,882	2,316,267	3	9,693,834
Cleveland, Ohio	3,410,650	9,004,293	3,378,499	3	15,597,292
Colorado Springs-Pueblo, Colo.	218,931	422,896	694,899	3	1,409,278
Columbus, Ohio	1,658,513	4,037,519	2,059,597	3	7,359,814
Dallas-Fort Worth, Tex.	2,151,027	4,528,844	3,130,689	4	9,151,910
Denver, Colo.	1,170,728	3,339,662	2,540,518	4	6,762,529
Des Moines-Ames, Iowa	1,714,493	2,354,917	623,101	3	3,555,151
Detroit, Mich.	4,255,444	10,042,253	4,406,172	3	17,448,502
El Paso, Tex.	324,770	688,084	781,002	3	1,769,313
Evansville, Ind.-Henderson, Ky.	515,709	688,194	702,182	3	1,745,278
Flint-Saginaw-Bay City, Mich.	801,836	1,430,015	573,351	3	2,529,859
Fort Wayne, Ind.	689,688	919,222	819,191	3	2,294,557
Fresno, Cal.	793,309	1,560,522	803,858	3	2,726,868
Green Bay-Marinette, Wisc.	810,075	949,858	762,141	3	2,382,073
Greenville-Spartanburg, S. C. Asheville, N. C.	682,145	1,175,812	696,612	4	2,403,235
Harrisburg-Lancaster-York- Lebanon, Pa.	1,160,705	2,517,521	1,059,653	5	4,006,615
Hartford-New Haven-New Britain- Waterbury, Conn.	1,637,003	5,922,295	1,264,620	6	7,918,570
Honolulu, Hawaii	251,532	937,200	1,519,215	3	2,587,059
Houston-Galveston, Tex.	1,611,106	4,811,299	2,432,328	3	7,880,601
Indianapolis-Bloomington, Ind.	1,818,921	5,219,715	2,258,416	4	8,607,389
Kansas City, Mo.	2,071,416	4,939,280	2,040,989	3	8,208,491

FCC figures for 1959 are the most recent available.

¹Before commissions to agencies, representatives and others

²Total revenues consist of total time sales less commissions plus talent and program sales.

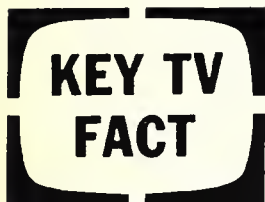
*Data not published for groups of less than 3 stations.

**Data withheld because third station in this market in operation for short period during 1959.

3.

TV ADVERTISERS
AND AGENCIES

Tv Market	Networks	National and Regional ¹	Local ¹	Stations Reporting	Total ²
Knoxville, Tenn.	644,457	1,002,633	862,948	3	2,297,652
Las Vegas-Henderson, Nev.	86,414	218,647	698,218	3	1,106,255
Little Rock, Ark.	636,522	1,012,824	718,172	3	2,231,644
Los Angeles, Cal.	5,301,919	28,544,778	16,991,897	7	45,610,926
Madison, Wisc.	523,772	816,604	556,820	3	1,817,217
Memphis, Tenn.	1,591,759	2,851,841	1,064,970	3	5,023,018
Miami, Fla.	1,406,137	4,658,725	2,533,057	3	8,545,648
Milwaukee, Wisc.	1,923,868	5,514,731	1,875,030	4	8,404,758
Minneapolis-St. Paul, Minn.	2,407,662	5,069,538	3,643,611	4	10,814,919
Mobile, Ala.-Pensacola, Fla.	487,450	962,562	995,654	3	2,420,905
Nashville, Tenn.	1,253,878	1,609,265	1,672,263	3	4,104,684
New Orleans, La.	1,385,546	3,127,200	2,288,494	3	6,200,085
New York City, N. Y.	11,070,449	53,851,982	10,570,115	7	69,534,724
Norfolk-Portsmouth-Newport News-Hampton, Va.	1,099,223	2,004,367	1,335,310	3	4,169,211
Oklahoma City-Enid, Okla.	1,356,211	2,837,652	1,336,460	3	5,331,520
Omaha, Nebr.	1,352,903	2,414,862	928,197	3	4,518,601
Orlando-Daytona Beach, Fla.	523,252	714,132	919,231	3	2,013,814
Peoria, Ill.	663,479	977,404	790,905	3	2,344,963
Philadelphia, Pa.	5,135,599	16,278,444	3,994,387	3	22,463,765
Phoenix-Mesa, Ariz.	727,307	1,467,115	1,834,560	4	3,954,279
Pittsburgh, Pa.	3,262,016	10,782,150	3,351,447	3	15,356,170
Portland-Poland Springs, Me.	667,148	1,461,118	461,096	3	2,350,291
Portland, Ore.	1,463,191	4,129,601	1,504,665	3	6,148,534
Richmond-Petersburg, Va.	1,053,234	1,286,808	684,560	3	3,043,175
Roanoke-Lynchburg, Va.	862,516	1,140,628	691,228	3	2,503,362
Rochester, N. Y.	1,105,090	2,246,297	1,146,403	3	3,985,948
Sacramento-Stockton, Cal.	912,954	3,382,868	1,240,801	3	4,759,776
Salt Lake City-Provo, Utah	918,571	1,384,452	1,402,011	4	3,651,350
San Antonio, Tex.	1,059,898	2,066,914	1,288,272	4	3,889,472
San Francisco-Oakland, Cal.	3,364,103	9,715,695	5,346,435	4	16,652,358
Scranton-Wilkes Barre-Hazelton, Pa.	833,717	1,059,649	977,969	3	2,784,410
Seattle-Tacoma, Wash.	1,606,039	5,421,411	1,539,186	5	7,715,663
South Bend-Elkhart, Ind.	539,854	720,972	588,639	3	1,820,903
Spokane, Wash.	671,631	1,794,017	846,480	3	2,941,978
St. Louis, Mo.	2,538,618	7,014,027	3,178,224	4	11,292,045
Tampa-St. Petersburg, Fla.	1,015,620	2,530,540	1,535,549	3	4,726,576
Tucson, Ariz.	272,924	467,812	1,031,605	3	1,822,671
Tulsa, Okla.	1,098,586	2,004,693	933,773	3	3,725,304
**Wailuku, Hawaii	-----	-----	-----	1	-----
Washington, D.C.	2,431,379	6,947,540	2,314,162	4	11,178,905
Wichita-Hutchinson, Kans.	854,917	1,829,009	869,247	3	3,237,720
Youngstown, Ohio-New Castle, Pa.	498,887	858,943	420,146	3	1,716,613
Total 80 markets	\$119,566,512	\$343,806,366	\$150,925,986	267	\$567,232,444
Markets less than 3 stations					
Total 191 markets	\$38,426,755	\$ 80,399,521	\$ 49,737,510	252	\$158,201,370
Total 271 markets	\$157,995,267	\$424,205,888	\$200,673,496	519	\$725,433,814



TV billings are up 26.1 percent in four years. This is 11 percent more than the growth in any other advertising medium

The total advertising investment in all media during 1960 (national and local billings) was \$11,582.2 million, according to the TvB. This represents an increase of 12.3 percent since 1957. The tv investment in 1960 was \$1.595 million, a gain of 26.1 percent compared with 1957. Other media were as follows (\$ million:—Newspapers, 3650 (+ 11.2 percent); magazines, 938 (+ 15.2); radio, 672 (+ 8.8); outdoor, 203 (+ 2.0); business papers, 600 (+ 5.7); all other, 3.924 (+ 10.1).

50 new advertisers made their network premiere in 1960

PLUS-\$25,000 CATEGORY

Company	Billings	Company	Billings
Adams Corp.	\$180,265	Malt-O-Meal Co.	39,705
Amer. Photo Equip. Co.	94,341	McCall Corp.	162,165
Amer. Red Ball Transport Co.	36,570	Miller Hat Co.	48,018
Better Vision Inst.	113,971	N. E. Mutual Life Insurance Co.	30,223
Binney & Smith	137,458	N. Woods Coffee Co.	30,000
Blue Bell Inc.	47,820	Peter Pan Foundations	90,630
Chanel	48,592	Phillips Petroleum	244,056
Chemway	158,930	Plough, Inc.	1,124,788
Coleman Co.	42,790	Proctor-Silex Corp.	950,698
Commonwealth Prod.	60,000	Restonic Corp.	80,087
Continental Oil	111,430	Schaper Mfg. Co.	40,000
Continental Wax	219,447	Sealright Oswego Falls Corp.	100,504
Dumas Milner Corp.	1,174,728	Smith-Corona	35,956
Eagle Pencil	26,481	So. & No. Cal. Renault Dtrs.	41,740
Electric Storage Battery Co.	70,240	Stand. Triumph Motor Co.	395,582
Field Ent. Ed. Corp.	587,898	Stanley-Warner Corp.	77,850
Filbert, J. H., Inc.	45,740	Stewart-Warner Corp.	167,676
Haggar Co.	153,280	Top Value Enterprises	200,275
Hambro Automotive Corp.	28,841	20th Century Fox	698,950
Kiwi Polish Co.	37,768	Union Wadding Co.	132,482
Kurlash Co. Inc.	31,960	Watkins Products, Inc.	117,168
Lanolin Plus	114,270	West Bend Aluminum Co.	51,000
Lawry's Foods Inc.	45,000	West. Tablet & Stationery	152,730
Lenox Inc.	106,840	Westgate Calif. Corp.	90,090
Little Crow Milling Co.	42,000	Williams Furniture Corp.	43,771

Source: TVB 1961.

Spending in 1960 and 1959 by 32 product and service groups

INDUSTRY SPENDING ON SPOT AND NETWORK TV

	SPOT TV (000)	NETWORK TV (000)	TOTAL TV (000)	% CHANGE OVER 1959
Agriculture	\$1,742	\$1,707	\$3,449	- 3.5
Ale, beer & wine	48,778	8,147	56,925	+ 4.3
Amusements	1,765	858	2,623	+ 92.4
Automotive	22,276	54,707	76,983	+ 18.4
Building material, etc.	2,113	12,706	15,119	- 20.8
Chemicals inst.		445	445	- 52.0
Clothing, etc.	13,414	6,925	20,339	- 11.2
Confections, soft drinks	33,848	19,033	52,881	+ 16.0
Consumer services	18,579	25,574	44,153	+ 23.7
Cosmetics, toiletries	56,623	84,636	141,259	+ 7.8
Dental products	11,438	27,404	38,842	+ 1.5
Drug products	46,693	79,163	125,856	+ 1.9
Food, grocery prod.	165,188	111,890	277,078	+ 0.7
Garden supp., equip.	1,092	149	1,241	+ 12.2
Gasoline, lubricants	24,338	15,699	40,037	+ 21.9
Hotels, resorts, etc.	867	164	1,031	+ 70.0
Household cleaners	30,574	30,631	61,205	- 11.7
Household equipment	6,755	16,053	22,808	+ 13.3
Household furnishings	2,749	7,610	10,359	+ 35.8
Laundry prods.	11,908	11,424	86,332	+ 8.7
Paper products	6,163	11,519	17,712	+ 5.3
Household general	6,824	9,050	15,874	+ 20.8
Notions	91	285	376	- 44.8
Pet products	8,196	8,063	16,259	+ 13.0
Publications	2,270	2,242	5,012	+610.3
Sporting goods, toys	5,559	3,200	8,759	+ 10.1
Office equipment	451	1,590	2,041	+ 38.2
Tv radio sets, etc.	987	5,331	6,318	- 9.7
Tobacco products	35,686	76,912	112,598	+ 5.6
Transp., travel	4,151	645	4,796	- 4.8
Watches, jewelry, cameras	1,426	16,546	20,972	- 1.6
Miscellaneous	7,357	2,016	9,373	- 5.9

Source: Spot, TVB-Rorabaugh; network, TVB-LNA, BAR

3.

TV ADVERTISERS
AND AGENCIES

The top 100 spenders in spot and network television in 1960

	SPOT TV (000)	NETWORK TV (000)	TOTAL TV (000)
1. Procter & Gamble	\$55,084	\$46,406	\$101,491
2. Lever Bros.	16,535	28,613	45,148
3. American Home Prod.	9,412	33,376	42,788
4. General Foods	18,540	18,623	37,164
5. Colgate-Palmolive	11,419	22,511	33,930
6. General Motors	1,646	22,985	24,631
7. Bristol-Myers	10,169	10,747	20,916
8. Brown & Williamson	7,786	12,533	20,319
9. R. J. Reynolds	4,173	15,891	20,064
10. Sterling Drug	2,185	15,358	17,544
11. General Mills	2,569	14,651	17,221
12. Miles Labs.	8,132	8,839	16,972
13. P. Lorillard	8,431	7,755	16,186
14. Gillette	4,031	12,075	16,106
15. American Tobacco	6,056	9,701	15,758
16. Kellogg	5,795	9,900	15,695
17. Philip Morris	4,149	11,245	15,395
18. Texaco	514	12,161	12,675
19. Liggett & Myers	1,542	10,991	12,534
20. Warner-Lambert	6,302	5,464	11,766
21. National Biscuit	1,321	10,347	11,669
22. Ford Motor Co.	28	11,159	11,188
23. S. C. Johnson	2,813	8,103	10,916
24. Standard Brands	7,477	2,887	10,364
25. Alberto-Culver	1,242	8,822	10,064
26. Lestoil Products	9,961	-----	9,961
27. National Dairy Prod.	1,212	8,529	9,742
28. Westinghouse	208	8,825	9,033
29. Chrysler Corp.	318	8,638	8,956
30. Pillsbury	3,847	4,927	8,774
31. William Wrigley	7,810	616	8,426
32. Carter Products	1,938	6,174	8,112
33. Du Pont	399	7,558	7,958
34. J. B. Williams	173	7,629	7,803
35. General Electric	1,966	5,745	7,711
36. Nestle	5,679	1,611	7,290
37. Corn Products	3,737	3,342	7,079
38. American Chicle	2,448	4,612	7,061
39. Ralston-Purina	675	6,067	6,742
40. Revlon	2,359	4,219	6,578
41. Campbell Soup	1,263	5,304	6,568
42. Hunt Foods	6,530	-----	6,530
43. Continental Baking	5,879	593	6,473
44. Beech-Nut Life Savers	1,220	4,819	6,039
45. Bayuk Cigars	-----	5,705	5,705
46. International Latex	5,591	-----	5,591
47. Eastman Kodak	309	-----	5,581
48. Block Drug	299	5,242	5,541
49. Scott Paper	1,503	4,020	5,524
50. Quaker Oats	2,362	3,022	5,384

	SPOT TV (000)	NETWORK TV (000)	TOTAL TV (000)
51. Ford dealers	\$5,275		85,275
52. Carnation	2,056	3,009	5,065
53. Armour	959	3,988	4,948
54. Johnson & Johnson	607	4,297	4,904
55. Simoniz	2,472	2,331	4,803
56. Coca-Cola Co./Bottlers	1,187	561	4,748
57. Richardson Merrell	2,213	2,374	4,588
58. Schlitz Brewing	1,884	2,625	4,509
59. Kaiser Industries		4,448	4,448
60. J. A. Folger	4,387		4,387
61. Anheuser-Busch	3,715	646	4,361
62. General Motors	4,350		4,350
63. Helene Curtis	903	3,350	4,253
64. Armstrong		4,181	4,181
65. Minute Maid	3,623	443	4,066
66. Avon	4,000		4,000
67. Standard Oil (N. J.)	3,175	786	3,961
68. RCA	135	3,735	3,870
69. Prudential	26	3,766	3,793
70. Sears, Roebuck	961	2,827	3,788
71. Memmen	2,069	1,621	3,690
72. Alcoa	158	3,492	3,651
73. Food Mfgs., Inc.	3,651		3,651
74. Falstaff	2,403	1,236	3,639
75. Kimberly-Clark	89	3,524	3,613
76. Canadian Breweries	3,033	570	3,603
77. Drackett	20	3,577	3,598
78. Consolidated Cigar	2,304	1,290	3,594
79. U.S. Steel		3,298	3,298
80. Swift	1,928	1,366	3,295
81. Beecham Products	459	2,796	3,255
82. Chesebrough-Ponds	1,446	1,786	3,232
83. Pepsi-Cola Co./Bottlers	3,119		3,119
84. Mutual Benefit II. & A.	34	3,036	3,070
85. Heinz	68	2,940	3,009
86. Pabst	2,697	276	2,974
87. Norwich Pharmacal	2,619	298	2,917
88. Reynolds Metals	89	2,818	2,907
89. Shell Oil	2,630	274	2,904
90. Andrew Jergens	2,402	397	2,799
91. Sperry Rand		2,783	2,783
92. Theo. Hamm	2,360	412	2,773
93. Polaroid		2,755	2,755
94. United Merchants Mfrs.	2,745		2,745
95. Atlantis Sales	2,185	500	2,685
96. Hills Bros.	1,706	979	2,685
97. Plough	1,516	1,124	2,640
98. Sweets Co. of Amer.	144	2,484	2,628
99. Pet Milk Co.	73	2,529	2,602
100. Noxema Chemical Co.	576	1,906	2,482

Source: Spot, TvB-Rorabaugh; network, TvB-LNA/BAR

1960 was a record year in terms of the number of advertisers in network tv. The total of 376 who utilized the medium tops the previous high of 341 network advertisers, established in 1956, according to the TvB. The new business in 1960 came primarily from medium-sized advertisers; of the total, 96 spent less than \$100,000, while 15 had gross time expenditures that ranged between \$100,000 and \$200,000.

3.

TV ADVERTISERS
AND AGENCIES

The top 50 agencies in spot and network television

Agency & Rank	Rank 1959	Total air \$ (millions)		\$ Spent on tv '60 (millions)	
		1960	1959	Network	Spot
1. JWT*	1	151.4	135.5	91.6	45.8
2. Y&R*	3	112.7	105.0	74.0	23.0
3. BATES	4	105.0	95.0	55.0	47.0
3. McCANN	2	105.0	108.0	68.0	21.0
5. BBDO*	5	92.5	88.0	46.0	30.0
6. B&B	6	88.0	75.1	53.0	35.0
7. BURNETT	7	65.6	58.6	42.9	18.4
8. D-F-S.*	8	62.0	57.0	42.0	12.0
9. ESTY*	11	60.0	47.6	33.8	11.3
10. AYER*	9	57.0	55.0	22.0	20.0
11. COMPTON	12	50.0	43.8	23.5	24.0
12. K&E	10	47.6	47.0	30.1	10.2
13. L&N ¹	13	45.1	42.0	23.3	13.8
14. FC&B*	14	44.1	40.0	24.7	14.8
15. C-E*	17	36.0	27.7	22.0	3.0
16. C&W	15	34.5	33.5	11.5	14.5
17. SSC&B	16	32.0	32.0	20.3	6.2
18. EWR&R	22	29.1	20.0	11.1	7.9
19. GREY	18	26.2	22.1	13.2	5.3
19. NL&B	23	26.2	19.2	16.2	6.4
21. T-L ²	21	24.2	20.2	12.1	10.1
22. WADE*	20	23.5	21.6	15.0	7.5
23. D'ARCY*	19	23.0	22.0	8.5	9.5
24. GARDNER	25	19.8	16.3	8.1	8.2
25. MAXON	31	18.1	14.0	14.3	0.8

Agency & Rank	Rank 1959	Total air \$ (millions)		\$ Spent on tv '60 (millions)	
		1960	1959	Spot	Network
26. PARKSON	24	12.5	16.9	11.9	0.4
27. DCS&S	32	17.3	13.5	11.9	2.9
28. OBM ³	27	17.2	15.0	8.5	7.5
29. C-M ⁴	26	17.0	16.0	6.5	6.0
30. NC&K ⁵	30	16.7	14.5	7.3	7.9
31. GRANT	29	13.8	14.7	8.3	3.2
32. F&S&R ⁶	34	13.7	11.0	10.0	1.1
33. KM&J ⁷	37	12.5	9.8	5.0	6.0
34. DONER*	33	12.3	11.7	5.0	3.0
35. GEYER ⁸ *	39	12.0	9.6	3.6	3.4
36. GB&B ⁹	35	11.8	10.6	7.0	3.3
37. KHCC&A ¹⁰	**	10.1	**	1.8	5.5
38. DDB	38	9.8	9.8	8.5	4.0
39. D&C ¹¹	**	9.6	**	4.2	3.4
40. BROTHER*	42	9.5	9.0	8.0	0.5
40. L&F ¹²	43	9.5	8.7	5.2	3.3
42. MW&S ¹³	39	9.4	9.6	2.6	4.6
43. WEISS	47	9.0	7.5	7.2	1.0
44. NORTH	41	8.5	9.5	5.8	2.5
45. FRC&H ¹⁴ *	36	8.2	10.1	2.1	4.1
46. R-McC ¹⁵	46	8.0	7.5	4.0	3.2
47. FRANK	**	7.5	**	5.2	1.9
47. GUMBINNER	**	7.5	**	4.5	2.0
49. LaROCHE	45	7.5	7.7	3.0	3.9
50. H&G ¹⁶ *	**	6.9	**	1.8	4.1
50. W&L ¹⁷	27	6.9	15.0	1.3	3.5

*SPONSOR estimate for all or part of figures. **Agency was not in the top 50 during 1959. †No billings or less than \$0.1 million. 1—Lennen & Newell; 2—Tatham-Laird; 3—Ogilvy, Benson & Mather; 4—Campbell-Mithun; 5—Norman, Craig & Kummel; 6—Fuller & Smith & Ross; 7—Keyes, Madden & Jones; 8—Geyer, Morey, Madden & Ballard; 9—Guild, Bascom & Bonfigli; 10—Kastor, Hilton, Chesley, Clifford & Atherton; 11—Donahue & Coe; 12—Lambert & Feasley; 13—Mogul, Williams & Saylor; 14—Fletcher Richards, Calkins & Holden; 15—Reach, McClinton; 16—Hicks & Greist; 17—Warwick & Legler.

Key nighttime sponsorship and programing trends

Sponsorship, program shares on network tv by hours per week (average)

	1958		1959		1960	
	Hrs.	%	Hrs.	%	Hrs.	%
Single sponsorship	32	49.6	29	39.6	20	27.8
Alternate sponsorship	18	27.9	20	27.3	19	26.4
Other sponsorship	14.5	22.5	24.4	33.1	33	45.8
TOTAL	64.5	100.0	73.4	100.0	72	100.0

	AA*	1958		AA*	1959		AA*	1960	
		Hrs.	%		Hrs.	%		Hrs.	%
30-minute programs	19.5	42	65.1	16.7	39.7	54.3	18.1	35.5	49.3
60-minute programs	21.5	21	32.6	18.9	29.7	40.3	18.9	33	45.8
90-minute programs	---	1.5	2.3	---	3	4.1	---	1.5	2.1
120-minute programs	---	---	---	---	1	1.3	---	2	2.8
TOTAL		64.5	100.0		73.4	100.0		72	100.0

The chart above shows the number and percent of 30, 60, 90, 120-minute programs per average week. Note the growing popularity of hour-long shows. Hours of single and alternate week sponsorship are also shown.

Source: 11 December NTI each year; 7:30-11 p.m. Mon.-Sat.; 6-11 p.m. Sun. *Average Audience Rating.

Singly-sponsored programs in past three falls

Network	1960	1959	1958
ABC TV	7	10	8
CBS TV	9	17	13
NBC TV	9	9	11
Total	25	36	32

SPONSOR 1961

Changes in network buying patterns

Type of buy	1960	1959	1958
Multi only	25%	19%	15%
Alternate only	28%	35%	42%
Single only	19%	10%	16%
All 3 combinations	7%	6%	2%
Alternate & multi	9%	7%	6%
Single & multi	1%	7%	3%
Single & alternate	11%	16%	16%

Nielsen 1961. Covers January of each year and 7-11 p.m. Monday through Sunday.

Commercials rated by community leaders in two-year study

RATINGS IN 1961

Commercials category	Excellent	% respondents rating Good	Fair	Poor	Don't Know
Autos	4.7%	64.2%	21.7%	6.3%	3.1%
Beer & Wine	10.6	25.1	29.7	22.4	12.2
Cigarettes	3.4	27.0	33.8	27.9	7.9
Cosmetics	2.1	22.5	44.9	26.9	3.6
Deodorants	5.8	2.8	50.4	40.6	0.4
Drugs	1.7	15.6	36.2	41.2	5.3
Foods	11.4	41.9	30.4	6.5	9.8
Gasoline & Oil	6.2	47.8	30.0	10.7	5.3
Household Soaps, Detergents, Cleansers	10.1	9.2	34.6	37.3	8.8
Shampoos, Hair Preparations	7.1	14.2	50.1	19.6	9.0
Toothpastes	2.6	29.4	41.1	26.0	0.9
Women's Undergarments	3.7	5.8	40.8	37.3	12.4

Source: National Audience Board.

RATINGS IN 1959

Commercials category	Excellent	% respondents rating Good	Fair	Poor	Don't Know
Autos	5.6%	65.9%	20.6%	5.9%	2.0%
Beer & Wine	11.0	25.4	29.2	23.1	11.3
Cigarettes	3.1	26.7	33.0	28.6	8.6
Cosmetics	1.8	23.2	44.4	27.4	3.2
Deodorants	4.9	2.9	49.7	40.9	1.6
Drugs	2.1	15.7	37.4	40.7	4.1
Foods	10.9	41.6	30.7	6.8	10.0
Gasoline & Oil	6.8	47.4	30.1	10.1	5.6
Household Soaps, Detergents, Cleansers	11.4	8.5	35.7	37.7	6.7
Shampoos, Hair Preparations	7.3	14.6	50.4	19.2	8.5
Toothpastes	2.8	28.6	40.8	26.8	1.0
Women's Undergarments	3.4	6.0	41.7	36.9	12.0

Source: National Audience Board.

This survey was conducted by the National Audience Board, and released in July 1961. The board is a non-profit organization representing civic, business, cultural, educational and church groups; it works in conjunction with such civic bodies as the General Federation of Women's Clubs, the American Legion and the National Council of Churches. The ratings shown here were obtained from 2400 responses, from a distribution of 20,000 questionnaires made at community opinion-leader meetings and conventions. Of the sample, 82.8% were women. The comparison between 1961 and 1959 was obtained through the question "If you had been asked to rate the TV programs or commercials in these categories two years ago, how do you think you would have rated them then?" (Survey will be repeated in 1962 and succeeding years.)

1961 TV prizewinners: commercials in 30 product categories

CATEGORY	PRODUCT	TITLE
APPAREL	DuPont	Westbury Fashions
APPLIANCES	Refrigerator	Tango
AUTOMOBILES	Corvair	Oasis
AUTO ACCESSORIES	Delco Replacement Parts	Dynamo
BAKED GOODS	Drake's Ring Dings	Follow the Leader
BATH SOAPS	Praise	Laurie Peters
BEERS & WINES	Jax Beer	Kangaroo
BREAKFAST CEREALS (tie)	Post Toasties	Typewriter
	Kellogg's Snack-Pak	What to Buy
CAKE MIXES	Duncan Hines Early American	Date Nut
CIGARETTES & CIGARS	Lucky Strike	Match
COFFEES & TEAS	Instant Maxwell House	Iced
CONSUMER SERVICES	Esso Oil Heat	Cat
COSMETICS & TOILETRIES	Ban Deodorant	Documentary
DAIRY PRODUCTS & MARGARINES	Blue Bonnet Margarine	Squeeze & Closeups
DENTIFRICES	Crest Toothpaste	Cheryl Clapham
GASOLINES & LUBRICANTS	Texaco	Little Girl—Tricycl
GIFT ITEMS	Scott (all brands)	Take a Picture
HAIR PREPARATIONS	Prell Concentrate	Fur
HOME FURNISHINGS	Alcoa Colorib Panels	-----
HOUSEHOLD CLEANSERS & WAXES	Brillo Soap Pads	99 Squeezes Calypso
INSTITUTIONALS		Man & Wife
LAUNDRY SOAPS & DETERGENTS	Ivory Flakes	We Suggest
PACKAGED FOODS	Chun King Chow Mein	Elevator
PAPER PRODUCTS & WRAPS	Scot (all brands)	Picnic
PET FOODS	Gaines Gravy Train	Dog & Cat
PHARMACEUTICALS	Bufferin	Headache-Heartbeat
PUBLIC SERVICE		One Little Hand
RETAIL STORES	Barney's	Boy's Clothing Party
SOFT DRINKS	Seven-Up	Harried Housewife

Thirty-eight advertising agencies were recipients of awards and certificates in the second annual American Tv Commercials Festival, held in New York in May 1961. Ten agencies won three or more awards (including "best" awards in product categories, special citations and runners-up.) Agencies from 11 cities, includ-

ing Toronto and Montreal, were among the prizewinners. New York gained 73 awards, Toronto six, Detroit and Chicago five each, Minneapolis four, Los Angeles two, and Montreal, San Francisco, Springfield, Mass., St. Louis, Amarillo, New Orleans, Salt Lake City, and Cincinnati each secured one commercial award.

ADVERTISER	AGENCY	PRODUCTION COMPANY
E. I. DuPont	BBDO	Videotape Productions of N. Y.
General Electric	Y&R	VPI Productions, N. Y.
Chevrolet div., GM	Campbell-Ewald	American Films, St. Louis
Delco-Remy div., GM	Campbell-Ewald	Arco, Paris & N. Y.
Drake Bakeries	Y&R	Sarra, N. Y.
Jackson Brewing	Cockfield, Brown, Ltd.	B. L. Associates, N. Y.
General Foods	DCS&S	Pelican Films, N. Y.
Lever Bros. Ltd.	Benton & Bowles	Craven Film Corp., N. Y.
Kellogg Co.	Leo Burnett	Filmfair, Hollywood
P&G	Gardner	Wilding, Chicago
American Tobacco	BBDO	MPO Videotronics, N. Y.
General Foods	Benton & Bowles	Television Graphics, N. Y.
Imperial Oil Ltd.	McLaren Adv., Toronto	Elektra Film, N. Y.
Bristol-Myers	Ogilvy, Benson & Mather	WCD Productions, N. Y.
Standard Brands	Ted Bates	Transfilm-Wylde, N. Y.
P&G	Benton & Bowles	Television Graphics, N. Y.
Exaco Inc.	Cunningham & Walsh	Craven Film Corp., N. Y.
Eastman Kodak	J. Walter Thompson	MPO Videotronics, N. Y.
P&G	Benton & Bowles	Transfilm-Caravel, N. Y.
Hercules	Fuller & Smith & Ross	Television-Graphics, N. Y.
Amarillo Mfg.	J. Walter Thompson	Elektra Film, N. Y.
Aluminum Ltd.	J. Walter Thompson	Group Productions, Detroit
P&G	Grey	MPO Videotronics, N. Y.
Shu King Enterprises	BBDO, Minneapolis	Freberg Ltd. & Jacuar, L. A.
Cott Paper	J. Walter Thompson	MPO Videotronics, N. Y.
General Foods	Benton & Bowles	Television Graphics, N. Y.
Bristol-Myers	Y&R	On Film Inc., Princeton
United Cerebral Palsy	Newsfilm USA, N. Y.
Arney's Clothes	Mogul, Williams & Saylor	CBS Television, N. Y.
Seven-Up Co.	JWT, Chicago	Sarra, Chicago

Commercial award-winning agencies and production companies

HOW AGENCIES RANKED

Agency	Total awards	Winners	Special citations	Runners-up
BBDO	10	3	2	5
Benton & Bowles	10	6	3	1
Doyle Dane Bernbach	10		4	6
Young & Rubicam	9	4	2	3
J. Walter Thompson	6	6
Leo Burnett	4	1	..	3
Campbell-Ewald	4	2	2	..
Ogilvy, Benson & Mather	4	1	1	2
DCS&S	3	1	1	1
Kenyon & Eckhardt	3	..	2	1
Maclaren	3*	1	..	1
Campbell-Mithun	2*	1
Cockfield, Brown Ltd.	2*	1
Compton	2	2
Fuller & Smith & Ross	2	1	..	1
Spitzer, Mills & Bates	2	1	..	1
Warwick & Legler	2	..	2	..

The following agencies won one award apiece in the 1961 Tv Commercials Festival. Winners of one "best" award in product categories were Baer, Kemble, Spicer; Ted Bates & Co.; BBDO, Minneapolis; Cunningham & Walsh; David Evans; Gardner; Grey Advertising; Mogul, Williams & Saylor; and Tilds & Cantz. Winners of one special citation were Colle & McEvoy; Fitzgerald Adv.; Foote, Cone & Belding; Lennen & Newell; and Needham, Louis & Brorby. These agencies received one runner-up award in product categories: Adco; N. W. Ayer & Son; Donahue & Coe, L. A.; McCormick; North Adv.; Reach-McClinton; Smith/Greenland.

*There were three honorable mentions in the product categories. These were not listed in the chart but were included in the totals. Winners of honorable mention certificates were McClaren, Campbell-Mithun, and Cockfield, Brown Ltd.

The following production houses won one award apiece in the 1961 Tv Commercials Festival. Winners of one "best" award in product categories were Animation, N. Y.; Desilu, Hollywood; Filmfair, L. A.; Format, L. A.; Freberg-Jacmar, L. A.; Group Products, Detroit; KSL-TV, Salt Lake City; KTTV, L. A.; NBC Telesales, N. Y.; Newfilm U. S. A., N. Y.; Playhouse Pictures, L. A.; Sarra, Chicago; Sarra, N. Y.; Transfilm-Wylde, N. Y. Winners of one special citation were NBC Telesales, Hollywood; Snyder Films, Fargo, N. D. The following production companies received one runner-up certificate apiece: Filmex, N. Y.; Filmways, N. Y.; Freberg-Playhouse, L. A.; General TV Network, N. Y.; Group 10 Productions, N. Y.; Robert Lawrence, N. Y.; MGM-TV, Los Angeles; MPO Hollywood; NTA Telestudios, N. Y.; Producing Artists, N. Y.; Quartet, Los Angeles.

*There were three honorable mentions in the product categories. These were not listed in the chart but were included in the totals. Winners of honorable mention certificates were Transfilm-Caravel, N. Y.; B&L Assoc., N. Y. and Swift-Chaplin, L. A.

PRODUCTION WINNERS

Company	Total awards	Winners	Special citations	Runners-up
MPO, N. Y.	9	4	4	1
TV Graphics, N. Y.	7	4	1	2
Elektra Films, N. Y.	6	3		3
E-U-E-Screen Gems, N. Y.	6	..	1	5
CBS TV, N. Y.	5	1	3	1
VPI, N. Y.	5	2	2	1
On Film, Princeton	4	1	2	1
Transfilm-Caravel, N. Y.	4*	1	1	1
Pantomime, L. A.	3	..	2	1
Videotape Prod., N. Y.	3	1	..	2
American Films, St. Louis	2	1	..	1
Areo, Paris & N. Y.	2	1	1	..
Audio Productions, N. Y.	2	2
B&L Assoc., N. Y.	2*	1
Cascade, L. A.	2	..	1	1
Craven Films, N. Y.	2	2
Materto, L. A.	2	1	1	..
Pelican Films, N. Y.	2	2
WCD Productions, N. Y.	2	1	1	..
Wilding, Chicago	2	1	..	1

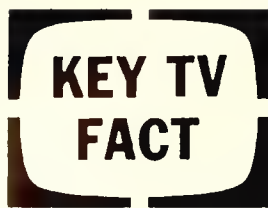
TV BASICS

section

4

TV COSTS

Costs and efficiency by program type



Daytime TV's 1960 cpm was about \$1.36, or 735 home impressions per dollar. This was 25 percent below 1959 cpm

Weekday network tv cost around \$1.82 per thousand in 1959 according to TvB. This figure then yielded 549 home impressions per dollar. The reduction in cpm during 1959-60 was a reflection of increased reach; Nielsen comparisons for the month of February in the two years show that the average network quarter-hour reached 3,489,000 homes in 1960, and 3,076,000 in 1959.



ON GOVERNMENT UNDER LAW

"Honest men may hold different opinions on the merits of desegregating our public schools . . . The issue is not segregation; it is whether we should continue to have government under law."

From a broadcast editorial by Douglas Manship, President & General Manager (complete text available on request)



BOLD VIEWPOINTS BRING VIEWERS

THE MARKET HAS MONEY

4th Largest in the Gulf South
Richest in Louisiana

Count the big ones in Gulf South states of Louisiana, Mississippi, and Texas, and you'll count Dallas-Fort Worth, Houston, New Orleans, then the big, big market served by WBRZ. Baton Rouge's industrial worker is among the highest paid in the nation. And throughout "WBRZ territory" industry and good jobs prevail. Retail sales in the coverage area, over a billion and a quarter.

Straddling a fence may not win enemies . . . but it does not win friends. WBRZ realizes its role as a public service medium . . . and fulfills that role by presenting bold, sometimes blistering, editorials when issues wax hot. It just as boldly makes equal free time available to the "other side" for rebuttal. Such practices build respect—and audience.

ABC

NBC

WBRZ *Channel 2*

ASK YOUR HOLLINGBERY MAN!

BATON ROUGE, LOUISIANA

Spot cost calculator for 170 markets

	NIGHTTIME RATES		DAYTIME RATES						LATE NIGHT RATES		
	½ Hour	20 Sec.	1-Minute Announcements			20-Second Announcements			1-Minute Announcements		
	Base (1-Time)	Base (1-Time)	Base (1-Time)	6 Per Week	12 Per Week	Base (1-Time)	6 Per Week	12 Per Week	Base (1-Time)	6 Per Week	12 Per Week
New York, N.Y.—Newark, N.J.	\$ 6,120	\$ 2,400	\$ 800	\$ 800	\$ 440	\$ 700	\$ 700	\$ 385	\$ 2,000*	\$ 2,000*	\$ 1,100*
Los Angeles, Calif.	2,580	1,050	300	225	165	250	188	138	600*	600*	600*
Chicago, Ill.	2,850	1,100	450	338	248	325	244	179	1,400*	1,400*	840*
Philadelphia, Pa.	2,400	880	450	338	248	300	205	180	670*	536*	402*
Boston, Mass.—Manchester, N.H.	1,800	650	250	175	138	200	160	120	350*	295*	225*
Detroit, Mich.	1,620	700	250	160	150	200	170	170	300	220	220
San Francisco—Oakland, Calif.	1,290	700	165	116	91	150	105	83	200*	140*	110*
Cleveland, Ohio	1,287	650	300	225	180	240	180	144	300*	225*	225*
Pittsburgh, Pa.	1,500	650	250	188	150	225	169	135	375*	375*	375*
H'ford—New Haven—New Britain, Ct. ...	1,005	400	190	142	124	190	142	124	220*	220*	220*
Total Cost for 1st 10 Markets	\$22,452	\$ 9,180	\$ 3,405	\$ 2,707	\$ 1,934	\$ 2,780	\$ 2,263	\$ 1,658	\$ 6,415	\$ 6,011	\$ 4,317
Washington, D.C.	1,200	500	150	113	83	125	94	69	200*	200*	200*
St. Louis, Mo.	1,260	375	220	165	121	155	117	86	325*	277*	220*
Providence, R.I.	1,000	350	150	110	80	120	90	75	200	140	120
Cincinnati, Ohio	960	380	100	70	60	75	56	45	160	160	160
Dallas—Fort Worth, Tex.	858	330	110	88	83	90	72	68	100	65	55
Minneapolis—St. Paul, Minn.	1,200	475	140	105	91	120	90	78	130	98	85
Baltimore, Md.	960	425	115	87	69	115	87	69	250	188	150
Indianapolis—Bloomington, Ind.	780	350	100	80	68	90	72	60	120	90	81
Charlotte, N.C.	750	275	135	102	102	110	83	61	100*	75*	55*
Milwaukee, Wisc.	900	325	120	84	72	120	84	72	225*	158*	135*
Total Cost for 1st 20 Markets	\$32,320	\$12,965	\$ 4,745	\$ 3,711	\$ 2,763	\$ 3,900	\$ 3,108	\$ 2,341	\$ 8,225	\$ 7,462	\$ 5,578
Grand Rapids—Kalamazoo, Mich.	780	320	110	70	70	95	60	60	125*	95*	80*
Kansas City, Mo.	840	360	150	113	98	120	90	78	230*	173*	150*
Seattle—Tacoma, Wash.	800	330	140	90	80	120	80	70	200	120	100
Miami, Fla.	720	313	150	113	83	128	96	70	150*	112*	75*
Buffalo, N.Y.	840	325	130	111	98	120	102	90	170*	150*	130*
Johnstown—Altoona, Pa.	660	275	130	98	85	120	90	78	130*	98*	85*
Columbus, Ohio	720	260	85	60	51	75	55	45	120	120	120
Atlanta, Ga.	720	300	110	105	99	88	84	79	110	105	99
Lancaster—Harrisburg—York, Pa.	720	240	135	135	81	100	100	60	135	135	81
Houston, Tex.	780	300	120	86	72	90	72	63	175	140	123
Total Cost for 1st 30 Markets	\$39,900	\$15,988	\$ 6,005	\$ 4,692	\$ 3,580	\$ 4,956	\$ 3,937	\$ 3,034	\$ 9,770	\$ 8,710	\$ 6,621
Dayton, Ohio	720	285	100	56	40	100	45	36	100	100	100
Portland, Ore.	570	250	100	70	60	90	63	54	120	102	84
Memphis, Tenn.	600	225	80	60	48	70	53	42	115	70	60
Syracuse—Elmira, N.Y.†	660†	275†	120†	90†	72†	105†	79†	63†	140*†	105*†	84*†
Huntington—Charleston, W. Va.	500	200	80	56	48	70	49	42	64*	48*	42*
Sacramento—Stockton, Calif.	700	300	100	75	65	80	60	50	85	35	30
Albany—Schenectady—Troy, N.Y.†	750†	250†	110†	72†	61†	90†	59†	50†	140†	91†	77†
Birmingham, Ala.	600	300	100	70	55	80	56	44	100	70	55
Louisville, Ky.	690	240	115	115	115	100	100	100	140*	140*	140*
Toledo, Ohio	700	240	125	94	75	100	75	60	100	75	60
Total Cost for 1st 40 Markets	\$46,390	\$18,553	\$ 7,035	\$ 5,450	\$ 4,219	\$ 5,841	\$ 4,576	\$ 3,575	\$10,874	\$ 9,546	\$ 7,353
Flint—Saginaw—Bay City, Mich.	570	175	94	71	61	75	57	49	104*	81*	71*
Greenville, S.C.—Asheville, N.C.	480	160	75	56	45	65	49	39	50	38	28
Greensboro—Winston—Salem, N.C.	600	200	100	75	65	90	68	59	90	68	59
Lansing—Onondaga, Mich.	600	200	75	68	64	75	68	64	90*	90*	90*
Nashville, Tenn.	570	185	70	53	42	60	45	36	80*	60*	48*
New Orleans, La.	600	280	100	60	50	90	55	45	130	90	80
Denver, Colo.	600	275	80	56	48	70	49	42	170	127	102
Tampa—St. Petersburg, Fla.	570	220	100	70	65	90	60	55	100	70	65
Binghamton, N.Y.	600	200	90	63	54	80	56	48	135	95	81
Wheeling, W. Va.—Steubenville, O.	420	150	65	49	39	40	30	24	60*	60*	60*
Total Cost for 1st 50 Markets	\$52,000	\$20,598	\$ 7,884	\$ 6,071	\$ 4,752	\$ 6,576	\$ 5,113	\$ 4,036	\$11,883	\$10,325	\$ 8,037

This summary, prepared by the Katz Agency, is designed for quick estimating of spot TV costs. It is not intended to take the place of individual station rate cards. Rates are given by *markets* based on a single station in each market for every category shown.

Rates are based on those published in the March 15, 1961, issue of SRDS, and the first 221 markets are ranked according to the number of TV homes as estimated in February issue Television Magazine. (Not intended as a market guide).

	NIGHTTIME RATES		DAYTIME RATES						LATE NIGHT RATES		
	½ Hour	20 Sec.	1-Minute Announcements			20-Second Announcements			1-Minute Announcements		
	Base (1-Time)	Base (1-Time)	Base (1-Time)	6 Per Week	12 Per Week	Base (1-Time)	6 Per Week	12 Per Week	Base (1-Time)	6 Per Week	12 Per Week
Rochester, N.Y.	\$ 510	\$ 200	\$ 90	\$ 63	\$ 50	\$ 80	\$ 59	\$ 47	\$ 115°	\$ 51°	\$ 61°
Davenport, Ia.—Rock Is.—Moline, Ill.	570	250	75	75	42	60	60	33	75	75	42
Tulsa, Okla.	495	200	55	56	47	72	47	40	90°	65°	55°
Champaign—Springfield—Decatur, Ill.	600	215	53	53	53	60	45	36	90	60	60
Omaha, Neb.	580	230	70	45	42	60	43	40	55	61	60
Springfield—Holyoke, Mass.†	420	140	60	42	30	50	35	25	50	60	45
Portland—Poland Spring, Me.	330	110	50	33	30	40	32	30	50	33	30
San Antonio, Tex.	480	200	60	42	36	50	35	30	110	80	70
Green Bay, Wis.	420	135	60	42	36	60	42	36	44	51	27
Oklahoma City—Enid, Okla.	570	240	50	68	60	60	51	45	95°	75°	65°
Total Cost for 1st 60 Markets	\$57,005	\$22,515	\$ 5,597	\$ 6,620	\$ 5,205	\$ 7,168	\$ 5,562	\$ 4,395	\$12,720	\$10,952	\$ 5,561
Cedar Rapids—Waterloo, Ia.	450	150	72	54	41	55	42	33	50°	38°	30°
Norfolk—Hampton, Va.	555	200	75	60	49	68	55	45	87°	69°	57°
Raleigh—Durham, N.C.	310	150	100	80	60	80	61	48	60	48	36
Wichita—Hutchinson, Kans.†	491	195	60	47	41	60	47	41	70	56	49
Des Moines—Ames, Ia.	480	160	50	56	40	75	53	38	57°	62°	52°
San Diego, Calif.—Tijuana, Mex.	600	234	100	80	60	90	63	54	110°	80°	70°
Jacksonville, Fla.	540	225	100	75	55	75	57	42	100°	75°	55°
Scranton—Wilkes-Barre, Pa.	375	125	45	32	27	40	30	24	45	32	27
Shreveport, La.—Texarkana, Ark.—Tex.	360	170	70	49	42	60	42	36	75°	57°	50°
Spokane, Wash.	480	244	81	35	35	75	32	32	81	35	35
Total Cost for 1st 70 Markets	\$61,549	\$24,371	\$ 9,350	\$ 7,155	\$ 5,661	\$ 7,546	\$ 6,047	\$ 4,791	\$13,455	\$11,504	\$ 9,022
Richmond, Va.	525	175	50	76	72	80	76	72	80	76	72
Orlando—Daytona Beach, Fla.	360	100	50	40	35	45	35	30	50°	35°	25°
Salt Lake City—Ogden—Provo, Utah ...	420	200	50	30	25	40	25	20	50	40	32
Little Rock, Ark.	300	110	55	36	31	50	33	28	45	30	25
Roanoke—Lynchburg, Va.	450	177	71	50	43	61	43	37	61	43	37
San Jose, Calif.	225	100	40	34	32	40	34	32	40	34	32
Mobile, Ala.—Pensacola, Fla.	360	135	60	42	36	50	35	30	60	42	36
Baton Rouge, La.	300	115	50	36	33	46	30	27	50	36	33
Phoenix, Ariz.	360	125	60	34	31	60	34	31	60	36	36
Madison, Wis.	450	150	70	53	42	60	45	36	70	53	42
Total Cost for 1st 80 Markets	\$65,599	\$25,755	\$ 9,966	\$ 7,619	\$ 6,041	\$ 8,375	\$ 6,437	\$ 5,134	\$14,054	\$11,929	\$ 9,392
Fresno, Calif.	450	180	55	43	36	50	39	32	55	43	36
Sioux Falls—Florence, S.D.†	400	162	65	52	46	55	44	39	45	34	27
Evansville, Ind.	310	104	46	25	20	42	25	20	46	25	20
Jackson, Miss.	270	100	40	26	22	40	26	22	35	23	20
Salinas—San Luis Obispo, Calif.†	300	108	60	45	30	52	39	26	60	45	30
Knoxville, Tenn.	420	140	60	36	30	50	30	25	50°	30°	25°
Rockford, Ill.	330	110	58	46	35	50	40	30	58	46	35
Harrisburg, Ill.—Paducah, Ky.	360	120	50	50	50	45	45	32	50	50	50
Chattanooga, Tenn.	270	100	40	28	24	40	28	24	40	28	24
Terre Haute, Ind.	420	150	75	75	75	75	75	75	45°	45°	45°
Total Cost for 1st 90 Markets	\$69,129	\$27,032	\$10,515	\$ 8,045	\$ 6,409	\$ 8,577	\$ 6,528	\$ 5,439	\$14,538	\$12,298	\$ 9,704
Burlington, Vt.—Plattsburg, N.Y.	300	95	40	34	30	40	40	22	40	34	30
Columbia, S.C.	390	150	70	59	52	55	47	41	70	59	52
Bakersfield, Calif.	330	125	50	35	25	50	35	25	80	56	40
Augusta, Ga.	240	90	32	25	20	32	25	20	32	25	20
Sioux City, Ia.	270	100	42	30	26	35	25	21	42	30	26
Fort Wayne, Ind.	300	120	55	43	35	45	34	27	70°	55°	45°
Lincoln, Neb.	330	110	45	23	20	40	17	14	50°	40°	35°
Peoria—La Salle, Ill.†	360	120	50	35	30	45	32	27	53	32	27
Greenville—Washington, N.C.	270	90	75	50	41	60	40	33	50	33	24
Quincy, Ill.—Hannibal, Mo.	240	70	40	34	30	30	26	23	40	34	30
Total Cost for 1st 100 Markets	\$72,159	\$28,102	\$11,014	\$ 8,413	\$ 6,718	\$ 9,309	\$ 7,149	\$ 5,712	\$15,065	\$12,696	\$10,033
Eric, Pa.	\$ 550	\$ 160	\$ 65	\$ 52	\$ 48	\$ 55	\$ 42	\$ 36	\$ 65	\$ 52	\$ 48
Bristol—Johnson City, Tenn.	210	70	38	25	21	30	23	21	30	23	21
Youngstown, Ohio	270	80	45	27	23	40	35	25	60	40	30
Florence, S.C.	240	90	38	29	21	33	25	18	38	29	21
Monroe, La.—El Dorado, Ark.	270	90	41	31	25	35	26	22	68	68	68
Mason City, Ia.—Austin, Minn.	270	70	45	45	41	30	30	27	45	45	41
Montgomery, Ala.	300	110	65	49	39	50	38	30	35	27	21
Duluth, Minn.—Superior, Wis.	360	120	50	50	50	38	38	38	58°	58°	58°
Honolulu—Hilo—Wailuku, Ha.†	360	130	79	60	56	67	51	47	79	60	56
South Bend—Elkhart, Ind.	300	100	50	30	25	50	30	25	60°	36°	30°
Total Cost for 1st 110 Markets	\$75,259	\$29,122	\$11,530	\$ 8,511	\$ 7,067	\$ 9,737	\$ 7,457	\$ 6,001	\$15,603	\$13,134	\$10,427

Spot cost calculator (continued)

	NIGHTTIME RATES		DAYTIME RATES						LATE NIGHT RATES		
	½ Hour	20 Sec.	1-Minute Announcements			20-Second Announcements			1-Minute Announcements		
	Base (1-Time)	Base (1-Time)	Base (1-Time)	6 Per Week	12 Per Week	Base (1-Time)	6 Per Week	12 Per Week	Base (1-Time)	6 Per Week	12 Per Week
Utica-Rome, N.Y.	330	125	50	35	25	45	32	23	50	35	25
Beaumont-Port Arthur, Tex.	240	90	35	27	20	35	27	20	35	27	20
Charleston, S.C.	210	80	30	21	17	25	18	14	30°	21°	17°
Fargo-Valley City, N.D.†	375†	125†	63†	45†	38†	53†	37†	32†	63†	45†	38†
Wichita Falls, Tex.	240	100	40	27	22	40	27	22	40	27	22
Austin, Tex.	345	115	45	36	36	40	32	32	45	36	36
Albany, Ga.	210	70	25	19	15	25	19	15	25	19	15
Albuquerque, N.M.	260	75	35	20	17	30	16	13	35	20	17
Pittsburg, Kans.-Joplin, Mo.	210	80	40	40	40	40	40	40	40	40	40
Tallahassee, Fla.-Thomasville, Ga.	250	125	40	28	23	40	28	23	63	63	63
Total Cost for 1st 120 Markets	\$77,959	\$30,107	\$11,933	\$ 9,109	\$ 7,320	\$10,110	\$ 7,763	\$ 6,235	\$16,029	\$13,467	\$10,720
Waco-Temple, Tex.†	240†	80†	40†	24†	20†	40†	24†	20†	40†	24†	20†
Columbus, Ga.	240	90	40	28	24	35	25	21	40	28	24
Columbia-Jefferson City, Mo.	190	60	22	18	16	17	14	12	22	18	16
Bluefield, W. Va.	150	60	35	28	24	25	20	17	35	28	24
La Crosse, Wisc.	240	80	34	28	24	34	28	24	34	28	24
Wausau, Wisc.	300	75	35	35	35	20	20	20	35	35	35
Topeka, Kans.	330	110	48	30	24	48	30	24	48	30	24
Springfield, Mo.	225	94	38	38	38	38	38	38	44°	44°	44°
Amarillo, Tex.	220	85	37	24	18	37	24	18	35	26	22
St. Joseph, Mo.	210	65	45	32	25	40	28	22	45	32	25
Total Cost for 1st 130 Markets	\$50,304	\$30,906	\$12,307	\$ 9,394	\$ 7,568	\$10,444	\$ 8,014	\$ 6,451	\$16,407	\$13,760	\$10,978
Macon, Ga.	240	80	40	40	40	30	30	30	40	40	40
Eau Claire, Wisc.	200	60	40	40	40	40	40	40	50	50	50
Chico-Redding, Calif.	160	55	20	15	12	15	12	9	25	19	15
Tucson, Ariz.	150	65	23	18	14	20	15	12	39	29	24
Lubbock, Tex.	240	100	40	28	24	40	28	24	40	28	24
Tyler, Tex.	180	60	30	21	17	30	21	17	30	21	17
El Paso, Tex.	297	115	50	35	30	50	35	30	50	35	30
Great Bend-Garden City, Kans.†	210†	75†	38†	38†	38†	38†	38†	38†	38†	38†	38†
Savannah, Ga.	210	60	30	21	18	30	21	18	40	27	22
Eugene-Roseburg, Ore.†	312†	103†	57†	46†	38†	57†	46†	38†	57†	46†	38†
Total Cost for 1st 140 Markets	\$52,533	\$31,679	\$12,675	\$ 9,696	\$ 7,839	\$10,794	\$ 8,300	\$ 6,707	\$16,816	\$14,093	\$11,276
Kearney-Hastings-Hayes Center, Neb.†	270†	75†	60†	50†	45†	50†	40†	35†	50†	40†	35†
Yakima-Pasco, Wash.-Lewiston, Ida.†	390†	150†	60†	36†	24†	40†	24†	16†	100†	50†	40†
Cadillac-Traverse City-C'boygan, Mich.	240	80	40	29	26	35	25	22	40	29	26
Wilmington, N.C.	255	85	35	23	21	35	23	21	35	23	21
Lafayette, La.	180	60	30	23	17	30	23	17	30	23	17
Bangor, Me.	240	70	30	21	18	25	18	15	30	21	18
Colo. Springs-Pueblo, Colo.	150	60	30	23	17	26	11	10	30	23	17
Corpus Christi, Tex.	225	90	40	28	22	40	28	22	40	28	22
Alexandria, Minn.	180	60	25	19	15	20	15	12	25	19	15
Meridian, Miss.	225	75	38	38	38	33	33	33	38	38	38
Total Cost for 1st 150 Markets	\$54,855	\$32,484	\$13,063	\$ 9,956	\$ 8,052	\$11,128	\$ 8,540	\$ 6,910	\$17,234	\$14,387	\$11,525
Lawton, Okla.	\$ 210	\$ 90	\$ 30	\$ 13	\$ 11	\$ 30	\$ 13	\$ 11	\$ 30	\$ 13	\$ 11
Ottumwa, Ia.	180	60	30	21	18	30	21	18	30	21	18
Odessa-Midland, Tex.	240	80	35	28	21	35	28	21	40°	32°	24°
Alexandria, La.	180	60	30	24	18	25	20	15	30°	30°	30°
Oak Hill, W. Va.	120	40	30	30	30	30	30	30	30	30	30
West Palm Beach, Fla.	150	65	40	20	19	35	18	17	40	40	40
Ada, Okla.	150	40	28	28	28	28	28	28	28	28	28
Clarksburg, W. Va.	150	50	20	16	12	20	16	12	20	16	12
Rochester, Minn.	180	60	27	19	17	27	19	17	27	19	17
Brownsville-Harlingen, Tex.	210	55	40	32	24	33	27	20	25	20	15
Total Cost for 1st 160 Markets	\$56,655	\$33,084	\$13,373	\$10,217	\$ 8,250	\$11,421	\$ 8,760	\$ 7,099	\$17,534	\$14,636	\$11,750
Dothan, Ala.	180	60	30	23	17	30	23	17	30	23	17
Lake Charles, La.	180	60	25	20	13	25	20	13	25	20	13
Abilene-Sweetwater, Tex.	171	48	20	20	16	20	20	16	20	20	16
Akron, Ohio.	180	60	30	30	30	30	30	30	40	40	40
Carthage, N.Y.	180	60	30	30	15	30	30	15	32°	32°	32°
Boise, Ida.	150	60	24	16	14	18	13	10	24	16	14
Idaho Falls-Pocatello, Ida.	165	69	42	31	25	35	26	21	42	31	25
Santa Barbara, Calif.	270	90	40	28	26	40	28	26	60	42	39
Butte-Helena, Mont.†	150†	63†	38†	29†	23†	32†	24†	19†	38†	29†	23†
Eureka, Calif.	150	60	30	21	18	24	17	15	30	21	18
Total Cost for 1st 170 Markets	\$58,464	\$33,714	\$13,652	\$10,465	\$ 8,477	\$11,705	\$ 8,991	\$ 7,251	\$17,875	\$14,910	\$11,987

Broadcasters, TV Tape Services,
Producers of Tape Commercials and Programs
gain a big, new dimension in color



TAPE SERVICES Reeves Studio in New York uses RCA Color TV Tape Recorders in its elaborately equipped tape plant. Reeves is also equipped with RCA Color Camera and Color TV Film System, to put inserts in Color Tape.

... using Color TV Systems
designed by RCA



For living color... smoothest operation... get RCA's matched line of color TV equipment

It's good business to use equipment that is matched, both electrically and mechanically, to work together as a system. Color Studio Cameras, Tape Recorders, Film Cameras, Monitors, Switching, and Special Effects—plus Color Mobile Units—are work-together teammates for finest color performance.

RCA Color equipment is designed for incorporation into a completely matched package. You get everything you need from one reliable source of supply. RCA Color Systems are smooth in operation, use common tube types and standard parts. They follow regular broadcast practices for installation, operation, and maintenance.

From RCA you obtain equipment that is without equal in the television industry. And you have at your command the engineering and planning counsel of RCA experts in your area... When you think of color, think of the Matched Color Package made by RCA. And you can't beat the kind of service that only RCA can offer.

RCA COLOR STUDIO CAMERA

Improved color camera with new precision yoke and prism optics... superb resolving power and clear, precise registration of "living" colors.

RCA COLOR TV TAPE RECORDER

Provides the freshness and sparkle of living color, with built-in improvements for superior color quality.

RCA 3-VICICON FILM SYSTEM

Designed for top quality in film and slides... performance sets the standard for the industry.

RCA SWITCHING AND SPECIAL EFFECTS

RCA color-engineered switching and special effects equipment imparts peak flexibility to programs.

RCA COLOR MONITOR

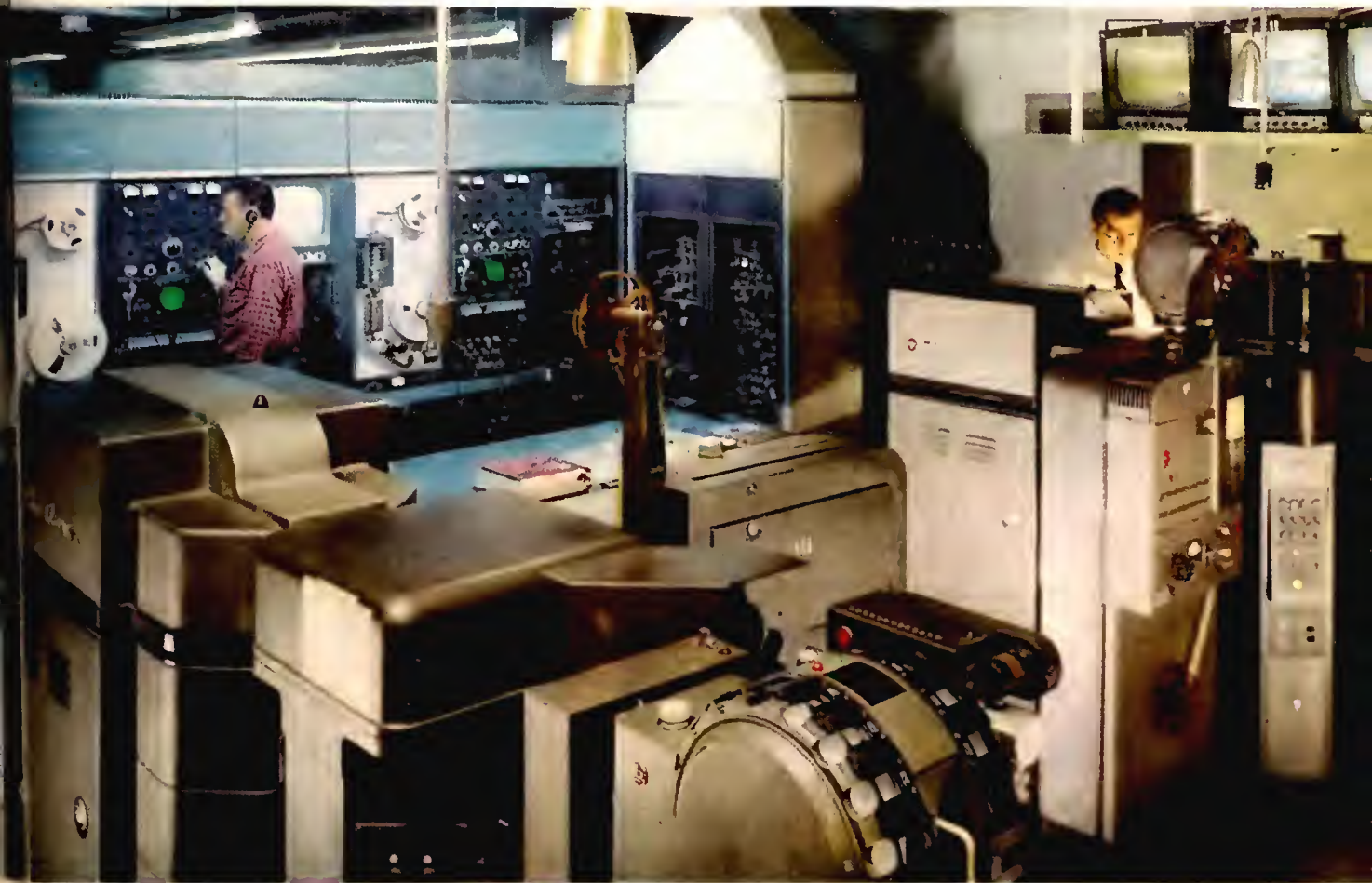
Professional quality color monitor produces sparkling color pictures... serves as reference standard for evaluating picture quality.

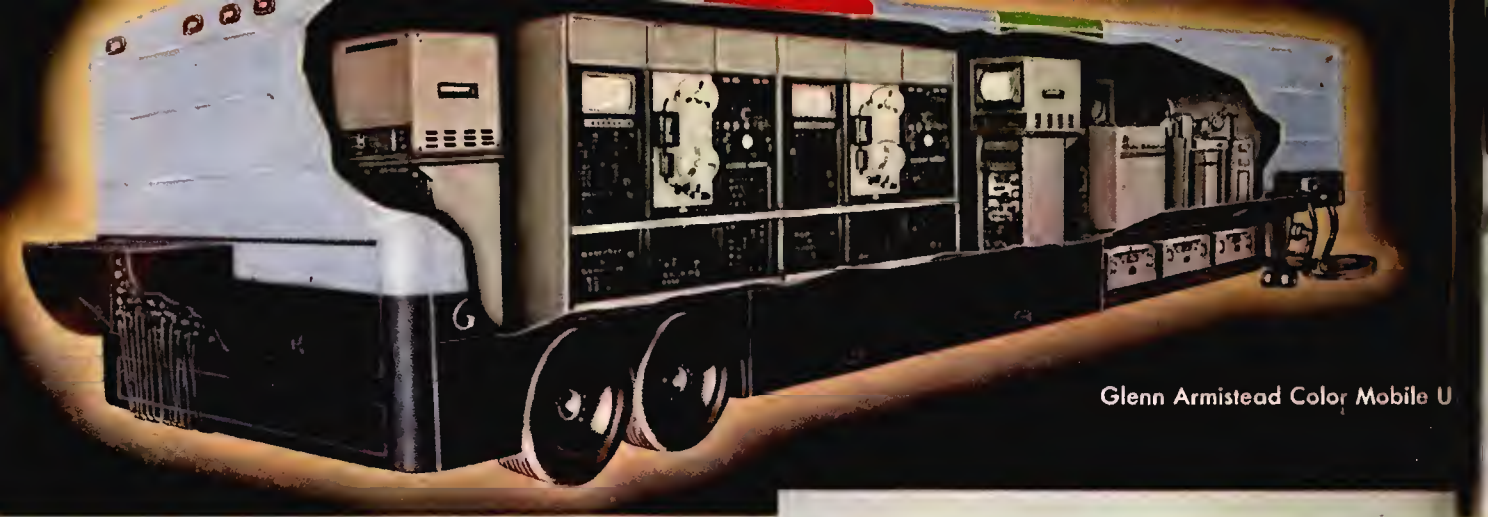
ALSO, AUDIO, MICROWAVE, TRANSMITTERS AND ANTENNAS OF PROVEN RCA QUALITY

**COMPLETE COLOR EQUIPMENT PACKAGE—
MADE BY RCA FOR FINEST COLOR PERFORMANCE**



ALL COLOR STATION — WHDH-TV, Boston, has RCA equipment throughout its modern plant, from color cameras and master control to color tape recorders and 3-vidicon color film chains.





Glenn Armistead Color Mobile U

RCA Color TV goes on location

*...getting the unusual in
pictures in living color.*

RCA Mobile Equipment is custom-designed for the job. Complete color studios on wheels, these units bring studio convenience to "on-location" programs and commercials.

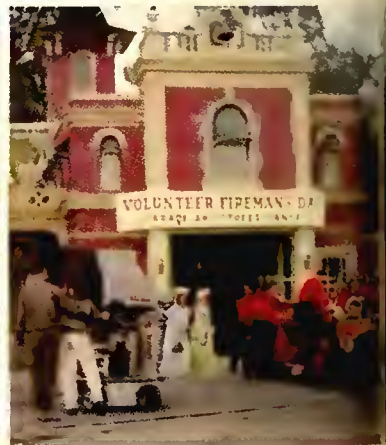


Red Skelton Studios Color Mobile Unit

See your RCA Representative for the complete color package. Or write to RCA Broadcast and Television Equipment, Building 15-1, Camden, N. J.



On Location With Glenn Armistead



On Location With Red Skelton



The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

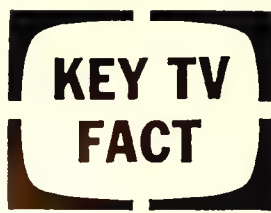
1960-61 cost* estimates for network programming

AVERAGE COST OF NIGHTTIME TV SHOWS

HALF-HOUR				HOUR			
No. of Shows	Type of Show	Season	Cost	No. of Shows	Type of Show	Season	Cost
14	Western	1960-61	\$40,500	8	Western	1960-61	\$87,750
19	Western	1959-60	40,000	7	Western	1959-60	78,000
14	Western	1958-59	40,000				
5	Mystery	1960-61	46,500	10	Mystery	1960-61	88,900
7	Mystery	1959-60	38,500	6	Mystery	1959-60	77,500
7	Mystery	1958-59	36,000				
7	Anthology Drama	1960-61	42,357	4	Anthology Drama	1960-61	78,250
7	Anthology Drama	1959-60	39,000	3	Anthology Drama	1959-60	125,000†
5	Anthology Drama	1958-59	41,000	2	Anthology Drama	1958-59	63,000
4	Adventure	1960-61	38,000	7	Adventure	1960-61	90,714
8	Adventure	1959-60	36,000	5	Adventure	1959-60	81,000
9	Adventure	1958-59	34,000				
9	Aud. Participation‡	1960-61	33,000				
12	Aud. Participation	1959-60	28,000				
11	Aud. Participation	1958-59	30,500				
4	Variety	1960-61	49,500	6	Variety	1960-61	128,250
7	Variety	1959-60	41,850	6	Variety	1959-60	125,960
9	Variety	1958-59	52,000				
24	Situation Comedy§	1960-61	38,250				
15	Situation Comedy	1959-60	39,000				
15	Situation Comedy	1958-59	41,000				

*Average estimated total "List Price" for 52-week buy
 †Average raised considerably by Ford "Startime" shows
 SPONSOR survey, fall 1960.

‡Includes panel, interview and game shows
 §Includes cartoon series



**U.S. average tv viewing
in February 1961 was
6:08 hours daily. This is
16 minutes more than the
previous February record**

Nielsen estimated February viewing in 1961 at 6:08 hours compared with 5:52 the previous year. Their January-February average for 1961 was 6:04 per home per day and the range was from 5:47 in the south to 6:56 in the east central region. Fluctuation by county size ranged from 5:29 to 6:17 between D & A counties.

TALL TOWER... TALL PERFORMANCE!

Maximum Power



Photo by Van Brocato

WLBT's vast "Tall Tower" coverage keeps Southern folks informed and entertained.

From high atop its 1579-foot effective height Tall Tower, WLBT beams quality programming to one of America's most dynamic growth markets.



With a far-reaching coverage area doubling that of Station 'B', WLBT serves the amusement and information needs of more than a quarter-million Southern homes.

Folks in Mississippi, Louisiana and Arkansas know WLBT. As evidence, your attention is invited to any Nielsen or ARB area-wide survey. WLBT boasts unquestioned dominance in the top twenty shows...and, incidentally, is the lowest cost-per-thousand TV buy in the United States.



Represented Nationally by
GEO. P. HOLLINGBERRY

4. TV COSTS

Average cost and cost-per-thousand of network programing

GROSS PROGRAM COSTS

Program type	No. series	Weekly total	Average cost
Situation comedy	27	\$1,205,000	\$44,628
Mystery-crime (hr.)	14	1,132,100	80,864
Mystery-crime (½ hr.)	1	65,000	65,000
Adventure (hr.)	9	788,700	87,633
Adventure (½ hr.)	2	74,000	37,000
Westerns (hr.)	9	743,000	82,555
Westerns (½ hr.)	4	157,000	39,250
Anthology drama (hr.)	7	575,200	82,171
Anthology drama (½ hr.)	3	124,000	41,333
Variety (hr.)	5	550,800	110,160
Music (hr.)	3	265,000	88,333
Comedy (½ hr.)	4	234,500	58,625
And. Partic-panel	4	102,000	25,500
Sports	2	70,000	35,000
Public affairs (hr.)	1	50,000	30,000
Public affairs (½ hr.)	2	57,000	28,500
Total	97	\$6,193,000	

SPONSOR estimates for fall 1961, assuming plus-26 week run sold out.

20 SHOWS WITH LOWEST CPM

Program	Network	CPM (time & talent)
Wagon Train	NBC	\$2.21
Gunsmoke	CBS	2.31
Price Is Right	NBC	2.49
Have Gun Will Travel	CBS	2.59
77 Sunset Strip	ABC	2.80
Bonanza	NBC	2.82
Checkmate	CBS	2.89
Perry Mason	CBS	2.89
Real McCoys	ABC	3.04
Lawrence Welk	ABC	3.04
Maverick	ABC	3.05
Untouchables	ABC	3.10
Laramie	NBC	3.10
Rawhide	CBS	3.13
Cheyenne	ABC	3.14
Candid Camera	CBS	3.28
What's My Line	CBS	3.29
Hawaiian Eye	ABC	3.30
Lawman	ABC	3.33
Outlaws	NBC	3.33

Source: NTI, four weeks ending 16 October 1960. Average cpm for all shows was \$4.38.

Winter/Summer exposure to four media compared

AVERAGE DAILY EXPOSURE, SUMMER-WINTER 1960-1961

	Number of People (000)	Total Time Spent (millions of hours)
TELEVISION		
June, 1960	88,354	246.91
July, 1960	84,416	243.05
August, 1960	82,233	247.44
November, 1960	93,546	280.31
December, 1960	93,897	281.85
January, 1961	96,593	288.74
RADIO		
June, 1960	75,757	183.27
July, 1960	82,865	203.68
August, 1960	85,099	203.58
November, 1960	74,835	150.56
December, 1960	73,216	148.87
January, 1961	72,335	146.57
NEWSPAPERS		
June, 1960	107,400	67.54
July, 1960	108,504	67.76
August, 1960	107,941	68.25
November, 1960	109,928	71.97
December, 1960	108,755	70.85
January, 1961	107,956	70.61
MAGAZINES		
June, 1960	39,515	25.27
July, 1960	40,046	27.55
August, 1960	39,656	27.26
November, 1960	39,605	26.25
December, 1960	37,064	24.70
January, 1961	39,188	26.30

Media exposure figures calculated by Sindlinger & Company, market analysts, on the basis of national probability samples in personal interviewing. The company points out that in using these data it would be statistically correct to average the figure for the summer months, to derive a summer month average, and similarly to average the winter month figures.

4. TV COSTS

The cost of live sports coverage on three networks, 1961-62

ABC TV

EVENT	TOTAL COST
Sat. Night Fights	\$7,000,000
Sat. Sports Specials	3,200,000
American League Football	6,000,000
NCAA Football	6,100,000
Post-fight programs	1,300,000
All-Star Football	375,000
Bing Crosby Golf	250,000
Miscellaneous	2,000,000
TOTAL ABC TV	\$26,225,000

CBS TV

EVENT	TOTAL COST
National League Football	\$10,800,000
NFL Championship Game	850,000
Baseball Game of Week	6,000,000
Sunday Sports Specials	3,500,000
Masters Tournament	275,000
Triple Racing Crown	350,000
Orange Bowl	400,000
Cotton Bowl	350,000
Blue Bonnet Bowl	250,000
Gator Bowl	250,000
PGA Tournament	250,000
Miscellaneous	3,000,000
TOTAL CBS TV	\$26,275,000

NBC TV

EVENT	TOTAL COST
Baseball Game of Week	\$7,600,000
Pro Basketball	7,000,000
World Series	3,800,000
All-Star Games (2)	1,200,000
Rose Bowl	700,000
Sugar Bowl	700,000
National Tennis	350,000
Liberty Bowl	300,000
Blue-Gray Game	250,000
National Open Golf	250,000
NIT Games (2)	250,000
Senior Bowl	225,000
East-West Game	200,000
Pre-game shows	200,000
Miscellaneous	1,500,000
TOTAL NBC TV	\$24,525,000
GRAND TOTAL	\$77,025,000

*Includes time, talent, rights, production and cable costs, SPONSOR survey June 1961.

How much talent costs in network programs

WEEKLY TALENT COSTS BY SHOW TYPE

PROGRAM TYPE	NUMBER OF SHOWS	WEEKLY TALENT COSTS
SITUATION COMEDY	25	\$950,000
WESTERNS (1 hr.)	8	690,000
WESTERN (1/2 hr.)	14	570,000
SUSPENSE (1 hr.)	10	790,000
SUSPENSE (1/2 hr.)	5	210,000
ANTHOLOGY-DRAMA (1 hr.)	4	310,000
ANTHOLOGY-DRAMA (1/2 hr.)	7	290,000
QUIZ-GAME-PANEL	8	260,000
ADVENTURE (1 hr.)	7	640,000
ADVENTURE (1/2 hr.)	4	160,000
COMEDY-VARIETY	6	520,000
MUSICAL-VARIETY	4	450,000
PUBLIC AFFAIRS	7	180,000
SPORTS	3	90,000
TOTAL	112	\$6,100,000

SPONSOR survey, fall 1960.

Advertising and program-cost estimator

SPOT TV

Nighttime

Number markets	Per ann. prime night time		Per ann. late night time	
	52 Times	Max. discount	5-6-7 Plan	10-12-14 Plan
Top 3 markets	\$ 4,718	\$ 4,718	\$ 2,232	\$1,747
Top 10 markets	8,758	8,248	3,849	3,172
Top 20 markets	11,951	11,020	5,140	4,310
Top 50 markets	18,614	16,916	7,737	6,548
Top 100 markets	24,444	21,872	9,893	8,393
Top 150 markets	27,939	24,795	11,411	9,664

Daytime

Number markets	52 Times		260 Times	
			5-6-7 Plan	10-12-14 Plan
Top 3 markets	\$ 1,315	\$1,210	\$1,107	\$ 818
Top 10 markets	2,655	2,486	2,086	1,583
Top 20 markets	3,735	3,482	2,921	2,321
Top 50 markets	6,207	5,651	4,878	3,939
Top 100 markets	8,675	7,778	6,868	5,575
Top 150 markets	10,289	9,147	8,206	6,701

1960 estimates by the Compton agency.

PROGRAMS

Nighttime half-hour

Time plus talent

Network	No. stations	Minimum discount	Maximum discount
ABC TV	185	\$109,646	\$ 95,741
CBS TV	200	118,563	107,837
NBC TV	190	116,285	102,444

Daytime quarter-hour

Time plus talent

	Straight rate		25% of hourly rate	
	No. discount	Maximum discount	No. discount	Maximum discount
ABC TV	\$19,203	\$12,521	\$12,940	\$ 8,764
CBS TV	28,886	22,290	18,991	14,868
NBC TV	28,864	20,955	18,978	14,035

1960 estimates by the Compton agency.

TV BASICS

section

5

TV COLOR

Audience, advertisers and broadcasters

Color commercials, programs, and impact; audience composition

**COLOR COMMERCIALS
IN COLOR PROGRAMS
(WLW CROSLY STUDY MAY, 1960)**

	B/W Sets	Color Sets	Color Advantage
<i>Rating</i>	24	44	+83
<i>% viewers correctly recalling each commercial</i>	44	59	+34

**COLOR COMMERCIALS
IN B/W PROGRAMS
(NBC STUDY JANUARY 1961)**

	B/W Sets	Color Sets	Color Advantage
<i>Rating*</i>	25	33	+32
<i>% viewers who reported seeing Salem commercial</i>	52	60	+15

*NOTE: The rating advantage in color homes is probably attributable to the line-up of two color programs immediately following the test black and white program, Wagon Train.

DISTRIBUTION OF COLOR TV HOMES, U.S. HOMES BY OCCUPATION

Occupation	Color Owners*	U.S.**
<i>Professional</i>	13%	10%
<i>Proprietors, Managers, Officials</i>	48%	10%
<i>Clerical, Sales</i>	13%	19%
<i>Draftsmen, Foremen</i>	14%	12%
<i>Retired, Unemployed</i>	11%	6%
<i>Not Reported</i>	1%	---
<i>Other—Agriculture</i>	---	9%
<i>Service</i>	---	8%
<i>Household</i>	---	3%
<i>Laborers</i>	---	6%

*Survey of Color Television, Market Facts, Inc., December 1959.
**Bureau of Census, Population Reports, 20 June, 1960.

NUMBER OF VIEWERS PER 100 TV HOMES

	Black and White	Color	Color Advantage
<i>BOSTON</i>	37	84	+127%
<i>CHICAGO</i>	37	72	+ 95%
<i>OMAHA</i>	40	86	+115%
<i>MILWAUKEE</i>	54	115	+113%
<i>PHILADELPHIA</i>	53	103	+ 94%

Trendex May 1959



G.A.C.
is in
television
with
both
feet!

...from top
talent
to
completely
packaged
shows!

The great performing and creative talents who are responsible for so many of television's past and present top rated successes can be found, in depth, at G.A.C. Performers, writers, producers, directors, musicians, composers, conductors, arrangers . . . all are available to you through G.A.C. to fill your every television requirement.

For a detailed run-down of the many-faceted television services of G.A.C., and how we can serve you best, we suggest you call.

DON W. SHARPE
President, GAC-TV

HERMAN RUSH
Vice-President, Sales



GENERAL ARTISTS CORPORATION
A Subsidiary of Baldwin-Montrose Chemical Company, Inc.
640 Fifth Avenue • New York 19, N.Y. • Circle 7-7543

New York • Beverly Hills • Chicago • London

Technical data on all stations equipped to originate

MARKET	STATION	LOCAL COLOR			MARKET DATA Color Sets	COLOR PROGRAMING		PRODUCE COLOR COMMERCIALS		NO. COLOR CAMERAS	
		Live	Film	Tape†		Hrs. Wkly.	Pgms. Wkly.	Yes	No	Film	Live*
Atlanta	WSB-TV		•		NA	0	0		•	NA	None
	WAGA-TV		•								
Baltimore	WBAL-TV		•								
	WMAR-TV		•		8,347	1	1		•	NA	None
Birmingham	WJZ-TV	•									
	WAPI-TV		•		4,000	0	0	NA	NA	NA	None
Boston	WHDH-TV	•	•		32,000	29*	22	•		**	4
Buffalo	WBEN-TV	•	•		10,000	2.5	5		•	**	1
Charlotte	WBTW	•	•	2	NA	.5	1		•	**	1
	WNBQ	•	•	4							
Chicago	WGN-TV	•	•								
	WLW-T	•	•	1*	46,000	21.3*	12	•		**	7
Cincinnati	WLW-C	•		*	25,000	8.5*	6		•	NA	None
	KRLD-TV		•		NA	.5	1		•	NA	None
Dallas	WFAA-TV		•		10,000	0*	0		•	**	1
	WBAP-TV	•	•	1	NA	16.3*	66	•		1	2*
Des Moines	WHO-TV		•	1	5,500	0	0		•	NA	None
Detroit	WWJ-TV		•		21,100	9.5	12		•	1	None
	WJBK-TV	•	•								
Fresno	KMJ-TV		•								
	KJEO-TV	•									
Houston	KPRC-TV		•		5,000	0	0		•	NA	None
	KTRK-TV		•		10,000	0	0		•	NA	None
Honolulu	KHVV-TV		•		NA	0	0		•	NA	None
Huntington	WSAZ-TV	•	•		25,000	2.8	4	•		**	1
	WFBM-TV	•	•	2	18,112	12	6	•		**	1
Indianapolis	WISH-TV		•		NA	.5	1		•	1	None
	WLW-I		•	*	15,000	9	7		•	**	2
Jackson, Miss.	WJTV		•								
Jacksonville	WFGA-TV	•	•	2	2,500	10.8*	30	•		**	2
Johnstown	WJAC-TV	•	•		NA	5.8	3		•	**	1
Kalamazoo	WKZO-TV		•								
Kansas City	WDAF-TV		•		8,000	1	1		•	1	None
	KCMO-TV	•	•		6,000	2.5	8		•	1	1
Lancaster	WGAL-TV	•	•								
Los Angeles	KRCA	•	•	18	NA	11.5*	43	•		**	2
	KNXT		•	4							
Lubbock	KTLA	•	•								
	KDUB-TV		•								
Madison	WISC-TV		•								
Miami	WCKT		•		10,000	1.5	1		•	1	None
	WTVJ	•	•								
Milwaukee	WTMJ-TV	•	•		12,184	6	6	•		**	3
	WISN-TV		•								
Minneapolis	KSTP-TV		•	1							
	WCCO-TV	•									
Nashville	WSM-TV		•								

NOTES: SOURCE: RCA and SPONSOR Survey, WCYB-TV, Bristol; KFSD-TV, San Diego; KARD-TV, Wichita; KFDX-TV, Wichita Falls; KXTV, Sacramento; KIRO-TV, Seattle; KPAR-TV, Sweetwater; WTVW, Evansville; KTVK, Phoenix and KGUN-TV, Tucson are also equipped to originate local color. Film includes slide facilities. *Indicates that station will increase its equipment and/or color programming during 1961. **In some cases, film chains may be included within the live camera column (i.e. total of live and film was submitted by stations). NA means no answer or no available information. Blank indicates station did not reply to SPONSOR's questionnaire. †Number of tape recorders. All stations listed can also rebroadcast network color.

local color broadcasts; market set-counts

MARKET	STATION	LOCAL COLOR			MARKET DATA Color Sets	COLOR PROGRAMING		PRODUCE COLOR COMMERCIALS		NO. COLOR CAMERAS	
		Live	Film	Tape†		Hrs. Wkly.	Pgms. Wkly.	Yes	No	Film	Live**
New Haven	WNHC-TV	•	•							**	1
	WDSU-TV	•	•		6,500	2	3		•		
New Orleans	WWL-TV	•	•		7,000	2	2		•	NA	None
	WNBC-TV	•	•	19							
New York	WCBS-TV	•	•	3							
	WAVY-TV	•	•	1							
Norfolk	WTAR-TV	•	•		1,000	0	0		•	1	1*
Oklahoma City	WKY-TV	•	•		5,000	2*	1		•	**	3*
Omaha	KMTV	•	•		11,000	10.5*	8		•	**	2
	WRCV-TV	•	•	2							
Philadelphia	WCAU-TV	•	•								
	WFIL-TV	•	•		NA	16	5		•	**	2
Phoenix	KOOL-TV	•	•								
Portland, Ore.	KGW-TV	•	•		5,000	3.5*	2		•	**	2
Quincy	WGEM-TV	•	•								
Raleigh	WRAL-TV	•	•		5,000	3	2		•	NA	None*
	WXEX-TV	•	•								
Richmond, Va.	WTVR	•	•								
	WSLS-TV	•	•		2,000	0*	0		•	NA	None*
Roanoke	WDBJ-TV	•	•		1,277	0*	0		•	NA	None
Rochester	WVET-TV	•	•								
Rockford	WREX-TV	•	•								
Sacramento	KCRA-TV	•	•								
Saginaw	WNEM-TV	•	•								
St. Louis	KSD-TV	•	•								
	KPLR-TV	•	•								
Salt Lake City	KCPX-TV	•	•								
San Antonio	WOAI-TV	•	•								
	KRON-TV	•	•								
San Francisco	KPIX	•	•								
	KTVU	•	•								
Schenectady	WRGB	•	•								
Seattle	KING-TV	•	•								
	KOMO-TV	•	•								
Shreveport	KSLA-TV	•	•		3,200	.5	1.3		•	1	None
	KHIQ-TV	•	•	1							
Sokane	KREM-TV	•	•								
Springfield, Mass.	WWLP-TV	•	•								
Syracuse	WSYR-TV	•	•		6,000	0	0		•	1	None
	WFLA-TV	•	•		5,000	0	0		•	NA	None
Tampa	WTVT	•	•		5,000	0	0		•	NA	None
Tulsa	KVOO-TV	•	•								
Ville City	KXJB-TV	•	•		700	0	0		•	NA	None
Washington, D. C.	WRC-TV	•	•		13,000	51*	51		•	**	2
	WTOP-TV	•	•								
Wilkes Barre	WBRE-TV	•	•	1	4,500	6	NA		•	1	1

NOTES: SOURCE: RCA and SPONSOR Survey, WCYB-TV, Bristol; KFSD-TV, San Diego; KARD-TV, Wichita; KFDX-TV, Wichita Falls; KNTV, Sacramento; KIRO-TV, Seattle; KPAR-TV, Sweetwater; WTVW, Evansville; KTVK, Phoenix and KGUN-TV, Tucson are also equipped to originate local color. Film includes slide facilities. †Indicates that station will increase its equipment and/or color programming during 1961. **In some cases, film chains may be included within the live camera column (i.e. total live and film was submitted by stations). NA means no answer or no available information. Blank indicates station did not reply to SPONSOR's questionnaire. †Number of live recorders. All stations listed can also rebroadcast network color.

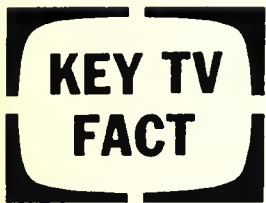
The color status of network affiliates

ABC

City	Station	City	Station	City	Station
Aberdeen, S. D.	KXAB-TV	Houston, Tex.	KTRK-TV	Scranton-Wilkes Barre, Pa.	WNEP-TV
Ada, Okla.	KTEN	Indianapolis, Ind.	WLW-I	Seattle, Wash.	KOMO-TV
Albany, Ga.	WALB-TV	Jackson, Miss.	WLBT	Shreveport, La.	KSLA-TV
Altoona, Pa.	WFBG-TV	Jacksonville, Fla.	WFGA-TV	Shreveport, La.	KTBS-TV
Asheville, N. C.-Green-ville-Spartanburg, S. C.	WLOS-TV	Jacksonville, Fla.	WJXT	Sioux City, Ia.	KTIV
Augusta, Ga.	WJBF	Joplin, Mo.	KODE-TV	Sioux City, Ia.	KVTV
Austin, Tex.	KTBC-TV	Kalamazoo, Mich.	WKZO-TV	Sioux Falls, S. D.	KELO-TV
Bangor, Me.	WABI-TV	Kansas City, Mo.	KMBC-TV	Sioux Falls, S. D.	KSOO-TV
Bangor, Me.	WLBZ-TV	Kearney, Neb.	KIHL-TV	Spokane, Wash.	KREM-TV
Baton Rouge, La.	WBRZ	Hays Center, Neb. (S)	KHPL-TV	Springfield, Mo.	KYTV
Beaumont, Tex.	KFDM-TV	Lake Charles, La.	KPLC-TV	Steubenville, O.	WSTV-TV
Big Springs, Tex.	KEDY-TV	Lebanon, Pa.	WLYH-TV	Sweetwater-Abilene, Tex.	KPAR-TV
Binghampton, N. Y.	WNBF-TV	Lima, O.	WIMA-TV	Syracuse, N. Y.	WHEN-TV
Birmingham, Ala.	WBRC-TV	Louisville, Ky.	WAVE-TV	Syracuse, N. Y.	WSYR-TV
Boise, Ida.	KTVB	Lubbock, Tex.	KDUB-TV	Temple, Tex.	KCEN-TV
Boston, Mass.	WNAC-TV	Macon, Ga.	WMAZ-TV	Terre Haute, Ind.	WTHI-TV
Bristol, Va.-Johnson City Tenn.	WCYB-TV	Madison, Wisc.	WKOW-TV	Texarkana, Ark.-Tex.	KTAL-TV
Buffalo, N. Y.	WKBW-TV	Meridian, Miss.	WTOK-TV	Thomasville, Ga.-Tallahassee, Fla.	WCTV
Casper, Wyo.	KTWO-TV	Miami, Fla.	WPST-TV	Toledo, O.	WSPD-TV
Charleston, S. C.	WUSN-TV	Milwaukee, Wisc.	WITI-TV	Traverse City, Mich.	WPBN-TV
Charleston, W. Va.	WCHS-TV	Monroe, La.	KNOE-TV	Tucson, Ariz.	KGUN-TV
Charlotte, N. C.	WSOC-TV	Montgomery, Ala.	WSFA-TV	Tyler, Tex.	KLTV
Charlotte, N. C.	WBTV	Muncie, Ind.	WLBC-TV	Utica, N. Y.	WKTV
Cincinnati, O.	WKRC-TV	New Haven, Conn.	WNHV-TV	Waco, Tex.	KWTX-TV
Cleveland, O.	WEWS	Norfolk, Va.	WVEC-TV	Washington, D. C.	WMAL-TV
Colorado Springs, Colo.	KRDO-TV	Oklahoma City-Enid, Okla.	KOCO-TV	Wausau, Wisc.	WSAU-TV
Columbia, S. C.	WIS-TV	Omaha, Neb.	KETV	Wichita, Kan.	KAKE-TV
Columbus, Ga.	WTVM	Parkersburg, W. Va.	WTAP-TV	Hays, Kans.	HAYS-TV
Corpus Christi, Tex.	KRIS-TV	Peoria, Ill.	WTVH	Wichita Falls, Tex.	KSWO-TV
Corpus Christi, Tex.	KZTV	Philadelphia, Pa.	WFIL-TV	Wilmington, N. C.	WECT
Dallas-Fort Worth, Tex.	WFAA-TV	Phoenix, Ariz.	KTVK	Winston-Salem, N. C.	WSJS-TV
Dayton, O.	WLW-D	Pittsburg, Kan.	KOAM-TV	Zanesville, O.	WIIH-TV
Des Moines, Ia.	WOI-TV	Pittsburgh, Pa.	WTAE		
Duluth, Minn.-Superior, Wis.	KDAL-TV	Plattsburgh, N. Y.-Burlington, Vt.	WPTZ		
Duluth-Superior, Wisc.	WDSM-TV	Providence, R. I.	WJAR-TV		
Durham-Raleigh, N. C.	WTVD	Providence, R. I.	WPRO-TV		
Eau Claire, Wisc.	WEAU-TV	Quincy, Ill.	WGEM-TV		
El Dorado, Ark.	KTVE	Quincy, Ill.-Hannibal, Mo.	KHQA-TV		
Erie, Pa.	WICU-TV	Raleigh, Cal.	WRAL-TV	Albany, N. Y.	W-TEN
Eugene, Ore.	KEZI-TV	Redding, Cal.	KVIP-TV	Albuquerque, N. M.	KCGM-TV
Evansville, Ind.	WTVW	Reno, Nev.	KOLO-TV	Altoona, Pa.	WFBG-TV
Fairmont, W. Va.	WJPB	Richmond, Va.	WRVA-TV	Atlanta, Ga.	WAGA-TV
Flint, Mich.	WJRT	Rochester, N. Y.	WVET-TV	Austin, Tex.	KTBC-TV
Fresno, Cal.	KJEO-TV	Rochester, N. Y.	WHIEC-TV	Baltimore, Md.	WMAR-TV
Grand Forks, N. D.	KNOX-TV	Rochester, N. Y.	WROC-TV	Bangor, Me.	WABI-TV
Grand Rapids, Mich.	WOOD-TV	Rockford, Ill.	WREX-TV	Baumont, Tex.	KFDM-TV
Green Bay-Marinette, Wisc.	WLUK-TV	Rock Island, Ill.	WIIF-TV	Binghampton, N. Y.	WNBF-TV
Greensboro, N. C.	WFMY-TV	Roswell, N. M.	KSWs-TV	Birmingham, Ala.	WBRC-TV
Greenville, N. C.	WNCT	Sacramento-Stockton, Cal.	KOVR	Boise, Idaho	KBOI-TV
Harrisburg, Pa.	WTPA	Salisbury, Md.	WBOC-TV	Boston, Mass.	WIIDH-TV
Harrisonburg, Va.	WSVA-TV	Salt Lake City, Utah	KCPX	Buffalo, N. Y.	WBEN-TV
Hattiesburg, Miss.	WDAM-TV	San Antonio, Tex.	KONO-TV	Burlington, Vt.	WCAX-TV
Honolulu, Hawaii	KHVH-TV	San Diego, Cal.-Tijuana, Mex.	XETV	Cape Girardeau, Mo.	KFVS-TV
		San Jose, Cal.	KNTV	Carlsbad, N. M.	KAVE-TV
		Santa Barbara, Cal.	KEY-T	Cedar Rapids-Warnerloo, Iowa	WMT-TV
		Savannah, Ga.	WTOC-TV	Champaign, Ill.	WCIA
		Savannah, Ga.	WSAV-TV	Charleston, S. C.	WCSC-TV
				Charlotte, N. C.	WBTV

CBS

Albany, N. Y.	W-TEN
Albuquerque, N. M.	KCGM-TV
Altoona, Pa.	WFBG-TV
Atlanta, Ga.	WAGA-TV
Austin, Tex.	KTBC-TV
Baltimore, Md.	WMAR-TV
Bangor, Me.	WABI-TV
Baumont, Tex.	KFDM-TV
Binghampton, N. Y.	WNBF-TV
Birmingham, Ala.	WBRC-TV
Boise, Idaho	KBOI-TV
Boston, Mass.	WIIDH-TV
Buffalo, N. Y.	WBEN-TV
Burlington, Vt.	WCAX-TV
Cape Girardeau, Mo.	KFVS-TV
Carlsbad, N. M.	KAVE-TV
Cedar Rapids-Warnerloo, Iowa	WMT-TV
Champaign, Ill.	WCIA
Charleston, S. C.	WCSC-TV
Charlotte, N. C.	WBTV



41 percent of color-tv families earn over \$15000. Their average is \$13123, against a U.S. average of \$5417

Nearly half the families owning color-tv sets had incomes of more than \$15,000, according to a December 1959 survey by Market Facts. The national average of +\$15,000 families was then three percent. Only nine percent of color-set owners had family incomes of less than \$5,000, compared with the national average of 45 percent. Fifty-one percent of color families owned two or more cars, against a 13 percent average.

Color status of network affiliates (continued)

City	Station	City	Station	City	Station
Chattanooga, Tenn.	WDEF-TV	Madison, Wisc.	WISC-TV	Syracuse, N. Y.	WHEN-TV
Cheyenne, Wyo.	KFBC-TV	Mason City, Ia.	KGLO-TV	Tallahassee, Fla.-	
Chicago, Ill.	WBBN-TV	Memphis, Tenn.	WREC-TV	Thomasville, Ga.	WCTV
Chico, Cal.	KHSL-TV	Meridian, Miss.	WTOK-TV	Tampa, Fla.	WTVT
Cincinnati, O.	WCPO-TV	Miami, Fla.	WTVJ	Terre Haute, Ind.	WTHI-TV
Cleveland, O.	WJW-TV	Minneapolis, Minn.	WCCO-TV	Toledo, O.	WTOL-TV
Columbia, S. C.	WNOK-TV	Mobile, Ala.	WKRG-TV	Topcka, Kans.	WIBW-TV
Columbus, Ga.	WRBL-TV	Monroe, La.	KNOE-TV	Tucson, Ariz.	KOLD-TV
Columbus, O.	WBNS-TV	Montgomery, Ala.	WCOV-TV	Tulsa, Okla.	KOTV
Corpus Christi, Tex.	KZTV	Nashville, Tenn.	WLAC-TV	Valley City, N. D.	KXJB-TV
Dallas, Tex.	KRLD-TV	New Orleans, La.	WWL-TV	Waco, Tex.	KWTX-TV
Dayton, O.	WHIO-TV	New York, N. Y.	WCBS-TV	Washington, D. C.	WTOP-TV
Decatur, Ala.	WMSL-TV	Norfolk, Va.	WTAR-TV	Wausau, Wisc.	WSAU-TV
Denver, Colo.	KLZ-TV	Oak Hill, W. Va.	WOAY-TV	Wichita Falls, Tex.	KSVD-TV
Des Moines, Ia.	KRNT-TV	Oklahoma City, Okla.	KWTV	Wichita-Hutchinson, Kan.	KTVH
Detroit, Mich.	WJBK-TV	Omaha, Neb.	WOW-TV	Yakima, Wash.	KIMA-TV
Duluth, Minn.	KDAL-TV	Orlando, Fla.	WDBO	Youngstown, O.	WKBN-TV
Durham, N. C.	WTVD	Ottumwa, Ia.	KTVO	Yuma, Ariz.	KIVA-TV
El Paso, Tex.	KROD-TV	Parkersburg, W. Va.	WTAP-TV		
Ensign, Kans.	KTVC	Pasco, Wash.	KEPR-TV	CBS EXTENDED MARKET PLAN AFFILIATES	
Ephrata, Wash.	KBAS-TV	Peoria, Ill.	WMBD-TV	Casper, Wyo.	KTWO-TV
Erie, Pa.	WSEE-TV	Philadelphia, Pa.	WCAU-TV	Decatur, Ala.	WMSL-TV
Eureka, Cal.	KIEM-TV	Phoenix, Ariz.	KOOL-TV	Elphrata, Wash. (S)	KBAS-TV
Evansville, Ind.	WEHT	Pittsburgh, Pa.	KDKA-TV	Goodland, Kan.	KBLR-TV
Florence, S. C.	WBTW	Portland, Me.	WCAN-TV		KGNS-TV
Ft. Smith, Ark.	KFSA-TV	Portland, Ore.	KOIN-TV		KLAS-TV
Ft. Wayne, Ind.	WANE-TV	Providence, R. I.	WPRO-TV	Ottumwa, Ia.	KTVO
Fresno, Cal.	KFRE-TV	Quincy, Ill.-Hannibal, Mo.	KHQA-TV	Parkersburg, W. Va.	WTAP-TV
Goodland, Kans.	KWHT-TV	Reno, Nev.	KOLO-TV	Rapid City, S. D.	KOTA-TV
Green Bay, Wis.	WBAY-TV	Richmond, Va.	WTVR	Sweetwater, Tex.	KPAR-TV
Greensboro-Winston- Salem, N. C.	WFMY-TV	Roanoke, Va.	WDBJ-TV		
Greenville, N. C.	WNCT	Rochester, N. Y.	WHEC-TV		
Harrisburg, Pa.	WHP-TV	Rochester, N. Y.	WVET-TV		
Harrisonburg, Va.	WSVA-TV	Rock Island, Ill.- Davenport, Ia.	WHBF-TV		
Hartford, Conn.	WTIC-TV	Sacramento, Cal.	KXTV		
Houston, Tex.	KHOU-TV	Saginaw, Mich.	WKNX-TV	Aberdeen, S. D.	KXAB-TV
Huntington-Charleston, W. Va.	WHTN-TV	St. Louis, Mo.	KMOX-TV	Abilene, Tex.	KRBC-TV
Indianapolis, Ind.	WISH-TV	Salinas-Monterey, Cal.	KSBW-TV	Albany, Ga.	WALB-TV
Jackson, Miss.	WJTV	Salisbury, Md.	WBOC-TV	Albuquerque, N. M.	KOB-TV
Jacksonville, Fla.	WJXT	Salt Lake City, Utah	KSL-TV	Alexandria, La.	KALB-TV
Joplin, Mo.	KODE-TV	San Antonio, Tex.	KENS-TV	Alexandria, Minn.	KCMT
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	San Diego, Cal.	KFMB-TV	Amarillo, Tex.	KGNC-TV
Kansas City, Mo.	KCMO-TV	San Francisco, Cal.	KPIX	Ardmore, Okla.	KXII
Knoxville, Tenn.	WBIR-TV	Savannah, Ga.	WTOC-TV	Atlanta, Ga.	WSB-TV
Lafayette, La.	KLFY-TV	Scranton, Pa.	WDAU-TV	Augusta, Ga.	WJBF
Lansing, Mich.	WJIM-TV	Seattle, Wash.	KIRO-TV	Austin, Tex.	KTBC-TV
Laredo, Tex.	KGNS-TV	Shreveport, La.	KSLA-TV	Bakersfield, Cal.	KERO-TV
Las Vegas, Nev.	KLAS-TV	Sioux City, Ia.	KVTV	Baltimore, Md.	WBAL-TV
Lewiston, Ida.	KLEW-TV	Sioux Falls, S. D.	KELO-TV	Bangor, Me.	WLBZ-TV
Little Rock-Pine Bluff, Ark.	KTHV	South Bend, Ind.	WSBT-TV	Baton Rouge, La.	WBRZ
Los Angeles, Cal.	KNXT	Spartanburg-Greenville, S. C.	WSPA-TV	Beaumont-Port Arthur, Tex.	KPAC-TV
Louisville, Ky.	WHAS-TV	Spokane, Wash.	KXLY-TV	Billings, Mont.	KGHL-TV
Lubbock, Tex.	KDUB-TV	Springfield, Mo.	KTTS-TV	Binghamton, N. Y.	WINR-TV
Big Spring, Tex. (S)	KEDY-TV	Steubenville, O.-Wheel- ing, W. Va.	WSTV-TV	Birmingham, Ala.	WAPI-TV
Lufkin, Tex.	KTRE-TV	Sweetwater-Abilene, Tex.	KPAR-TV	Bismarck, N. D.	KFYR-TV
Macon, Ga.	WMAZ-TV			Bluefield, W. Va.	WHIS-TV

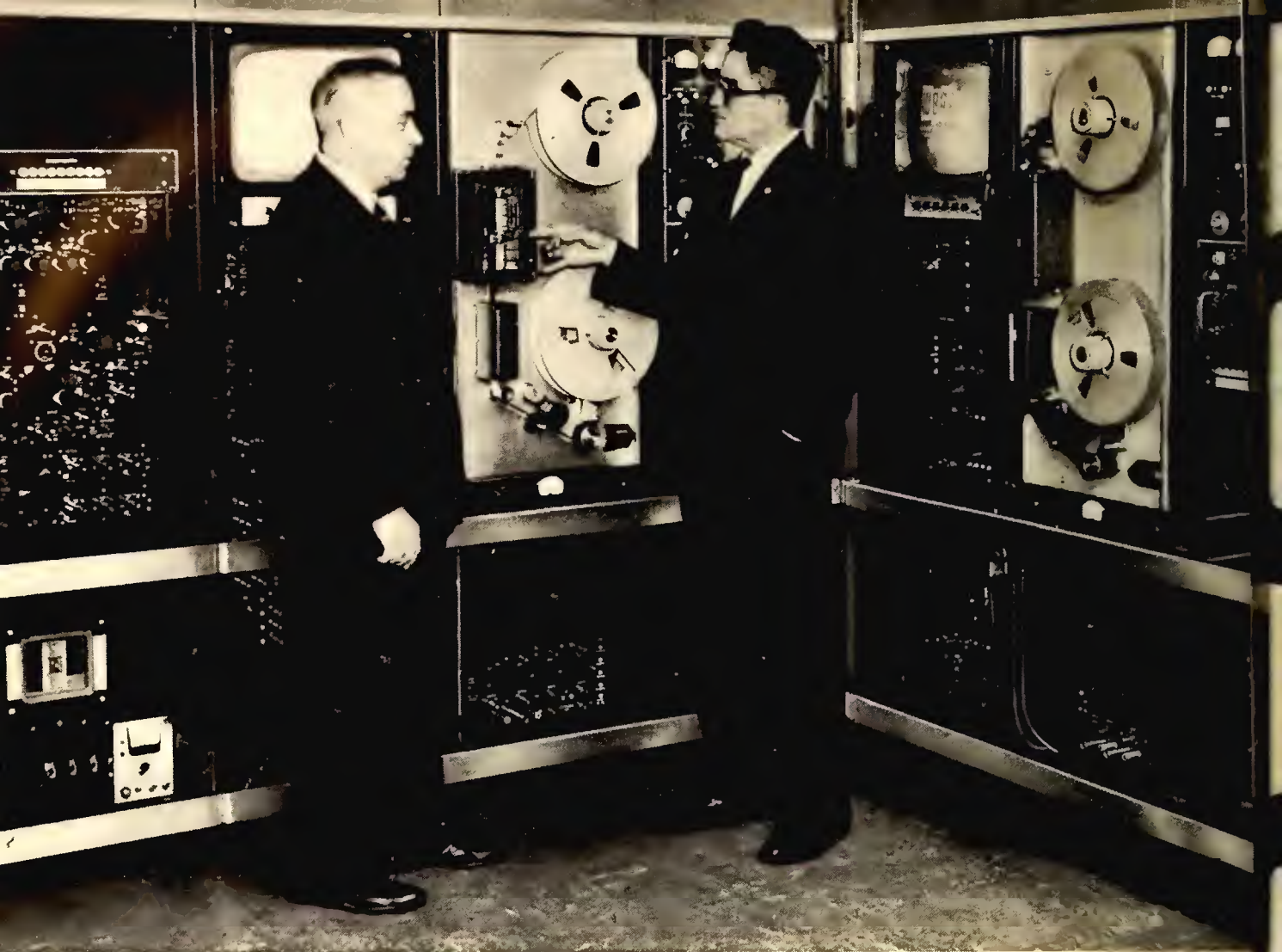
NBC

Aberdeen, S. D.	KXAB-TV
Abilene, Tex.	KRBC-TV
Albany, Ga.	WALB-TV
Albuquerque, N. M.	KOB-TV
Alexandria, La.	KALB-TV
Alexandria, Minn.	KCMT
Amarillo, Tex.	KGNC-TV
Ardmore, Okla.	KXII
Atlanta, Ga.	WSB-TV
Augusta, Ga.	WJBF
Austin, Tex.	KTBC-TV
Bakersfield, Cal.	KERO-TV
Baltimore, Md.	WBAL-TV
Bangor, Me.	WLBZ-TV
Baton Rouge, La.	WBRZ
Beaumont-Port Arthur, Tex.	KPAC-TV
Billings, Mont.	KGHL-TV
Binghamton, N. Y.	WINR-TV
Birmingham, Ala.	WAPI-TV
Bismarck, N. D.	KFYR-TV
Bluefield, W. Va.	WHIS-TV

City	Station	City	Station	City	Station
Boise, Ida.	KTVB	Lexington, Ky.	WLEX-TV	Santa Barbara, Cal.	KEYT
Boston, Mass.	WBZ-TV	Lima, O.	WIMA-TV	Savannah, Ga.	WSAV-TV
Bristol, Va.-Johnson City, Tenn.	WCYB-TV	Little Rock, Ark.	KARK-TV	Schenectady, N. Y.	WRGB
Buffalo, N. Y.	WGR-TV	Los Angeles, Cal.	KRCA	Seattle-Tacoma	KING-TV
Casper, Wyo.	KTWO-TV	Louisville, Ky.	WAVE-TV	Shreveport, La.	KTBS-TV
Charleston, S. C.	WUSN-TV	Lubbock, Tex.	KCBD-TV	Sioux City, Ia.	KTIV
Charlotte, N. C.	WSOC-TV	Lufkin, Tex.	KTRE-TV	Sioux Falls, S. D.	KSOO-TV
Chattanooga, Tenn.	WRGP-TV	Macon, Ga.	WMAZ-TV	South Bend, Ind.	WNDU-TV
Cheyenne, Wyo.	KFBC-TV	Madison, Wis.	WMTV	Spokane, Wash.	KHQ-TV
Chicago, Ill.	WNBQ	Memphis, Tenn.	WMTG	Springfield, Ill.	WICS
Cincinnati, O.	WLWT	Meridian, Miss.	WTOK-TV	Champaign-Urbana (S)	WCIU
Clarksburg, W. Va.	WBOY-TV	Miami, Fla.	WCKT	Springfield, Mass.	WWLP
Cleveland, O.	KYW-TV	Midland, Tex.	KMID-TV	Greenfield, Mass. (S)	WRLP
Columbia, S. C.	WIS-TV	Milwaukee, Wis.	WTMJ-TV	Springfield, Mo.	KYTV
Columbus, Ga.	WTVM	Minneapolis-St. Paul	KSTP-TV	St. Louis, Mo.	KSD-TV
Columbus, O.	WLWC	Mobile, Ala.	WALA-TV	Syracuse, N. Y.	WSYR-TV
Corpus Christi, Tex.	KRIS-TV	Montgomery, Ala.	WSFA-TV	Elmira, N. Y. (S)	WSYE-TV
Davenport, Ia.	WOC-TV	Muncie, Ind.	WLBC-TV	Tampa, Fla.	WFLA-TV
Dayton, O.	WLWD	Nashville, Tenn.	WSM-TV	Temple, Tex.	KCEN-TV
Daytona Beach, Fla.	WESH-TV	New Orleans, La.	WDSU-TV	Traverse City, Mich.	WPBN-TV
Decatur, Ala.	WMSL-TV	New York, N. Y.	WNBC-TV	Tucson, Ariz.	KVOA-TV
Denver, Colo.	KOA-TV	Norfolk, Va.	WAVY-TV	Tulsa, Okla.	KVOO-TV
Des Moines, Ia.	WHIO-TV	North Platte, Neb.	KNOP-TV	Tyler, Tex.	KLTV
Detroit, Mich.	WWJ-TV	Oklahoma City,	WKY-TV	Utica, N.Y.	WKTV
Duluth, Minn.	WDSM-TV	Omaha, Neb.	KMTV	Washington, D. C.	WRC-TV
Eau Claire, Wis.	WEAU-TV	Ottumwa, Ia.-Kirksville, Mo.	KTVO	Washington, N. C.	WITN
El Dorado, Ark.	KTVE	Paducah, Ky.	WPSD-TV	Waterloo, Ia.	KWWL-TV
El Paso, Tex.	KTSM-TV	Palm Beach, Fla.	WPTV	Wasau, Wis.	WSAU-TV
Eric, Pa.	WICU-TV	Parkersburg, W. Va.	WTAP-TV	Wheeling, W. Va.	WTRE-TV
Eugene, Ore.	KVAL-TV	Peoria, Ill.	WEEK-TV	Wichita, Kan.	KARD-TV
Evansville, Ind.	WFIE-TV	La Salle, Ill. (S)	WEEQ-TV	Wichita Falls, Tex.	KFDX-TV
Fargo, N. D.	WDAY-TV	Philadelphia, Pa.	WRCV-TV	Wilkes-Barre, Pa.	WBRE-TV
Ft. Dodge, Ia.	KQTV	Phoenix-Mesa, Ariz.	KVAR	Wilmington, N. C.	WECT
Ft. Smith, Ark.	KFSA-TV	Pittsburg, Kan.	KOAM-TV	Winston-Salem, N. C.	WSJS-TV
Ft. Wayne, Ind.	WKJG-TV	Pittsburgh, Pa.	WIIC	Yakima, Wash.	KIMA-TV
Ft. Worth, Tex.	WBAP-TV	Plattsburgh, N. Y.- Burlington, Vt.	WPTZ	Ephrata, Wash. (S)	KBAS-TV
Fresno, Calif.	KMJ-TV	Pocatello, Ida.	KTLE	Lewiston, Ida. (S)	KLEW-TV
Grand Rapids	WOOD-TV	Portland, Me.	WCSH-TV	Pasco, Wash. (S)	KEPR-TV
Great Bend, Kan.	KCKT-TV	Portland, Ore.	KGW-TV	Youngstown, O.	WFMJ-TV
Garden City, Kan. (S)	KGLD-TV	Providence, R. I.	WJAR-TV	Yuma, Ariz.	KIVA
McCook, Neb. (S)	KOMC-TV	Pueblo-Colorado Springs, Colo.	KCSJ-TV	Zanesville, O.	WHIZ-TV
Green Bay, Wis.	WFRV-TV	Quincy, Ill.	WGEM-TV		
Greenville, S. C.	WFBC-TV	Raleigh, N. C.	WRAL-TV		
Harrisonburg, Va.	WSVA-TV	Redding, Cal.	KVIP-TV		
Hartford, Conn.	WHNB-TV	Reno, Nev.	KOLO-TV		
Hastings, Neb.	KHAS-TV	Richmond, Va.	WXEX-TV		
Hattiesburg, Miss.	WDAM-TV	Roanoke, Va.	WSLS-TV		
Houston, Tex.	KPRC-TV	Rochester, Minn.	KROC-TV		
Huntington, W. Va.	WSAZ-TV	Rochester, N. Y.	WROC-TV		
Indianapolis, Ind.	WFBM-TV	Rockford, Ill.	WTVO		
Jackson, Miss.	WLBT	Roswell, N. M.	KSWB-TV		
Jacksonville, Fla.	WFGA-TV	Sacramento, Cal.	KCRA-TV		
Johnstown, Pa.	WJAC-TV	Saginaw-Bay City	WNEM-TV		
Kansas City, Mo.	WDAF-TV	Salinas-Monterey	KSBW-TV		
Knoxville, Tenn.	WATE-TV	Salt Lake City	KCPX-TV		
Lake Charles, La.	KPLC-TV	San Antonio, Tex.	WOAI-TV		
Lancaster, Pa.	WGAL-TV	San Diego, Cal.	KFSD-TV		
Lansing-Onondaga, Mich.	WILX-TV	San Francisco	KRON-TV		
Laredo, Tex.	KGNS-TV				
Las Vegas, Nev.	KLRJ-TV				

Independents

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



"60 color commercials a month prove the quality of RCA TV Tape!"

—says Roy Bacus, Station Manager, WBAP-TV, Fort Worth

"How did we ever get along without RCA TV Tape!" he adds. It makes possible special telecasts which can be done at the convenience of clients and talent. It facilitates special promotions, program intros and closes. And it helps us do a better overall production job.

"Besides all this, color really impresses our advertisers. Color sets are on the increase and our advertisers like the extra impact they get from color. This is especially true of food, toy and department stores. We've jumped from 17 to about 60 color commercials a month. This proves we get the finest performance from our two RCA Color Recorders!"

RCA TV Tape Recorders are ideal for station use. They are designed for color and part of a completely matched

line of equipment. Unique RCA features include multiple monitoring checks for the very best picture . . . unequalled in sharpness and color realism. And precise headwheel interchangeability makes it possible to get uniform quality time after time.

Incidentally, it's these color design features that make the RCA Tape Recorder best for monochrome.

If you're looking for this *performance plus* in your commercials, you'll find the answer in RCA tape equipment. Call your nearest RCA Representative, with complete assurance, for the finest in equipment and service. Write to RCA, Broadcast and Television Equipment Dept. Z-264, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

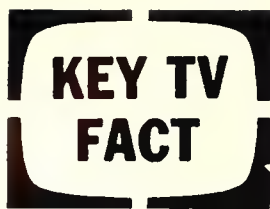
TV BASICS

section

6

TV TAPE AND FILM

Equipment, programs and distributors



Expenditure on national and regional spot TV increased by 7.9 percent in 1960, to a total of \$616,701,000

In the 1960 gross spot time billings the biggest spender was the food and grocery section, which accounted for \$165,188,000. Cosmetics and toiletries were next at \$56,623,000 followed by ale, beer and wines (\$48,778,000) and drug products (\$46,693,000). The leading advertiser was Procter & Gamble with \$44,084,440 gross, compared with \$45,046,000 in 1949. (Source: TvB-Rorabaugh).

Syndicated programs and major advertisers

BIG REGIONAL AND NATIONAL SPOT SPENDERS

BEER

Advertiser	Agency	Program	No. of markets	Distributor
Budweiser	D'Arcy	Third Man	100	NTA
Carling	B&B	Jim Baekus	67	CNP
Jax	DCS&S	King of Diamonds	18	Ziv-UA
Stroh	ZK&C	Tombstone Territory	20	Ziv-UA
Hamm's	C-M	Tightrope	16	Screen Gems
Piel's	Y&R	King of Diamonds	5	Ziv-UA
Piel's	Y&R	Main Event	5	TPI
Schmidt	Maxon	King of Diamonds	10	Ziv-UA

FOOD

Lay's Potato Chips	LNB&L	Deputy Dawg	45	CBS Films
Blue Plate	Fitzgerald	Brothers Brannagan	35	CBS Films
H.P. Hood	K&E	Jim Baekus	10	CNP
Sweets Co.	Eisen	Funny Manns	50	CNP
Post Cereals	B&B	Diek Tracy	100	TPI
Gordon Foods	KW&S	Art Linkletter	50	PTI
American Stores	G&R	Brothers Brannagan	6	CBS Films
Savannah Sugar	Wyatt	Ripeord	7	Ziv-UA
Kellogg's (nat'l spot)	Burnett	Huckleberry Hound	180	Screen Gems
Kellogg's	Burnett	Quick Draw McGraw	180	Screen Gems
Kellogg's	Burnett	Yogi Bear	130	Screen Gems

GASOLINE

Conoco	B&B	Blue Angels	68	CNP
Standard-Chevron	BBDO	Sea Hunt	23	Ziv-UA
Standard of Indiana	D'Arcy	Brothers Brannagan	9	CBS Films

TOBACCO

American Tobacco	BBDO	Lock Up	53	Ziv-UA
Duke	McC-E	Sea Hunt	6	Ziv-UA

AUTOMOTIVE

Studebaker-Lark	D'Arcy	Mr. Wilbur & Ed	110	Filmways-MCA
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OTHERS

U. S. Borax (nat'l spot)	McC-E	Death Valley Days	68	McC-E
Pacific Gas & Electric	BBDO	Best of the Post	10	ITC
Michigan Bell Telephone	N. W. Ayer	Rendezvous	5	CBS Films
Ideal Toy	Grey	Funny Manns	50	CNP

Active syndicated shows and who distributes them

SYNDICATED FILM SERIES IN CURRENT CIRCULATION

SHOW	DISTRIBUTOR	SHOW	DISTRIBUTOR
Abbott & Costello	Sterling	Court of Last Resort	ABC Films
Adventure Theater	Sterling	Cowtown Rodeo	Official
Adventures of Kit Carson	MCA	Crime & Punishment	Collier Young
African Patrol	NTA	Crusader	MCA
Africa Now	Official	Cross Current	Official
Air Power	CBS Films	Danger is My Business	CNP
Almanac	Official	Dateline Europe	Official
Angel	CBS Films	Deadline	Flamingo
Annie Oakley	CBS Films	Decemher Bride	CBS Films
American Civil War	Trans-Lux	Decoy	Official
Americans at Work	NTA	Deputy Dawg	CBS Films
Amos 'n' Andy	CBS Films	Dial 999	Ziv-UA
Art Linkletter & the Kids	PTI	Dick Tracy	TPI
Assignment Foreign Legion	CBS Films	Diver Dan	ITC
Assignment: Underwater	NTA	Divorce Court	Storer
Badge 714	MCA	Dr. Hudson's Secret Journal	MCA
Beachcombers	Filmaster	Encyclopedia Britannica	Trans-Lux
Bengal Lancers	Screen Gems	Eve Arden	CBS Films
Best of the Post	ITC	Exclusive	ABC Films
Biff Baker, USA	MCA	Federal Men	MCA
Big Story	Official	Felix the Cat	Trans-Lux
Blue Angels	CNP	Flight	CNP
Bold Venture	Ziv-UA	Follow That Man	MCA
Boots & Saddles	CNP	Four Just Men	ITC
Boston Blackie	Ziv-UA	Frontier	CNP
Bowling Stars	Sterling	Funny Manns	CNP
Bozo the Clown	Jayark	Gene Autry	CBS Films
Brave Eagle	CBS Films	Glencannon	NTA
Brave Stallion	ITC	Grand Jury	NTA
Broken Arrow	ITC	Grand Ol Opry	Flamingo
Brothers, The	CBS Films	Gray Ghost	CBS Films
Brothers Brannagan	CBS Films	Greatest Headlines of Century	Official
Buccaneers	Official	Guy Lombardo	MCA
Buffalo Bill Jr.	CBS Films	Harbor Command	Ziv-UA
Bugs Bunny	UAA	Hawkeye	ITC
Burns & Allen	Screen Gems	Heckle & Jeckle	CBS Films
Californians	CNP	Henry & His Claymates	CNP
Cameo Theater	CNP	Highway Patrol	Ziv-UA
Cannonball	ITC	Honeymooners	CBS Films
Case of the Dangerous Robin	Ziv-UA	Hopalong Cassidy	CNP
Cases of Eddie Drake	CBS Films	Hour of Stars	NTA
Casey Jones	Screen Gems	Hunter	Official
Challenge	Ziv-UA	How to Marry a Millionaire	NTA
Champion	CBS Films	I Married Joan	Interstate
Championship Bowling	Schwimmer	Interpol	ITC
Cimmarron City	MCA	Invisible Man	Official
Cisco Kid	Ziv-UA	I Search for Adventure	Bagnall
Citizen Soldier	Flamingo	Ivanhoe	Screen Gems
Clutch Cargo	Bagnall	Jack Lalanne	Compton
Colonel Flack	CBS Films	Jeffery Jones	CBS Films
Colonel March	Official	Jeff's Collie	ITC
Consult Joyce Brothers	ABC Films	Jet Jackson	Screen Gems
Coronado 9	MCA	Jim Backus	CNP

SHOW	DISTRIBUTOR
John Gunther's High Road	ABC Films
Johnny Midnight	MCA
King of Diamonds	Ziv-UA
Laurel & Hardy	Governor
Lie Detector	KTTV, Los Angeles
Life of Riley	CNP
Life with Father	CBS Films
Little Rascals	Interstate
Lock Up	Ziv-UA
Looney Tunes	Seven Arts
Main Event	PTI
Major League Baseball	World Wide Tv
Mana	CBS Films
Man Behind the Badge	MCA
Man in Space	Ziv-UA
Man With A Camera	ABC Films
Man Without a Gun	NTA
Manhunt	Screen Gems
Medic	CNP
Meet McGraw	ABC Films
Melo-Tunes	UAA
Men of Annapolis	Ziv-UA
Man of Destiny	Storer
Miami Undercover	Ziv-UA
Mickey Spillane's Mike Hammer	MCA
Mr. Adams and Eve	CBS Films
Mr. District Attorney	Ziv-UA
Mister Magoo	TPI
My Little Margie	Official
M-Squad	MCA
Navy Log	CBS Films
New York Confidential	ITC
Night Court	Banner
Not for Hire	CNP
Notre Dame Football	WGN-TV
Nutty Squirrels	Flamingo
Our Miss Brooks	CBS Films
Our Hero	Official
Overland Trail	MCA
Overseas Adventure	Official
O. S. S.	Flamingo
Panic	CNP
People's Choice	ABC Films
Phil Silvers	CBS Films
Play of the Week	NTA
Playboy's Penthouse	Official
Playhouse 15	MCA
Police Station	Official
Pony Express	CNP
Popeye	King Features
Popeye	UAA
Pride of the Family	MCA
Ramar of the Jungle	ITC
Range Rider	CBS Films
Ray Milland	MCA
Rendezvous	CBS Films
Rescue 8	Screen Gems
Ripcord	Ziv-UA
Riverboat	MCA

SHOW	DISTRIBUTOR
Robin Hood	Official
Rocky Jones, Space Ranger	Official
Roller Derby	Roller Derby
Rosemary Clooney	MCA
Roy Rogers	Roy Rogers
San Francisco Beat	CBS Films
Scarlet Pimpernel	Official
Science Fiction Theater	Ziv-UA
Screen Director's Playhouse	Flamingo
Sea Hawk	Tv Marketeers
Sea Hunt	Ziv-UA
S. A. 7	MCA
Sergeant Preston	ITC
Sheriff of Cochise	NTA
Shotgun Slade	MCA
Silent Service	CNP
Sir Launcelot	Official
Sportfolio	Official
Spunky & Tadpole	Official
Staccato	MCA
Stage 7	ITC
Star Performance	Official
Star & the Story	Official
State Trooper	MCA
Supercar	ITC
Superman	Flamingo
Susie	ITC
Suspicion	MCA
Sweet Success	ITC
Sword of Freedom	Official
Tallahassee 7000	Screen Gems
Terrytoons	CBS Films
Third Man	NTA
This is Alice	NTA
This Man Dawson	Ziv-UA
Three Stooges	Screen Gems
Tightrope	Screen Gems
Tombstone Territory	Ziv-UA
Trackdown	CBS Films
Trouble with Father	Official
26 Men	ABC Films
Two Faces West	Screen Gems
U. S. Border Patrol	CBS Films
U. S. Marshal	NTA
Union Pacific	CNP
Victory at Sea	CNP
Vikings	Ziv-UA
Walter Winchell File	NTA
Wanted: Dead or Alive	CBS Films
Waterfront	Tv Marketeers
West Point	Ziv-UA
What Are the Odds	Official
Whirlybirds	CBS Films
Whiplash	ITC
Wild Bill Hickok	Screen Gems
Wolper Specials	Sterling
Wonders of the World	Caples
World of Giants	CBS Films
Youth Wants to Know	WBC

NATIONAL SPOT SHOWS

Death Valley Days	U. S. Borax/McCann Erickson	Quick Draw McGraw (Screen Gems)	Kellogg's/Burnett
Huckleberry Hound (Screen Gems)	Kellogg's/Burnett	Roy Rogers (Roy Rogers)	Nestle/McCann Erickson
Mr. Wilbur & Ed (Filmways)	Studebaker/D'Arcy	Yogi Bear (Screen Gems)	Kellogg's/Burnett

Features, new shows and children's programs

PRINCIPAL POST-1948 FEATURE FILM
PACKAGES IN TV DISTRIBUTION

PRODUCER	SYNDICATOR
COLUMBIA	SCREEN GEMS
FOREIGN (misc.)	FLAMINGO
LOPERT	UAA
MGM	MGM-TV
PARAMOUNT	COLORAMA
RKO	UAA
RANK	PTI
20TH CENTURY FOX	NTA
UA	UAA
WARNER BROS.	SEVEN ARTS ASSO.

HALF-HOUR SYNDICATION PROGRAMS
NEW IN 1961

FIRST RUNS:

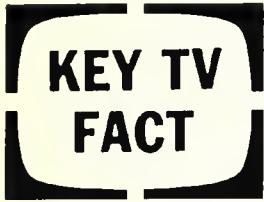
PROGRAM	DISTRIBUTOR
Beachcombers	Filmaster
King of Diamonds	Ziv-UA
Main Event	PTI
Ripcord	Ziv-UA
Sea Hawk	Tv Marketeers
Supercar	ITC
Whiplash	ITC

OFF NETWORK RE-RUNS

PROGRAM	DISTRIBUTOR
Angel	CBS Films
Broken Arrow	ITC
Challenge	Ziv-UA
Cimmaron City (60 min.)	MCA
December Bride	CBS Films
Man in Space	Ziv-UA
M-Squad	MCA
Matty's Funday Funnies	ABC Films
Overland Trail (60 min.)	MCA
Riverboat (60 min.)	MCA
Staccato	MCA
Suspicion (60 min.)	MCA
Tightrope	Screen Gems
Wanted: Dead or Alive	CBS Films

NEW CHILDREN'S PROGRAMS IN SYNDICATION

DISTRIBUTOR	PROGRAM	TYPE
ABC Films	Matty's Funday Funnies	Off-network re-run
CBS Films	Deputy Dawg	tv animation
CNP	Funny Manns	live action
Flamingo	Nutty Squirrels	tv animation
ITC	Supercar	marionette-live action
ITC	Diver Dan	marionette-live action
King Features	Popeye	tv animation
Seven Arts Associated	Looney Tunes	theatrical animation
TPI-UPA	Mister Magoo	tv animation
TPI-UPA	Dick Tracy	tv animation
Translux Tv	Felix the Cat	tv animation
UAA	Melo-Tunes	tv animation



22 of 26 major business groups spent an average of nine percent more on network tv in 1960 than in 1959

In an 11-month comparison of 1959 and 1960 the TvB noted that network spending rose from \$568 million to \$621 million. Categories which showed the greatest percentage increase were: Appliances, 27; automotive, 19; beer, 24; confections, 17; drugs, 12; entertainment, 134; gas and oil, 66; horticulture, 48; house furnishings, 48; industrial materials, 14; insurance 21; publishing, 405; toiletries, 9. Of the 26 major classifications only four business and industry groups spent less: building materials, office equipment, radio-tv and musical instruments, travel-hotels-resorts.

Videotape-equipped broadcasters and production studios

VTR'S		VTR'S		VTR'S	
ALABAMA		GEORGIA		WWJ-TV, Detroit 2	
Univ. of Alabama ETV Network ...	1	WAGA-TV, Atlanta	2	WMSB (Ed.), East Lansing	2
WSFA-TV, Montgomery	1	WETV (Ed.), Atlanta	2	WJRT, Flint	1
ARIZONA		WLW-A, Atlanta	1	WXYZ-TV, Detroit	2
KOOL-TV, Phoenix	2*	WGTV (Ed.), Athens	1	WNEM-TV, Saginaw	1
KTVK, Phoenix	2	WJBF-TV, Augusta	1	MINNESOTA	
KVAR-TV, Phoenix	2	WRBL, Columbus	1	KMSP-TV, Minneapolis	1
KUAT-TV (Ed.), Tucson	1	HAWAII		WCCO-TV, Minneapolis	2
KVOA-TV, Tucson	1	KGMB-TV, Honolulu	1	KTCA-TV (Ed.), St. Paul	1
KOLD-TV, Tucson	1	KONA, Honolulu	1	WTCN-TV, Minneapolis	2
ARKANSAS		KIIVH-TV, Honolulu	2	MISSISSIPPI	
KTVE, El Dorado	2	ILLINOIS		WJTV, Jackson	1
KARK-TV, Little Rock	1	ABC (WBKB), Chicago	10	WLBT, Jackson	1
CALIFORNIA		WBBM, Chicago	2	MISSOURI	
KBAK-TV, Bakersfield	1	WGN-TV, Chicago	4	KCMO-TV, Kansas City	2
KHJ-TV, Los Angeles	2	WNBQ, Chicago	4*	WDAF-TV, Kansas City	2
KTTV, Los Angeles	4	WTTW (Ed.), Chicago	2	KMBC, Kansas City	2
KCOP-TV, Los Angeles	4	WTVO, Rockford	1	KETC (Ed.), St. Louis	1
KTLA-TV, Los Angeles	5	WILL-TV (Ed.), Urbana	1	KMOX-TV, St. Louis	2
KNXT-TV, Los Angeles	2	INDIANA		KPLR, St. Louis	2
ABC, Los Angeles	12	WISH-TV, Indianapolis	2	KSD-TV, St. Louis	2
CBS, Los Angeles	12*	WNDU-TV, South Bend	2	KTVI, St. Louis	1
NBC, Los Angeles	6*	WTTV, Indianapolis	2	KYTV, Springfield	1
KCRA-TV, Sacramento	2	WLW-I, Indianapolis	1*	KOMU, Columbia	1
KVIE (Ed.), Sacramento	1	WANE, Ft. Wayne	1	NEBRASKA	
KFMB-TV, San Diego*	1	WPTA, Ft. Wayne	1	KUON-TV (Ed.), Lincoln	1
KTVU, San Francisco-Oakland	2	IOWA		WOW-TV, Omaha	1
KRON-TV, San Francisco	2	WOI, Ames	1	NEW HAMPSHIRE	
KPIX, San Francisco	2	WMT-TV, Cedar Rapids	1	WENH (Ed.), Durham	1
KQED-TV (Ed.), San Francisco	2	KDPS (Ed.), Des Moines	1	NEW MEXICO	
KGO-TV, San Francisco	2	KRNT, Des Moines	1	KOAT-TV, Albuquerque	1
KOVR-TV, Stockton	2	WHO-TV, Des Moines	1*	KGGM, Albuquerque	1
KXTV, Sacramento	2	KVTV, Sioux City	1	KNME-TV (Ed.), Albuquerque	1
*Stations XETV & TDC in Tijuana cover the San Diego area.		KANSAS		NEW YORK	
COLORADO		WIBW-TV, Topeka	1	WAST, Albany	1
KLZ-TV, Denver	2	KTVH-TV, Wichita	1	WNED (Ed.), Buffalo	1
KOA, Denver	2	KENTUCKY		WGR-TV, Buffalo	1
KRMA-TV (Ed.), Denver	1	WFPK-TV (Ed.), Louisville	1	WNTA, Newark-New York	2
KTVR, Denver	1	WHAS-TV, Louisville	2*	ABC, New York	10
CONNECTICUT		LOUISIANA		CBS, New York	20*
WTIC-TV, Hartford	2	WBRZ, Baton Rouge	2	NBC, New York	13*
WHNB, New Britain	1	WDSU-TV, New Orleans	2	WNEW-TV, New York	3
WHNC-TV, New Haven	2	WWL-TV, New Orleans	2	WOR-TV, New York	2
FLORIDA		WYES-TV (Ed.), New Orleans	1	WPIX, New York	2
WFGA-TV, Jacksonville	2*	WVUE, New Orleans	1	WROC, Rochester	1
WJCT (Ed.), Jacksonville	1	MARYLAND		WVET, Rochester	1
WTVJ, Miami	2	WJZ-TV, Baltimore	2	WHEC-TV, Rochester	1
WPST-TV, Miami	2	MASSACHUSETTS		WRGB, Schenectady	2
WTHS-TV (Ed.), Miami	2	WNAC, Boston	2	WSYR-TV, Syracuse	2
WEAR-TV, Pensacola	1	WBZ-TV, Boston	2	WHEN-TV, Syracuse	2
WEDU (Ed.), Tampa	1	WGBH (Ed.), Cambridge	3	NORTH CAROLINA	
WFLA-TV, Tampa	3	WRLP, Greenfield	1	WLOS, Asheville	2
WTVT, Tampa	3	WWLP-TV, Springfield	2	WUNC (Ed.), Chapel Hill	1
WUFT (Ed.), Gainesville	1	WHYN-TV, Springfield-Holyoke	1	WFMY-TV, Greensboro	1
WPTV, Palm Beach	1	MICHIGAN		WNCT, Greenville	2
WFSU-TV (Ed.), Tallahassee	2	WJBK-TV, Detroit	2	WRAL-TV, Raleigh	2
WDBO-TV, Orlando	1	WTVS-TV (Ed.), Detroit	1	WITN, Washington	1
WLOF-TV, Orlando	1			WECT, Wilmington	1

TAPE FACTS FOR TV ADVERTISERS

87% Of The U. S. TV Homes In The Top 300 Metropolitan Markets
Are Served By Tape-Equipped Stations

87 OF THE TOP 100 METROPOLITAN MARKETS ARE SERVED BY TAPE-EQUIPPED STATIONS (SHOWN IN BOLD-FACED TYPE)

Rank	Metropolitan Market & State	Rank	Metropolitan Market & State	Rank	Metropolitan Market & State	Rank	Metropolitan Market & State
1	New York, N. Y.	27	Portland, Ore.	50	Gary-Hammond-E. Chicago, Ind.	76	El Paso, Tex.
2	Los Angeles—Long Beach, Calif.	28	New Orleans, La.	51	Syracuse, N. Y.	77	Tacoma, Wash.
3	Chicago, Ill.	29	San Bernardino-Riverside-Ontario, Calif.	52	Honolulu, Hawaii	78	Beaumont-Port Arthur, Tex.
4	Philadelphia, Pa.	30	Tampa-St. Petersburg, Fla.	53	Akron, Ohio	79	Utica-Rome, N. Y.
5	Detroit, Mich.	31	Providence, R. I.	54	Youngstown, Ohio	80	Orlando, Fla.
6	Boston, Mass.	32	Louisville, Ky.	55	Toledo, Ohio	81	Lansing, Mich.
7	San Francisco-Oakland, Calif.	33	Dayton, Ohio	56	Allentown-Bethlehem-Easton, Pa.	82	Peoria, Ill.
8	Pittsburgh, Pa.	34	Indianapolis, Ind.	57	Oklahoma City, Okla.	83	Spokane, Wash.
9	Saint Louis, Mo.	35	Albany-Schenectady-Troy, N. Y.	58	Springfield-Holyoke, Mass.	84	Chattanooga, Tenn.
10	Washington, D. C.	36	Columbus, Ohio	59	Sacramento, Calif.	85	Johnstown, Pa.
11	Cleveland, Ohio	37	Hartford-New Britain, Conn.	60	Jacksonville, Fla.	86	Mobile, Ala.
12	Baltimore, Md.	38	San Antonio, Tex.	61	Omaha, Neb.	87	Davenport, Iowa-Rock Island-Moline, Ill.
13	Newark, N. J.	39	Jersey City, N. J.	62	Richmond, Va.	88	Duluth-Superior, Minn.
14	Minneapolis-St. Paul, Minn.	40	Birmingham, Ala.	63	Fall River-N. Bedford, Mass.	89	Bakersfield, Calif.
15	Buffalo, N. Y.	41	Bridgeport-Stamford-Norwalk, Conn.	64	Flint, Mich.	90	Charlotte, N. C.
16	Houston, Tex.	42	Phoenix, Ariz.	65	Tulsa, Okla.	91	Trenton, N. J.
17	Milwaukee, Wis.	43	New Haven-Waterbury-Meriden, Conn.	66	Nashville, Tenn.	92	Reading, Pa.
18	Paterson-Clifton-Passaic, N. J.	44	San Jose, Calif.	67	Salt Lake City, Utah	93	Huntington-Ashland, W. Va.
19	Seattle, Wash.	45	Fort Worth, Tex.	68	Knoxville, Tenn.	94	Des Moines, Iowa
20	Cincinnati, Ohio	46	Norfolk-Portsmouth, Va.	69	Wilkes-Barre & Hazleton, Pa.	95	Lancaster, Pa.
21	Dallas, Tex.	47	Memphis, Tenn.	70	Wilmington, Del.	96	Tucson, Ariz.
22	Kansas City, Mo.	48	Worcester, Mass.	71	Fresno, Calif.	97	Shreveport, La.
23	San Diego, Calif.	49	Rochester, N. Y.	72	Grand Rapids, Mich.	98	Little Rock-N. Little Rock, Ark.
24	Atlanta, Ga.			73	Harrisburg, Pa.	99	Albuquerque, N. M.
25	Miami, Fla.			74	Wichita, Kan.	100	Charleston, W. Va.
26	Denver, Colo.			75	Canton, Ohio		

332 INSTALLATIONS IN 28 FOREIGN COUNTRIES ARE EQUIPPED WITH TELEVISION TAPE RECORDERS

Argentina	6	Canada	77	W. Germany	37	Luxembourg	2	Philippines	2	United Kingdom	67
Australia	17	Denmark	4	Holland	2	Mexico	24	Puerto Rico	4	Venezuela	3
Austria	1	Eire	2	India	1	New Zealand	2	Spain	2	Yugoslavia	1
Belgium	2	Finland	4	Italy	12	Panama	2	Sweden	3		
Brazil	5	France	8	Japan	39	Peru	1	Switzerland	2		

25 STATIONS OFFER MOBILE TV TAPE RECORDING SERVICES

KOOL-TV	Phoenix, Ariz.	WPTV	Palm Beach, Fla.	WTTV	Indianapolis, Ind.	NBC	New York, N. Y.
KTVE	El Dorado, Ark.	WFLA-TV	Tampa, Fla.	WBRZ-TV	Baton Rouge, La.	WRGB	Schenectady, N. Y.
CBS	Los Angeles, Calif.	WTVT	Tampa-St. Petersburg, Fla.	KYTV	Springfield, Mo.	WNCT	Greenville, N. C.
NBC	Los Angeles, Calif.	WPST-TV	Miami, Fla.	KPLR-TV	St. Louis, Mo.	KXJB-TV	Fargo, N. Dak.
KTLA	Los Angeles, Calif.	KLWA	Atlanta, Ga.	WTCN-TV	Minneapolis, Minn.	WFAA-TV	Dallas, Tex.
KLZ-TV	Denver, Colo.	KHVV-TV	Honolulu, Hawaii	CBS	New York, N. Y.	KRGV-TV	Weslaco, Tex.
						WXEX-TV	Petersburg, Va.

Mobile VTR Facilities Also Available in England, France, Germany, Canada

25 FIRMS ARE INDEPENDENT TELEVISION TAPE PRODUCERS (Most of Whom Offer Mobile Services)

Mobile Video Tapes, Inc.	Los Angeles, Calif.	DGB Productions	Chicago (Skokie), Ill.	NTA Telestudios	New York, N. Y.	Vantel Broadcasting	Vancouver, B.C.
IVT	Los Angeles, Calif.	Teletape	Chicago, Ill.	Sports Network, Inc.	New York, N. Y.	Granada TV	Manchester, England
Red Skelton	Los Angeles, Calif.	Vicoa, Inc.	Chicago, Ill.	MVT Television, Inc.	New York, N. Y.	Tyne Tees	Newcastle, England
Glenn-Armistead	Los Angeles, Calif.	Peter DeMet Productions	Chicago, Ill.	Affiliated TV, Inc.	New York, N. Y.	TV Wales	Cardiff, Wales
Video Recording Tape Center	Los Angeles, Calif.	Gen. TV Network	Detroit, Mich.	Ray-Eye Productions	Kansas City, Mo.	ATV	London, England
		Videotape Productions of N.Y.	New York, N. Y.	Teletape, Inc.	Salt Lake City, Utah	Intercontinental TV	Paris, France
				Meridian Films	Toronto, Ontario	SWF	Baden-Baden, W. Germany

In addition, many TV stations offer independent production services

8 FACILITIES OFFER TAPE-TO-FILM TRANSFER SERVICES

Acme Film Labs	Los Angeles, Calif.	DGB Productions	Chicago (Skokie), Ill.	NTA Telestudios	New York, N. Y.	KRMA-TV	Denver, Colo.
General Film Labs	Los Angeles, Calif.	CBS	New York, N. Y.	WTVT	Tampa-St. Petersburg, Fla.	KUON-TV	Lincoln, Neb.
TTV	Los Angeles, Calif.	NBC	New York, N. Y.	KUAT	Tucson, Ariz.	KTCA-TV	St. Paul-Minneapolis, Minn.
Alpha-Cine Labs	Seattle, Wash.	Videotape Productions of N.Y.	New York, N. Y.	WUNC-TV	Chapel Hill, N. C.	Meridian Films	Toronto, Ontario
MTTW	Chicago, Ill.			WMVS-TV	Milwaukee, Wis.		

AND WHEREVER TV IS TAPED, CHANCES ARE 10 TO 1 IT'S DONE ON AN AMPEX TELEVISION TAPE RECORDER

Note: Information contained above is as of July 1, 1961 and applies to recorders of all makes, as far as possible. This listing merely indicates the possession of such equipment by the firms mentioned and does not constitute an offer of such facilities and service.

TM Ampex Corp.

AMPEX VIDEO PRODUCTS COMPANY • Box 3000, Redwood City, Calif.

Ampex of Canada Ltd., Rexdale, Ontario, Canada
Videotape* Television Recorders • Ampex-Marconi Mark IV Television Cameras



VTR'S

NORTH DAKOTA

KNJB, Fargo-Valley City 1

OHIO

WCET (Ed.), Cincinnati 1
 WLW-TV, Cincinnati 2*
 KYW, Cleveland 2
 WEWS-TV, Cleveland 2
 WJW-TV, Cleveland 2
 WOSU-TV (Ed.), Columbus 1
 WMUB (Ed.), Oxford 1
 WSPD (Ed.), Oxford 2
 WKBN, Youngstown 1

OKLAHOMA

KTEN-TV, Ada 1
 KETA-TV (Ed.), Oklahoma City 1
 WKY, Oklahoma City 2
 KOTV, Tulsa 1
 KVOO-TV, Tulsa 1

OREGON

KOAC-TV (Ed.), Corvallis 1
 KGW-TV, Portland 2
 KOIN-TV, Portland 2
 KPTV, Portland 1
 KOAP, Portland 1

PENNSYLVANIA

WFBG, Altoona 1
 WGAL, Lancaster 1
 WCAU, Philadelphia 2
 WFIL, Philadelphia 2
 WHYI-TV (Ed.), Philadelphia 1
 WRCV, Philadelphia 2*
 WHC, Pittsburgh 2
 WQED (Ed.), Pittsburgh 1

RHODE ISLAND

WJAR-TV, Providence 2
 WPRO-TV, Providence 1

SOUTH CAROLINA

WUSN-TV, Charleston 1
 WFBC-TV, Greenville 1

TENNESSEE

WKNO-TV (Ed.), Memphis 1
 WSM-TV, Nashville 2
 WSIX-TV, Nashville 2
 WLAC-TV, Nashville 2

TEXAS

KGNC-TV, Amarillo 1
 KFDA-TV, Amarillo 1
 KBMT, Beaumont 2
 KFDM-TV, Beaumont 1
 KEDY, Big Spring 1
 KRLD, Dallas 3
 WFAA-TV, Dallas 5
 KERA-TV (Ed.), Dallas 1
 KFTV, Fort Worth 2
 KGBT, Harlingen 1
 KHOU, Houston 2
 KPRC-TV, Houston 2
 KTRK-TV, Houston 2
 KUHT-TV (Ed.), Houston 1
 KDUB-TV, Lubbock 1
 KENS, San Antonio 1
 KONO-TV, San Antonio 2

VTR'S

WOAI-TV, San Antonio 2
 KFDX, Wichita Falls 1
 KSYD-TV, Wichita Falls 1

UTAH

KSL-TV, Salt Lake City 2
 KUED (Ed.), Salt Lake City 1
 KCPX, Salt Lake City 2
 KUTV-TV, Salt Lake City 2*

VIRGINIA

WVEC, Norfolk 1
 WTAR-TV, Norfolk 2
 WXEX-TV, Petersburg 1
 WRVA-TV, Richmond 2
 WDBJ-TV, Roanoke 1
 WSLS-TV, Roanoke 2

WASHINGTON

KIRO, Seattle 2
 KING, Seattle 2
 KTNT-TV, Tacoma 1
 KPEC-TV (Ed.), Tacoma 1
 KCTS (Ed.), Seattle 1
 KREM, Spokane 1
 KIMA-TV, Yakima 1

WEST VIRGINIA

WSAZ, Huntington 2
 WHTN, Huntington 1
 WOAY-TV, Oak Hill 1

WISCONSIN

WISC-TV, Madison 1
 WITI-TV, Milwaukee 2
 WJVS-TV (Ed.), Milwaukee 1
 WHA-TV (Ed.), Madison 1

DISTRICT OF COLUMBIA

WTTG-TV, Washington 2

**Independent Producers and
Production Companies
in U.S.A.****CALIFORNIA**

Mobile Video Tapes, L. A. 1
 Red Skelton, L. A. 2*
 ITV, Beverly Hills 2

ILLINOIS

D & B Productions, Skokie 3
 Tele-Tape Productions, Chicago 1
 VICOA, Inc., Chicago 2

MICHIGAN

Gen. Television Network, Detroit 2

MISSOURI

Ray-Eye Productions, Kansas City 2

NEW YORK

NTA-Telestudios, New York 5
 Gen. Television Network, N. Y. 2
 Affiliated TV, Inc., N. Y. 1
 Videotape Productions of N. Y., Inc. 4
 Sports Network, New York 6
 MVT Television, Inc., New York 3*

UTAH

Teletape, Inc., Salt Lake City 1

Station Representatives**NEW YORK**

Tv Advertising Representatives, N.Y. 1

VTR'S

Mobile Recording Services**ALABAMA**

Redstone Arsenal 2

ARIZONA

Ft. Huachuca 1
 KOOL-TV, Phoenix 1

CALIFORNIA

CBS, Los Angeles 2
 NBC, Los Angeles 2
 Mobile Video Tapes, Inc., L. A. 1
 IVT, Beverly Hills 2
 Red Skelton, L. A. 2*
 KTLA, L. A. 1
 KTTV, L. A. 1

FLORIDA

WFLA-TV, Tampa 1
 WPST, Miami 1
 WTVT, Tampa 1
 WPTV, Palm Beach 1

GEORGIA

Ft. Gordon 1
 WLW-A, Atlanta 1

HAWAII

KHVV-TV, Honolulu 1

ILLINOIS

D and B Productions, Skokie 1
 VICOA, Inc., Chicago 2
 Tele-Tape Productions, Chicago 1

INDIANA

WTTV, Indianapolis 2

LOUISIANA

WBRZ-TV, Baton Rouge 1

MASSACHUSETTS

Magna Productions, Boston 1

MICHIGAN

Gen. Television Network, Detroit 2

MISSOURI

KYTV, Springfield 1
 KPLR-TV, St. Louis 1

MINNESOTA

WTCN, Minneapolis 1

NEW YORK

Army Pictorial Center 1
 CBS, New York City 2
 NBC, New York City 1
 Sports Network, Inc. 3
 MVT Television, Inc. 3*
 Affiliated TV, Inc. 1
 WRGB, Schenectady 1

NORTH CAROLINA

WNCT, Greenville 1

NORTH DAKOTA

KXJB, Fargo-Valley City 1

TEXAS

WFAA-TV, Dallas 1

UTAH

Teletape, Inc., Salt Lake City 1

VIRGINIA

WXEX, Petersburg 1

*Color equipped
 Ampex Video Products, August 1961

Color and monochrome RCA tape units in current use

RCA TV TAPE RECORDER INSTALLATIONS

Station	Location	Monochrome	Color
KBTB	Denver, Colorado	2	
KCMC	Texarkana, Texas	1	
KDKA	Pittsburgh, Pennsylvania	3	
KFSD	San Diego, California	1	
KHQ	Spokane, Washington	1	1
KNOE	Monroe, Louisiana	1	
KOAM	Pittsburg, Kansas	1	
KOB	Albuquerque, New Mexico	2	
KOCO	Oklahoma City, Oklahoma	1	
KOKH	Oklahoma City, Oklahoma	1	
KOMO	Seattle, Washington	1	
KONA	Honolulu, Hawaii		1
KPAC	Port Arthur, Texas	1	
KPHO	Phoenix, Arizona	1	
KRGV	Weslaco, Texas	1	
KSLA	Shreveport, Louisiana	1	
KSTP	St. Paul, Minnesota	2	1
KTBC	Austin, Texas	1	
KTBS	Shreveport, Louisiana	1	
KTHV	Little Rock, Arkansas	1	
KTIV	Sioux City, Iowa	1	
KTSM	El Paso, Texas	1	
KTUL	Tulsa, Oklahoma	1	
KVII	Amarillo, Texas	1	
KWTV	Oklahoma City, Oklahoma	2	
KXLY	Spokane, Washington	1	
NBC	Burbank, California		10
NBC	New York, New York		8
WAFB	Baton Rouge, Louisiana	2	
WAVE	Louisville, Kentucky	1	
WAVY	Portsmouth, Virginia	1	1
WBAL	Baltimore, Maryland	2	
WBAP	Ft. Worth, Texas		2
WBAY	Green Bay, Wisconsin	1	
WBNS	Columbus, Ohio	1	
WBRC	Birmingham, Alabama	2	
WBRE	Wilkes-Barre, Pennsylvania		1
WBTV	Charlotte, North Carolina		2
WBTW	Florence, South Carolina	1	
WCHS	Charleston, West Virginia	1	
WCIA	Champaign, Illinois	1	
WCKT	Miami, Florida	2	

Station	Location	Monochrome	Color
WEHT	Evansville, Indiana	1	
WESH	Winter Park, Florida	2	
WFBM	Indianapolis, Indiana		2
WFIL	Philadelphia, Pennsylvania	1	
WHBQ	Memphis, Tennessee	2	
WHDH	Boston, Massachusetts		2
WIS	Columbia, South Carolina	1	
WISN	Milwaukee, Wisconsin	2	
WJXT	Jacksonville, Florida	2	
WKJG	Ft. Wayne, Indiana	1	
WMAR	Baltimore, Maryland	2	
WMAZ	Macon, Georgia	1	
WMCT	Memphis, Tennessee	2	
WMVS	Milwaukee, Wisconsin	1	
WOOD	Grand Rapids, Michigan	2	
WRC-TV	Washington, D. C.	2	
WSB	Atlanta, Georgia	2	
WSBT	South Bend, Indiana	1	
WSJV	Elkhart, Indiana	1	
WTAE	Pittsburgh, Pennsylvania	2	
WTEN	Albany, New York	1	
WTMJ	Milwaukee, Wisconsin	2	
WTOL	Toledo, Ohio	2	
WTOP	Washington, D. C.	3	
WTRF	Wheeling, West Virginia	1	
WTVD	Durham-Raleigh, N. C.	1	
WTVH	Peoria, Illinois	1	
WTVP	Decatur, Illinois	1	
WTVR	Richmond, Virginia	1	
WXGA	Waycross, Georgia	1	

EDUCATIONAL TV STATIONS

WEDU	Florida Education Commission St. Petersburg, Florida	1	
WTVS	Wayne State University Detroit, Michigan		2

Tv Production Studios	Location	Monochrome	Color
Mark Armistead	Hollywood, Calif.		2
Audio Devices	Glenbrook, Conn.	1	
Reeves Sound Studios	New York, N. Y.	5	4
Skelton Studios	Hollywood, Calif.		1
Tv Bureau of Adv.	New York, N. Y.		1
Video Tape Unlimited	New York, N. Y.	2	

RCA Industrial Electronic Products, July 1961

Station charges for tape recording facilities

STATIONS RANKED BY HIGHEST "PRIME HOUR" RATE

Station No.	Rate \$	Mkt. Status	No. Mach.	1-Min. Spot	Reh./Rec. Time	Over Time Chge.	1 Hour Pgm.
1.	4000	4-3	2	\$107.50/:30	STR	STR	\$215/Hr
2.	3000	3-3	2	\$ 50/Hr \$100/Hr nx	STR	STR	\$ 50/Hr \$300/Hr nx
3.	3000	3-3	2	\$100/Hr \$150/Hr nx	STR	\$ 50/:30	\$100/Hr \$150/Hr nx
4.	2700	4-4	2	\$ 50/:15 VTR Only	STR	\$ 40/:15 \$ 75/Nxt:30	\$165/Hr VTR Only
5.	2600	4-4	2	\$ 80/:30 VTR Only	STR	\$ 35/:15	\$150/Hr.
6.	2600	3-3	2	\$ 70/Spot \$100/Spot nx	N/S	N/S	\$176.25/Hr
7.	2400	3-3	3	\$ 72.50/:15	:30	\$ 50/:30	\$225/Hr
8.	2350	4-4	2	\$100/:15 nx	STR	\$ 75/:15	\$260/Hr nx VTR Only
9.	2200	3-3	2	\$ 75/:30	STR	\$ 30/:15	\$120/Hr
10.	2200	3-3	2	\$ 75/:15	STR	\$ 50/Hr	\$125/Hr
11.	2100	4-4	2	\$ 75.50/Spot	:30	\$ 10/:15	\$ 75/:30
12.	2100	4-4	2	\$ 20/Spot \$115/:15 nx VTR Only	:30	\$ 1/:01	\$ 75/:30 \$250/Hr nx VTR Only
13.	2000	3-3	2	\$ 30/Spot VTR Only \$ 15/Addtl Spot	1:00	\$ 10/:15	\$190/Hr
14.	1800	3-3	1	\$ 70/Spot	:30	\$ 25/:15	\$125/:30
15.	1732	3-3	2	\$100/Spot	:30	\$ 50/:15	\$300/:30
16.	1700	4-4	2	\$ 50/Spot	:30	\$ 25/:15	\$275/Hr
17.	1500	3-1	1	\$344/Hr	STR	\$321/Hr	\$344/Hr
18.	1500	2-2	1	\$ 50/Spot	:30	N/S	\$200/Hr
19.	1500	3-3	2	\$ 65/Spot Sgl Use \$ 90/Spot Unlmtd	:30	\$ 50/:15	\$150/:30 Sgl Use \$210/:30 Unlmtd
20.	1400	4-3	2	\$ 27.50/:15	STR	STR	\$110/Hr
21.	1400	3-1	1	\$ 50/:30	STR	\$200/Hr	\$100/Hr
22.	1350	3-3	2	\$ 65/:30	STR	\$ 30/:15	\$125/Hr
23.	1300	2-2	1	\$ 50/Spot \$100/3 Spot	:15 :45	\$ 25/:15	\$180/:30
24.	1300	2-2	2	\$ 40/:30	STR	\$ 18.75/:15	\$200/Hr
25.	1300	3-3	2	\$ 46/:30	STR	\$ 22/:15	\$ 90/Hr
26.	1300	4-4	2	\$ 50/Spot \$100/3 Spot	:30 1:15	\$ 25/:15	\$200/Hr
27.	1300	4-4	2	\$ 50/Spot \$100/4 Spot	:15 1:00	\$ 20/:15	\$175/Hr
28.	1300	2-2	3	\$ 40/:30	STR	\$ 18.75/:15	\$200/Hr
29.	1200	3-3	1	\$ 50 Hr Plus Tape	STR	\$ 25/:30	\$ 50/Hr
30.	1200	3-3	2	\$ 60/Spot \$ 15/Addtl Spot	:30	\$ 50/:15	\$200/Hr
31.	1200	4-4	1	\$ 50/Spot \$ 25/Addtl Spot	:30	\$ 50/:30	\$300/Hr
32.	1200	3-3	2	\$ 42/Spot \$100/Spot nx	:45	\$ 22/:15	\$253/Hr
33.	1200	3-3	2	\$ 36/Spot	:45	\$ 18/:15	\$215/Hr
34.	1150	2-2	1	\$ 50/:15 Max 2 Sp	:30	\$ 30/:15	\$140/Hr
35.	1100	3-3	1	\$ 25/Spot \$ 10/Addtl Spot	:20	\$ 15/:15	\$130/Hr
36.	1100	2-2	2	\$ 25/:15	STR	\$ 20/:15	\$ 85/Hr
37.	1100	3-3	2	\$ 50/:30	STR	\$ 25/:15	\$100/Hr

Station No.	Rate \$	Mkt. Status	No. Mach.	1-Min. Spot	Reh./Rec. Time	Over Time Chge.	1 Hour Pgm.
38.	1100	3-3	1	\$ 40 Spot	:45	\$ 20/:15	\$220 Hr
39.	1000	2-2	1	\$ 10 Spot	N/S	N S	\$150/:30 + Live
				\$ 30 Spot nx			Chge
40.	1000	2-2	1	\$150 Hr	STR	\$ 37.50/:15	\$150 Hr
41.	1000	3-3	1	\$ 33 Spot	:20	N S	N S
				\$ 60 3 Spot	1:00		
42.	1000	3-1	1	\$ 30 Spot	:15	\$ 40/:15	\$125 Hr
				\$ 60 3 Spot	:45		
43.	1000	2-2	2	\$ 25 Spot	:30	\$ 1/:01	\$ 60 :30
44.	1000	4-4	2	\$ 75 Spot	:30	\$ 35/:15	\$350 Hr
45.	1000	3-3	2	\$ 85/:30	STR	N S	\$150 Hr
46.	1000	3-3	2	\$ 25 Spot	:30	\$ 10/:15	\$200 Hr
				\$ 50 3 Spot	1:15		
47.	950	3-3	1	\$ 35 Spot	:30	\$ 15/:15	\$150/Hr
				\$ 90 3 Spot	1:30		
48.	950	3-3	2	\$ 50/:30	STR	\$ 70/:30	\$100 Hr
49.	950	3-3	1	\$ 35/Spot	:30	\$ 15/:15	\$150/Hr
				\$ 90 3 Spot	1:00		
50.	950	2-2	2	\$ 50/:30	STR	\$ 25/:15	\$250/Hr
51.	950	3-2	2	\$ 30/Spot	:30	N/S	\$150/Hr
52.	900	3-3	1	\$ 35/Spot	:15	\$ 10/:05	\$280/Hr
				\$ 25 Addtl Spot	:10		
53.	900	3-3	2	\$ 55/Spot	:30	\$ 1/:01	\$315/Hr
				\$110 3 Spot	1:00		
54.	900	4-4	2	\$ 30/Spot	:15	\$ 15/:15	\$150/Hr
				\$ 10/Addtl Spot	:15		
55.	900	1-1	1	\$ 15 Spot	N/S	N/S	\$ 75/Hr
56.	900	3-3	1	\$ 50/:15	STR	STR	\$125/Hr
57.	900	2-2	1	\$ 55/:45	STR	\$ 30/:15	\$ 85/Hr
58.	900	2-2	2	\$ 27.50/Spot	:30	\$ 15/:15	\$150/Hr
				\$ 50 3 Spot	1:00		
59.	900	3-3	2	\$ 25 Spot	:15	\$ 15/:15	\$150/Hr
60.	900	3-3	1	\$ 50/:15	STR	N/S	\$125/Hr
61.	900	2-2	1	\$ 30/:15	STR	\$ 30/:15	\$120/Hr
62.	875	2-2	2	\$ 25 Spot	:30	\$ 15/:15	\$150/Hr
				\$ 50 3 Spot	1:00		
63.	850	4-4	2	\$ 30 Spot	:15	\$ 15/:15	\$150/Hr
				\$ 45 3 Spot	:15ea		
64.	850	2-2	2	\$ 25/Spot	:30	\$ 20/:15	\$150 Hr
				\$ 60 3 Spot	1:00		
65.	825	3-3	2	\$ 35 Spot	:30	\$ 15/:15	\$150 Hr
				\$ 90 3 Spot	1:00		
66.	800	2-1	2	\$ 35/:15	STR	\$ 15/:15	\$ 80 Hr
67.	800	1-1	1	\$ 30.75 Spot	:30	\$ 20/:15	\$110/Hr
				\$ 46.12/ Spot nx			
68.	750	3-3	2	\$ 65 Spot	:30	\$ 45/:30	\$125 Hr
69.	750	3-3	1	\$ 15 Spot	:15	\$ 15/:15	\$ 90 Hr
70.	750	2-1	1	\$ 15 Spot	:15	\$ 10/:15	\$180 Hr
71.	750	3-3	1	\$ 20 Spot	:15	\$ 15/:15	\$120 Hr
				\$ 30 2 Spot	:30		
				\$ 60 Hr*	STR		
72.	750	3-3	2	\$ 40/:15	STR	\$ 20/:15	\$100 Hr
73.	725	2-2	1	\$ 60 :30	STR	\$ 30/:30	N S
				\$120 :30 nx	STR		
74.	700	2-1	1	\$ 20 Spot	N/S	N S	\$ 40 :30
75.	700	4-3	2	\$ 30/:30	STR	\$ 15/:15	\$160 Hr
76.	700	4-3	2	\$ 30/:30	STR	\$ 15/:15	\$157 Hr
77.	700	4-3	1	\$ 20 Spot	:30	\$ 15 :15	\$150 Hr
				\$ 30 2 Spot			
78.	700	1-1	1	\$ 20 Spot	:30	\$ 15/:15	\$165 Hr
				\$ 25 Spot + Tape			
				Cost nx			

Station No.	Rate \$	Mkt. Status	No. Mach.	1-Min. Spot	Reh/Rec Time	Over Time Chge.	1 Hour Pgm.
79.	700	2-2	1	\$ 25/Spot	:30	\$ 10/:15	\$185/Hr
80.	675	3-3	2	\$ 15/:15	STR	\$ 15/:15	\$ 60/Hr
81.	650	3-3	2	\$ 15/:15	STR	\$ 15/:15	\$ 60/Hr
82.	650	2-2	1	\$ 35/Spot \$ 25/Addtl Spot	:15	N/S	\$ 75/Hr
83.	625	4-4	2	\$ 30/Spot \$ 10/Addtl Spot	:15	\$ 15/:15	\$150/Hr
84.	600	3-3	2	\$ 18/Spot	:15	\$ 18/:15	\$108/Hr
85.	600	2-1	1	\$ 55/:30	STR	\$ 25/:15	\$105/Hr
86.	600	4-4	2	\$ 30/:15	STR	\$ 30/:15	\$150/Hr
87.	540	3-3	1	\$ 50/:15	STR	N/S	\$125/Hr
88.	525	1-1	1	\$ 30/Spot	:30	\$ 15/:15	\$150/Hr
89.	525	3-3	2	\$ 25/Spot + Tape Cost	\$2/:01	N/S	\$324/Hr + Tape
90.	500	2-2	2	\$ 30/Spot \$ 50/3 Spot	:30 1:00	\$ 15/:15	\$150/Hr
91.	500	3-2	1	\$ 25/Spot	:15	\$ 30/:15	\$110/Hr
92.	500	2-1	1	\$ 20/Spot \$ 40/3 Spot	:30 1:00	\$ 10/:15	\$ 75/Hr
93.	450	3-1	1	\$ 42.50/Spot	:15	\$ 21.10/:15	\$216/Hr
94.	450	3-3	1	\$ 25/Spot	:30	\$ 15/:15	\$150/Hr
95.	450	3-3	1	\$ 40/:30	STR	\$ 15/:15	\$120/Hr
96.	440	2-1	1	\$ 20/:10	:10	\$ 20/:10	\$ 60/Hr
97.	425	3-3	1	\$ 25/Spot \$ 15/Addtl Spot	:30	\$ 15/:15	\$150/Hr
98.	400	3-3	1	\$ 25/Spot \$ 45/3 Spot	:15 :45	N/S	\$150/Hr
99.	400	2-1	1	\$ 20/Spot \$ 40/3 Spot	:15 :45	N/S	\$ 90/Hr
100.	400	2-1	2	\$ 6.50/Spot Simultape Only	Simul	N/S	
				\$253.50/Spot \times Incldg Tape	1:00	\$ 65/:30	\$668.70/Hr
101.	300	2-1	1	\$ 10/Spot	:15	N/S	\$120/Hr
102.	300	2-1	1	\$ 10/Spot + \$/:01 Playbk \$ 75/Minimum \$ 21/3 Spot	:05 :15	\$ 25/:15	\$100/Hr
103.	----	----	1	Educational stations offering certain off- air services			
104.	----	----	1				
105.	----	----	1				

This survey was conducted in February 1961. Response was obtained from 105 TV broadcasters within the United States, and the rates quoted can therefore be assumed typical of the majority of vtr-equipped stations. Survey was undertaken by Ampex Video Products: make of recorder owned was not considered. Stations have been arranged in order according to their highest published rate for a "prime" hour. In this order they have been assigned numbers from 1. to 105. These numbers serve to identify each station throughout the tabulations. "Station Numbers" (STA. NO.) are in the left-hand column of the tables. The "prime" hour rate, on which the numerical order of the stations is based, is listed in the second column ("RATE"). The third column indicates the status of the market in which the subject station is located with regard to VTR installations ("MKT STATUS"). The first of the two figures therein indicated the number of commercial TV stations in the market; the second number indicates the number of stations equipped with VTR. "3-2" would indicate three commercial TV stations in the market, two of which are tape-equipped. Column four indicates the number of VTR units ("NO. MACH") operated by the subject station. Column five indicates the charge, as

determined by the rate card, for a commercial announcement of 1 minute or less recorded on tape. Where VTR rates are based on a minimum period of time rather than a unit of production, this time is indicated. On the basis the notation: "\$107.50/:30," indicates that a charge of \$107.50 is assessed for 30 minutes of studio and recording time, during which, presumably, the customer may record as many spots as possible. The sixth column indicates the amount of time allowed for rehearsal and recording in relation to the rate in column five. Where the rate is based on a period of time, rather than a unit of production, as explained in the preceding paragraph, this has been indicated by the term "straight" ("STR"). In some cases a specific division of time into rehearsal and record periods was indicated, usually on a 50-50 basis. Column seven indicates the charge for time used beyond the original period purchased. Once again the notation "STR," "straight" indicates that time is sold on "straight" basis according to how much time is used. Column eight indicates the rate for recording a 1 hour program. In some cases the highest rate shown for program recording was for 1/4-hour, and is so listed. The hour-rate was used wherever available.

TV BASICS

section

7

TV SERVICES

Reps and stations

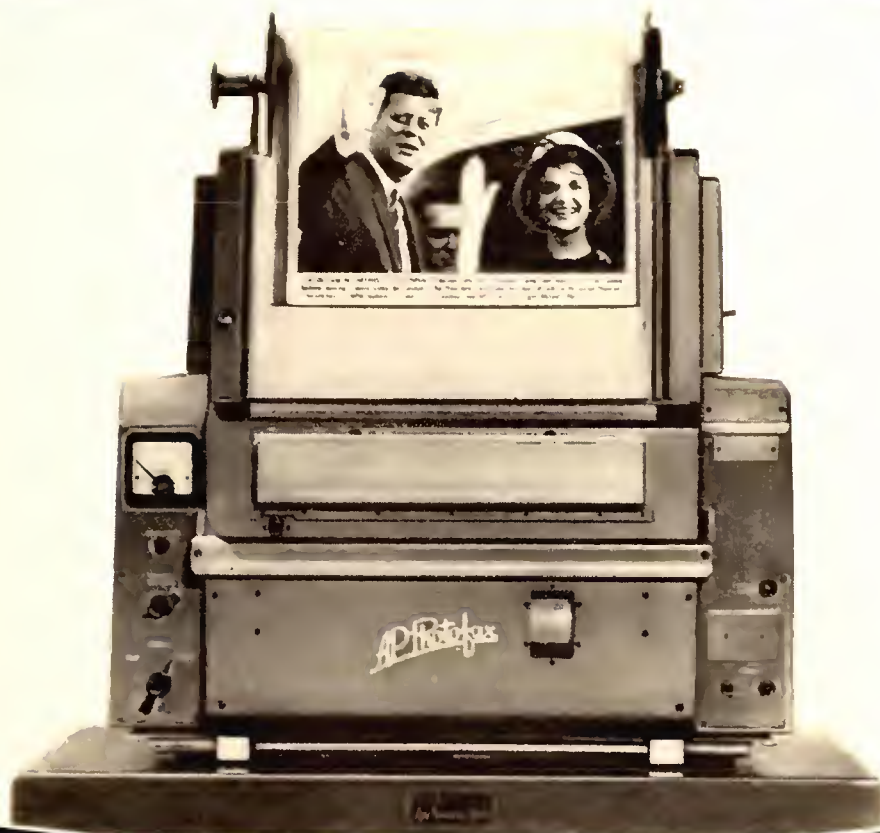
Research systems



In each of 15 top TV markets, 36 day spots cost 27 percent less than a full-page ad in the leading newspaper

In a study of population changes the CBS Spot Sales Unit computed the top 15 markets, in fall 1960, on the basis of tv coverage rather than as standard metropolitan areas. The ranking was: New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh, St. Louis, Washington, Cleveland, Baltimore, Minneapolis, Buffalo and Houston. On Nielsen figures of 23,977,500 homes in these 15 markets, the daytime comparison quoted above was arrived at; it was also estimated that six nighttime spots on one station in each market would deliver 2½ million more different homes than the combined daily circulation of the two leading newspapers in each market.

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TV REPRESENTATIVES AND THE STATIONS THEY SERVE

National listing of tv reps and stations served is compiled from information supplied. *Where there is no list of stations, this is at the request of the representative.*

ABC-TV NATIONAL STATION SALES

New York 22—663 Fifth Ave., *Theodore F. Shaker, Edwin T. Jameson*, Su 7-5000. Chicago 1—360 N. Michigan Ave., *D. Thomas Miller*, An 3-0800. Hollywood 29—1539 N. Vine St., *Richard Beesemeyer*. San Francisco 2—277 Golden Gate Ave., *James Osborn*, Un 3-0077. Detroit—Madison Theatre Bldg., 1567 Broadway, *Bill Hendricks*.

Tv Stations:

Chicago, WBKB-TV; Detroit, WXYZ; Los Angeles, KABC; New York (outside NYC only), WABC; San Francisco, KGO-TV.

ADVERTISING TIME SALES

New York 17—247 Park Avenue, *Thomas B. Campbell*, pres.; *James A. McManus, John A. Thompson, William N. Davidson*, v.p.'s., Murray Hill 7-5040. Chicago 1—360 North Michigan Avenue, *John Murphy*, 782-0313. St. Louis 1—1015 Locust St., *Jack Henderson*, Chestnut 1-1914. Detroit 2—6/237 General Motors Bldg., *Fred Weber*, Trinity 1-4120. Dallas 1—2332 Fidelity Union Tower Bldg., *George Harding*, Riverside 2-2388. Atlanta 3—15 Peachtree Bldg., *William T. White*, 524-5486. San Francisco 3—703 Market St., *Charles F. Renbert*, Douglas 2-4560. Los Angeles 48—6399 Wilshire Blvd., *Robert Maggiore*, Olive 1-4720. Minneapolis 2—Northwestern Bank Bldg., *Robert L. Brockman*, Federal 2-2476.

Tv Stations:

Albuquerque, KCGM-TV; Cedar Rapids, KCRG-TV; Chattanooga, WDEF-TV; Colorado Springs, KRDO-TV; Corpus Christi, KZTV; Dallas, KRLD-TV; Fort Wayne, WKJG-TV; Little Rock, KTHV; Madison, WMTV; Mankato, KEYC-TV; Mason City, KGLO-TV; Quincy, KIIQA-TV; South Bend-Elkhart, WSJV-TV; Springfield, Mass., WHYX-TV; West Texas Network: Lubbock, KDUB-TV; Abilene-Sweetwater, KPAR-TV; Big Spring, KEDY-TV; Clovis, KVER-TV.

AVERY-KNODEL, INC.

New York 19—720 Fifth Ave., *Lewis H. Avery, Thomas J. White, Jr.*, Plaza 7-1800. Chicago 1—2206 Prudential Bldg., *J. W. Knodel, Raymond M. Neihengen*, 467-6111. San Francisco—369 Pine St., *David B. Meblin*, Yukon 1-2345. Los Angeles 5—3325 Wilshire Blvd., *Robert Mohr*, Dunkirk 5-6394. Atlanta 3—501 Glenn Bldg., 120 Marietta St. N. W., *Charles C. Coleman, Jr.*, Jackson 3-2545. Dallas 1—Fidelity Union Tower Bldg., Suite 3010, *Wallis*

S. Ivy, Jr., Riverside 7-7484. Detroit 26—2226 Guardian Bldg., *Stuart I. Mackie*, Woodward 1-9607. Boston 16—625 Statler Office Bldg., *Santo J. Crupi*, Liberty 2-2218.

Tv Stations:

Eastern: Buffalo, WKBW-TV; Burlington, Vt., WCAX-TV; Clarksburg, WBOY-TV; Wheeling-Steubenville, WSTV-TV; Mid-Western: Cadillac-Traverse City, WWTV; Columbia-Jefferson City, Mo., KOMU-TV; Davenport-Rock Island, WHBF-TV; Grand Rapids-Kalamazoo, WKZO-TV; Joplin, Mo.-Pittsburg, Kans., KODE-TV; La Crosse, WKBT; Lincoln, KOLN-TV; Little Rock, KATV; Topeka, WIBW-TV; Tulsa, KTUL-TV; Sioux Falls, S. D., KSOO-TV; Alexandria, Minn., KCMT; Waterloo-Cedar Rapids, KWWL-TV; Austin, Minn., KMMT. Southern: Augusta, Ga., WRDW-TV; Greenville-Spartanburg-Asheville, WFBC-TV; Knoxville, WATE-TV; Macon, WMAZ-TV; Mobile, WKRG-TV; Orlando-Daytona Beach, WESH-TV; Roanoke, WSLS-TV; Savannah, WTOG-TV. Western: Albuquerque, KOAT-TV; Phoenix, KTAR-TV; Salt Lake City, KUTV; Tucson, KVOA-TV.

AYERS, JAMES COMPANY, INC.

Atlanta 3—702 Glenn Bldg., *James S. Ayers*, Jackson 5-0450, 5-0459. Charlotte—1512 Liberty Life Bldg., *Guy Vaughan, Jr.*, Franklin 5-6146.

Tv Stations:

Huntsville, WAFG-TV; Montgomery, WCOV-TV; Pueblo, KCSJ-TV; Panama City, WJHG-TV; St. Petersburg, Fla., WSUN-TV; Albany, Ga., WALB-TV; Columbus, WCBI-TV; Greenwood, WABG-TV; Asheville, WLOS-TV; Washington, N. C., WITN-TV; Charleston, WUSN-TV; Bristol, Va., WCYB-TV.

BLAIR-TV

New York 22—717 Fifth Ave., *John P. Blair, Edward P. Shurick, John P. Denninger*, Plaza 2-0100. Chicago 11—645 N. Michigan Ave. (at Erie), *Harry Smart*, Superior 7-2300. Los Angeles 5—3460 Wilshire Blvd., *David Lundy, Dunkirk 1-3811*. San Francisco 4—155 Sansome, *Ned Smith*, Yukon 2-7067. Detroit 26—617 Book Bldg., *Gabriel P. Dype*, Woodward 1-6030. St. Louis—937 Paul Brown Bldg., *Richard J. Quigley, Jr.*, Chestnut 1-5686. Dallas 1—2028 Southland Center Bldg., *Steven F. Beard, Jr.*, Riverside 1-4228. Boston 16—118 Newbury St., *Bruce G. Pattysen*, Kenmore 6-1472. Seattle—3319 White-Henry-

Stuart Bldg., *John R. Burr*, Main 3-6270. Atlanta 9—1375 Peachtree St., N. E., *H. Maier*, Phone 875-7567.

Tv Stations:

Albany-Schenectady-Troy, W-TEN; Altoona-Johnstown, WFBC-TV; Binghamton, WBNF-TV; Boston, WHDH-TV; Chicago, WBKB; Cincinnati, WCPO-TV; Cleveland, WEWS; Columbus, WBNS-TV; Dallas-Ft. Worth, KTVT; Denver, KOA-TV; Detroit, WXYZ-TV; Fresno, KFRE-TV; Hartford-New Haven, WNHC-TV; Lansing, WJIM-TV; Los Angeles, KTTV; Memphis, WMCT; New Orleans, WDSU-TV; New York, WABC-TV; Omaha, WOW-TV; Philadelphia, WFIL-TV; Pittsburgh, WHC; Portland, Ore., KGW-TV; Providence, WPRO-TV; San Francisco, KGO-TV; Seattle-Tacoma, KING-TV; St. Louis, KTVI; Tampa-St. Petersburg, WFLA-TV.

BLAIR TELEVISION ASSOCIATES

New York 22—717 Fifth Ave., *Richard L. Foote*, Plaza 2-0400. Chicago 11—645 N. Michigan Ave. (at Erie), *Arthur C. Stringer*, Superior 7-2300. Los Angeles 5—3460 Wilshire Blvd., *David Lundy, Dunkirk 1-3811*. San Francisco 4—155 Sansome, *Ned Smith*, Yukon 2-7068. Detroit 26—617 Book Bldg., *Gabriel P. Dype*, Woodward 1-6030. St. Louis—630 Paul Brown Bldg., 6th floor, *Richard J. Quigley*, Garfield 1-5262. Dallas 1—3028 Southland Center, *Steven F. Beard, Jr.*, Riverside 1-4228. Boston—118 Newbury St., *Bruce G. Pattysen*, Kenmore 6-1472. Seattle—3319 White-Henry-Stuart Aldg., *John R. Burr*, MA 3-6270. Atlanta 9—1375 Peachtree St., N. E., *H. Maier*, Phone 875-7567.

Tv Stations:

Amarillo, KFDA-TV; Baton Rouge, WAFB-TV; Bismarck, KFYP-TV; Decatur-Springfield, WTVP; Eric, WICU-TV; Harrisburg, WHP-TV; Charleston, W. Va., WCHS-TV; Jefferson City-Columbia, KRCC-TV; Lebanon-Lancaster, WLYH-TV; Milwaukee, WITI-TV; Mobile-Pensacola, WEAR-TV; Oklahoma City, KOCO-TV; Orlando, WDBO-TV; Peoria, WTVH; Phoenix, KTVK; Plattsburgh-Burlington, WPTZ-TV; Portland, Me., WGAN-TV; Richmond, WTVR; Sacramento-Stockton, KOVR-TV; Salt Lake City, KSL-TV; San Diego, NETV; Savannah, WSAV-TV; Shreveport-Texarkana, KTAL-TV; Tallahassee-Thomasville, WCTV; Temple-Waco, KCEN-TV; West Palm Beach, WPTV; Wichita-Clutchinson, KTVH; Wichita Falls, KSYD-TV; York, WSBA-TV.

BOLLING COMPANY

New York 17—247 Park Ave., *George W. Bolling, G. Richard Swift*. Yukon 6-4545. Chicago 11—435 N. Michigan Ave., *John Wrath, Ralph Kelly*, Whitehall 3-2040. Los Angeles—1680 N. Vine St., *William F. Reitman*, Hollywood 2-6471. San Francisco 3—5 Third St., *John T. Coy*, Garfield 1-6740. Boston—80 Boylston St., *George Eckles*, Hubbard 2-0346. Dallas 1—1908 Vaughn Building, *Thomas R. Murphy*, Riverside 8-2172. Memphis 4—2158 Union Avenue Bldg., *C. K. Beaver*, Broadway 2-7503. Atlanta—800 Peachtree Building, *Frank Cason, Jr.*, Trinity 4-2736. Denver 2—260 Denver Club Bldg., *M. A. Briley*, Cherry 4-7463. Kansas City 5—KMBC Bldg., 11th and Central, *Eugene F. Gray*, Grand 1-7822. St. Louis 1—705 Olive St., *Eugene F. Gray*, Chestnut 1-4350. Detroit—1761 First National Bank Bldg., *Larry Gentile*, Woodward 2-3524. Minneapolis—1102 Northwestern Bank Bldg., *James Bowden*, Federal 3-4747. Philadelphia—Philadelphia National Bank Bldg., *Robert Dome*, Locust 4-6027.

Tv Stations:

Abilene, KRBC-TV; Amarillo, KVII-TV; Boise, KTVB-TV; Bristol, WCYB-TV; Cape Girardeau, KFVS-TV; Chico-Redding, KHSL-TV; Colorado Springs, KKTU; El Paso, KROD-TV; Ft. Smith, KFSA-TV; Great Bend, KCKT-TV; Lafayette, KLFY-TV; Las Vegas, KLRJ-TV; Laredo, KGNS-TV; Madison, WKOW-TV; Meridian, WTOK-TV; Missoula, KMSO-TV; Mobile, WALA-TV; El Dorado, KTVE-TV; Odessa, KOSA-TV; Port Arthur, KPAC-TV; Rapid City, KOTA-TV; Reno, KOLO-TV; Rockford, KTVO-TV; Rochester, WVET-TV; St. Joseph, KFEQ-TV; Terre Haute, WTHH-TV; Tyler, KLTU; Watertown, WCNY-TV; Wilkes-Barre, WBRE-TV; Youngstown, WFMY-TV.

BRILEY, MARY A.

Denver 7—2652 Bellaire, Du 8-2666. Denver 2—260 Denver Club Bldg., Ch 4-7463.

Tv Stations:

Albuquerque, KOAT.

CARIBBEAN NETWORKS, INC.

New York 36—20 West 43rd St., *Albert M. Martinez, Juan J. Cerna*, Longacre 5-7840.

Tv Stations:

Panamá, RPC-TV; San Juan, WAPA-TV; St. Thomas, WBNB-TV.

CBS NATIONAL SALES

New York 22—485 Madison Ave., *Bruce R. Bryant, Theodore W. O'Connell*, Plaza 1-2315. Chicago 11—630 McClurg Ct., *Richard R. Loftus*, Whitehall 4-6000. Los Angeles 28—1313 N. Vine St., *Samuel F. Hill, Jr.*, Hollywood 9-1212. San Francisco 5—Sheraton-Palace Hotel, *Robert H. Perez*, Yukon 2-7000. Detroit—932 Fisher Bldg., *John S. Logan*, Trinity 2-5500. At-

lanta 8—805 Peachtree Bldg., N. E., *H. H. Holtshouser*, Trinity 5-6677.

Tv Stations:

Chicago, WBBW-TV; Los Angeles, KNXT; New York, WCBS; Philadelphia, WCAU-TV; St. Louis, KMOX-TV.

COOKE, DONALD, INC.

New York 19 666 Fifth Ave., Judson 2-2727. Chicago 6 205 W. Wacker Dr., Suite 517, State 2-5096. Beverly Hills 111 N. La Cienega Blvd., Olympia 2-1313. San Francisco 8—681 Market St.

Tv Stations:

Dawson Creek, B. C., CJDC-TV.

CORINTHIAN BROADCASTING CORPORATION

New York 20—630 5th Ave., *Don L. Kearney*, JU 2-2300. Indianapolis 2—1440 N. Meridian St., *Joe Lake*, Melrose 4-6411. Fort Wayne—West State Blvd. at Broadcast St., *John Keenan*, Anthony 9411. Houston 25—1945 Buffalo Drive, *Robert Paxson*, Jackson 9-1811. Tulsa 20—302 S. Frankfort, *Dale Hart*, Cherry 2-9233. Sacramento 18—601 Seventh Avenue, *Jim Osborn*, Gilbert 1-1011.

Tv Stations:

Fort Wayne, WANE-TV; Houston, KHOU-TV; Indianapolis, WISH-TV; Sacramento, KXTV; Tulsa, KOTV.

CROSLY BROADCASTING SALES

New York—3 E. 54th St., Plaza 1-5353. Chicago 1—360 N. Michigan Ave., State 2-6693. Cincinnati 2—140 W. Ninth St., Cherry 1-1822. Columbus 2—3165 Olen-tangy River Rd., Amherst 3-5441. Dayton 9—4595 S. Dixie Highway, Walnut 2101. Indianapolis 4—11 S. Meridian St., Melrose 4-5403. Cleveland 14—727 Nat'l City, E. Sixth Bldg., Main 1-7756. Detroit 26—2768 Penobscot Bldg. (WLW-T, WLW-C, WLW-D), Woodward 1-1610. San Francisco—NBC Building, Greystone 4-8700 (WLW-T, WLW-C, WLW-D). San Francisco 4—465 California St. (WLW-I, WLW-A), *Charles E. Morin*, Exbrook 2-6414. Hollywood Sunset and Vine (WLW-T, WLW-C, WLW-D), Hollywood 9-6161. Los Angeles—6831 Hollywood Blvd. (WLW-I, WLW-A), *Jerome A. Moore*, Hollywood 2-2351. Atlanta—Room 219, 710 Peachtree N. E., Trinity 6-3726. Dallas—1102 Fidelity Union Bldg., Randolph 8206.


Tv Stations:

Atlanta, WLW-A; Cincinnati, WLW-T; Columbus, WLW-C; Dayton, WLW-D; Indianapolis, WLW-I.

DEVNEY-O'CONNELL INC.

New York 17—535 Fifth Avenue, E. J. Devney, Richard O'Connell, David N. Simmons, Yukon 6-4390. Chicago 1—360 N. Michigan Ave., *John K. Markey*, State 2-5282. Hollywood 28—Guarantee Bldg., Suite 809, *Hank Stanley*, Hollywood 2-

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Atlanta 3—502 Mortgage Guarantee Bldg., *Dora Cosse*, Clayton Cosse and *Janice Jones*, Ja 5-7841.

Tv Stations:

Anderson, S. C., WAIM-TV; San Antonio, KUAL.

EVERETT-McKINNEY, INC.

New York—1270 Avenue of the Americas, *Max M. Everett*, Columbus 5-4755. Chicago 11—410 N. Michigan Ave., *Thomas S. Buchanan*, Phone 467-6060. Beverly Hills—111 N. LaCienega Blvd., Crestview 5-2022. San Francisco 8—681 Market St., *Ted Hall*, Exbrook 2-1507. Boston 16—401 Statler Office Bldg., *Charles Bell, Jr.*, Hancock 6-2920.

Tv Stations:

Columbus, Miss., WCB-TV; Greenwood,

WAB-TV; Binghamton, WINR; Rochester, N. Y., WHECT, WVET.

FELTIS, DOVE, DEVER, CANNON, INC.

Seattle 1—1102 Tower Bldg., Main 3-1868.

Tv Stations:

Portland, KPTV; Salt Lake City, KUTV.

FORJOE-TV, INC.

New York 17—230 Park Avenue. *Joseph Bloom*, president; *Jack White*, sales mgr.; Oregon 9-6820. Chicago 11—435 N. Michigan Ave., *Robert A. Lazar*, Delaware 7-3504. Philadelphia 19—310 W. Glen Echo Rd., *Morton Lowenstein*, Chestnut Hill 7-4510. Los Angeles 28—6362 Hollywood Blvd., *Joseph Rolfe*, Hollywood 2-1397. San Francisco 5—681 Market St., *J. Merrill Pietila*, Sutter 1-7569. Atlanta—1371 Peachtree St., N. E., *Robert W. Jensen*, Trinity 5-0404. Detroit 26—Enterprise 7630.

Tv Stations:

Bellingham, KVOS-TV; Dickinson, KDIX-TV; Fort Myers, WINK-TV; Great Falls, KRTV; Las Vegas, KSHO-TV; Montreal, CFTM-TV; Red Deer, Alberta, CHCA-TV; Saskatchewan, CJFB-TV.

FOSTER AND CREED, INC.

Boston 16—414 Statler Office Bldg., *W. A. Creed*, R. C. *Foster*, Ilu 2-4845. New York—400 Madison Ave., Plaza 1-5075.

Tv Stations:

Springfield, Mass., WHYN-TV.

GRAY, EUGENE F., CO.

Kansas City 5—KMBC Building, 11th and Central, Grand 1-7822. St. Louis 1—705 Olive, Room 309, Chestnut 1-4350.

Tv Stations:

Sedalia, KMOS-TV; Sioux City (Kansas City, Mo. only), KTIV-TV; Springfield, KYTV-TV.

HARRINGTON, RIGHTER & PARSONS, INC.

New York 17—415 Madison Ave., *John Dickinson*, *Art Elliot*, Murray Hill 8-7050. Chicago 11—Tribune Tower, *Carroll Layman*, Whitehall 4-0510. San Francisco—235 Montgomery St., *Frank Dougherty*, Sutter 1-4125. San Francisco 5—625 Market St., *Boyd Rippey*, Exbrook 7-0535. Boston 16—Statler Bldg., *Robert R. Reardon*, Hubbard 2-5677. Seattle 1—1001 Tower Bldg., *William J. Wagner*, Main 4-6333. Dallas 1—1507 Southland Center, *Clarke R. Brown*.

Tv Stations:

Birmingham, WAPI-TV; Buffalo, WBEN-TV; Flint, WJRT; Greensboro, WFMY-TV; Harrisburg, WTPA; Hartford, WTIC-TV; Johnstown, WJAC-TV; Louisville, WHAS-TV; Milwaukee, WTMJ-TV; Mt. Washington, WMITW-TV; Portland, Ore-

TV HOMES UP

53,000

IN ONE YEAR

... in the land
of Profitunity!

NATIONAL REPRESENTATIVES, BLAIR-TV

TV homes in the WFLA-TV 28-county sales area jumped an amazing 53,000* in one year (June 1960-June 1961). This increase represents 39.3% of the total increase in the entire state of Florida.

Cash in on this growing market. Spot your product or service on WFLA-TV—the station that best serves West Coast and Central Florida, including Florida's largest city—Tampa!

* ARB estimates June 1961 compared with June 1960.

Channel 8

wfla-tv

TAMPA - ST. PETERSBURG



gon, KOIN-TV; Richmond, WRVA-TV; Shreveport, KSLA-TV; Syracuse, WSyr-TV; Miami, WCKT.

HIX, BOB, CO., INC.

Denver 2, Majestic Bldg., *Robert S. Hix*, Fremont 7-1400. (See also Bolling Co.)

Tv Stations:

Albuquerque, KGCN-TV; Cheyenne, KFBC-TV; Colorado Springs-Pueblo, KKTU; Goodland, KBLR-TV; Idaho Falls-Pocatello, KIFI-TV; Scottsbluff, KSTF.

HOLLINGBERY, GEORGE P., CO.

Chicago 1—307 N. Michigan Ave., *George P. Hollingbery*, Dearborn 2-6060. New York 36—500 5th Ave., *Harry Wise*, Oxford 5-5560. Atlanta 3—134 Peachtree St., *Richard Hunter*, Jackson 4-8081. Detroit—2214 Guardian Bldg., 500 Griswold St., *Harry W. Betteridge*, Woodward 1-3555. Los Angeles—3325 Wilshire Blvd., *Roy Edwards*, Dunkirk 5-2071. San Francisco—110 Bush Street, *George Hemmerle*, Yukon 1-2110. Dallas—211 N. Ervay Bldg., *George L. Pettett*, Riverside 8-0057.

Tv Stations:

Augusta, WJBF; Bakersfield, KLYD-TV; Bangor, WABI-TV; Baton Rouge, WBRZ; Beaumont, KBMT; Billings, KOOK-TV;

Butte, Montana, KNLF; Cheyenne, Wyoming, KFBC-TV; Columbus, WRBL-TV; Dayton, WHIO-TV; El Paso, KTSM-TV; Eugene, Ore., KVAL-TV; Eureka, KVIQ-TV; Evansville, WTVW; Fresno, KJEO-TV; Great Falls, KFBB-TV; Greenville-Washington, WNCT; Hartford, WHNB-TV; Houston, KTRK-TV; Idaho Falls, KID-TV; Jackson, WLBT; Lynchburg-Roanoke, WLVA-TV; Ottumwa, KTVO; Phoenix, KOOL-TV; Presque Isle, WAGM-TV; Redding-Chico, KVIP-TV; Sioux City, KTIV; Spartanburg-Greenville, WSPA-TV; Springfield-Holyoke, Mass. WWLP; Springfield, Mo., KYTV; Tucson, KOLD-TV; Twin Falls, KLIN-TV; Wheeling, WTRF-TV; Yuma, KIVA.

H-R TELEVISION, INC.

New York 22—375 Park Ave., *Frank M. Headley*, Pl 9-6800. Chicago 1—35 E. Wacker Drive, *Dwight S. Reed*, Fi 6-6110. Hollywood 28—Equitable Bldg., *Wm. F. MacCrystall*, Hollywood 2-6453. San Francisco 4—321 Bush St., *Hal Edward Chase*, Yukon 2-5837. Dallas 1—211 N. Ervay Bldg., *Robert Dalchau*, Riverside 8-6035. Atlanta 9—1182 W. Peachtree St., N. W., *Bill R. McRae*, 872-7701. Detroit 26—1065 Penobscot Bldg., *Andrew M. Gent*, Woodward 1-1418. Des Moines 9—1004 Paramount Bldg., *Donald G. Peterson*, Atlantic 2-0201. St. Louis, Mo.—915 Olive St., *Arthur D. Kelley*, Chestnut 1-4193.

Minneapolis—Northwestern Bank Bldg., Rm. 1137, *Terrence R. Hughes*, Federal 8-7017.

Tv Stations:

Boston, WNAC-TV; Charlotte, WSOC-TV; Chattanooga, WRGP-TV; Des Moines, WOI-TV; Ft. Wayne, WANE-TV; Green Bay, WRAY-TV; Houston, KHOU-TV; Indianapolis, WISH-TV; Los Angeles, KHJ-TV; Memphis, WHBQ-TV; Miami, WLBW-TV; Monroe, KNOE-TV; Norfolk, WAVY-TV; Raleigh WRAL-TV; Rockford, WREX-TV; Sacramento, KNTV; Salinas-San Luis Obispo, KSBW-TV, KSBY-TV; San Francisco, KTVU-TV; Scranton, WDAU-TV; Sioux Falls, KELO-TV, KDLO-TV, KPLO-TV; Spokane, KXLY-TV; Toledo, WTOI-TV; Tulsa, KOTV; Utica-Rome, WKTU; Washington, D. C., WMAL-TV. (Note: Boston, Los Angeles and Memphis R.K.O. general stations will be "self rep" from 1 October.)

HYETT, HARRY S., CO.

Minneapolis—630 Baker Bldg., Federal 9-7179.

Tv Stations:

Alexandria, KCMT; Rochester, KROC-TV; Duluth, KDAL-TV; LaCrosse, WKBT; Wausau, WSAU-TV; Green Bay, WLUK-TV; Marquette, WLUC-TV; Sioux Falls, KSOO-TV; Mitchell, KORN-TV; Bis-

CREATIVITY

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

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

AUDIO PRODUCTIONS, INC.

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

marck, KFVR-TV; Minot, KMOT; Williston, KUMV-TV; Rock Island, WHBF-TV; Cedar Rapids, KCRG-TV; Sioux City, KTIV.

INTER-AMERICAN PUBLICATIONS, INC.

New York 17—41 E. 42nd St., Murray Hill 2-0884.

Tv Stations:

Puerto Rico:—San Juan, WKAQ-TV; Mayaguez, WORA-TV; Ponce, WRIK-TV.

INTERCONTINENTAL SERVICES, LTD.

New York 17—20 E. 46th St., John P.

Barton and Jeanette F. Sytsma, Yukon 6-0820. Los Angeles 28—6331 Hollywood Blvd., W. L. Wallace, Hollywood 2-2289. San Francisco 4—155 Montgomery St., F. A. Waters, Yukon 6-5366.

Bermuda, ZBM-TV, Hamilton; Guam, KUAM-TV, Agana; Guatemala, TG-BOL-TV, Guatemala City; Hong Kong, Wired-Vision; Lebanon, Lebanese Television, Beirut; Nigeria, WN-TV, Ibadan and Lagos.

JACOBSON, H. S., & ASSOCIATES

Portland 4—807 Wilcox Bldg., Capital 6-3973. Seattle 1—904 Vance Bldg., Mutual 2-6535.

Tv Stations:

Eugene, KEZI-TV; Seattle/Tacoma, KTNT-TV; Spokane, KXLY-TV; Yakima, KNDO-TV; Pasco/Richland/Kennewick, KNDU-TV; Idaho Falls/Pocatello, KIFI-TV; Great Falls KRTV; Missoula, KMSO-TV; Salt Lake City, KUTV; Anchorage, KENI-TV; Fairbanks, KPAR-TV.

KATZ AGENCY, INC., THE

New York 19—666 Fifth Ave., Scott Donahue, Judson 2-9200. Chicago 1—Prudential Plaza, Alan T. Axtell, Mohawk 4-7150. Atlanta 9—1393 Peachtree St., N. E., Gregory Murphy, Jr., Trinity 5-1627. Dallas 1—2006 Bryan St., David Rutledge, Riverside 1-4036. Detroit 26—3166 Penobscot Bldg., William W. Joyce, Woodward 3-8420. St. Louis 1—Syndicated Trust Bldg., 915 Olive St., James E. Muse, Central 1-1868. San Francisco 4—Russ Bldg., Rm. 1823, Stanley J. Reulman, Douglas 2-7628. Los Angeles 36—5155 Wilshire Blvd., Webster 3-8171. Minneapolis 1—2305 First National Bank Building, Dave Abbey, Federal 3-6201.

Tv Stations:

Eastern: Albany-Schenectady-Troy, WRGB; Baltimore, WMAR-TV; Birmingham, WBRC-TV; Cincinnati, WKRC-TV; Columbus, WTVN-TV; Evansville, WFIE-TV; Grand Rapids, WOOD-TV; Huntington-Charleston, WSAZ-TV; Indianapolis, WFBM-TV; Knoxville, WBIR-TV; Louisville, WAVE-TV; Nashville, WLAC-TV; Norfolk-Hampton, WVEC-TV; Pittsburgh, WTAE; Portland, WCSH-TV; Bangor, WLBZ-TV; St. Louis, KSD-TV; Syracuse, WHEN-TV; Tampa-St. Petersburg, Fla., WTVT. Western: Amarillo, KGNC-TV; Cedar Rapids-Waterloo, Iowa, WMT-TV; Denver, KLZ-TV; Des Moines, KRNT-TV; Fresno, KMJ-TV; Green Bay, WFRV; Jackson, WJTV; Kansas City, KCMO-TV; Los Angeles, KABC-TV; Memphis, WREC-TV; Minneapolis-St. Paul, WTCN-TV; New Orleans, WWL-TV; Oklahoma City, WKY-TV; Peoria, WEEK-TV; Phoenix, KPHO-TV; Pittsburgh, Kans.-Joplin, Mo., KOAM-TV; Salt Lake City-Ogden-Provo, KCPX-TV; San Antonio, KONO-TV; San Diego, KOGO-TV; Seattle, KOMO-TV; Shreveport, KTBS-TV; Sioux City, KVTV; Spokane, KHQ-TV; Wichita, KAKE-TV.

KETTELL-CARTER, INC.

Boston 16—118 Newbury St., Kenmore 6-1966-7.

Tv Stations:

Bangor, WABI-TV; Hartford, WHNB; Presque Isle, Maine, KAGM-TV; Springfield, Mass., WWLP & WRLP.

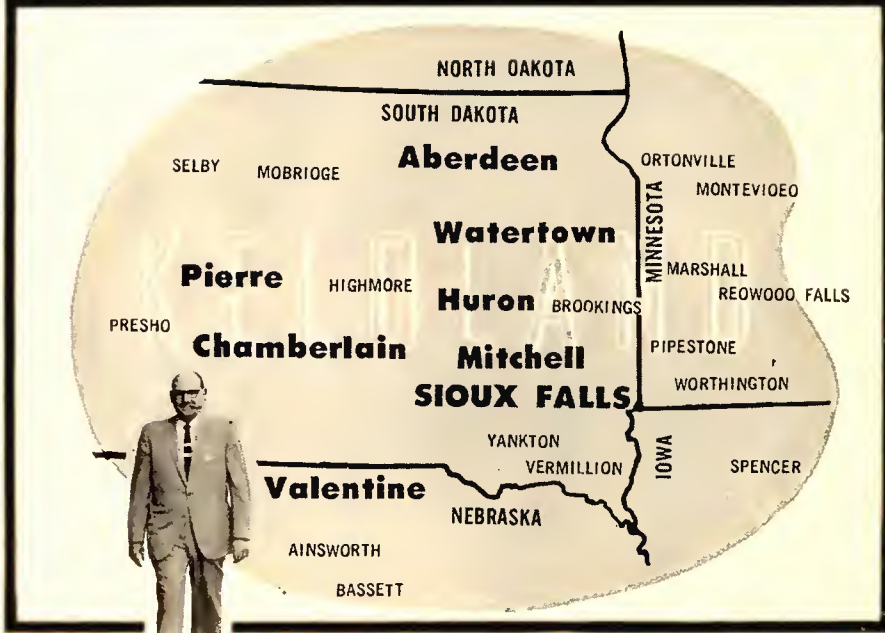
LOWRANCE, BOMAR & ASSOCIATES

Atlanta 8—710 Peachtree St., N.E., Trinity 6-3726. Dallas—Fidelity Union Life Bldg., Riverside 2-8206.

Tv Stations:

N.B.C. o&o:—New York, WNBC-TV; Chi-

only KELO-TV covers this 103-county market completely! simultaneously! no gaps!



KELO-LAND is a 73,496 square-mile market, charted by natural distribution flow of consumer goods. No piecemeal "package" of two

or three unrelated stations can begin to cover it — not without leaving countless untold, unsold families. Only one television facility — KELO-TV SIOUX FALLS and its KELO-LAND booster hookups delivers the whole 103-county spread to you — completely, simultaneously, no gaps!

CBS • ABC

265,490 tv households in 5 states:
(South Dakota, Minnesota, Iowa,
Nebraska, North Dakota).



General Offices: KELO-LAND TELEVISION CENTER, SIOUX FALLS, S.D.

JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by **H-R** In Minneapolis by **Wayne Evans & Associates**

cago, WNBQ; Los Angeles, KRCA; Philadelphia, WRCV-TV; Washington, WRC-TV; Miami (independently represented in South), WCKT, Crosley Corporation; Cincinnati, WLW-T; Columbus, WLW-C; Dayton, WLW-D; Indianapolis, WLW-I; Atlanta, WLW-A.

McGAVREN TV, INC.

New York 22—60 E. 56th St., *Daren F. McGavren*, Ken Johnson, Plaza 1-4650. San Francisco—110 Sutter St., *Bob Williams*, Yukon 6-4112. Los Angeles—1741 Ivar Ave., *Walt Lake*, Hollywood 4-7331. Chicago 1—35 E. Wacker Drive, *Harvey Glor*, Franklin 2-1370. Detroit 26—1216 Dime Bldg., *Robert Mahlman*, Woodward 1-1675. St. Louis—915 Olive St., *John Walker*, Chestnut 1-5201.

Tv Stations:

Akron, WAKR-TV; Lima, WIMA-TV.

MEEKER COMPANY, THE

New York 17—521 Fifth Ave., *Charles E. Standard*, Murray Hill 2-2170. Chicago 1—323 N. Michigan Ave., *Carl Jewett*, Central 6-1742. San Francisco 5—55 New Montgomery, *Edgar B. Filion*, Don Pontius, Yukon 6-4940. Los Angeles 28—6362 Hollywood Blvd., *Donald C. Palmer*, Hollywood 2-6501. Lancaster—8 W. King St.,

Dick Sheetz, Express 7-5251. Omaha—807 Kilpatrick Building, *Harold Soderlund*, Atlantic 7535.

Tv Stations:

Bristol, Va., WCYB; Casper, Wyoming, KTWO; Dothan, Ala., WTVY; Eugene, Ore., KEZI; Grand Forks, N. D., KNOX-KXGO-KCND (Red River Network); Harrisburg, Ill., WSIL; Holdrege, Neb., KHOL; Idaho Falls, KIFI; Lancaster, WGAL; Pueblo, KCSJ; Roswell, KSWS; Wausau, WSAU.

MELVILLE, CLYDE, COMPANY

Dallas—904 Tower Petroleum Bldg., Riverside 8-5239.

Tv Stations:

El Paso, KELP-TV; Hays, KAYS-TV; Lufkin, KTRE-TV; Monahans, KVKM-TV; Roswell, KSWS-TV; San Angelo, KCTV.

NATIONAL TIME SALES

New York 17—122 E. 42nd St., *Arthur Gordon*, Murray Hill 2-4500. Chicago—Contact New York Office. Los Angeles 57—672 S. Lafayette Park Pl., *Harlan Oakes*, Dunkirk 2-3200. San Francisco 8—260 Kearny St., *Ed Gamrin*, Exbrook 7-4827.

Atlanta 9—1101 Peachtree St. N. E., *Barney Ochs*, Trinity 5-9403.

Tv Stations:

Mexicali-Calexico, XEM-TV; Juarez-El Paso, XEJ-TV; Tijuana-San Diego, XEWT-TV.

NBC SPOT SALES

New York 20—R.C.A. Bldg., 30 Rockefeller Plaza, Circle 7-8300. Chicago 54—Merchandise Mart, Superior 7-8300. Detroit 26—1165 Penobscot Bldg., Woodward 1-1610. San Francisco 2 Taylor & O'Farrell St., Graystone 4-8700. Hollywood 27—Sunset and Vine Streets, Hollywood 6161. Hartford—1122 New Britain Avenue, Adams 2-9118. *Bomar Lawrence and Associates*. Atlanta—710 Peachtree St., N.E., Trinity 6-3726. Dallas—Fidelity Union Bldg., Riverside 2-8206.

Tv Stations:

Chicago, WNBQ; Honolulu, KONA (3 Dec.); Los Angeles, KRCA; New York, WNBC-TV; Philadelphia, WRVC-TV; Washington, D. C., WRC-TV.

NTA SPOT SALES

New York—10 Columbus Circle, *Donald J. Quinn*, Judson 2-7300.

OVERWHELMING DOMINANCE*
of **KNOE-TV** proves merit of balanced programing



*ARB—March, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Monroe Metro Ouachita Parish (County)		Total Homes	Monroe Metro Ouachita Parish (County)		Total Homes
Monday-Friday						
Sign on-9 AM	120.0%	70.3%		248.3%	504.2%	198.4%
9 AM-12 Noon	89.5%	232.9%		63.5%		
Sign on-Noon	116.2%	161.5%				
Noon-3 PM	95.7%	326.3%				
3 PM-6 PM	26.9%	109.0%	69.5%	259.2%	203.2%	1830.3%
Noon-6 PM	53.8%	172.7%	100.5%	473.3%	115.5%	136.7%
6 PM-10 PM	32.7%	105.8%				
10 PM-Midnight	40.3%	101.2%				
6 PM-Midnight	33.3%	104.9%				
Saturday						
Sign on-6 PM	58.1%	111.1%	42.1%	124.7%	91.8%	195.3%
6 PM-10 PM	42.6%	159.7%	6 PM-Midnight	91.8%	132.2%	154.3%
			9 AM-Midnight	54.8%		

*Nielsen Station Index, March-April, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes
Monday-Friday	
9 AM-Noon	84.4%
Noon-3 PM	129.2%
3 PM-6 PM	64.3%
Noon-6 PM	96.8%
Sunday-Saturday	
6 PM-9 PM	61.4%
9 PM-Midnight	71.6%
6 PM-Midnight	66.5%
9 AM-Midnight	69.5%

KNOE-TV

Channel 8
Monroe, Louisiana

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

The only commercial TV station licensed in Monroe



SERVING THE ONE **BIG** TOP 40
MARKET OF FLINT • SAGINAW •
BAY CITY AND MIDLAND
FROM WITHIN!



WNEM-TV

EASTERN MICHIGAN'S FIRST VHF STATION - FIRST ALL WAYS!

Tv Stations:

New York, WNTA-TV.

O'BRIEN, PAUL S.

Philadelphia, Pa.—1713 Spruce St. PE 5-3432.

Tv Stations:

New York, WNTA-TV; Wheeling, WTRF-TV.

OCHS, BERNARD I., COMPANY

Atlanta 9—1401 Peachtree St., N. E., Trinity 5-9403.

Tv Stations:

Calexico, XEM-TV; El Paso, XEJ-TV; Florence, WOWL-TV; Huntsville, WAFG-TV.

PEARSON, JOHN E., TELEVISION, INC.

New York—405 Park Ave., *John E. Pearson, Raymond Henze, Russ Walker, Bill Wilson, Mort Coley*, Plaza 1-3366. Chicago 1—333 N. Michigan Ave., *Bob Flanigan, Frank Frost, Pat Burke*, State 2-7494. Dallas 1—511 N. Akard Bldg., *Allen Hudley, Jewel Lake, Riverside* 7-3723. Atlanta—1371 Peachtree St., *Jon Farmer, Ann Hutchinson*, Trinity 5-6644. Los Angeles—1901 W. Eighth St., *Clark N. Barnes, Thirza Cotton*, Hubbard 3-9671. San Francisco—58 Sutter St., *John Palmer, Sue Masterson, Pat Clark, Douglas* 2-7159.

Tv Stations:

Ensign, KTVC-TV; Fort Dodge, KQTV; Goodland, KWHT-TV; Johnson City, WJHL-TV; Knoxville, WTVK-TV; Lake Charles, KTAG-TV; Oak Hill, WOAL-TV; Paducah, WPSD-TV; Parkersburgh, WTAP-TV; Youngstown, WXTV; Zanesville, WHIZ-TV.

PETERS, GRIFFIN, WOODWARD

New York 17—250 Park Ave., *Lloyd Griffin*, Yukon 6-7900. Chicago 1—Prudential Plaza, *William J. Tynan*, Franklin 2-6373. Detroit 26—2768 Penobscot Bldg., *Louis J. Hunmel, Jr.*, Woodward 1-4255. Boston 16—Staller Office Bldg., *Theodore D. Van-Erk*, Hubbard 2-6884. Hollywood 28—1750 N. Vine St., *John P. Haskell*, Hollywood 9-1688. Atlanta 9—1372 Peachtree St., N. E., *William J. Stubbs*, Trinity 5-7763. St. Louis 1—818 Olive Street, *Arnold K. Knippenberg*, Chestnut 1-3171. Dallas 1—Fidelity Union Life Bldg., *W. Hal Thompson*, Riverside 7-2398. Fort Worth 2—406 W. 7th St., *W. Hal Thompson*, Edison 6-3349. San Francisco 4—1357 Russ Bldg., *John B. Sias*, Yukon 2-9188.

Tv Stations:

Detroit, WWJ-TV; New York, WPIX; Washington, WTTG; Charleston, S. C.,

WCSC-TV; Charleston-Huntington, Ashland, WCHS-TV; Columbia, S. C., WIS-TV; Greenville, Asheville, Spartanburg, WLOS-TV; Jacksonville, WFGA-TV; Miami, WTVJ; Montgomery, WSFA-TV; Nashville, WSIX-TV; Roanoke, WDBJ-TV; Winston-Salem, Greensboro, WSJS-TV; Champaign-Urbana, WCIA-TV; Duluth-Superior, WDSM-TV; Madison, Wis., WISC-TV; Minneapolis-St. Paul, WCCO-TV; Peoria, WMBD-TV; Des Moines, WHO-TV; Davenport-Rock Island, WOC-TV; Fargo, WDAY-TV; Kansas City, KMBC-TV; St. Louis, KPLR-TV; Wichita, KARD-TV; Beaumont, KFDM-TV; Corpus Christi, KRIS-TV; Fort Worth-Dallas, WBAP-TV; San Antonio, KENS-TV; Boisc, KBOI-TV; Denver, KBTB; Honolulu, KGMB-TV; Hawaii, KMAU-KHBC-TV; Los Angeles, KTLA; San Francisco, KRON-TV; Seattle-Tacoma, KIRO-TV.

PETRY, EDWARD & COMPANY, INC.

New York 22 3 E. 54th St., *Martin L. Nierman*, Murray Hill 8-0200. Atlanta 3—101 Marietta St. Bldg., *Richard Hughes*, Jackson 4-8861. Boston 16—801 Statler Bldg., *William D. Walsh*, Hubbard 2-6440. Chicago 11—400 N. Michigan Ave., *Louis A. Smith*, Whitehall 4-0011. Dallas 1—211 N. Ervay St., *Robert Miller*, Riverside 8-9454. Detroit 26—645 Griswold St., *Bruce C. Mayer*, Woodward 3-0125. Los Angeles 5—3424 Wilshire Blvd., *Bill Larimer*, Dunkirk 8-1143. St. Louis 1—915 Olive St., *Junius J. Zolp*, Chestnut 1-7191. San Francisco 4—Russ Bldg., *George Ledell*, Yukon 2-3631.

Tv Stations:

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

RADIO-TV REPRESENTATIVES, INC.

New York 17—7 E. 47th St., *Peggy Stoue*, *Thomas Carroll*, Murray Hill 8-4340. Chicago 1—75 E. Wacker Drive, *Ed Nickey*, *Sy Thomas*, Financial 6-0892. Beverly Hills—111 N. La Cienega Blvd., *Lee O'Connell*, Oleander 5-7597. San Francisco 5—681 Market St., *Ted Hall*, *Larry McCagg*, Exbrook 2-1507. Boston 16—Statler Bldg., *Bob Foster*, *Bill Creed*, Hubbard 2-4815. Seattle 1—Tower Bldg., *Hugh Feltis*, Elliott 1868.

Tv Stations:

Selma, WSLA.

RAYMER, PAUL H., COMPANY, INC.

New York 22—411 Madison Ave., *Paul H. Raymer*, Plaza 9-5570. Chicago 11—135 N. Michigan Ave., *James C. Rogers*, Superior 7-4473. Detroit 26—2949 Penobscot Bldg., *Robert B. Rains*, Woodward 3-0764. Atlanta 9—Tingle Bldg., 1627 Peachtree St., N. E., *Edward D. Brandt*, Trinity 3-3519. San Francisco 1—1504 Russ Bldg., *J. Milton Seropan*, Yukon 1-1833. Hollywood 28—1680 Vine St., Taft Bldg., *John D. Gale*, Hollywood 2-2376. Dallas 1—306 Mercantile Securities Bldg., *Ralph Widman*, Riverside 1-5663.

Tv Stations:

Austin-Travis, KIBC-TV; Columbia-Richland, WNOK-TV; Lexington-Fayette, WLEX-TV; Lubbock, KCBD-TV; South Bend-St. Joseph, WSBT-TV; Weslaco-Hidalgo, KRGV-TV; Wichita Falls-Wichita, KFDM-TV; Youngstown-Mahoning, WKBN-TV.

SELECT STATION REPRESENTATIVES, INC.

New York 17—400 Madison Ave., Plaza 8-1850. Baltimore 3—7 E. Lexington St.,

Lexington 9-7808. Richmond 28 Broad Street Rd., Atlantic 8-2835.

Tv Stations:

Richmond, Va., WAFX-TV & WHIS-TV; Wilmington, WTCT-TV.

SELECT STATION REPRESENTATIVES

New York 17—400 Madison Ave., *Zang Golobe*, *Albert B. Shepard*, Plaza 8-1850. Baltimore 3—7 E. Lexington St., Lexington 9-7808. Richmond 28 6200 Broad Street Rd., Atlantic 8-2835.

Tv Stations:

Bakersfield, KBAK-TV; Bluefield, WHHS-TV; Charleston, WUSN-TV; Richmond, WNEV-TV.

SKYLINE ADVERTISERS' SALES, INC.

Idaho Falls—P.O. Box 2191, Jackson 3-4567, *Melvin B. Wright*.

Tv Stations:

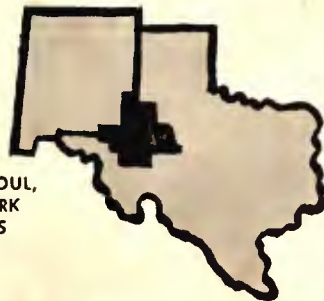
Billings, KOOK-TV; Butte, KNLF-TV; Great Falls, KFBB-TV; Idaho Falls, KID-TV; Twin Falls, KLIW-TV.

SODERLUND CO.

Kiewit Plaza, *Harold Soderlund*, 3555 Farnam.

KMID TV

**SERVING THE
PERMIAN BASIN
OF WEST TEXAS
& Southeast
NEW MEXICO**



Represented by: **VENARD, RINTOUL, & McCONNELL INC., NEW YORK**
CLARKE BROWN CO., DALLAS

POPULATION 431,600
TV HOMES 110,000

MIDLAND CSI PER HOUSEHOLD \$7,921
ODESSA CSI PER HOUSEHOLD \$7,437

Source: SRDS, July, 1961 ARB, March, 1961

channel 2
MIDLAND-ODESSA

Tv Stations:

Hays, Kan. KAYS-TV; Alexandria, Minn., KCMT-TV; Holdrege, Nebr., KHOL-TV; Mitchell, S. D., KORN-TV; Fort Dodge, Iowa, KQTV-TV; Rapid City, S. D., KRSD-TV; Sioux Falls, S. D., KSOO-TV; Scottsbluff, Nebr., KSTF-TV; Cheyenne, Wyo., KFBC-TV; Sioux City, Iowa, KTIV; Aberdeen, S. D., KXAB-TV; Fargo, N. D., KXGO-TV; Valley City, N. D., KXJB-TV; Bismarck, N. D., KXMB-TV; Minot, N. D., KXMC-TV; Springfield, Mo., KYTV-TV.

SPOT TIME SALES

New York 17—40 E. 49th St., *Bill Heaton*, Plaza 3-3337. Chicago 11—400 N. Michigan Ave., *John E. Erickson*, Phone 467-6106. Hollywood 28—6362 Hollywood Blvd., *Miss B. J. Hamrick*. San Francisco 4—41 Sutter St., Yukon 1-1199.

Tv Stations:

Douglas, KCDA.

STORER BROADCASTING COMPANY

Miami Beach 54—1177 Kane Concourse, Union 6-0211. New York 22—625 Madison Ave., *Maurice E. McMurray*, Plaza 1-3940. Chicago 1—230 N. Michigan, *Donald C. Kamin*, Franklin 2-6498.

Tv Stations:

Atlanta, WAGA-TV; Cleveland, WJW-TV; Detroit, WJBK-TV; Milwaukee, WITI-TV; Toledo, WSPD-TV.

STORER TELEVISION SALES

New York 22—500 Park Ave., *Peter Storer*, *Francis Barron*, *John D. Kelly*, Plaza 2-7600. Chicago 1—333 N. Michigan Ave., *George U. Lyons*, Central 6-9950.

TELEVISION ADVERTISING REPRESENTATIVES, INC.

New York 19—666 Fifth Ave., *Larry Israel*, *Jack Mohler*, Judson 2-3456. Chicago 11—400 N. Michigan Ave., *Lamont L. Thompson*, Whitehall 4-4567. Detroit 26—2161 Penobscot Bldg., Fort and Griswold Sts., *Raymon L. Hamilton*, Woodward 5-6454. Hollywood 28—First Federal Bldg., 1717 Highland Ave., *Dick Loughrin*, Hollywood 6-1144. San Francisco 4—155 Montgomery St., *Harry Diner*, Exbrook 7-5088.

Tv Stations:

Baltimore, WJZ-TV; Boston, WBZ-TV; Charlotte, N. C., WBT-TV; Cleveland, KYW; Jacksonville, Fla., WJXT; Pittsburgh, KDKA; San Francisco, KPIX; Washington D. C., WTOP-TV.

TRIANGLE PUBLICATIONS, INC.

New York 17—485 Lexington Ave., *Edward H. Benedict*, Oxford 7-9736. Los Angeles 5—3440 Wilshire Blvd., *Charles S. Cady*, Dunkirk 7-1296. Baltimore 12—6404 Sharon Rd., *Charles Powell*, Drexel 7-6222.

Tv Stations:

Altoona, WFBG; Binghamton, WNBK; Fresno, KFRE; Hartford-New Haven, WFHC; Lebanon, WLYH; Philadelphia, WFIL.

VENARD, RINTOUL & McCONNELL, INC.

New York 17—579 Fifth Ave., *Lloyd George Venard*, *James V. McConnell*, *Stephen R. Rintoul*, Murray Hill 8-1088. Chicago 1—35 E. Wacker Drive, *Howard B. Meyers*, State 2-5260. Detroit 26—808 Penobscot Bldg., *James A. Brown, Jr.*, Woodward 3-4075. Los Angeles—1213 N. Highland Ave., *Franke Crane*, Hollywood 2-4939. San Francisco—249 Pine Street, *Alan Torbet*, Exbrook 7-6187. Dallas—1915 Elm Street, *Clyde Melville*, Riverside 8-5239.

Tv Stations:

Montgomery, Ala., WCOV-TV; Panama City, Fla., WJHG-TV; Tampa-St. Petersburg, WSUN-TV; Albany, WALB-TV; South Bend, WNDU-TV; Jackson, WILX-TV; Traverse City-Cheboygan, WPBN-WTOM; Rochester, KROC-TV; Washington, WITN; Jackson, WDXL-TV; Hurling, KGBT-TV; Lufkin, KTRE-TV; Midland, KMID-TV; Sherman-Denison, Texas-Ardmore, KXII-TV; Waco-Bryan, KWTX-TV, KBTX-TV; Wichita Falls, KSWO-TV; Harrisonburg, WSWA-TV; San Angelo, KCTV-TV.

WAGNER, WM. J. & ASSOCIATES

Seattle 1—1001 Tower Bldg., 7th & Olive, Main 4-6333.

Tv Stations:

Anchorage, KTVA; Fairbanks, KTVF; Juneau, KINY-TV.

WAYNE-EVANS & ASSOCIATES

Minneapolis 2—1138 Northwestern Bank Bldg., *Bud Stitt*, Federal 8-7017.

Tv Stations:

Sioux Falls, KELO-TV; Rapid City, KOTA-TV; Madison, WKOW-TV; Fargo, KXGO-TV; Grand Forks, KNOX-TV; Pembina, KCND-TV.

WEBB, GRANT, & CO.

New York 22—509 Madison Ave., Murray Hill 8-7550.

Tv Stations:
Ogden, KVOG.

WEED TELEVISION CORPORATION

New York 17—579 Fifth Avenue, Plaza 9-4700, *Joseph J. Weed*, *E. C. Metcalfe*, *Mike Wurster*. Chicago 1—Prudential Plaza, Whitehall 4-3434, *C. C. Weed, v.p.*; *William J. Reilly*, sales mgr.; *C. C. Weed, Jr.*, *Frank L. Saraceno*, *Dan Ruffo*. Atlanta 9—1182 W. Peachtree St., N.W., Trinity 5-9539, *Richard M. Walker*, mgr. Boston 16—Stalder Building, Hubbard 2-6117, *Mrs. Nona Kirby*. Dallas 1—1507

Southland Center, Riverside 2-5148, *Clarke R. Brown, v.p.*; *Andrew E. Peranni*, sales mgr.; *Bill Keys*. Denver—1150 Delaware St., Tabor 5-7585, *John L. McGuire*. Detroit 26—1610 Book Building, Woodward 1-2685, *Bernard P. Pearse*. Hollywood 28—6331 Hollywood Blvd., Hollywood 2-6676, *Paul Kennedy*. Houston—3520 Montrose Blvd., Jackson 8-1601, *Jack Eisele*. New Orleans—910 Royal Street, Jackson 2-3917, *Jack Eisele*, *Nancy Boyle*. Portland—807 Wilcox Building, Capital 6-3973, *H. S. Jacobson*. St. Louis 5—7603 Forsythe Blvd., Parkview 7-7375, *Jack Hetherington*. San Francisco 5—625 Market Street, Exbrook 7-0535, *Boyd Rippey*. Seattle 1—1001 Tower Building, Main 4-6333, *William J. Wagner*.

Tv Stations:

East: Johnstown, WARD-TV. South: Alexandria, KALB-TV; Lake Charles, KPLC-TV; Ada, KTEN-TV; Hattiesburg, WDAM-TV; West Palm Beach, WEAT-TV; Bluefield, WHIS-TV; Wilmington, WECT; New Orleans, WVUE. Mid-West: Hastings, KHAS-TV; Springfield, KTTS-TV; Valley City, KXJB-TV; Bismarck, KXMB-TV; Minot, KXMC-TV; West: Las Vegas, KLAS-TV; Yakima, KNDO-TV; KNDU-TV; Seattle/Tacoma, KTNT-TV. Alaska: Anchorage KTVA; Fairbanks, KTVF; Juneau, KINY-TV.

YOUNG TELEVISION CORP.

New York 22—3 East 54th St., *Adam Young*, *James F. O'Grady*, *Alfred T. Parenty*, Plaza 1-4848. Chicago 1—Prudential Plaza, *R. John Stella*, Michigan 2-6190. Atlanta—1182 W. Peachtree St., *Harold M. Parks*, Trinity 3-2564. St. Louis—Syndicated Trust Bldg., *Dell Simpson*, Main 1-5020. Dallas—211 N. Ervay, *Fred L. Edwards*, Riverside 8-6957. Detroit 26—2940 Book Bldg., *William E. Morgan*, Woodward 3-6919. Los Angeles 28—6331 Hollywood Blvd., *William A. Wallace*, Hollywood 2-2289. San Francisco 4—105 Montgomery St., *William B. Peavey*, Yukon 6-5366.

Tv Stations:

Bakersfield, KBAK-TV; California-Oregon Trio, KIEM-TV, KBES-TV, KOTI-TV; Cascade Broadcasting Company, KIMATV, KBAS-TV, KEPR-TV, KLEW-TV; Charleston, WUSN-TV; Charleston-Huntington, WHTN-TV; Chattanooga, WTVG; Columbus, WTVM; Denver, KTVR-TV; Detroit, CKLW-TV; Eau Claire, WEAU-TV; El Paso, KERP-TV; Evansville, WEHT-TV; Florence, WBTW; Fort Wayne, WPTA; Green Bay, WLUC-TV; Hartford, WHCT; Indianapolis WTTV (WFAM-TV, Lafayette); Honolulu, KHVH-TV; Lexington, WKYT; Madison, WKOW-TV; Manchester, WMUR-TV; Marquette, WLUC-TV; Minneapolis, KMSP-TV; New York, WNTA-TV; Orlando, WLOF-TV; Quincy, WGEM-TV; Richmond, WXEX-TV; Santa Barbara, KEY-TV; San Jose, KNTV; Springfield, WICS (WCHU—Champaign, WICD—Danville); Tucson, Arizona, KGUN-TV; Youngstown, Ohio, WKST-TV.

Call-letters, markets and reps of tv station groups

Groups that have at least three outlets, at least one of which is located in one of the top 50 metropolitan areas

AMERICAN BROADCASTING CO.

WABC-TV, N. Y.	ABC National Sales
WBKB, Chicago	ABC National Sales
WXYZ-TV, Detroit	ABC National Sales
KABC-TV, L. A.	ABC National Sales
KGO-TV, San Francisco	ABC National Sales

CAPITAL CITIES BROADCASTING CORP.

WPRO-TV, Providence	Blair
WTEN, Albany†	Blair
WTVD, Durham, N. C.	Petry

COLUMBIA BROADCASTING SYSTEM

WCBS-TV, N. Y.	CBS Tv Spot Sales
KNXT, L. A.	CBS Tv Spot Sales
WBBM-TV, Chicago	CBS Tv Spot Sales
WCAU-TV, Philadelphia	CBS Tv Spot Sales
KMOX-TV, St. Louis	CBS Tv Spot Sales

CORINTHIAN BROADCASTING

KOTV, Tulsa	H-R
KXTV, Sacramento	H-R
KHOU-TV, Houston	H-R
WANE-TV, Ft. Wayne	H-R
WISH-TV, Indianapolis	H-R

COWLES GROUP

KRNT-TV, Des Moines	Katz
KTVH, Hutchinson, Kans.	Blair
WCCO-TV, Minneapolis	PGW

†WTEN satellite—WCDC, Adams, Mass.

COX GROUP

WHIO-TV, Dayton	Hollingbery
WSB-TV, Atlanta	Petry
WSOC-TV, Charlotte	H-R
WCKT, Miami, Fla.	HRP

CROSLEY BROADCASTING CORP.

WLW-T, Cincinnati	Crosley
WLW-D, Dayton	Crosley
WLW-I, Indianapolis	Crosley
WLW-A, Atlanta	Crosley
WLW-C, Columbus, O.	Crosley

CROWN STATIONS

KING-TV, Seattle	Blair
KGW-TV, Portland, Ore.	Blair
KREM-TV, Spokane	Petry

HEARST CORP.

WBAL-TV, Baltimore	Petry
WISN-Milwaukee	Petry
WTAE, Pittsburgh	Katz

MEREDITH BROADCASTING CO.

KCMO-TV, Kansas City, Mo.	Katz
KPHO-TV, Phoenix	Katz
WHEN-TV, Syracuse	Katz
WOW-TV, Omaha	Blair

METROPOLITAN BROADCASTING

WNEW-TV, N. Y.	Petry
KOVR, Sacramento	Blair
WTVH, Peoria	Blair

Group call-letters, markets & reps (continued)

WTVP, Decatur, Ill.	Blair	WTVN-TV, Columbus, O.	Katz
WTTG, Washington	Blair	WKYT-TV, Lexington, Ky.	Young TV Corp.
		WBRC-TV, Birmingham, Ala.	Katz

NAFI CORP. (CROSBY-BROWN)

KCOP, L. A.	Petry
KPTV, Portland, Ore.	Petry
KTVT, Ft. Worth-Dallas	Blair

NATIONAL BROADCASTING CO.

WNBC-TV, New York	NBC Spot Sales
WNBQ, Chicago	NBC Spot Sales
WRC-TV, Washington	NBC Spot Sales
WRCV-TV, Philadelphia	NBC Spot Sales
KRCA-TV, L. A.	NBC Spot Sales

NEWHOUSE STATIONS

WSYR-TV, Syracuse†	HRP
WAPI-TV, Birmingham, Ala.	HRP
KOIN-TV, Portland, Ore.	HRP
WTPA, Harrisburg	HRP

RKO GENERAL, INC.

WOR-TV, N. Y.	H-R
WNAC-TV, Boston	H-R
KHJ-TV, L. A.	H-R
WHBQ-TV, Memphis	H-R
CKLW-TV, Detroit	Young TV Corp.

STORER BROADCASTING CO.

WAGA-TV, Atlanta	Storer
WJBK-TV, Detroit	Storer
WSPD-TV, Toledo	Storer
WITI-TV, Milwaukee	Storer
WJW-TV, Cleveland	Storer

TAFT BROADCASTING CO.

WKRC-TV, Cincinnati	Katz
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TIME, INC.

KLZ-TV, Denver	Katz
WOOD-TV, Grand Rapids	Katz
WFBM-TV, Indianapolis	Katz
WTCN-TV, Minneapolis	Katz

TRANSCONTINENT TV. CORP.

WROC-TV, Rochester	Petry
WDAF-TV, Kansas City, Mo.	Petry
KFMB-TV, San Diego	Petry
WNEP-TV, Scranton	Petry
WGR-TV, Buffalo	Petry

TRIANGLE PUBLICATIONS, INC.

WFIL-TV, Philadelphia	Blair
WBNF-TV, Binghamton	Blair
WFBG-TV, Altoona	Blair
WLYH-TV, Lebanon	Blair
WNHC-TV, New Haven	Blair
KFRE-TV, Fresno	Blair

WESTINGHOUSE BROADCASTING CO.

KDKA-TV, Pittsburgh	TvAR
WBZ-TV, Boston	TvAR
KPIX, San Francisco	TvAR
WJZ-TV, Baltimore	TvAR
KYW-TV, Cleveland	TvAR

WOMETCO ENTERPRISES, INC.

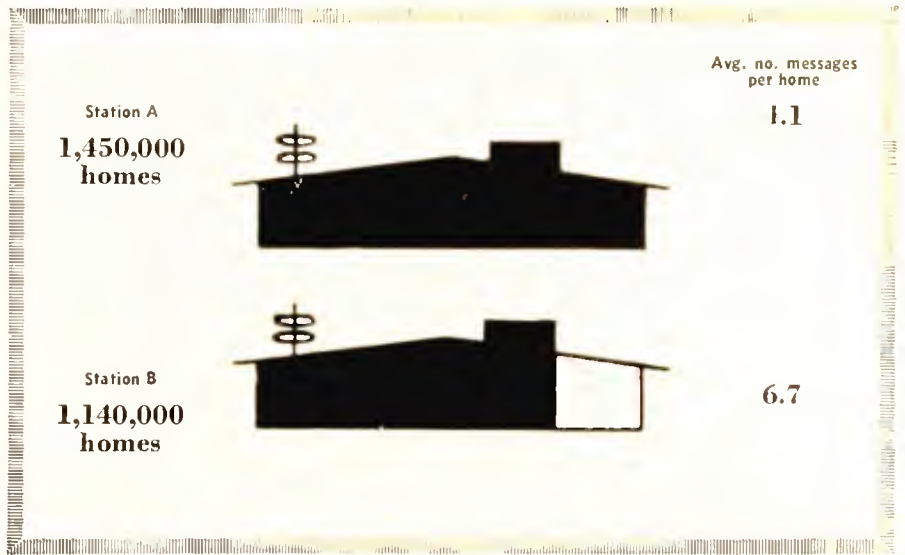
WTVJ-TV, Miami, Fla.	PGW
WFGA-TV, Jacksonville	PGW
WLOS-TV, Asheville, N. C.	PGW
KVOS, Bellingham, Wash.	Forjoe

†WSYR-TV satellite—WSYE-TV, Elmira, N. Y.

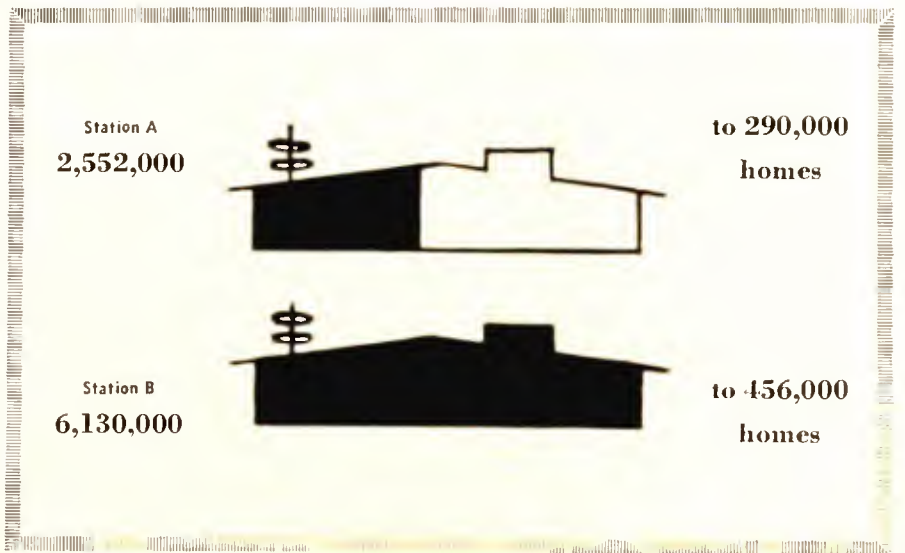
*Boston, Los Angeles & Memphis self-rep from 1 October.

Reach and frequency compared for maximum efficiency

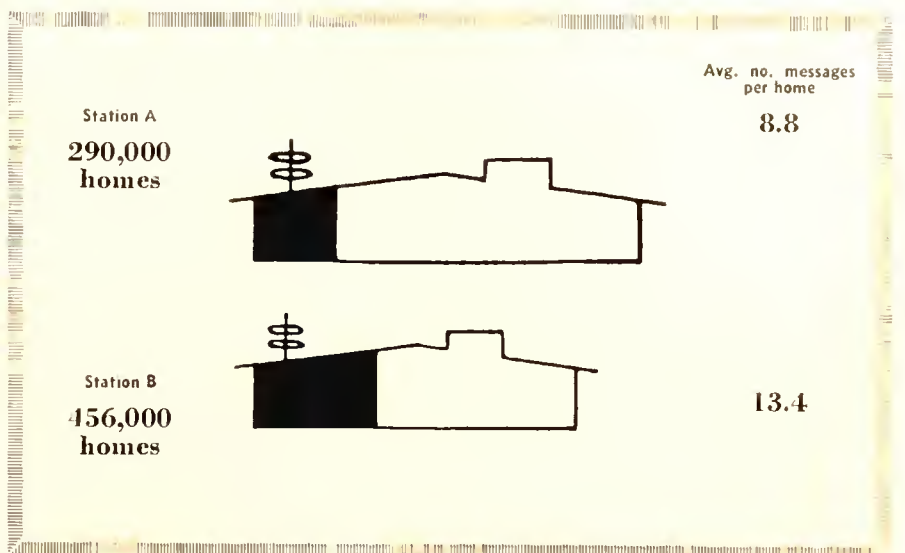
Total homes reached in four weeks



Total messages to "high-frequency" homes



Homes reached at high frequency



An advertiser who needs relatively high frequency must select his station. On two similar schedules, station 'A' has the greater reach, but 'B' has higher frequency. Next chart shows homes reached at a specified frequency level (six or more times per month). In the last chart (frequency \times no. of high frequency homes) station 'B' emerges with more than twice the number of important homes delivered than 'A'.

How various audience measurement

	DIARY	RECORDER	PERSONAL COINCIDENTAL	PERSONAL ROSTER RECALL
INFORMATION STANDARDS*				
A. Basic Information Standards				
1. Exposure to a Broadcast Should Be Measured in Terms of Set Tuning	Yes	Yes	Yes	Yes
2. The Unit of Measurement Should Be the Household	Yes	Yes	Yes	Yes
3. All Sets Owned by the Household Should Be Measured	Yes	Yes for TV No for radio— does not measure battery and portable sets	Yes for TV No for radio— measurement of out-of-home exposure practically impossible	Yes
4. The Entire Reception Area Should Be Measured	Yes	Yes	Yes	Yes
5. The Measurement Should Be Representative of All Households	Yes	Yes	Yes	Yes
6. The Measurement Should Report the Average Instantaneous Audience	No—in a practical sense only a total program audience size measurement is possible	Yes	Yes	No—in a practical sense only a total program audience size measurement is possible
7. The Measurement Should Express the Number of Households Reached	Yes	Yes	Yes	Yes
B. Supplementary Information Standards				
8. Total Household Audience	Yes	Yes	No—measures only average instantaneous audience	Yes
9. Unduplicated Household Audience to Two or More Broadcasts	Yes	Yes	No—measures only average instantaneous audience	No—except for periods of roster interview
10. Program Audience Size Measurements as Per Cent of All Households	Yes	Yes	Yes	Yes
11. Households Using Receivers	Yes	Yes	Yes	Yes
12. Audience Characteristics				
a) Individual	Yes	No	Yes	Yes
b) Household	Yes	Yes	Yes	Yes
13. Program Audience Size Measurements for Specific Segments of a Program, Such as Commercials	No	Yes	No—sample requirements prohibitive	No
14. Full Network Audience by Specific Time Periods	Yes	Yes	Yes	Yes

* The audience size measurement methods are evaluated for each standard independently without any consideration of

techniques meet the basic information requirements

PERSONAL UNAIDED RECALL	TELEPHONE COINCIDENTAL	TELEPHONE RECALL	COMBINATION TELEPHONE COINCIDENTAL AND TELEPHONE RECALL	COMBINATION TELEPHONE COINCIDENTAL AND DIARY	COMBINATION TELEPHONE COINCIDENTAL AND PERSONAL ROSTER RECALL
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes for TV No for radio— measurement of out-of-home exposure practi- cally impossible	Yes	Yes for TV No for radio— measurement of out-of-home exposure practi- cally impossible	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes—if tele- phone ownership approaches saturation	Yes—if tele- phone ownership approaches saturation	Yes—if tele- phone ownership approaches saturation	Yes	Yes
No—in a practi- cal sense only a total program audience size measurement is possible	Yes	No—in a practi- cal sense only a total program audience size measurement is possible	Yes—if adjusted	Yes—if adjusted	Yes—if adjusted
Yes	Yes	Yes	Yes	Yes	Yes
Yes	No—measures only average instantaneous audience	Yes	Yes—if adjusted	Yes—if adjusted	Yes—if adjusted
No—except for periods of roster interview	No—measures only average instantaneous audience	No—except for periods of roster interview	No	Yes	No
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes
No	No—sample requirements prohibitive	No	No	No	No
Yes	Yes	Yes	Yes	Yes	Yes

the possible interrelationships among the standards themselves. Source: Advertising Research Foundation.

Manufacturers of tv broadcast and studio equipment

Note: This is not intended as an inclusive listing, but rather to indicate the diversity of services available in the equipment field, among major manufacturers of transmission and studio apparatus.

Adler Electronics Inc.
Industrial Products Division
1 Le Fevre Lane, New Rochelle, N. Y.
Ben Adler, pres.
Translators and microwave systems.

Alford Manufacturing Co.
299 Atlantic Avenue, Boston 10, Mass.
Andrew Alford, pres.
Broadcast antenna, coaxial and control equipment.

Ampex Corporation
934 Charter St., Redwood City, Calif.
Charles P. Ginsberg, v.p.
Videotape recorders, Marconi cameras.

Cellomatic Corp.
1546 Broadway, New York 36, N. Y.
M. Rogan, pres.
Animation equipment.

Century Lighting Inc.
521 West 43rd St., New York 36, N. Y.
Edward F. Kook, pres.
Complete studio lighting.

Conrac Division
Giannini Controls Corp.
19217 East Foothill Blvd., Glendora, Calif.
W. J. Moreland, pres.
Monochrome video monitors.

Dynair Electronics Inc.
7564 Broadway, Lemon Grove, Calif.
E. G. Gramman, pres.
Closed-circuit and video distribution.

EMI-US Ltd.
1750 North Vine St., Hollywood, Calif.
Complete broadcast and closed-circuit.

Foto-Video Electronics
36 Commerce Rd., Cedar Grove, N. J.
A. J. Baracket, pres.
High definition film equipment.

General Electric Co.
Communication Products Dept.
Electronics Park, Syracuse, N. Y.
Robert L. Casselberry, gen. mgr.
Transmitter and studio apparatus.

General Precision Inc.
GPL Division
Pleasantville, N. Y.
Richard W. Lee, pres.
Vidicon and projection equipment.

Kliegl Bros.
321 West 50th St., New York 19, N. Y.
Herbert A. Kliegl, pres.
Complete lighting.

Metropolitan Equipment Co.
Lumitron Division
2250 Steinway St., Long Island City, N. Y.
Light control systems.

Mackenzie Electronics, Inc.
1025 North McCadden Place, Hollywood 38, Calif.
Louis G. Mackenzie, pres.
Automated programing.

Minneapolis-Honeywell Co.
Wayne & Windrim Ave., Philadelphia 44, Penn.
Transmitting stations; remote-control cameras.

Minnesota Mining Co.
900 Bush Ave., St. Paul 6, Minn.
"Scotch" videotape.

Miratel Electronics Inc.
1st St., S.E. & Richardson, New Brighton, Minn.
N. C. Ritter, gen. mgr.
Video monitors, camera viewfinders.

Mitchell-Vintin Inc.
611 West Harvard St., Glendale 4, Calif.
Mrs. Eva Fox, pres.
Camera equipment.

Radio Corp. of America
Front & Cooper Sts., Camden, N. J.
C. H. Colledge, div. v.p.
Complete broadcast and studio equipment.

Raytheon Co.
225 Crescent St., Waltham 54, Mass.
Raymond Kendall, gen. sales mgr.
Microwave systems.

Sarkes Tarzian Inc.
East Hillside Drive, Bloomington, Ind.
Sarkes Tarzian, pres.
Camera and vidicon systems.

Tektronix Inc.
Box 500, Beaverton, Ore.
Howard Vollum, pres.
Control and test equipment.

Telechrome Mfg. Co.
28 Ranick Drive, Amityville, L.I., N.Y.
H. Charles Riker, sales v.p.
Color transmission and testing.

Teleprompter Corp.
50 West 44th St., New York 36, N. Y.
Irving B. Kahn, pres.
Projection and special-effects.

Westrex Corp.
6601 Romain St., Hollywood 38, Calif.
Audio recording and reproduction.



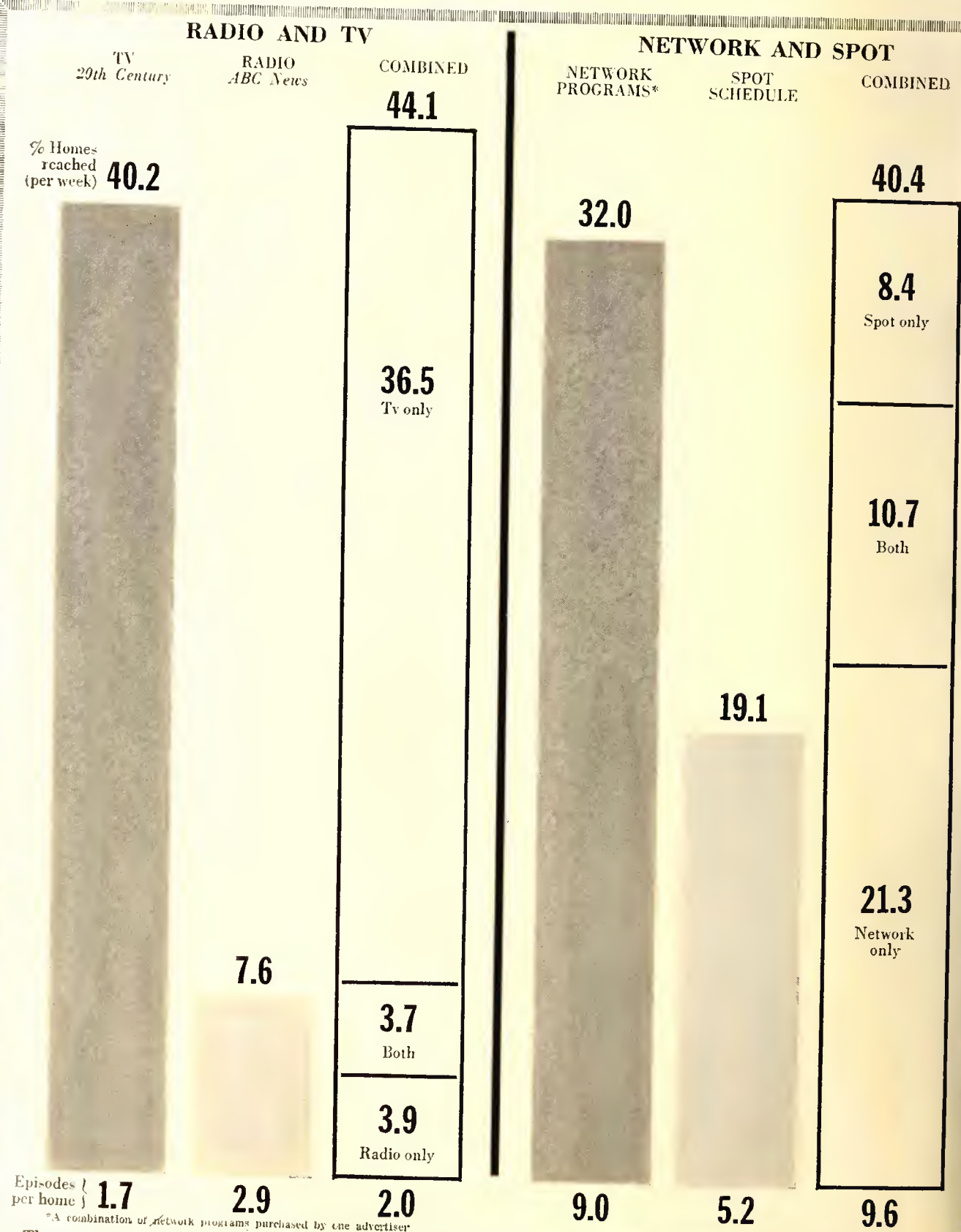
As well known to the Station Man
as his own Call Letters . . .

the mark of
the finest in equipment
such as the new 4½ inch
large orthicon camera—the TK-12.



The Most Trusted Name
in Broadcasting.

Typical duplication analyses



*A combination of network programs purchased by one advertiser

These two Nielsen charts illustrate different kinds of duplication analysis. These calculations are made by advertisers to determine the audience overlap using two or more media. Combined total represents unduplicated homes.

TV BASICS

section

8

TV SOURCES

Checklist and summary of major TV studies



**43.2 million families
use their TV sets in
a typical week. Their
usage represents 95.6
percent of tv homes**

During the week ending 6 March 1960, an NTI study revealed that 43.2 million families used their set, for an average of 44.56 hours in the week. About one-third of the viewing hours were devoted to weekday daytime schedules and more than half to evening programming. Twenty-one percent of the viewing occurred in the five weekdays, noon to 6 p.m., and 54 percent in the 7 evenings between 6 p.m. and midnight.

MAJOR SOURCES OF TV RESEARCH MATERIAL

This selected and annotated bibliography is drawn from material prepared by the U. S. Office of Education and American University, Washington, D. C.; the University of Syracuse, the National Association of Broadcasters and the Television Information Office. Included are volumes reporting findings on research and experimentation, on broadcast advertising and management, and the professional skills of the broadcasting profession.

GENERAL

Abbot, Waldo, and Rider, Richard. *Handbook of Broadcasting*. New York, McGraw-Hill Book Co., 1957, 4th ed.

Thoroughly revised. Retains material helpful to the student of radio and of TV. TV sections have been expanded to fill nearly half this edition. Class projects. Bibliography.

Barnouw, Erik. *Mass Communication*. New York, Rinehart & Co., 1956, college ed.

An authoritative text on television, radio, film, and the press. Discusses the media and various aspects of their practice in the United States today. Bibliography.

Barrow, Lionel C., Jr., and Westley, Bruce H. *Television Effects*. Madison, Wis., 1958, Res. Bul. No. 9.

A summary of the literature and proposed general theory of the subject.

Blum, Daniel C. *Pictorial History of TV*. Philadelphia, Pa., Chilton Co., 1958.

Primarily illustrations. Brief text incorporated in picture captions. Many of the big moments in TV are shown.

Bogart, Leo. *The Age of Television*. New York, Frederick Ungar Pub., 1958, 2d ed.

A study of viewing habits and the impact of TV on American life.

Brennan, Ed. *Advertising Media*. New York, McGraw-Hill Book Co., 1951.

A comprehensive text designed to

give the student an understanding of the functioning of major forms of advertising media, as well as effective methods and means of buying and selling space and time.

Bridge, Harry P. *Practical Advertising*. New York, Rinehart & Co., Inc., 1949.

A text designed to acquaint the student with an actual working knowledge of the various phases of the advertising business.

——— *Practical Advertising—Television Supplement and Workbook*, New York, Rinehart & Co., Inc., 1951.

A supplement to the textbook *Practical Advertising*, designed to acquaint teachers and students with some of the problems and techniques of advertising by television.

Digges, I. W. *The Modern Law of Advertising and Marketing*. New York, Funk & Wagnalls, 1948.

A concise, comprehensive, and authoritative handbook of the legal aspects of advertising. Includes 16 pages on radio broadcasting and TV.

Dunn, Samuel Watson. *Advertising Copy and Communication*. New York, McGraw-Hill Book Co., 1956.

Gives general background necessary for creative advertising; analyzes aspects of an ad such as layout, language, and color use; discusses special problems of retailing, direct mail, and radio-TV copy preparation.

Elliott, William Y., ed. *Television's Impact on American Culture*.

East Lansing, Mich., 1956.

Shows how television fits into our culture and explores the possibilities of the medium in that setting. Presents an educational and cultural philosophy of television within the limits of the knowledgeable uses and limitations of the medium.

Evans, Jacob A. *Selling and Promoting Radio and Television*. New York, Printers' Ink Books, 1954.

A comprehensive guidebook providing practical information on many facets of selling and promotion.

Ewbank, Henry L. and Lawton, Sherman P. *Broadcasting: Radio and Television*. New York, Harper & Bros., 1952.

A basic text adapted for teaching about radio and television, from background and history through specifics for preparing and producing programs.

——— *Broadcasting: Radio and Television. A Manual for the Student*. New York, Harper & Bros., 1953.

Contains a series of production projects giving step-by-step procedures for planning various types of student broadcasts.

FEDERAL COMMUNICATIONS COMMISSION

Lists of obtainable publications. Washington, U.S. Government Printing Office, Washington 25, D.C.

Hall, Roger S. *Taking Hold of Television*. New York, National Publicity Council, 1954.

A guide for the small agency or organization called upon to plan

campaigns for civic, health, or welfare groups.

Lindsley, Charles Frederick. *Radio and Television Communication*. New York, McGraw-Hill Book Co., 1952.

A textbook and study manual on the historical, social, cultural, business, and technical aspects of the subject. Extensively illustrated.

Four Years of New York Television (Study #7). H. H. Remmers (Purdue Opinion Panel).

A study of programs carried by New York City television stations, Jan. 25-31, 1954, and programs reported in 3 previous years.

Nafziger, Ralph O. and White, David M., eds. *Introduction to Mass Communications Research*. Baton Rouge, La., Louisiana State University Press, 1958.

Collection of discussions by leaders in the field on general aspects, research planning, methods, field methods, statistical analysis, measurements, and scientific method in communications research. Bibliographies.

Phillips, David C.; Grogan, John M.; and Ryan, Earl H. *Introduction to Radio and Television, An.* New York, The Ronald Press Co., 1954.

An introductory survey for a general understanding of radio and television. Contains background material on the development of the industry, its organization, operation, and special problems. Concentrates on current procedures and problems, organizations, and programing.

Seehafer, E. F., and Laemmar, J. W. *Successful Radio and Television Advertising*. New York, McGraw-Hill Book Co., 1951.

Comprehensive description of many phases of radio and television advertising with illustrative material taken from actual practice.

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For the advertising or businessman, the copy writer, director, and others, this reference book attempts to provide answers to problems most frequently encountered by those en-

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Shayon, Robert L. *Television and Our Children*. New York, Longmans, Green & Co., 1951.

An informative and penetrating exploration of the effects of television on children, and constructive suggestions for insuring better programs.

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One in the UNESCO series, Press, Film, and Radio in the World Today. Considers general educational aspects of television and gives examples of program experiments and evidence of the effects of such programs.

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The result of studies by the Committee on Motivation Research sponsored by the Advertising Research Foundation whose purpose is to further scientific practices and promote greater effectiveness in advertising.

Thomson, Charles A. H. *Television and Presidential Politics*. Washington, D. C., The Brookings Institution, February 1956.

Covers the 1952 elections and presents a discussion of the problems in future TV political coverage.

True, Herbert. *Television Dictionary/Handbook for Sponsors*. New York, Sponsor Services, Inc., 1955.

Quick-reference book including more than 2,200 terms and uses of television and new developments in the medium; particularly helpful to ad concerns, production firms TV stations, and educators.

PROGRAM TECHNIQUES

Adams, Charles. *Producing and Directing for Television*. New York, Henry Holt & Co., 1953.

A guide to many phases of television; the station, its facilities and personnel, its equipment, and the techniques of producing and directing programs.

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Battison, John H. *Movies for TV*. New York, The Macmillan Co. 1950.

A guide to the techniques and use of motion picture films on television equipment and its operation, program planning and production, color films and color TV, editing, splicing and production of commercials.

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Bender, James F., comp. *NBC Handbook of Pronunciation*. New York, Thomas Y. Crowell Co., 1951.

Bretz, Rudy. *Techniques of Television Production*. New York, McGraw-Hill Book Co., Inc., 1953.

A practical guide, including descriptions of equipment and materials for use in producing television programs and teacher.

CBS News Staff. *Television News Reporting*. New York, McGraw-Hill Book Co., 1958.

A compilation of information based on the knowledge and years of practical experience of many people in the field. A practical handbook for use in newsroom and classroom.

Curran, Charles W. *The Handbook of TV and Film Technique*. New York, Pellegrini & Cudahy, 1953.

A nontechnical production guide for executives. Gives basic facts about producing films, including production costs; methods and procedures, and a glossary of trade terms.

—*Screen Writing and Production Techniques*. New York, Hastings House, 1958.

A nontechnical handbook for TV, film, and tape. Part I deals with creating and developing the script; Part II deals with production planning and actual staging procedure; and Part III analyzes the factors in production cost.

Dimond, S. A., and Andersson,

D. M. *Radio and Television Workshop Manual*. New York, Prentice-Hall, Inc., 1952.

A practical guide to creative radio and television production, with emphasis on simplified types of programming for the small station.

Hodapp, William. *The Television Manual*. New York, Farrar, Straus & Young, Inc., 1953.

A guide to TV production and programming for education, public affairs, and entertainment. Explains many of the elements of program formats and sources. Has chapter on writing for television films and on operation of educational television.

Hubbell, Richard W. *Television Programming and Production*. New York, Rinehart and Co., Inc., 1956. Rev. 3d ed.

Appendix includes a complete shooting script of a TV drama, with director's cues written in. Traces the growth of TV in America and Europe. Compares TV with other media while presenting a detailed explanation of the nature of TV programming, camera lenses, and operating techniques, theory of video skills, incorporation of audio devices, and TV production theories.

—**and Whiting, Fred, eds.** *Television News Handbook*. Evanston, Ill., Northwestern University Press, 1953.

A guide for the professional newsman as well as for the television journalism student. Contains excerpts from talks by leading television newsmen as presented at the first national television news seminar at Northwestern University.

McMahan, Harry W. *The Television Commercial*. New York, Hastings House, 1957.

The fundamentals for effective utilization of TV as a sales medium, plus detailed chapters covering aspects of production of TV commercials, with step-by-step explanations and advice on how to reduce costs.

—*TV Tape Commercials*. New York, Hastings House, 1960.

An illustrated handbook, which explains aspects of TV tape production and how this method can be used to

combine the best of live and film-TV techniques.

—*Television Production*. New York, Hastings House, 1957.

A handbook of TV production fundamentals, presented in a how-to-do-it framework. Emphasizes artistic quality in various production situations. Illustrated.

Royal, John F. *Television Production Problems*. New York, McGraw-Hill Book Co., 1948.

Compiled from a series of 11 lectures by NBC television personnel in a course given by Columbia University and NBC.

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Written particularly for the broadcasting journalist, the book contains basic information on procedures for gathering, writing, and presenting news on radio and television.

Stasheff, Edward, and Bretz, Rudy. *The Television Program*. New York, A. A. Wyn, Inc., 1951.

A guide to writing, directing, and producing television programs. Contains photographs, diagrams, charts, and actual directors' scripts of outstanding programs.

Wade, Robert J. *Designing for TV*. New York, Pelligrini and Cudahy, 1952.

A book on art and design in television staging, written expressly for the graphic artist, craftsman, or production designer.

—*Staging TV Programs and Commercials*. New York, Hastings House, 1954.

A handbook on how to plan and executive television sets, props, and production facilities. Includes suggestions for relating stagecraft experience to TV.

N.A.B.

Single copies of the following publications are available upon request to the Public Relations Service, National Association of Broadcasters. Multiple copies will be supplied at cost.

Radio Code of Good Practices. The Code observed by subscribing

radio stations to assure good programming and acceptable advertising.

The Television Code. The voluntary code of program and advertising guideposts subscribed to by television broadcasters and administered by the Television Code Review Board of NAB.

How Television Minds its Manners. A brief explanation of what The Television Code is and how it is administered.

Radio USA. A booklet reviewing the growth of the American system of radio broadcasting—its purpose and function.

Free Television—How it Serves America. A booklet reviewing the growth of television and setting forth the contributions made by a free system of television broadcasting.

So You're Going On Tv. A booklet for non-professionals explaining the do's and don't for television appearances.

If You Want Air Time. A handbook for publicity chairmen on how to get public service messages on radio and television. This booklet also contains sample public service announcements and news releases and tips on some other public relations aspects.

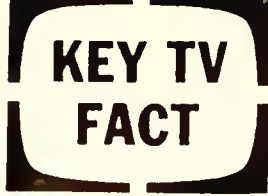
Advertising Stopped at 10 O'Clock This Morning. A booklet outlining the vital importance of advertising to the growth of the American economy.

Is Your Hat in the Ring? A booklet to help men and women in public life present their views by radio convincingly.

Campaigning on Tv. Television edition of "Is Your Hat In The Ring?"

Broadcasting the News. An operational guide on radio and television news. This booklet includes a declaration of principles, history of broadcast news, and a chapter on the organization of a station news department.

Editorializing on the Air. A report on this growing practice in broadcasting which includes a definition of a broadcast editorial, a discussion of legal problems, and a



TV sets are located in 89 percent of wired homes. This outnumbers the ownership of most standard appliances

Of all wired homes, 89 percent contain a tv set. Standard electric irons are found in 88 percent of these homes and electric clocks are present in 83 percent. Toasters and telephones are used in 80 percent of wired homes and vacuum cleaners in 74 percent. Of the total number of U.S. homes, wired and non-wired, 88 percent contain one or more tv sets.

vide to broadcasters who are planning to editorialize.

Code of Conduct for Broadcasting Public Proceedings. This Code was adopted by the NAB Board of Directors to assure the full preservation of dignity and decorum when microphones and cameras are used to cover court trials and other public proceedings.

The Sight and Sound of Justice. Remarks by Robert D. Swezey, broadcasting executive and attorney, when he appeared before the House of Delegates of the American Bar Association in Atlanta, Georgia, February 24, 1958, to present the broadcasting industry's position on equal access to coverage of court trials.

A Political Broadcast Catechism (4th edit.) An explanation in question and answer form of FCC regulations and decisions on political broadcasts, with citations of specific sources of the decisions, an agreement form for political broadcasts, and excerpts from the Communications Act of 1934 and from the Rules of the Commission governing radio broadcast services.

Broadcasting and the Lottery Laws (3rd edit.) Information of general assistance to broadcasters on questions of federal law and federal administrative regulations of broadcasting advertisements of lotteries.

A Copyright Primer. An explanation of the copyright laws and general discussion of those problems of copyright which the broadcaster normally meets.

GENERAL

The following is a partial list of publications providing basic data on various aspects of radio and television broadcasting. Listings which are in print are available through their publishers, book stores or may be consulted in public libraries. Starred () titles are out of print but are in libraries.*

Bendick, Jeanne and Robert. *Television Works Like This.* McGraw-Hill, 330 W. 42nd St., New York 36, 1959.

Bogart, Leo. *The Age of Televi-*

sion. Frederic Ungar, 131 E. 23rd St., New York 10, 1959.

Chester, Girard and Garrison, Garnet R. *Television and Radio.* 2nd edit. Appleton-Century-Crofts, 35 W. 32nd St., New York 1, 1956.

Codding, George A. *Broadcasting Without Barriers.* (International broadcasting study commissioned by UNESCO) Columbia Univ. Press, 2960 Broadway, New York 27, 1959.

***Dunlap, Orrin E., Jr.** *Understanding Television.* Greenberg, 1918.

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Lindsley, Charles F. *Radio and Television Communication.* McGraw-Hill, 330 W. 42nd St., New York 36, 1952.

Phillips, David C., Grogan, John M., and Ryan, Earl H. *Introduction to Radio and Television.* Ronald Press, 15 E. 26th St., New York 10, 1951.

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Waller, Judith C. *Radio, the Fifth Estate.* Houghton Mifflin, 2 Park St., Boston 7, 1960.

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Bellaire, Arthur. *TV Advertising.* A handbook of modern practice. Harper, 19 E. 33rd St., New York 16, 1959.

Evans, Jacob A. *Selling and Promoting Radio and Television.* Printers' Ink Books, New London, Conn. 1951.

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