

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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17 DECEMBER 1962—40c a Copy / \$8 a year

THE 10 BEST
NEGOTIATORS
FOR NET TV p. 27

U. S. radio & tv
homes by state
and county p. 36

NOW AVERAGING **8.8** ADVERTISER SPOTS PER HOUR...



In the Rich Rochester, N.Y., Market
WHEC-TV Delivers

MAXIMUM

Height! Power! Coverage!

We've moved our antenna sixty feet up to the top of the transmitter on Pinnacle Hill—505 feet above average terrain!

More height means more reach to more viewers in the rich, eleven-county Rochester market! More exposure for your sales message! More value for your advertising dollar!

Now more than ever before, we offer you a "ten-strike" on Channel 10!



Television, Inc

ROCHESTER, N. Y.

*FIRST in New York State!

*TENTH in the Nation!

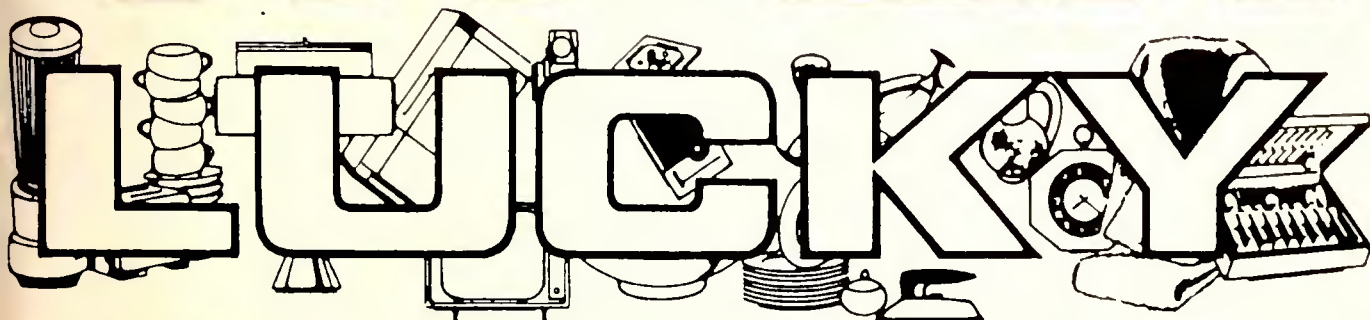
***"Most Affluent Metropolitan Areas in U.S.A." 1960 U.S. Census Bureau.

WHEC-TV

CHANNEL 10, ROCHESTER, N. Y.

for years to come, when they talk about merchandising ideas to end them all, they'll be talking about the

WPEN



calendar sweepstakes

\$100,000 in Prizes \$100,000

It's the one and only promotion of its kind – from the station that's re-writing the book on merchandising! Gives our audience over \$100,000 in prizes – with winners every day – throughout the year! Over a quarter of a million Greater Philadelphia homes responding to our every word – waiting for their Lucky Calendar number to be called. And that gives your commercial a selling climate that's hot – all year long!

In the Philadelphia Market, the prize winning station is

WPEN

Represented Nationally by AM RADIO SALES



COMING!
THE HEADLINE
ACT THAT
TOPS THEM ALL

SPONSOR-WEEK / News

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THE 10 BEST AGENCY-NET NEGOTIATORS / Broadcast executives select "most hep" agency men. Survey reveals that majority of high level agency specialists came from the networks. **P. 27**

TV STIFFENS STARCH COMPETITION / Spray starch field booms with activity and competition. New brands battle for the market with heavy tv advertising. **P. 30**

ANA HEARS OF CREATIVE MANAGEMENT / Compton's Shelton, Armstrong's Banzhaf, and Seven-Up's Wells discuss agency and client side of managing creative efforts and increasing their effectiveness. **P. 33**

GOODWILL IS THE ONLY SPONSOR HERE / This week a group of broadcast and advertising executives will contribute a sum of money to a non-profit web, the Bedside Network. Here's what it will do. **P. 34**

U. S. RADIO/TV OWNERSHIP ESTIMATES / Reprint of the first half of data compiled by A. C. Nielsen Co. on size, location of U. S. radio/tv audiences by states and counties. **P. 36**

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SELLING THE UPPER MIDWEST?



You can fill in this major market area with a single-station origination of your one tv commercial.

KELO-LAND TV—the 33rd CBS-TV affiliate in terms of actual delivered audience*

Your one commercial film or live message placed on **KELO-tv SIOUX FALLS** whips out automatically, simultaneously through **KDLO-tv** and **KPLO-tv** (our electronically interconnected stations) to blanket it all. 276,560 tv homes. 103 counties. More than 1,148,100 men, women and children. They call their heartland **KELO-LAND**, because only **KELO-LAND TV** serves them all.

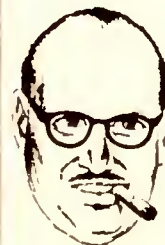
*ARB March '62, 6:30 p.m. 10 p.m. Sun. thru Sat. Avg. Quarter-Hour.

NO CAMPAIGN IS A NATIONAL CAMPAIGN WITHOUT

CBS • ABC

KELO LAND

KELO-tv SIOUX FALLS; and interconnected KDLO-tv and KPLO-tv



JOE FLOYD, Pres.

Evans Nord, Executive Vice Pres. & Gen. Mgr.

Larry Benton, Vice-Pres.

Represented by H-R In Minneapolis by Wayne Evans

WILLIS' SPEECH DEFENDED

I was shocked after reading the editorial covering Paul Willis' speech before the TvB group.

I thought he clearly stated the case of the food industry's most important contribution to the American economy and the well being of its people. It also seemed to me that what he asked for is no more than thousands of p.r. agencies seek every day for every branch of our national business community. Maybe I am just dumb and cannot read between the lines.

However, I do believe this much: anyone who attacks Paul Willis also attacks the entire food industry. And that, in my opinion, is a big bite to chew! I have known him rather well in years past and unless his stature and prestige in the industry have dropped, you may discover that to be quite true.

I doubt, in fact, that Mortimer, Morgens or Bell would comment on this editorial without first consulting with him, and why not—they probably respect him far more for his intimate knowledge of their industry's problems than they do any editors. After all, they do pay a handsome price every year for their valuable memberships.

If the American people do spend 20% of their incomes for food, who can say that those same peo-

ple might not enjoy more information and education on how it all comes about? Willis certainly did not indicate that food manufacturers were about to discontinue or even reduce their investments for brand name cultivation.

Our food manufacturers, and above all Paul Willis, are true-blue Americans who probably would be first to fight against any further abridgement of free expression by broadcasters and the press. The unions already have imposed enough such restrictions against them and their operations. They quite likely appreciate what this means much more than we do.

As a small, insignificant individual, I honestly believe that only an editor could have interpreted this speech as it was, and this is no reflection against the person who gave the editorial its masterful expression.

In my book, Paul Willis did not deserve it. Fortunately, he is magnanimous and tolerant.

PAUL BLAIR, Chicago.

AM RADIO EXPEDITER

I appreciated the article "Buyers Extol Spot Radio Timesaver" (3 December) which described the AM Radio Expediter.

Not only are we particularly proud of having developed this marketing tool, but we appreciate

your telling our industry about it for it was developed to condense and simplify the myriad of facts necessary in developing a spot radio campaign, which is of course our business.

We feel your writer's perception and clarity of reporting the story was excellent.

WILMOT H. LOSEE, president, AM Radio Sales, New York.

SPANISH LANGUAGE MARKETING

We would appreciate your taking note that KXEX, Fresno, Calif., which broadcasts in 100% Spanish language (to 27% of the Fresno metro population), was not listed in your special report on Spanish language broadcasting (5 November).

KXEX is owned and operated by John W. Sonder. The station went on the air 20 September 1962 and is repped nationally by Tele-Radio & Tv Sales, and affiliated with the Spanish Key Market Group.

I must add that TrTv would like to congratulate SPONSOR for creating the most comprehensive and informative feature story ever done to date on this growing Spanish community in the U. S.

Please send us an initial order of 300 reprints.

WARREN SHUMAN, general manager, Tele-Radio & Tv Sales, New York.

SMITH-HISS CASE

All free and proud broadcasters are in the debt of the man who turned out the 3 December *Commercial Commentary* on the Smith-Hiss case.

I'm afraid that the American businessman who craves a "kept-woman" relationship with the communications media hasn't travelled in enough non-private enterprise countries to realize the absolute lunacy of his "spank 'em and shape 'em up" stand: it will, more than any other single thing, destroy the traditions of our national life.

ALAN J. BELL, director of promotion & research, Advertising Time Sales, New York.

CORRECTION

The four-page WIP insert, which appeared in the issue of 3 December, should have been labeled "advertisement." SPONSOR regrets the inadvertent omission of this label.

4-WEEK CALENDAR

DECEMBER

International Radio and Television Society Christmas party luncheon: Roosevelt Hotel, New York, 18.

Academy of Television Arts & Sciences panel discussion: Hollywood Palladium, 19. FCC Chairman Newton N. Minow will participate with other industry leaders in discussion of "What Is Right and What Is Wrong with Television."

National Assn. for Better Radio & Television luncheon honoring FCC chairman Newton N. Minow: Wilshire Country Club, Los Angeles, 19.

American Marketing Assn. annual winter conference: Hilton Hotel, Pittsburgh, 27-29. Theme of the conference is "Marketing in Transition." Information and registration materials may be obtained from the American Marketing Assn., 27 East Monroe St., Chicago 3, Ill.

JANUARY

NAB-FCC joint conference on air growth problems, 7-8.

Florida Assn. of Broadcasters board of directors meeting: Cherry Plaza, Orlando, Fla., 12.

TV Camera of the Sixties!



Distinctive silhouette of "TK-60", television studio camera that's far ahead in performance.

After five years of intensive development and two years of field testing, the TK-60 advanced studio TV camera is here! Big picture 4½" image orthicon pickup tube combines with stabilized circuits, ease of camera set-up, and simplicity of operation to make it every inch the TV Camera for the "sixties". Here's a great new monochrome camera that's sure to be a success with producers and station-men alike! The TK-60 produces pictures of sensationally new quality...over extended periods, without alignment delays. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product in sparkling, life-like detail, with effects not possible on any other camera. Where striking picture quality can mean stepped-up product sales, this is the camera that "says it" and "sells it" best! See the RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



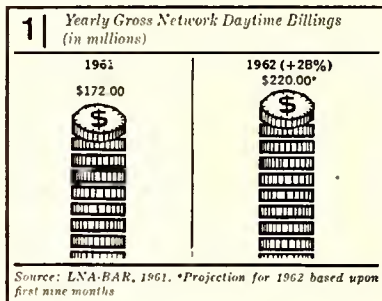
THE MOST TRUSTED NAME IN TELEVISION

The Facts Behind "Daytime"

And introducing NBC's Vastly Simplified New Daytime Rate Structure (A Book)

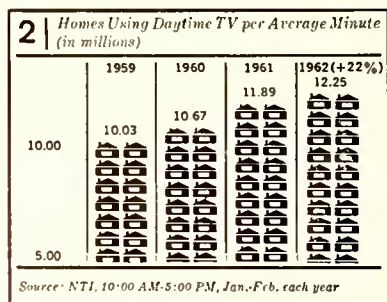
Daytime television is a world men rarely see. But women do—36 million of them every week.

To reach these women, advertisers are investing \$220 million dollars on the daytime schedules of the three networks this year—more than double what they spend on the five leading women's magazines combined. As a measure of daytime television's dramatic growth, this is 28% more than they spent on daytime television last year (Chart 1).



And the number of advertisers has jumped 60%—to 150 in 1962, compared with 90 three years ago.

Variety recently headlined this upsurge, "Daytime TV's Big Biz



Boom," and labels it "the vogue medium"—so much of a vogue in fact that "the pre-dark hours have burst through with near SRO." Translated, it reads the three networks are more than 90% sold out in the daytime.

What's behind this trend? Two facts.

1. GROWING AUDIENCES OF WOMEN
During one week, daytime television reaches 79% of all U.S. television homes (Nielsen).

And the viewing trend is up. Homes using daytime television per average minute rose 22% over the past three years (Chart 2). The average woman viewer, according to ARB, is now spending two hours a day with her favorite programs. Daytime viewing is up because the nation's housewives respond to the fact that daytime television is designed primarily to interest, entertain and inform them. It is their medium.

2. SALES IMPACT

No one disputes the fact that women make most of the decisions in day-to-day family buying (except perhaps for newly-wed husbands, but they learn fast).

3 Woman's Influence on Brand Choice

	DRUGS AND TOILETRIES		FOOD AND GROCERIES	
	WHO DETERMINED BRAND	WHO BOUGHT BRAND	WHO DETERMINED BRAND	WHO BOUGHT BRAND
WIFE	59%	66%	78%	79%
HUSBAND	17	20	13	15
CHILD	5	5	3	3
OTHERS	18	9	6	5

Source: McCall's Drugs & Toiletries and Food & Grocery Products Purchase Diary Study, 1958

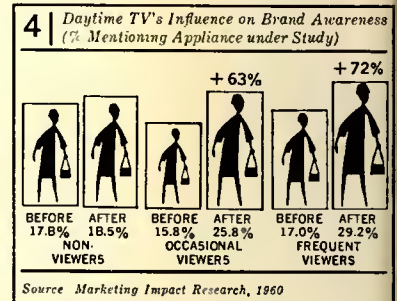
Studies of the drug and toiletry business show that the wife does the actual buying 66% of the time. In food and groceries the proportion is even higher—79% of the time (Chart 3). The question is, does daytime television really influence buying decisions?

A 1960 study by Nowland & Company reported that daytime viewers "are more receptive to advertising and more interested in convenience products than non-viewers."

A Marketing Impact Research study the same year measured the

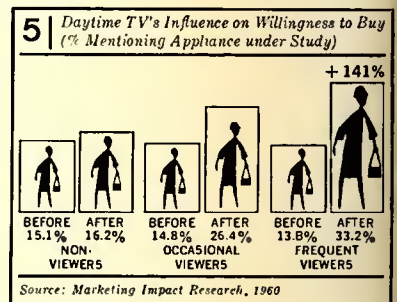
actual effect of an appliance company's advertising campaign. It showed:

...Dramatic increases in Brand Awareness for the product: 72% among frequent viewers, 63% among occasional viewers (Chart 4).



...Even bigger increases in Willingness To Buy: 141% among frequent viewers, 78% among occasional viewers (Chart 5).

In a statement to stockholders, the company's president attributed a 21% sales jump in one year to a million dollar increase in the advertising budget (the bulk of which went into NBC Television daytime).



Finally, if you're in the business of making women beautiful, see this example of the power of daytime network television—a case history reported by a cosmetic advertiser (Chart 6).

Isolated Cases?

Not according to the giant food and drug advertisers, which each

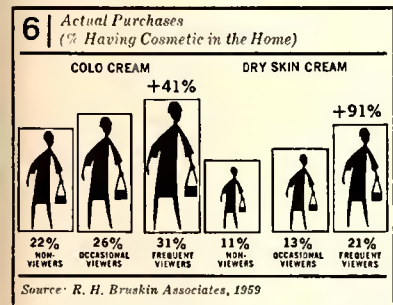
TV's Big Biz Boom"

(to Advertisers Who Are Not Advanced Mathematicians)

year continue to invest heavily in daytime television.

Not according to the experience of a leading toiletries manufacturer, which increased its investment in network daytime television from \$126,000 in 1956 to \$5,440,000 in 1962—and has had the sales success to justify it.

Not according to the nation's supermarket managers. They voted daytime television the single most effective medium in pre-selling goods to their women customers—better than women's magazines, newspapers, billboards and radio.



NBC's SPECIAL DAYTIME VALUES

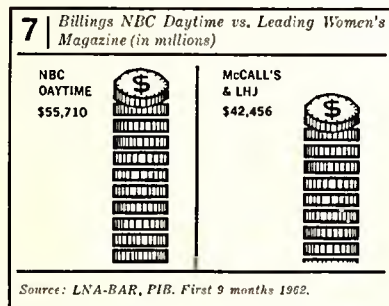
Above and beyond the eye-opening success of daytime television in general is the story of NBC daytime in particular.

NBC's daytime billings alone are larger than the billings of the two leading women's magazines combined: *McCall's* and *Ladies' Home Journal* (Chart 7).

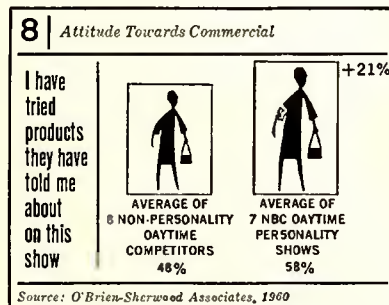
One reason advertisers are so partial to our schedule: the personal salesmanship of NBC daytime stars Merv Griffin, Bill Cullen, Hugh Downs, Bill Leyden, Bob Barker, Art James, Robert Q. Lewis.

Does personal salesmanship by a star make a difference? It makes a 21% difference in the number of housewives influenced to try a product, according to a study conducted in 1960 by O'Brien-Sher-

wood Associates (Chart 8). It makes a 32% difference in impact, according to a study of more than 8,500 commercials over a nine-year span, conducted by Gallup-Robinson.



This is the bonus from the personal touch of a Cullen, a Downs, a Leyden. NBC Daytime provides another bonus, too: our advertisers sell in a climate of excitement and program excellence. Most of NBC's daytime programs have also made their mark as prime



nighttime entries. Even those that haven't are pampered with nighttime production care. (Ask your wife about the big, new Merv Griffin hour...praised by *The New York Times* for its "substance, glamour and fun").

Still another value: four of NBC's daytime series are broadcast in color.

These are some of the reasons why NBC daytime has been virtually sold out this Fall. But it hasn't been all champagne and bravos. The rush of advertisers—particu-

larly those new to television and others with special needs—has put a strain on the complex old rate structure, serviceable as it was in the past.

NBC'S SIMPLIFIED NEW RATE STRUCTURE

On January 2, 1963, NBC will inaugurate a simplified rate structure to serve the growing number of advertisers in its daytime schedule.

Here is how it will work. Each daytime quarter-hour will be sold at a flat package price that includes time, talent and production costs. Period.

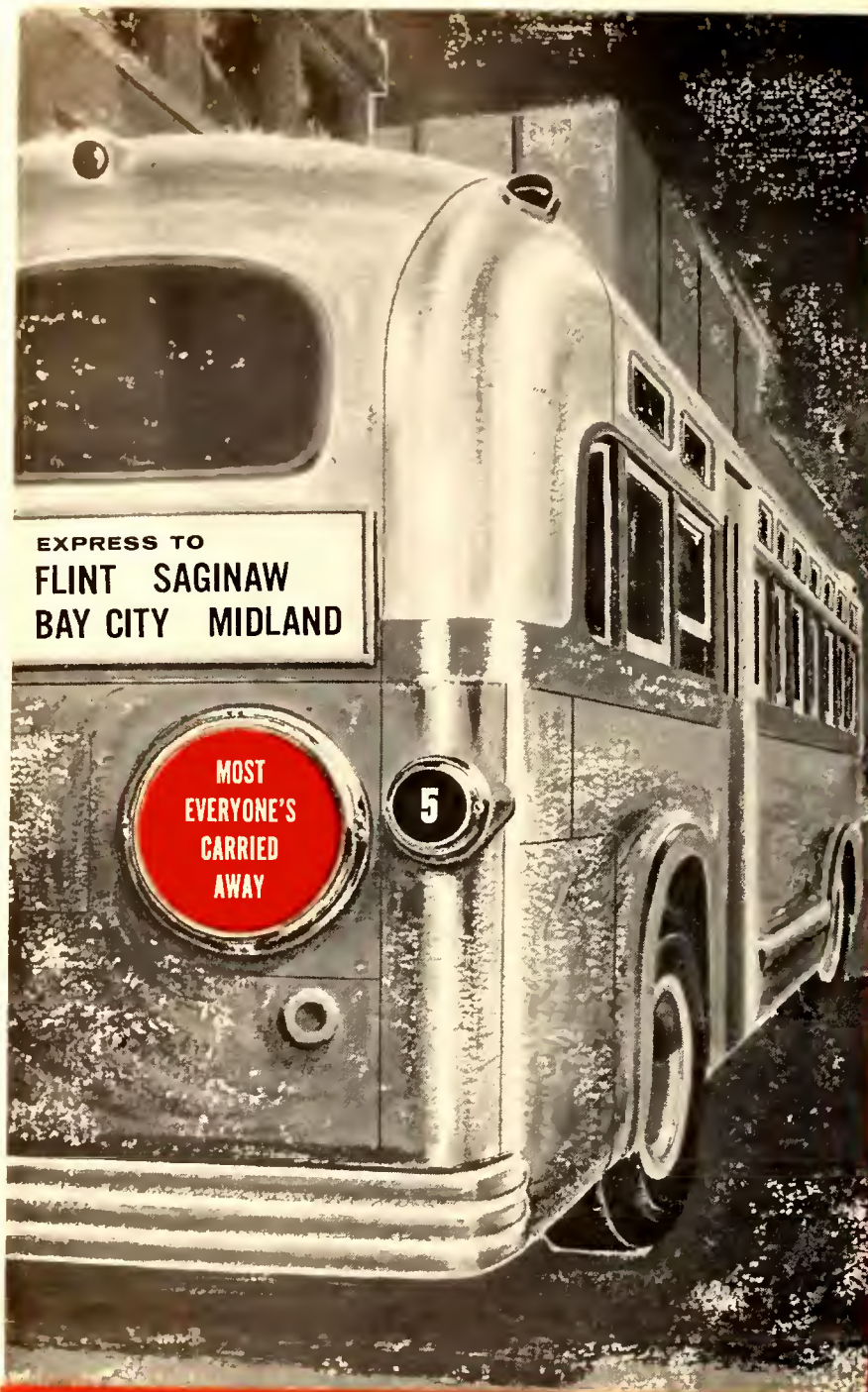
Bonus rates? Station charges? Continuity discounts? Class C? Class D? Obsolete—all of them. (No longer will it take a knowledge of advanced mathematics to buy daytime television.)

Starting in January on NBC daytime, each advertiser will buy precisely what he wants at a flat rate. It couldn't be simpler. It couldn't be better for the advertiser who wants to tie in daytime television with his marketing plans and cycles. It couldn't be better for the advertiser—big or small—who wants to buy performance, quarter-hour by quarter-hour.

The point is clear. Daytime television, with its vast and growing housewife audience and proven influence on purchases, is the most potent way to sell to women. Some 150 advertisers who will invest \$220,000,000 this year on daytime television know it.

Starting on January 2, they (and you, if you are not already among them) can reach the nation's best women customers by means of the simplest, most rational rate structure yet devised for network daytime television.





5 REASONS WHY

IT PAYS TO BUY . . .
CHANNEL 5!

- 1—Local-level merchandising support.
- 2—Top FM coverage in All Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Nearing 10 years of one-ownership service to all Eastern Michigan.

WNEM-TV



CHANNEL

5

SERVING THE ONE **BIG** TOP TV MARKET OF FLINT • SAGINAW • BAY CITY AND ALL EASTERN MICHIGAN



WNEM-TV

1000 East 5th St., WNEM-TV, 102.5 WL, Bay City, and WABJ, CBS, Adrian



CHANNEL

SPONSOR-WEEK

Top of the news
in tv/radio advertising
17 December 1962

TV CODE BOARD WEIGHS COLLINS TOBACCO PROPOSAL

Dwarfing the rest of the issues which the NAB Tv Code Review Board will think over between now and its 16 January report to be made in Phoenix to the Television Board of Directors is the issue raised by NAB president LeRoy Collins: advertising directed at teen-age smokers. Collins is reported to have sidestepped the quicksand of specific regulation and asked instead for a simple general agreement of principle which would lead to a general amendment of the NAB Tv Code and then to specific guidelines worked out with the tobacco industry. Also under study are the inclusion of an editorializing clause in the tv code (radio also has one), a crack-down on doctors and the like in drug ads, and a uniform time code.

WHAT'S PROBABLY PROMPTING COLLINS

Trade observers see in Collins' proposal to the NAB Code Review Board a way for broadcasters to avoid the possible onus of guilt in the forthcoming Surgeon-General's report on smoking. According to reports, Collins is emphatically not asking broadcasters to forfeit any tobacco revenue, nor is he interested in specific prohibitions on how and when tobacco may be advertised on tv. What he is asking, however, is that tobacco advertising undergo modifications so that teen-agers are no longer a prime target. Analysts of the situation describe the Collins proposal as a form of broadcasting self-regulation to forestall government regulation. Also Collins may know more that's in the offing than he's telling.

CBS TV WANTS HALF HOUR FOR EVENING NEWS STRIP

CBS TV last week created an uproar of dismay among affiliates by asking them, effective September, to clear a half hour for the Walter Cronkite early evening news strip. The expansion from the present 15 minutes would require affiliates—and this is the core of the uproar—to reschedule their sponsored local news period. As a swap the network would turn back the afternoon half hour now occupied by Edge of Night.

AIR NEWS STEPS INTO NEW YORK CITY DAILIES' STRIKE

New York radio and tv stations jumped into the vacuum created last week in the city-wide newspaper strike by vastly extending their news operations. WABC-FM, for one, converted on Friday to straight news with a 15 minute cycle. The production costs probably won't be recovered by the tv stations, but agencies were doing heavy radio buying for department stores, theatres and gift products. WNEW reported a \$25,000 weekly jump in income. (For more, see p. 64.)

UHF STATIONS FORM ASSOCIATION HEADED BY BROWN

Operators of uhf television stations have formed the Association for Competitive Television, and have elected ex-NAB v.p. Thaddeus Harold Brown, Jr., as v.p. and executive director. It's possible vhf drop-ins might become an ACT interest, but right now it's the first uhf trade association with a regular office.

FCC'S BARTLEY DISSECTS NETWORK TV ECONOMICS

The development of network tv renders "impractical" Congress' original notion of local station autonomy, reported Robert T. Bartley of the FCC, speaking last week before the Southern California Broadcasters Association in Los Angeles. Quoting from the Office of Network Study report, "Television Network Program Procurement," Bartley stated: "Licensee-affiliates have, as a practical matter, delegated responsibility for program creation, production, and selection to the networks." Hence Congress' idea of tv as a grass-roots medium is largely obsolete. The FCC staff report, stated Bartley, recommends legislation for an all-license national code authority and a provision to restore competition by limiting network station time and also banning the networks from syndication operations.

MGM-TV TO LIST INDIVIDUAL PRICES ON FEATURES

Last week MGM-TV announced that it had instituted a new policy of submitting individual prices on feature films. If stations show interest in an MGM-TV title list, they will receive a price list. No discount scheme is foreseen for quantity buys, but once MGM and a station enter a *bona fide* negotiation on a package, the station is exempted, under the recent Supreme Court ruling, from selling individual pictures to a competitor, if the package deal can be closed expeditiously. The final price reached through negotiation may be less than the asking price, but this is not a discount. MGM will not charge less for packages than the total of individual pictures, which it could do on the grounds of saved administrative and sales expense, because it wishes to avoid the burden of proof of such costs. It is expected that other feature film producers will adopt similar or related policies to meet the recent court ruling. The new MGM procedure differs from one MCA instituted some time ago of entering simultaneous negotiation with stations.

AETNA, PENNZOIL BACK HUNTLEY ON DAILY NBC RADIO

Chet Huntley will have a daily five-minute radio commentary show on NBC Radio starting 31 December. The show, to be cleared by stations between 5 and 7 p.m. local time, will be fully sponsored for 52 weeks by Aetna Casualty (Remington) and The Pennzoil Co. (FSR, New York, and Eisaman, Jones & Law, Los Angeles).

SPONSOR BEGINS 2-PART NIELSEN HOMES EXTRACT

The practical estimates of U. S. tv and radio homes, by states and counties, compiled by A. C. Nielsen, will be reprinted in two parts in SPONSOR, beginning this week on p. 36. The data includes total homes, tv ownership percentages, radio ownership percentages, and tv and radio homes.

CBS TV AFFILIATES ELECT OFFICIALS

T. B. Baker of WLAC-TV, Nashville, was elected chairman, and Thomas S. Murphy of Capital Cities Broadcasting was elected secretary of the CBS TV Network Affiliates Board, at elections held during the annual meeting this month in Palm Springs, California.

SPONSOR-WEEK continues on page 14



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

The Committee for Competitive Television which has been composed largely of a hard-core of courageous broadcasters fighting against overwhelming odds for a truly national competitive TV service, is no more.

In the place of the CCT however is a new, vigorous, progressive-minded organization, the Association for Competitive Television which will carry on the principles for a national competitive TV service and will use the initials of its incorporated new enterprise (ACT) as the guiding force of its operation.

The implementation by the FCC of the all-channel TV set law passed last spring was the seed which the ACT feels will blossom to full flower as more and more TV stations go into operation throughout the country, bringing greater TV service to the public.

The Officers of the new organization envision a rapidly expanding membership as more and more stations become part of TV's national service. To these stations the new ACT will offer an organization specifically designed and operated for their specific problems.

To guide the policies and future programs of the ACT, the Board of Directors has appointed Thaddeus Harold Brown as its Vice President and Executive Director. Mr. Brown's qualifications and experience in broadcast and trade association work is national in scope.

Served for several years as the vice president for Television for the NAB.

He will operate a full time, fully staffed permanent headquarters in Washington, D. C. and will initiate and conduct programs beneficial to the membership of the ACT.

For the first time, member stations will have a knowledgeable, experienced and respected representative vigorously participating in industry discussions for their counsel and benefit.

We feel that through his office Mr. Brown will be able to seek broader industry support for ACT activities; will be able to institute educational programs designed to emphasize the many untold and unsold qualities of the Ultra High Frequency spectrum and carry out the Association's plans to strengthen the all-channel set regulations announced by the FCC and assist in developing the usage of the ultra high frequencies to its fullest potential.

The future of the television industry lies in a greatly expanded public service and we in the ACT are proud to be a part of bringing such additional service to the American people whose daily civic and community activities are so deserving of attention by means of the television medium.

Represented nationally by HOLLINGBERRY

FCC: ABC'S NIXON SHOW WAS WITHIN ITS DISCRETION

The FCC en banc acted last week to rule the ABC TV Howard K. Smith show on Nixon to be within the editorializing discretion of the network and stations. The Commission announced it will explain its ruling to the 2,000 complainants against the show. The FCC quoted ABC's explanation that it made no attempt to glorify Hiss and commented that it regarded the network's presentation of a spectrum of views on Nixon as controversial but fair.

ANA WORKSHOP HEARS TALKS ON CREATIVE MANAGEMENT

Discussing client and agency problems in creative management, and ways to increase creative effectiveness, Wilson A. Shelton, Compton executive v.p., Max Bauzhaf, Armstrong Cork v.p., and Benn Wells, Seven-Up v.p. addressed the ANA workshop in New York City last week. (For story, see p. 33.)

PETRY TV REPLIES TO LIFE'S REGIONAL PLAN

In response to a recent *Life* Magazine promotion of its regional plan, Petry Tv recently reported that spot tv delivers 69% more unduplicated homes in one area and 92% more in another than what the newsweekly blueprinted. Stated Martin L. Niernan, Petry Tv executive v.p.: "National publications cannot become adequate local and regional sales tools merely by subdividing their circulation."

NBC INTERNATIONAL PART OF BIGGEST LATIN TV WEB

What will be the largest nation-wide tv network in Latin America, Radio Caracas Tv, will be completed in 18 months to reach 97% of Venezuela. NBC International, which owns 20% of the web, will play an active part in the expansion. NBC International board chairman George A. Graham, Jr., reported last week.

KLEMM ADDRESSES MISSOURI GROUP

Community-oriented radio stations better express the new spirit of the nation than any other medium, stated David R. Klemm, speaking last week before the Chamber of Commerce of Doniphan, Missouri. He's director of promotion for the Balaban Stations.

'HOW TO DRIVE MARKETS UP THROUGH PROPER PRICING'

Leonard H. Lavin, president of Alberto-Culver, explained his company's four-point philosophy last week before the Association for Corporate Growth in New York City. The points: 1) marketing only quality products, 2) pricing at mass premium prices, 3) putting a maximum expenditure into tv, including daytime and nighttime network and spot, and 4) pre-testing of commercials. Lavin stated that proper pricing, leaving a margin for advertising, was the most important factor in growth. He said: "Our experience has shown that time after time immediate sales reaction results from extra dollars spent on television."

SPONSOR-WEEK continues on page 64

Bob Gilbertson

Dick Gardner

Bob Lamkin

Ed Rip

Lon Nelles

Jack Clark

Cis Rasbaum

John Dickerson

Jack Harrington

Arthur V. Childs

Bert Adams

Frank Brindley

Bill Younaw

Ed Heubald

Carl Knight

Turk Richter

Frank Douglas

Fern O'Sullivan

Art Elliot

Len Feldman

Jay Walter

Ed Ryan

Jim Passau

Donald Douglas

Frank Rice

Lionel L. Schaen





WE'VE GOT A WAY WITH WOMEN

The hands that hold the pu
strings cling lovingly to Channe
Cash in on this Detroit roma
A call to STS for avails
WJBK-TV can put you in to
with the buyingest bunch
viewers in Southeastern Michig

Here's the Latest Proo

Ratings*

WJBK-TV	8.8
STATION "B"	4.9
STATION "C"	2.4
STATION "D"	3.3

Homes*

WJBK-TV	113,400
STATION "B"	71,400
STATION "C"	33,900
STATION "D"	37,800

*9 AM-5 PM, M-F, NSI,
Oct. 21, 1962 (Average)

WJBK-TV
CBS IN
DETROIT



2

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG

IMPORTANT STATIONS
IN IMPORTANT MARKETS

STORER
BROADCASTING COMPANY

STORER TELEVISION
SALES, INC.
Representatives for all
Storer television stations.

COMMERCIAL COMMENTARY

by John E. McMillin

A new year and new career

The news that I was resigning as Editor of SPONSOR come 31 December was supposed to have been kept very hush-hush until a nice, stuffy, formal announcement could be drawn up.

But like all pathetic little secrets in this super-gossipy business it dribbled remorselessly out and *Ad Age* even carried the announcement that Bob Grebe was coming over from TvB to succeed me before SPONSOR got around to publishing the item.



All of which illustrates, I suppose, the hazards of journalism along hazardous Mad. Ave. But the incident apparently has left a lot of people with a lot of questions (What happened? What's it all about?) and with only approximately one tenth of the full story.

For that reason I want to make this column a kind of Christmas letter to dozens of good friends, and to give them, along with warm seasons greetings, a full explanation of what I am up to and why.

First of all, about my relations with SPONSOR. In the nearly five years I've been working with Norm Glenn, I've developed an enormous respect for his abilities, his courage, and for the unique place he has built for this magazine in the world of tv/radio advertising.

I'm very proud that Norm and I see eye-to-eye on the changes I shall be making on 1 January, that we've had no quarrels, no bitterness, no blowups, that we're good friends today and will continue to be.

I'm also happy about Bob Grebe's appointment. I've worked closely with Bob on many projects. He has a solid knowledge of the business and the kind of executive ability which a hard-pressed editor of a weekly publication must have. (Bob, along with his other duties, has been responsible for running those impressive TvB meetings.)

Finally, I shall be continuing this column of *Commercial Commentary* in SPONSOR in 1963 and am delighted to be doing so.

So much for the situation here at 555 5th Avenue.

An exciting intellectual challenge

My decision to shed my editorial responsibilities was prompted solely by my desire to go into business for myself, and to concentrate on what has become, for me at any rate, the most exciting, significant and intellectually challenging development in our entire business—the burgeoning field of broadcast editorializing.

Let's see if I can explain (and maybe communicate) my enthusiasm about this not-too-well-known subject.

In the past few years, acting under powerful encouragement and pressure from the FCC, an increasing number of tv and radio stations have begun to take strong editorial stands on controversial issues.

My work here at SPONSOR has given me a unique opportunity to watch, study and appraise this movement.

Hundreds of station editorials have come across my desk. In planning articles, stories and columns on the subject, we've dug up all kinds of facts and background on editorializing practices and results.

I've been to dozens of meetings—NAB national and regional, the Editorializing Conference in Washington last winter, state broadcaster gatherings in such pleasant spots as Southern Pines, Hidden Valley, and Jefferson City, where editorializing was discussed.

Most important of all, I've had a chance to talk at length with

(Please turn to page 58)



Bob Vaughn

Bob is another reason why . . . more advertisers are investing more dollars on WSUN radio than at any time in our 35-year history!

His voice keeps Tampa Bay area traffic moving smoothly on our Home and Highway Show each weekday afternoon. Put this authoritative voice to work selling your product in the Tampa Bay Market.

One of the Nation's Great Stations



5 KW 620 KC

TAMPA—ST. PETERSBURG

Broadcasting 24 hours daily!

Get all the facts from

Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

look South . . . and you'll see TV-3



10th Year at 7 P.M.

It was in December, 1953. "Evening Edition" made its debut. It's been there ever since.

Against all kinds of competition, the popularity of "Evening Edition" has grown. News continues at 7:00 P.M., now the "core" of an expanded "Evening Edition" starting at 6:30 P.M. with a 6-man* team.

A Pulsebeat of the area, sports, a thought provoking editorial, news, and weather. This is today's "Evening Edition."

With such programming in depth to meet the demands of our times, TV-3 has built a "fabulous following" in its coverage area of Georgia and Alabama.

It's been a team job all along the line. Our reporter on the beat, operations, our salesmen on the street and our people on the air . . . they make TV-3. They have built our prized "image."

What does this mean to you? Simply this. You can buy TV-3 with full confidence . . . with the assurance that your schedule will receive the most careful attention in every detail.

* Dick McMichael
George Gingell
Jack Gibney
Walter Graham
Doug Wallace
Walter Cronkite

WRBL
Television
Columbus, Georgia
TELECASTING FROM THE
WORLD'S TALLEST TOWER
"1749 feet above ground"

J. W. Woodruff, Jr., Pres. and Gen. Manager
Ridley Bell, Station Manager
George (Red) Jenkins, Dir. National Sales



CBS
NBC

REPRESENTED BY
GEORGE P. HOLLINGBERY COMPANY

SPONSOR-SCOPE

17 DECEMBER 1962 / Copyright 1962

Interpretation and commentary
on most significant tv/radio
and marketing news of the week

There's trouble brewing for the first time in Esso's tv domain.

If there's a breach in the uncommonly amicable relations that have existed between the account and local broadcasters for 30 years, it'll be due to a set of conditions that Esso, acting through McCann-Erickson, has appended to contract renewals for 1963.

The conditions that have miffed stations, particularly in the larger markets:

1. Renewals are for six months, instead of a year, something that had become almost traditional with Esso.
2. Through July, August and September Esso Reporter periods are to be cut back from five to three a week.
3. Stations accepting the six-months renewal must guarantee that the other two spots will be restored to Esso come October.

4. Despite the cutback Esso will be entitled to each station's maximum discount; in other words, if the maximum discount covers 260 broadcasts that privilege is Esso's.

Among major station reactions, as voiced by reps: Esso may not be aware of the fact that though participation rates have been steadily going up through the years the rate on programs has remained fairly static; hence the company is not in too strong a bargaining position, even though its 52-week status is quite desirable.

Esso's story is that the summer cutback relates strictly to efficiency as compared to the rest of the year. Inferred is this: it would be expedient for the stations in the 86 Esso or Enco, Reporter markets to tailor the summer rates to the lowered efficiency.

For McCann-Erickson it's a pretty tight squeeze. Time is of essence. It's got less than two weeks, taking in account the holiday ferment and vacation, to rake the renewals in these 86 markets.

The budget for the Reporter runs somewhat over \$3 million.

What may rate as a record number of home impressions for any one market within a three-week period is the blitz that Norelco (LaRoche) has mounted for New York this month.

The buy: several hundred ROS spots on the tv networks' three New York flagships over three weeks; 140 spots a week for two weeks among six New York radio stations. Estimated home impressions for the commercials: 70 million.

A topic of bemusement among Madison Avenue's tv fraternity the past week: the marked differences between the ARB and Nielsen national ratings for October.

The disparity in quite a number of shows runs to 20-25%—a rather unusual spectacle.

As things stood when this issue went to press J. Walter Thompson had enough on the credit side to make it the No. 1 agency for 1962 in gained billings.

Here's how the migrating of accounts with air media stakes balanced out on the year for several agencies, as calculated by SPONSOR-SCOPE:

AGENCY	TOTAL ACCOUNT GAINS	TOTAL ACCOUNT LOSSES	BALANCE
J. W. Thompson	\$18,000,000	\$ 2,500,000	+\$15,500,000
Grey	14,000,000	1,500,000	+ 12,500,000
Needham, L. & B.	11,000,000	2,000,000	+ 9,000,000
William Esty	9,000,000	5,000,000	+ 4,000,000
Kenyon & Eckhardt	4,000,000	0	+ 4,000,000
McCann-Erickson	6,000,000	3,500,000	+ 2,500,000
BBDO	2,000,000	29,000,000	- 27,000,000
Ted Bates	7,000,000	11,000,000	- 4,000,000

Salada Tea is returning to spot radio this January via the Hoag & Provandie agency of Boston, with a six-week schedule that will run to about 20 spots a week.

The last time that Salada was in the medium it was involved in a Stan Freberg jingle and emerging from that campaign were differences between Freberg and C&W and a change of agency.

General Mill's pet food division has appended a whimsical name to its latest dog item, namely Speak, which is being tested via Tatham-Laird in Michigan.

The same agency handles the other General Mills quadruped victuals, like Spratt's Pet Food, Surechamp dog food and Three Little Kittens cat food.

A report circulating in the dry cereal field is that Kellogg is about to adopt a couple of its air personalities as names for new cereals.

One is Jethro, who's both half of the fictional team of Homer and Jethro in the corn-flakes cereal jingle and the juvenile in Beverly Hillbillies, and the other brand name would be Yogi, of Yogi Bear fame.

Key reps are having second thoughts about the billings prospects of the current month of December.

The impression gathered last week by SPONSOR-SCOPE is that, even though this is a booming quarter, December business may run about 5% behind the 1961 level.

A tipoff: more accounts are asking for hiatuses or relief than did last year.

SPONSOR's year-end report (24 December) will credit the top 50 agencies in air media with collective tv-radio billings for 1962 of \$1,795,800,000, which is 8.7% better than the tally attributed to them for 1961.

In the tv area, the 1962 figure breaks down as \$1,019,300,000 going for network time and talent (7.9% above 1961) and \$553,500,000 for national spot (an increase of 10.6%).

The report will also disclose these as the top 10 air agencies.

AGENCY	AIR BILLINGS	TOTAL BILLINGS
1. J. Walter Thompson	\$155 million	\$295 million (domestic)
2. Ted Bates	116 million	140 million
3. Young & Rubicam	105 million	223.4 million
4. BBDO	100 million	250 million
5. Leo Burnett	98.5 million	144.4 million
6. Benton & Bowles	83 million	111 million
7. William Esty	76 million	95 million
8. Dancer-Fitzgerald-Sample	75 million	107 million
9. Compton	72 million	102 million
10. McCann-Erickson	67 million	166 million (domestic)

For a constantly used household product P&G's Mr. Clean has reached the ultimate in media exposure.

The brand is virtually out of all spot tv markets. In other words, the detergent is throwing its lot exclusively with the networks.

One of Chicago's spot tv bulwarks, Wrigley gum (Meyerhoff), is doing a re-evaluation of its markets as a preliminary to issuing renewals in the spring.

How extensively this will effect the lesser markets is problematical.

The shuffle may even come after the advertiser's Christmas hiatus, which this time has been limited to two weeks, in contrast to the four weeks it took last year.

(For more developments in the spot area see SPOT-SCOPE, page 75.)

NBC TV sales planning sees a silver lining for its own pursuit in the various nighttime schedule changes that CBS TV is about to put into effect.

These extracted bits of comforts.

The Nurses: If this series failed to make it with Perry Mason as the lead-in, how can it expect to cut up the rating patches with *Twilight Zone* as the preceding event and with the *Andy Williams Show*, which is slowly improving its outlook, as opposition?

Twilight Zone: It's got the twin disadvantages of opposition from such leaders as Dr. Kildare and Hazel, and "lack of inherent audience strength." (TvQ is cited on the latter.)

Alfred Hitchcock: The replacement is inheriting Fair Exchange's limited clearance of 128 stations; didn't do well in old spot (Thursday 10-11); the combination of *Price is Right* and Jack Paar makes good counter programming to challenge the time's leadership.

The tv networks may be interested to know that some of the important tv agencies are beginning to look askance at the relatively smaller audiences being delivered by the Friday night schedules.

They think there's a trend here that calls for special analysis, particularly in light of the program switching being done by two of the networks.

CBS TV continues to tinker with its daytime schedule: the latest change, taking effect 31 December, is the exchange periods between *To Tell the Truth* and *The Millionaire*.

The network's explanation for the flip: *Millionaire* will be closer to the soaps and *Truth* will be more neighborly to the game shows. In other words, it's good old-fashioned book programming.

Side effect: the afternoon news strip moves from 3:55 to 3:25.

You could deduce from the way CBS TV is offering to sell its daytime news strips that there's a scarcity of advertisers with a yen for a news franchise.

The network last week advised agencies that clients may now buy the *Harry Reasoner* and *Doug Edwards* newscasts in any amount of units they elect, with no minimums like 13 or 26 weeks.

The price per unit, time and talent: *Reasoner*, \$7,270 and *Edwards*, \$8,000. However, CBS TV, hopeful a franchise buyer may still be attracted, has posted this 260-time price: *Reasoner*, \$4,945; *Edwards*, \$5,040.

Goodyear (Y&R) has come back in the tv network picture with a next year buy of half of three gold tournaments on NBC TV.

They're the *Palm Springs Classic*; the *Las Vegas Tournament of Champions* and the *U. S. National Open*. Package cost for the trio: \$325,000.

ABC TV evidently figures its got enough golf going the first half of 1963 without taking on again the *Bing Crosby Tournament*. It may wind up on CBS TV. The rights figure is \$50,000.

NBC TV is showing signs of nervousness over the failure of the *Merv Griffin* show, the highest cost strip on the network, to reach even a 4 rating.

The commitment runs for 26 weeks and the decision to continue or otherwise isn't far off.

The conundrum: does the strip need a crash line of promotion or is its formula in need of radical doctoring?

CBS TV's embarrassment of riches in the way of nighttime ratings superiority this season took another hike with the Nielsen November II report.

As the network had it calculated, it led in average ratings every night of the week, had 17 of the top 20 shows, and emerged with this breakdown in terms of total shows.

NETWORK	OVER 20 RATING	15-19.9 RATING	UNDER 15 RATING
ABC TV	3	16	14
CBS TV	21	7	8
NBC TV	4	11	13
TOTAL	28	34	35

There may be a moral for the sellers of air media in the fact that Life and the Saturday Evening Post have cut out their merchandising inducements to advertisers.

Apparently they've come to the conclusion the payout on this is too skimpy in terms of luring new business.

The magazines' withdrawal will recall that at one time NBC was quite lavish in the scope of its merchandising operations. When the expense of the merchandising setup reached about \$500,000 a year the network decided the thing was running away from possible recompense and cut it out altogether.

The percentage of national spot radio revenue as allocated to size of market was virtually the same last year as it was in 1960.

And the very slight change that did prevail for 1961 was among the first 30 markets.

Following is a SPONSOR-SCOPE breakdown of the FCC's reported revenue for national-regional spot in 10-market batches:

MARKET CLUSTER	1961 TOTAL (%)	1960 TOTAL (%)
First 10	\$ 80,272,000 (41%)	\$ 82,851,000 (41%)
First 20	102,799,000 (52%)	106,043,000 (52%)
First 30	177,868,000 (59%)	121,836,000 (60%)
First 40	129,001,000 (65%)	133,384,000 (66%)
First 50	137,502,000 (70%)	141,891,000 (70%)

Note: The national spot radio total for 1961 was \$197,352,000; for 1960, the tally was \$202.1 million, which represents a drop of 1.3% for 1961. For details of FCC 1961 report see 10 December SPONSOR WEEK.

Freelance tv producers may not know it but they've got a good prospective market in stations who are looking for regional specials that might be sold for sponsorship.

The idea such questing stations have in mind: team up with other stations within a region to buy the specials on a package deal and sell them to regional advertisers on a full or co-sponsorship basis, or as participations.

Center of this interest is the middle west.

Some stations are talking about taking over the special outright and doing the selling themselves. Which would, by the way, put them in competition with Westinghouse, Storer, Corinthian, KTTV, L.A., and a few others.

Y&R can expect virtually all reps to go along with its new form for submitting availabilities but there's one thing it won't find reps generally rushing to do.

And that is ordering up a load of the Y&R forms from their printers.

What it seems they are planning to do depends entirely on the supply furnished by Y&R until they're sure other agencies don't get into the act with their own special forms.



For too many companies, the line between profit and loss is eggshell-thin. Tightening costs toughen the squeeze. One way to ease it: *cut the wasteful cost of inefficient advertising.* A good advertisement can perform two, five, even ten times better than a poor one. That's the difference between advertisements. That's the difference between advertising agencies. And for the advertiser, it can be the difference between profit and loss. **YOUNG & RUBICAM, Advertising**



The U.S. Marines to the rescue



Many a child who gets a new toy has the leathernecks to thank for it. With a big assist from the ABC Owned Television Stations.

Los Angeles' KABC-TV, for instance, puts on a stupendous "Toys for Tots Show"—now in its fourth year—in co-operation with the U.S. Marine Corps. This two-hour spectacular spearheads the annual drive to provide new toys at Christmas for underprivileged children.

The price of admission to this KABC-TV show—which is staged in the famous Los Angeles Sports Arena—is one new, unwrapped toy per person.

In return, the audience gets brilliant entertainment. The performers are top stars. There are circus clowns and elephants.

This community effort, led by KABC-TV, is always an extraordinary success. So is

WXYZ-TV's "Toys for Tots Jamboree" in Detroit, which is held every year during September at the Edgewater Amusement Park. Every ride is free to any WXYZ-TV viewer who deposits a new toy at the Park's front entrance.

This year, WXYZ-TV points with pride to the total of 23,999 toys which it was able to hand over for distribution by the U.S. Marine Corps.

Such charitable projects provide the kind of opportunity for service which all five ABC Owned Television Stations are determined not to miss.

To all five stations, optimum use of their air time is the tremendous challenge. In partnership with the communities they serve, they meet it with enthusiasm and imagination.

All five, in fact, are very much alive.



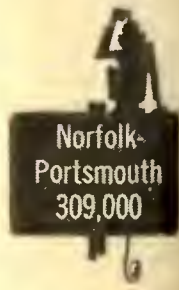
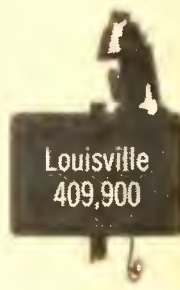
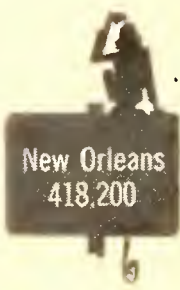
Why Monkey with the Metro...

The CHARLOTTE TV MARKET is First in the Southeast with 595,600 Homes*

Charlotte City Limits

Fables have persisted for years about how to judge a market's size by the Standard Metropolitan Area concept. Savvy Monkeys see no metro, hear no metro, speak no metro — because they know that it's the total TV Homes delivered that counts!

Speaking of delivering, WBTV reaches 43.4% more TV Homes than Charlotte Station "B".**



WBTV

CHANNEL 3  CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

*Television Magazine-1962
**NCS '61-Nightly



The 10 best agency-net negotiators

- ▶ Networkers select "most hep" agency men
- ▶ Many received training at the networks
- ▶ High level figures are men of real action
- ▶ View clients' problems in the overall

Who are the top agency admen honored and respected for their wisdom and quick, unobstructed thinking in dealing with the networks? SPONSOR last week conducted an informal poll among network executives to find the top 10 agency network negotiators with the "most hep" approach.

The 10 agency men most frequently mentioned by the network executives speak with authority, it

appears, and in virtually all instances they can make a decision on their own at any point. As one network leader put it after mulling over the 10 names: "You tell 'em they have 25 minutes to get back to you with a decision . . . and they are back in 22." It is clear as a nasal spray commercial that these are the men in command at all times. These are the men, in the judgment of commercial broadcast-

ers, who have the ability and the craft to know what they want and to move quickly to get it.

Said another network executive in discussing the 10 men whose names appear in this roundup: "You say to these men: 'I have such and such a program . . . it'll cost such and such . . . and if it's what they want they'll tell you you've got an order!'"

These are the men of real action, according to those who were interviewed last week, who juggle millions and millions of dollars and have the rare ability and judgment to do it. Moreover, these men see their clients' problems in the overall, but above all, these guys are fighters — and believers — in what they buy.

**Agency men who are
masters of an art:
negotiation with nets
on programs, rates**



DAN SEYMOUR
J. Walter Thompson



RICHARD A. R. PINKHAM
Ted Bates



PHILIP H. COHEN
SSC&B



SYLVESTER L. WEAVER, JR.
McCann-Erickson



HERMINIO TRAVIESAS
BBDO

Here are the 10 most mentioned:
A showbiz pro. Dan Seymour, who became a member of the vast J. Walter Thompson enterprise as a v.p. and director of the radio/tv department in 1955 and was elected to the board of directors three years later, has more than two decades of experience in broadcasting. He occupies a vital position in an agency which this year racked up new highs in radio/tv total billing, estimated at \$133 million. Seymour went to JWT from Young & Rubicam where he had served as a member of the plans board and v.p. in charge of radio/tv. Seymour, like many of his counterparts at top agencies, stems from broadcasting. He began as an announcer, moved on to master of ceremonies, then writer and ultimately producer. At Thompson, he has been the brains behind such tv hits as Perry Como, Tennessee Ernie and Ed Sul-

livan productions. Seymour has been described by knowledgeable observers as "probably the high priest among agency programming fellows" and the man who influences the spending of more tv dollars than anyone else in a similar role. Some \$97 million of the agency's billings are in network tv.

Said one network top executive: "This man Seymour is a genuine showbiz pro. With the awareness of what makes for good programming, he also knows how big business operates. In other words, Seymour also has full comprehension of what big business is all about." This is but a small portion of the huge broadcasting canvas that Seymour is called upon to fill. "He fills it like a man wearing a Sulka necktie," said an admiring network executive.

Best in the business. "The best in the business," is the way sea-

soned network executives describe Richard A. R. Pinkham, senior v.p. in charge of broadcast operations and a director of Ted Bates & Co. His name is always linked with network rate structures, program content, ratings, and client demand. Recurring phrases about Pinkham run like this: "A fast thinker." "Aggressive." One hears that he's been offered the top programming assignments at the networks, but that he prefers an agency. Ted Bates' combined tv/radio billing is around \$110 million. More than \$60 million goes into network tv. Like Thomas McAvity, who heads up programming at JWT, Pinkham is a former Pat Weaver man at NBC, and it was in this capacity that Pinkham learned the intricacies of broadcasting.

Pinkham joined NBC TV in 1951 as manager of network planning, a position fashioned special-



CHARLES CARROLL BARRY
Young & Rubicam



SAM H. NORTHCROSS
William Esty



LEE M. RICH
Benton & Bowles



NICHOLAS E. KEESELY
Lennen & Newell



LEWIS TITTERTON
Compton

Network executives single out elements that make these men tops in their field

ly for him. Subsequently he was executive producer of the *Today* show, the *Home* show and the *Tonight* show. Upped to v.p. in charge of NBC TV network programs, Pinkham moved to Bates in 1959.

The agency then moved into network tv programming, whereas previously it had been dedicated, largely, to spot business.

Gibraltar in broadcasting. All who are concerned with network broadcasting concur that Herminio Traviesas is "a Gibraltar in the broadcasting industry." "Travie," as he is known in the industry, is vice-president and manager of the tv/radio department of BBDO, the third of the top 50 ad agencies in broadcast billings.

"Travie" is a veteran of the broadcast field having been with NBC, and subsequently with CBS as network tv sales service manager. He joined BBDO in 1950 and

since then has been active on many accounts. For a number of years he was in charge of the agency's Lucky Strike radio and tv activities.

He has a razor-sharp mind and a thorough understanding of broadcasting. "He's a creative guy but not a wild man," said a down-to-earth broadcaster who has followed his rise. "He's a professional practitioner of the business," said another. "He is a big credit to the agency. In fact, he's an enormous credit to the whole advertising profession."

Runs huge, efficient shop. The man who runs the huge, efficient tv/radio department of Young & Rubicam is Charles Carroll "Bud" Barry. His full title is senior vice president and director. Like Pinkham, Traviesas, and Seymour, he's a veteran of showbusiness, notably the broadcasting end, and as observers in the field point out, this is a

man who knows every angle, every wrinkle, every facet of the business.

Barry thrives in the midst of all excitement, a carryover from the days when he served as network announcer to FDR, as a program executive at ABC, and as v.p. and program manager of NBC TV. Moreover, he gleaned other aspects of showbiz as a program executive at the William Morris Agency and as vice president in charge of MGM-TV. Said a broadcaster who has done much business with Barry: "This is a gruff, crisp, sardonic gent who sees the total picture clearly and keeps it in focus." "This fellow," as another observer said, "knows it all—from yesteryear's carbon mike to tomorrow's marketing saga of color tv."

Peck's bad boy. A friend and warm critic of Lee M. Rich, senior vice president in charge of media
(Please turn to page 71)

Tv stiffens starch competition

- ▶ **Spray starch field booming with activity**
- ▶ **New products fight it out on television**
- ▶ **Jockey for position in 50-brand market**

The prey and the predator are almost undistinguishable in the vast and verdant jungle of spray starches. The recognized king is now Boyle-Midway's Easy-On, but a rising number of competitors are fighting on television in an effort to dethrone it.

Unheard of until 1959, the spray idea in starches has revitalized the dying starch industry to such an extent that now, only three years later, there are about 60 aerosol starch cans on the market, and the

number is growing at a prolific rate.

Tv fight. The battleground is certainly television, with leading brands spending nearly 100% of their ad budgets in the medium. With the present state of confusion, industry leaders contend that those who can afford the most tv coverage will have the best chance of survival. Seasonal media plans for starches are out the window, for tv buys today are as heavy or heavier than last summer when crisp cottons were in style.

The sales figure is rising so fast, industry spokesmen are reluctant to give current estimates. However, figures published by *Soap and Chemical Specialties* show 25 million cans of spray starch were purchased by American housewives in 1961, pushing spray starch into third place among household aerosol products, and making it the most competitive non-food item in the grocery field.

The present volatile stage is characterized by many unpublicized deaths of infant products, along with the rapid rise of others. One example is Shulton's Melodie spray starch, designed to be the second successful Shulton starch aerosol, backing up Glis. Melodie was test marketed in New York and New England, but was killed this month

Spray starch spending on tv is already ahead of last year

	1961 (Full year)			1962 (9 Months)		
	SPOT*	NETWORK**	TOTAL	SPOT	NETWORK	TOTAL
SHULTON GLIS S.S.	\$292,110	\$	\$292,110	\$307,990	\$	\$307,990
AMERICAN HOME PRODUCTS EASY-ON S.S.	58,730	1,132,641	1,191,371	54,130	650,592	704,722
ANHEUSER-BUSCH, INC. COTTON MAIO S.S.	7,620	7,620
BARCOLENE JET S.S.	23,320	23,320	42,540	42,540
CORN PRODUCTS NIAGARA S.S.	344,240	367,181	711,421	908,694	908,694
FAULTLESS STARCH CO. FAULTLESS S.S.	382,180	382,180	558,850	558,850
LESTOIL PRODUCTS, INC. INSTANT S.S.	110,590	110,590	146,340	552,844	699,184
SIMONIZ CO. REDOI-STARCH	235,260	852,276	1,087,536	26,410	280,469	306,879
A. E. STALEY STALEY STA-FLO	38,740	197,414	236,154	7,460	30,852	38,312

*Source: TVB Rotabaugh. **Source: TVB/LNA-BAR.

after a half-year trial. Spray starches being tested now, such as Pillsbury's Tidy House and General Foods' Satina, may find it rough to secure a foothold in the field. Both are using tv heavily. Satina is test-marketing in five cities, including Providence, Portland, and Grand Rapids with total ad expenditures reportedly in tv. The word is "no comment" on how the starch is doing.

Who's winning? Observers believe that the field is reaching its peak of competition now. Conservative estimates are that there are about 10 national and over 50 regional brands out. With this vast number of aerosols being marketed to housewives, the great amount of money to compete effectively on tv, and the radical price slashing to increase sales, there are certain to be a lot of casualties. Many feel that the consumers are going to start picking their winners and force out a good portion of the numbers appearing now.

The big three in the field are reported to be Easy-On, A. E. Staley's Sta-Flo, and Corn Products' Niagara, in that order. Easy-On is far out, with a 20 to 25% share of the market. Staley's product holds almost 15 to 20%, and recently-introduced Niagara garners 15%. Niagara is said to have made a big hit on entry, but fallen off in recent months.

Simoniz' Reddi-Starch has also been a top national competitor, but again, observers tell sponsor that it's wounded in the fight.

Lestoil is trying hard to hold its near 10% share of market.

Barcelone's Jet spray starch, one of the first on the market, reportedly started out small, grew big nationally, and has now dropped to a back seat position.

"This is probably the most volatile business in the grocery field," said one businessman. "A lot of big guys are moving in and it may be two years before it settles down."

Importance to tv. The rapid rise of spray starch as an important product is another example of how competitive new product categories—in this case a new packaging innovation for a new product—con-



The big three still on shaky ground Ahead in the increasing spray starch competition are Boyle-Midway's Easy-On, A. E. Staley's Sta-Flo, and Corn Products' Niagara. Others fight for position



The big advertising push is on convenience Convenience and smooth ironing are the two points emphasized in commercials. The ease of making a touch-up is shown by Faultless. Product is strong in South



Glis spray starch commercial for '62-'63 season in the making

Tv is the industry battleground, and those with the best and the most in that medium are coming out on top. Above is a recent spot filming of Glis, product of Aerosol Corp. of America, subsidiary of Shulton. Glis is strong in the Northeast

tribute to the lucrative rise of tv billings.

And as the product is good to tv, so is tv to the product. Almost exclusively the result of heavy tv schedules, industry men admit, there has been an increased awareness of laundry starch strong enough to overcome those not-too-long ago much-publicized claims, "You don't need starch, housewives. Just let 'em dry and iron."

Spray starch as a tv client is following much the same rising patterns as have cake mixes, and hair sprays.

Already the field gives tv's creative men a challenge. Original approaches for this product seem as hard to come up with as for much-advertised soap products. The brands, the packaging, and the

usage of starch sprays are much alike, and so are the commercial appeals. Convenience and ironing ease are pushed in hard-sell spots of most starch clients.

Cotton-Maid, a southern regional starch, and a new and challenging member of the field, has produced one of the more original commercials. Both 60 seconds and 20 seconds in length, the commercials personify a poor wrinkle who doesn't stand a chance.

Prior to the advent of starch sprays, the starch business was losing its fashion as fast as a parasol. Women considered starch to be old-fashioned, useful only before the invention of drip-dry and non-iron fabrics. "We've been trying to destroy that old-fashioned stiff-look image, and show that starch has a

place in the modern home," said one company official. The spray itself has given starch a modern image: starching is incredibly easier, and often rejuvenates clothes when some of the wash and wear fabrics become wash, iron, and wear. At any rate, housewives often find that a "touch-up" at the ironing board helps to enhance the article's appearance.

Liquids and solids. The dry and liquid starches are more than casually interested in the success of sprays, although neither has a right to be jealous. Dry starches, on a steady downward trend, are still going down, but ironically, the liquid market has stopped its downward movement, and perhaps even reversed it. This is attributed to the rising interest in starches in gen-

eral, due to the massive amount of tv advertising, and also to the considerably lower cost of liquids—the new spray starches sometimes cost 10 times as much. Aerosol starch is definitely a luxury item, and therefore may never replace the useful, though less convenient, liquid and dry starches.

The spray starch industry now hovers around the \$25 million mark in retail sales and some think it will make \$40 million by the end of 1963. Dries and liquids combined have been falling, and over the past five years have averaged about \$37 million, according to *Food Topics* publication.

The rapid three-year rise of sprays shows up sharply against the well-established field of liquid and dry starches, which, in some cases have been in business close to a century. In 1960 only 1% of the American women used spray starch. Now 35% of American households use some brand of spray starch, a Macy-owned newspaper claims.

Price war. Being a luxury item, no spray starch can advertise itself as inexpensive, but tv commercials often bark "much more economical than other brands" or "20 to 30 cents less than other aerosol starches." The price ranges vary from 29 cents to 79 cents a can, with average pricing 59 cents to 63 cents. During the summer, discounts on many brands forced Easy-On, the leader in the field, to offer a defensive discount of 15 cents, making the product price 41 cents in actuality. The starch executives say the new brand wave has had its major effect on prices, and not on sales. "If the price is forced down any lower," one agency account man commented, "it just can't be a profitable business anymore."

Glis, a starch spray product of Aerosol Corp. of America, a subsidiary of Shulton, is a good example. Before Shulton took over the corporation and Glis with it, the aerosol was selling for 79 cents. This summer the company was forced to cut to 69 cents, and by fall to 59 cents. Lestoil has an-

(Please turn to page 72)

ANA on managing creativity

- ▶ Workshop hears advertisers, agencies on topic
- ▶ All sides of creativity are put in spotlight

The management side of creative advertising was the topic of ANA workshops held last week at the Hotel Plaza in New York City.

Client problems were taken up by Wilson A. Shelton, Compton v.p. of creative services, who suggested how an advertiser can stimulate maximum creative effectiveness from his agency.

Shelton listed frequently mentioned factors which some agency men use to explain why some advertisers get better creative work than others at the same agency. Among them were more agency management attention, better people working within creative groups, and brand problems which are more fun to work on.

He also listed some results of a client survey: better products, better research department, high standards of creativity but little interference with agency creativity.

Max Banzhaf, advertising, promotion, and public relations direc-

tor of Armstrong Cork, spoke on how to stimulate and direct effective creativity.

He made nine suggestions to managers: attention to new ideas, search for positive values in new ideas, encouragement of people with new ideas, restraint on criticism of new ideas which are not completely worked out, keeping originators of ideas on their projects, careful evaluation of new ideas, specific criticism of shortcomings, use of teamwork when needed, and the singling out of people who return with the best ideas.

Banzhaf also outlined programs to improve creative climate, and indicated how requests for new ideas might be made.

Ben Wells, sales and advertising v.p. of Seven-Up, discussed coordination of the creative efforts of all marketing elements within the company. He insisted that creativity without marketing coordination is not likely to increase sales. ▼



ANA workshop on "Managing Creative Advertising"

Wilson A. Shelton (l), Compton executive v.p. of creative services, and Max Banzhaf (r), Armstrong Cork advertising director, were among those who addressed the ANA session in New York last week. Others included Ben Wells, Seven-Up ad v.p.

Goodwill is the only sponsor here

- ▶ **Volunteers, donations support Bedside Network**
- ▶ **Activities are expanding every month**
- ▶ **But the audience is the same: VA war vets**

This week (18 December), 1,000 agency executives, broadcasters, and friends will attend the Christmas party of the International Radio and Television Society in the Grand Ballroom of the Hotel Roosevelt in New York. They will each pay \$15 for luncheon and to swing to such entertainment pros as Count Basie, Mitch Miller, and Johnny Carson. They will have fun. But even more important, half of the net proceeds of this party will be contributed by their organization to the support of a network. Not ABC, CBS, NBC, Mutual, or the flock of other so-called networks, but to one that has never been, nor will be, on the air—the Bedside Network.

Now in its 14th year, the Bedside Network does bear similarities to the others, however. It provides entertainment, both live and recorded. And it has an audience. Neither Nielsen nor ARB measures this audience, but it numbers over 197,342 people, all patients in more than 115 hospitals of the Veterans Administration, throughout U. S.

What it does. The network's staff is unpaid (except executive office personnel) and numbers 400 professional advertising people, actors, writers, directors, engineers, and network executives, all working under the wing of the Veterans Hospital Radio and Television Guild, the network's parent "company."

These professionals visit VA hospitals regularly, providing entertainment of a broad range: recorded music, group singing, group discussions. Patients are encouraged to participate, and the network even carries along tape recorders to take down the patient's voice, or record other entertainment, and play it back. Even the equipment is donated to the network, which operates on a tight little budget of \$25,000 a year.

The organization gets a lot of mileage out of its money. Volun-



VA hospital patients enjoy own "sing-along"

Mary Bechtel, a secretary in NBC TV's business affairs dept., is one of 400 advertising, broadcasting volunteers who cheer hospitalized vets. Here she leads singing



Volunteers on way to hospital to entertain

Leaving headquarters in N. Y. to entertain vets are (l-r): Arthur Wagner, Kleinert promo. dir.; Mary Bechtel, NBC bus. affairs dept.; Elizabeth Pennell, CBS staff writer; Kae Wason, NBC art dept.; Richard Schneider, NBC producer-director. Volunteer drivers are needed for transportation as well as entertainment, talent

teers do anything and everything they can, from directing performances in locked mental wards to typing scripts, raising money.

Audience participation is more important to the Bedside Network than it is to, let's say, NBC. For the entertainment factor is sometimes dubbed "music therapy." Patients are encouraged to produce and perform in all-patient shows, taped for broadcast over the hospitals' closed-circuit systems.

Exploring new services. Lately the participation concept has been expanded to the new geriatrics participation program, which draws elderly veterans together to communicate with one another, relate past experiences, and comment on the day's happenings.

The Bedside work has expanded, too, into participating in the recreational therapy program of the Out-Patients Clinic of New York's VA headquarters. Such a program helps veterans with readjustment problems, aiding the men in communicating with one another, easing them into renewed responsibilities.

Last year the network struck on an idea to encourage hospitals to record their own productions: a national contest to select the best patient-produced shows. This year it was judged by some big showbiz names: Arthur Godfrey, actor Jason Robards, Jr., and actress Margaret Hamilton.

Expansion brings needs. As the work of the Bedside Network expands, so, naturally, do its needs. A fund-raising campaign is now under way, guided by board members Bennett Korn, president of Metropolitan Broadcasting Tv; George Graham, Jr., v.p., NBC Enterprises; Stephen C. Riddleberger, president of ABC o&o stations; John Moler, president and general manager, WHN, New York; and Willard Schroeder, general manager, WOOD-TV, Grand Rapids.

But money is not the only need. Needed, too, are contributions of equipment (tape recorders, tape, mikes, sound effects and music records, radio and tv show scripts) and services of volunteers (pianists, music programmers, actresses, directors, writers, and drivers).

What the Bedside Network seems to have plenty of is the active interest of an astonishing number of high-level executives in the broadcast, advertising, and entertainment worlds. On its three boards, in addition to the men named above, sit these men: Stanley Adams, president of ASCAP; Howard Bell, vice president for industry affairs, NAB; Donald F. Conaway, national executive secretary, AFTRA; Carl Haverlin, president of Broadcast Music Inc.; Arthur Hull Hayes, president, CBS Radio; columnist and tv star Ed Sullivan; Claude Barrere, executive



Executive and patients hear playback

Singing and reading by patients is often taped for amusement and learning. George Graham, Jr., (c) v.p., NBC Enterprises, listens with VA patients



Music selected, equipment checked

Bedside Network's sound effects and equipment are donated. L-r: Terry Ross, ABC sound effects, Schneider (NBC), and Miss Pennell (CBS)



Board maps network's "programs"

Bedside's board of directors (l-r): Steve Riddleberger, pres. ABC Radio o&os; Thaine Engle, NBC TV adv. and promo.; Alex Kramer, song writer and Bedside pres.; John Moler, pres., gen. mgr., WHN, New York; Bennett Korn, pres., Metropolitan B'casting Tv

director, IRTS; Donald B. Curran, manager, KFO, San Francisco; and B. B. Randolph, manager of Alcoa's radio and television department.

NIELSEN

U.S. RADIO & TELEVISION

OWNERSHIP ESTIMATES

by state and county
as of September 1962

PART I

The following data have been compiled by A. C. Nielsen Co. as "practical estimates" of the size and location of the total U. S. television and radio audiences by states and counties, as of September 1962.

TOTAL HOMES are estimated by *Sales Management*, used by special permission. They are based on growth rates applied by that publication to their own 1 January 1962 counts. They are the base against which new television and radio ownership percentages have been applied.

TELEVISION OWNERSHIP PERCENTS are Nielsen estimates based on U. S. Census percent levels as of April 1960, updated to reflect conversion of non-television homes to television owners as revealed by television penetration growth rates from successive ARF-Census sampling studies during this period.

RADIO OWNERSHIP PERCENTS are as obtained in the 1960 Census and adjusted by a factor, derived from the Census Bureau's resurvey appraisal study of radio ownership, to reflect inclusion of sets out of order.

TELEVISION HOMES AND RADIO HOMES have been derived by applying the percent ownership estimates, county by county, to the *Sales Management* estimates of total homes.

These individual county estimates are based primarily on the 1960 Census, updated for just over two years of growth. They constitute the base of television homes and radio homes used by A. C. Nielsen Co. for use in estimating audience counts for all Nielsen services, national and local.

The figures are available to broadcast users in handy booklet form at \$5 per booklet.

In this issue, data for Alabama through Missouri are reprinted. The remainder of the figures will appear in the next issue.

TELEVISION OWNERSHIP BY GEOGRAPHIC AREA

	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
TOTAL U. S.	55,092,400	50,003,300	91	51,897,790	94
CONTINENTAL U. S.	54,867,900	49,816,610	91	51,685,850	94
NORTH EAST	13,906,000	13,094,610	94	13,371,740	96
NEW ENGLAND	3,209,800	3,024,730	94	3,083,940	96
Connecticut	792,800	748,450	94	765,800	97
Maine	285,200	264,190	93	264,410	93
Massachusetts	1,571,100	1,485,820	95	1,517,190	97
New Hampshire	185,500	172,680	93	175,960	95
Rhode Island	263,300	251,590	96	254,150	97
Vermont	111,900	102,000	91	106,430	95
MIDDLE ATLANTIC	10,696,200	10,069,880	94	10,291,800	96
New Jersey	1,896,600	1,823,950	96	1,824,160	96
New York	5,381,900	5,031,350	93	5,192,480	96
Pennsylvania	3,417,700	3,214,580	94	3,275,160	96
NORTH CENTRAL	15,892,300	14,708,990	93	15,147,910	95
EAST NORTH CENTRAL	11,125,100	10,392,580	93	10,598,530	95
Illinois	3,178,000	2,947,640	93	3,026,810	95
Indiana	1,443,900	1,334,860	92	1,338,030	93
Michigan	2,336,500	2,200,050	94	2,234,660	96
Ohio	2,982,000	2,803,440	94	2,849,100	96
Wisconsin	1,184,700	1,106,590	93	1,149,930	97
WEST NORTH CENTRAL	4,767,200	4,316,410	91	4,549,380	95
Iowa	853,700	784,840	92	822,100	96
Kansas	692,700	623,040	90	656,260	95
Minnesota	1,019,900	922,410	90	984,930	97
Missouri	1,387,000	1,255,910	91	1,305,620	94
Nebraska	441,100	399,970	91	421,980	96
North Dakota	175,100	156,360	89	168,530	96
South Dakota	197,700	173,880	88	189,960	96
SOUTH	16,086,500	13,848,450	86	14,653,750	91
SOUTH ATLANTIC	7,626,400	6,667,380	87	6,933,120	91
Delaware	138,600	129,100	93	132,430	96
Dist. of Columbia	249,100	220,130	88	232,410	93
Florida	1,719,100	1,507,110	88	1,548,700	90
Georgia	1,110,200	942,420	85	1,013,260	91
Maryland	918,200	872,560	95	881,420	96
North Carolina	1,238,500	1,057,560	85	1,102,390	89
South Carolina	621,400	518,460	83	550,430	89
Virginia	1,118,400	972,920	87	1,004,440	90
West Virginia	512,900	447,120	87	467,640	91
EAST SOUTH CENTRAL	3,357,900	2,773,470	83	3,064,450	91
Alabama	901,300	744,230	83	823,130	91
Kentucky	860,600	722,380	84	793,440	92
Mississippi	570,300	428,370	75	508,430	89
Tennessee	1,025,700	878,490	86	939,450	92
WEST SOUTH CENTRAL	5,102,200	4,407,600	86	4,656,180	91
Arkansas	517,700	418,070	81	462,880	89
Louisiana	934,700	802,690	86	843,340	90
Oklahoma	741,400	652,620	88	676,340	91
Texas	2,908,400	2,534,220	87	2,673,620	92
WEST	8,983,100	8,164,560	91	8,508,450	95
MOUNTAIN	2,097,300	1,831,590	87	1,980,770	94
Arizona	403,200	350,610	87	372,570	92
Colorado	557,000	493,090	89	534,220	96
Idaho	198,900	178,820	90	191,060	96
Montana	208,400	174,640	84	199,340	96
Nevada	101,300	89,030	88	94,040	93
New Mexico	271,200	226,340	83	250,100	92
Utah	255,400	234,330	92	242,210	95
Wyoming	101,900	84,730	83	97,230	95
PACIFIC	6,885,800	6,332,970	92	6,527,680	95
California	5,377,300	4,969,090	92	5,083,500	95
Oregon	577,800	514,160	89	553,530	96
Washington	930,700	849,720	91	890,650	96

	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Alaska	64,000	48,140	75	59,830	93
Hawaii	160,500	138,550	86	152,110	95

RADIO AND TELEVISION OWNERSHIP BY NIELSEN MEDIA RESEARCH TERRITORIES, COUNTY SIZE AND TIME ZONES

	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
TOTAL U. S.	54,870	49,800	91	51,690	94
TERRITORY					
Northeast	14,290	13,430	94	13,730	96
East Central	9,060	8,380	92	8,570	95
West Central	10,170	9,290	91	9,720	96
South Pacific	13,510	11,510	85	12,240	91
	7,840	7,190	92	7,430	95
COUNTY SIZE*					
A	21,670	20,310	94	20,720	96
B	14,320	13,220	92	13,460	94
C	10,630	9,450	89	9,900	93
D	8,250	6,820	83	7,610	92
TIME ZONE					
Eastern	28,390	26,120	92	26,820	94
Central	17,250	15,300	89	16,130	94
Mountain	2,180	1,900	87	2,060	95
Pacific	7,050	6,480	92	6,680	95

*County size definitions. A: All counties belonging to the 25 largest metropolitan areas. B: Counties over 120,000 population that are not in Class A plus counties that are a part of the metropolitan area of cities in such B counties. C: Counties not included under A or B having over 32,000 population plus counties that are a part of the metropolitan area of cities in such C counties. D: All remaining counties.

ALABAMA

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Autauga	4,800	3,930	82	4,270	89
Baldwin	13,600	11,850	87	11,480	84
Barbour	6,200	4,100	66	5,310	86
Bibb	3,500	2,660	76	3,160	90
Blount	6,800	5,600	82	6,300	93
Bullock	3,300	2,030	61	2,880	87
Butler	6,200	4,510	73	5,420	87
Calhoun	27,000	23,510	87	25,000	93
Chambers	10,500	8,370	80	9,480	90
Cherokee	4,300	3,470	81	3,850	90
Chilton	7,100	5,390	76	6,320	89
Choctaw	4,200	2,590	62	3,620	86
Clarke	6,600	4,350	66	5,880	89
Clay	3,400	2,670	78	3,090	91
Cleburne	2,900	2,230	77	2,480	86
Coffee	8,400	6,640	79	7,430	89
Colbert	13,400	10,660	80	12,490	93
Conecuh	4,300	2,850	66	3,790	88
Coosa	2,700	2,030	75	2,480	92
Covington	10,000	7,840	78	9,000	90
Crenshaw	3,800	2,820	74	3,270	86
Cullman	12,400	10,990	89	11,540	93
Dale	8,700	7,250	83	7,660	88
Dallas	14,600	10,700	73	13,270	91
De Kalb	11,600	9,540	82	10,610	92
Elmore	8,000	6,280	79	7,000	88
Escambia	8,900	6,830	77	7,820	88
Etowah	27,700	24,580	89	25,540	92
Fayette	4,500	3,490	78	4,160	92
Franklin	6,000	4,520	75	5,540	92

WTEV 6

NEW BEDFORD, MASS.



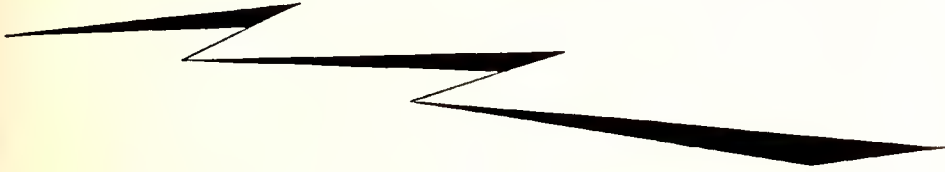
Serving the Greater Providence area...

Announces its audience-capturing line-up of "first-run" syndicated programming to be seen throughout the Greater Providence Area beginning January 1.

MR. STEADFAST



Available Now! First Telecast January 1, 1963



ADVENTURES IN PARADISE
BILLY BANG-BANG
CAIN'S 100
CHECKMATE
DECEMBER BRIDE
DETECTIVES (HALF HOUR)
DETECTIVES (HOUR)
DIVORCE COURT
ED ALLEN TIME
HONG KONG
MICKEY MOUSE CLUB
OUTLAWS
PHIL SILVERS SHOW
SHIRLEY TEMPLE
SURFSIDE SIX
ROARING 20'S
TARGET: THE CORRUPTORS
THRILLER

FIRST RUN OFF THE NETWORK
FIRST RUN IN THE MARKET
FIRST RUN OFF THE NETWORK
FIRST RUN OFF THE NETWORK
FIRST RUN OFF THE NETWORK
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FIRST RUN OFF THE NETWORK

Plus other proven syndicated favorites including: AMOS 'N' ANDY, LIFE OF RILEY, ANNIE OAKLEY, RANGE RIDER, BROKEN ARROW, ABBOTT & COSTELLO, TERRYTOONS, WHIRLYBIRDS and HOPALONG CASSIDY. And first-run feature films, including SHOW CORPORATION and SEVEN ARTS packages.

For maximum sales results in Providence-New Bedford-Fall River, your best buy is WTEV, Channel 6.

ALABAMA/continued

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Geneva	6,000	4,680	78	5,540	92	Bradley	4,000	3,050	76	3,340	84
Greene	3,200	1,560	49	2,680	84	Calhoun	1,600	1,230	77	1,360	85
Hale	4,600	2,680	58	3,910	85	Carroll	3,800	2,960	78	3,660	96
Henry	3,700	2,800	76	3,300	89	Chicot	5,100	3,290	64	4,360	86
Houston	14,700	12,710	86	13,080	89	Clark	5,900	4,690	79	5,190	88
Jackson	9,700	7,750	80	8,760	90	Clay	6,100	4,800	79	5,490	90
Jefferson	187,500	168,410	90	175,690	94	Cleburne	2,600	2,030	78	2,240	86
Lamar	4,000	3,070	77	3,640	91	Cleveland	1,900	1,330	70	1,570	83
Lauderdale	17,900	13,850	77	17,040	95	Columbia	7,700	5,870	76	7,000	91
Lawrence	6,200	4,530	73	5,500	89	Conway	4,300	3,450	80	4,000	93
Lee	12,900	10,300	80	11,580	90	Craighead	13,500	11,930	88	12,340	91
Limestone	9,700	7,500	77	9,000	93	Crawford	6,400	4,880	76	5,880	92
Lowndes	3,300	1,770	54	2,730	83	Crittenden	12,100	9,460	78	9,750	81
Macon	5,900	4,180	71	5,100	86	Cross	4,900	3,880	79	4,230	86
Madison	34,700	28,780	83	32,480	94	Oallas	2,900	2,270	78	2,490	86
Marengo	6,700	4,160	62	5,910	88	Desha	5,300	3,930	74	4,680	88
Marion	5,900	4,780	81	5,500	93	Drew	4,000	2,830	71	3,500	88
Marshall	13,900	11,640	84	12,950	93	Faulkner	7,000	5,740	82	6,290	90
Mobile	88,500	79,030	89	80,000	90	Franklin	3,100	2,370	76	2,810	91
Monroe	5,300	3,290	62	4,810	91	Fulton	1,900	1,030	54	1,840	97
Montgomery	48,500	41,340	85	45,010	93	Garland	16,500	13,800	84	14,750	89
Morgan	17,800	14,860	84	16,540	93	Grant	2,400	1,940	81	2,000	83
Perry	4,000	2,230	56	3,440	86	Greene	7,300	6,070	83	6,800	93
Pickens	5,500	3,640	66	4,990	91	Hempstead	5,700	4,370	77	5,120	90
Pike	6,700	4,810	72	5,940	89	Hot Springs	6,500	5,270	81	5,890	91
Randolph	5,400	4,000	74	4,780	89	Howard	3,300	2,680	81	3,080	93
Russell	12,200	9,730	80	10,860	89	Independence	6,000	4,710	79	5,540	92
St. Clair	6,700	5,470	82	5,960	89	Izard	1,900	1,100	58	1,690	89
Shelby	8,600	7,400	86	7,770	90	Jackson	6,200	4,880	79	5,580	90
Sumter	4,600	2,860	62	4,010	87	Jefferson	23,500	19,600	83	20,730	88
Talladega	17,100	14,100	82	15,770	92	Johnson	3,700	2,720	74	3,390	92
Tallahooosa	9,800	7,790	80	8,800	90	Lafayette	3,100	2,490	80	2,650	85
Tuscaloosa	28,700	23,770	83	26,630	93	Lawrence	4,900	3,660	75	4,530	92
Walker	14,500	12,650	87	13,140	91	Lee	5,000	3,300	66	4,200	84
Washington	3,600	2,520	70	3,130	87	Lincoln	3,200	2,310	72	2,670	83
Wilcox	4,000	2,110	53	3,400	85	Little River	2,600	1,870	72	2,210	85
Winston	3,900	3,200	82	3,620	93	Logan	4,400	3,410	78	4,040	92
STATE TOTAL	901,300	744,230		823,130		Lonoke	6,500	5,600	86	5,620	86
						Madison	2,700	1,610	60	2,530	94
						Marion	1,800	1,410	78	1,650	92
ALASKA						Miller	9,600	8,160	85	8,430	88
1st Judicial Div.	10,800	6,050	56	10,200	94	Mississippi	18,000	15,100	84	14,780	82
2nd Judicial Div.	2,700	790	29	2,090	78	Monroe	4,500	3,010	67	3,830	85
3rd Judicial Div.	34,900	29,090	83	33,160	95	Montgomery	1,600	1,170	73	1,410	88
4th Judicial Div.	15,600	12,210	78	14,380	92	Nevada	3,000	2,170	72	2,570	86
STATE TOTAL	64,000	48,140		59,830		Newton	1,600	900	56	1,460	91
						Ouachita	9,200	7,220	79	8,210	89
						Perry	1,400	1,180	84	1,310	94
ARIZONA						Phillips	11,700	8,380	72	9,820	84
Apache	6,000	2,610	43	4,760	79	Pike	2,200	1,680	77	1,930	88
Cochise	17,200	14,270	83	15,910	93	Poinsett	7,500	6,370	85	6,560	88
Coconino	11,800	7,360	62	10,810	92	Polk	3,800	2,710	71	3,550	93
Gila	7,400	5,770	78	6,870	93	Pope	6,300	5,100	81	5,860	93
Graham	3,800	2,790	73	3,550	93	Prairie	2,900	2,260	78	2,620	90
Greenlee	3,000	2,520	84	2,880	96	Pulaski	74,900	67,320	90	68,080	91
Maricopa	213,000	194,900	92	198,730	93	Randolph	3,500	2,520	72	3,290	94
Mohave	2,500	1,880	75	2,240	89	St. Francis	8,100	6,110	75	6,920	85
Navajo	9,300	5,090	55	7,630	82	Saline	7,800	6,970	89	7,020	90
Pima	86,000	78,560	91	80,240	93	Scott	2,000	1,460	73	1,780	89
Pinal	17,000	14,470	85	14,820	87	Searcy	2,300	1,570	68	1,980	86
Santa Cruz	3,100	2,330	75	2,770	90	Sebastian	22,500	20,040	89	21,020	93
Yavapai	9,900	7,190	73	9,270	94	Sevier	3,000	2,460	82	2,650	88
Yuma	13,200	10,870	82	12,090	92	Sharp	1,700	970	57	1,570	92
STATE TOTAL	403,200	350,610		372,570		Stone	1,800	1,210	67	1,570	87
						Union	15,000	12,520	83	13,440	90
ARKANSAS						Van Buren	2,200	1,720	78	2,030	92
Arkansas	6,900	5,890	85	6,090	88	Washington	17,700	13,810	78	16,430	93
Ashley	6,600	5,050	77	5,740	87						
Baxter	3,200	2,350	73	3,010	94						
Benton	11,900	9,420	79	11,160	94						
Boone	5,300	4,080	77	4,990	94						

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
White	9,600	7,990	83	8,760	91
Woodruff	3,500	2,540	73	3,030	87
Yell	3,600	2,840	79	3,290	92
STATE TOTAL	517,700	418,070		462,880	

CALIFORNIA

Alameda	306,700	283,670	92	293,820	96
Alpine	100	70	70	90	90
Amador	3,100	2,680	86	2,920	94
Butte	30,200	26,810	89	28,480	94
Calaveras	3,500	3,050	87	3,320	95
Colusa	3,900	3,380	87	3,510	90
Contra Costa	125,800	119,350	95	121,400	97
Del Norte	5,800	4,730	82	5,220	90
Eldorado	11,100	10,170	92	10,180	92
Fresno	113,100	102,940	91	105,520	93
Glenn	5,400	4,850	90	5,170	96
Humboldt	34,100	30,670	90	31,920	94
Imperial	19,200	15,730	82	17,860	93
Inyo	4,100	2,870	70	3,610	88
Kern	90,300	82,690	92	83,620	93
Kings	14,500	12,820	88	13,380	92
Lake	5,500	4,360	79	5,110	93
Lassen	4,000	3,300	83	3,720	93
Los Angeles	2,149,100	2,010,480	94	2,035,200	95
Madera	12,000	10,700	89	10,880	91
Marin	49,100	45,410	92	47,680	97
Mariposa	1,800	1,420	79	1,720	96
Mendocino	15,900	12,760	80	14,900	94
Merced	27,200	24,670	91	24,480	90
Modoc	2,500	2,020	81	2,350	94
Mono	800	490	62	690	86
Monterey	57,100	51,840	91	54,190	95
Napa	20,200	18,420	91	19,190	95
Nevada	7,400	6,440	87	6,840	92
Orange	243,300	233,670	96	231,620	95
Placer	18,500	16,840	91	17,150	93
Plumas	3,800	3,130	82	3,270	86
Riverside	107,790	97,880	91	100,050	93
Sacramento	166,900	156,370	94	157,050	94
San Benito	4,700	4,110	87	4,290	91
San Bernardino	167,800	155,150	92	157,230	94
San Diego	343,500	320,900	93	323,920	94
San Francisco	289,000	244,350	85	270,220	94
San Joaquin	78,500	70,530	90	73,010	93
San Luis Obispo	27,800	24,870	89	26,220	94
San Mateo	150,100	143,750	96	145,450	97
Santa Barbara	60,600	54,840	91	57,020	94
Santa Clara	214,000	200,950	94	205,010	96
Santa Cruz	32,500	29,190	90	31,010	95
Shasta	20,300	18,700	92	19,260	95
Sierra	800	630	79	680	85
Siskiyou	11,100	9,160	83	10,390	94
Solano	40,500	38,340	95	38,350	95
Sonoma	50,800	45,470	90	48,460	95
Stanislaus	50,100	44,380	89	46,490	93
Sutter	10,600	9,770	92	9,970	94
Tehama	8,500	7,870	93	8,080	95
Trinity	3,500	2,790	80	3,290	94
Tulare	50,100	45,050	90	46,290	92
Tuolumne	5,100	4,340	85	4,830	95
Ventura	61,300	57,850	94	57,740	94
Yolo	21,800	19,740	91	20,320	93
Yuba	10,600	9,680	91	9,860	93
STATE TOTAL	5,377,300	4,969,090		5,083,500	

COLORADO

Adams	35,100	33,800	96	33,730	96
Alamosa	2,700	2,060	76	2,590	96

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Arapahoe	35,000	33,170	95	33,920	97
Archuleta	700	460	65	630	90
Baca	1,900	990	52	1,830	96
Bent	1,900	1,580	83	1,810	96
Boulder	24,000	21,330	89	23,210	97
Chaffee	2,700	2,130	79	2,560	95
Cheyenne	800	580	72	790	99
Clear Creek	1,000	840	84	960	96
Conejos	1,900	1,390	73	1,740	92
Costilla	900	450	50	820	91
Crowley	1,100	980	89	1,040	94
Custer	400	300	74	390	97
Delta	5,000	4,040	81	4,750	95
Denver	169,800	149,460	88	162,160	96
Dolores	600	310	52	580	97
Douglas	1,500	1,430	96	1,480	99
Eagle	1,300	950	73	1,190	92
Elbert	1,200	990	82	1,160	97
El Paso	46,900	43,700	93	45,160	96
Fremont	6,300	5,140	82	5,950	95
Garfield	3,900	2,990	77	3,730	96
Gilpin	300	260	88	280	94
Grand	1,100	770	70	1,000	91
Gunnison	1,500	1,030	69	1,470	98
Hinsdale	100	100	100	100	100
Huerfano	2,200	1,600	73	2,040	93
Jackson	500	430	85	480	95
Jefferson	42,100	40,290	96	41,090	98
Kiowa	700	500	72	690	98
Kit Carson	2,000	1,430	71	1,940	97
Lake	2,000	1,560	78	1,750	87
La Plata	5,900	4,650	79	5,590	95
Larimer	17,400	15,720	90	16,900	97
Las Animas	5,500	3,800	69	5,040	92
Lincoln	1,700	1,420	84	1,670	98
Logan	6,200	5,220	84	6,080	98
Mesa	16,400	14,440	88	15,920	97
Mineral	200	120	58	190	93
Moffat	2,300	1,580	69	2,180	95
Montezuma	4,300	3,390	79	4,150	96
Montrose	5,600	4,630	83	5,290	94
Morgan	6,500	6,000	92	6,400	98
Otero	7,000	5,960	85	6,690	96
Ouray	500	350	71	490	97
Park	600	480	80	590	98
Phillips	1,500	1,370	91	1,490	99
Pitkin	800	460	58	690	86
Prowers	3,900	2,690	69	3,790	97
Pueblo	34,100	31,720	93	32,290	95
Rio Blanco	1,500	1,230	82	1,430	95
Rio Grande	3,000	2,190	73	2,840	95
Routt	1,600	1,040	65	1,560	98
Saguache	1,100	740	68	960	87
San Juan	200	170	86	200	100
San Miguel	900	620	69	850	94
Sedgwick	1,300	1,110	86	1,230	95
Summit	600	480	80	510	85
Teller	900	800	89	870	97
Washington	2,000	1,560	78	1,960	98
Weld	21,600	19,880	92	20,580	95
Yuma	2,800	2,230	80	2,770	99
STATE TOTAL	557,000	493,090		534,220	

CONNECTICUT

Fairfield	207,200	198,000	96	200,780	97
Hartford	218,800	205,980	94	211,580	97
Litchfield	38,300	35,680	93	36,610	96
Middlesex	27,000	25,180	93	26,080	97

CONNECTICUT/continued

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
New Haven	207,600	196,970	95	200,330	97
New London	52,900	48,620	92	51,050	97
Tolland	19,500	18,120	93	19,010	98
Windham	21,500	19,900	93	20,360	95
STATE TOTAL	792,800	748,450		765,800	
DELAWARE					
Kent	20,500	18,630	91	19,040	93
New Castle	95,100	90,680	95	91,490	96
Sussex	23,000	19,790	86	21,900	95
STATE TOTAL	138,600	129,100		132,430	
DISTRICT OF COLUMBIA					
Dist. of Columbia	249,100	220,130	88	232,410	93
STATE TOTAL	249,100	220,130		232,410	
FLORIDA					
Alachua	20,900	16,150	77	18,960	91
Baker	1,700	1,420	84	1,510	89
Bay	20,000	17,620	88	18,920	95
Bradford	3,500	2,870	82	3,050	87
Brevard	40,000	35,290	88	36,600	92
Broward	124,100	115,290	93	113,680	92
Calhoun	2,000	1,320	66	1,860	93
Charlotte	5,300	4,390	83	4,820	91
Citrus	3,400	2,610	77	2,740	81
Clay	5,800	4,920	85	5,300	91
Collier	5,500	4,170	76	4,550	83
Columbia	5,700	4,430	78	5,180	91
Dade	345,000	309,640	90	313,610	91
De Soto	3,200	2,520	79	2,750	86
Dixie	1,300	750	58	1,160	89
Duval	139,000	125,570	90	126,910	91
Escambia	51,300	46,420	90	46,320	90
Flagler	1,400	1,110	80	1,240	89
Franklin	2,100	1,440	69	1,770	85
Gadsden	9,100	6,650	73	7,830	86
Gilchrist	800	620	77	670	84
Glades	800	530	66	720	90
Gulf	3,000	2,240	75	2,630	88
Hamilton	2,000	1,310	65	1,720	86
Hardee	3,700	3,110	84	2,960	80
Hendry	2,500	1,740	70	2,100	84
Hernando	3,800	3,070	81	3,230	85
Highlands	7,600	6,080	80	6,470	85
Hillsborough	134,400	119,230	89	120,420	90
Holmes	2,800	1,760	63	2,560	92
Indian River	9,300	7,450	80	8,750	94
Jackson	9,800	6,880	70	8,750	89
Jefferson	2,500	1,660	66	2,010	80
Lafayette	800	490	61	670	84
Lake	20,100	17,580	87	17,870	89
Lee	20,100	17,210	86	18,910	94
Leon	20,700	17,190	83	18,940	92
Levy	3,100	1,960	63	2,690	87
Liberty	900	630	70	760	85
Madison	3,800	2,280	60	3,440	91
Manatee	27,700	24,610	89	25,040	90
Marion	16,300	12,590	77	14,800	91
Martin	6,400	5,370	84	5,790	90
Monroe	14,800	10,650	72	13,700	93
Nassau	4,900	4,230	86	4,470	91
Okaloosa	18,500	16,420	89	17,450	94
Okeechobee	2,000	1,680	84	1,630	81
Orange	91,100	82,120	90	77,250	85
Osceola	7,500	6,170	82	6,680	89
Palm Beach	85,300	74,160	87	75,830	89
Pasco	13,600	11,600	85	11,780	87

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Pinellas	161,800	145,750	90	147,080	91
Polk	63,600	55,920	88	55,780	88
Putnam	10,100	8,470	84	8,940	89
St. Johns	9,500	8,050	85	8,540	90
St. Lucie	13,800	11,420	83	12,560	91
Santa Rosa	8,300	7,340	88	7,500	90
Sarasota	31,500	27,430	87	28,600	91
Seminole	17,800	15,720	88	15,820	89
Sumter	3,500	2,720	78	2,850	81
Suwannee	4,100	2,760	67	3,690	90
Taylor	3,900	2,700	69	3,260	84
Union	1,100	840	77	930	84
Volusia	50,000	43,910	88	45,350	91
Wakulla	1,500	1,210	81	1,220	81
Walton	4,500	3,360	75	4,170	93
Washington	3,200	2,310	72	2,960	93
STATE TOTAL	1,719,100	1,507,110		1,548,700	
GEORGIA					
Appling	3,200	2,230	70	2,910	91
Atkinson	1,500	790	52	1,260	84
Bacon	2,100	1,550	74	1,890	90
Baker	1,000	640	64	880	88
Baldwin	5,900	4,440	75	5,320	90
Banks	1,700	1,290	76	1,580	93
Barrow	4,300	3,680	86	3,990	93
Bartow	7,800	6,860	88	7,110	91
Ben Hill	3,900	2,710	70	3,450	89
Berrien	3,100	2,160	70	2,650	86
Bibb	44,000	37,720	88	41,230	94
Bleckley	2,600	1,900	73	2,310	89
Brantley	1,500	1,160	78	1,320	88
Brooks	3,800	2,860	75	3,420	90
Bryan	1,500	1,190	79	1,240	83
Bulloch	6,300	5,040	80	5,810	92
Burke	5,100	3,410	67	4,190	82
Butts	2,300	1,910	83	1,970	86
Calhoun	1,800	950	53	1,510	84
Camden	2,600	2,220	85	2,260	87
Candler	1,700	1,240	73	1,530	90
Carroll	10,400	9,200	88	9,470	91
Catoosa	6,100	5,610	92	5,600	92
Charlton	1,300	1,000	77	1,060	81
Chatham	55,400	48,930	88	49,360	89
Chattahoochee	1,300	1,200	92	1,250	96
Chattooga	5,500	4,680	85	4,990	91
Cherokee	6,400	5,660	88	5,930	93
Clarke	13,000	11,080	85	12,350	95
Clay	1,100	730	67	990	90
Clayton	13,800	12,880	93	12,720	92
Clinch	1,700	1,200	71	1,480	87
Cobb	34,400	32,320	94	32,470	94
Coffee	5,600	4,040	72	5,190	93
Colquitt	9,100	7,500	82	7,940	87
Columbia	3,700	3,090	84	3,190	86
Cook	3,200	2,390	75	2,940	92
Coweta	8,000	6,490	81	7,340	92
Crawford	1,400	870	62	1,180	84
Crisp	5,000	3,630	73	4,330	87
Dade	2,300	1,980	86	2,010	88
Dawson	1,000	760	76	880	88
Decatur	6,600	5,200	79	5,830	88
De Kalb	82,500	78,090	95	78,540	95
Dodge	4,300	3,260	76	3,840	89
Dooly	2,900	2,140	74	2,650	91
Dougherty	21,900	18,640	85	19,580	89

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Douglas	4,700	4,190	89	4,240	90
Early	3,200	2,270	71	2,600	81
Echols	500	320	63	440	88
Effingham	2,500	1,990	80	2,190	87
Elbert	5,000	4,260	85	4,420	88
Emanuel	4,800	3,500	73	4,340	90
Evans	1,900	1,550	82	1,640	86
Fannin	3,600	2,760	77	3,370	94
Fayette	2,100	1,780	85	1,900	91
Floyd	20,000	17,580	88	18,840	94
Forsyth	3,400	3,070	90	3,170	93
Franklin	3,700	3,190	86	3,320	90
Fulton	170,300	154,850	91	159,910	94
Gilmer	2,300	1,740	75	1,950	85
Glascocock	600	470	78	500	84
Glynn	12,700	10,840	85	11,680	92
Gordon	5,500	4,780	87	5,080	92
Grady	4,800	3,840	80	4,220	88
Greene	2,800	2,030	72	2,500	89
Gwinnett	12,500	11,290	90	11,600	93
Habersham	5,000	4,040	81	4,650	93
Hall	14,500	12,740	88	13,460	93
Hancock	2,200	1,300	59	1,830	83
Haralson	4,200	3,550	85	3,730	89
Harris	2,800	2,190	78	2,350	84
Hart	4,200	3,600	86	3,740	89
Heard	1,300	1,020	79	1,190	92
Henry	4,500	3,700	82	4,020	89
Houston	11,200	9,990	89	10,090	90
Irwin	2,300	1,700	74	1,990	87
Jackson	5,100	4,280	84	4,720	93
Jasper	1,500	1,060	71	1,310	88
Jeff Davis	2,200	1,600	73	1,980	90
Jefferson	4,300	3,180	74	3,640	85
Jenkins	2,300	1,740	76	2,010	87
Johnson	2,100	1,640	78	1,860	89
Jones	2,100	1,620	77	1,890	90
Lamar	2,800	2,270	81	2,410	86
Lanier	1,300	900	69	1,210	93
Laurens	8,700	6,540	75	7,830	90
Lee	1,400	1,020	73	1,280	91
Liberty	3,700	2,910	79	3,230	87
Lincoln	1,400	1,090	78	1,180	85
Long	1,000	720	72	770	77
Lowndes	14,100	11,040	78	13,080	93
Lumpkin	1,800	1,530	85	1,680	94
McDuffie	3,500	2,810	80	3,230	92
McIntosh	1,700	1,230	72	1,510	89
Macon	3,200	2,200	69	2,620	82
Madison	3,100	2,500	81	2,840	92
Marion	1,300	760	58	1,110	85
Meriwether	4,900	3,770	77	4,390	90
Miller	1,800	1,250	69	1,540	86
Mitchell	4,800	3,510	73	4,090	85
Monroe	2,600	2,070	80	2,260	87
Montgomery	1,500	890	60	1,390	93
Morgan	2,600	1,950	75	2,280	88
Murray	2,800	2,240	80	2,550	91
Muscogee	45,300	40,480	89	41,450	92
Newton	5,800	4,930	85	5,330	92
Oconee	1,700	1,550	91	1,620	96
Oglethorpe	1,900	1,420	75	1,700	89
Paulding	3,700	3,290	89	3,230	87
Peach	3,600	2,920	81	3,190	89
Pickens	2,500	2,100	84	2,260	90
Pierce	2,400	1,770	74	2,210	92

CCUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Pike	1,800	1,320	73	1,610	89
Polk	7,800	6,700	86	7,080	91
Pulaski	2,300	1,640	72	1,950	85
Putnam	2,000	1,550	77	1,760	88
Quitman	600	400	66	570	94
Rabun	2,000	1,540	77	1,810	91
Randolph	2,800	1,890	68	2,490	89
Richmond	36,500	32,520	89	33,000	90
Rockdale	2,800	2,400	86	2,560	92
Schley	800	590	74	680	85
Screven	3,500	2,480	71	2,920	83
Seminole	1,700	1,300	76	1,530	90
Spalding	10,400	9,010	87	9,700	93
Stephens	5,200	4,230	81	4,830	93
Stewart	1,800	1,060	59	1,450	81
Sumter	6,700	4,660	70	5,820	87
Talbot	1,700	1,180	70	1,340	79
Taliaferro	800	540	68	670	84
Tattall	3,600	2,810	78	3,110	86
Taylor	2,100	1,540	73	1,760	84
Telfair	3,100	1,900	61	2,870	93
Terrell	3,200	2,270	71	2,770	87
Thomas	9,400	7,640	81	8,000	85
Tift	6,300	4,800	76	5,660	90
Toombs	4,500	3,040	67	4,160	92
Towns	1,100	900	82	1,040	95
Treutlen	1,600	1,070	67	1,530	96
Troup	12,900	10,480	81	11,570	90
Turner	2,200	1,660	75	1,900	86
Twiggs	1,800	1,260	70	1,540	86
Union	1,700	1,350	80	1,640	97
Upson	6,700	5,620	84	6,060	90
Walker	13,100	11,780	90	11,960	91
Walton	5,500	4,630	84	5,130	93
Ware	10,000	8,110	81	9,030	90
Warren	1,700	1,190	70	1,510	89
Washington	4,800	3,010	63	4,250	89
Wayne	4,900	3,940	80	4,280	87
Webster	800	430	54	690	87
Wheeler	1,300	820	63	1,250	97
White	1,800	1,400	78	1,640	91
Whitfield	12,300	10,930	89	11,510	94
Wilcox	2,000	1,510	75	1,720	86
Wilkes	3,000	2,010	67	2,680	89
Wilkinson	2,400	1,790	75	2,200	92
Worth	4,000	3,090	77	3,250	81
STATE TOTAL	1,110,200	942,420		1,013,269	
HAWAII					
Hawaii	15,300	11,460	74	13,740	90
Honolulu	126,400	115,010	91	120,710	96
Kauai	8,000	3,050	37	7,650	96
Maui	10,800	9,030	83	10,010	93
STATE TOTAL	160,500	138,550		152,110	
IDAHO					
Ada	30,100	27,800	92	29,020	96
Adams	900	710	79	830	92
Bannock	14,200	12,830	90	13,650	96
Bear Lake	2,000	1,710	86	1,940	97
Benewah	1,900	1,680	89	1,780	94
Bingham	7,500	7,070	94	7,260	97
Blaine	1,400	1,140	82	1,210	86
Boise	500	430	86	490	98
Bonner	4,800	4,150	87	4,570	95
Bonneville	13,600	12,870	95	13,290	98
Boundary	1,700	1,350	79	1,500	88
Butte	900	840	93	850	95

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Camas	300	280	93	300	100	Hamilton	3,200	2,430	76	3,090	97
Canyon	17,500	15,520	89	16,840	96	Hancock	7,800	7,190	92	7,540	97
Caribou	1,600	1,350	85	1,570	98	Hardin	1,800	1,580	88	1,640	91
Cassia	4,500	4,140	92	4,320	96	Henderson	2,600	2,320	89	2,420	93
Clark	300	270	90	270	89	Henry	16,000	15,060	94	15,440	97
Clearwater	2,600	2,210	85	2,420	93	Iroquois	10,500	9,530	91	10,020	95
Custer	900	660	74	800	89	Jackson	13,000	11,330	87	12,190	94
Elmore	4,800	4,400	92	4,520	94	Jasper	3,500	3,000	86	3,420	98
Franklin	2,100	1,850	88	2,060	98	Jefferson	10,300	8,920	87	9,890	96
Fremont	2,400	2,240	93	2,340	98	Jersey	5,100	4,580	90	4,900	96
Gem	2,800	2,490	89	2,740	98	Jo Daviess	6,500	5,640	87	6,320	97
Gooding	2,700	2,430	90	2,610	97	Johnson	2,200	1,860	85	2,130	97
Idaho	4,000	3,080	77	3,840	96	Kane	62,900	59,130	94	59,880	95
Jefferson	2,900	2,810	97	2,810	97	Kankakee	25,100	23,350	93	23,570	94
Jerome	3,300	3,050	93	3,170	96	Kendall	5,400	5,150	95	5,210	97
Kootenai	9,700	9,040	93	9,350	96	Knox	19,600	18,520	95	18,870	96
Latah	6,200	5,240	84	5,970	96	Lake	84,700	81,500	96	81,650	96
Lemhi	1,800	1,170	65	1,760	98	La Salle	34,800	31,850	92	33,620	97
Lewis	1,400	1,250	89	1,330	95	Lawrence	6,000	5,330	89	5,560	93
Lincoln	1,000	880	88	920	92	Lee	10,600	9,860	93	10,080	95
Madison	2,300	2,170	94	2,240	97	Livingston	12,000	10,730	89	11,510	96
Minidoka	4,100	3,610	88	3,860	94	Logan	9,400	8,590	91	9,120	97
Nez Perce	8,800	7,910	90	8,460	96	McDonough	9,100	8,330	92	8,640	95
Oneida	1,000	900	90	950	95	McHenry	26,600	25,670	97	25,780	97
Owyhee	1,900	1,710	90	1,780	94	McLean	26,500	24,040	91	25,230	95
Payette	3,900	3,490	89	3,720	95	Macon	38,600	35,840	93	36,130	94
Power	1,200	970	81	1,140	95	Macoupin	14,200	13,020	92	13,520	95
Shoshone	6,200	5,470	88	6,020	97	Madison	70,300	66,050	94	66,640	95
Teton	700	680	97	640	92	Marion	12,900	11,630	90	12,140	94
Twin Falls	12,900	11,990	93	12,450	97	Marshall	4,200	3,770	90	4,090	97
Valley	1,000	790	79	940	94	Mason	5,000	4,600	92	4,700	94
Washington	2,600	2,190	84	2,530	97	Massac	4,700	4,040	86	4,240	90
STATE TOTAL	198,900	178,820		191,060		Menard	3,000	2,650	88	2,820	94
ILLINOIS						Mercer	5,400	5,080	94	5,170	96
Adams	22,000	20,540	93	21,230	97	Monroe	4,700	4,270	91	4,480	95
Alexander	5,000	4,100	82	4,340	87	Montgomery	10,300	9,270	90	9,850	96
Bond	4,500	3,830	85	4,240	94	Morgan	10,600	9,360	88	9,860	93
Boone	6,400	5,890	92	6,180	97	Moultrie	4,200	3,650	87	3,730	89
Brown	2,100	1,830	87	1,990	95	Ogle	12,200	11,290	93	11,680	96
Bureau	12,000	11,000	92	11,380	95	Peoria	59,000	54,690	93	56,050	95
Calhoun	1,900	1,680	88	1,840	97	Perry	6,100	5,320	87	5,730	94
Carroll	6,100	5,640	92	5,780	95	Piatt	4,700	4,400	95	4,390	94
Cass	4,800	4,260	89	4,500	94	Pike	6,800	6,050	89	6,410	94
Champaign	37,900	34,620	91	35,550	94	Pope	1,300	1,010	78	1,200	92
Christian	11,800	10,790	91	11,100	94	Pulaski	3,100	2,500	81	2,810	91
Clark	5,500	4,850	88	5,040	92	Putnam	1,500	1,280	85	1,430	96
Clay	5,100	4,110	81	4,950	97	Randolph	8,500	7,750	91	8,060	95
Clinton	6,900	6,330	92	6,530	95	Richland	5,100	4,330	85	4,800	94
Coles	13,900	12,690	91	13,050	94	Rock Island	47,400	45,250	95	45,930	97
Cook	1,639,400	1,528,580	93	1,563,990	95	St. Clair	81,500	75,270	92	76,120	93
Crawford	7,000	6,380	91	6,540	93	Saline	8,800	7,740	88	8,290	94
Cumberland	3,200	2,770	87	2,880	90	Sangamon	48,800	44,140	90	46,510	95
De Kalb	15,600	14,550	93	15,160	97	Schuyler	2,900	2,630	91	2,760	95
De Witt	5,700	5,200	91	5,450	96	Scott	2,000	1,870	94	1,920	96
Douglas	6,300	5,770	92	5,820	92	Shelby	7,400	6,350	86	6,960	94
Du Page	95,300	91,880	96	92,920	98	Stark	2,500	2,320	93	2,400	96
Edgar	7,600	6,900	91	7,270	96	Stephenson	14,800	13,600	92	14,190	96
Edwards	2,600	2,110	81	2,440	94	Tazewell	31,500	29,500	94	30,050	95
Effingham	6,900	5,760	84	6,670	97	Union	5,000	4,460	89	4,750	95
Fayette	6,600	5,710	87	6,410	97	Vermilion	31,000	28,490	92	28,740	93
Ford	5,200	4,780	92	5,020	97	Wabash	4,400	3,820	87	4,070	93
Franklin	13,100	11,480	88	12,210	93	Warren	6,800	6,320	93	6,590	97
Fulton	13,800	12,580	91	13,040	95	Washington	4,400	3,770	86	4,230	96
Gallatin	2,400	1,910	79	2,160	90	Wayne	6,100	4,800	79	5,820	95
Greene	5,600	5,120	91	5,360	96	White	6,200	4,860	78	5,820	94
Grundy	7,000	6,600	94	6,680	95	Whiteside	18,700	17,370	93	17,910	96
						Will	57,300	54,290	95	54,320	95



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The Nielsen '61 map shows how WHO-TV covers Central Iowa, *plus*—but take a look at the market-data figures for this 42-county area:

<i>TV Homes</i>	290,560
<i>Households</i>	328,590
<i>CSI</i>	\$1,914,739,000
<i>Farm Households</i>	72,994
<i>Gross Farm Income</i>	\$1,006,961,000
<i>Food Sales</i>	\$ 295,009,000
<i>Gen. Merch. Sales</i>	\$ 136,641,000
<i>Home Furn. Sales</i>	\$ 57,579,000
<i>Automotive Sales</i>	\$ 241,026,000
<i>Gas Station Sales</i>	\$ 119,710,000
<i>Drug Sales</i>	\$ 43,530,000
<i>Total Ret. Sales</i>	\$1,377,012,000

(Sources: May, '62 SRDS; Iowa Annual Farm Census, 1960; June 10, 1962 Sales Management.)

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National Representatives



ILLINOIS / continued

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Williamson	15,400	13,730	89	14,320	93
Winnebago	66,800	62,760	94	62,590	94
Woodford	7,500	6,680	89	7,150	95
STATE TOTAL	3,178,000	2,947,640		3,026,810	

INDIANA

Adams	7,300	6,610	91	7,020	96
Allen	72,000	67,270	93	67,460	94
Bartholomew	15,300	14,200	93	14,210	93
Benton	3,400	3,100	91	3,180	93
Blackford	4,600	4,240	92	4,330	94
Boone	8,900	8,340	94	8,220	92
Brown	2,100	1,940	92	1,830	87
Carroll	5,400	5,010	93	5,070	94
Cass	12,500	11,330	91	11,840	95
Clark	18,800	17,410	93	17,280	92
Clay	8,100	7,490	92	7,110	88
Clinton	9,900	9,240	93	9,100	92
Crawford	2,500	2,030	81	2,200	88
Daviess	8,000	6,880	86	7,050	88
Dearborn	8,700	8,070	93	8,220	95
Decatur	6,200	5,630	91	5,530	89
De Kalb	8,600	8,100	94	8,060	94
Delaware	34,600	32,450	94	31,660	92
Dubois	7,700	6,630	86	7,260	94
Elkhart	33,700	30,430	90	31,370	93
Fayette	7,500	6,920	92	6,750	90
Floyd	16,000	15,030	94	14,860	93
Fountain	6,100	5,600	92	5,540	91
Franklin	4,600	3,990	87	4,370	95
Fulton	5,500	5,030	91	5,150	94
Gibson	9,400	8,490	90	8,700	93
Grant	23,500	21,510	92	21,810	93
Greene	8,900	7,990	90	7,730	87
Hamilton	12,800	12,080	94	12,100	95
Hancock	8,600	8,090	94	8,080	94
Harrison	5,600	5,020	90	5,300	95
Hendricks	13,000	12,270	94	12,230	94
Henry	15,100	14,090	93	13,920	92
Howard	21,900	20,500	94	20,100	92
Huntington	10,700	10,040	94	10,050	94
Jackson	9,400	8,660	92	8,850	94
Jasper	5,300	4,800	91	5,010	95
Jay	7,200	6,370	88	6,670	93
Jefferson	6,900	6,190	90	6,470	94
Jennings	4,500	4,030	90	4,100	91
Johnson	13,800	13,220	96	12,900	94
Knox	13,300	12,130	91	12,120	91
Kosciusko	13,200	12,050	91	12,420	94
Lagrange	4,800	3,810	79	4,080	85
Lake	155,300	146,280	94	145,050	93
La Porte	28,500	27,030	95	26,880	94
Lawrence	11,500	10,560	92	10,590	92
Madison	39,500	37,340	95	36,020	91
Marion	222,400	208,610	94	205,940	93
Marshall	10,000	9,120	91	9,110	91
Martin	2,900	2,560	88	2,530	87
Miami	12,800	11,660	91	11,920	93
Monroe	17,400	15,280	88	16,040	92
Montgomery	10,600	9,910	93	9,850	93
Morgan	10,300	9,580	93	9,450	92
Newton	3,500	3,190	91	3,260	93
Noble	8,700	7,890	91	8,270	95
Ohio	1,300	1,230	95	1,200	92
Orange	5,100	4,450	87	4,610	90
Owen	3,700	3,360	91	3,420	93
Parke	4,800	4,460	93	4,330	90
Perry	5,000	4,280	86	4,450	89

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Pike	4,100	3,500	85	3,690	90
Porter	18,100	17,020	94	17,100	95
Posey	5,900	5,000	85	5,460	93
Pulaski	3,800	3,230	85	3,640	96
Putnam	7,000	6,440	92	6,350	91
Randolph	9,200	8,400	91	8,430	92
Ripley	6,100	5,410	89	5,640	92
Rush	6,100	5,760	94	5,580	91
St. Joseph	72,500	68,210	94	67,570	93
Scott	4,500	3,870	86	3,940	88
Shelby	11,000	10,330	94	10,310	94
Spencer	4,600	4,050	88	4,210	92
Starke	5,300	4,780	90	4,790	90
Steuben	5,300	4,910	93	5,020	95
Sullivan	7,200	6,530	91	6,160	86
Switzerland	2,200	1,870	85	2,110	96
Tiptecanoe	25,900	23,110	89	24,710	95
Tipton	4,900	4,610	94	4,510	92
Union	1,900	1,680	88	1,770	93
Vanderburgh	51,000	46,450	91	46,560	91
Vermillion	5,900	5,440	92	5,260	89
Vigo	34,700	32,050	92	31,680	91
Wabash	10,300	9,090	88	9,550	93
Warren	2,600	2,300	88	2,400	92
Warrick	7,100	6,320	89	6,420	90
Washington	5,500	4,720	86	5,100	93
Wayne	22,700	21,000	93	21,500	95
Wells	6,600	5,990	91	6,210	94
White	6,300	5,720	91	5,950	94
Whitley	6,400	5,970	93	6,180	97
STATE TOTAL	1,443,900	1,334,860		1,338,030	

IOWA

Adair	3,500	3,240	93	3,380	97
Adams	2,300	1,960	85	2,240	97
Allamakee	4,500	4,060	90	4,420	98
Appanoose	5,300	4,620	87	5,030	95
Audubon	3,400	3,160	93	3,350	98
Benton	7,200	6,750	94	6,960	97
Black Hawk	37,300	35,200	94	35,960	96
Boone	8,500	7,930	93	8,140	96
Bremer	6,200	5,650	91	6,010	97
Buchanan	6,000	5,470	91	5,770	96
Buena Vista	6,600	6,060	92	6,420	97
Butler	5,400	4,810	89	5,200	96
Calhoun	4,900	4,470	91	4,850	99
Carroll	6,700	6,290	94	6,610	99
Cass	6,000	5,480	91	5,840	97
Cedar	5,500	5,110	93	5,370	98
Cerro Gordo	15,700	14,640	93	15,120	96
Cherokee	5,300	4,850	92	5,080	96
Chickasaw	4,300	3,900	91	4,150	96
Clarke	2,800	2,490	89	2,720	97
Clay	5,800	5,110	88	5,710	98
Clayton	6,700	5,810	87	6,590	98
Clinton	17,000	16,090	95	16,410	97
Crawford	5,600	5,180	92	5,440	97
Dallas	7,800	7,230	93	7,460	96
Davis	2,800	2,520	90	2,660	95
Decatur	3,200	2,610	82	3,070	96
Delaware	5,200	4,740	91	5,030	97
Des Moines	14,600	13,510	93	13,930	95
Dickinson	4,000	3,490	87	3,920	98
Dubuque	21,800	19,590	90	21,280	98
Emmet	4,500	3,640	81	4,310	96
Fayette	8,500	7,780	92	8,360	98
Floyd	6,500	5,920	91	6,210	96
Franklin	4,800	4,480	93	4,670	97

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Fremont	3,300	3,110	94	3,160	96	Anderson	2,900	2,510	87	2,690	93
Greene	4,600	4,320	94	4,490	98	Atchison	6,300	5,840	93	5,800	92
Grundy	4,500	4,220	94	4,390	98	Barber	2,800	2,380	85	2,660	95
Guthrie	4,400	4,010	91	4,270	97	Barton	10,200	9,590	94	9,660	95
Hamilton	6,400	5,910	92	6,180	97	Bourbon	5,500	4,810	88	5,150	94
Hancock	4,400	4,020	91	4,250	97	Brown	4,400	3,870	88	4,230	96
Hardin	7,400	6,830	92	7,220	98	Butler	12,600	11,540	92	12,000	95
Harrison	5,400	4,940	92	5,110	95	Chase	1,300	1,080	83	1,240	96
Henry	5,500	4,680	85	5,270	96	Chautauqua	2,100	1,850	88	1,940	93
Howard	3,800	3,160	83	3,630	96	Cherokee	7,300	6,670	91	6,520	89
Humboldt	4,000	3,590	90	3,960	99	Cheyenne	1,400	1,210	87	1,370	98
Ia	3,300	3,050	92	3,160	96	Clark	1,200	1,090	91	1,170	98
Iowa	5,000	4,520	90	4,800	96	Clay	3,600	2,830	79	3,500	97
Jackson	6,200	5,560	90	5,950	96	Cloud	4,600	3,680	80	4,440	97
Jasper	11,500	10,770	94	11,190	97	Coffey	2,800	2,200	79	2,710	97
Jefferson	4,900	4,350	89	4,730	97	Comanche	1,000	780	78	980	98
Johnson	15,800	13,920	88	15,250	97	Cowley	12,200	10,870	89	11,420	94
Jones	6,000	5,590	93	5,800	97	Crawford	12,800	11,600	91	11,780	92
Keokuk	4,900	4,270	87	4,660	95	Decatur	1,900	1,650	87	1,870	98
Kossuth	7,100	6,600	93	6,910	97	Dickinson	7,200	6,260	87	7,060	98
Lee	13,500	12,480	92	12,870	95	Doniphan	2,900	2,560	88	2,740	94
Linn	45,000	42,480	94	43,520	97	Douglas	13,100	11,450	87	12,620	96
Louisia	3,200	2,880	90	3,100	97	Edwards	1,700	1,520	89	1,650	97
Lucas	3,600	3,040	84	3,400	95	Elk	1,700	1,370	81	1,580	93
Lyon	4,200	3,710	88	4,000	95	Ellis	6,000	5,500	92	5,930	99
Madison	3,900	3,670	94	3,810	98	Ellsworth	2,400	2,030	84	2,250	94
Mahaska	7,500	6,700	89	7,190	96	Finney	4,800	4,320	90	4,680	98
Marion	7,700	7,020	91	7,460	97	Ford	6,500	5,920	91	6,310	97
Marshall	12,200	11,650	96	11,880	97	Franklin	6,500	5,760	89	6,000	92
Mills	3,500	3,230	92	3,360	96	Geary	8,100	7,300	90	7,520	93
Mitchell	4,200	3,840	91	4,050	97	Gove	1,200	950	79	1,190	99
Monona	4,300	3,900	91	4,120	96	Graham	1,700	1,510	89	1,660	98
Monroe	3,200	2,890	90	2,990	93	Grant	1,400	1,230	88	1,280	91
Montgomery	4,900	4,470	91	4,770	97	Gray	1,200	1,060	89	1,100	91
Muscatine	11,100	10,390	94	10,550	95	Greeley	600	520	86	590	98
Obrien	5,800	5,410	93	5,660	98	Greenwood	3,600	3,070	85	3,390	94
Osceola	3,000	2,690	90	2,970	99	Hamilton	1,000	790	79	910	91
Page	6,600	5,900	89	6,380	97	Harper	3,300	2,920	89	3,120	95
Palo Alto	4,100	3,430	84	4,070	99	Harvey	8,400	7,350	88	7,930	94
Plymouth	6,900	6,420	93	6,630	96	Haskell	800	720	90	740	92
Pocahontas	4,100	3,700	90	3,990	97	Hodgeman	900	740	83	890	98
Polk	87,400	82,180	94	83,820	96	Jackson	3,400	2,940	86	3,210	95
Pottawattamie	26,100	24,270	93	24,800	95	Jefferson	3,500	3,080	88	3,360	96
Poweshiek	5,800	5,320	92	5,620	97	Jewell	2,300	1,700	74	2,270	99
Ringgold	2,500	2,280	91	2,450	98	Johnson	46,000	44,240	96	44,670	97
Sac	5,300	4,770	90	5,110	96	Kearny	900	810	90	890	99
Scott	36,900	34,740	94	35,240	96	Kingman	3,100	2,870	93	2,890	93
Shelby	4,500	4,190	93	4,430	99	Kiowa	1,500	1,170	78	1,410	94
Sioux	7,500	6,390	85	7,380	98	Labette	8,800	7,750	88	7,970	91
Story	14,600	13,420	92	14,160	97	Lane	900	800	89	870	97
Tama	6,700	6,120	91	6,470	97	Leavenworth	12,800	11,860	93	12,060	94
Taylor	3,400	2,860	84	3,330	98	Lincoln	1,800	1,430	79	1,770	98
Union	4,400	3,940	90	4,330	98	Linn	2,800	2,430	87	2,620	94
Van Buren	3,100	2,690	87	2,920	94	Logan	1,200	960	80	1,160	96
Wapello	14,600	13,500	92	13,430	92	Lyon	8,500	7,070	83	8,130	96
Warren	6,400	5,980	93	6,170	96	McPherson	7,600	6,290	83	7,200	95
Washington	6,000	5,210	87	5,590	93	Marion	4,700	3,940	84	4,440	94
Wayne	3,400	2,890	85	3,290	97	Marshall	5,200	4,310	83	4,980	96
Webster	15,200	14,020	92	14,880	98	Meade	1,700	1,640	96	1,640	97
Winnebago	4,000	3,670	92	3,840	96	Miami	6,000	5,600	93	5,680	95
Winneshiek	6,000	5,270	88	5,860	98	Mitchell	2,800	2,280	81	2,700	97
Woodbury	33,600	31,480	94	31,280	93	Montgomery	15,200	13,250	87	14,270	94
Worth	3,100	2,830	91	3,010	97	Morris	2,400	2,000	83	2,300	96
Wright	6,100	5,660	93	5,870	96	Morton	1,000	830	83	920	92
STATE TOTAL	853,700	784,840		822,100		Nemaha	3,800	3,370	89	3,540	93
KANSAS						Neosho	6,400	5,680	89	6,000	94
Allen	5,500	4,620	84	5,140	93	Ness	1,700	1,480	87	1,620	95
						Norton	2,600	2,240	86	2,490	96

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Osage	4,200	3,690	88	3,950	94	Edmonson	2,200	1,520	69	1,990	90
Osborne	2,400	1,900	79	2,310	96	Elliott	1,500	1,250	83	1,230	82
Ottawa	2,300	1,820	79	2,270	99	Estill	3,500	1,900	54	3,220	92
Pawnee	2,900	2,580	89	2,740	95	Fayette	40,600	35,740	88	38,570	95
Phillips	2,900	2,250	78	2,790	96	Fleming	3,200	2,470	77	2,920	91
Pottawatomie	3,600	3,120	87	3,420	95	Floyd	9,200	7,240	79	8,180	89
Pratt	4,100	3,710	90	3,800	93	Franklin	9,000	7,860	87	8,470	94
Rawlins	1,600	1,370	85	1,540	96	Fulton	3,200	2,640	83	2,880	90
Reno	19,300	17,920	93	18,100	94	Gallatin	1,200	1,040	86	1,080	90
Republic	3,300	2,760	84	3,210	97	Garrard	3,000	2,290	76	2,840	95
Rice	4,400	4,040	92	4,120	94	Grant	2,900	2,440	84	2,670	92
Riley	11,000	9,470	86	10,540	96	Graves	9,700	8,490	88	8,770	90
Rooks	3,000	2,670	89	2,810	94	Grayson	4,400	3,270	74	4,030	92
Rush	1,900	1,700	89	1,810	96	Green	3,400	2,540	75	3,130	92
Russell	3,600	3,130	87	3,450	96	Greenup	8,100	7,190	89	7,320	90
Saline	17,700	16,100	91	16,760	95	Hancock	1,600	1,250	78	1,340	84
Scott	1,600	1,400	88	1,570	98	Hardin	14,300	12,870	90	13,330	93
Sedgwick	112,300	104,900	93	106,350	95	Harlan	11,700	8,860	76	10,640	91
Seward	5,200	4,580	88	4,860	93	Harrison	4,300	3,660	85	4,120	96
Shawnee	46,300	42,920	93	44,080	95	Hart	4,100	3,360	82	3,840	94
Sheridan	1,200	1,020	85	1,200	100	Henderson	10,400	9,020	87	9,310	90
Sherman	2,200	1,940	88	2,160	98	Henry	3,400	2,840	83	3,220	95
Smith	2,600	2,230	86	2,520	97	Hickman	2,000	1,710	85	1,830	92
Stafford	2,500	2,220	89	2,410	96	Hopkins	11,700	9,590	82	10,670	91
Stanton	600	470	78	590	98	Jackson	2,600	1,190	46	2,420	93
Stevens	1,300	990	76	1,240	95	Jefferson	186,400	173,480	93	174,280	94
Sumner	8,500	7,650	90	8,080	95	Jessamine	3,800	2,810	74	3,550	93
Thomas	2,300	1,850	80	2,230	97	Johnson	4,900	3,830	78	4,460	91
Trego	1,600	1,320	83	1,550	97	Kenton	37,100	35,250	95	35,130	95
Wabaunsee	2,200	1,810	82	2,160	98	Knott	3,700	2,050	56	3,180	86
Wallace	600	490	81	580	97	Knox	6,000	4,010	67	5,580	93
Washington	3,400	2,750	81	3,200	94	Larue	3,000	2,510	84	2,730	91
Wichita	800	640	80	790	98	Laurel	6,400	4,390	69	5,860	92
Wilson	4,400	3,600	82	4,220	96	Lawrence	3,100	2,560	83	2,640	85
Woodson	1,800	1,430	79	1,730	96	Lee	1,800	870	48	1,650	92
Wyandotte	57,100	53,060	93	52,650	92	Leslie	2,100	880	42	1,900	90
STATE TOTAL	692,700	623,040		656,260		Letcher	6,800	4,540	67	6,050	89
KENTUCKY						Lewis	3,500	2,590	74	3,200	92
Adair	4,000	2,530	63	3,640	91	Lincoln	4,500	3,200	71	4,230	94
Allen	3,700	2,980	81	3,430	93	Livingston	2,200	1,830	83	1,890	86
Anderson	2,700	2,360	87	2,570	95	Logan	6,200	5,210	84	5,520	89
Ballard	2,700	2,380	88	2,340	87	Lyon	1,500	1,170	78	1,300	87
Barren	8,500	7,070	83	7,820	92	McCracken	18,700	16,830	90	16,900	90
Bath	2,600	1,770	68	2,400	92	McCreary	2,600	1,600	61	2,280	88
Bell	8,300	6,330	76	7,350	89	McLean	2,800	2,340	84	2,490	89
Boone	6,600	6,220	94	6,300	95	Madison	9,500	7,030	74	8,990	95
Bourbon	5,400	4,540	84	5,040	93	Magoffin	2,500	1,650	66	2,250	90
Boyd	15,300	14,270	93	14,140	92	Marion	4,100	3,560	87	3,760	92
Boyle	6,000	4,910	82	5,600	93	Marshall	5,400	4,830	89	4,950	92
Bracken	2,200	1,920	87	2,020	92	Martin	2,200	1,500	68	1,710	78
Breathitt	3,200	1,430	45	2,980	93	Mason	5,600	4,700	84	5,230	93
Breckinridge	4,200	3,380	80	3,570	85	Meade	5,400	4,960	92	5,080	94
Bullitt	4,500	4,030	90	4,040	90	Menifee	1,100	740	67	970	88
Butler	2,600	2,010	77	2,260	87	Mercer	4,600	3,700	81	4,430	96
Caldwell	4,200	3,110	74	3,680	88	Metcalfe	2,400	1,840	77	2,180	91
Calloway	6,600	5,600	85	6,250	95	Monroe	3,300	2,720	82	2,990	91
Campbell	26,400	25,080	95	25,210	96	Montgomery	4,000	2,740	69	3,830	96
Carlisle	1,900	1,720	90	1,600	84	Morgan	2,800	1,900	68	2,430	87
Carroll	2,400	2,040	85	2,060	86	Muhlenberg	7,800	6,560	84	6,920	89
Carter	5,300	4,220	80	4,660	88	Nelson	5,400	4,690	87	5,040	93
Casey	3,600	2,290	64	3,340	93	Nicholas	2,000	1,510	75	1,860	93
Christian	15,000	12,870	86	13,830	92	Ohio	5,100	4,080	80	4,350	85
Clark	6,600	5,340	81	6,220	94	Oldham	3,100	2,800	90	2,870	93
Clay	4,500	2,600	58	4,070	91	Owen	2,500	1,980	79	2,200	88
Clinton	2,300	1,580	69	2,160	94	Owsley	1,300	480	37	1,090	84
Crittenden	2,700	2,110	78	2,330	86	Pendleton	3,000	2,740	91	2,780	93
Cumberland	2,100	1,380	66	1,940	92	Perry	7,400	4,730	64	6,790	92
Daviess	20,900	18,490	88	19,140	92	Pike	15,400	11,970	78	13,370	87

KENTUCKY/continued

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Powell	1,700	850	50	1,500	88	St Charles	5,700	5,060	89	5,340	94
Pulaski	9,600	6,270	65	9,260	97	St Helena	2,200	1,490	68	1,850	84
Robertson	800	670	84	730	91	St James	4,200	3,470	83	3,690	88
Rockcastle	3,200	1,750	55	2,920	91	St John The Bapt	4,600	3,790	82	4,090	89
Rowan	3,300	2,480	75	3,160	96	St Landry	20,400	15,660	77	17,670	87
Russell	3,000	2,090	70	2,810	94	St Martin	7,200	6,060	84	6,110	85
Scott	4,500	3,690	82	4,280	95	St Mary	13,600	11,900	88	11,850	87
Shelby	5,500	4,860	88	5,050	92	St Tammany	11,200	9,780	87	9,860	88
Simpson	3,500	2,960	85	3,380	97	Tangipahoa	16,400	13,360	81	14,480	88
Spencer	1,600	1,410	88	1,420	89	Tensas	3,000	1,960	65	2,440	81
Taylor	4,800	3,660	76	4,620	96	Terrebonne	15,800	13,840	88	13,840	88
Todd	3,300	2,750	83	2,900	88	Union	4,900	4,120	84	4,370	89
Trigg	2,500	2,080	83	2,150	86	Vermilion	11,400	9,890	87	10,130	89
Trimble	1,400	1,220	87	1,300	93	Vernon	5,400	3,960	73	4,780	89
Union	4,200	3,480	83	3,590	85	Washington	12,700	10,210	80	11,710	92
Warren	13,600	11,520	85	12,550	92	Webster	12,000	10,040	84	10,750	90
Washington	2,900	2,470	85	2,690	93	West Baton Rouge	3,900	3,180	81	3,560	91
Wayne	3,700	1,840	50	3,460	94	West Carroll	3,700	2,880	78	3,120	84
Webster	4,600	3,500	76	3,990	87	West Feliciana	2,200	1,570	72	1,980	90
Whitley	6,700	5,030	75	6,190	92	Winn	4,700	3,480	74	4,200	89
Wolfe	1,600	880	55	1,360	85	STATE TOTAL	934,700	802,690		843,340	
Woodford	3,400	2,770	81	3,230	95						
STATE TOTAL	860,600	722,380		793,440							
LOUISIANA						MAINE					
Acadia	13,700	11,500	84	12,660	92	Androscoggin	26,600	25,120	94	25,270	95
Allen	5,500	4,310	78	4,960	90	Aroostook	26,600	23,810	90	25,270	95
Ascension	7,600	5,950	78	6,700	88	Cumberland	56,000	52,830	94	52,700	94
Assumption	4,500	3,430	76	3,680	82	Franklin	5,700	4,910	86	5,100	90
Avoyelles	10,500	8,390	80	9,390	89	Hancock	10,200	9,500	93	8,910	87
Beauregard	5,500	4,080	74	4,840	88	Kennebec	25,900	23,920	92	23,930	92
Bienville	4,600	3,520	77	4,140	90	Knox	9,100	8,050	88	8,470	93
Bossier	16,400	14,600	89	15,190	93	Lincoln	5,800	5,300	91	5,380	93
Caddo	69,500	61,700	89	64,430	93	Oxford	12,800	11,970	94	11,700	91
Calcasieu	43,400	39,150	90	39,800	92	Pcnobscot	35,900	33,510	93	32,780	91
Caldwell	2,400	1,810	76	1,930	81	Piscataquis	5,100	4,690	92	4,520	89
Cameron	1,900	1,570	83	1,720	90	Sagadahoc	7,000	6,370	91	6,450	92
Catahoula	3,100	2,020	65	2,580	83	Somerset	11,600	10,590	91	10,720	92
Claiborne	5,400	4,050	75	4,820	89	Waldo	6,700	6,020	90	5,960	89
Concordia	5,800	4,020	69	4,990	86	Washington	10,000	8,890	89	8,830	88
De Soto	6,700	5,020	75	6,050	90	York	30,200	28,710	95	28,420	94
East Baton Rouge	66,000	59,760	91	62,370	95	STATE TOTAL	285,200	264,190		264,410	
East Carroll	3,600	2,410	67	2,940	82						
East Feliciana	3,600	2,470	69	2,960	82	MARYLAND					
Evangeline	8,800	6,420	73	8,050	92	Allegany	25,500	23,050	90	24,020	94
Franklin	6,500	5,180	80	5,690	88	Ann Arundel	57,000	53,970	95	54,720	96
Grant	3,900	2,980	77	3,500	90	Baltimore	427,700	415,770	97	416,150	97
Iberia	14,300	12,410	87	12,660	89	Calvert	4,100	3,530	86	3,660	89
Iberville	7,900	6,350	80	6,870	87	Caroline	6,100	5,190	85	5,490	90
Jackson	4,700	3,790	81	4,260	91	Carroll	14,800	13,990	95	14,240	96
Jefferson	63,100	58,820	93	58,490	93	Cecil	13,000	12,240	94	11,730	90
Jefferson Davis	8,400	6,980	83	7,560	90	Charles	8,300	7,300	88	7,310	88
Lafayette	24,200	21,400	88	21,970	91	Dorchester	9,200	7,820	85	8,770	95
Lafourche	15,100	13,410	89	13,140	87	Frederick	20,900	19,370	93	19,400	93
La Salle	3,900	3,000	77	3,390	87	Garrett	5,500	4,380	80	4,940	90
Lincoln	7,400	6,450	87	6,670	90	Harford	22,000	20,630	94	20,480	93
Livingston	7,500	5,990	80	6,690	89	Howard	10,300	9,700	94	9,810	95
Madison	4,400	3,010	68	3,850	87	Kent	4,700	4,210	90	4,330	92
Morehouse	9,000	7,330	81	8,030	89	Montgomery	103,900	99,430	96	100,990	97
Natchitoches	9,200	6,270	68	8,200	89	Prince Georges	107,000	102,850	96	102,080	95
Orleans	195,000	174,120	89	175,500	90	Queen Annes	5,000	4,370	87	4,530	91
Ouachita	30,900	27,580	89	28,150	91	St Marys	9,500	8,630	91	8,720	92
Plaquemines	6,000	5,260	88	5,260	88	Somerset	5,800	4,560	79	5,360	92
Pointe Coupee	5,600	4,270	76	4,860	87	Talbot	7,000	6,310	90	6,550	94
Rapides	31,100	27,550	89	27,930	90	Washington	28,200	25,720	91	26,900	95
Red River	2,700	1,900	70	2,340	87	Wicomico	15,400	13,780	89	14,580	95
Richland	6,000	4,720	79	5,210	87	Worcester	7,300	5,760	79	6,660	91
Sabine	5,100	3,310	65	4,580	90	STATE TOTAL	918,200	872,560		881,420	
St Bernard	9,100	8,730	96	8,520	94						
						MASSACHUSETTS					
						Barnstable	23,700	22,120	93	22,610	95

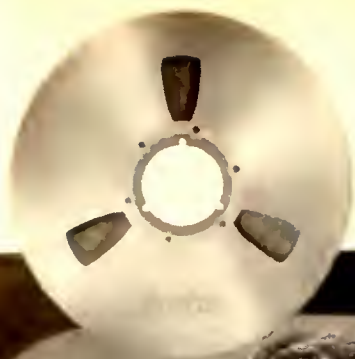
COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Berkshire	44,100	41,210	93	42,730	97	Marquette	16,400	15,390	94	15,970	97
Bristol	125,900	120,650	96	120,230	96	Mason	6,900	5,830	85	6,580	95
Dukes	2,000	1,680	84	1,910	96	Mecosta	5,800	5,250	90	5,420	93
Essex	178,800	171,240	96	172,010	96	Menominee	7,100	6,580	93	6,750	95
Franklin	17,200	15,240	89	16,510	96	Midland	14,700	14,060	96	14,230	97
Hampden	134,400	126,780	94	128,760	96	Missaukee	1,900	1,610	85	1,740	92
Hampshire	28,500	26,150	92	27,530	97	Monroe	29,300	27,980	95	28,100	96
Middlesex	364,800	348,860	96	355,320	97	Montcalm	11,400	10,620	93	10,680	94
Nantucket	1,200	1,050	88	1,180	99	Montmorency	1,400	1,120	80	1,330	95
Norfolk	152,500	147,100	96	149,300	98	Muskegon	44,300	41,620	94	42,530	96
Plymouth	77,500	73,900	95	74,560	96	Newaygo	7,200	6,520	91	6,730	94
Worcester	176,200	167,090	95	170,740	97	Oakland	210,600	203,990	97	203,230	97
Suffolk	244,300	222,750	91	233,800	96	Oceana	4,800	4,130	86	4,420	92
STATE TOTAL	1,571,100	1,485,820		1,517,190		Ogemaw	2,900	2,620	90	2,640	91
MICHIGAN						Ontonagon	3,100	2,490	80	2,920	94
Alcona	1,900	1,590	84	1,720	90	Osceola	4,000	3,620	91	3,700	93
Alger	2,500	2,210	88	2,340	94	Oscoda	1,200	940	78	1,070	90
Allegan	17,100	16,100	94	16,470	96	Otsego	2,200	2,000	91	2,170	99
Alpena	8,300	6,760	81	8,090	98	Ottawa	29,200	27,310	94	28,530	98
Antrim	3,100	2,800	90	2,740	88	Presque Isle	3,600	2,830	79	3,520	98
Arenac	2,900	2,620	90	2,600	90	Roscommon	2,500	2,360	95	2,350	94
Baraga	2,000	1,790	89	1,920	96	Saginaw	55,400	52,590	95	52,240	94
Barry	9,800	9,180	94	9,300	95	St Clair	32,600	30,690	94	31,300	96
Bay	31,400	29,810	95	30,110	96	St Joseph	13,800	12,990	94	13,040	95
Benzie	2,400	2,110	88	2,180	91	Sanilac	9,600	8,740	91	9,260	97
Berrien	46,700	43,090	92	44,130	95	Schoolcraft	2,600	2,160	83	2,450	94
Branch	10,300	9,610	93	9,750	95	Shiawassee	16,100	15,150	94	15,120	94
Calhoun	42,600	40,450	95	40,640	95	Tuscola	12,200	11,380	93	11,640	95
Cass	11,500	10,690	93	10,790	94	Van Buren	15,600	14,680	94	14,620	94
Charlevoix	4,000	3,610	90	3,770	94	Washtenaw	49,900	45,040	90	47,600	95
Cheboygan	4,100	3,440	84	3,940	96	Wayne	796,600	755,340	95	759,960	95
Chippewa	9,400	8,280	88	8,980	96	Wexford	5,500	5,080	92	5,260	96
Clare	3,600	3,210	89	3,430	95	STATE TOTAL	2,336,500	2,200,050		2,234,660	
Clinton	10,900	10,380	95	10,560	97	MINNESOTA					
Crawford	1,400	1,210	86	1,280	92	Aitkin	3,700	3,260	88	3,570	96
Delta	10,000	8,930	89	9,800	98	Anoka	24,000	23,340	97	23,160	97
Dickinson	7,500	7,000	93	7,280	97	Becker	6,800	5,720	84	6,510	96
Eaton	15,000	14,220	95	14,310	95	Beltrami	6,400	4,240	66	6,050	95
Emmet	4,700	4,070	87	4,540	97	Benton	4,600	4,150	90	4,480	97
Genesee	112,800	107,550	95	107,500	95	Big Stone	2,500	2,210	89	2,430	97
Gladwin	3,200	2,870	90	3,030	95	Blue Earth	13,100	11,770	90	12,770	98
Gogebic	7,600	6,700	88	7,430	93	Brown	8,100	7,010	87	7,950	98
Grand Traverse	9,500	8,540	90	8,960	94	Carlton	7,900	7,340	93	7,590	96
Gratiot	10,800	9,970	92	10,230	95	Carver	6,000	5,670	95	5,720	95
Hillsdale	10,500	9,500	90	10,040	96	Cass	4,800	3,230	67	4,430	92
Houghton	10,500	8,890	85	10,300	98	Chippewa	4,900	4,100	84	4,860	99
Huron	9,600	8,690	91	9,340	97	Chisago	4,100	3,700	90	3,990	97
Ingham	63,300	59,340	94	60,640	96	Clay	11,300	10,720	95	11,040	98
Ionia	11,900	11,320	95	11,400	96	Clearwater	2,500	1,730	69	2,330	93
Iosco	5,300	4,960	94	5,040	95	Cook	1,000	820	82	900	90
Iron	5,300	4,810	91	5,220	98	Cottonwood	4,900	3,600	73	4,800	98
Isabella	9,200	8,330	91	8,910	97	Crow Wing	9,800	8,270	84	9,250	94
Jackson	39,100	37,070	95	37,420	96	Oakota	22,700	21,690	96	21,970	97
Kalamazoo	51,000	47,910	94	49,010	96	Oodge	3,800	3,320	87	3,590	95
Kalkaska	1,300	1,140	87	1,170	90	Oouglas	6,300	5,410	86	6,170	98
Kent	112,200	104,420	93	108,390	97	Faribault	7,100	6,390	90	6,880	97
Keweenaw	800	710	89	740	93	Fillmore	7,000	6,320	90	6,760	97
Lake	1,800	1,530	85	1,610	89	Freeborn	11,400	10,510	92	10,920	96
Lapeer	11,200	10,620	95	10,560	94	Goodhue	10,000	9,190	92	9,560	96
Leelanau	2,800	2,500	89	2,560	91	Grant	2,500	2,300	92	2,480	99
Lenawee	23,200	21,750	94	22,300	96	Hennepin	269,400	251,190	93	260,240	97
Livingston	11,500	10,950	95	11,170	97	Houston	4,700	4,230	90	4,560	97
Luce	1,700	1,430	84	1,510	89	Hubbard	2,900	1,920	66	2,790	96
Wackinac	3,000	2,630	88	2,870	96	Isanti	3,600	3,200	89	3,470	96
Wacomb	117,900	114,590	97	113,770	97	Itasca	11,200	9,730	87	10,300	92
Wanistee	6,000	5,460	91	5,770	96	Jackson	4,500	3,880	86	4,420	98
						Kanabec	2,600	2,240	86	2,520	97

MINNESOTA/continued

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Kandiyohi	8,500	7,200	85	8,350	98	Claiborne	2,600	1,530	59	2,230	86
Kittson	2,400	1,790	74	2,350	98	Clarke	4,300	3,180	74	3,610	84
Koochiching	5,200	3,840	74	5,000	96	Clay	5,100	3,750	74	4,580	90
Lac Qui Parle	3,900	3,370	86	3,850	99	Coahoma	11,800	7,430	63	10,470	89
Lake	4,300	3,960	92	4,080	95	Copiah	6,800	5,080	75	5,820	86
Lake Of The Wood	1,300	590	45	1,280	98	Covington	3,400	2,430	72	2,960	87
Le Sueur	6,000	5,420	90	5,830	97	De Soto	5,600	3,910	70	4,810	86
Lincoln	2,800	2,430	87	2,720	97	Forrest	15,300	12,990	85	13,740	90
Lyon	6,400	5,350	84	6,350	99	Franklin	2,500	1,570	63	2,030	81
McLeod	7,300	6,720	92	7,150	98	George	2,800	2,400	86	2,320	83
Mahnoman	1,600	1,340	84	1,520	95	Greene	2,000	1,280	64	1,720	86
Marshall	3,900	3,250	83	3,830	98	Grenada	5,000	3,330	67	4,420	88
Martin	8,200	7,340	89	8,120	99	Hancock	4,000	3,200	80	3,640	91
Meeker	5,500	4,860	88	5,400	98	Harrison	33,800	29,780	88	30,220	89
Mille Lacs	4,200	3,680	88	4,040	96	Hinds	53,300	46,790	88	49,090	92
Morrison	7,000	5,770	82	6,760	97	Holmes	6,400	4,050	63	5,540	87
Mower	14,200	13,310	94	13,580	96	Humphreys	4,200	2,680	64	3,390	81
Murray	3,900	3,530	91	3,810	98	Issaquena	800	430	54	650	81
Nicollet	5,700	5,150	90	5,560	98	Itawamba	4,100	3,150	77	3,710	91
Nobles	6,700	6,210	93	6,590	98	Jackson	16,400	14,200	87	14,830	90
Norman	3,300	2,760	84	3,190	97	Jasper	4,100	3,110	76	3,620	88
Olmsted	19,700	18,360	93	19,050	97	Jefferson	2,500	1,240	50	2,150	86
Otter Tail	13,900	11,740	84	13,570	98	Jefferson Davis	3,200	2,010	63	2,740	86
Pennington	3,700	2,950	80	3,670	99	Jones	16,200	13,820	85	14,890	92
Pine	4,800	4,070	85	4,560	95	Kemper	2,700	1,700	63	2,210	82
Pipestone	4,000	3,610	90	3,920	98	Lafayette	5,000	3,710	74	4,480	90
Polk	10,400	9,180	88	10,250	99	Lamar	3,700	2,880	78	3,200	86
Pope	3,400	2,730	80	3,320	98	Lauderdale	19,600	16,830	86	17,950	92
Ramsey	129,700	121,680	94	124,510	96	Lawrence	2,600	1,750	67	2,230	86
Red Lake	1,500	1,290	86	1,460	97	Leake	4,600	3,470	75	3,940	86
Redwood	6,300	5,060	80	6,210	99	Lee	12,000	9,570	80	11,040	92
Renville	6,700	5,640	84	6,620	99	Leflore	11,900	7,860	66	10,780	91
Rice	10,000	9,120	91	9,770	98	Lincoln	7,200	5,310	74	6,490	90
Rock	3,300	3,110	94	3,260	99	Lowndes	12,600	10,380	82	11,500	91
Roseau	3,300	1,850	56	3,250	99	Madison	7,500	5,260	70	6,630	88
St Louis	73,300	67,360	92	70,000	96	Marion	6,200	4,290	69	5,590	90
Scott	6,000	5,730	95	5,640	94	Marshall	5,200	3,580	69	4,510	87
Sherburne	3,400	3,100	91	3,260	96	Monroe	9,200	7,240	79	8,100	88
Sibley	4,600	4,170	91	4,480	97	Montgomery	3,600	2,210	61	3,280	91
Stearns	19,700	17,610	89	19,290	98	Neshoba	5,400	4,120	76	4,840	90
Steele	7,600	7,030	93	7,340	97	Newton	5,000	3,850	77	4,430	89
Stevens	3,100	2,730	88	3,040	98	Noxubee	3,900	2,200	56	3,390	87
Swift	4,200	3,600	86	4,120	98	Oktibbeha	6,200	4,140	67	5,570	90
Todd	6,600	5,230	79	6,380	97	Panola	7,000	5,340	76	6,220	89
Traverse	2,200	1,950	89	2,160	98	Pearl River	6,200	4,920	79	5,560	90
Wabasha	4,900	4,450	91	4,660	95	Perry	2,300	1,690	73	1,990	86
Wadena	3,500	2,550	73	3,360	96	Pike	9,700	7,050	73	8,840	91
Waseca	4,900	4,470	91	4,800	98	Pontotoc	4,800	3,650	76	4,200	88
Washington	14,800	14,060	95	14,190	96	Prentiss	5,000	3,900	78	4,590	92
Watonwan	4,200	3,600	86	4,170	99	Quitman	4,600	2,980	65	3,910	85
Wilkin	2,900	2,680	92	2,840	98	Rankin	7,900	6,270	79	6,910	88
Winona	11,900	10,460	88	11,530	97	Scott	5,500	4,190	76	4,820	88
Wright	8,500	7,650	90	8,240	97	Sharkey	2,500	1,550	62	2,160	86
Yellow Medicine	4,500	3,320	74	4,190	93	Simpson	5,100	3,980	78	4,530	89
STATE TOTAL	1,019,900	922,410		984,930		Smith	3,600	2,590	72	3,040	84
MISSISSIPPI						Stone	1,900	1,480	78	1,630	86
Adams	10,500	7,700	73	8,960	85	Sunflower	9,900	5,640	57	8,670	88
Alcorn	7,300	5,540	76	6,850	94	Tallahatchie	5,400	3,140	58	4,720	87
Amite	3,600	2,310	64	3,150	87	Tate	4,300	3,130	73	3,940	92
Attala	5,400	3,560	66	4,690	87	Tippah	4,000	3,200	80	3,430	86
Benton	1,800	1,280	71	1,640	91	Tishomingo	4,000	2,800	70	3,530	88
Bolivar	12,800	7,230	56	11,350	89	Tunica	3,700	2,320	63	3,170	86
Calhoun	4,200	3,040	72	3,980	95	Union	5,300	4,550	86	4,880	92
Carroll	2,400	1,210	50	2,110	88	Walthall	3,300	2,180	66	2,820	86
Chickasaw	4,400	3,140	71	4,060	92	Warren	12,600	9,680	77	11,100	88
Choctaw	2,200	1,380	63	2,020	92	Washington	21,100	14,790	70	18,670	89
						Wayne	4,000	2,750	69	3,520	88

COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%	COUNTY	TOTAL HOMES	TELEVISION HOMES	%	RADIO HOMES	%
Webster	2,800	1,900	68	2,580	92	McDonald	3,900	3,390	87	3,450	89
Wilkinson	3,200	1,760	55	2,760	86	Macon	5,800	5,110	88	5,460	94
Winston	4,700	3,270	69	4,380	93	Madison	2,900	2,390	82	2,640	91
Yalobusha	3,200	2,020	63	2,840	89	Maries	2,200	1,810	82	2,070	94
Yazoo	7,800	5,570	71	6,870	88	Marion	9,900	9,010	91	9,410	95
STATE TOTAL	570,300	428,370		508,430		Mercer	1,900	1,540	81	1,770	93
MISSOURI						Miller	4,400	3,830	87	4,180	95
Adair	6,700	5,950	89	6,360	95	Mississippi	5,600	4,830	86	4,620	83
Andrew	3,600	3,260	91	3,430	95	Moniteau	3,500	3,080	88	3,210	92
Atchison	2,900	2,600	90	2,780	96	Monroe	3,600	3,250	90	3,450	96
Audrain	8,600	7,810	91	8,140	95	Montgomery	3,800	3,290	87	3,630	96
Barry	6,000	5,050	84	5,570	93	Morgan	3,200	2,760	86	2,980	93
Barton	3,800	3,280	86	3,520	93	New Madrid	7,800	6,490	83	6,570	84
Bates	5,600	4,680	84	5,340	95	Newton	9,800	8,880	91	9,100	93
Benton	3,100	2,420	78	2,920	94	Nodaway	6,700	5,860	87	6,520	97
Bollinger	2,700	2,160	80	2,570	95	Oregon	3,100	1,770	57	2,950	95
Boone	16,300	14,520	89	15,650	96	Osage	3,100	2,470	80	2,980	96
Buchanan	29,500	26,730	91	27,200	92	Ozark	2,000	1,520	76	1,860	93
Butler	10,700	8,590	80	9,560	89	Pemiscot	9,900	8,150	82	8,610	87
Caldwell	3,200	2,910	91	3,030	96	Perry	4,200	3,530	84	3,940	94
Callaway	6,500	5,790	89	6,100	94	Pettis	12,000	10,510	88	11,200	93
Camden	3,200	2,630	82	2,990	94	Phelps	7,800	6,250	80	7,270	93
Cape Girardeau	13,200	11,840	90	12,390	94	Pike	5,600	4,800	86	5,050	90
Carroll	4,600	3,990	87	4,430	96	Platte	7,500	6,990	93	7,220	96
Carter	1,300	730	56	1,190	92	Polk	4,600	3,830	83	4,340	94
Cass	9,700	8,910	92	9,300	96	Pulaski	8,700	7,400	85	7,860	90
Cedar	3,200	2,610	82	3,040	95	Putnam	2,300	2,120	92	2,220	97
Chariton	4,100	3,300	80	3,830	93	Ralls	2,600	2,380	92	2,510	97
Christian	4,000	3,500	88	3,720	93	Randolph	7,800	6,900	88	7,570	97
Clark	2,800	2,430	87	2,630	94	Ray	5,400	4,890	91	5,070	94
Clay	29,200	27,670	95	28,380	97	Reynolds	1,500	1,020	68	1,340	89
Clinton	4,000	3,540	89	3,810	95	Ripley	2,900	1,740	60	2,600	90
Cole	11,800	11,040	94	11,280	96	St. Charles	16,200	15,220	94	15,340	95
Cooper	4,900	4,310	88	4,670	95	St. Clair	3,000	2,380	79	2,800	93
Crawford	4,200	3,100	74	3,860	92	St. Francois	11,100	9,950	90	10,580	95
Oade	2,500	2,180	87	2,300	92	St. Louis	461,000	440,120	95	438,870	95
Oallas	3,100	2,680	86	2,880	93	Ste. Genevieve	3,300	2,950	89	3,160	96
Oaviess	3,300	2,900	88	3,130	95	Saline	7,900	6,920	88	7,640	97
Oe Kalb	2,500	2,130	85	2,370	95	Schuyler	1,700	1,360	80	1,610	95
Oent	3,500	2,430	70	3,250	93	Scotland	2,200	1,970	90	2,100	95
Oouglas	2,600	2,120	82	2,420	93	Scott	9,600	8,630	90	8,640	90
Ounklin	11,300	9,510	84	10,140	90	Shannon	2,100	1,170	56	1,930	92
Franklin	14,200	13,110	92	13,500	95	Shelby	3,100	2,700	87	2,980	96
Gasconade	4,000	3,270	82	3,700	93	Stoddard	8,500	7,460	88	7,650	90
Gentry	3,000	2,540	85	2,780	93	Stone	2,500	1,930	77	2,400	96
Greene	42,800	39,410	92	40,100	94	Sullivan	2,900	2,500	86	2,820	97
Grundy	4,300	3,620	84	4,180	97	Taney	3,400	2,960	87	3,220	95
Harrison	3,900	3,370	86	3,790	97	Texas	5,500	3,980	72	5,020	91
Henry	6,600	5,680	86	6,280	95	Vernon	6,300	5,280	84	6,020	96
Hickory	1,600	1,320	82	1,490	93	Warren	2,800	2,390	85	2,700	97
Holt	2,700	2,190	81	2,530	94	Washington	4,000	3,340	83	3,560	89
Howard	3,400	2,980	88	3,220	95	Wayne	2,700	2,090	78	2,460	91
Iowell	7,000	4,720	67	6,620	95	Webster	4,300	3,570	83	3,850	90
Iron	2,300	1,790	78	2,070	90	Worth	1,300	1,200	92	1,270	97
Jackson	216,200	197,300	91	202,150	94	Wright	4,500	3,400	76	4,190	93
Jasper	27,300	24,590	90	25,010	92	STATE TOTAL	1,387,000	1,255,910		1,305,620	
Jefferson	20,600	19,370	94	19,340	94						
Johnson	9,000	8,070	90	8,670	96						
Knox	2,200	1,950	89	2,030	92						
Laclede	6,100	5,170	85	5,720	94						
Lafayette	8,200	7,410	90	7,840	96						
Lawrence	7,700	6,490	84	7,210	94						
Lewis	3,500	3,040	87	3,310	95						
Lincaln	5,000	4,380	88	4,620	92						
Linn	5,900	4,980	84	5,680	96						
Livingston	5,400	4,600	85	5,110	95						

Note: Nielsen radio and television ownership estimates for Montana through Wyoming will be reprinted in this form in next week's issue. 24 December.



Any way you look at it...



Steverino! Lots of the gay charm of the Steve Allen Show lies in the spur-of-the-moment inspirations of its star, duplicated with unique "now-ness" for coast-to-coast syndication.



Peacherino! If you get the impression from this commercial of a real-live-girl with peaches-and-cream complexion, credit "New Woodbury Beauty Bar" and "SCOTCH" BRAND Video Tape!

For the drama of "it's happening now"... SCOTCH® BRAND Live-Action Video Tape!

Visual presence, the feeling of "it's happening now," adds viewer-convincing believability and excitement, helps put drama in show and commercial alike! And the sure way to capture presence *extraordinary* is with "SCOTCH" BRAND Live-Action Video Tape.

Complete compatibility of picture source and picture (both electronic) achieves sharply defined tonal values for superior picture quality, both in black-and-white and color. And the superb picture recorded on the master tape is readily transferred to duplicate tapes, or kines.

Video tape also makes production "happen now!" It performs instantly, needs no processing, plays back immediately. Taped news events can

go on the air fast. Creators of shows and commercials can see how production is going mere minutes after actual shooting, when improvement is easy, changes economical. You can view newly produced special effects right away, too! Video tape combines visual elements with instantaneous speed, and in creative hands there's practically no limit to the number of special effects possible on "SCOTCH" Video Tape.

"Techniques of Editing Video Tape," a 32-page brochure, reports on current practices that are making tape editing easier than ever and provides examples of special effects. For your copy—*free*—write Magnetic Products Division, Dept. MCK-122, 3M Company, St. Paul 1, Minn.

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WASHINGTON WEEK

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What's happening
in U.S. Government
that affects sponsors,
agencies, stations

Kenneth A. Cox has been tapped by the White House to be a member of the FCC to take the place of retiring T. A. M. Craven: This will cause a further shift in the balance of power on the regulatory agency.

Craven reaches the mandatory retirement age of 70 and quits the FCC on 31 January. The Cox appointment will be for **the balance of his term, which ends in June**. There is little doubt that the present intention is to reappoint Cox for a full 7-year term at that time.

The mandatory retirement age can, in fact, be quite flexible depending on how badly continued services are desired. Craven frequently voted against Chairman Minow and was a staunch advocate of **freedom for broadcasters to make their own business and program decisions**. Rosel Hyde will now be the only full-fledged member of this club remaining on the commission.

Cox came out of the West at the bidding of Senate Commerce Committee chairman Warren Magnuson (D., Wash.) to take over that Committee's various probes into tv. Before he was finished, he had probed the ills of UHF and had developed a very **strong belief that tv must use those channels in order to provide a full service to the American public**. He had also looked into such other wide-ranging matters as programing, rating services, and network practices. Unlike newly appointed Commissioner Henry, Cox is a known quantity. **His vote will be for stronger regulation.**

After certain Senate confirmation of the Cox nomination, Minow should be assured of **a majority on the Commission on most matters**. Ford and Lee represent a middle ground and will sometimes vote with Hyde. Henry, Bartley and Cox in most cases will side with Minow. There will probably be a good many 6-1 votes in favor of regulatory activities which might have been defeated as recently as before the Henry appointment.

There will still be questions on which Minow meets defeat.

Henry appears unwilling to be considered a **rubber stamp for Minow**, and has already voted against the chairman. These have been votes on minor questions. There is, however, nowhere near the previous amount of assurance that Henry will always be in the Minow camp. **Bartley, known as a dissenter** when the Commission was weighted in the opposite direction and considered a cinch vote for Minow, has shown that **he can still dissent on occasion**.

On the whole, however, the Cox appointment appears to nail things down for a philosophy under which the FCC would **look more and more into station performance**. And under which more licenses may be in jeopardy.

All of which could presage an **industry drive for a Congressional restatement of FCC powers**. This would mean amendments to the Communications Act, or even an entirely new Communications Act. However, Congress moves very slowly and on highly controversial matters prefers not to move at all unless it absolutely must. So Congressional relief from an FCC on the rampage might be slow in coming.

Minow had the experience of being one against six on UHF. Commission decided once again that it wouldn't permit people to apply for and get UHF permits merely to hold them in case they became valuable.

Minow objected to the order on the grounds it was too "inflexible"; that the important thing was to encourage UHF.

SPONSOR HEARS

17 DECEMBER 1962 / Copyright 1962

A round-up of
trade talk, trends and
tips for admen

With agency exacerbation looming over CBS TV's possible elimination of the rotating billboard from nighttime spot carriers, it would be interesting to trace the origin of this and kindred network sales inducement practices.

Here's where some of them started:

The rotating billboard for minute participations: On ABC TV's 77 Sunset Strip in a deal worked out by the network's Charles Ayers and Bate's John Kucera. Some credit CBS TV's Perry Mason as the innovator, but the record favors 77 Sunset.

The alternate minute: ABC TV brought this one into being via a sale to Brylcreem with the deal being that it would share in one of every six billboards.

The crossplug: This twist made its debut on ABC also, with General Mills and Pepsicola according a spot to the other when the major sponsors of the Lone Ranger and the Green Hornet.

Nothing succeeds like a hot rating season and nothing warms the seller's heart as much as the ability to sit back and call the shots viz-a-viz his customers.

Take as an example that message that an agencyman got last week in a phone colloquy with a CBS TV managementman about plans for the 1963-64 season.

Spake the network party: Tell me how many millions you've got to spend and I'll tell you where we can take care of them.

A problem that some freelance tv producers have been wrestling with: finding the right formula for the presentation of Biblical subjects as nighttime series.

The idea offers a challenge, even though there's a question as to whether the mood of the time is ripe or the sectarian implications will scare away sponsors.

How many name-alikes do you know in the air media field?

If putting together a list of this sort strikes your recreational fancy here are a few to get the game of matching 'em up arolling:

NAME ALIKES	WHERE YOU'LL FIND THEM
John White	Blair and H-R, both in New York
Ed Papazian	BBDO, New York; William Rogers, Philadelphia
John Cole	NL&B and Buchan, both in Chicago
Norman Glenn	United Artists and SPONSOR, both New York
Bob Thomas	WJAG, Norfolk; WOAY, Oak Hill, W. Va., WBNS-TV, Columbus
Tom Dawson	CBS Radio and CBS TV, both New York
Marv Shapiro	WABC-TV, New York; TvAR
Bob Smith	Clements Co., Philadelphia; WOR, New York; Colgate-Palmolive

Nothing irks the chief of a major organization in the broadcast field more than when one of his key men quits.

He considers such a defection as a personal umbrage. He prefers that the break come from his own whim or decision and that it be done under the proper timing.

Hence a man is almost certain to get a pay raise if he can say he has been offered a job elsewhere.

Join the good work of
**BROADCASTERS
FOUNDATION, INC.**

PURPOSE

To preserve individual human dignity, to foster the spirit of brotherhood and to aid financially those broadcasters who cannot help themselves.

RESOURCES

A fund has been established to carry out this worthy purpose, through individual and corporate gifts (tax deductible), with proceeds from the Annual Mike Award Banquet and via other means now being developed.

RESPONSIBILITY

After four decades and through the good work of Broadcast Pioneers and its charity arm, The Broadcasters Foundation, Inc., our industry is now able to care for and attend to the practical welfare of those who have contributed to its greatness and are in need.

This is your opportunity... become a member of

THE BROADCAST PIONEERS



H. V. Kalfenborn
Founder



General David Sarnoff
Honorary President

An organization dedicated to maintaining the great traditions of broadcasting and to the preservation of the many historical documents and materials of early-day radio and television for future generations to study.

ACHIEVEMENTS

- Broadcasters Hall of Fame
- Annual Individual Awards
- Radio Oral History Project*
- Quarter Century Club
- Annual "Mike Award"
- Broadcasters Foundation, Inc.

**In cooperation with Columbia University.*

MEMBERSHIP IS OPEN to all persons who have worked in the field of radio for twenty years or more or in television ten years or more.

JOIN IN THIS GOOD WORK NOW!

Send for your membership application blank to:

Edward Voynow
National Membership Chairman
c/o Edward Petry & Co., Inc.
400 North Michigan Avenue
Chicago 11, Illinois

Dues only \$10.00 a year. (Add \$5.00 with application for silver Pioneer lapel insignia.)

A handwritten signature in cursive script that reads "Ward L. Quaal".

Ward L. Quaal
National President

For more information write:

BROADCAST PIONEERS
2501 Bradley Place
Chicago 18, Illinois



TIME
is not all
we offer...

- personal attention
- effective merchandising
- value-plus rate plans



CHATTANOOGA

CALL  ADVERTISING TIME SALES INC

NOW!

**TOBACCO NETWORK HAS
PERSONALITY
PROGRAMMING**

NOW 14 daily program features
on N. C. Regional Radio Net

Regional News □ *Sports* □ *Weather
Commentary* □ *Farm Reports*

8 POPULAR PERSONALITIES

AVAILABLE:

Full sponsorship/Spot participations/Adjacencies
(Also Merchandising and Promotion)

**BUY UP TO 28 STATIONS AT GROUP
DISCOUNTS OR SELECT ONLY THE
N. C. MARKET YOU NEED!**

Get Regional Saturation with local
"Main Street Radio" coverage...

Rep: T-N Spot Sales
Atlanta, Raleigh
N. Y., Chicago. 

**COMMERCIAL
COMMENTARY**

Continued

many leading broadcasters—Louis Read, WDSU; Peter Straus, WMCA; Dan Kops, WAVZ; Bill Putnam, WWLP; Ben Strouse, WWDC; and Bob Hyland, KMOX, to name only a few—about their editorial policies and accomplishments.

My strong conviction, based on all these experiences, can be summed up about like this: the editorializing movement is one of the healthiest phenomena in America today. It promises tremendous benefits for the entire country as well as for the broadcast industry. And it is yet only in its swaddling, crib-ridden infancy.

As to the value of editorializing to broadcasters, I'll certainly go along with John Box of the Balaban Stations who told me recently, "Our whole future is bound up in it—our audiences, our images, our licenses, our independence, our self-respect."

And as for the value of editorializing to the country at large, I'm in total agreement with Newton Minow, who has said that, with traditional media of communications (newspapers) contracting, it is a "matter of urgent national importance" that tv and radio step in to fill the void.

If we believe in and want to preserve free speech, we must have free voices speaking out, and the broadcast media are the only ones today which offer a multiplicity of outlets for these expressions.

But there is yet much, much work to be done.

Consultant for stations and groups

I'm certain that my itch to fling myself headlong into the broadcast editorializing movement is part idealism, part reckless damn foolishness, and partly the result of an odd combination of factors in my personal and business background.

Some of it will have to be blamed on my father and grandfather who were both newspaper editors.

Much of it is due to my years of practical association with and affection for the broadcast industry and my belief in its potentials.

Part of it springs directly from my editorial experience and writing here at SPONSOR. Part of it goes much further back to the days when I did a lot of writing for radio and tv and became fascinated with the specialized techniques they require.

A great deal is due to the strong convictions I've been developing about present editorializing operations—the need for broadcasters to forget stale, stodgy newspaper treatments and develop their own, the need for tv and radio editorials to be pointed toward action and accomplishments not toward statements of position, the need for basic editorial planning as well as policies and research, the need for mature editorial philosophies on the part of station managements.

But the reckless damn foolishness about it all is that I'll be operating as a "consultant" (I loathe the word but can't find a better).

I don't intend to write editorials myself. And I'm certainly not going to set up a factory to grind out syndicated "think pieces."

What I do hope to do is to act as specialist and adviser to stations and station groups on matters of editorial policies, planning, campaigns, personnel, editorial "market analyses," Washington developments in the editorializing field, and creative editorial ideas.

I'm sure each job will have different specifications and I shall be operating on both a retainer and a special project basis.

And that's about it. Or at least as much of it as I am able to put together in the midst of this hectic holiday season.

Which brings us, of course, to Christmas. Let me wish you the warmest and best. And God bless us everyone in 1963.

In Detroit...

"This is WWJ NEWSMAN
BRITTON TEMBY"



Business-labor reporter for WWJ News, Britton Temby keeps an experienced finger on the pulse of union-management developments, informs his audience of industrial swings and counter-swings affecting their jobs and incomes. Temby also specializes in crisp, incisive interviews with local and national leaders for the great WWJ News operation—the only Detroit service enhanced by:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

WWJ **THE NEWS STATIONS** **WWJ-TV**

Owned and Operated by The Detroit News

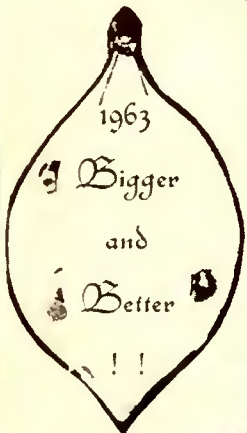
National Representatives: Peters, Griffin, Woodward, Inc.



Have a

KUDL

Kool Yule!



KUDL

Irv Schwartz
V.P. & Gen'l Mgr.

Adam Young, Inc.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

Those in the business who are keeping a little black book on time-buyer defectors, will be interested in jotting down these two names: John Griffin, and Don De Carlo. John, who bought on Sterling Drug and Simoniz at Dancer-Fitzgerald-Sample (New York), switched to Bolling's (also New York) tv sales staff. Don, who was media supervisor at Needham, Louis & Brorby (Chicago), joined the sales staff of WGN, that city.

Latest action in the agency-hopping dept.: Carol Feig, Lennen & Newell buyer on National Distillers, to media director, Dobbs Advertising, N. Y. . . . Sandra Hunter, from BBDO, Cleveland, to Chudacoff & Margulis, Los Angeles . . . Bill Green, from Young & Rubicam, to Ben Sackheim, New York . . . James B. Daly, Lambert & Feasley's (New York) media research associate, to media director, J. S. Fullerton, also New York . . . Bob Wilson, BBDO's former media supervisor, to Guild, Bascom & Bonfigli, San Francisco, as media analyst.



... "And that's really how it happened Jim"

Here is Y&R's Ray Jones giving Jim Gerrity, pres.-owner of WNEM-TV and WABJ radio, Flint-Bay City-Saginaw, Mich., the real low-down on how a mere tumble down several flights of stairs can triple-fracture a good right arm

With Christmas just a snowflake away (or balmy breeze, depending upon your locale) we thought we'd send along—to that master gift-giver—this bit of advice:

Dear Santa: Please don't send Del Wood's Nita Nagler a broken leg while skiing in Vermont during her Yule-tide vacation this year: she got one there several ski seasons back, remember? . . . Mogul, Williams & Saylor's Joyce Peters doesn't need any more diet books: her colleagues now report "she's skinny and beautiful" . . . Kenyon & Eckhardt's (Boston) Frank Williams would rather you'd not send him any "dates" this Xmas eve: that's when he's marrying Dottie Christie, a Boston interior decorator, just in case you've forgotten . . . Kudner's Maria Carayas

(Please turn to page 62)



...in any crowd

ONE ALWAYS STANDS OUT!

...and in the Birmingham television market WAPI-TV is always that one... because:

■ WAPI-TV offers the cream of NBC and CBS. ■ WAPI-TV owns every major feature film package available. ■ WAPI-TV staffs one of the largest, most experienced, best equipped full-time news operations in the Southeast.

*Make your outstanding buy...
the station that stands out...*

WAPI-TV

**BIRMINGHAM
ALABAMA**

Represented Nationally By/HARRINGTON, RIGHTER & PARSONS, INC.

SECRETS TOLD

We have the largest audience* and the most believable station in Des Moines because we have:

1. **The Highest-Rated Newscasts**
2. **Adult Personalities**
3. **Music With a Melody**
4. **Eleemosynary Community Service**
5. **Plenty Of Publicity**

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

KBNT

"Total Radio" in Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

Leading in 30 out of 36 half-hours.
Pulse, September, 1961, Metro Area.

Iowa Again Tops in
Corn Crop

WMT adds fourth
man (and fourth farm-born
college graduate)
to Farm Dept.
Staff.

See the connection?

WMT

CBS Radio for Eastern Iowa
National Reps: The Katz Agency

TIMEBUYER'S CORNER

Continued

can do without a litter of French poodles: her own diminutive pet presented her with a litter of eight only four weeks ago, and Maria ran herself ragged mother-henning the mass production . . . Bates' Eileen Greer doesn't want a cat: she can, as you know, get all she wants—wholesale—in her own Fabulous Felines shop . . . You can scratch out that all-expense-paid trip to a Havana Hotel for KHCC&A's (New York) Ro Gordon: for some reason, she can't seem to work up any enthusiasm over that gift this year . . . And Young & Rubicam's Ray Jones certainly doesn't need any more plaster of paris.

Aside to Werman & Schorr's (Philadelphia) Al Sessions: Wondering what to get Doner's (Baltimore) Ivan Davis for the giving-with-cheer-season? How about a new Zippo lighter? Since you punched a hole in his old one, poor Ivan has coped with a king-sized problem: trying to keep his lighter filled with fluid—and his pocket dry.

It's official: Frank Sweeney has, as mentioned here 3 December, taken over the departed Larry Levy's media supervisory tasks at J. Walter Thompson.



Robert O'Connell
D'Arcy

The Corner pays its respects this week to D'Arcy's (New York) Bob O'Connell. One of the more serious-minded among the current crop of promising young men on the Gotham time-buying scene, Bob joined D'Arcy some 10 months ago and buys on such accounts as Gerber, Plaid Stamps, General Tire, and Studebaker. Before this affiliation, Bob worked on the Westclox and La Rosa spaghetti accounts at Hicks & Greist. A native New Yorker (although he was raised in Leonia, New Jersey), Bob has an unusually strong interest in sports and the theatre. His ability to absorb even the most minute details of his number-one hobby—the

sporting world—has earned for him the rather unique label on Madison Ave. of "the walking encyclopedia on sports." A bachelor still, Bob lives in Manhattan in an apartment on East 79th Street.

A group of Chicago buyers was hosted recently by the McLendon stations at the McLendon ranch in Dallas. Among those treated to the Texas-style *soiree*, including golf, horse-back riding, and swimming at the ranch: Eloise Beatty, Burnett; Ruth Leach, McCann-Erickson; Ed Fitzgerald, JWT; Mary Rogers, Tatham-Laird; Gordon Gredell, D'Arcy; and Marianne Monahan, NL&B. The *piece de resistance* of the few elegant days in Dallas: a \$50 gift certificate from Neiman-Marcus, presented to each guest.

PERSON-TO-PERSON . . . friendly, family radio with a royal sound, because it's programmed from the top of the deck . . . for people, to people, about people. SWANCO STATIONS take the trick in their market areas, because they're "person-to-person." People who listen, like it . . . people who buy it, love it!



SWANCO

IS

P.T.P.

PERSON

TO

PERSON

K
♥



♥
K

THE JOHN BLAIR  STATION

KRMG
TULSA,
OKLAHOMA

KIOA
DES MOINES,
IOWA

KQEO
ALBUQUERQUE,
NEW MEXICO

KLEO
WICHITA,
KANSAS



robert e.
eastman & co., inc.

SPONSOR-WEEK

Continued



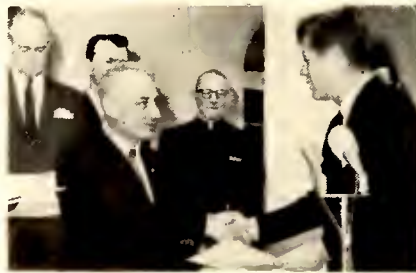
Station walks off with six Golden Quill Awards

KDKA-TV and radio personnel who won Golden Quills flank Westinghouse Broadcasting Company pres. Donald H. McGannon who flew to Pittsburgh for ceremonies. L-r: public affairs dir. Richard Thrall; program mgr. Robert Novak; tv gen. mgr. Jerome Reeves; McGannon; WBC v.p. Harold C. Lund; radio gen. mgr. L. R. Rawlins; public affairs dir. John Kulamer; and newsman Mike Levine



Best press media award

John Davenport (l), WFAA, Dallas, special events dir., Mike Shapiro (c), gen. mgr. get award from J. Milton Ramsour, Dallas Hospital Council



For help in Cuban crisis

C. H. Topmiller, pres. of L. B. Wilson Co., is one of 10 radio station execs. to get special Presidential thanks for cooperation in Cuba



Stations honor Dupre—a 30-year veteran

As much a New Orleans landmark as the French Quarter, personality Henry Dupre got a special engraved watch from WWL-TV and radio and congratulations from other 30-yearers here. L-r: Dupre; Col. Daniel Hynes, video-tape supervisor; Francis Jacob, Jr., operations mgr.; L. E. N. duTreil, chief radio engineer; J. D. Bloom, radio-tv chief engineer; Ray N. Toups, radio engineer

Advertisers

American Cyanamid is negotiating to buy John H. Breck, currently held by members of the Breck family.

Breck, which makes hair preparations and shampoos, is a hefty tv advertiser, both spot and network.

The company's net sales reportedly were over \$25 million last year.

Network and spot tv will be the major beneficiaries of the 15% increase in Ideal Toy's 1963 ad budget.

The company spent a record high of \$3 million this year.

There are several programs involved on the network side, including "Mighty Mouse" and "Roy Rogers" (both CBS TV). Spot tv in 50 markets will also start in January.

Ideal agencies are Grey and Smith/Greenland.

After testing in two control cities, Schick Safety Razor is set for a huge 50-state sampling and advertising program starting the first week in 1963.

A saturation spot campaign, both radio and tv, will break at the same time in the top 35 markets, in addition to Schick's ABC TV shows.

Tied in with the ad blitz is a sampling program that will deliver 52 million Krona double-edge blades to all households with male occupants.

Compton, Los Angeles, is directing the campaign.

Synonym tabooed: Johnson's Wax won a judgement against the Drop Dead Co., which has been selling a furniture polish called "Promise." The Court ruled that "Promise" infringes "Pledge," the well-known brand name for the Johnson polish. Infringement on the "Pledge" label was also cited. Drop Dead Co. and its packager Western Filling Corp., were held guilty of unfair competition.

Kudos: John Hart of Los Angeles, vice president of marketing for Rexall Drug, was elected to the

Board of Directors of Audit Bureau of Circulation, succeeding Russell Z. Eller of Sunkist Growers, resigned.

PEOPLE ON THE MOVE: R. Ross Garrett to staff advertising administrator of Minnesota Mining and Manufacturing, succeeding George Sandell, recently named general manager of 3M subsidiary, Revere Camera . . . Robert B. Clark to advertising manager of Sunkist Growers.

Agencies

Bob Willey and Darryl Ware, formerly of Botsford, Constantine & Gardner, have linked up with Denny Skoglund and Dick Friel to form a new Seattle agency.

Located at 200 Broadway, Skoglund, Friel, Willey & Ware now bills around \$500,000 and is adding new accounts.

Agency appointments: Maradel Products to Donahue & Coe for the Comptone Sunglass division . . . Woolfoam Corp. to Wexton for the cold water wash line. Spot tv will figure heavily in the advertising plans . . . The Muirhead's Scotch Whisky account to Kenyon & Eckhardt . . . Plax Co., a department of Monsanto Chemical, to Fletcher Richards, Calkins & Holden, from Lambert & Feasley . . . International Latex to Young & Rubicam for Playtex Living Gloves, Playtex Dryper Disposable Diapers, Baby Pants and Bathing Caps (\$2 million), from Reach, McClinton. These products, along with others in the Playtex line assigned to Y&R earlier this year, bring IL billings at the agency to about \$4 million . . . Virginia Dare Food Products to The Bruns Advertising Agency. Tentative plans call for national spot tv . . . Maradel Products to Donahue & Coe for its Life Home Permanent . . . Kimball Mobile Home Sales to Resor-Anderson, Oakland . . . E. A. Thompson to Allen de St. Maurice & Spitz . . . Roka-Bed Corp. of Lubbock to W. Gerdes-Testa & Associates, Los Angeles . . . Maradel Products to Donahue & Coe for a new and as yet un-named lipstick and for Oleen Shampoo.



Public service recognized

Herbert Mendelsohn happily receives a plaque for his station's aid to the Leukemia Foundation from ALSAC officers. Mendelsohn is Capital Cities v.p. and gen. mgr. of WKBW, Buffalo



Star for a day

Over 200 of WRGB, Schenectady, viewers dressed up as their favorite NBC star and attended a station "Star Party," part of which was video-taped for telecast on the station



Popular "Playboy" Playmate admires trophy

Red Donley, sports dir. of WIBC, Pittsburgh, finds business a pleasure on this occasion, as June Wilkinson helps hold the trophy which went to winner of Handicap Race run at station play day. The second annual WIBC "Day at Waterford Park" drew a record-breaking track crowd of 7,000

Divorcement: Marathon Oil (\$3 million) and N. W. Ayer will terminate their relationship on 1 April because of a developing competitive situation between Marathon and another Ayer account, Atlantic Refining.

Christmas cheer: Norman B. Norman, president of Norman, Craig & Kummel, spread good will with the word that year-end bonuses will again be distributed to employees based on their longevity with the company.

New v.p.'s: Richard Jarlath Martell, account supervisor, at Kenyon & Eckhardt, from Dancer-Fitzgerald-Sample . . . Morton L. Salan at Kal, Ehrlich & Merrick, Washington, D.C. . . . Stanley H. Pulver, media director, at Henry R. Turnbull, Inc., newly-formed agency. Pulver was media director of the toilet articles division of Colgate-Palmolive . . . George A. Scott at Barnes Chase, San Diego . . . Harold L. Strauss at North . . . Robert M. Harris at Dancer-Fitzgerald-Sample . . . Gene E. Bryson at McCann-Erickson, Los Angeles.

PEOPLE ON THE MOVE: Kay Shelton to media manager of Botsford, Constantine & Gardner, San Francisco, replacing Edith Curtiss, resigned . . . E. Holland Low to account executive at E. J. Hughes . . . Mary Nesselbush Stone to group copy director at Pritchard, Wood . . . Rand Oslund to supervisor of the audio-visual services at D. P. Brother . . . Barbara Burk to research project supervisor at Kenyon & Eckhardt.

Station Transactions

KSYD, Wichita Falls, has been sold by Sidney A. Grayson to Paul Harron and associates.

Harron is principal in WKTV, Utica, and president of World Broadcasting System, Philadelphia, radio programming service.

Total consideration was \$2,350,000, subject to FCC approval.

Sale was handled by Hamilton-Landis.

On the air: WTEV, the new third station in Providence-New Bedford-Fall River, is just days away from sign-on, set for 1 January. The sta-

tion, a primary ABC TV affiliate, is repped by H-R Television and Bo Bernstein of Providence is the advertising agency. General manager is Vance L. Eckersley, sales manager is Francis H. Conway and Walter A. Scanlon is promotion, advertising, public relations manager. George L. Sisson, Jr. is public affairs director of the new station.

New call letters: KENS, previously owned by the Express Publishing Co., has inaugurated the new letters KBAT under its new ownership, the Texas Star Broadcasting Co.

Associations

The Educational Commercial Broadcaster Committee gave a green light to a pilot program which may blaze new trails of cooperation between educational and commercial broadcasters.

The study in a market yet to be named, provides for two stations, one educational and the other commercial, to jointly tackle pressing community problems.

Educational Commercial Broad-

JACKSON, MISSISSIPPI

Predicted Per-Household Effective
Buying Income for 1963:

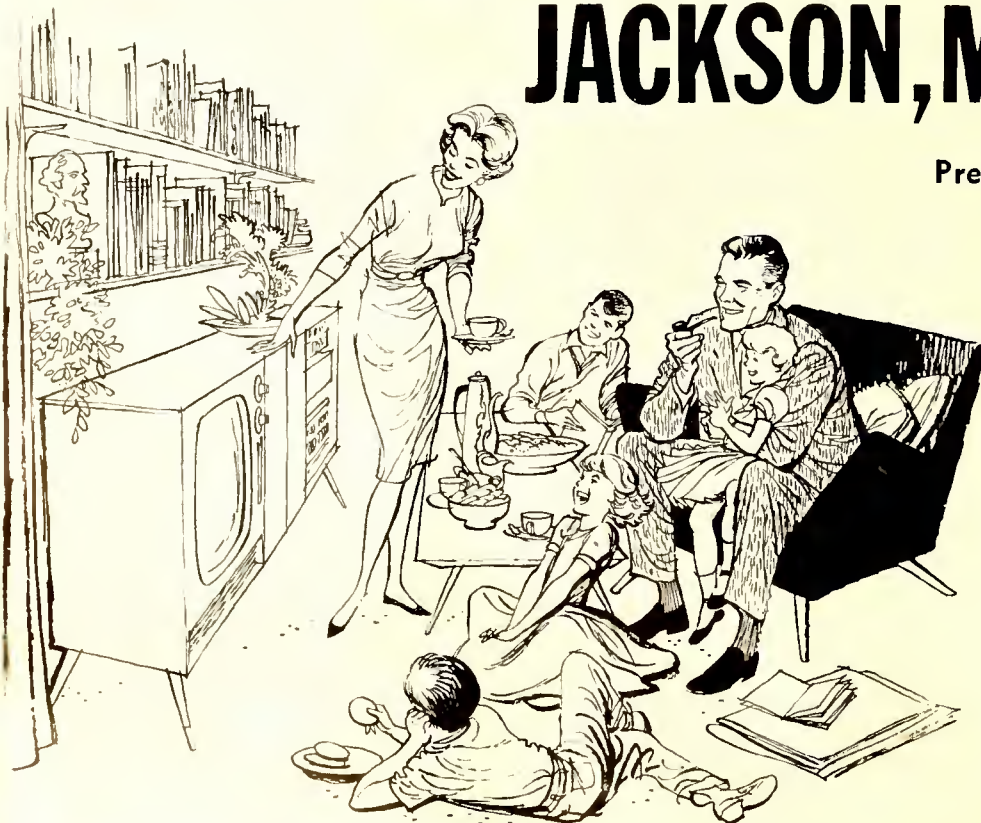
7,180.00*

Predicted Two-Year
Growth in
Retail Sales:

15%*

*Source: Copr. 1962, Sales Management Magazine; further reproduction is forbidden.

WLBT channel **3**:HOLLINGBERY-**WJTV** channel **12**:KATZ



caster Committee is sponsored jointly by the NAB and the Joint Council on Educational Broadcasting.

Robert D. Swezey, NAB Code director, told Canadian broadcasters that all broadcasters must expect constant criticism.

Addressing the Radio and Television Executives Club of Canada, Swezey reminded that whereas broadcasting's glass-house existence invites criticism, broadcasters are obliged to defend themselves "vigorously and articulately against unwarranted attack from whatever source."

He also said that criticism, even when unjustified, can have the beneficial effect of keeping broadcasters on the alert.

Tv Stations

New York tv and radio stations filled in the gap of a newspaperless city due to a printers' strike by not only increasing output up to twice the normal load but putting on the air various newspaper columnists.

Some stations doubled their periodic news from five to 10 minutes, while others stepped up the number of their news spots on the schedule.

One thing that was overlooked was the reading of comic strips, but perhaps the newspapers themselves preferred to wait and run the backlog in clusters when they resumed publication.

In Cleveland where the newspapers were also struck—there by the Newspapermen's Guild—the radio and tv stations also went all out to give the public whatever matching service possible.

Like New York, the Cleveland stations went in for inserts of financial news, obits and more sports coverage.

Cleveland's WERE, for example, slotted Peter Bellamy, "Cleveland Plain Dealer" critic, to do theatrical and motion picture reviews and notes.

There's a flurry of cosmetic business out on the west coast, giving a boost to spot tv in that region.

A case in point: KRON-TV. San Francisco, has picked up campaigns

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK

Ed Murphy
MUSIC

Fred Hillegas
NEWS

Carol Johnson
WOMEN

570
on the
dial

Joel Marinist
NEWS

Elliot Gove
TIMEKEEPER

Richard Hoffman
BUSINESS NEWS

Alan Milor
MUSIC

John Gray
MUSIC

Deacon Daubisdoy
FARM

Bill O'Donnell
SPORTS

FIRST CHOICE IN A FIRST RATE MARKET

Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area.

WSYR's big margin of superiority is confirmed by all recognized market coverage studies.

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

40TH
Anniversary
1922 - 1962

WSYR

NBC

In Central New York



5 KW • SYRACUSE, N. Y. • 570 KC

for Max Factor, Tussy, Prince Matchabelli, Helena Rubenstein, Lanvin, Helene Curtis, Alberto-Culver, Revlon, and Coty Products.

Broadcast Clearing House, which now serves 60 agencies in spot radio, plans to introduce its centralized billing service to spot tv as well.

As part of the mobilization for the expansion, several men have been elevated to new positions. The personnel shifts, as they shape up: John C. Miller has been elected chairman and Lee P. Mehlig has been moved from executive vice president to president of BCH.

Donald A. Norman becomes general sales manager, Harold F. Walker is eastern sales manager, and Jock Flournoy becomes administrative manager.

Ideas at work:

• The tallest symbol of Christmas in the Washington area is glowing again. It's the 373-foot tv tower of **WTOP-TV**, and this is the fifth year that the station

has decorated its tower with some 900 lights for the holiday season.

• The First Annual Toy Bowl brought out more than 5,000 spectators at Baltimore's Kirk Field. The game, played between **WJZ-TV** and **WFBR**, was for the benefit of the Marine Corps Reserve "Toys for Tots" campaign and resulted in more than four truckloads of toys for the campaign.

Offbeat sale: The labelling of a lion turned out very lucky for **WBAL-TV**, Baltimore. Here's what happened: In an upcoming 20th Century-Fox film called "The Lion," the lion's name is King. The **Mangels-Herold Co.** of Baltimore manufactures a complete line of products with the label "King" plus a lion as trade-mark. So—Mangels-Herold purchased a week-long schedule of minutes and 20s on **WBAL-TV**, tying in with the 25 December premiere of the picture.

A social success: An open house at Broadcast House, the home of **WTIC (AM-FM & TV)**, Hartford,

attracted 7,610 visitors earlier this month. The event was the second for the general public since Broadcast House was formally dedicated in November 1961. Last year, an open house attracted 3,700 visitors.

New quarters: **WISH (AM-FM & TV)** will have a new studio building in Indianapolis. A tract of land has been purchased on the Southwest corner of 20th and Meridian Streets and plan is to start construction as soon as possible.

PEOPLE ON THE MOVE: Henry S. Ross to the newly-created post of assistant news director at **WPIX**, New York . . . Ron Johnson to promotion at **WFGA-TV**, Jacksonville . . . Robert Fenton to account executive for **KHJ-TV**, Los Angeles . . . James C. Hirsch, director of national sales, to vice president and **Jack B. Weiner** to director of public relations at the **TvB** . . . Sidney M. Robards to staff vice president, news and information, **RCA** . . . James H. Gardner to local sales director of **WHEC-TV**,

Newsmakers in tv/radio advertising



John H. (Jack) White has been named vice president in charge of national sales for **H-R Television**. He has been national sales manager since 1961, having joined the firm in August 1959 as eastern sales manager. White previously spent seven years with **CBS TV Spot Sales** and was affiliated with **Katz and Hollingbery**, rep outfits.



Symon B. Cowles, new director of advertising and promotion for the **ABC TV o&o's**, has held the same post at **Metropolitan Broadcasting Tv**. He also held other posts with **Metropolitan**, including director of advertising and promotion for **WNEW-TV**, New York, and **WTTG**, Washington. He was also with **WCKT**, Miami, and **ABC Radio**.

Harvey Spiegel, research director for the **TvB**, has been elected a vice president of the bureau. Spiegel joined the bureau in 1955 and was named director of research in January 1959. Prior to his joining **TvB**, Spiegel served as research director for **Norman, Craig & Kummel** and as assistant research director of **William H. Weintraub & Co.**



Robert L. Maynard has been appointed vice president of **Mt. Washington TV, Inc.**, operator of **WMTW (FM & TV)**, Poland Spring, Me. He's served as assistant general manager of **WMTW-TV** since 1958 and will continue in that capacity as well as directing the station's sales. Prior to joining the station, he was with **WPOR**, Portland.



Rochester . . . Michael McNally to the sales staff of WBKB, Chicago, as an account executive . . . William G. Hunefeld, KP1X, San Francisco, sales manager, has resigned.

Kudos: Ben Falber, Jr., vice president and director of operations for WTHI-TV and radio, Terre Haute, is one of a group of 80 business and professional men invited to participate in a Civilian Orientation Cruise with the U. S. Navy.

Radio Stations

The "numbers game" of modern polling came under the sharp attack of R. Peter Straus recently.

The president of WMCA, New York, and the Strauss Broadcasting Group, told the Greater Buffalo Advertising Club that broadcasters who abdicate their programing judgment to polls are like politicians who serve a "boss—a new-style, faceless, gutless boss."

Straus went on to say that polls that measure "not what people are hearing or watching or doing, but what they think they would like . . . destroy the objectivity of a poll and confirm your wishful thinking about the public taste."

WABC, New York, put together qualitative research data on the 18-county market as gathered by Trendex.

The study, titled "New York Radio Close-up," contains information on frequency of listening, opinions of stations' standing in community service, news, overall programing, family expenditures for household goods and services, and information on automobile ownership.

All data, presented for 10 New York stations individually, is based on 2,472 telephone interviews.

Ideas at work:

• WKBW, Buffalo, invited its listeners to treat a tot to a Christmas toy and get a chance to win a Pontiac Tempest. Over 5,000 responded.

Sports note: The broadcasts of the Kansas City Athletics' baseball games during the 1963 season will



WAVE-TV gives you

28.8% more SMOKERS

—28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers — more impressions = more sales!
Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



be carried over WDAF (AM & TV), Kansas City. WDAF will also feed the games to a network of mid-western radio stations to be announced later.

PEOPLE ON THE MOVE: A. J. "Blondie" Stahmer, to KAYO, Seattle, as promotion manager . . . Buddy Webber to program director of KVI, Seattle, replacing Bob Cooper who has been moved to KEX, Portland, as assistant manager and program director . . . Pete Hunter to account executive at KNBR, San Francisco . . . Robert P. Irving to director of industrial relations for WGN, Inc. . . . Jerry Cronin, formerly with Katz, San Francisco, and with XTRA, Los Angeles, to the local sales staff of KNX, Los Angeles . . . Ruth H. Musser to the newly-created post of vice president for administration of WMCA, New York. She had been director of programming for the station.

Kudos: Bill Jackson of WPTF, Raleigh, has been chosen North Carolina's top sportscaster for 1962 in a statewide election by Tarheel sportscasters and sports writers . . . The Leukemia Foundation honored WKBW, Buffalo, and its personnel for their participation in the 1962 Teenagers March Against Leukemia . . . Alfred Dresner, executive of WWHG (AM & FM), Hornell, and WBNR, Beacon-Newburgh, was appointed as an arbitrator to sit in the Small Claims part of the Civil Court of the City of New York, by State Supreme Court Justice William B. Groat.

Networks

CBS TV garnered 13 of the 15 top shows in the Nielsen November II report, with NBC TV and ABC TV splitting the other two, Bonanza and Ben Casey.

The top 15:

show	RATING
Beverly Hillbillies	33.7
Red Skelton	31.4
Candid Camera	30.1
Ben Casey	29.5
Lucy Show	29.1
Danny Thomas	28.9
Jack Benny	28.8
Audrey Griffith	28.2

Gunsmoke	27.9
I've Got a Secret	26.0
Dick Van Dyke	25.0
Garry Moore	25.0
Bonanza	24.9
Ed Sullivan	24.9
What's My Line	24.8

The three tv networks are teaming up once again with the European Broadcasting Union for an experiment in transatlantic communications.

Later this week, on 19 December, the first transatlantic tv broadcast via a Relay communications satellite will be broadcast, including live pickups from both the U. S. and Europe.

The 30 minute show is scheduled to start around 8:45 a.m., with Christmas the theme.

The transmission vehicle was designed and built by RCA under contract to NASA and was launched on 13 December.

New affiliate: WUFM, Utica, is joining the Northeast Radio Network, a division of Ivy Broadcasting which has 32 am and fm affiliates in upstate New York and Pennsylvania.

Kudos: Walter Cronkite, CBS News correspondent and Richard Witkin, aviation editor of "The New York Times," are joint winners of an honorable mention in the 1962 Sherman Fairchild International Air Safety Writing Awards for their participation in "Twentieth Century" show "The Airport Jam," broadcast last season . . . The Letchworth Village Chapter of the Welfare League, a division of the New York State Assn. for Retarded Children, presented Sam Cook Digges, administrative vice president of CBS Films, its annual award.

PEOPLE ON THE MOVE: Ben Blank, formerly in charge of the graphic arts department for CBS News, to ABC News and Public Affairs as creative graphic arts director . . . Eliot Tozer to manager-publicity, for CBS Radio.

Reps

Charles (Chuck) Bernard has ended his association with Weed & Co.

and is returning on his own as a representative of country music stations.

He had merged his rep operation with Weed.

Bernard's office will be headquartered at 730 Fifth Avenue, New York.

Petry came back with a sharp reply to a recent "Life Magazine" promotion of its regional plans.

Retorted the rep firm: spot tv delivers 69% more unduplicated homes in one area and 92% more in the other than "Life's" regional plans.

Martin L. Nierman, Petry Tv executive vice president, took this swing: "National publications cannot become adequate local and regional sales tools merely by subdividing their circulation."

Rep appointments: KAKC, Tulsa, to the Katz Agency for national sales, effective 1 January.

PEOPLE ON THE MOVE: John D. (Jack) Kelley to the New York office of Blair Television Associates as an account executive, from H-R Television . . . Dick Hamburger to the New York sales office of ABC Television Spot Sales as an account executive . . . Sam Brownstein, general manager of Prestige Representation Organization, to director and vice president of Robert Richer Representatives. Brownstein continues as a full-time employee of PRO, but will assist in policy making and planning sales strategy for Richer, a non-competitive company . . . George Allen to Gates/Hall/Weed, from manager of KWIZ, Santa Ana . . . Donald B. Douglas to New York office of Harrington, Righter & Parsons as an account executive, from Dancer-Fitzgerald-Sample . . . Dell Simpson to Chicago radio manager at Adam Young, succeeding Roger Sheldon, recently named manager of the San Francisco office.

Film

Rod Erickson has made a deal with Four Star to represent it in broad areas.

For example: suggesting new directions of diversification, looking into foreign distribution, getting

in on special problems with agencies and advertisers.

William Morris Agency will go on serving Four Star as sales agency.

◆
Sales: ABC Films scored two large national sales to advertisers for its "Girl Talk" show. Hill Bros. Coffee (Ayer) bought the show for 48 markets and Clairol (FC&B) will pick it up in five markets to date . . . Allied Artists Television's 32 Cavalcade of the 60's Group II Features to KBAK-TV, Bakersfield; WFRV-TV, Green Bay; KHQ-TV, Spokane; and KONA-TV, Honolulu . . . ITC's "March of the Wooden Soldiers," a full-length Laurel and Hardy feature, to more than 50 stations for special holiday showing. Other ITC sales: "Broadway Goes Latin" to WICS, Springfield; WTTV, Indianapolis; WROC-TV, Rochester; and KBMT-TV, Beaumont; and "South America: The Awakening Giant" to WBNS-TV, Columbus; WHIO-TV, Dayton; KEPL-TV, El Paso; WFBM-TV, Indianapolis; and WKYT, Lexington . . . "United Artists Showcase for the Sixties," to 85 stations to date, including sales to WPRO-TV, Providence; KENS-TV, San Antonio; WOKR, Rochester; WFBM, Indianapolis . . . United Artists Tv's "Leave It to the Girls" to four more markets, upping the total to 30 . . . Economee had a 30% increase of sales of half hour reruns over the same period of October-November last year.

◆
International note: ITC recently picked up contracts in Central America and Mexico totaling \$269,000 and representing more than 2,000 half-hours of programming. International sales by ITC for the first nine months of the year were up 40% over the corresponding 1961 period.

◆
Off the press: A new tv Programming Guide issued by Sterling Movies U.S.A. which describes over 130 hours of film fare offered to stations at no cost for public service programming.

◆
PEOPLE ON THE MOVE: Ward Byron and Tony Pann to the executive staff of VPI . . . Paul Blus-

tain to executive producer at the New York office of Fred Niles Communications Centers . . . Clayton Fox, for 11 years with CBS and later with Desilu Productions, to vice president in charge of business affairs for Glen Glenn Sound Company of Hollywood . . . Cy Kaplan to sales manager, national sales, of ITC.

Public Service

NBC TV and MGM-TV are making available on a loan basis prints of an "Eleventh Hour" episode dealing with illegitimate teenage pregnancy.

The network and the film company report some 40 requests to date from educators, ministers, government agencies and private welfare organizations for the loan of screening prints.

Public service in action:

◆
• **WFAA**, Dallas, has a new on-air-letters-to-the-editor type program called "Sound-Off." Broadcast live each Tuesday, Thursday and Saturday, the show gives listeners a chance to air their opinions on a variety of subjects, ranging from national issues to such local problems as housing.

• **WSB**, Atlanta, as one of three co-sponsors of the city's second annual Halloween parade, has published a pictorial folder signifying the effect the huge affair has in combatting serious vandalism on Halloween. The folder shows scenes from the costumed affair and letters commending the station for its role.

• **WREX-TV**, Rockford, took its mobile video tape cruiser equipment to Illinois Bell Telephone's new center in the city for filming of a demonstration of the new direct dialing system which just went into effect. Called "The DDD Story," the informative program was shown to Rockford viewers earlier this month.

◆
Kudos: **WIL**, St. Louis, received the 1962 Box 8 Award, presented by the Fire Department, the Greater St. Louis Safety Council and the Box 8 Club for "outstanding promotion, publicity and resultant success of Fire Prevention Week." ◆

AGENCY NEGOTIATORS

(Continued from page 29)

and tv programming at Benton & Bowles, described him as "a terrible-tempered bull in the china shop of advertising and broadcasting." Still another said, affectionately, he was the "Peck's bad boy of the business."

One of the significant characteristics in Rich's makeup is that he doesn't hesitate to speak his sharp piece. Rich himself has said that "a man must be able to move fast with a minimum of mistakes" in the branch of business he's in. Observers point out that Rich's battling average in behalf of the agency's clients has been extraordinarily high and cite, as an example, Benton & Bowles' scorecard (five programs) in the recent Nielsen ratings of the top 15 shows.

Speaking not so long ago on the touchy subject of client interference in program matters, Rich asserted: "You know, the sponsor takes the brunt of the criticism. But what's wrong with an advertiser not wanting to sponsor a certain show? What's wrong with it? He puts up all the dough. And big outfits like P&G and General Foods lean over backwards not to do anything that is in bad taste or anything that will put them in a bad light." Rich, it is pointed out, has shellacked the networks and governmental agencies on occasion.

Meanwhile, Benton & Bowles continues to prosper, it being the sixth biggest spender in broadcast media.

Vital personality. Nor can the name of Sam H. Northcross, vice president of William Esty, be overlooked when it comes to singling out those "invaluable" to network people. Northcross, whose agency is eighth among the top 50 in broadcast billings, is described as an "extremely vital personality" and as a "sophisticated adman." A southerner from Greenville, Miss., he's an admirable individual to have around Winston-Salem, home of client R. J. Reynolds Tobacco Co.

Other Esty broadcast accounts are Union Carbide, Dristan Cold Tablets, Chesebrough-Pond's, Ballantine Beer and Thomas Leeming. Much of Northcross' attributes probably stem from his journalistic

and research background, according to those who have worked with him on network problems. He was a crackerjack reporter on the Washington *Times Herald* and also the publisher of two country weeklies in North Carolina. He also worked at the American Institute of Public Opinion with the Gallup Poll and saw service with the Army Air Force. He joined William Esty in 1948.

There are indeed many colorful tales circulating about Northcross' knack and buying behavior but the most recent one is worth recording. It has to do with his presence some time ago in a Gotham screening room looking at potential tv product. After the lights went up, he said swiftly: "I don't care what you put it opposite—it's going to make it." And within 36 hours, Northcross' biggest client, R. J. Reynolds, had grabbed half-sponsorship of this 30-minute program. Like Sibyl, the prophetess of classical legend, Northcross had predicted correctly. A month after the new season began, *The Beverly Hillbillies* on CBS, an unabashedly cornball vehicle, had zoomed its way to a sensational Nielsen rating, leaving in its wake such rivals as *Perry Como* on NBC and *Going My Way* over ABC.

Real programing specialist. When network executives gather at the bar for their Gibson martinis, they also fix upon Lewis Titterton, the long-time senior v.p. and head of Compton's programing department, as an outstanding and knowledgeable figure to do business with.

Titterton, before going to Compton, gleaned invaluable experience at NBC. Networkers describe him as a tremendously informed "old school man." "He's a profound gentleman and most knowledgeable." "He knows casting, lighting, Hollywood, the needs of clients, good script buys," said a top network executive. "Titterton's a hep programing specialist. His judgment is virtually always correct. And he's a learned man, to boot.

Truly creative guy. Moreover, the select circle of "savvy" creative thinkers would not be complete without the stimulating and animated name of Sylvester L. "Pat" Weaver, according to those inter-

viewed by SPONSOR. Presently, Weaver is chairman of the board of McCann-Erickson Intn'l and president of M-E Productions. McCann-Erickson, although declining in broadcast billings, is still one of the giants as the 10th among the top 50. Weaver's concepts and contributions to the broadcast field are too numerous to mention, in the opinion of networkers, and they say that "this truly creative guy" now ensconced at McCann-Erickson rates deep respect and top billing.

A real fireball. They say there is nothing complacent about Nicholas Eugene Keesely, senior vice president and director of radio/tv, Lennen & Newell. Networkers describe Keesely as a tireless worker, but this is not the principal reason he is in the top circle. "He's also a fireball, riding brilliant herd on a bunch of high-rated properties," said an observer. "He knows absolutely every phase of commercial broadcasting," declared another network executive. "This is an old-time showbiz man with exceptional skills behind his flamboyance." Keesely joined L&N in 1948 after handling program development for Mutual, program development and sales for CBS, and radio department for the Sam Jaffe agency.

Runs everything brilliantly. A considerate human being with super skills and master knowledge of broadcast goings-on, the networkers maintain, is Philip H. Cohen, who has been linked with Sullivan, Stauffer, Colwell & Bayles since its founding in 1946. Vice president in the tv/radio department and a director of the agency, he joined SSC&B after leaving Ruthrauff & Ryan where he was head of daytime radio.

Cohen masterminds much of the program buying, and networkers applaud him for "always playing square." "He's never evasive," said the execs at 30 Rock and 485 Madison, and W. 67th. "Cohen sure runs things brilliantly in his shop. "He is a quiet, wise and conscientious craftsman." ■

STARCH BATTLE

(Continued from page 33)

nounced its decision to sell for 39 cents, and reports are that it is giving the ad budget the short end to

do so, although Fuller, Smith, and Ross men on the account would not comment on this.

Many industry people feel that cutting the ad budget at this time would be unwise with most consumer preferences still undecided.

Details on five of the largest national brands which are battling it out on tv are given here.

Easy-On. Made by Boyle-Midway, a division of American Home Products, Easy-On is the undisputed leader in the field. The first national spray starch out (Glis was the first in 1959), it had an important jump on its competitors. Rather sure of keeping the throne, the company attributes most of the product's success to its tv orientation. Using tv exclusively, the company has been able to fend off the competition of Niagara and Reddi-Starch, both of which started to ascend, but reportedly were held down.

Cunningham & Walsh is the advertising agency responsible for the successful ad plays. Thirty-second and minute spots are used on daytime and nighttime shows, mostly nighttime. On a great deal of network and some spot, the commercials are described as strictly good hard sell. The starch is low-priced in most markets.

Sta-Flo. Television is the major medium for A. E. Staley's spray starch, according to Frank L. Callahan, account executive at EWR&R, agency for Sta-Flo. More potential is offered for the product via visual advertising, he claims. "The spray starch field is one that can benefit from demonstration more than can most other products. A product such as this, in a highly competitive market needs every advantage it can get, and we consider television the most advantageous medium."

Sta-Flo is now strictly a network user, with schedules consisting of day and night minutes. Up until 1962, however, Staley also conducted a substantial spot tv schedule for the product along with its network investments.

Callahan pointed out that as of June of 1962 about 34% of the consumers have tried spray starch at least once, and 40% of these have made repeat purchases. He feels that this is a good record.

Niagara. Having only been on

the market nationally for eight months, Niagara spray has used mostly network tv minute commercials to push it to prominence. An aerosol of Corn Products, Niagara's spots are more on daytime network shows.

Corn Products has four other starches out, but Niagara is the first spray. An immediate hit, the product is slated to unthrone Easy-On.

Reddi-Starch. A large national spray starch, Reddi-Starch has moved in and out of the industry's restless spotlight. Holding an impressive 20% of the country's spray starch sales in 1961, by September of this year it could only claim 5% — a certain victim of the spray starch free-for-all.

One of the first sprays on the market, the product was purchased by Simoniz in 1959, from the Union Starch and Refining Company of Indiana, where it had been introduced under the label of Pennant Reddi-Starch. Prior to the purchase by Simoniz, Reddi-Starch was strictly regional, limited to midwestern areas.

Simoniz started an intensive tv campaign for the item, in which agency Dancer-Fitzgerald & Sample plays an important role. Its earliest tv advertising centered around consumer education of starch sprays. W. J. McEdward, advertising manager of Simoniz comments: "Now it's much different. With so much competition in the field, the commercials stress the brand name and specific product advantages. The copy platform of Reddi-Starch emphasizes such points as "new beauty for clothing . . . five ways for better clothes."

Both network and spot schedules are maintained, daytime and nighttime primarily, with some scattered 20s. The company plans to continue investing heavily in tv.

Lestoil. Appearing on the national scene in September 1961, Lestoil's Instant spray starch is maintaining a respectable 10% of the national market. Both network and spot are being used, but what's in the future nobody knows—or will tell. Due to increasing competition, Lestoil switched from a small agency, Sackel-Jackson, to Fuller & Smith & Ross. The account moves officially on 1 January.

(Please turn to page 75)

DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE

MARCH 1962

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

NETWORK OPTION TIME AND LOCAL TIME DAY-PARTS	STATION AVERAGE HOMES REACHED	
	WJBF (NBC-ABC)	Station "A"
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	37,400	10,800
MONDAY THRU SUNDAY 5:00 PM to 7:30 PM 7:30 PM to 11:00 PM 11:00 PM to Midnight	36,100 39,200 5,500	11,100 20,800 5,400

BRDAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon 12:00 Noon to 6:00 PM	16,800 22,300	5,400 7,900
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon 12:00 Noon to 6:00 PM	15,100 20,500	5,600 8,200
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM 10:00 PM to Midnight	43,400 13,600	18,700 12,100
6:00 PM TO MIDNIGHT	33,500	16,500
9:00 AM TO MIDNIGHT	25,400	10,900

AMERICAN RESEARCH BUREAU



CHANNEL
AUGUSTA, GEORGIA

call GEO. P. HOLLINGBERY COMPANY, national representatives

BUYER'S VIEWPOINT

By James W. Beach
V.p., broadcast supervisor
Foote, Cone & Belding
Chicago

Some advice to representatives

I have the feeling that unlike certain industries and professions, the advertising salesman on the street is many times sold by his prospect, rather than selling him. Why do I feel this way? Because you as a group are probably as thoroughly trained and skilled in the knowledge of your business—of the stations you represent, of the markets which those stations serve, profiles in toto of the competitive programming aspects of the respective stations in the market, and of the total function of a group of stations representing a tremendous cross-section of any type of market and for almost any type of product now manufactured. But do you always get this story across? If you do, 100% of the time, then in my opinion you have that rare endowment referred to as genius. And among the aforementioned group of my personal acquaintances, I don't happen to know one.

But I sometimes feel that the broadcast advertising profession, by virtue of the very structure of advertising agencies and their divergent *modus operandi*, has an additional sales barrier which is really subliminal in nature. It is not there by intent, but because of

tradition, occasional inflexibility, and so forth. What I am referring to is this: in spite of all the preparation most station reps put into their pre-presentation planning, when you get to the agency or advertiser you let them sell you. Why? Because they are specialists, too, and highly knowledgeable—at least they should be, as you should be—about their respective products, marketing goals, budgets, etc. Because of this, oftentimes you accept as axiomatic the representation of timebuyers, account executives and research people with regard to their particular media needs. Why? Are you not the bridge between the buyer and the market, and is not the market in an ever constant stage of transition?

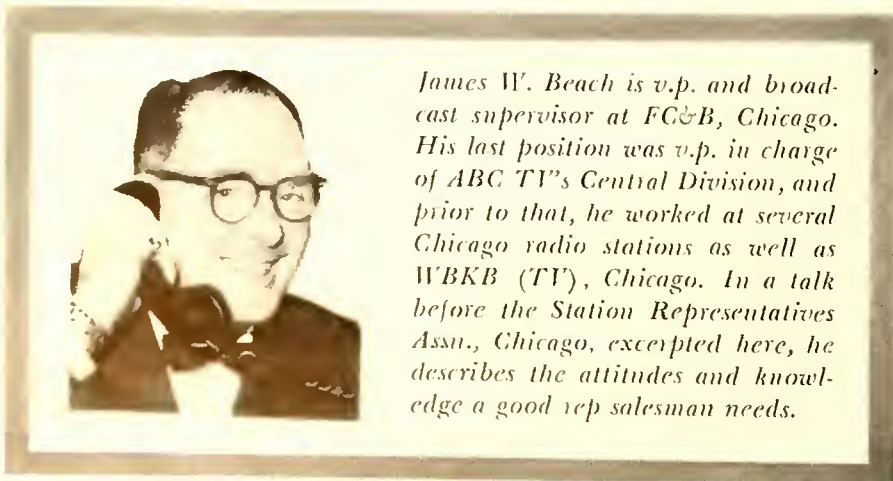
Who should know best the important related data pertaining to the markets you represent. Who should keep abreast of the almost daily metamorphosis taking place in these markets as a result of competitive media changes, shifting tides of population, new programming of stations, and more use of your medium by the manufacturers of competing products and the results they are getting at the consumer level. You, of course, and

your clients, will welcome such knowledge if you really have it. Fear not that the rep's role in the advertising community will be depreciated by computers. The individual application of the human equation to the media and marketing problem can never be replaced—merely assisted and statistical information expedited.

I can't count the number of times that I have heard station reps say to me—why the hell did they buy such and such a station, or such and such a program, or even such and such a market? If you really have a valid sales position, which in the final analysis will measure up in terms of performance, and really apply specifically to the product and the job to be done, this is where you start to convey an idea.

If you approach this problem tactfully, sincerely, and with absolute knowledge of a total job to be done, and you do sell the idea, even if you have to go around or over the heads of certain people at times to do it—you know what happens? You ultimately become a hero. But more important, you make a hero out of the very people who have seemingly negated your ideas, because you make them look good, too, and they wind up, in most cases, with a warm feeling towards a creative salesman who had the guts to stand up and be counted and say I don't agree with you. By this, I don't mean that the mere standing up and not agreeing will bring you accolades. In most cases, as old "Nik" says, "It'll bury you." Why? Because you haven't done the proper preparation, indulged in the proper research, the total market analysis, the complete study of audience profiles, income levels, buying habits, as well as knowledge of the product and marketing goals of the client.

My suggestion to you is to learn to communicate better with the people you call on. In most cases, this will evoke the kind of human response most of us are prone to give to pleasant, interesting, informed representation. If it doesn't at this point, of course, my message to you is again: "This is where you start to sell." ■



James W. Beach is v.p. and broadcast supervisor at FC&B, Chicago. His last position was v.p. in charge of ABC TV's Central Division, and prior to that, he worked at several Chicago radio stations as well as WBKB (TV), Chicago. In a talk before the Station Representatives Assn., Chicago, excerpted here, he describes the attitudes and knowledge a good rep salesman needs.

SPOT-SCOPE

Significant news,
trends, buys in national
spot tv and radio

A continuing strong belief in spot tv's effectiveness was evidenced last week by Chicago's two leading spot advertisers; Alberto-Culver and Kellogg.

Alberto-Culver completed renewals in all its top 25 spot markets. The only change was the addition of New Orleans, as reported previously, and there may be several other market additions forthcoming. Via Compton, Chicago, the A-C product lineup includes VO-5, Command, Rinse Away, Treseme, shaving cream and hair spray, and DermaFresh, representing an estimated outlay of \$5 million this year in spot.

Out of BBDO, which handles the so-called "new products" (VO-5 Shampoos and Get Set among the most prominent), another estimated \$5 million went into spot since last March. However, BBDO has already negotiated renewals of its A-C markets, coinciding with Compton's, making the common expiration date for all A-C spot schedules 31 December 1963.

Kellogg, via Burnett, is buying a substantial list of selected markets for a 52-week run beginning the first week in January. Minutes, both adult and kid appeal, will be scheduled in day and fringe night slots. The buying team: Mincheff, Weed, and Howorth.

Ovaltine (Tatham-Laird) telescoped its list of spot markets last week, due to a budget cutback.

Previously in 10 top markets, Ovaltine cancelled schedules effective mid-December, and will concentrate its spot activity in four markets only: New York, Los Angeles, Chicago, and San Francisco.

In addition, this advertiser continues its network participations on NBC TV daytime and ABC TV nighttime.

A substantial piece of business is anticipated via the agencies for General Mills (Knox Reeves, Minneapolis, and Needham, Louis & Brorby, Chicago).

All the General Mills spot schedules expired late last month, and new ones should be forthcoming.

For details of other spot activity last week see items below.

SPOT TV BUYS

United Biscuit Co., which uses the brand names of Heckman, Merchants, and Supreme, depending on the region of the country, is buying some 30 markets for a two-week flight, using daytime minutes. The agency, George Hartman, usually buys several such flights each year. The buyer: June Kemper.

Salada Tea launches its winter campaign next month and is buying schedules in its northeastern marketing area. The campaign will last

STARCH BATTLE

(Continued from page 73)

There are so many regional sprays out, and coming, that guesses range from 40 to 60. The three major regional sprays are discussed here.

Glis. First in sales in the Northeast, tv is the big gun the product uses in the competition. Glis people claim the oncoming competition has not affected sales.

Faultless. Among the regional sprays, Faultless spray-on, a product of Faultless Starch Co., is perhaps the most significant. A Kansas City company in the starch business for 75 years, it markets in the southern half of the United States. Via Bruce B. Brewer agency, it uses spot tv exclusively in from 75 to 125 southern markets.

The tv pattern of Faultless has been use of minutes, 20s, and I.D.s, with minutes scheduled in fringe time; I.D.s and 20s in prime time.

Marketing director Bob Thompson feels that Faultless spray has an advantage because of its name. Customers in the lower half of the country have been familiar with the name for many years. As far as television usage is concerned, Thompson says that Faultless schedules its spots mostly in urban markets, because it's chiefly the city women who are big spray users.

Cotton Maid. A product of the Anheuser-Busch Corn Products department, Cotton Maid has become a success in the South. Its advertising is handled by D'Arcy, St. Louis.

The no-cook, liquid starch was introduced in early 1954 under the consumer label of Cotton Maid. Keeping abreast with industry developments, the product was produced early this year in a plastic, refillable, spray container as Cotton Maid Instant Spray Starch.

Last spring, a limited television campaign was used to introduce the new spray. Schedules were placed in three metropolitan markets, using a total of seven stations. Commercials, minutes, and 20s were used, stressing dependability, ease of use, and sensible pricing as the basic claims.

Plans for 1963 Cotton Maid advertising are still in the formulating stages, and the company has no plans to expand the product at the present time.

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for six weeks, with frequency up to 20 spots a week in some markets. Agency is Hoag & Provandie, Boston.

Buxton, leather products manufacturer, is testing spot tv in four markets, Detroit, Pittsburgh, Atlanta, and San Francisco. The campaign, if successful, will be expanded next year but current schedules wind up at the end of this month. Time segment: minutes and 20s. Agency: Doyle Dane Bernbach.

Falstaff Beer is renewing schedules in all its tv markets for 52 weeks starting 1 January. The spots are prime 20s. Agency on the Falstaff account is Dancer-Fitzgerald-Sample.

Lehm & Fink is looking over avails for a 12-week campaign to push its Lysol Spray. The campaign is scheduled to get off the ground 7 January. Schedules call for night and day minutes. Agency: Geyer, Morey, Ballard. Marge Langoni is doing the buying.

R. T. French is lining up a host of markets for its Instant Potatoes, looking for minutes in late evening and prime time. Kick-off date is 13 January and schedules will run for 11 weeks. Agency is Kenyon & Eckhardt. Buyer: Louise Haute.

Bristol-Myers will have some action in spot tv on behalf of Sal Hepatica. Schedules kick-off on 10 January and run for three weeks. Time segments: night and day minutes. Agency: Young & Rubicam. Buyer: Bill Dollard.

Clark-Cleveland is going in for eight weeks to promote its Fix-O-Dent. The call is for minutes, both night and day, to kick off on 21 January and several markets are slotted for the action. Agency: Ralph Allum. Buyer: Howard Webb.

SPOT RADIO BUYS

Pacific Ocean Park, Santa Monica, has launched an intensive radio spot drive with heaviest penetration in the west coast marketing area. The campaign will run through the summer of 1963. Agency on the account is Carson/Roberts, Los Angeles.

Oregon Highway Department's Travel Information Division will spend \$400,000 in a national advertising campaign in 1963. Included will be radio and tv spot activity from April through June, with heaviest schedules in California and Washington markets and smaller schedules in Idaho and British Columbia. Cole & Weber of Portland is the agency.

General Motors Harrison Radiator division is going into approximately 125 markets with a campaign it launches 14 January. Schedules will continue for seven-eight weeks, in afternoon time. Agency: D. P. Brother.

OUR THANKS TO THE COLORADO BAR ASSOCIATION FOR ITS SECOND ANNUAL JUSTICE AWARD

The Colorado Bar Association established its annual JUSTICE AWARD in 1961, to be presented to the medium... "that best explains the role of the law and the Courts to the American Public." In 1961 and again in 1962 this award was presented to the KLZ stations in Denver.

The JUSTICE AWARD presentation read in part... "It is particularly significant that at a time when the need was never greater to explain the role of the law and the courts to the American Public that KLZ Radio and Television have unselfishly answered this need through the radio program "Party Line" and the brilliant television documentary dealing with court reform."

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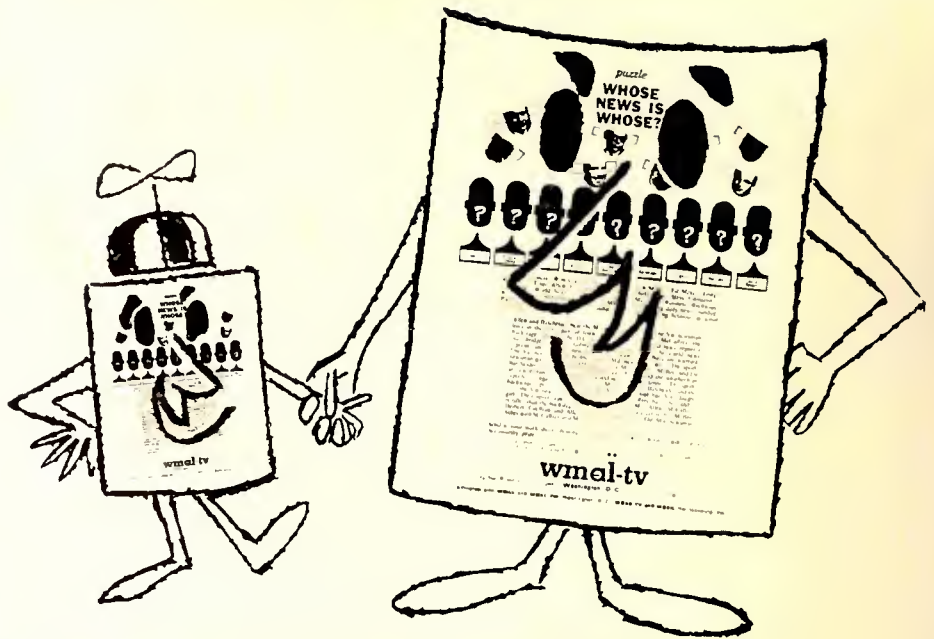
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McBee lives in the red house. Allen owns a Weimaraner. The man in the green house plays the recorder. The green house is immediately to the right of the ivory house. The Maryland newsman owns a Samoyed. The man in the yellow house is the Capitol reporter. The man in the middle house plays the drums. McCaffrey lives in the first house. The business newscaster lives in the house next to the beagle owner. The collie owner lives next to the Capitol reporter. The weather man plays the violin. Gilmartin is the sports reporter. McCaffrey lives next to the blue house. Batchelder plays the piano.

Who owns the Doberman Pinscher? Who plays the trombone?

**The other four, ABC World Newsman Cochran, Backstage reporter Grant, Virginia newsman Meyer and DC reporter Deibert, are confirmed urbanites.*

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