

TELEVISION



Hollywood's
billion-dollar
comeback in TV

8-page
portfolio
of TV-
inspired
laughs

Wes Pullen
in closeup

Annual
Data
Supplement

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Dave Garroway, 8 years



Hi-Noon's Cartoons, 7 years



12:20 Newscast, 7 years



Bette Hayes' 'Accent', 8 years



Picture of the Day, 10 years



Jack Paar Show, 4 years



44

**UNBROKEN
YEARS OF
SALES
EXPERIENCE**

When you buy participating spots on WDAF-TV, you're buying built-in stability of programming (see above), continuity of audience, the area's most successful air personalities, and a solid selling climate that hasn't missed a beat since 1949. That's why we're consistently tops in the big Kansas City market . . . and why we consistently move more products for our advertisers. There's more to the story . . . ask your Petry man about it.

WDAF 4 TV • SIGNAL HILL • KANSAS CITY • NB

SYMBOL OF SERVICE



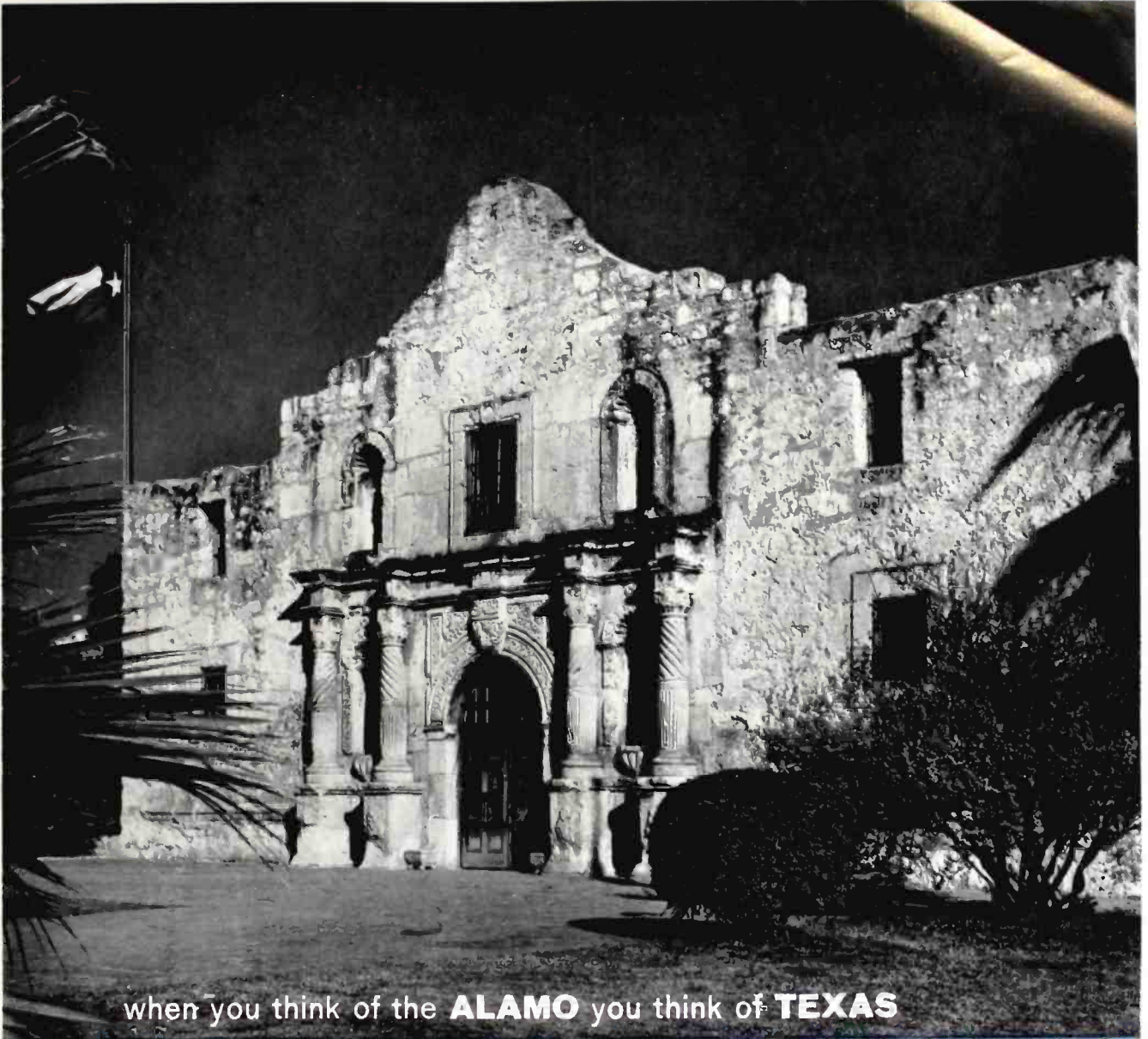
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when you think of the **ALAMO** you think of **TEXAS**

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Every patriot knows what the Alamo means—in the same way that every alert national advertiser knows that these stations mean delivery of the maximum in coverage, in viewers, in prestige, and in sales.

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| WGN-TV | Chicago | KPTV | Portland, Ore. |
| WFAA-TV | Dallas | WJAR-TV | Providence |
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Edward Petry & Co., Inc.

Television Division
The Original Station
Representative

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

Certainly not George Bernard Shaw! Current Broadway history to the contrary, Shaw's brilliant plays need no musical embellishment to delight audiences with their sparkling wit.

KNXT proved it with a superlative *locally-produced* presentation of one of GBS' fairest ladies, "CANDIDA," as acted by members of Project '58 (a *local* actors workshop) and sponsored by the Lincoln Savings and Loan Association (a *local* firm). The rhapsodies were supplied by the public and press. *Close to a half-million people* enjoyed "... a bold, significant stride in the direction of adult entertainment" (VARIETY), "... a dramatic milestone in western television" (PASADENA STAR-NEWS) and "... the sort of thing that can give stature to local television" (LOS ANGELES TIMES). Reported SATURDAY REVIEW: "A full measure of triumph. Local television at a high level. The audience was well served."

"CANDIDA," the first ninety-minute television drama ever *locally-produced* by a west coast station (incidentally, there are four more to come!), is but the latest step in KNXT's continuing search for new ways to serve its audiences well. Its success is measured, in part, in the 160 awards and citations for local programming received during the station's ten-year history. More important, it is measured in the audiences themselves, who year after year have made Television 2 the favorite station in Los Angeles.

KNXT
CBS Owned

Music...
who
needs
it?



TELEVISION

HARDY TRANSPLANTS FROM HOLLYWOOD *The day they decided to dust off those old movies in picture vaults was a profitable one both for the movie industry and for television. Some 11,000 films of various vintage and origin are now making the TV rounds, and have returned a healthy \$1 billion in revenue on these extra runs. A special report analyzes a lucrative TV staple* **35**

FUNNY WHAT THEY SAY ABOUT TV *Like it or not, television is the subject of countless comedy routines featured nightly in the nation's nightclubs and on records. They spare no element of the medium's business—from newscasters to cost per thousand—and take particular delight in lampooning the commercials. A coast-to-coast survey of what they're laughing about* **42**

BIG MAN BEHIND TIME'S BIG DEALS *They told Wes Pullen to plunge Time Inc. into the broadcasting business, and he's done so in an ever-widening number of ways. Ex-football player, ex-sailor and present-day broadcasting and real estate specialist, he runs TV stations, news organizations and a spreading international arm with equal facility. A Television Closeup* **50**

ANNUAL DATA SUPPLEMENT *A special 51-page section presents exclusive facts and figures on network program costs and advertiser spending in 1960, plus an analysis of how they got that way. Included: estimated production costs for every network show on the air, total company spending in network TV, by-brand breakdown by program. Also, latest set count figures for U.S. TV markets* **69**

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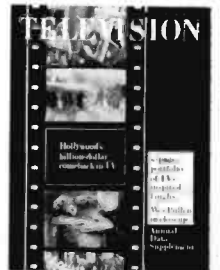
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Cover: From Douglas Fairbanks Sr. in battle, to Ronald Colman in Shangri-La, to Marlon Brando in an embrace, to Broderick Crawford in politics—those old movies have had a billion-dollar comeback in TV. The cover shows just four of the 11,000 films you'll read about in the report beginning on page 35.



CREDITS: Restor and Strouse photos on page 13 by Karsh, Ottawa; Pat Harrington Jr. photo on page 45 by Walter Daran; segment of Julius Monk revue on page 48 written by Ernest Chambers; photos of Wes Pullen on pages 51 and 53 by Dominique Berretty, Paris.

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WGAL-TV serves the public interest

I wish to thank you for the splendid television coverage you gave us for our Thirteenth Annual Auto Box Derby. It is with such assistance as yours that we are able to proudly carry our slogan, "Friend of the Boy".

Reading Optimist Club

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmsted Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Materiel Area, USAF

Please accept our sincere personal thanks for your station's television coverage of the 30th Anniversary ceremonies.

State Hospital for Crippled Children, Elizabethtown

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission,
Commonwealth of Pennsylvania

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

a record attendance of 1,221. Much of the credit in attracting this number of Rotarians and Rotary Anns is due to your television broadcast.

District 739, Rotary International

My sincere thanks for your public-spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our "Is It Taxable?" series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, "The School Story". Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission,
Commonwealth of Pennsylvania

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

The thanks of all those involved at Franklin and Marshall for your cooperation in showing "Education is Everybody's Business". I hope we did some good for the fund-raisers in the Channel 8 area.

Franklin and Marshall College

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

This is to thank you for cooperating with the Pennsylvania State Police by withholding broadcast of information of bombing threats in the Central Pennsylvania area . . . the persons making these threats are pleased, even inspired, by the notoriety accorded them, even anonymously.

Pennsylvania State Police

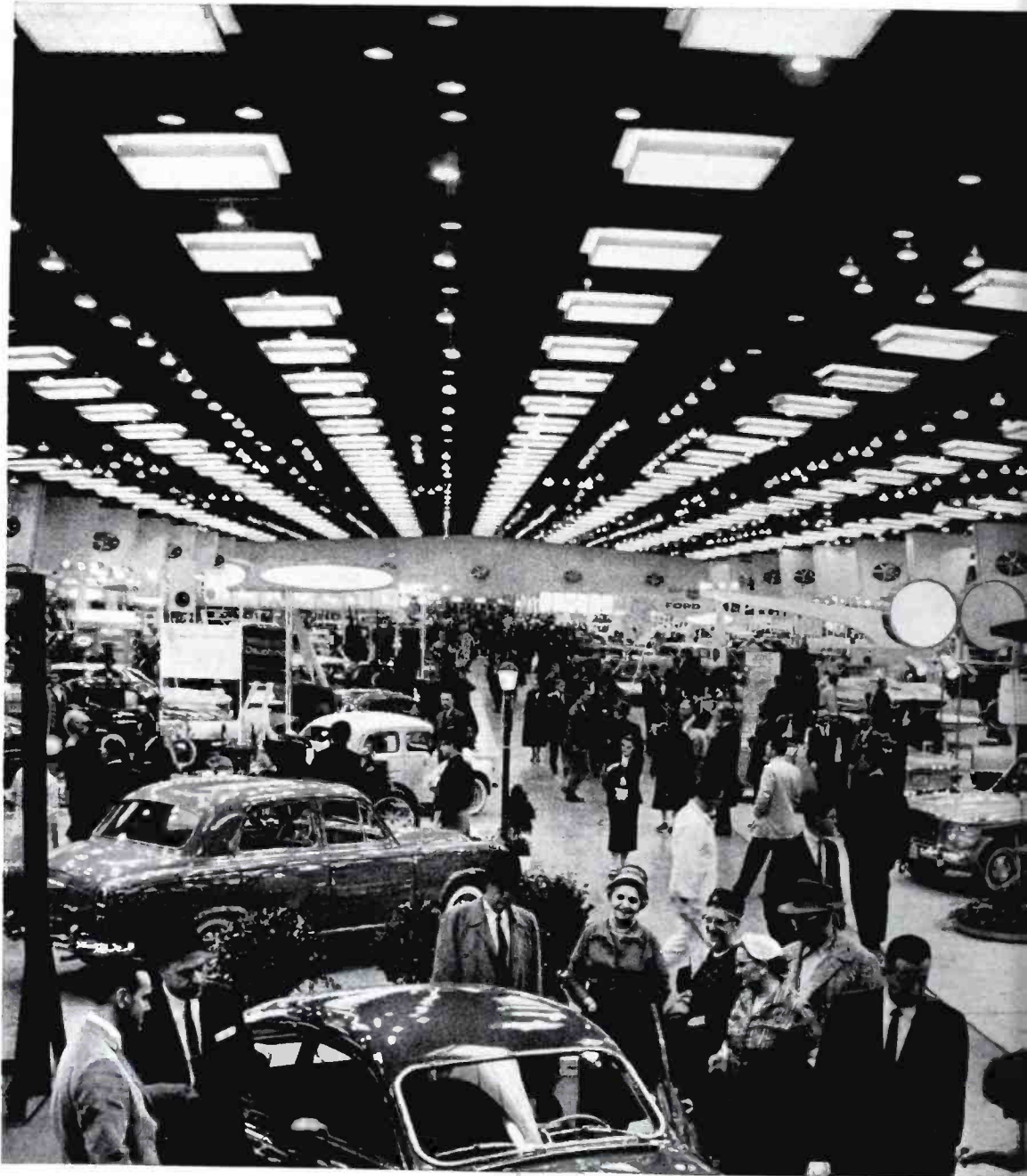
Please accept my sincere thanks and congratulations for having made the facilities of station WGAL-TV available for our hour-long presentation of the need for wide-spread public support of the struggle to end the exploitation of our fellow human beings making up the migrant labor force.

AFL-CIO

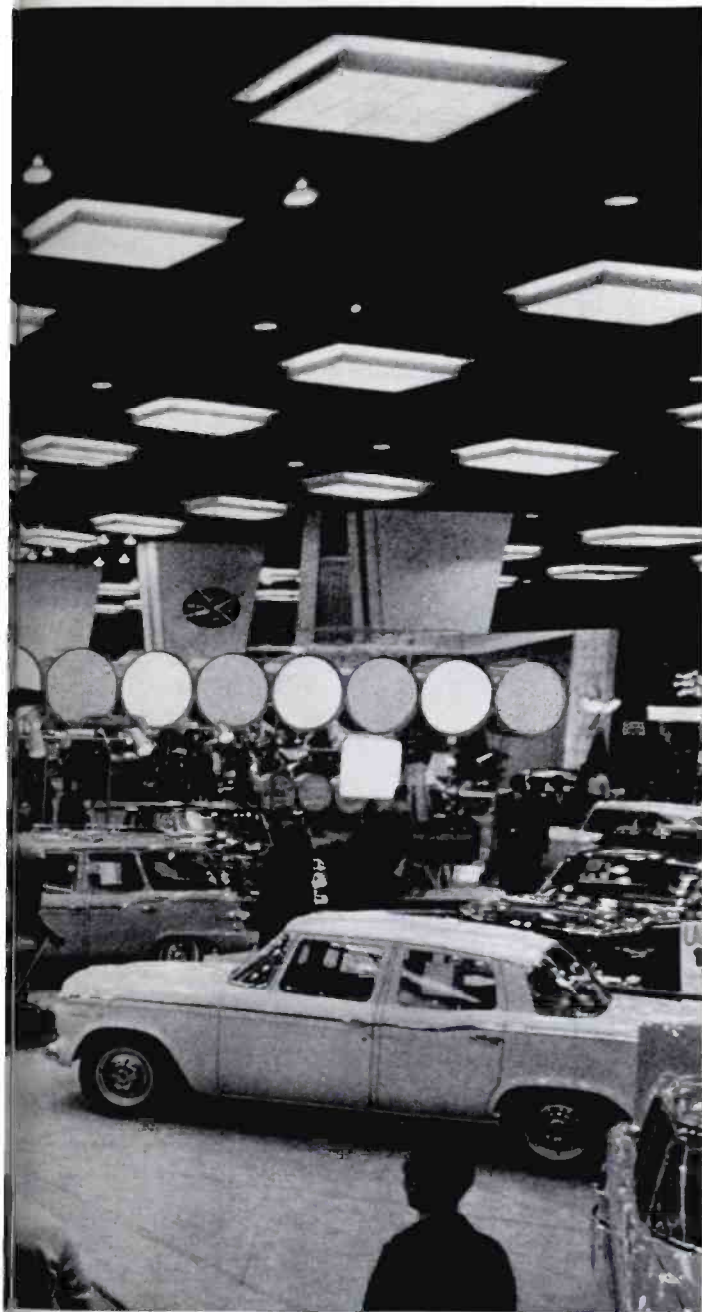
WGAL-TV
Channel 8
Lancaster, Pa. • NBC and CBS
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In Chicago



... McCormick Place, magnificent new lakefront exposition center, has an exhibition area equal to 6 football fields; 23 private meeting rooms; a theater with the largest seating capacity of any in Chicago. McCormick Place was completed this year in time to host the famed auto show, which set new attendance records.



In Chicago

WGN

TELEVISION

*Better programming through
dedicated community service*



For the eleventh year, WGN Television brought Chicagoland exclusive coverage of the auto show — and in color.



WGN IS CHICAGO

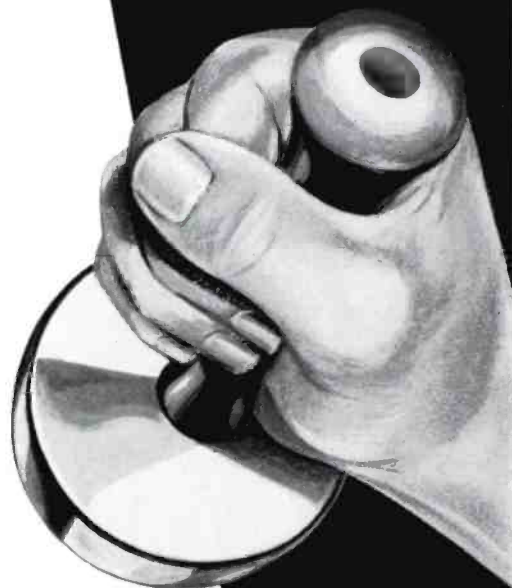
Quality • Integrity • Responsibility • Performance

Now it's official...

San Antonio is the Nation's
17th Largest City!*

17. SAN ANTONIO

18. SEATTLE



WOAI-TV 4



Represented by
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The Original Station Representative

SAN ANTONIO, TEXAS

*From Census Bureau Rankings — top 25 cities

Billing prospect cloudy for 1961; network schedules take shape

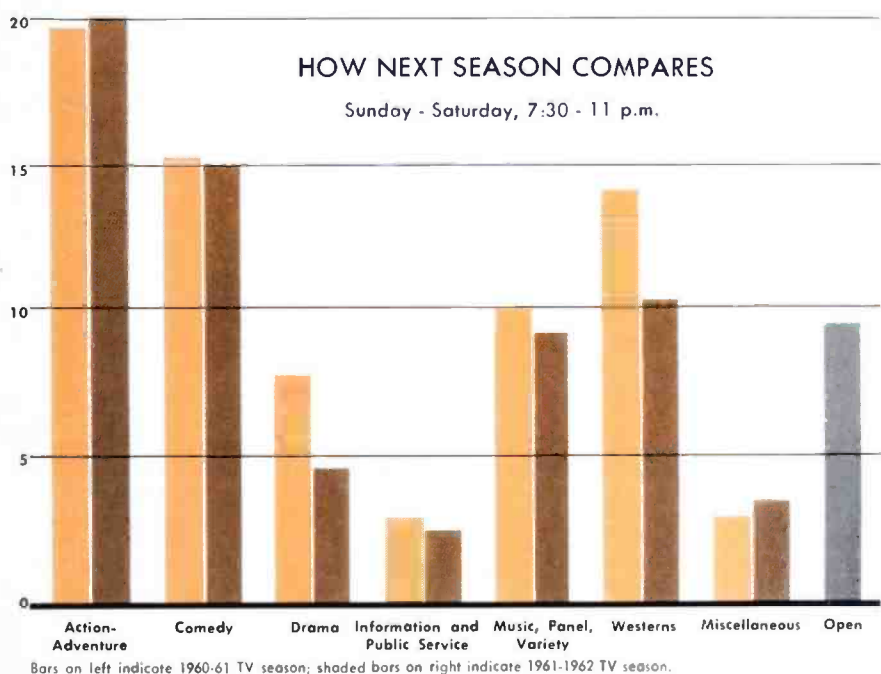
March is a trying month in almost anybody's almanac. The winter is far spent; the sap is straining to flow. The weather is unpredictable. In TV's vineyards it is perhaps the worst season of all. For one thing, it's network contract option time, headache enough. For another, the ratings are in for the winter's peak viewing hours and it is now clear which of last fall's hopefuls had a good try and made it, and which didn't. The film pilots are making the agency and network rounds, and the painful, hazardous decisions for fall must be made.

All this was true last month, compounded this time around by still another nagging concern; what was the country's flagging economy doing to TV billings, and going to do the rest of the year? Was the first quarter as bad as some said? Or was TV again going to prove itself largely recession-proof?

On all fronts, the situation could be most charitably described as fluid.

Businesswise, Madison Avenue's educated guessers—no more certain or unanimous than the country's leading economists—were pointing their predictions both up and down. Would 1961 be TV's first slump year? A few feared it; most doubted it would come to that. But they looked for smaller gains, or maybe at worst a leveled billings graph. Everything depended, everybody felt, on how quickly the economy perked up. The answer to that one, nobody had.

The gloomiest reports filtered in from the hinterlands: spot billings were down in the smaller markets. As one station-group sales boss put it: "January was awful. February wasn't much better. And March is still bad." He had predicted a 6 to 7% gain for this year, "but if they make it now they're going to have to go like hell!" Hard figures on the first quarter, of course, were not in; a lot more would be known when they were totaled. On the national level, the axe fell on ad budgets in the luxury and hard-goods categories—heavy industry, automobiles,



HOW PROGRAM TIDES ARE SHIFTING: *If shows definitely slotted for fall are indicative, action-adventure is on the rise; comedy, drama, music-variety-panel and western series will be fewer. Of course, nine and a half hours still "open" could decidedly hike certain categories. The prospect: still more action-adventure. Note: the hours shown for '61-'62 total one and a half more than the current schedule because they include (1) NBC's Saturday night at 10:30, now local, to be picked up for Saturday Night Movies, and (2) one hour weekly (under Informational) for NBC's 40 projected hour-long documentaries, which will preempt regular programs. "Misc." total includes Saturday Night Fights, Saturday Night Movies, and This Is Your Life.*

appliances and homebuilding products—but elsewhere all seemed generally well. Marplan, the research division of Interpublic Inc., issued a cautious "Case for Early Recovery," calling the recession mild and saying it was near an end. Bell & Howell Co., which put \$1 million into network TV time last year, reported record sales and earnings for 1960, crediting in part "greatly increased television advertising"—in public service programming, at that. Aluminum Co. of

America was reported to have upped its TV budget for next season by \$1.5 million.

Just to hold their current program schedules, network advertisers were going to have to pay more. One agency saw a 7% luke in production costs for '61-'62, a jump of perhaps 5% in time costs. This alone would up billings.

What bothered at least some of the agency people was the quality of program "product" offered for fall. One

BUSINESS *continued*

agency broadcast vice president characterized the pilots he had seen up to mid-March as "dreadful." He hoped some 20 more, expected to be auditioned by month's end, would be more promising.

Promising or not, network program shuffling for the fall was in full swing. As usual, most of autumn's white hopes, nipped by low ratings, were headed for TV's compost heap: no fewer than 40 shows were to be chopped off. Gaping holes opened in prime hours; at mid-month NBC's entire Friday night was a question mark for fall. Stars aplenty were for sale: Milton Berle, Jackie Gleason, Dinah Shore, Arthur Godfrey, even half of Ed Sullivan. So, also, the shows of Loretta Young, Barbara Stanwyck, Tab Hunter, Henry Fonda, Shirley Temple, June Allyson and Nanette Fabray.

Into the sunset

If the slaughter seemed staggering, it had a brighter side for many a viewer (and some in the industry, too): the westerns were definitely headed that-a-way. The end of the era of punch-and-shooties (courtesy *Time*) was signalled by the word that such old cowhands as *Maverick*, *Wyatt Earp* and *Bat Masterson* are headed for the last roundup—along with *Rebel*, *Wanted Dead or Alive*, *Stagecoach West*, *Zane Grey Theater*, *The Deputy* and *Gunslinger*. Come fall, *Guns* and *Wells Fargo* will go to full-hour formats, but, barring an unexpected latecomer, not one new oater will be in the running. If so, the prospect is that the current 14 nighttime hours weekly of westerns will be shaved to nine.

The Big Deal for fall in network programming is hour-long "action adventure," a catchall for private-eyes, mysteries, police cases, foreign intrigue and what-have-you. These shows, replacing westerns as the quantity product, add up to a prospective 20½ hours per week.

In view of the unventuresome nature of program content, the most significant trend may be in the wholesale switching to 60-minute vehicles. While the fall picture has been too shifty to be measured more than momentarily so far, there appeared to be a real prospect that the networks this fall might offer as many as 48 full-hour nighttime shows per week. In this event, they could outnumber the half-hours.

Extremely tentative '61-'62 lineups recently showed the possibility of 14 hour-long shows in the 7:30-8:30 strip, 12 in the 9-10 p.m. period, and 16 starting at 10 o'clock. By networks, NBC looked to have as many as 18 hour shows (not including its two-hour Saturday night movies), ABC 17 and CBS 13.

What was propelling network pro-

gramming in this direction was not easily discovered. Many factors, most said, the main one probably being economic: it's a little cheaper to program one full hour than two half-hours. It's apparently somewhat easier to find six acceptable hour-long packages than twelve 30-minute ones. Also, an hour show at 10 p.m., say, succeeds better in keeping viewers around until 11 than do two half-hours. Perhaps not more than one in 10 of the hour shows next fall will have a single sponsor.

Do the hour shows thus tend to accentuate a drift toward spot carriers in network programming? Not particularly, one network vice president contended, "and we don't want the idea to spread around that we're trying to get into the spot business." Nevertheless, more hour shows certainly meant still more "multi-sponsorship," still more fragmentary buying.

If action-adventure was Big, animation was the novelty. *The Flintstones'* success spawned a litter of pen-and-inkers for the fall stakes, and such topdrawer accounts as Lever Brothers, General Foods, American Home Products and Bristol-Myers chose to give them a whirl. At least six cartoon features seemed firm for the fall schedule.

Some other programming bright spots (few though they were): Mitch Miller's diverting *Singalong* was picked up by R. J. Reynolds and Ballantine for an hour-long weekly ride next season; DuPont is venturing a one-hour weekly *Theater* to encompass drama, variety and documentary; P&G is backing Nat Hiken's *Snow Whites* comedy series, to follow the RCA-Kodak Walt Disney *Wonderful World of Color* on NBC Sunday nights; Gertrude Berg will be back, courtesy of General Foods. In general, advance bookings for fall were well ahead of schedule, a sign taken to mean that network billings, at least, are in no great jeopardy.

McCann vs. ABC-TV

The program & sponsor shuffle was not, however, without its quota of quarrels. In one of the most jarring, McCann-Erickson yanked \$11 million in Liggett & Myers billings off ABC, canceling out on *Asphalt Jungle*, *The Untouchables* and *Adventures in Paradise* because the network shifted the shows from 9:30 to 10 p.m. starts. The agency also was ready to take its Coca-Cola business elsewhere. The ABC moves were attributed to a bid for new P&G billings, among other things (see "Focus on News," page 19).

Critics of the networks' quota of public affairs and "cultural" efforts found small cause for rejoicing in the fall pic-

ture, but took a measure of hope from the pressure coming from no less than the National Association of Broadcasters' outspoken new president. Said LeRoy Collins on March 15: he'd like to see the networks come up with at least six hours weekly, in prime time, of "blue ribbon" programs such as "outstanding drama, fine music, public information and education."

Questions of interpretation were certain to arise: What constitutes "blue ribbon" programming? Could *The Bell Telephone Hour* and Mitch Miller's *Singalong* be considered as offering "fine music," at least in part? Are *The U.S. Steel Hour* and *DuPont Theater* to be accepted as "outstanding drama?" And what is "educational?"

Public affairs budgets

As for informational programming, CBS has penciled in one prime hour weekly for fall: *CBS Reports* alternating with *Face the Nation*, Thursdays at 10. *Eyewitness to History's* fate, since Firestone had canceled, was in doubt. NBC announced—a jump ahead of Collins' proposal—that 40 hour-long NBC News documentaries would be scheduled next season, on an average of one a week, preempting various regular shows. There would also be occasional Gulf Oil news extras and other specials, such as the *White Papers*. ABC's evening lineup showed only the *Bell & Howell Closeups*, which would alternate with the *Alcoa Hour* Tuesday at 10. Leaving out the indeterminate number of specials which might be offered during the year, the "world of reality" programming in network prime-time came to less than two and a half hours weekly.

Certain to be questioned was whether or not the networks shouldn't get due credit for such efforts as NBC's *Continental Classroom* and Leonard Bernstein's concert performances on CBS, and whether these more properly belonged in prime evening hours.

On one score, there seemed little doubt: Collins was dead serious in his call for better programming (including less unnecessary violence). In fact, a story circulated that he would threaten to resign if he could not bring about action on this score.

Those who told the story believed that, for reasons political and because of possible adverse public reaction, the networks could not afford to let Collins walk out as the top industry spokesman. "This time," chortled a TV figure (a top agencyman, at that), "the networks have a bear by the tail!"

Otherwise, things on the TV front looked bullish enough. END

"We've used the Ampex VTR to make money and increase business . . . very definitely," says George Harvey. "We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily . . . It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about . . . We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. *Videotape* is their baby all the way. Always has been." •••• Ask Ampex today for specific station histories of the *Videotape* Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. TH.



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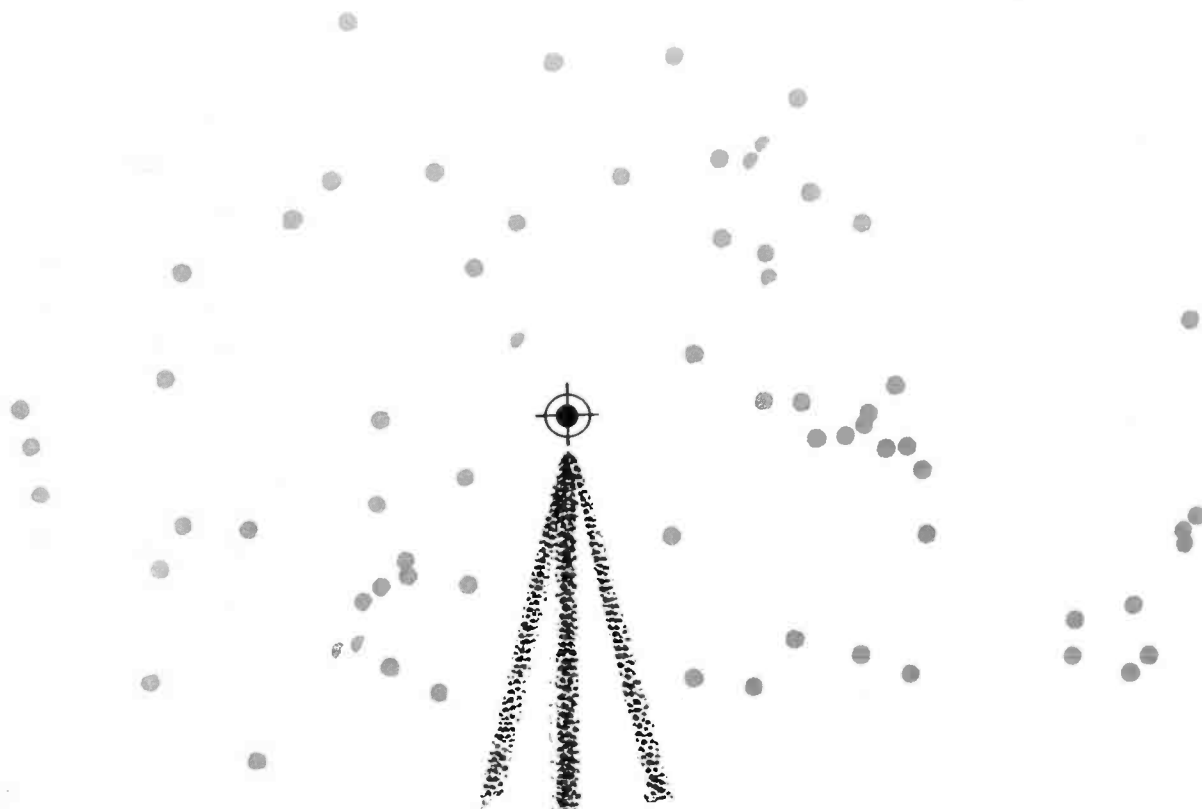
MR. GEORGE W. HARVEY, VICE PRESIDENT
AND GENERAL MANAGER, WFLA-TV,
TAMPA-ST. PETERSBURG, FLORIDA
(372,200 TV HOMES: 28TH METRO MARKET)



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No time for scatter-shot "...greater productivity in advertising is of the essence. With the ad budget one of the biggest, if not the biggest single item of expenditure for many food and grocery companies, a five per cent greater effectiveness means tens of thousands and even millions of dollars. It is this prize that is generating all the heat and effort."

FOOD FIELD REPORTER, 10/26/69



How to achieve that all-important extra effectiveness? Certainly not with scatter-shot advertising. The dictates of marketing today call for rifle-shot accuracy...for **spot**, the rifle-shot medium.

Only with **spot** can you target in on your markets of greatest potential, and use in each one: the right station(s), a hand-tailored copy approach, the necessary weight of impressions for the job.

The Katz Agency, Inc.

NATIONAL ADVERTISING REPRESENTATIVES
CHICAGO • DETROIT • ST. LOUIS • ATLANTA • DALLAS

666 FIFTH AVENUE, NEW YORK 19, NEW YORK
SAN FRANCISCO • LOS ANGELES • MINNEAPOLIS

FOCUS ON PEOPLE

The management transition at J. Walter Thompson Co., which began in 1955 when Stanley Resor gave up the presidency of the agency to Norman H. Strouse, became a public reality last month with the retirement of Resor as chairman. In the new alignment, seven senior vice presidents were elected by the board: Howard Kohl, secretary of the company; Edward G. Wilson, treasurer; Wallace Elton, chairman of the New York office operations committee; William D. Laurie Jr., manager of the Detroit office; Arthur Farlow, vice chairman of the Chicago office operations committee, and Kennett Hinks and Dan Seymour, members of the executive committee.

Stanley B. Resor, at 82 considered by many to be the dean of the advertising business, in 1960 agreed to sell his controlling share of stock in JWT to the agency's profit-sharing trust for members of the company's staff. He spent 53 years at Thompson, 44 of them as the agency's chief executive officer.

Norman Strouse came out of the Detroit office of the agency, where he supervised the Ford Motor Company account, was hand-picked by Resor from among 84 other vice presidents to succeed him as president.

On the basis of a book, a major gasoline account switched \$6-\$12 million worth of billings to Ted Bates & Co. last month. When Socony Mobil Oil Company (disgruntled at the turn its business had been taking during the period its advertising was handled by Compton Advertising) decided to look for a new agency, the company's advertising manager came across "Reality in Advertising" (see "Focus on Commercials" in this issue). Authored by Rosser Reeves, chairman of Bates, the book had been printed privately by Bates and marked "Confidential for agency use only." But control of it proved impossible and it soon gained wide circulation among top managements. (It will be published in April in a slightly revised form by Alfred Knopf Inc.) According to J. D. Elgin, Socony's advertising manager, the book was the major factor in giving the account to Bates, which now is the world's fifth-largest agency with billings last year of \$150 million and a record of never having lost a client.

Rosser Reeves, long a controversial figure in advertising because of his hard sell philosophies, can list, at the age of 50, an impressive number of interests outside of advertising. He is a Civil War buff, races a yacht in the International class, has a pilot's license, writes short stories and poetry, collects modern art and is an excellent chess player and musician.

Kenneth A. Cox, a partner in the Seattle law firm of Little, Palmer, Scott & Slemmons, will be the new head of the Broadcast Bureau of the Federal Communications Commission. Cox, who replaces present bureau chief Harold Cowgill on April 10, served as special counsel to the Senate Commerce Committee during inquiries in several broadcasting-FCC areas. In a 1957 report to the committee he



RESOR

STROUSE



REEVES



SCHERICK



ORR



DENNINGER

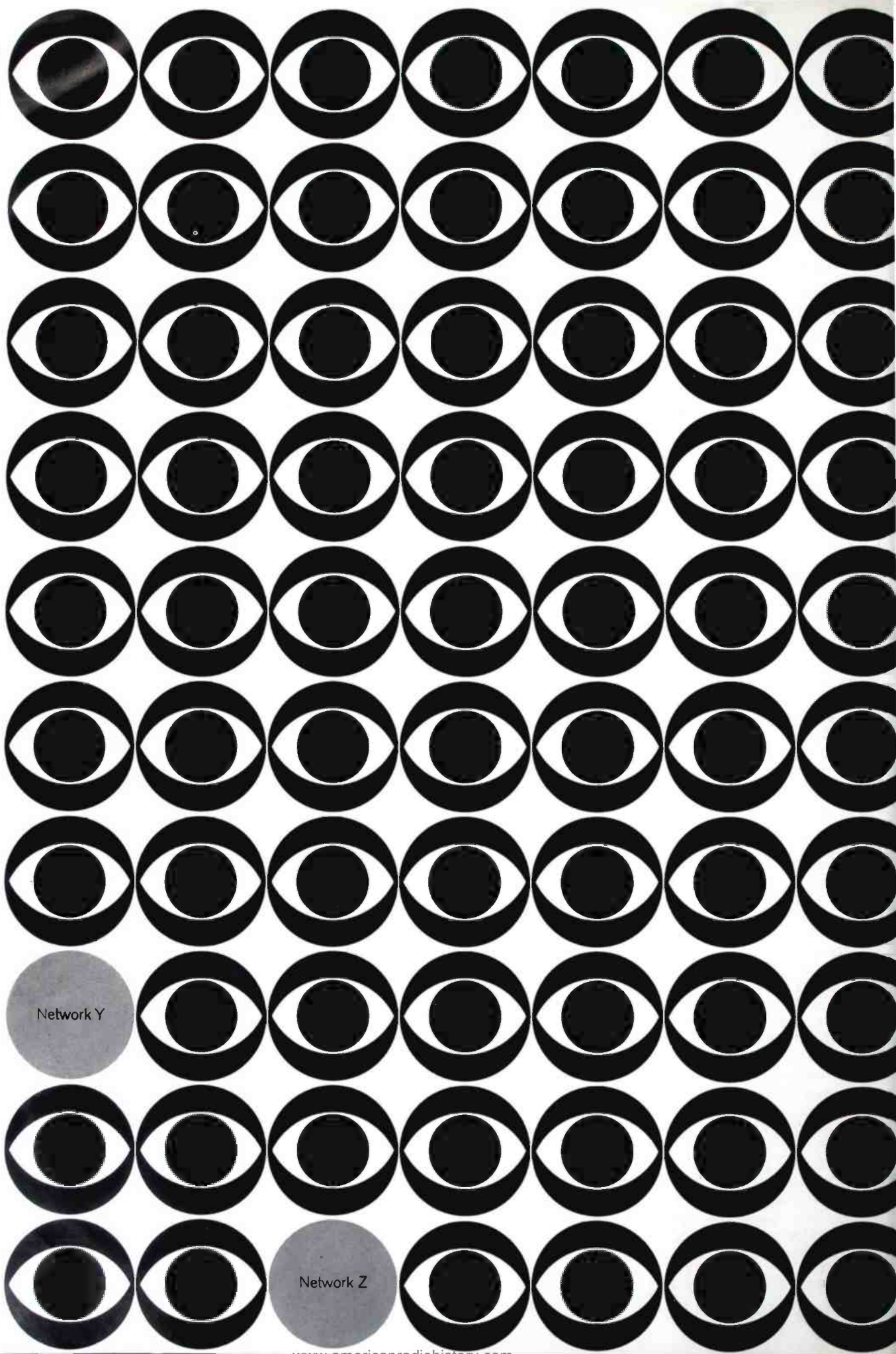


McGREDY



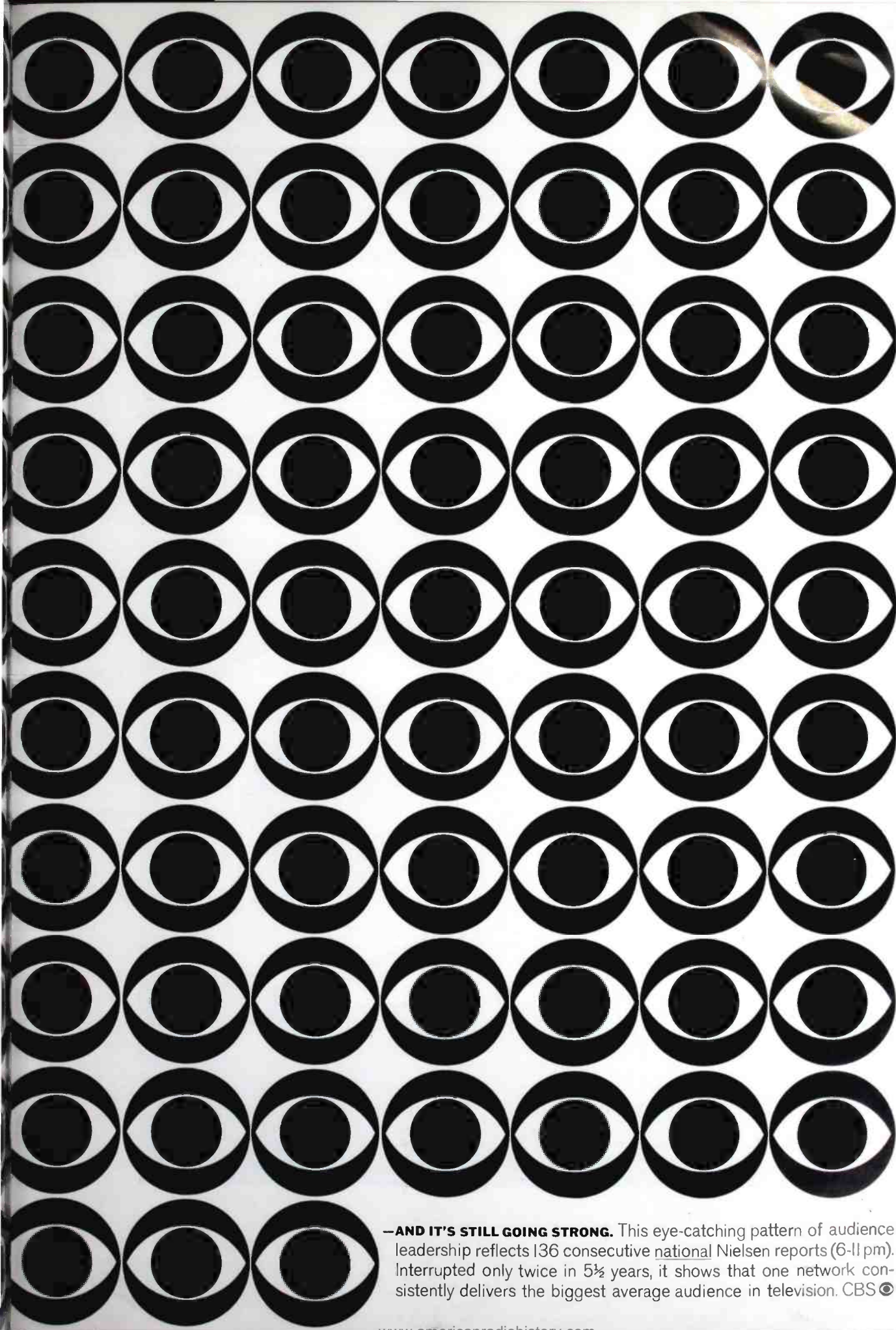
COX

IT
STARTED
BACK
HERE
IN JULY
1955-



Network Y

Network Z



—AND IT'S STILL GOING STRONG. This eye-catching pattern of audience leadership reflects 136 consecutive national Nielsen reports (6-11 pm). Interrupted only twice in 5½ years, it shows that one network consistently delivers the biggest average audience in television. CBS ©



You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

Len Tardber

Vice President Media,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.



I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

Rene James Ryles

Broadcast Media Director,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.



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



Crosley Broadcasting Corporation, a Division of General Electric

PEOPLE *continued*

recommended that pay TV be given a "large scale test," an action which the FCC has recently initiated. In other controversial reports, he has been sharply critical of network option time and must-buy practices, claiming that they injure the public interest, and has taken the FCC to task for its allocations inaction and its failure to exert control over the country's community antenna television systems.

Edgar J. Scherick takes over as vice president in charge of television network sales at the American Broadcasting Co. He has been president of Sports Programs Inc., New York, which produces live sports events for broadcast on ABC-TV. Scherick, in business for himself for four years, earlier had been sports specialist for CBS-TV and had served with Dancer-Fitzgerald-Sample. New York, as director of sports and special events. He succeeds William G. Mullen, who continues as a vice president at ABC in an assignment to be announced.

TV veteran William T. Orr becomes vice president in charge of production of all television, motion picture and theatrical production at Warner Bros. He had been in charge of Warner Bros.' TV division since its organization in 1956, and was responsible for introducing such Warner Bros. series as *Maverick*, *Hawaiian Eye*, *77 Sunset Strip*, *Surfside 6*, *Cheyenne*, *The Roaring 20's*, *Lawman*, *Bronco* and *Sugarfoot*. He will report to Jack L. Warner, WB president.

Others on the move:

Blair-TV announced an expansion at the sales executive level with the following appointments: Jack Denninger, eastern sales manager and vice president since 1955, has been made general sales manager; Frank Martin named sales manager for Blair-TV's eastern stations; Jack Fritz, sales manager for western stations; Harry Smart, manager of midwest operations; Ralph Allrud, director of project development; Otto Ohland, director of sales systems.

Robert M. McGredy, since 1958 national television sales manager of Westinghouse Broadcasting Co., succeeded Jack Mohler as general sales manager of Television Advertising Representatives Inc., spot sales arm for all WBC television stations.

Daniel E. Hydrick Jr. was named assistant to John W. Kluge, president and chairman of the board of the Metropolitan Broadcasting Corporation. Hydrick was formerly general manager of WGN Radio in the Norfolk-Newport News, Va., area.



The Many Worlds Of Music

From the composers of today flow the music that reflects our life and our time. Many of the composers who make significant contributions to *the music of our time* license their performing rights through BMI. In many different ways, BMI fosters and supports the many worlds of contemporary music.

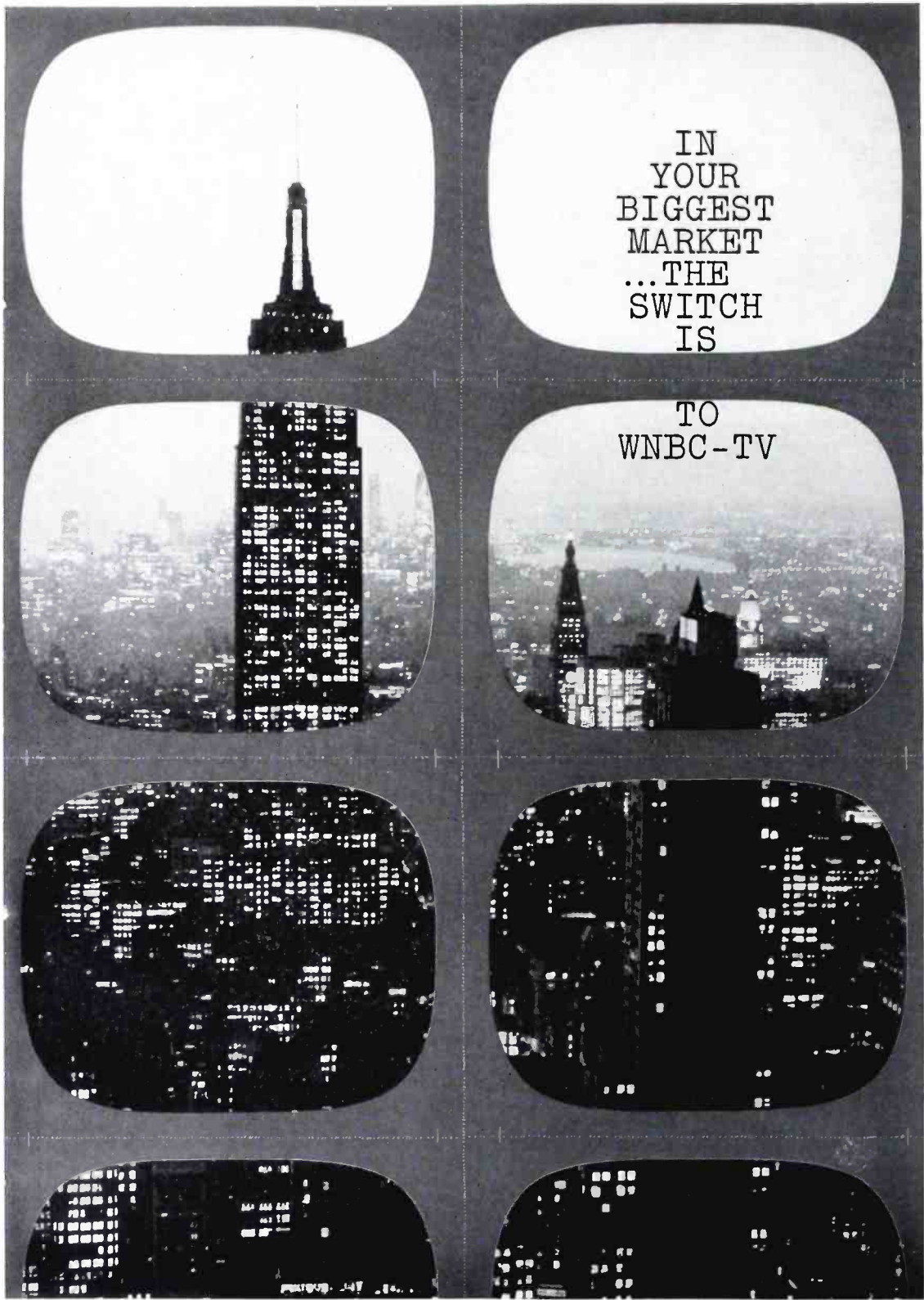
Musical America, in its issue of August, 1960, wrote:

“Broadcast Music... is a business with a conscience, fully aware of the pressing need to make dollars work for contemporary composers and music... In a scant 20 years since its founding, BMI has taken a mature and responsible stand on the side of contemporary and, most important, American musical thought. It has realized that only through realistic support of our writers, through money, performances, and recordings, can the composer of today find an opportunity to flourish and work for America's culture and stature in the world of art.”

**BROADCAST
MUSIC·INC**

589 FIFTH AVENUE
NEW YORK 17, NEW YORK





IN
YOUR
BIGGEST
MARKET
...THE
SWITCH
IS

TO
WNBC-TV

NBC OWNED—REPRESENTED BY NBC SPOT SALES

FOCUS ON NEWS

Television's March came in like a lion, and stayed that way

The television business suddenly got rough. Two brawls broke out, bloodless but as bitter in their way as anything ever seen on *The Untouchables*. In one, Jack Paar and Ed Sullivan slugged it out over talent payments. In the other, *The Untouchables* itself was caught in a free-for-all that ranged all the way down to the Brooklyn waterfront. Just how rough the in-fighting could get was shown by the fact that Anthony (Tough Tony) Anastasia, big-fisted boss of the dockworkers, waded into the *Untouchables* Donnybrook and emerged with nothing more certain than a split decision.

The fight that attracted the chief of the dockworkers (the 10,000-member Local 1814 of the International Longshoremen's Assn.) had been building up for weeks. Leaders of the Italian community didn't like the way Italians were portrayed as gangsters on ABC-TV's top-rated *Untouchables*. After political pressures had produced "unsatisfactory" assurances from ABC, the Federation of Italian-American Democratic Organizations of New York, headed by Rep. Alfred E. Santangelo (D-N.Y.), drew up picket lines and laid plans to boycott *The Untouchables'* sponsors, starting with Liggett & Myers Tobacco Co.

The pickets marched but the boycott was held up, at least temporarily, after L&M suddenly announced it would not renew its sponsorship next fall—for what it said was a totally different reason.

The reason L&M gave, through McCann-Erickson, its agency, was that ABC-TV was moving *The Untouchables*—and three other shows in which L&M was involved—into new time periods for the 1961-62 season. *The Untouchables*, *Asphalt Jungle* (replacement for *The Islanders*) and *Adventures in Paradise* are being moved back a half-hour on Thursday, Sunday and Monday, respectively, and *The Rebel* is being switched to an earlier period on Sunday.

L&M and McCann-Erickson retaliated by announcing they would have no part



Paar vs. Sullivan: *Their sound and fury tended to obscure the real issue behind it all.*

of these changes and in addition would pull L&M's partial sponsorship of ABC-TV's collegiate football games. The pull-out represented \$15 million in ABC billings and rose to \$18 million when McCann disclosed that Coca-Cola, miffed by the network's plans to move *Ozzie & Harriet* from Wednesday to Thursday next fall, would drop its half of that show.

McCann officials flatly denied that the threatened boycott of L&M products figured in the non-renewal decision. But other sources, equally accessible to the negotiations, insisted the picketing and potential boycott were decisive; that L&M seized upon the time-period change as an "excuse" for dropping *The Untouchables* and then had to drop the other programs in order to appear consistent. To these sources the dropping of football was the final feint to distract attention from the real motive.

Publicly, ABC was saying little—except that it had replaced most of the L&M business almost immediately (and that Coca-Cola had been ready to drop *Ozzie & Harriet* anyway). Anastasia and the Italian-American Federation were less reticent.

"I told the men from Liggett & Myers,"

Anastasia explained, "that it's going to be tit for tat. You play ball with us and we'll play ball with you. I also tell them that my men would not handle their stuff. I say to them," he added in a reference to ILA's refusal to handle goods going or coming from Cuba, "that I cause them as much trouble as I cause Mr. Castro." He was pleased when L&M decided to drop out of *The Untouchables*, and said he had wired L&M President W. A. Blount to tell him so.

The Federation was pleased, too, but not entirely satisfied. Anastasia's action, spokesmen said, was not the kind of boycott they had in mind. They wanted it made clear that they were not associated in any way with Anastasia and did not sanction "anything he did." Moreover, unlike Anastasia, they were not satisfied with L&M's decision to drop *The Untouchables* in the fall. They wanted it to cancel immediately, summer re-runs and all.

While the Federation planned further meetings to consider its next move, another organization, the National Italian-American League to Combat Defamation, announced that it had met with officials of Desilu Productions, pro-

ducers of *The Untouchables*, and been assured that in future episodes, fictional hoodlums would not be given Italian names and Italian contributions to the nation would get a better play.

Where it all would lead was a question which nobody would try to answer. Three other advertisers were still on *Untouchables* (Anacin, Dial Soap, Brylcreem), plus the L&M replacement that ABC did not identify (presumably to avoid giving advance notice to would-be boycotters). The mood of the Federation as demonstrated against L&M did not encourage the thought that L&M's withdrawal would end the episode. But whether the boycott talk had all or nothing to do with L&M's decision, many observers thought they had witnessed the emergence of a new threat to both broadcasters and advertisers—a threat as potentially dangerous as it was ugly.

Much ado about money

While *The Untouchables* was having its troubles offstage, another brawl was in progress on camera. NBC-TV's Paar and CBS-TV's Sullivan slugged it out over an issue that sometimes had a tendency to get lost among the rabbit punches and carefully aimed lefts to the groin.

Sullivan had gotten sore at being made to look like a dope—his word—by Paar's on-the-air boasting that the *Paar Show* was getting talent the likes of Pat Suzuki and Sam Levenson for a mere \$320, union scale, while Sullivan was paying up to \$7,500 for the same acts. Sullivan sent the word to talent agents: Guests who perform for \$320 on the Paar show would get \$320 and no more on the Sullivan show.

The key word was "perform"; apparently Sullivan's ukase would not apply to talent who appeared on the *Paar Show* and merely chatted, but did not give performances.

Paar responded quickly—and was still responding 10 days later when he whisked off to England for a previously scheduled vacation. If the Sullivan order stuck, he contended, the Paar show "as we know it" would cease to exist. Nobody challenged this point: to a performer, the difference between a \$320 fee and \$7,500 did not require much arithmetic to discern. In his first broadcast after the Sullivan edict got around, Paar said some scheduled guests had already canceled out, but that others had wired that they would be ready whenever he needed them.

Paar defended his program as being "entirely different" from the *Sullivan Show* and as being limited to "a much smaller budget." In the course of subsequent *Paar Shows* he also had a few

things to say about Sullivan's personal talent, honesty and prior methods of getting guests to appear on his show.

Early in the widely headlined vendetta Sullivan suggested that they debate the issues on the *Paar Show*, without a studio audience. Paar insisted that the audience not be chased out. They finally settled on Bennett Cerf as moderator, but the debate never came off.

Sullivan, in a film interview carried on CBS-TV's Douglas Edwards news show, charged that Paar had "choked up" and "welshed." On his own program Paar replied that he had met practically all of Sullivan's specifications but had insisted that the debate include a "discussion" which Sullivan apparently didn't want but he did. The reason he wanted it, he suggested, was to talk about Sullivan's alleged use of his syndicated column to pressure guests into appearing on his show.

After the debate plans collapsed, the squabble began to fizzle. Sullivan reported that "I'll have nothing more to say about this" and went away to Florida for a charity appearance. Paar carried on unilaterally until he left for England. He told his audience that while he was away Sullivan would be welcome to appear solo on the *Paar Show*, but there was no indication that any such thing would happen.

What else is new

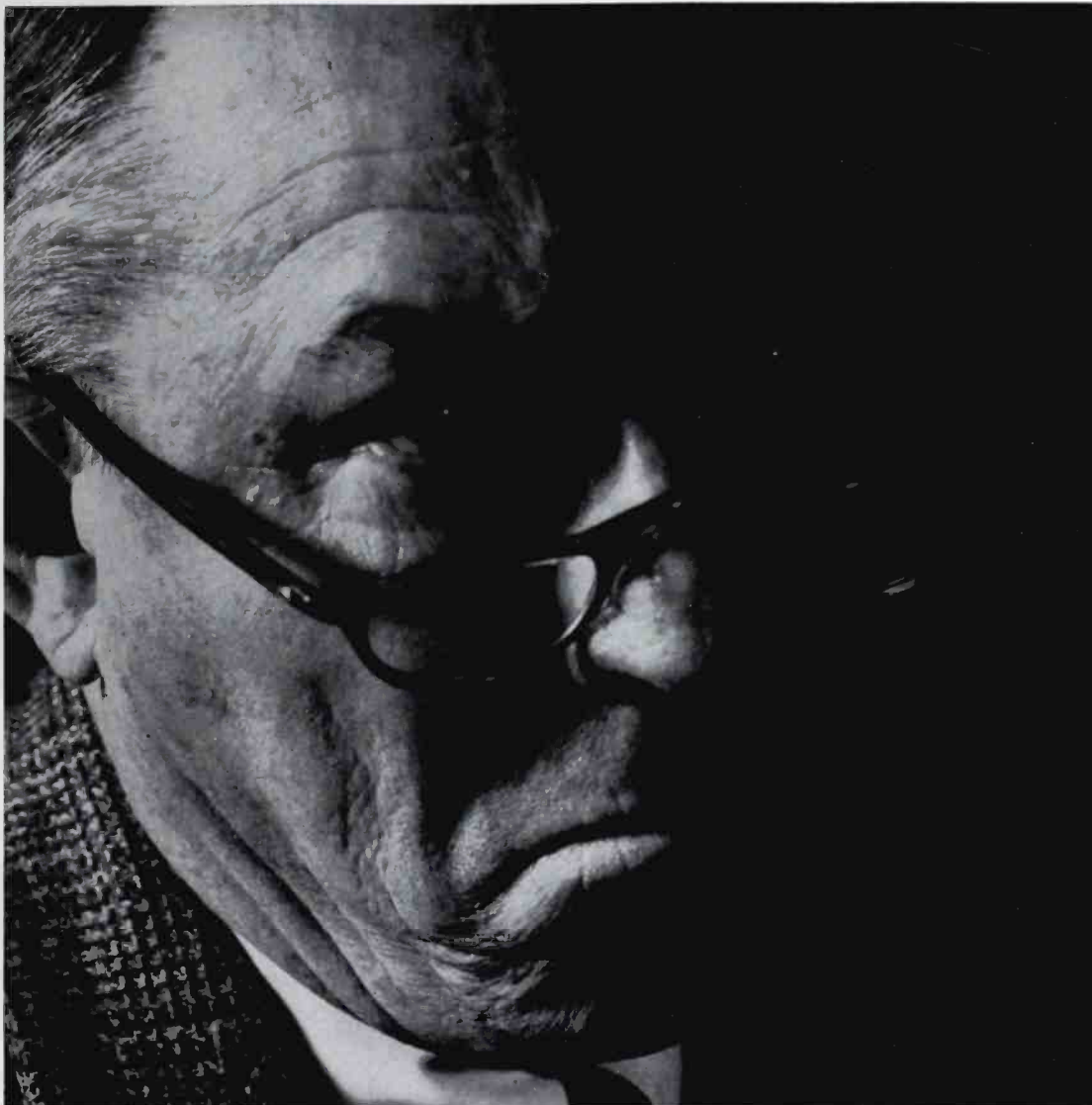
National advertisers spent \$1.3 billion (gross) for television time in 1960, according to figures released through TvB. Network billings were up 8.8% to \$682.3 million, spot up 6.3% to \$616.7 million. Among networks, ABC-TV had the biggest percentage gain but still had farthest to go: its \$158.6 million gross represented a 26.2% increase over 1959 but left it trailing both CBS-TV (\$274.1 million, up 2.9%) and NBC-TV (\$249.6 million, up 6.1%) . . .

Color television, which got a king-sized boost in February when Zenith announced its entry into color set production, got another in March when Eastman Kodak announced it would drop out of CBS-TV's *Sullivan Show* and ABC-TV's *Ozzie & Harriet*, which are not in color, and put its money into NBC-TV's new hour-long Disney program, which will be . . .

Charles H. King, FCC Republican recess appointee who became a lame duck commissioner after John F. Kennedy won the election last fall, had some observations to make as he left the Commission after eight months' service: It's up to public opinion, not the FCC, to improve programming, he told interviewers. But he speculated that FCC would keep dabbling in programming as long as the public and Congress expects it to. "But mostly," he added, "it will be just spinning its wheels . . ." **END**



March brought several programs worthy of special notice. These three (a drama, a musical and a documentary)—despite mixed reviews—seemed to typify the variety of talent and quality of production the networks are striving to bring to the TV audience. Making her second appearance on television (discounting old feature films), Ingrid Bergman starred in "24 Hours in a Woman's Life" on CBS-TV. In the Bing Crosby Show, ABC-TV presented the ageless crooner and guests Maurice Chevalier and Carol Lawrence in an hour's romp. Both the Bergman vehicle, an hour-and-a-half program starting at 9 p.m., and the Bing Crosby Show (which started at 9:30 p.m.) ran on the same night, March 20, presenting a conflict which prodded many critics to renew their plea that the competing networks get together on scheduling such special attractions with the viewer's interest, rather than their competitive interests, in mind. The following evening, at 10 p.m., NBC-TV presented David Brinkley in a special report from the Far East, "Our Man in Hong Kong."



OK, KPRC...WHAT'S SO SPECIAL ABOUT YOUR TV?

All sorts of things. Mainly, the friendly things that happen on the KPRC-TV screen.

FRIENDLY? And then some! Everybody in the KPRC-TV family knows just how to make television fun for you. Unexpected little pleasures pop up all along the way. Real color at station breaks. Your own personal merchandising. Many other welcome touches.

IS IT FAST? RESULTFUL? Well, KPRC-TV cruises at a little more than 18 hours every day. And every hour produces high-flying sales. Availabilities free, too. And local participation announcements custom-contoured.

WHEN CAN I GO? Anytime. Make reservations now and—Whoosh! Go! On the KPRC-TV Ch. 2. See your Edward Petry man (professionals plan better sales trips) or contact KPRC-TV, Royal Houston, Texas Television.



HOUSTON'S
TELEVISION
CH 2
TV

FAVORITE OF A HALF A MILLION HOMES IN HARRIS, REFUGIO, ARANSAS, MATAGORDA, GALVESTON, CHAMBERS, JEFFERSON, ORANGE, HARDIN, LIBERTY, FORT BEND, WHARTON, JACKSON, VICTORIA, GOLIAD, DE WITT, LAVACA, COLORADO, AUSTIN, WALLER, MONTGOMERY, SAN JACINTO, POLK, ANGELINA, TYLER, JASPER, SABINE, SAN AUGUSTINE, TRINITY, WALKER, GRIMES, WASHINGTON, FAYETTE, BASTROP, LEE, BURLISON, BRAZOS, MADISON, HOUSTON, NACOGDOCHES, MILAM, ROBERTSON, LEON, ANDERSON AND FREESTONE COUNTIES.

Courtesy of RLM, ROYAL DUTCH AIRLINES

"...AND THREE OF THE TOP 10 SHOWS* WERE

WAGONHIDE, THE UNTRAINABLES & RAWTOUCH"





KILL THE AUDIO! . . . GET HIM OFF THE AIR! He's flipped because his clients sponsored three of Nielsen's 10 top-rated shows. He meant WAGON TRAIN, THE UNTOUCHABLES and RAWMEAT . . . HIDE! It's catching. Anyway, he should know top ratings aren't everything at McCann. Some clients shoot for special audiences. That's why McCann emphasizes imaginative programming—look at the choice . . .

modern drama, Shakespearian drama, comedy, adventure, adventure-comedy, western adventure, public service, special events and sports. The formula? No formula—except that many varied sponsors mean more TV innovations. More innovations attract more varied sponsors—sort of perpetual potion.

MCCANN-ERICKSON INC.

*Source: Nielsen National TV Ratings. Latest report available when this publication went to press.

OCEANS OF RAVES FOR "Diver Dan"

"Edwards Shoes (Sponsor) excited about DIVER DAN. After only three programs, WCAU-TV and client impressed. This show a winner."

Al Fingerman,
Ernest William Greenfield, Inc.



Killer
Squid

"DIVER DAN at 4:30-5:15 P.M. . . . (period) . . . number one in ratings."

Bob Guy, Program Director,
WWL-TV, New Orleans

Skipper
Kipper



"Kids will be fascinated by the underwater movement. The action has an hypnotic effect that makes you follow the characters. Kids will love it . . . We have always been ahead of the trend. DIVER DAN's gonna be big! It will be a winner!"

George W. Cyr, Program Manager,
WGR-TV, Buffalo



Finley
Haddock

"Just a note to let you know that I have heard from Ernie Greup at WTVD about DIVER DAN. He says: ". . . Their (ITC's) product is a great one. Our children viewers scream for DIVER DAN to come back."

Donald A. Pels, Controller,
Capital Cities Broadcasting



Baron
Barracuda

"The new concept inherent in the DIVER DAN series is very exciting . . . A great success!"

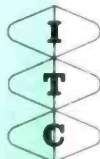
Warren Wright, Program Manager,
WFBM-TV, Indianapolis

Delightful . . . different . . . completely flexible . . . Exploits of the fearless explorer, Diver Dan . . . the beautiful mermaid . . . and the wonderful puppet-fish . . . all part of this underwater live-and-puppet adventure in color and black-and-white. Can be shown as you see fit. One adventure flows into another for a half-hour, a 15-minute series, or include 7-minutes of DIVER DAN in your own local program.

"Diver Dan"

THE THRILLING ACTION ADVENTURES OF DIVER DAN AND HIS UNDERSEA FRIENDS

Already sold: New York, Chicago, Philadelphia, Indianapolis, Buffalo, Cincinnati, New Orleans, Seattle, St. Louis, Detroit and other top markets. Key stations KTVI-TV, WKRC-TV, WGR-TV, WWJ-TV, KKTU-TV, WCAU-TV, WFBM-TV, KOMO-TV, WGN-TV, WFRV-TV, WNEW-TV, WJAC-TV, WREX-TV, WTVD-TV, etc., etc. For TV's newest color-ful entertainment-success for the whole family, phone or wire today.



INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22, N.Y. • PLaza 5-2100
100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

PLAYBACK PLAYBACK

A monthly measure of comment and criticism about TV

The ill wind

Arthur C. Fatt, president of Grey Advertising, at the Washington Conference of the Advertising Federation of America:

I should like to plead for renewed recognition of the fact that business and government are on the same team, and that together we are driving for the same goal: to keep America rolling ahead.

When a political campaigner proclaims that this country needs "leadership not salesmanship"; when a sociologist publishes a bulletin accusing advertisers of fomenting a fertility cult and trying "to stimulate the continuation of high birth rates for their own self interest"; and when our law makers load the legislative hoppers with bills to hogtie advertising and selling—we must recognize these as warning gusts of an ill wind.

Let me make it clear that we in advertising are fully aware that there are advertising excesses arising from the heat of competition, that advertising, like every other calling or profession, has its shysters and charlatans. We condemn, not condone them.

We are waging and shall continue to wage constant war against them.

Business recognizes that the mission of government is to protect the public from harm. . . . All that business asks is that this mission be carried out, not by

flaunting advertising's faults and minimizing its merits, not by making selling a dirty word.

We recognize that some of the accusations against some advertising are valid. We have no quarrel with them. We *do* have a quarrel with those who dump all advertising, good and bad, into one barrel and say, "This barrel is full of rotten apples."

And we *do* have a quarrel with those who attack advertising and selling because they don't understand or don't want to understand what these forces mean to our economy.

This lack of a fundamental understanding of advertising and selling on the part of some clergy, some educators, some government officials, and even some economists, can be downright dangerous, even catastrophic, not only to advertising, but to the system which has brought us a standard of living envied by the rest of the world. . . .

A paradox that's hard to explain is that while no one objects to full production, there is a voluble cult that would curb selling.

If there is a way to have full production without uninhibited (and I don't mean unbridled) selling, I'd like to know about it. So would every business man in America.

Advertising is only one way of selling.

But advertising has proven itself to be the most effective and efficient way of persuading masses of people to buy. Please notice that I said "persuade."

The new administration has a golden opportunity; more than that, a serious responsibility to join with business in heeding the President's call in his inaugural address to "encourage commerce."

We ask that you regard business as the instrument of economic progress rather than as a bugaboo lurking in the shadows to prey on the unwary.

We ask that when you have occasion to throw the spotlight on our weaknesses you also illuminate our strengths.

We ask that when you delve into our derelictions, you also consider our contributions. . . .

Any action which dilutes believability in advertising, which undermines confidence in selling, also tends to destroy faith in our system of individual initiative and competitive enterprise.

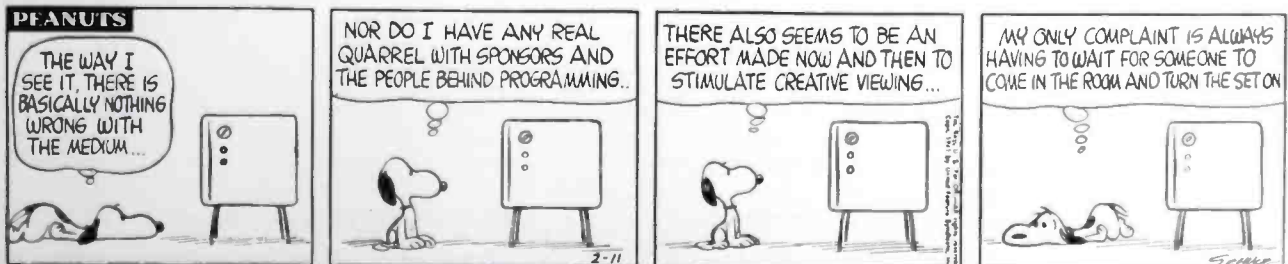
If we continue to sow the seeds of disbelief in advertising and selling, we must be prepared to harvest a crop of motionless machines, wageless workers and silent stores.

All of us must help keep America rolling by refraining from fomenting disbelief in all advertising and selling.

We who are responsible for planning

PEANUTS®

By Charles M. Schulz



Reprinted from the New York World Telegram and Sun by permission United Feature Syndicate, Inc.

Women Are Wonderful.

Ann Colone's a Woman.

Ann Colone's Wonderful.

If there's a misogynist in the house, our authority for the major premise, Women Are Wonderful, is *TV Radio Mirror*, which made the comment while giving WANE-TV's Ann Colone its gold medal award for "Best TV Women's Interest Show—Midwest States."

The minor premise (minor only in formal logic terms) is axiomatic. Ann's a most attractive, vivacious, witty and entertaining lady.

The conclusion, shared by viewers, visitors and vendors alike, is inescapable. She's wonderful in providing everything from exercise gymnastics to festive cooking hints, from parakeet keepers to parachute jumpers, from the Dukes of Dixieland (in person) to the Chief of the Congolese Lunda tribe (in person). And there's always time to discuss and help community activities.

The Ann Colone Show is one-o'clock watching five days a week for large numbers of the ladies of Fort Wayne and vicinity, reaching about 60% and 100% more homes, respectively, than competing network programs: adult ladies comprise 74% of its audience.

All Corinthian stations create programs which, like the Ann Colone Show, meet local and regional tastes. This encourages local talent, builds viewer respect and helps make friendly prospects for advertisers.



Responsibility in Broadcasting

THE CORINTHIAN

PLAYBACK *continued*

and creating advertising must help by tightening our vigilance against the bad actors and guarding against deception. . . .

A view of the sixties

Peter G. Peterson, executive vice president of Bell & Howell Company, to the Graduate School of Business and Executive Program Club of the University of Chicago:

If I were to have to use one word to describe consumer marketing in the 1960s I would probably use log-jam.

A log-jam in advertising—it has been estimated that 1970 will find us blessed with as much as 25 billion dollars worth of advertising—or more than twice what we are now spending.

A log-jam in new products—if we are really to attain the \$800 billion economy that is predicted for the sixties—it will be necessary for consumer expenditures to go up by 40%.

A log-jam in distribution. If we think our discount houses and supermarkets are crowded now, "we ain't seen nothing yet," as the saying goes.

I suspect that this log-jam will have a number of implications for the sixties.

1. The pendulum will probably swing back toward marketing as an art rather than as a science—and put great value on the unique selling idea. . . .

2. Unique ways will be devised to differentiate brands in the consumer's mind—often having to do with services rather than with specific product differences. . . .

As brands become more and more alike, I would predict that manufacturers and retailers will create effective ways of making longer-range love to the consumers by selling them a *package* of services of which the original sale of machinery is only one part.

3. My third marketing prediction for the sixties is that more manufacturers will grow increasingly impatient and do something about the log-jam at the retail level. . . .

I will be surprised if the sixties don't bring us a marked increase in selling which makes shopping more personal, more fun and more informative for the consumer, such as house-to-house selling; telephone selling; shopping in and from the home; manufacturer display centers. . . .

4. The communications log-jam will force more and more manufacturers to direct their selling to selective or segmented markets. . . .

5. The greatest payoff in the sixties will not come from improved marketing efficiency but rather from creating whole new markets that don't even exist today. . . .

Companies in the sixties will begin spending a great deal more of their energy on creating basically new products, products that serve the consumer's changing needs. I think they will spend less time on frequent and less meaningful product differentiation that really serves no one's—neither the consumer's, retailer's nor manufacturer's—long-range interests.

Infant in politics

Former Vice President Richard M. Nixon, in a telegram to the Radio and Television Executives Society, on the occasion of the presentation of the Gold Medal Award to him and President John F. Kennedy:

Television is powerful, but it is an infant factor in politics. It will never supplant the printed word, but its full force is yet to be seen and employed. In creating public service time for the recent debates, television and radio rendered the American people a distinct service. I would hope that it will be enlarged and repeated.

A consistent flow

President John F. Kennedy, in a telegram to the RTES, during the presentation to him and Mr. Nixon of the Gold Medal Award:

The present Administration will do nothing to impair the freedom of the mass communication media guaranteed under our Constitution and our democratic precepts. Of this you can be certain.

The performance of broadcasting in the critical election year of 1960 was a great step forward in the democratic process. It showed how vital a role television and radio can play in the business of creating an informed public. Free government can function only if the citizens can make decisions on the basis of knowledge.

The flow of information must be consistent. The public will not be knowledgeable if it is given a massive dose of information once every four years and no more than a dribble of it in the interval. I take satisfaction in observing that this fact is being recognized by more and more of you in broadcasting. It would be a disservice to the American people if television and radio slackened their efforts to keep abreast of current history.

As you are aware, there has been criticism of some areas of programming. [While] I do not think that anyone expects you to achieve perfection, the problems of broadcasting are not insoluble. You have in your hands the means to correct any shortcomings that exist. END



KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

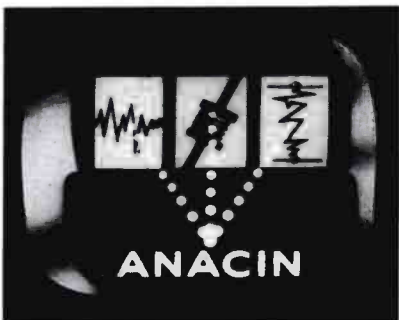
WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

represented by H-R

STATIONS

FOCUS ON COMMERCIALS



Photos: U.S. Tele/Service

USP In Action: Undeviating Anacin hard-sell, on which \$10 million was spent last year in network TV, is seen as epitome of the precepts preached by Ted Bates' board chairman, Rosser Reeves, in forthcoming book on "Reality In Advertising." Some of Anacin's claims, however, seem to be headed for trouble.

"When you suffer from the aches, pains and fever of virus colds, you should know many doctors recommend the ingredients in Anacin."

To get that message across to the television-viewing consumer, the Whitehall Division of American Home Products, through its agency, Ted Bates & Co., spent more money in network advertising last year than any other company to sell any other product. The total, as reported in the network advertiser expenditures section of this issue (page 83), was \$10,357,349.

What made this disclosure doubly interesting was the almost simultaneous publication of a fragment of the advertising philosophy so clearly at work in the Bates' commercials for Anacin. Rosser Reeves, the agency's board chairman, has put it all down in a book, "Reality in Advertising," which will be published April 17 by Alfred Knopf. (A segment was printed in the March *Esquire*.)

Originality, said Reeves, is the most dangerous word in advertising: "One eyepatch (following the bold and correct lead of a David Ogilvy) breeds a succession of eyepatches. One beard, on a Commander Whitehead, becomes a thousand useless beards. Men sit on horses backward; they sip Martinis against Sahara sand dunes; they wear evening clothes down into the Caribbean surf; they play white pianos upon mountain-tops."

All this, Reeves suggests, may be all right when it sells the product, but all too often "the sponsor's message may be going smoothly down the drain." Such misled advertising, artful though it may be, is "vampire video," the Bates boss asserts.

What, then, is Reeves' approach? First, "find a specific visual interpretation which will bring the bones and stones of the basic advertising claim to life." This (not identified as such in the article, but already known widely in the trade) is the Unique Selling Proposition. "It is not something which is easy to arrive at,"

Reeves added, "but once it is found, it may not change for years."

Indisputably, the USP has been found for Anacin. With minor variations, the Anacin commercials have, season after season, graphically spelled out the "miseries" of virus colds:

"You ache to the bone with that grippy feeling. Your entire system feels run-down, depressed."

The coil springs, electric charges and trip hammers thus set in motion in head and body (by Bates' animators) have been scorned by critics and lampooned by a competitor. ("I wish I was people," moans Alka Seltzer's mechanical man.) All this bothers Anacin's sellers not at all. They are coming to their USP:

"Anacin has special ingredients, not found in aspirin, to reduce fever fast . . . overcome depression, the way aspirin cannot do."

Added improvement

Last September, for reasons known only inside Bates, the unrelenting tagline—"Get Anacin for fast, fast, fast relief"—was found inadequate. It became: "fast, fast, *incredibly* fast relief." (The Federal Trade Commission wants still more changes. In complaints issued last month against the advertising claims of AHP's Anacin, Bristol-Myers' Bufferin, Plough's St. Joseph's and Sterling Drug's Bayer aspirins, the FTC charged "there is no significant difference in the rate of speed with which these or any other analgesics relieve pain." Further, the FTC said Anacin's claims to relax tension and help overcome depression are false.)

If the Anacin sell is, however, the essence of reiteration (as old as Chinese water torture) and of concentration upon USP, it fits neatly into Reeves' concepts:

"Only occasionally are great salesmen 'things of beauty.' They do not carry paintings by Picasso in their hands, speak in rhyme, or sing, dance, and play the flute. They are usually earnest men, who speak convincingly and knowingly about why their product is better." END

FOCUS ON THE RIGHT INCOME AND EDUCATION...

In 1960 ARB reported - WNEW-TV reaches 100% of the greater New York market! Now, in a special qualitative study, ARB reports that the audience of independent WNEW-TV is comparable in terms of Income and Education to the audience of the leading network television station in New York.

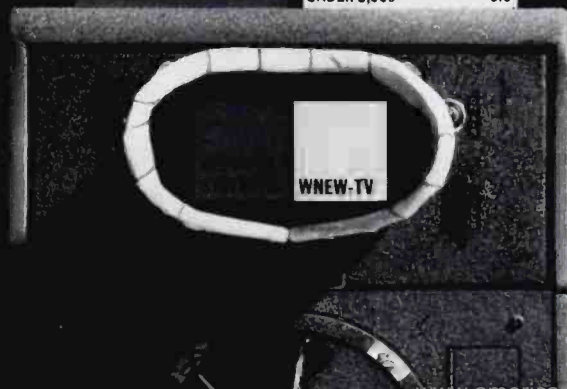


INCOME-HEAD OF HOUSEHOLD

\$11,000 & OVER	2.5	\$11,000 & OVER	2.7
8,000-11,000	15.0	8,000-11,000	13.9
5,000-8,000	48.0	5,000-8,000	41.5
3,000-5,000	31.5	3,000-5,000	38.3
UNDER 3,000	4.0	UNDER 3,000	3.6

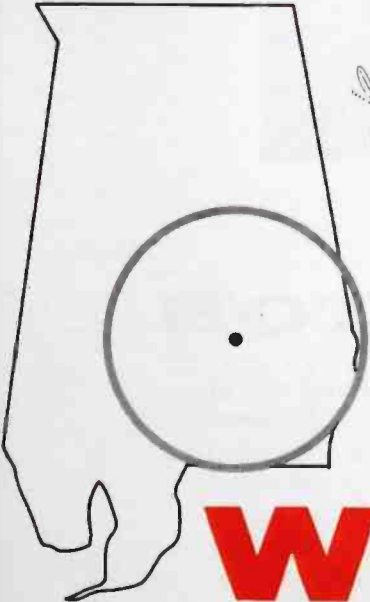
EDUCATION-HEAD OF HOUSEHOLD

COLLEGE	24.5	COLLEGE	20.6
HIGH SCHOOL	60.4	HIGH SCHOOL	68.8
GRAMMAR SCHOOL	14.8	GRAMMAR SCHOOL	10.6





SPENDER!



Where does all the money come from? The *billion-dollars-plus* that WSFA-TV viewers spend annually on fishing rods and golf clubs and cameras and package goods and automobiles, etc., etc., etc.? ■ It comes from agriculture (over \$318 million annually), industry, state government, military, and many other *diversified* sources. For example, the annual expenditures of the four military installations (Ft. Rucker in Troy; Craig AFB in Selma; Maxwell AFB/Air War College and Gunter AFB Sage Installations, all in Montgomery) pour over \$86 million into the economy annually. ■ And you can reach *all* of this billion-plus Central-South Alabama market of big spenders as a complete package through WSFA-TV, Montgomery.

REACH FOR THE BIG SPENDER THROUGH...

WSFA-TV

MONTGOMERY
NBC/ABC CHANNEL 12

Broadcast Company of the South
WIS Radio—WIS Television, Columbia, S. C.

All are represented by Peters Griffin, Woodward, Inc.



A FEW OF THE
DISTINGUISHED INDIVIDUALS
WHO HAVE CONTRIBUTED TO
THE SUCCESS OF "DATELINE BOSTON"



VAN CLIBURN
LLOYD BRIDGES
NORMAN CORWIN
LOUIS ARMSTRONG
HARRY BELAFONTE
MARIO BIASETTI
KIRK DOUGLAS
DUKE ELLINGTON
THE BERYOZKA DANCERS
RICHARD CARDINAL CUSHING
CHARLTON HESTON
DR. EDWIN P. BOOTH
DR. ISAAC ASIMOV
FATHER ROBERT J. DRINAN
SIR JOHN GIELGUD
MAHALIA JACKSON
GOVERNOR FOSTER FURCULO
GENEVIEVE
BORIS GOLDOVSKY
ERROLL GARNER
WILLIAM MORRIS HUNT
MARGARET LEIGHTON
MYRON McCORMICK
SIOBHAN McKENNA
BARRY MORSE
JEROME KILTY
MAYOR JOHN F. COLLINS
JACK LEMMON
GORDON MacRAE
JOHN NEWLAND
MARCEL MARCEAU
JOHN MacFARLANE
ROLAND NADEAU
LEO LITWIN
JOSEPH SCHILDKRAUT
JASON ROBARDS, JR.
MIKLOS SCHWALB
REGISTRAR CLEMENT RILEY
THOMAS C. WOJTKOWSKI
TOSHIKO
DR. HOWARD B. SPRAGUE
SEN. JOHN E. POWERS
FRANCIS W. SARGENT
SARAH VAUGHAN
DR. PAUL DUDLEY WHITE
JANE WYMAN
JACK WOOLNER
ROGER VOISIN
GILBERT MERRILL

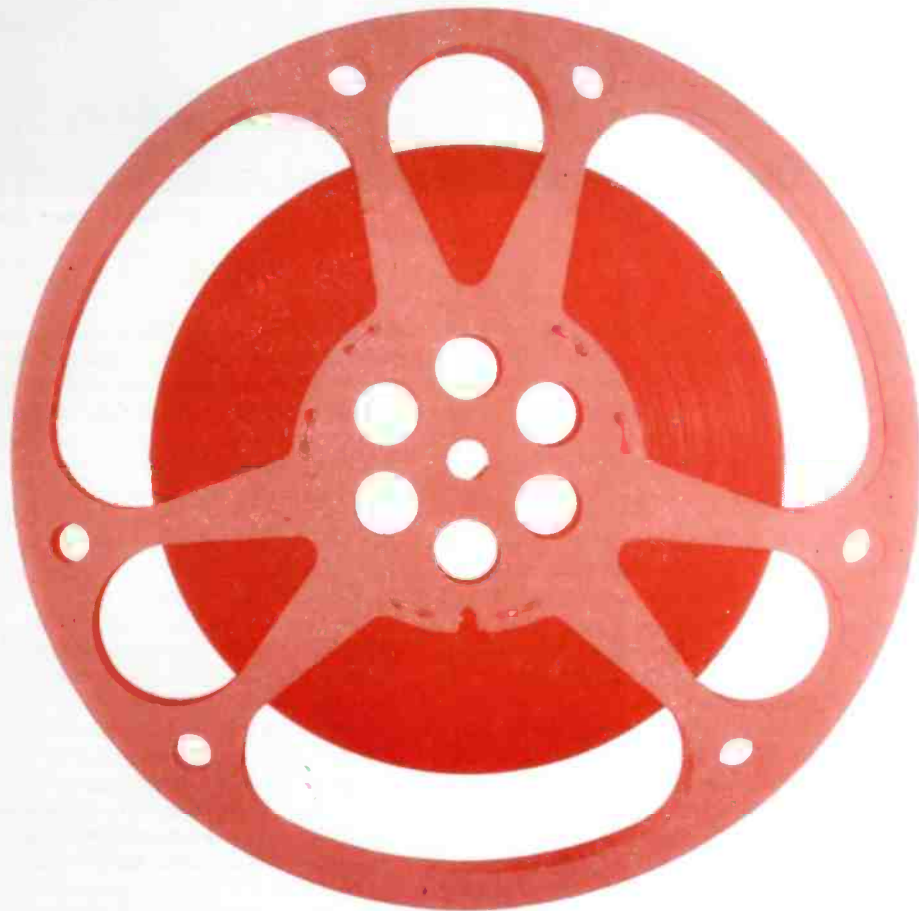


DATELINE BOSTON

... a series of daily half-hour television programs in the public interest now in its fourth year on WHDH-TV, Channel 5, Boston. More than 800 different DATELINE BOSTON programs have been telecast, programs that have explored many areas that reflect Boston's unique position in the New England and world community. We believe DATELINE BOSTON to be the finest series of locally produced public service television programs in the United States . . . an outstanding contribution to the field of art, music, medicine, science, theatre and education.

WHDH-TV • CHANNEL 5 • BOSTON

TELEVISION



THE For millions of Americans it's a nightly ritual: an interlude
FUTURE with Gable or Garbo, an involvement with Wayne or Lollo-
OF brigida, a laugh with Laurel & Hardy. It can
FEATURES be a daytime habit or a weekend must, an oc-
casional thing or an insomniac's deliverance. For Hollywood it is
revenue, salvation in the form of dollars, perhaps \$1 billion so far
realized on the extended life of its
celluloid heroes and heroines. For TV



COLUMBIA: "IT HAPPENED ONE NIGHT," 1934



UNIVERSAL: "UNCLE TOM'S CABIN," 1926

PRE-'48 *There have been better than 11,000 feature films released into TV distribution. The majority of them are of pre-'48 vintage. They are tired things for the most part, but King Kong flailing away at pesty bi-planes on top of the Empire State Building or James Cagney facing up to "the mob" is still strong stuff.*

stations the country over it is highly profitable programming, a sponsor standby and a fortress of ratings strength.

For a network it could be the answer to a tough, competitive programming situation—NBC-TV will find out later this year when it throws Saturday night feature films against the strong, thus far unbeatable CBS-TV lineup of *Have Gun, Will Travel* and *Gunsmoke*.

Feature films on television are by now an old story some 11,000 movies long. But there are new aspects.

Last year saw the dike breaking on post-1948 feature films—relief for the exhaustion of many TV stations taking their pre-1948 libraries out for another airing. There are also new price tags on the newer movies: \$20,000 to \$30,000 per picture is the hefty bite in major markets.

At present the overall picture could be called cloudy-bright. It is a seller's market in the many-station metropoli-

tan areas where new feature film is in demand as a competitive wedge on ratings. In many of the smaller, less competitive two- and three-station areas it is a buyer's market: new packages usually go at the stations' price or not at all.

Stations buying post-1948 features, of course, are counting on their quality and star value to boost ratings, gain advertisers and "blockbuster" Jack Paar when pitted against NBC-TV's powerful late-night stanza. But despite the need for new feature film product, the post-1948s of the majors have not gotten off to a fast selling spree.

Many stations, loaded with inventories and payments, have balked at the hiked prices. Many of them have already bought some of the post-1948 features of independents. Others have stocked up on foreign-made product. These stations presumably can do without a major Hollywood post-1948 package until their backlog runs out or their local competition becomes too tough.

While the NBC-TV plan to showcase 1950-55 vintage 20th Century-Fox features on Saturday nights this fall will expand the feature film market slightly, another network could be a constricting force.

The ABC-TV plan to program in the post-11 p.m. period week nights starting next October is not yet settled. But this network format would have re-runs of hour ABC shows

ALLIED ARTISTS: "THE BABE RUTH STORY," 1948



20TH CENTURY-FOX: "THE SONG OF BERNADETTE," 1943





WARNER BROS.: "THE ROARING TWENTIES," 1939



RKO: "KING KONG," 1933

running on affiliated stations against Jack Paar and feature films. Getting station clearances for this is now a major ABC problem; affiliates are hesitant to put aside their generally profitable feature film shows for a risky unknown. But if and when the plan does go into effect, a dent will be made in late night feature film programming. How big a dent will depend on how many stations ABC gets to go along with it.

For feature film men these problems are immediate but not overly serious. The distributors of Hollywood's post-1948 product know that there is a need for it. The well of pre-'48 films has just about run dry. All of the major libraries are accounted for with the last of the majors, Paramount, unloading its 700 pre-'48 titles in 1958.

Feature film demand from the station level is coming, but in a new way. Distributors say it will probably be slower than in years previous but it will be steady. Hollywood for the most part is now parceling out small packages containing 40 to 50 films or less instead of huge libraries. This is okay with distributors. They generally realize considerably more money on small per picture sales than they do on bulk deals.

Robert Seidelman, vice president in charge of syndication for Screen Gems Inc., television subsidiary of Columbia

Pictures (a company in the forefront of the post-1948 derby with 260 features up for sale), sees the feature film market as "on the upswing" but a "very different" kind of market from that of 1956-59.

"Stations," says Seidelman, "are no longer buying just for the sake of inventory. They are carefully examining each new picture available in the light of the rating potential it will bring to their feature film programming, and they are paying the highest prices ever for these post-1948 pictures. Consequently, selling must proceed at a slower, more cautious rate than in the old days."

Hollywood, too, the fountain of feature film fare, is changed considerably from the "old" days. The major studios have all but retired from the actual production of pictures and the minors have ceased to exist. For the most part, the studios have become bankers of a sort, distributors and lessors of facilities for pictures produced by independent companies built around a star, a director or a producer.

The television-spawned revolution has also been responsible for seeing fewer and fewer pictures produced each year. This lends itself to smaller and smaller issues of late-dated films for television. It also leads to some new and troubling questions about movies and television.

The electronic medium devours material at a tremen-

MGM: "HONKY TONK," 1941



PARAMOUNT: "GOING MY WAY," 1944





COLUMBIA: "DEATH OF A SALESMAN," 1951

POST-'48 *The long-awaited thaw in the general freeze on showing recent movies on TV began last year. Represented in post-'48 television release today are Columbia, 20th-Fox, Warner Brothers, United Artists and Allied Artists. MGM is close to release, Paramount and Universal are the hold-outs. Post-'48 sales to stations, after a slow start, are growing brisk. Incentive for stations: the competitive drive to gain rating points.*

dous rate, feature films included. While a vast supply of movies are now available, one day all but a fraction of Hollywood's product will be used up. What happens when television is up against the eventual impasse of demand but no supply?

Film men and station men profess not to be worried. The day is a long way off. Film packages will complete their run on one station and move over to another. There is the "stretch" technique of multiple showings such as that pioneered by WOR-TV New York, with its *Million Dollar Movie*. Youngsters grow up and renew saturated audiences. And Hollywood, no matter how limited its production, will probably keep a trickle of features coming onto the TV market after their theatrical exhaustion. But the ques-

tion of adequate supply continues to beg a completely satisfactory answer.

Bob Seidelman of Screen Gems says that "If you can plan seven or eight years ahead in this business, that's pretty good. But for ten years, at least, there will be enough feature film available for stations, *provided* it is properly programmed. You can't throw all of your best films on at once. Stations have to learn how to utilize them over a long period of time."

This "utilization" process looms as tremendously important for television in light of movies' new directions.

Along with Hollywood's lessened production has come a new accent on *quality*. Themes are more "adult." Technical know-how is widely displayed. Budgets are fat. As the newer pictures come on TV, their noticeably improved quality may have the effect of "spoiling" any viewer enjoyment derived from the generally poor quality (by current standards) of older films.

It once was enough for a TV station to run and re-run the same Lash LaRue westerns on its afternoon theatre and keep the kids enthralled, but it is doubtful if it could do so again today. Even the toddlers have upgraded to slick cartoon shows and the era of action-adventure shows.

There is a question present also in the nature of Holly-

20TH-FOX: "THERE'S NO BUSINESS LIKE SHOW BUSINESS," 1955



GOLDWYN-RKO: "HANS CHRISTIAN ANDERSEN," 1953





WARNER BROS.: "A STAR IS BORN," 1955

wood's current product: Is it right for TV? For much of it, the answer would be a decided no.

Increasingly the movie-makers are turning out longer shows, some of which time out to upwards of four hours, definitely a TV feature film editor's delirium. These shows are often made for the wide-screen with accompanying sound gimmicks. Can they satisfactorily be transferred to the small TV screen?

Frank sex and assorted perversity are also hallmarks of some recent Hollywood efforts. Will they be allowed on TV?

This also is the era of huge box office for top pictures. It took "Gone With the Wind" 21 years to gross \$33.5 million in domestic showings. But "Ten Commandments" in four years has grossed the all-time high of \$34.2 million; "Ben Hur" since 1959 has grossed \$33 million; "Around the World in 80 Days" (1957) has hit \$22 million. With the policy of reserved seat showings and other new exhibition tactics, the dollar potential of many of these epics is not yet realized, and it is hard to say when TV will get them, if indeed Hollywood cuts them loose at all.

This all leads up to one big question that one day must be answered: Can Hollywood live without television? Perhaps a better question—in the light of practically everything

on the networks these days carrying the made-in-Hollywood stamp—is: Can television live without Hollywood?

The answer in both cases would appear to be no, but there is intriguing speculation, particularly on the subject of pay-television, a threat in commercial television thinking, a gold mine in the eyes of many motion picture leaders.

Hollywood is currently in a cheery frame of mind. The worst, it feels, is over. Wall Street, seeing healthy growth potential in film stocks, has in recent months been sending them to new highs. Among the reasons why:

1. The earnings for most of the major studios last year were up. Forecasts for 1961 cite further expected increases.

2. Box office receipts for motion picture theatres in 1960, according to U.S. Department of Commerce figures, climbed for the second straight year to hit \$1,375,000,000, the highest point since 1951.

3. The average weekly attendance in theatres hit 44 million, up about two million from the 1959 average (but still far below the 82 million a week average in 1946). It must be remembered that 6,000-odd theatres shut down in the wake of the television-wrought devastation. Higher ticket prices, however, have partially made up in dollars what has been lost in attendance.

4. And finally there is the highly important fact of tele-

UNITED ARTISTS: "SUMMERTIME," 1955





20TH CENTURY-FOX: "THE SNOWS OF KILIMANJARO," 1952

OTHER FILMS *Television has used its feature film in many ways and in many time slots. Above and clockwise: "Snows of Kilimanjaro," a 1952 20th-Fox release that is likely to run on NBC-TV's Saturday night network feature film showcase next fall. United Artists' "Richard III," starring Laurence Olivier, was a brand-new film when it premiered on NBC-TV on a Sunday afternoon in 1956. "Crucible," a French adaptation of Arthur Miller's novel, is typical of the foreign product finding its way into favor with many stations and viewers. The silent film era has come back on the networks in the form of half-hour series shows like ABC-TV's Silents Please. And not to be forgotten is that local television station standby, the late night horror show.*

vision residuals. The unloading of feature film backlogs to TV—with the new high post-1948 price tags—is a factor to enhance any film company's fiscal potential.

The Hollywood future? It does look brighter than it has in years. Overhead in studio operation is still a headache, but less so with theatrical production and TV production in side-by-side operation on once-idle sound stages. Hollywood also is becoming attuned to a new kind of surer economy via diversification of interests—the acquisition of dis-

tributor companies and TV production houses, record companies, etc.

The big money comes from successful pictures and Hollywood is producing more of them, not in quantity but in box office potential. (About 165 feature films were produced last year vs. 190 in 1959. This compares with 400-plus picture years in the 1940s, 375 as late as 1953.)

United Artists recently outlined a three-year program of 48 major motion pictures representing an investment of \$150 million. This is indeed costly, but UA president Arthur B. Krim forecasts the world-wide theatrical gross potential of the 48-picture slate as "in excess of \$1 billion."

The studios, and theatre men generally, feel that television has lost its competitive sting. The electronic medium, after all, is the second major source of revenue for most of the film majors, the stopgap between what might have been ruin and today's resurgence.

The TV "threat" has seemingly diminished in this profitable meeting of the industries. And while Hollywood grows healthier, and perhaps more independent, it is still hard to imagine the movie-makers going off "on their own." But then there is pay-TV.

Said Abe Schneider, president of Columbia Pictures Corporation, in his annual message to stockholders last year:

SHOCK THEATRE: "RONALD" OF WVEC-TV, NORFOLK, VA.





LONDON FILMS: "RICHARD III," 1955

"We are following, with interest and keen analysis, all developments in the field of pay-TV. We are allowing our films to be used, as other companies are doing, in the test of Telemeter in Etobicoke, Canada. We will also allow our films to be used by Zenith in the forthcoming test of their system in Hartford, Conn.

"The results of these tests will be studied most carefully before we commit our company to active participation in this new medium. It would be foolhardy, however, not to recognize the early experimentation in this area and to evaluate most carefully its future potential."

Other studio heads and TV-film men more or less echo Schneider. The general feeling is "We're not going to be caught napping with pay-TV as we were with television."

The Hollywood attitude toward pay-TV currently is "wait and see." Some movie executives see its practicality 10 to 15 years off. More are waiting for its meaning in "where-the-people-are" centers like New York, Chicago or Los Angeles—not in a Canadian suburb or a New England city. But Hollywood is convinced that pay-TV will someday become a reality and that a large share of what goes on pay-TV will be Hollywood movies . . . not old product, but new first-run material, and in quantity.

But here opens a Pandora's box of questions. Hollywood

is elated with the success of its spectacle-type picture. The studios are all hopeful of turning out another "Ben-Hur" and are pumping enormous amounts of money into high-budget films. This is "success-without-television" and producers are too concerned with films for the giant screen to worry about the small TV screen—or the pay-TV screen.

Hollywood executives, too, are curious about how far advanced research is in the wall-sized screen for TV, whether pay-TV may travel to the movie theatre on a closed circuit basis, whether they can do without pay-TV and all of its problems entirely.

If there is potential for Hollywood in pay-TV, however, the movie men intend to realize it. Says movie pioneer Adolph Zukor: "They used to talk about \$1 million grosses. Now we have at least 10 features which cost over \$5 million each to make. They used to talk about 'too long features.' Now we have them running three and four hours.

"And so with pay-TV. I don't care whose system it is so long as it works. What's more, the public doesn't care. But if a \$1 million potential from 200,000 [pay-TV] sets makes sense, then figure for yourself what the potential (for Hollywood) is with 40 to 50 million TV sets in American homes."

TV men in our current broadcast system would, of

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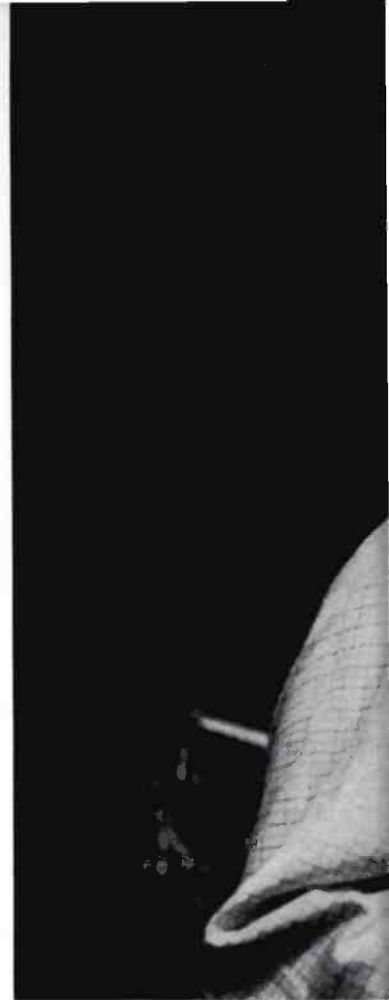
PARAMOUNT: "THE SHEIK," 1921



KINGSLEY INTERNATIONAL: "THE CRUCIBLE," 1958



THE LAUGH'S ON TELEVISION



"I care not," relates a famous quote, "what they say about me—as long as they keep talking." If there's more rationalization than wisdom in this approach, it does describe a position television might take to the slings and arrows that have come its way since it became a dominant factor in American life. None have had keener edges than the barbs of comedians, whose jokes tonight become tomorrow's talk of the town. These pages present a coast-to-coast sampling of current TV routines featured in nightclubs, revues and on records. If there's solace in the thought, as television makes good copy for newspapers, so does it make good material for the men who make their living choosing targets worthy of their ire.



WAYNE & SHUSTER on *Columbia Records*: Dr. Tex Rorschach, frontier psychiatrist ("Have couch, will travel") meets the Ringo Kid: *Ringo*: "What do you want?" *Doc*: "I want to help you." *Ringo*: "I got your number. You're just a cheap analyst trying to make a reputation. I'm going to kill you." *Doc*: "Ah, a textbook case. The boys in Vienna will flip when they hear about this." *Ringo*: "All right, you asked for it! (Bang!)" *Doc*: "You're insecure, aren't you?"



ALAN KING at the *Latin Quarter, New York*: To begin with, I'm a television fan. I stay up late into the night watching old movies I didn't want to see when they were new. So you can understand that what I'm talking about is not based on any apathy toward the medium. It's more or less a capsule observation of the various modern commercials that pay the bills on one hand and plague us on the other. Like what? you ask. Well, let's take for example the cigarette company that keeps yelling "They said it couldn't be done!" Then they show you some men working around a rocket, and you never see the complete flight of the contraction and chances are, between you and me, that it couldn't be done. Or let's take the case of the firm that gives you the guarantee that four out of five doctors agree. Personally, I'm concerned with the opinion of the fifth doctor. What does he really think? And I've always been waiting for an operation scene where a man is performing feverishly with his instruments and then is interrupted by an announcer who says, "Excuse me, sir, are you a doctor?" Whereupon our friend in the white coat says, "Oh, I'm not a doctor. I'm a trombone player, but I think for myself."

*If the comics
disparage TV,
it only hurts
when the
audience laughs*

JACK E. LEONARD at *Mister Kelly's, Chicago*: I've made so many pilots, if I could collect the residuals I'd be one of the richest men in America . . . I'm sure all of you lucky people have seen me on TV. I'm luckier than you are. I can turn you off.

BOB NEWHART on *Wayner Bros. Records*: This is called a head set. TV directors use it to talk to and listen to their crews. They also have a camera run-through. This is where they go through what camera angles they're going to use and so on. A lot of people don't know that Khrushchev landed a day ahead of time for a camera run-through. This is what you might have heard if you'd been listening in:

"All right, Jerry, cue the plane . . . All right, have it land . . . All right, taxi. O.K., Jerry, have it stop on the chalk marks if you can . . . oh, oh, you overshot . . . Camera 1, get in tight on Khrushchev . . . no, no moustache . . . Jerry, you're on the wrong guy! Baggy, rumpled suit—looks like it's been slept in . . . Yeah, that's the guy, Jerry. Have him wave to the crowd . . . tell him there'll be a crowd . . . Remind me to spray that plane, Jerry—we're getting too much glare . . . All right, cue the flower girl . . . where's the little creep with the flowers? . . . will somebody find the little monster with the flowers! . . . Jerry, hang on to the flower kid, she's running up the ramp . . . she should be down at the bottom . . . Tell Khrushchev he's gonna have to watch out for the kid when he opens the d—he banged the kid! All right, have him walk down the ramp . . . don't have him skip down like the kid, Jerry, it looks ridiculous . . . Jerry, remind me to spray his head. All right, have him walk over to Ike . . . somebody cue Ike. Have somebody take the putter from Ike, will you Jerry? Have him shake hands with Ike. With Herter . . . Jerry, he's hopping up and down, Jerry, I can't keep him in the picture. He has to go where? He had 19 hours to do that—I can't take the time—I got *Guiding Light* right behind me. All right, cue the official cars. Jerry, not all of them in the same car. O.K., have them start up. Jerry, that's Mrs. Khrushchev running alongside the car. You for-



JACK E. LEONARD



BOB NEWHART

got Mrs. Khrushchev. Have them stop the car and pick her up. Well, let her sit on Nixon's lap. Have them head toward the exit. Jerry, what are they stopping for now? He can't wait any longer? All right, we'll break it here . . .

MORT SAHL at *the hungry i, San Francisco*: Before the *Time* cover story, I was only on local TV. Now, with Henry Luce's approval, I appear on network television because suddenly I'm bi-partisan. I'm sure you're all happy to hear that . . . NBC had their deadly cameras covering the conventions. People liked Huntley and Brinkley better than Nixon, Lodge, Kennedy and Johnson. People in California were wearing Huntley-Brinkley earrings and cufflinks. Children had these Huntley-Brinkley dolls you could squeeze and they'd go to sleep right there.

BILLY DANIELS at *the Stardust, Las Vegas*: Some funny things happened in the early days (of television), like the time Ted Lewis was rehearsing for his first TV appearance. He finished his



MORT SAHL

song, ended up on the proper chalk marks and asked his young director how he had liked the number. "Fine," was the reply, "but I have one suggestion, Mr. Lewis. Could you take that hat out and get it blocked?"

PAT HARRINGTON JR. at *the Trade Winds, Chicago*: (Spool on an imaginary station manager)—Our programming is really the best—we're carrying Perry Como on a 5-year delay . . . We have the finest cost-per-thousand—it's about \$78 . . . We only broadcast three hours a day, but they're prime viewing hours—4 to 7 a.m. . . . Actually, the station's a tax write-off. Daddy's really in oil.

MILT KAMEN at *the Bon Soir, New*



BILLY DANIELS



MILT KAMEN



LOUIS NYE



PAT HARRINGTON JR.



LARRY STORCH

York: TV has made everybody so concerned about ratings, I read in the paper if the country's prestige rating goes down two more points, they're going to drop America.

LOUIS NYE on *United Artists Records*: Did you know that to be successful on TV, a personality must exude warmth and feeling? But the paradox is with newscasters, most of whom do their jobs with nerves of steel. I'd like to see the day they employ newscasters such as this chap:

"Vell, vot kind of a day has it been? Don't ask!

They had a day today in the Congo—you shouldn't know from it.

I'm happy to say Governor Williamson's wife gave birth to an 8 lb. baby boy. He should live and be well . . . should never know what it is to need. Governor Williamson, on behalf of all of us here

at the network, MAZEL TOV. And a sweet hello to your lovely wife, Ruth.

Well, knock wood, my friends, everything's all right with Haile Selassie. A nice old man and a snappy dresser . . . but he should get rid of his son from the business.

Now the veather—looks like it's gonna be cold tomorrow, in the 20s. Also a virus goanaround. The main thing, you shouldn't go out right after a bath. If you feel a chill, drink lots of tea and get into bed.

And now a word from my sponsor, the Ku Klux Klan—makers of trouble."

LARRY STORCH on *Jubilee Records*: Have you seen this Pepto-Bismol commercial? This is my favorite. The band is playing Lawrence Welk music. The

stars are out, and this one girl comes out on the balcony and she looks for her friend. And she says to her, "Are you out here, Barbara? Ah, there you are. Barbara, are you crying?"

"No, I'm not (sob). Yes, I am," she says. "Here it is a perfect moonlit night and the stars are out. The band is playing our favorite song and my boyfriend Jim is inside dancing with that horrible Sophie MacPortland. And I'm losing out all because of upset stomach. Jim says I'm sluggish." Then the other dame takes over. "Honey, don't tell me you haven't heard about Pepto-Bismol. My dear, in nine cases out of ten, hospital tests prove that Pepto succeeds where ordinary alka acids fail and may actually retard progress in the lower lombard." Now in the next scene she's dancing up a storm with her boyfriend Jim and she leans over into the camera and says, "Now, thanks to Pepto and Peggy, I'm regular again."

JOE E. LEWIS at the *Flamingo, Las Vegas*: I am most encouraged by the quality of imagination shown by TV writers who have submitted to me the following formats for possible use: *The Daily Double*, a quiz show which pays amounts equal to the daily double at the leading tracks to contestants who answer questions on the pedigree and performance of horses in various races; *Saloon to Saloon*—I interview bartenders across the nation; *The Prohibition Era Rock 'n Roll Revue*, to have me singing the hit songs of that era for the middle-aged adolescents who never grew up; *The Street Corner*, an afternoon show with me doing an Arlene Francis giving lectures on how to recognize a plainclothesman on sight, the best way to talk to a bookmaker, pinocle etiquette and other subjects of interest to the housewife; *The Joe E. Lewis Carry the Torch Club*, where all the heavies in television who lose their girls to the heroes come and tell their stories and get advice.



JACK CARTER



JACK CARTER at the *Eden Roc, Miami*: I love Ed Sullivan. No matter what anybody says about his frigid personality, he cheers up a room—just by leaving it. I understand Ed is going to do a religious spectacular, a sort of Hebrusical. He's going to have the parting of the Red Sea, right on stage. Shadrach, Meshac and Abednego will be played by Sammy Davis and his uncle and father, Moses delivering the Ten Commandments will be played by Walter Cronkite. Of course he can't say "Mt. Sinai"—it's a plug. Because of time Ed will probably cut it down to eight Commandments. The role of the Lord is being sought after by Jack Paar, but David Susskind will probably get it.

SHELLEY BERMAN at the *Blue Angel, New York*: One of the newest things they have in television advertising is something they call subliminal advertising. In this they flash the name of the product on the screen much too fast to see it but your mind absorbs the message. I don't know if they're using it in this area yet but this morning I bought a tractor and they're awfully tough to park.

HERB SHRINER at *Mister Kelly's, Chicago*: You know, speaking of TV, there's one thing I've been trying to figure out. Late at night when you turn your TV set off, there's a little tiny white light in the middle of the tube and it won't go off. I think it's some kind of a little bitty program goin' on. I checked it with a magnifying glass. Turned out to be David Susskind in there still talking.



Y BERMAN



HERB SHRINER

DON ADAMS at the *Neve*, San Francisco: Television is the greatest medium in the world to work in. However, I find it is not hip enough. The shows should be more imaginative. If I were in the production end of television I would produce a much more off-beat show. For example, I have an idea for a show based on the premise that the course of history could have been so easily changed by some little twist of fate, by some tiny quirk of chance. Here is something that could have happened:

The year: 1863. The place: a small cemetery outside a little town in Pennsylvania called Gettysburg. A tall, gaunt, thin man steps forward on the platform to speak: "Friends, coming up here on the train, I scribbled a few words on the back of an envelope and at this time I would like to read them to you . . . (he starts looking in his pockets) . . . now where did I put that envelope—I could have sworn I . . . uh, uh, a few years ago, your daddies and my daddy kind of got together and formed one of these here nations . . . (still looking through his pockets) . . . now where the hell did I put that envelope . . . In conclusion, I would like to say this sure is a swell place for a cemetery."



JULIUS MONK'S REVUE "Dressed to the Nines" at upstairs at the downstairs, New York: It's been said that the United States government could have the greatest propaganda machine in the world if we would only make use of the great brains of the advertising industry. Well, this year the government is doing just that. Here are the first commercials turned out by Madison Avenue to get the TV audience behind government policies:

"And now, from romantic Geneva, comes an exciting new idea in disarmament, fashioned with you in mind by four (think of it, four) of the biggest names on the international scene: Jolly, quick-witted Nikita Khrushchev (you saw him on TV and loved him); suave, aristocratic Charles de Gaulle (a true Frenchman); Harold MacMillan (NATO's beloved limey), and Mr. Ike Eisen-

hower (he was the President of the United States). This is disarmament with a capital D. The kind you yourself would have designed—smart, convenient and easy on the pocketbook. You'll go for disarmament, direct to you from Geneva. It's disarming."

"What do the Turks do when stricken with the everyday agonies of graft, injustice and corruption in high places? Watch this demonstration. When graft, injustice and corruption strike, they leave you worn out, depressed, nerves on edge. Ordinary political systems act one way, bring you just one-way relief. But democracy acts three ways. Remember, there is only one genuine democracy. Don't be fooled by imitations. The next time you get that tired overrun feeling, do as the Turks do. Throw up your government. Take democracy."



JERRY LEWIS at the *Fountainbleau, Miami Beach*: The reason I left TV is that the costs are going up so fast. As a matter of fact there's a TV serial now about the Civil War that costs more than the real war did . . . In the television business, firm stands are the policy. General Sarnoff says "No actor should be a producer." Jackie Gleason says "Actors should be producers." David Susskind says "There shouldn't be TV." Then there are a lot of people who think there shouldn't be a David Susskind. I've watched *Open End* a number of times and I'm not sure which end is open. . . . Millions love Bob Hope on television but Bob isn't really happy about TV. He has to do it the hard way—with a civilian audience. But I say the public is fortunate to get Hope—luckily, he's between wars.

BRAINS, BRAWN AND BROADCASTING

By JACK B. WEINER

THE office of Weston Carpenter Pullen Jr., on the 34th floor of New York's gleaming Time & Life building, overlooks a scene of organized chaos. The view, framed by fishnet drapes, faces a web of scaffolding on the partially completed Equitable Life Assurance Society structure. Doting the area below are dozens of rubble-strewn lots, awaiting their turn to be excavated, shaped and jammed tightly with pillars of concrete and steel.

If Pullen gazes often at the view from the 34th floor—at the scene of construction and change below and around him, rather than at the unchanging Hudson and the polished skyline—it is because the view mirrors his life today. It is a life of swift transition, of rapid, sometimes frenetic movement. It carries 44-year-old Pullen—who in 1957 became vice president in charge of Time Inc.'s burgeoning broadcast and real estate division—with equal aplomb from a \$16 million broadcasting deal to the ski slopes of Aspen or to the business side of a set of jazz drums.

Weston Pullen is a large man with a florid complexion and a broad physique. Though only 5'10" tall, his weight ranges around the 225 mark—and seems to be carried mainly in his arms, shoulders and chest. His full head of graying hair, parted nearly on the side (most of the time), contrasts with heavy, jet black eyebrows.

In general Pullen impresses one as being rock-like—solid and firmly rooted to earth, yet poised to roll down the mountain with thundering violence. Too, he can be deeply understanding and gentle—yet never gentle enough to fumble and let slip from his grasp the reins of many teams within Time Inc.'s worldwide communications complex.

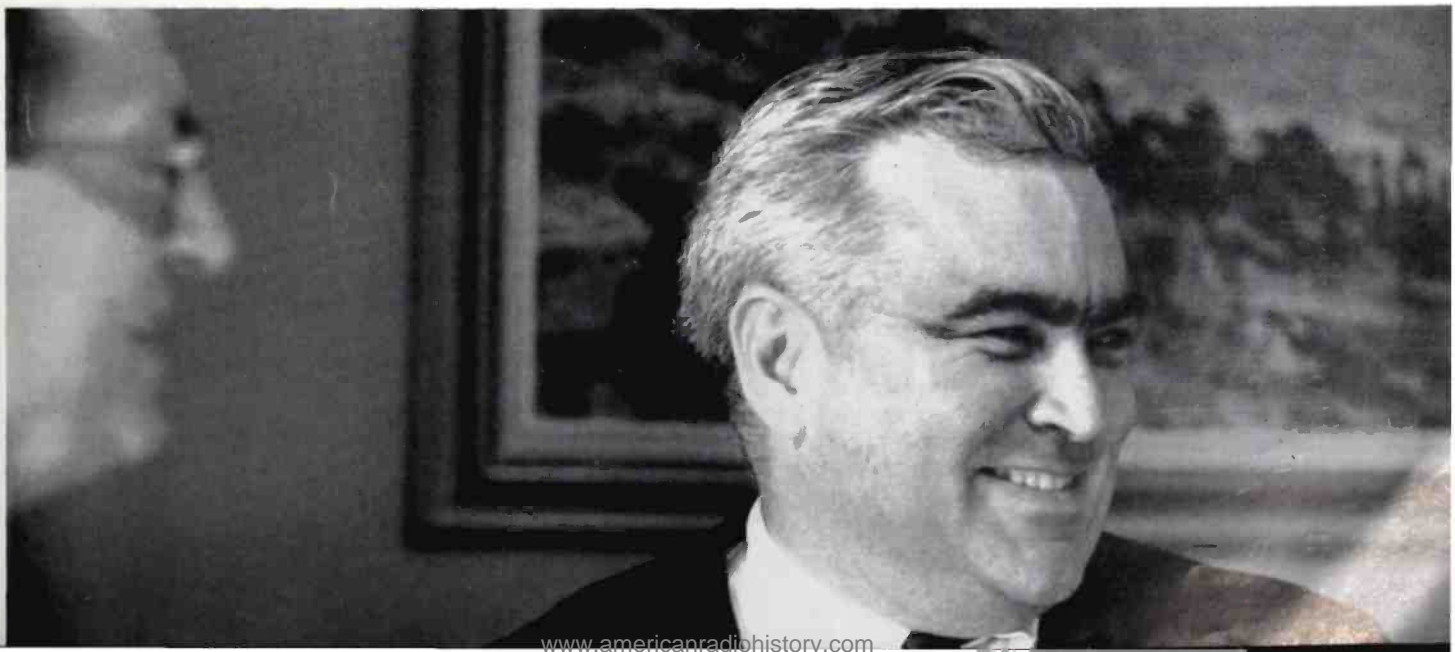
To many people, Pullen and his associates explain, it seems that Time Inc.—best known as publisher of *Time*,

Life, *Fortune*, *Architectural Forum*, *House & Home* and *Sports Illustrated*—has moved overnight into the radio and television side of communications. This impression is due largely to the company's acquisition within the last several years of broadcasting outlets—to its well-publicized co-production with Robert Drew of the *Closeup* television documentary series for ABC Television—and to its recent association with Sig Mickelson, formerly with CBS, and Richard McCutchen, formerly with NBC and CBS.

Actually, the organization's interest in broadcasting was first expressed 37 years ago, in 1924. That year Time Inc. produced a radio program, *The Pop Question Game*, which was a news quiz based on information published in *Time*. The company sponsored a series of newscasts in 1928 and 1929, and in 1931 the *March of Time* radio program was launched. In 1942 Time Inc. purchased an interest in radio station WQXR New York—which it owned for two years before the station was sold to *The New York Times*. In 1943 the company purchased a 12½% interest in the American Broadcasting Co.—then known as the Blue Network—which it sold back to ABC in 1945.

Admittedly, Pullen had little awareness of broadcasting's potential during those early years. In 1951, when he worked for Time Inc. executive vice president and treasurer Charles L. Stillman, Pullen was assigned the job of exploring ownership possibilities of radio and television properties. Asked today if he had had any broadcasting experience prior to the assignment, Pullen answers with candor: "Experience? I didn't even own a TV set . . ."

Weston C. Pullen Jr. was born December 20, 1916, in Norwich, Conn., where his paternal grandfather published the *Norwich Evening Record*. Pullen's father, now retired



"Pullen's tough, hard and shrewd. But at the same time he's understanding and gentle."

in Darien, Conn., had operated a commercial printing firm in Norwich. Earlier he had been general manager of the newspaper until the elder Pullen sold it.

Pullen Jr. attended local schools in Norwich, then went on to Phillips Andover Academy. Following his graduation from Andover in 1935, Pullen entered Princeton where, he says (with sudden, explosive laughter), "my specialty was football." To this day Pullen's massive frame evokes the frequent comment, "I'll bet you were one helluva football player!" He was, for he won varsity letters as a Princeton guard (and also found time to throw the hammer for the field team). During the college years he worked summers as a camp counselor, as a "food packer and cabin caretaker" for hikers high in the Appalachian Mountains, and as a "paper peddler."

In 1939 Pullen graduated from Princeton *cum laude*—"which was a tremendous shock to me." He believes he received the honor mainly because of his final thesis on the Spanish Civil War, a subject in which he took a deep personal interest.

During the summer following graduation—after he had applied for employment with Time Inc.'s training squad at the suggestion of an uncle in the advertising business—Pullen worked once again with a mountain-climbing club. Late that summer a telegram from Time brought him "racing down the mountain" for a final interview.

Pullen started in the Time Inc. mailroom as a C.B.O.B.—a "college boy office boy"—just about the time that the war in Europe began. He moved from one department to another as part of the company's training program and within a year became assistant to James A. Linen, advertising manager of the then-three-year-old *Life* magazine. Linen, now president of Time Inc., remembers Pullen in those days as "a really bright 24-year-old kid with a great advantage—he always looked four years older than his actual age."

Life magazine had begun to grow rapidly and Pullen soon found himself with a variety of assignments, including the writing of "some amateurish merchandising reports." It was this "amateurish" copy that later caused Roy Larsen, then president and now chairman of the executive committee of the Time Inc. board of directors, to request Pullen as his personal assistant. "I was tremendously impressed with that young man," Larsen says, "though my only contact with him was a single report on merchandising. I was particularly impressed with his ability to dig into a field about which he knew absolutely nothing, and yet come up with conclusions that were deeply incisive and penetrating."

Pullen entered the Navy in February 1942 and served as an ensign in communications and coding until he "escaped from Washington." While attending indoctrination school at Northwestern University that year, he met Eunice Thorp, a lovely, willowy coed who later became his wife.

As a PT boat (motor torpedo boat) tactical command officer Pullen saw more than three years of unbroken sea duty, part of which was spent in anti-submarine patrol off Cape Cod. During this time he served for several weeks with a man named John F. Kennedy—then executive officer and now President of the United States.

Lt. Pullen and his crew saw their most violent and well-

remembered action in 1944, during the battle for Leyte Gulf. Three columns of the Japanese fleet were converging on the area, and the U. S. Navy moved three sections of PT boats into the lower end of Surigao Strait with orders to "sight and engage the enemy." Pullen was in command of one of the sections of PT boats on that night "when all hell broke loose."

The Japanese fleet was forced to run the gantlet of some 39 PT boats, and though the PTs were incapable of causing serious damage to the enemy ships, they served the U.S. Navy's purpose well and heroically, giving the Americans valuable hours for preparation.

Later in New Guinea, after being awarded the Presidential Merit Citation, Pullen received command of a PT boat squadron, then a task unit. He is now a commander in the Naval Reserve. After the war Pullen and some of his associates organized "Peter Tare Inc.," a membership club of ex-PTers. Each April more than 200 of them travel from all parts of the country to New York's Yacht Club. There, following a cocktail party and dinner, the "bull sessions" begin and they jaw until all hours about the PTs and what most of them regard as "the greatest times of our lives."

A substantial gain in stature

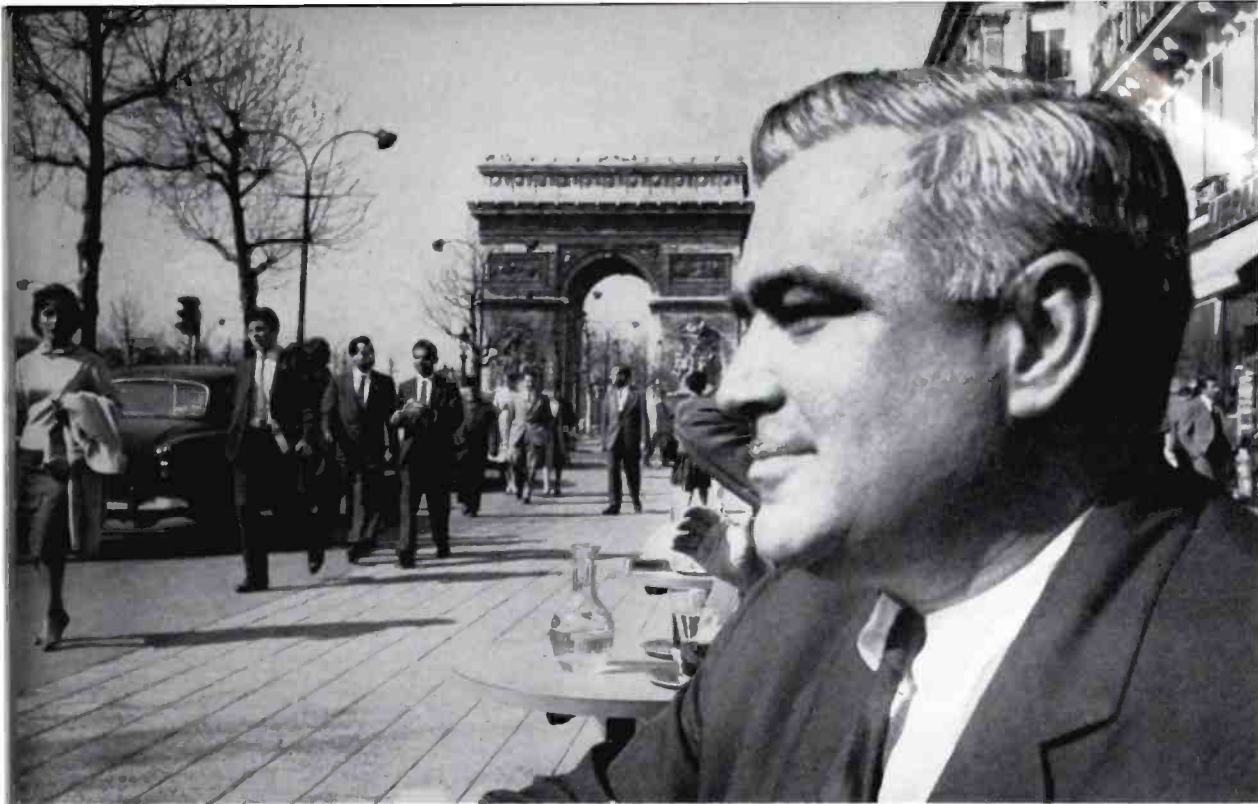
Pullen returned to Time Inc. in 1945 to become Larsen's personal assistant, a move which he regards as "a great break." Though Larsen had never had an assistant, he felt that Pullen had unusual ability and "discretion," and that he would be a real asset. Part of this feeling is expressed in a memorandum, now a part of Pullen's personnel file, which notes that Pullen "has matured and substantially gained in stature" during his term of service.

For the next two years, within a time limit set by Larsen as a period of advanced training, Pullen acted as a trouble-shooter. Primarily, he kept Larsen informed of Time Inc.'s non-publishing activities, which had become considerable. "We were expanding our production facilities," Larsen says. "We were getting involved with paper mills, printing plants, and real estate. We even bought two planes so that we could travel more expeditiously to some of the out-of-the-way places. Soon Wes was up to his ears in aviation."

Weston Pullen was soon up to his ears in many things, each of which he handled with facility. This ability—to tackle something with which he is totally unfamiliar, yet come up shining and victorious—is perhaps his outstanding attribute.

In 1947 Pullen went to work for Charles L. Stillman, the financial wizard who is Time Inc.'s executive vice president and treasurer. Stillman characterizes Pullen as the Have-Gun-Will-Travel type. "I took him on in 1947, but not as an assistant," Stillman recalls. "I knew that a man who'd been through the experiences he had been through wouldn't make a good assistant to anybody."

"Real estate is your business from now on," Stillman told his young protégé. "Here are the operations in which we're interested—you're in charge." An expanding Time Inc.—(whose net worth of \$16,615,000 at the end of 1947 had risen to roughly \$96,000,000 by the end of 1960)—was faced with a serious shortage of office space. Among Pullen's first



Pullen, in Paris, between negotiations for a \$5 million Time & Life headquarters there.

tasks under Stillman was the selection and negotiation for purchase of various real estate properties, one or several of which might help solve the company's housing problem. He handled negotiations for the Hotel Marguery (now the Union Carbide building) in New York, which Time Inc. purchased, owned, and later sold; for a 50,000-acre tract of land in Westchester County; for another tract just north of the United Nations headquarters, and for other properties.

"We were the first major company to buy a large tract in the Westchester area with the idea of leaving the city," Pullen says. "Why didn't we move out there? Frankly, New York City has a dynamic *something* that our magazines just couldn't afford to leave. . ."

The Westchester real estate that Pullen purchased for the company in 1949 is still owned by Time Inc.—and has increased in value eight times. In this connection, and of Pullen's ability to strike a hard bargain, Stillman says, "He's a very successful negotiator. He's tough and he's hard and he's shrewd—all of which are 'bad' words. But at the same time he's understanding and gentle, and most important, capable of seeing the other fellow's point of view."

Pullen spent months in London arranging for the purchase of land on which would be erected the London Time & Life building. It was the first American-owned building to be constructed in London after the war, and British government regulations required that it be larger than originally planned. Of this unforeseen change in plans, Pullen says, with a trace of sarcasm, "So we sublet part of it . . . and ended up with something like 42 years of rent-free occupancy for ourselves. . ." Pullen also played a major role in negotiations that led to construction of the new Time & Life building in New York. The 48-floor structure, of stainless steel and glass, is jointly controlled by Rockefeller Center Inc., which owns 55% of the stock—and by Time Inc., which owns 45% of the stock. And just last month Pullen flew to Paris to conclude negotiations for a \$5 million Time & Life building in that city.

In 1951, as abruptly as he had plunged into real estate, Pullen moved into the broadcasting arena. However, Time Inc.'s decision to investigate ownership possibilities of radio and television properties was not a sudden one. It represented a logical next step, for the corporation's broadcasting activities had been steadily on the rise. Time Inc.'s annual report to stockholders for 1950, for example, stated: "As pointed out last year, we believe that there are real opportunities for the March of Time division in the field of television. By the end of the year (1950), the division had set up a television department which had scheduled for 1951 production programs totaling 50 hours of broadcast time to be recorded on film. . ."

Negotiated KOB-TV purchase

The task of exploring TV-radio ownership possibilities was assigned to Pullen in 1951. In March 1952 he was instrumental in negotiating the purchase of the stock of Albuquerque Broadcasting Corp., licensee of KOB and KOB-TV in Albuquerque. A month later, when the late Wayne Coy resigned as chairman of the Federal Communications Commission, Time Inc. retained him as consultant for broadcasting operations. The corporation then sold Coy one-half interest in the KOB, KOB-TV stock. Time Inc.'s actual investment was \$600,000.

Pullen became extremely fond of Coy (who died in 1957); he referred to him as "one of the greatest guys who ever lived."

Recalling the purchase of KOB and KOB-TV, Pullen says, "The transmitter was in something like an adobe hut. And believe it or not, three people kept the station on the air. It was one of the first TV stations west of the Mississippi."

Asked why Time Inc. had bought a small station, Pullen explains that (1) it *could* be bought (2) it was in a first-class growth market (3) it would serve as a laboratory, as a place where the ropes of broadcasting could be learned. Pullen maintained his normally rapid pace that year, travel-

On Time Inc.: "We're not interested in sacrificing principles for the sake of a buck."

ing to and from Albuquerque (where Time Inc. built new studios for the radio and TV station—and moved the "adobe hut" transmitter to the top of Sandia Crest); and to and from London, where he supervised construction of the Time & Life building at New Bond and Briton Street.

In June 1953 Time Inc. acquired 80% of the common stock of Intermountain Broadcasting and Television Corp., licensee of KDYL, KDYL-FM and KDYL-TV in Salt Lake City. G. Bennett Larson, the former general manager of WPIX New York (who had gotten his original broadcasting experience at KDYL), acquired the other 20% of stock and became the station's president and general manager. Time Inc.'s total investment was \$2,100,000.

A year later, in July 1954, the corporation acquired all the stock of Aladdin Radio and Television Inc., licensee of KLZ and KLZ-TV in Denver, for \$3,900,000. During all of these negotiations, Pullen says, he was given "a really free lead" and tremendous support by top management. He had become a seasoned negotiator and, with Coy's guidance, had truly "learned the ropes" of the broadcasting business.

A "feel" of the operation

In 1956, at the age of 39, he began to lay the groundwork for the company's largest broadcasting purchase (and the second largest in television's history). The group of three stations—WFBM and WFBM-TV Indianapolis; WOOD and WOOD-TV Grand Rapids; and WTCN and WTCN-TV Minneapolis—were owned by H. M. Bitner. Prior to actual negotiations, Pullen visited the three properties, accompanied by an engineer and a tax expert. "This would be important later on," he says, "so we could impress Bitner with the fact that we knew what we were talking about." In this connection, Pullen says he never has been able to figure out how some companies can even consider the purchase of broadcast properties when they base their decisions on no more than a cursory glance at a "profit and loss" sheet. It's always been important to him and to Time Inc. to have a "feel" of the property and a sense of how it operates.

Many organizations were interested in acquiring one or two of the Bitner properties, Pullen recalls, "but importantly to us, nobody wanted the entire package." Negotiations for the three stations began at Bitner's headquarters in Delray Beach, Florida, where Pullen literally camped on Bitner's doorstep. They would negotiate in the evening, then the Time Inc. people would return to their hotel to work on the contract at night. By 8 a.m. the revised contract would be in Bitner's hands for reappraisal and Pullen and his team would "catch a few hours sleep."

Pullen did his resting on the beach. Roy Larsen, who kept in constant touch from New York during the negotiations, is reported to have been slightly bewildered when, expecting to contact an exhausted Pullen by phone, he would be informed by the hotel switchboard operator that "Mr. Pullen is on the beach." His bewilderment increased when, several days later, prior to the conclusion of negotiations with Bitner in Princeton, Pullen returned to New York with a glowing sun tan ("which belied the fact that I was exhausted," Pullen exclaims).

The final step was typically Pullen. He left Bitner's

Princeton home at midnight, then raced back to New York to revise the contract. By eleven the following morning the voluminous document had been completely revised, had been in and out of the hands of a printer, and was ready for signature. Two hours later, at 1 p.m., the final signing took place; an unruffled Pullen was back in New York by 3:30 that same afternoon.

Pullen, who had by now become a vice president responsible for all of the company's radio and television operations, organized and financed for Time Inc. a wholly-owned subsidiary—TLF Broadcasters Inc. (for *Time, Life and Fortune*). Purchase of the Bitner stations—for \$15,955,000—was financed by a long-term loan from banks to TLF, with the balance provided by Time Inc. To comply with FCC regulations restricting ownership of VHF stations to no more than five VHF's, Time Inc. and Wayne Coy sold the Albuquerque stations—KOB and KOB-TV—for \$1,500,000.

Through the 1950s the Time Inc. stations, notably KLZ and KLZ-TV, Denver, were consistent award winners. For outstanding public service programming, they had begun to accumulate an impressive array of "Emmys," "Peabodys," and the like. Operated under a policy of non-interference, by station managers who "control their own destiny," the stations' balance sheets began to reflect the following bit of Time Inc. philosophy: "We're not interested in sacrificing principles for the sake of a buck. We believe that if you maintain the principles, the bucks will come."

The economics of television

In 1959 Time Inc. sold the Salt Lake City stations—KDYL and KDYL-TV (called KRVF at that time) to Columbia Pictures for a corporate gain of more than \$1 million. The stations were sold to "clear the way for acquisition of larger properties," Pullen explains. "The economics of TV showed us that the larger markets are more profitable—that you have to spend as much in a smaller operation." Today, with four VHF stations, Time Inc. "would seriously consider increasing its station holdings to five . . . if an attractive investment opportunity were to arise."

This past year was marked by an even further increase of emphasis on broadcast activity. Frederick S. "Fritz" Gilbert, who had been general manager of *Time*, was assigned as general manager of the Time Inc. broadcast division. The company became associated with Robert Drew, who is working under a co-production agreement to create the *Closeup* documentary series for ABC. Two-man crews, carrying only lightweight cameras and portable sound-recording equipment, developed interesting new camera and sound techniques, used to produce "Yanki No!"—an hour-long documentary on anti-Americanism in Latin America—"X-Pilot," the story of the X-15 plane—and "The Children Were Watching," a powerful documentary on integration in New Orleans. An upcoming documentary, containing exclusive footage of President Kennedy and other government leaders, entitled "Adventures on the New Frontier," will be broadcast April 28 on ABC-TV. Significantly, the informational series has not only attracted large audiences, but also has won strong advertiser support.

Of this development Roy Larsen says, "I think it's in-



no
mail...

Mail is usually a good barometer of one's popularity. Yet, because WPIX-11 *has no mail*, we're *more* popular with advertisers! An extraordinary statement except when you understand the *kind* of mail we mean: *No Mail Order Advertisers!* WPIX-11 advertisers are *national*, representing the foremost advertisers in the land. General Motors, General Foods, P & G, Coca-Cola, R. J. Reynolds — they're all here in quantity. It makes good sense to join in the fine company of national advertisers on WPIX-11. *Where are your 60 second commercials tonight?*



NEW YORK'S PRESTIGE INDEPENDENT

Pullen exhausts people, yet they look at their exhaustion with "a certain esteem"

evitable that television programming will develop along informational lines. For one thing, history is created daily—thus the source material for such programming is literally inexhaustible. Second, the TV audience's ability to appreciate well-presented information is rising like that," Larsen says, pointing his finger skyward. "This ability, too, is inexhaustible. Any medium that doesn't recognize this ability is bound to lose."

With that thought in mind, Pullen these days is actively supervising expansion of Time Inc.'s news service to stations. (The company currently maintains 29 newsgathering bureaus and 300 correspondents around the world.) In 1958 Time Inc. organized a radio-TV news desk in the Washington bureau of Time & Life, making the newsgathering services of the bureau available to stations for the first time. Recently the Time-Life broadcast division opened a second such bureau in New York, under Richard McCutchen, former writer-producer for NBC and CBS. Both bureaus have become increasingly important at the local level, providing "in-depth" news material. It is likely that this service will be expanded even further in the near future, syndicated, and made available to stations other than those owned by Time Inc. The four Time Inc.-owned stations, incidentally, together currently reach an audience of some 2,300,000 homes, Pullen says. This compares with less than 100,000 homes reached in 1952 when Time Inc. owned a half interest in KOB-TV.

Foreign broadcasting investments

Still another development is Time Inc.'s study of investment opportunities in foreign broadcasting operations. Sig Mickelson, former president of CBS News, who has been with Time Inc. since late February, will devote much of his time to this endeavor.

These are just a few of the company's broadcast activities about which Weston Pullen is "tremendously excited." Doubtless there will be more as the months roll by.

Pullen, who hasn't "caught the 5:31 train for home in ten years," lives with his wife, the former Eunice Thorp, and their three children—Weston C., III, age 14; Gregson T., age 11, and Cary J., age six—in Westport, Connecticut. The Pullen home, built during the time of the American Revolution, stands on a wooded slope that is a stone's throw from the Aspetuck River. The comfortably-furnished 12-room house belonged originally to a C. H. Coley, who owned four other houses in the same area when "the British camped on the next hill."

Pullen's travels keep him away from home a good deal of the time (in 1960, he discovered recently when his income tax statement was prepared, he worked away from New York more than 50% of the year) but the house reflects his presence even when he's not in it. A scale-model PT boat, accurate to the smallest details, including the extra aft gun which Pullen's crew "borrowed" from a disabled ship, stands on a living room mantel. And a complete set of drums stands nearby.

"He's really good," Mrs. Pullen says of her husband's drumming ability. "But it would be stretching a point to class him as a professional." Noting the initials "B.B." on

one of the drums, which Pullen purchased second-hand, she recalls the night when "Wes played up such a storm that one of our guests suggested that B.B. stood for Brigitte Bardot..."

The Pullen family maintains an active interest in athletics: whenever possible, they head for the ski slopes. Currently they are preparing to return from a two-week ski vacation in Aspen, Colorado. Pullen himself is an excellent skier and young Weston—called "Pulley" by his friends—has become quite expert at jumping: his current record is 26 feet. Displaying the rack of shotguns which he and his father use during duck-hunting season on nearby Saugatuck River, Pulley tells of the summer when the boys and their father built an elaborate duck blind on the river, complete with reed camouflage and a gate entrance for their small boat. The blind provided them with many "great times" until it was caught in the ice one winter during an early freeze. Though it soon sank unceremoniously and disappeared forever, the duck hunting goes on—as does the skiing, the hiking and the golf (at a course near Old Lyme, Conn., where the family rents a home during the summer months).

Pullen's office in the Time & Life building is posh, yet functional. The carpeting is gunmetal gray. The massive desk, not unlike a modern picnic table and as solid as a workbench, is topped by an ever-active adding machine. Behind the desk, flanked by leather and fabric walnut-framed chairs, a paneled wall of built-in cabinets sports an elaborate stereo rig, which Pullen alone knows how to operate. Sometimes at night, associates say, he puts on a jazz record and plays it full blast.

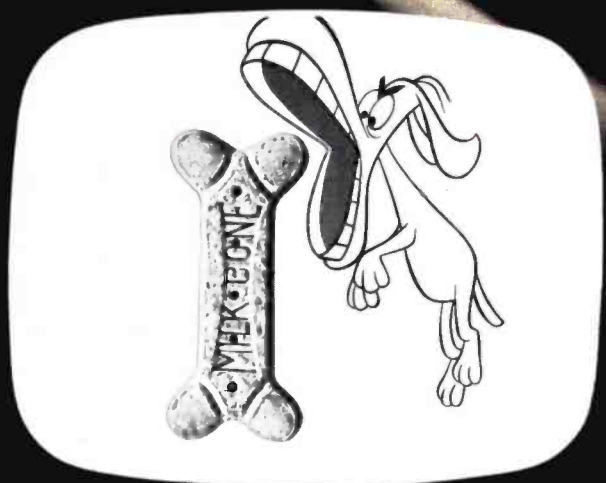
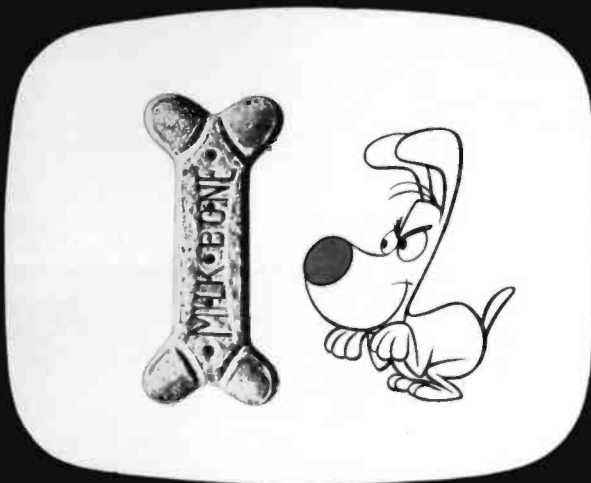
But he doesn't do it "just for kicks," they say. He takes jazz as seriously as he takes everything else in his life.

Andy Murtha, who works closely with Pullen as business manager of the Time Inc. broadcast division, and Ole Morby, who joined Pullen in 1957 as coordinator of broadcast activities, characterize their boss as a human dynamo—"a person of unequalled thrust which he expends in all directions." Pullen won't stay still, his colleagues say. More than that, he *can't* stay still. He exhausts people left and right, yet they always look back at their exhaustion with "a certain amount of esteem." Says Murtha, "Fortunately he's on our side. Actually, the only problem in working with Wes is keeping up with him."

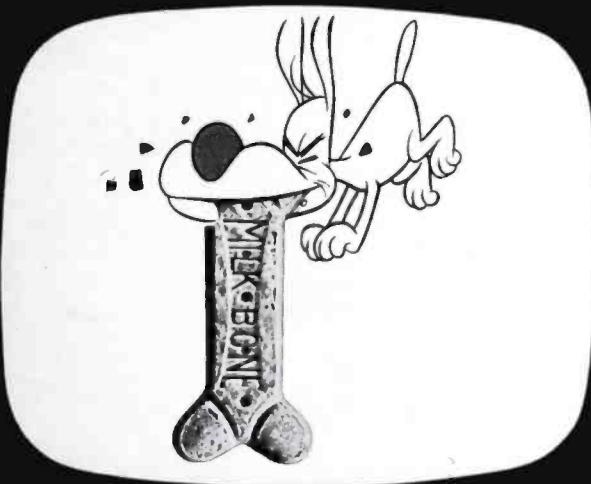
A preference for personal involvement

An anti-clean-desk man, Pullen prefers to become personally involved in things, disdaining wrap-ups and status reports. He soaks up facts "like a sponge," and it is this quality, coupled with seemingly inexhaustible energy, that probably explains his ability to absorb tremendous amounts of information in a very short time.

Curious, imaginative, shrewd, capable—Weston C. Pullen Jr. is all these things. He is an interesting, absorbing person to be with, one who quickly establishes rapport and who is able, by virtue of the force of his personality, to win all kinds of friends. His unusual combination of many talents—and his outstanding record of achievement—mark him as a unique entity in the world of communications. **END**



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

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

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

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



Ten million viewers a week! Watching 33 million hours a week! That's the audience picture on THE LATE SHOW in just five markets... those served by the five CBS Owned stations. And the picture gets better all the time. Because THE LATE SHOW is now showing more great movie hits of the '50's... star-studded features, never before shown on

SOURCE: Unduplicated audience. latest available NS



television, from a prize package of more than 250 Columbia pictures (including "The Caine Mutiny," "Knock On Any Door," "The Long Gray Line," "The Marrying Kind," "The Harder They Fall" and "Valentino"). All this added to film libraries which already are seen by the largest movie audiences in each market. **CBS TELEVISION STATIONS** ©

*A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles,
WCAU-TV Philadelphia, KMOX-TV St. Louis (all represented by
CBS Television Spot Sales).*

Some 11,000 feature motion pictures are making the rounds of TV station time

course, disagree with Mr. Zukor. "Can you get people to pay for much of what they today see for nothing?" asks a New York station man, echoing what all commercial broadcasters ask. As yet, there is no real answer.

For TV station men involved in the day-to-day scheduling of feature films, considering the new post-1948 packages, and looking only weeks, not years, ahead, many of these Hollywood-TV problems are remote. The only immediate question arising from Hollywood's pay-TV expectation is: When will Paramount break loose its post-1948 features?

Paramount Pictures, of course, is the major force behind Telemeter and the Toronto pay-TV test. Along with Metro-Goldwyn-Mayer and Universal Pictures it is unaccounted for among the big studios in post-1948 feature release. MGM, however, is now busy clearing post-1948 titles for TV release. It should have a small package on the market in about three months.

Universal, enjoying good profits, is presumed to be just taking its time before release. But Paramount may be waiting for its pay-TV system to prove out before making a post-1948 move. It could decide to keep its newer pictures for the toll system. But feeling is strong that it is again playing cat and mouse.

(Paramount, in February 1958, was the last of the majors to release its pre-1948 backlog in a whopping \$50 million sale to MCA Inc. This many-faceted organization, acting as distributor of the 700 picture Paramount library, has sold part or all of it in about 100 markets, has grossed about \$65 million so far in rental agreements, may realize better than \$100 million by the time it reaches full sales.)

Most feature film distributors for the Hollywood majors are critical of Paramount. They feel that the studio will make a post-1948 TV release but that it is letting the other studios and distributors do the post-'48 spade work. "We pioneered the pre-'48 selling," says one distributor, "and Paramount stepped into the lat grosses. It may think it can do it again but I doubt that it can. There is a lot of feature film around and the current trend of releasing small packages will not give [Paramount] the 'last man out' status it enjoyed before."

There is indeed a "lot of feature film around" today. One estimate puts the total number of features released to TV from all sources at just past 11,000. Of this, roughly 2,000 features have the post-1948 stamp. And of the total, another 2,000 are foreign-made, perhaps half from Britain.

Between 1930 and 1949, Hollywood companies produced close to 8,000 films, almost all of which have been released to television. Between 1949 and the end of 1960, nearly 4,000 more pictures have been made.

Of the post-1948 product, a rough breakdown of the libraries of eight active movie companies gives Paramount a stockpile of 247 films; 20th-Fox, 426; MGM, 365; Warners, 284; Universal,

376; Columbia, 528; United Artists, 456 and Allied Artists, 371. RKO, which stopped production in 1958, had 212 post-'48 films. Republic, out of production in 1957, had 294.

Among the first post-1948 features filtering through to TV stations, even before the rush of 1956 Hollywood pre-'48 selling, were foreign titles, notably small packages from England's J. Arthur Rank. In 1958 United Artists began releasing post-'48s and one by one most of the other studios followed into the current sell-off.

Seven Arts Associated, signing to handle part of the Warner Brothers' newer product late last year, had by last month marketed telecasting rights to 40 Warner "Films of the 50s" to nearly 60 stations, is now contemplating the release of another small Warner post-1950 package.

Screen Gems, licensing for parent Columbia, last December sold a bundle of 200 post-1948 features to the five CBS-TV o-and-o's for \$12 million, has since sold hefty packages (up to 490 films, including pre-'48 Universal pictures) in eight additional markets.

MGM is about to move on the post-1948 field. 20th-Fox, distributing via National Telefilm Associates, has been active. Its deal with NBC-TV to supply 30 post-1950 features of the network's choice (20 of them for two runs) may net better than \$11 million. United Artists Associated is reported to be preparing a new package of post-1948 features culled from the library of parent United Artists. Allied Artists is in some post-1948 distribution via its subsidiary, Interstate Television Corporation.

The major market prices for these new feature films are considerable. The 20th-Fox-NBC-TV deal has a price range between \$100,000 to \$200,000 per picture. The Seven Arts "Films of the 50s" package went for \$800,000 in Los Angeles (\$20,000 per picture), better than \$1 million in New York (to WOR-TV at a cost of more than \$25,000 per picture).

This is a far cry from feature prices (on now inferior product) in the early 1950s. Some films then were picked up for as low as \$250 by major TV stations. The profit in it all was said to be tremendous for the stations.

Says one distributor, "Say the movie ran an hour and a half with a break every 15-minutes for two spot announcements. Spots cost perhaps \$250 apiece. One spot would make up the cost of the film, two more would clear operating overhead. This leaves \$2,200 clear profit for the station.

"While feature prices are up sky high

Damper on features

ABC-TV's plan to fill affiliates' post-11 p.m. time with serial re-runs in lieu of local feature films is not the only late-night programming innovation upcoming. For at least one other important broadcast organization, the bloom is coming off the rose of late night movies.

Early next June the five Westinghouse Broadcasting Co. TV stations—KPIX-TV San Francisco, WBZ-TV Boston, KYW-TV Cleveland, KDKA-TV Pittsburgh and WJZ-TV Baltimore—will discontinue their feature film shows in the post-11:15 period, take on a nightly hour and a half "live tape" show of undisclosed format. (It will run in competition with Jack Paar but it will not be "comedy." Westinghouse will also put it into limited syndication.)

Richard M. Pack, Westinghouse's programming vice president, calls the move "anticipation" of future programming direction. "We have great confidence in feature film as a source and staple of TV programming," says Pack. "All of our stations will continue to carry about two feature film shows a day—but late-night can stand some excitement."

To Westinghouse's way of thinking, pre-'48 feature films have run their course. The influx of good post-'48 movies will have the TV audience demanding more recent date films, a costly demand for stations with the prices post-'48 films are now bringing.

By bringing out its own program, Westinghouse feels that it can generate excitement, orient something special for local stations, beat the high cost of post-'48 movies, have a new kind of sales vehicle and, in general, be ahead of the day when feature film has run its course—a day perhaps far distant, but a day to reckon with nonetheless.



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Assures Uniform Picture Quality... Automatically**

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An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment . . . plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

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THE FUTURE OF FEATURES *continued*

today," continues the distributor, "so are the stations' spot rates. They are making good money and they throw in multiple-spotting to boot."

Most station men would agree that their feature film shows are "exceedingly profitable," perhaps the single most profitable type of programming they are engaged in, but they claim it is nowhere near as profitable as feature distributors would like to think—most costs are up and not all time is always tully sold.

Robert Rich, vice president and general sales manager of Seven Arts Associated, says that "There are perhaps 10 or 15 methods used to arrive at price (to stations). But it largely depends on a station's rate structure and the market situation. Today the better pictures usually bring better prices, but as these prices go up, so does our cost of acquiring new product from the studios."

Bob Seidelman of Screen Gems reports that if there is "sufficient interest" in major markets for the Columbia post-1948 package, SG will set a value on the films wanted, make an offer of from 200 to 275 features. "We may sell only 25," he says, "but today we have to tailor a deal to what a market will take."

Feature film programming today runs as high as 70% to 80% of regular programming on many independent TV stations, 30% or more on network affiliates. But these movies have popular competition in their evening and late night strongholds.

The question is, what does the TV viewer want: "live" programming à la Jack Paar; re-runs of network prime time action series, like ABC-TV's tentative fall plan; hit movies in network prime time; or the *status quo* of local feature films—old, new and in-between—in their accustomed slots?

The *Jack Paar Show*, now four years old and carried on 164 stations in the NBC-TV chain (vs. only 43 stations at the start) has virtually tripled its average audience since 1957, now nets nearly three million homes per minute. It is undoubtedly the glamour item in the post-11 p.m. period and a headache for feature films opposite it.

Although in some markets Paar reaches twice as many homes as the two or three competing stations combined, it still runs even with or behind late film shows in others. In competition with more and more post-1948 features, its strength may be diluted.

Jack Paar himself, making fewer and fewer appearances on the show, gives every indication of being a man looking for a way out of a contract. His on- and off-the-air "tired-of-it-all" remarks are now standard. But the question is this:

What part of the *Paar Show* faithful want primarily Paar?

A recent Home Testing Institute's performer popularity survey indicates that Paar's familiarity among U.S. viewers is quite high—83%, up 8% since last season. If Paar leaves his show, a new host might click, and then again he might not. (The Paar predecessor on NBC-TV, *America After Dark*, was a dismal failure and proof that a "live" format *per se* is no guarantee of late night success.)

The National Nielsen Television Index (11:30 to 12:30 p.m. Monday through Friday) shows the Paar success story. His share of national audience has not dropped below 20% since January 1958. It built steadily during 1958 to close with 32.5% in December, had rocketed to 42.6% (its all-time high) by December 1959. Last December it nestled in at a comfortable 35.8%.

Paar vs. Late Show

By market, of course, the Paar story is not clear cut. In New York, for instance, it is an up and down battle with wcbstv's *Late Show*. On the Nielsen Station Index for a week this year (Monday, February 27 through Friday, March 3) and a corresponding week last year (Monday, February 29 through Friday, March 4), the victories are split.

In the 1960 week the *Late Show* averaged a 30.4% share of audience vs. Paar's 27% share. The *Late Show* beat Paar on Monday night with a 1940 film, "South of Suez." Paar won the ratings on Tuesday and Wednesday, the feature show came back on Thursday with a solid victory on "Maisie Was a Lady" (1941)—a 40% vs. Paar's 24.2%—and an equally impressive showing on Friday with a 1939 picture, "They Made Me a Criminal."

In the recent 1961 week the picture was reversed. Paar had a narrow victory on Monday against the *Late Show's* "Hollywood Cavalcade" (1939), and stayed ahead on Tuesday, tied on Wednesday (with a 36.2% against a 1939 film, "Exclusive") and shot to a whacking 50% on Thursday against 16.7% for "Saigon," a 1948 release. On Friday night, the lead-in to weekend rating highs for most feature film shows, the *Late Show* took a 41.6% vs. 27% share with "Lady in the Dark," a 1944 film. The Monday-Friday average: Paar 37.2% vs. 32.1% for the *Late Show*.

Two weeks, of course, don't make a trend. But the *Late Show's* showing (four share-of-audience victories and one tie over the ten nights in question) was made with "old" feature films, none newer than 1948. wcbstv has plenty of post-1948 features in stock but it has

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generally been saving them for weekends.

William C. Lacey, film department manager for the CBS over-the-air station, is high on the potential of the newer films but he says, philosophically, "Post-1948 does not automatically mean ratings success. There are good pre-'48 pictures too. A bomb is still a bomb in either category."

There are many factors to be considered in late night programming. Station profit is vastly important. Most stations do very well with their local feature film shows. Those with network affiliation hesitate to take their web's late night schemes. NBC-TV had to battle initial affiliate reluctance to Paar. ABC-TV is finding resistance to its late night plan.

The *Paar Show* has an appeal that is largely urban. It can easily lose out to feature movies or other programming in the smaller markets of rural America where metropolitan sophistication wears thin, where "in" jokes are "out."

One Virginia station in a medium-sized, urban-rural market, an NBC-TV affiliate last year but now with ABC-TV, presents an interesting case history that touches on a number of late night programming points in which "taste" is a factor.

When this station carried Paar on the network, its audience share was below that of competing stations showing movies. Now that it is programming its own after-11 movie, it islobbering another station that picked up the NBC-TV late nighter.

Explains an executive with the station: "Movies are just more acceptable to the people here." But even with movies, the area's taste is apparent.

In recent months, according to the station executive, a number of small feature

packages have been purchased and aired, including post-1948 movies. The best ratings were on shows from the late 1940s, not from the 1950s.

"Hollywood features in the post-war '40s," says the station executive, "were heavy with the heroes and heroines built up under the old studio star system. A great many people in our market evidently 'identify' with them from their own movie-going youth, and they make a point of watching them when the movies of 13 or 14 years ago come on TV. World War II also took movie-going out of the lives of millions. They want to see what they missed."

It cannot be said that the fancies of this market are national fancies, or even the inclination of markets comparable by the yardsticks of size and socio-economic makeup. But with the TV accent swinging so much to post-1948 features, the draw of the older movies cannot be overlooked.

Added attractions

Feature film, of course, has been put to many uses by stations—and networks. The upcoming NBC-TV move into Saturday night prime time next fall is not a new network tactic. ABC-TV used movies as network ammunition from September 1955 through February 1957 when it ran its *Famous Film Festival*, also on Saturday nights, from 7:30 to 9 p.m. (NBC-TV will show its 20th-Fox features from 9 to 11 p.m., a half-hour jump on CBS-TV's *Have Gun and a Carry Through* on the new hour-long *Gunsmoke*.)

ABC-TV with *Festival* used British pictures of early and mid-1950s origin, drew medium to low ratings on a national average and attracted such spon-

sors as Colgate, Gillette, Philip Morris, Chrysler Corp. and Procter & Gamble with a basic participation rate of \$6,500. (NBC-TV may draw the same caliber advertiser to its movies, but at per commercial minute price of perhaps \$30,000 on first runs.)

Networks also have used feature films as weekend specials. NBC-TV in 1956 ran a brand-new British film, "The Constant Husband," as a "Sunday Night Spectacular." The show had a Nielsen audience rating of 22.6% and a 35.1% share of audience.

NBC's second venture along these lines, in March 1956, was London Films' "Richard III" starring Laurence Olivier. Sponsored by various divisions of General Motors, this first run was slotted in *Wide Wide World* time, 2:30-5:30 p.m. on Sunday. It scored a 19.0% Trendex and smothered competition.

CBS-TV got into the film special act on a December Sunday in 1959 running off "The Wizard of Oz" classic in the juvenile-pleasing time period of 6-8 p.m. Sponsored by Benrus Watch and Whitman candy, the feature had a smashing Nielsen average audience rating of 36.5% and a 57.5% share of audience.

On a "special" basis, the networks have by and large enjoyed success with their feature films. This does not say that NBC-TV's new Saturday night feature plan will "clean up" (ABC's *Famous Film Festival* didn't, but then it carried only foreign films, not to the liking of many Americans).

One phase of movies the TV networks are showing a partiality to, however, is the very early product of Hollywood—silent films. *Silents Please*, a half-hour anthology of silent movie classics that ABC-TV unveiled in its summer sched-

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CHANNEL 11

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ule last year, returned to the network last month with such stars of the past as Douglas Fairbanks Sr., Rudolph Valentino and the Gish sisters.

Seeing a good thing going, CBS-TV has announced its own silent film showcase, *Fractured Flickers*, another half-hour treatment of the silent era. It will debut in CBS's summer schedule.

On the local level, feature film shows come in many time periods and in many formats. One popular late night device used extensively is the "shock theatre" type of show, a run-off of old mystery and horror films under the auspices of a station's local "ghoul," a fittingly decked-out host.

Foreign film shows are increasingly popular. They have been standard in some metropolitan markets for as long as eight years. With improved voice "dubbing" their field is broadening and their popularity—with the now-familiar "star" names of Brigitte Bardot, Gina Lollobrigida, Anna Magnani, Maria Schell, Yves Montand, Rossano Brazzi—is growing, although station resistance in some areas, on the grounds of "taste" or ratings potential, is strong. Prices to stations on foreign product after 1950 are about the same as on pre-1918 American features.

Feature film sponsorship runs the full range of national products and, importantly, offers local merchants a "chance to get on television." A one-minute nighttime participation in some markets can cost as little as \$24, in major markets as much as \$2,000 on a one-time base.

The number of feature films run by a station over a course of years, and their accumulated statistics, can be astronomical.

Perhaps the most successful feature film show in the nation is wcbv-tv's *Late Show*, which celebrated its 10th anniversary last February. Over the last decade the *Late Show* has telecast 1,425 first run features (exclusive of repeats). This is more than 11 million feet of film, enough footage to fill the Radio City Music Hall to capacity once each day for 1,226 years. And these features, with a total original worth of \$900 million, have drawn a cumulative audience of nearly 2.8 billion.

Beyond this, wcbv-tv carries five other regularly scheduled film programs—the *Early Show*, *Late*, *Late Show*, *Morning Show*, *Picture for a Saturday Afternoon*, and *Picture for a Sunday Afternoon*—an average of 1,200 feature bookings per year. This amounts to 85% of all the station's local programming time, 30% of its air time.

The big playground for feature films

on television is still the post-11 p.m. period. And, like most theatrical exhibitions, the weekend movie showcases have the strongest rating pull.

This year with the scheduled telecasting of such top Hollywood grossers as Columbia's "Caine Mutiny" (\$8.7 million in its theatrical run), Warner's "The High and the Mighty" (\$6 million) and a certain NBC-TV choice from 20th-Fox, "How to Marry a Millionaire" (\$7.3 million), television gets its teeth into what should be juicy ratings. Already a high percentage of the newer features shown have jumped off to exceptionally high audiences. And advertisers, current and potential, are not overlooking the point.

The NBC-TV Saturday night feature film showcase will be watched closely. If it clicks, the other networks may have some ideas along the feature line themselves.

Before the year is out perhaps one or two other Hollywood studios will join Columbia, 20th-Fox, Warner Brothers, United Artists and MGM in post-1948 release. The prices being obtained for the newer films are lucrative—estimated from \$150,000 to \$200,000 in gross revenues to the distributor for a top film in top markets—and the call of pay-TV, however fascinating for Hollywood, is a long way off.

Post-'48s are gaining

The start for post-1948 features has been slow, but more and more TV stations are signing up. The competitive drive to maintain and gain rating points is almost forcing stations to buy features when their opposition makes a new feature move.

And with more stations programming color, a demand is starting for the color features which make up a good part of the post-'48 packages. (Seven Arts, for instance, carries 26 color films in its Warner package of 40 features.)

The new feature film market is beginning to take on a rosy hue. A lady in Springfield, Mass., recently wrote her local TV station to say that she was so glad that it was going to program "A Star is Born" with Judy Garland. She had seen it 14 times in 1955 and was dying to see it again.


There may not be many counterparts to the movie-maniac in Springfield, but there are a lot of TV feature film addicts of varying degree. The post-1948 movies may increase their addiction—and the already huge success of feature film programming.

"Deep down, Hollywood may not like television," says one TV feature film programmer, "but it absolutely loves the dollars it makes." **END**

negative

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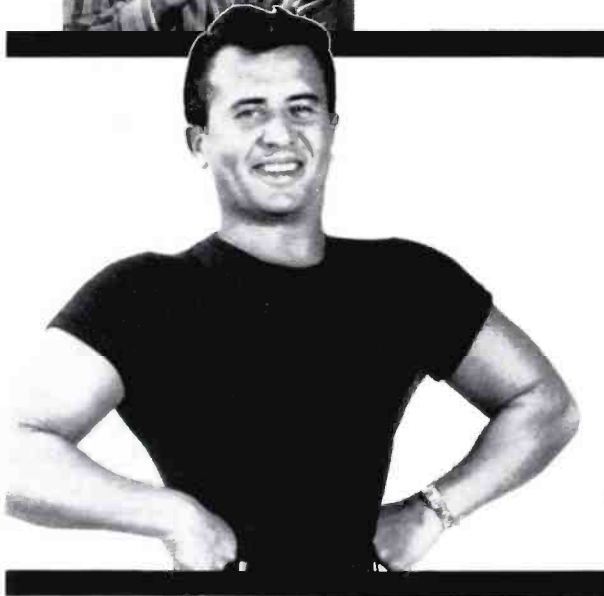
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Detroit, Channel 4 • NBC Television Network

WWJ-TV



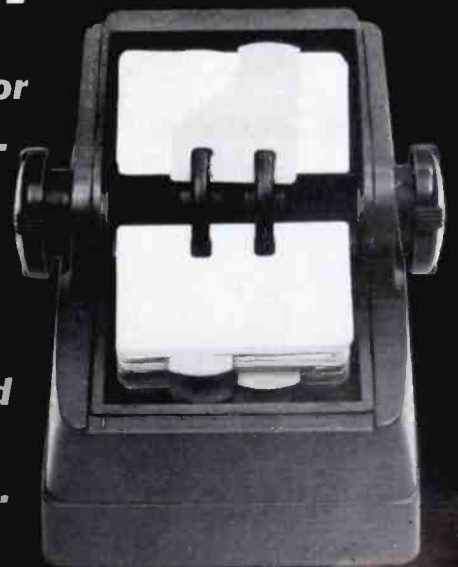
NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

TELEVISION

Data Supplement

Network advertisers spent \$682,371,069 for gross TV time in 1960. The pages that follow tell the story behind that spending, with exclusive breakdown by company, brand and show, plus production cost for each program.



THEY'RE SPREADING THEIR BETS IN NETWORK TV

BY RICHARD K. DOAN

THE nation's advertisers, aided and abetted by Madison Avenue, flocked like sheep in 1960 to the rationalizations of multiple sponsorship of network TV programs. So-called fragmentation buying—which some preferred to call the Magazine Concept and others the Scatter Plan—became the going fashion. It had, by whatever name, a number of compelling aspects: A "sponsor" could identify himself with twice, three or four times as many shows for the same money. He was sure, the argument went, to get much wider exposure—different times, different people—for his sales messages. And he (and his agency, of course) escaped the gamble of getting tagged with flop shows. It was like betting across the board: you might be on some losers, but you had better odds of getting a winner—or, in this case, a piece of one.

There was still another aspect, or possibility of one, which seemed to escape notice: The networks were on the way to regaining control of their programming. The agencies and their clients, by settling for participation, were abdicating their role as program rulers. The blame was pinned, usually, upon the "grinding economics" of the medium, its growing costs, etc. It was possible to suggest that yet another factor was fear in agency circles of losing priceless billings for failing to pick winners. In any case, the dream of the networks to run their own shows may be coming to life in an unexpected way. As one observer put it: "It may all wind up like British TV, after all!"

A record number of advertisers sowed more dollars in the television field in 1960 than ever before. They scattered their network plantings so far and wide it was hard to tell whose program crops came up best. Shows that could call a sponsor their own were fewer and far between. The buck-shot technique in TV advertising had become the prevailing habit. Some of the advertising giants doubled the number of programs carrying their schedules. The biggest of

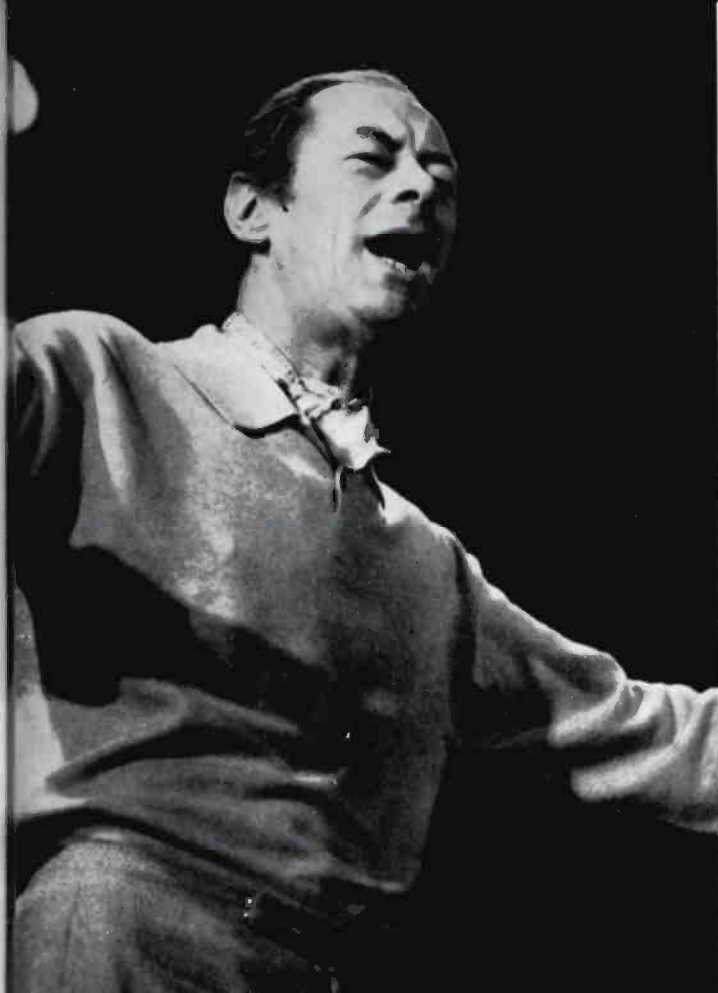
them all, Procter & Gamble, spread its business among 48.

All told, however, it was a robust 1960 for network TV. Gross time billings came to a towering \$682,371,069, an 8.8% gain over 1959, as reckoned by LNA-BAR. CBS paced the three-way race with a total of \$274,139,763 in time charges, followed by NBC with \$249,640,296 and ABC with \$158,591,010. Numerically, network TV gained almost twice as many advertisers as it lost: 62 on the 1959 list dropped out in 1960, but 112 on the 1960 list weren't there the year before, not including the many political groups using TV during last year's election campaigns. Many an advertiser upped his TV budget, some took big plunges. Time costs, of course, pushed higher, and so did talent bills. Record sums were spent on specials, the costliest being General Electric's \$650,000 bauble, the two-hour "Fabulous Fifties" on CBS. Sports and politics came in million-dollar packages, and all-time highs were set by program price tags for both single-shots and series.

Gone from the '60 list, victims of TV's restless shuffle, were such '59 stars as Eddie Fisher, Jimmy Durante, Bob Cummings, David Niven, Liberace, Sam Levenson and Phil Silvers, and such shows as *Dragnet*, *Cimarron City*, *Ellery Queen*, *Lineup*, *Voice of Firestone*, *Steve Canyon*, *The Thin Man*, *Yancy Derringer* and *Your Hit Parade*. (The March-option death knell has just sounded for still more.) Last year's casualties included some of the most expensive entries, among them Westinghouse's \$11 million (time and talent) *Desilu Playhouse* and Ford's ill-starred *Startime*, which bore a record price of \$258,750 weekly.

Such are the highlights of two comprehensive tabulations—1960 Network Programming Estimates and 1960 Network Advertiser Expenditures—published exclusively herein.

Procter & Gamble, to no one's surprise, again was the heaviest investor in the medium last year, laying out better than \$46 million for network time alone. Coming in behind



MOST EXPENSIVE SPECIAL: "THE FABULOUS FIFTIES," \$650,000.

MOST EXPENSIVE WEEKLY HALF-HOUR: "THE FLINTSTONES," \$65,000.



MOST EXPENSIVE WEEKLY HOUR: "FORD STARTIME," \$258,750.

MOST EXPENSIVE SINGLE-SPONSOR PRODUCTION: CBS'S CONVENTIONS-ELECTIONS, \$1,000,000.



More and more sponsors bought smaller and smaller parts of the network schedule

P&G in gross-time spending were American Home Products, Lever Brothers, General Motors and Colgate-Palmolive, all exceeding \$20 million; General Foods, R. J. Reynolds, Sterling Drug, General Mills, Brown & Williamson, Texaco, Gillette, Ford and Bristol-Myers, all topping \$10 million.

Among the Davids as well as the Goliaths of TV advertising, fragmented program buying was the order of the day. The little ones went, almost always, for small splashes in the *Jack Paar Show* and *Today* participation pools, or in ABC Daytime Programming (also known as Operation Daybreak and including such shows as *Morning Court*, *Love That Bob*, *The Texan*, *Queen for a Day*, *Road to Reality* and *Beat the Clock*). It seemed to demonstrate (1) that TV's salesmen were busy beating the bushes or (2) that a lot of small accounts were eager to see their products shown on network TV, and obviously felt the expense worth it. For example, Chock Full O Nuts, in its only network outing, spent \$21,850 in time costs to spread some of Guy Lombardo's New Year's Eve cheer via CBS.

Among the Big Fellows, the rage for scattering their advertising fire amounted to a Madison Avenue epidemic. True, many "sponsors" (if the name is not largely a misnomer now) spent more money to buy—or buy into—more shows. In many other cases, however, agency-advertiser strategy seemed to be one of hedging their programming bets. If they forfeited the chance for acclaim for a hit show, they likewise escaped the dreaded fate of being tabbed poor

pickers. How can a flop be hung on six to 12 "sponsors?" (The trend to participation promises to accelerate with the current '61-'62 planning for more hour-long shows, replacing half-hours.)

Even a cursory comparison of advertisers' program lists for the past two years disclosed how widely billings are being dispersed. From 1959 to 1960, Alberto-Culver jumped its program lineup from 14 to 22, American Chicle from five to 13, Beech-Nut from four to 16, Block Drug from nine to 19, Brown & Williamson from 12 to 23, Colgate-Palmolive from 20 to 28, E. I. duPont de Nemours from eight to 22, General Motors from 29 to 38—and Drackett from two to 15. Proctor Silex, new on the '60 list, bought into 12 shows, and Simoniz, another newcomer, showed up in 19. (Actually, many of these advertisers were found in even more programs because ABC's Daytime Programming, widely used in participation buying, is shown in the tabulations as a single entry.)

On the debit side in the tally of network clients, some prominent names had dropped from the list: Bulova, Corning Glass, General Aniline, Maybelline, Socony-Mobil, Brillo, Schenley, Shaeffer, General Tire & Rubber, among them. But names returning to the list in 1960, or there for the first time, were also impressive: American Motors, Atlantic Refining, Chun King, Electric Autolite, Hygrade Foods, Jergens, Knox Gelatine, Pabst, Scripto, Renuzit, Sun Oil, U.S. Tobacco, Wrigley and Yardley, to name a few. Beechum Products (Brylcreem Hair Dressing, Silvikrin Shampoo) jumped in with \$2.7 million in time billings, Simoniz (waxes) with \$2.3 million, and Cowles Magazines (*Look*) with \$1.1 million. Even Kiplinger's Washington Editors dropped \$7,314 into the pot. The great majority of newcomers, of course, were small fringe accounts. But their budgets helped give the networks their overall \$55 million boost for '60.

Programming got more expensive or advertisers were freer in their spending, depending upon how you want to look at it. Sports spectaculars and the election campaigns attracted big billings windfalls (offset somewhat, of course, by rebates for cancellations of regular programming). Biggest "package" of all was CBS's *Pro Football Games*, costing a tidy \$3 million. A dozen advertisers, led by breweries, cut up this pie. Next in line was NBC's seven-game World Series coverage, costing \$1.8 million; General Motors and Gillette split that one between them. The biggest production bill to a single sponsor went to Westinghouse: \$1 million for sponsoring CBS's coverage of the Democratic and Republican national conventions and the election. NBC's convention show cost more (\$1.65 million) but was multi-sponsored. The largest gross-time billing for the year for a single series went to Texaco: \$12.1 million for its five-times-weekly sponsorship of the *Texaco Huntley-Brinkley Report*. Gillette, as in 1959, spent half a million on NBC's *Rose Bowl Game* telecast, but whatever laurels go with bankrolling the costliest one-shot went to General Electric. After the \$650,000 "Fabulous Fifties," budgets of the year's other specials paled into ordinary significance. All of them—from *Special Tonight*, *The Right Man*, *MPA Awards* and the *Frank Sinatra Timex Show* on down—fell into the \$300,000 bracket or below.

Aside from *Startime*, no weekly hour was more lavishly

THE TEN MILLION DOLLAR CLUB

Advertisers Who Spent More Than \$10 Million for Network TV Time in 1960

PROCTER & GAMBLE	\$46,406,679
AMERICAN HOME PRODUCTS	33,376,057
LEVER BROTHERS	28,613,140
GENERAL MOTORS	22,985,033
COLGATE-PALMOLIVE	22,511,280
GENERAL FOODS	18,623,648
R. J. REYNOLDS	15,891,416
STERLING DRUG	15,358,919
GENERAL MILLS	14,651,707
BROWN & WILLIAMSON	12,533,149
TEXACO	12,161,822
GILLETTE	12,075,302
FORD	11,159,933
BRISTOL-MYERS	10,747,288

financed than Dinah Shore's *Chevy Show* at \$140,000. Some were on the upper side of this, but less frequently seen: *Bob Hope's Buick Shows* at \$270,000; the *Buick Electra Playhouse* (staged three times) at \$275,000; the *DuPont Show of the Month* at \$250,000, and the five-time *Hallmark Hall of Fame* at \$225,000 per show. Most surprising, perhaps, in terms of cost: ABC's animated success, *The Flintstones*, at \$65,000, came in as the most expensive regular half-hour show on nighttime network TV. Some hour-long shows cost less.

One of the interesting cost contrasts: U.S. Steel's \$60,000 tight budget for its live dramatic *Hour* as opposed to the typical filmed western or action-adventure hour running in cost from \$80,000 to \$110,000 per episode.

As has been demonstrated countless times in broadcast history, money did not necessarily buy ratings, except in the case of certain specials such as political conventions and election returns coverage. In fact, programs such as *What's My Line?*, modestly budgeted at \$30,000, often outdistanced

shows costing up to 10 times that much. What was most apparent—and not particularly new—in the program cost estimates was that the general run of nighttime network shows, regardless of type (western, action-adventure, situation comedy) fall within certain brackets: from \$35,000 to \$50,000 per half-hour, from \$80,000 to \$110,000 per hour-long production.

Participation, it could be noted, was not always a cheap matter. A one-quarter piece of CBS's *Winter Olympics* cost \$140,000. One-fourth of CBS's *Orange Bowl Game* was a \$65,000 production item. (CBS's *Gator Bowl Game* was a lot cheaper: \$11,000 per quarter.)

In the realm of economical programming, the bargain nighttime half-hour appeared to be U.S. Tobacco's *Meet the Press*, at \$6,600—if 6 p.m. Sundays can be rated as evening. Otherwise, the Most Modest Budget trophy seems to go to Mattel's *Matty's Funday Funnies*: only \$10,350 a week.

The overall picture: network TV soared in '60, even if the country didn't.



There is one place where the network television advertiser can be absolutely sure his message is heard. In fact, not only heard, but recorded, timed and logged. The place is Broadcast Advertisers Reports Inc., a monitoring service started less than a decade ago in Philadelphia by two TV producers: Phil Edwards, now BAR board chairman, and Robert Morris, now president of the firm.

The monitoring of all network commercial broadcasts, simple enough if time consuming, is only the first step, however, in a process which produces a stream of compilations issuing weekly, monthly, quarterly and annually from BAR. The tabulated data for 1960 added up to a bound reference volume approaching the size and weight of Webster's International Dictionary. Typical of the information are the 1960 Programming Estimates and Advertisers' Expenditures published exclusively in this issue of TELEVISION MAGAZINE.

BAR's clients today number all three networks, around 40 of the major ad agencies, industry groups such as the National Association of Broadcasters and the Television Bureau of Advertising; publishers

such as Time and Parade, researchers such as A. C. Nielsen Co., and local agencies and stations across the country. (BAR monitors and reports individually on 75 U.S. markets.)

BAR network reports, on radio as well as TV, are issued jointly with Leading National Advertisers Inc. The processing of data is to be expedited by BAR within the month by installation of IBM computers, replacing hand calculations. In the field, BAR keeps more than 100 "listeners" busy tape-recording 240 of the country's TV outlets. Last year the service monitored a record 130,000 hours of TV.

The resulting tabulations include weekly logs of network commercials (in clients' hands by the following Tuesday), monthly tallies of TV program costs, advertising expenditures by product categories, station lineups for each advertiser, and the expenditures of each company and for more than 500 brands advertised on network TV.

BAR got its biggest recent boost last month from the Association of National Advertisers. In a near-testimonial, ANA practically told agencies and advertisers they ought to use BAR's monitoring service.



You pick your salesmen carefully...

Choose your air salesmen
just as carefully . . .

Check List for Hiring Salesmen:

- ✓ INTEGRITY
- ✓ STABILITY
- ✓ RESPONSIBILITY

You look for these qualities when you hire a salesman. Be just as sure you get them when you hire *air* salesmen. In Des Moines KRNT and KRNT-TV Air Salesmen have these qualities. That's why people believe in and depend on KRNT RADIO AND TELEVISION:

- People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.
- ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.
- The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.
- Local radio advertisers have given us by far the biggest share of business in a six-station market.
- Local television advertisers have given us 80% of the local business in a three-station market.

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT
Radio and TV - Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

PROGRAM PRODUCTION COSTS

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
ABC COVERAGE OF DEMOCRATIC & REPUBLICAN CONVENTIONS (complete package)	
ABC Multi-sponsored.....	\$1,200,000
ABC COVERAGE OF ELECTION RETURNS	
ABC Multi-sponsored.....	275,000
ABC MAJOR LEAGUE BASEBALL (per game)	
ABC Gillette.....	55,000
ABOUT FACES (daytime, ¼ hr. segments)	
ABC Multi-sponsored.....	3,000
ACTION/CARTOON SERIES (F)	
ABC Multi-sponsored.....	16,500
ADVENTURE TIME (F) (per wk.)	
NBC Multi-sponsored.....	23,000
ADVENTURES IN PARADISE (F)	
ABC Multi-sponsored.....	80,000
ADVENTURES OF OZZIE & HARRIET (F)	
ABC Coca-Cola.....	45,000
Eastman Kodak	
Quaker Oats	
ALASKANS (F)	
ABC Multi-sponsored.....	77,500
ALCOA PRESENTS (F) (New)	
ABC Aluminum Co. of America.....	54,118
ALCOA PRESENTS (F) (Repeats)	
ABC Aluminum Co. of America.....	14,706
ALCOA THEATER	
NBC Aluminum Co. of America.....	40,000
ALFRED HITCHCOCK PRESENTS (F)	
CBS Bristol-Myers.....	42,500
ALL STAR BASEBALL GAMES	
NBC Gillette.....	###\$22,000
ALL STAR FOOTBALL GAME	
ABC Canadian Breweries.....	37,000
Revlon	
R. J. Reynolds	
Standard Oil of Indiana	
ALL STAR GOLF (F)	
ABC Miller Brewing.....	20,500
Reynolds Metals	
AMERICAN BANDSTAND (¼ hr. segments)	
ABC Multi-sponsored.....	1,700
AMERICAN BANDSTAND (1 min. participations)	
ABC.....	700
AMERICAN FOOTBALL LEAGUE	
ABC Multi-sponsored.....	60,000
ANDY GRIFFITH SHOW (F)	
CBS General Foods.....	50,000
ANGEL (F)	
CBS General Foods.....	47,775
S. C. Johnson	
ANN SOUTHERN SHOW (F)	
CBS General Foods.....	45,000
S. C. Johnson	
ANOTHER EVENING WITH FRED ASTAIRE	
NBC Chrysler.....	125,000
AQUANAUTS (F)	
CBS Multi-sponsored.....	100,000
ARMSTRONG CIRCLE THEATER	
CBS Armstrong Cork.....	51,000

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
ART CARNEY SHOW	
NBC General Motors.....	287,000
Purex	
ART LINKLETTER'S HOUSE PARTY (¼ hr. segments)	
CBS Multi-sponsored.....	3,400
ARTHUR MURRAY PARTY	
NBC Block Drug.....	30,000
P. Lorillard	
Sterling Drug	
AS THE WORLD TURNS (¼ hr. segments)	
CBS Multi-sponsored.....	2,900
BACHELOR FATHER (F)	
NBC American Home Products.....	39,500
American Tobacco	
BARBARA STANWYCK SHOW (F)	
NBC Alberto-Culver.....	47,000
American Gas Assn.	
BASEBALL GAME OF THE WEEK (per game—Saturday)	
CBS Canadian Breweries.....	77,840
Falstaff Brewing	
General Mills	
State Farm Insurance	
BASEBALL GAME OF THE WEEK (per game—Sunday)	
CBS Colgate-Palmolive.....	69,900
Falstaff Brewing	
General Mills	
State Farm Insurance	
BAT MASTERSON (F)	
NBC Hills Bros. Coffee.....	39,000
National Dairy Products	
BÉ OUR GUEST	
CBS General Nutrition.....	40,000
Helene Curtis	
Manhattan Shirt	
Scripto	
BEAT THE CLOCK (daytime, ¼ hr. segments)	
ABC Multi-sponsored.....	3,000
BELL & HOWELL CLOSEUP	
ABC Bell & Howell.....	75,000
BELL TELEPHONE HOUR	
NBC American Telephone & Telegraph.....	145,000
BETTY HUTTON SHOW (F)	
CBS General Foods.....	50,000
BING CROSBY GOLF TOURNAMENT	
ABC General Motors.....	125,000
BING CROSBY SPECIAL	
ABC General Motors.....	225,000
BIOGRAPHY OF THE FIGHT	
ABC Philco.....	35,000
BLACK SADDLE (F)	
ABC Alberto-Culver.....	39,000
Carter Products	
General Motors	
Liggett & Myers	
BLUE-GRAY FOOTBALL GAME (entire game)	
NBC General Motors.....	90,000
Gillite	

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
BLUEBONNET BOWL GAME (entire game)	
CBS Multi-sponsored.....	120,000
BOB HOPE SHOW	
NBC General Motors.....	270,000
BONANZA (F) (new)	
NBC Multi-sponsored.....	95,050
BONANZA (F) (repeats)	
NBC Multi-sponsored.....	33,925
BOURBON ST. BEAT (F)	
ABC Multi-sponsored.....	80,500
BOWLING STARS (F)	
NBC General Mills.....	2,500
BRECK SHOWCASE	
NBC John H. Breck.....	110,000
THE BRIGHTER DAY	
CBS Multi-sponsored.....	2,500
BRINGING UP BUDDY (F)	
CBS Scott Paper.....	49,500
BRITISH ROYAL WEDDING (F)	
NBC General Motors.....	75,000
BROKEN ARROW (F) (repeats)	
ABC Mars.....	11,000
BRONCO (F)	
ABC Multi-sponsored.....	82,000
BUGS BUNNY (F)	
ABC Colgate-Palmolive.....	37,500
General Foods	
Mottel	
BUICK ELECTRA PLAYHOUSE	
CBS General Motors.....	275,000
CBS COVERAGE OF DEMOCRATIC & REPUBLICAN CONVENTIONS	
CBS Westinghouse.....	1,000,000
CBS REPORTS	
CBS Bell & Howell.....	50,000
B. F. Goodrich	
Philip Morris	
CALIFORNIA ALL-STAR RODEO	
CBS Carter Products.....	46,000
CAMPAIGN & THE CANDIDATES	
NBC Longines-Wittnauer.....	15,000
CANDID CAMERA	
CBS Bristol-Myers.....	40,000
Lever Brothers	
CAPTAIN GALLANT (F)	
NBC General Mills.....	3,000
CAPTAIN KANGAROO (M-F) (¼ hr. segments)	
CBS Multi-sponsored.....	1,350
CAPTAIN KANGAROO (Sat.) (¼ hr. segments)	
CBS Multi-sponsored.....	2,600
CAVALCADE OF SPORTS	
NBC Gillette.....	33,030
CAVALLERIA RUSTICANA	
NBC Florist's Telegraph Delivery.....	100,000
CELEBRITY GOLF (F)	
NBC James S. Kemper.....	20,000
CELEBRITY TALENT SCOUTS	
CBS General Foods.....	15,000

PROGRAM, NETWORK AND ADVERTISER PER TELECAST

CHAMPIONSHIP BRIDGE	
ABC Continental Baking.....	22,925
North American Van Lines	
Shwayder Brothers	
West Bend Aluminum	
CHARLIE FARRELL SHOW (F)	
CBS American Home Products.....	6,500
CHARLIE WEAVER SHOW	
ABC Mogen David Wine.....	31,000
CHECKMATE (F)	
CBS Brown & Williamson.....	90,000
Kimberly-Clark	
Lever Brothers	
CHET HUNTLEY REPORTING	
NBC American Photocopy Equipment.....	15,000
James S. Kemper	
CHEVY SHOW	
NBC General Motors.....	140,000
CHEYENNE (F)	
ABC Multi-sponsored.....	70,000
CIRCUS BOY (F)	
NBC Miles Labs.....	10,000
Nestle	
CLEAR HORIZON (per wk.)	
CBS Multi-sponsored.....	27,500
COKE TIME	
ABC Coca-Cola.....	75,000
COLT 45 (F)	
ABC American Home Products.....	37,500
Block Drug	
Brown & Williamson	
Swift	
COMEDY PLAYHOUSE (F) (per wk.)	
NBC Chesebrough-Pond's.....	30,000
Helene Curtis	
Proctor-Silex	
Rexall Drug	
CONCENTRATION (1/4 hr. segments)	
NBC Multi-sponsored.....	2,900
CONQUEST	
CBS Monsanto Chemical.....	27,000
CONVENTIONS 1960	
NBC James S. Kemper.....	22,000
COTTON BOWL FOOTBALL GAME (per 1/4 game)	
CBS Colgate-Palmolive.....	31,725
Gulf Oil	
Liggett & Myers	

DAN RAVEN (F)	
NBC Multi-sponsored.....	85,000
DANNY KAYE	
CBS General Motors.....	185,000
DANNY THOMAS SHOW (F)	
CBS General Foods.....	40,000
DANTE (F)	
NBC Alberto-Culver.....	50,000
Singer	
DAVE'S PLACE	
NBC Multi-sponsored.....	90,000
DAY IN COURT (daytime, 1/4 hr. segments)	
ABC Multi-sponsored.....	3,000
DEAN MARTIN SHOW	
NBC Seidel.....	210,000
DEBBIE REYNOLDS SPECIAL	
ABC Revlon.....	275,000
DECEMBER BRIDE (F)	
CBS General Foods.....	6,700
Lever Brothers	
DECEMBER BRIDE (F) (daytime repeats, 1/4 hr. segments)	
CBS Multi-sponsored.....	3,000
DENNIS THE MENACE (F)	
CBS Corn Products.....	53,825
Kellogg	
DENNIS O'KEEFE SHOW (F)	
CBS General Motors.....	45,000
DEPUTY (F) (new)	
NBC Multi-sponsored.....	51,750
DEPUTY (F) (repeats)	
NBC Multi-sponsored.....	25,875
DESILU PLAYHOUSE (F)	
CBS Westinghouse.....	125,000
DETECTIVE'S DIARY (F)	
NBC Sterling Drug.....	8,000
DIAGNOSIS UNKNOWN	
CBS Chemstrand.....	59,000
Chrysler	
S. C. Johnson	
Polaroid	
DICK CLARK SHOW	
ABC Beech-Nut Life Savers.....	15,000

PROGRAM, NETWORK AND ADVERTISER PER TELECAST

DICK POWELL'S ZANE GREY THEATER (F)	
CBS General Foods.....	45,000
S. C. Johnson	
P. Lorillard	
DOBBIE GILLIS (F)	
CBS Philip Morris.....	48,500
Pillsbury	
DONALD O'CONNOR SHOW	
NBC U.S. Brewery Foundation.....	125,000
DONNA REED SHOW (F) (1/2 hr. segments)	
ABC Campbell Soup.....	39,750
Johnson & Johnson	
DOUGH RE MI (1/4 hr. segments)	
NBC Multi-sponsored.....	2,875
DOUG EDWARDS WITH THE NEWS	
CBS Multi-sponsored.....	5,050
DOW HOUR OF GREAT MYSTERIES	
NBC Dow Chemical.....	65,000
DUPONT SHOW WITH JUNE ALLYSON (F)	
CBS E. I. DuPont de Nemours.....	50,000
DUPONT SHOW OF THE MONTH	
CBS E. I. DuPont de Nemours.....	250,000
EAST-WEST FOOTBALL GAME (complete package)	
NBC Carter Products.....	115,000
R. J. Reynolds	
Savings & Loan Foundation	
ED SULLIVAN SHOW	
CBS Colgate-Palmolive.....	79,500
Eastman Kodak	
EDGE OF NIGHT (1/4 hr. segments)	
CBS Multi-sponsored.....	2,900
ELEANOR ROOSEVELT'S DIAMOND JUBILEE PLUS ONE	
NBC Eleanor Roosevelt Institute for Cancer Research.....	250,000
EMMY AWARDS	
NBC Greyhound.....	225,000
Procter & Gamble	
ESTHER WILLIAMS AT CYPRESS GARDENS	
NBC U.S. Brewery Foundation.....	250,000
EXPEDITION	
ABC Ralston Purina.....	20,000
EYEWITNESS TO HISTORY (1/2 hr. segments)	
CBS Firestone Tire & Rubber.....	64,300
FABULOUS FIFTIES	
CBS General Electric.....	650,000
FAMILY CLASSICS (F)	
CBS John H. Brock.....	40,000
Procter & Gamble	
FATHER KNOWS BEST (F)	
CBS Bristol-Myers.....	38,000
Kellogg	
Lever Brothers	
Scott Paper	
FIBBER MCGEE & MOLLY (F) (new)	
NBC Standard Brands.....	48,875
FIBBER MCGEE & MOLLY (F) (repeats)	
NBC Standard Brands.....	17,825
FIGHT OF THE WEEK	
ABC Gillette.....	40,000
Miles Laboratories	
FIVE FINGERS (F) (1/2 participation)	
NBC Sterling Drug.....	15,400
FLINTSTONES (F)	
ABC Miles Laboratories.....	65,000
R. J. Reynolds	
FLORIDA DERBY	
NBC Canadian Breweries.....	15,000
FOR BETTER OR WORSE	
CBS Multi-sponsored.....	2,975
THE FORD SHOW	
NBC Ford Motor.....	45,000
FRANK SINATRA TIMEX SHOW	
ABC U.S. Time.....	300,000
FROM THESE ROOTS (M.F.)	
NBC Multi-sponsored.....	2,608
FULL CIRCLE (per wk.)	
CBS Dracoff.....	26,000
Gillette	
Lever Brothers	
FURY (F)	
NBC General Foods.....	25,000
Miles Laboratories	
National Biscuit	
Sweets Co. of America	
G.E. COLLEGE BOWL	
CBS General Electric.....	15,000
GALE STORM SHOW (daytime, 1/4 hr. segments)	
ABC Multi-sponsored.....	3,000

PROGRAM, NETWORK AND ADVERTISER PER TELECAST

GALE STORM SHOW (F) (night)	
ABC Warner-Lambert.....	30,000
GARRY MOORE SHOW (1/2 hr. segments)	
CBS Chrysler.....	59,000
S. C. Johnson	
Kellogg	
Pittsburgh Plate Glass	
Polaroid	
Scott Paper	
GAS COMPANY PLAYHOUSE (F)	
NBC American Gas Assn.....	12,500
GATOR BOWL FOOTBALL GAME (per 1/4 game)	
CBS Colgate-Palmolive.....	11,000
Liggett & Myers	
GENERAL ELECTRIC THEATER (F)	
CBS General Electric.....	45,000
GEORGE BURNS SHOW	
NBC Warner-Lambert.....	185,000
GEORGE GOBEL SHOW	
CBS Lever Brothers.....	55,000
GOODYEAR THEATER	
NBC Goodyear Tire & Rubber.....	40,000
GROUCHO SHOW (F)	
NBC Gillette.....	46,000
P. Lorillard	
GUESTWARD HO! (F)	
ABC Ralston Purina.....	50,000
Seven-Up	
THE GUIDING LIGHT	
CBS Procter & Gamble.....	2,700
GUNSMOKE (F)	
CBS Liggett & Myers.....	38,000
Sperry Rand	
HALLMARK HALL OF FAME	
NBC Hallmark Cards.....	225,000
HARRIGAN & SON (F)	
ABC Reynolds Metals.....	45,000
HAVE GUN, WILL TRAVEL (F)	
CBS American Home Products.....	36,000
Cleett, Peabody	
Elgin National Watch	
Lever Brothers	
HAWAIIAN EYE (F)	
ABC Multi-sponsored.....	80,000
HAPPY (F)	
NBC National Dairy Products.....	40,000
HECKLE & JECKLE (F)	
CBS General Mills.....	3,250
HENNESSY (F)	
CBS General Foods.....	50,000
P. Lorillard	
HERE'S HOLLYWOOD (per wk.)	
NBC Multi-sponsored.....	25,000
HIGH ROAD (F)	
ABC Ralston Purina.....	31,000
HOLIDAY ON ICE	
NBC Top Value Enterprises.....	150,000
HONG KONG (F)	
ABC Multi-sponsored.....	110,000
HOTEL DE PAREE (F)	
CBS Carter Products.....	48,000
Kellogg	
Liggett & Myers	
HOUSE ON HIGH STREET	
NBC Alberto-Culver.....	2,990
Chesebrough-Pond's	
HOW TALL IS A GIANT	
NBC Procter & Gamble.....	60,000
HOWDY DOODY (1/4 hr. segments)	
NBC Continental Baking.....	3,000
National Biscuit	
I LOVE LUCY (F) (daytime)	
CBS Multi-sponsored.....	4,250
INVITATION TO PARIS	
ABC Renault.....	170,000
ISLANDERS (F)	
ABC Multi-sponsored.....	100,000
IT COULD BE YOU (daytime, 1/4 hr. segments)	
NBC Multi-sponsored.....	3,500
IT COULD BE YOU (evening)	
NBC J. B. Williams.....	34,500
I'VE GOT A SECRET	
CBS Bristol-Myers.....	30,000
R. J. Reynolds	
JACK BENNY HOUR	
CBS Benrus Watch.....	60,000
Greyhound	
JACK BENNY SHOW	
CBS Lever Brothers.....	55,000
State Farm Insurance	

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
JACK PAAR PRESENTS	
NBC Elgin National Watch International Paris	125,000
JACK PAAR SHOW (1 min. participations)	
NBC	1,788
JACKIE GLEASON SHOW	
CBS Sneydel	238,000
JACKPOT BOWLING WITH BERLE	
NBC Bayul Cigars Brunswick	40,000
JAN MURRAY SHOW (per wk.)	
NBC Multi-sponsored	27,000
JEANNIE CARSON SHOW	
ABC American Chiclet Procter & Gamble	34,000
JERRY LEWIS SHOW	
NBC Proctor-Silex U. S. Time	225,000
JOHN DALY & THE NEWS (1/4 hr. segments)	
ABC Drug Research	4,240
JOHNNY RINGO (F)	
CBS S. C. Johnson P. Lorillard	48,000
JOHNNY STACCATO (F)	
ABC Alberto-Culver	20,000
JOURNEY TO UNDERSTANDING	
NBC American Motors North American Phillips	45,000
JUBILEE U.S.A. (1 min. participations)	
ABC	2,200
KEEP TALKING	
ABC Mutual Benefit Health & Accident Assn.	18,000
KENTUCKY DERBY PREVIEW	
CBS International Paris	5,000
KING LEONARDO & HIS SHORT SUBJECTS (F)	
NBC General Mills	5,500
KLONDIKE (F)	
NBC R. J. Reynolds	45,000
LARAMIE (F) (new)	
NBC Multi-sponsored	95,050
LARAMIE (F) (repeats)	
NBC Multi-sponsored	33,925
LASSIE (F)	
CBS Campbell Soup	34,000
LAW MAN (F)	
ABC American Home Products R. J. Reynolds	43,048
LAW & MR. JONES (F)	
ABC Procter & Gamble	48,000
LAW OF THE PLAINSMAN (F) (1/2 participation)	
NBC Multi-sponsored	11,500
LAW OF THE PLAINSMAN (F) (repeats)	
NBC Multi-sponsored	3,450
LAWBREAKERS (F)	
CBS Procter & Gamble	40,000
LAWLESS YEARS (F)	
NBC Alberto-Culver	13,400
LAWRENCE WELK SHOW	
ABC Black Drug Burlington Industries Chrysler Union Carbide J. B. Williams	22,500
LEAVE IT TO BEAVER (F) (no charge for repeats)	
ABC Multi-sponsored	37,950
LEONARD BERNSTEIN & N.Y. PHILHARMONIC	
CBS Ford Motor Shell Oil	45,000
LIBERTY BOWL FOOTBALL GAME (entire game)	
NBC Multi-sponsored	93,000
LITTLE LEAGUE BASEBALL CHAMPIONSHIP GAME	
ABC General Foods	20,000
LONE RANGER (F)	
ABC General Mills Sweets Co. of America	25,000
LONE RANGER (F)	
CBS General Mills	18,000
LORETTA YOUNG SHOW (F) (new)	
NBC Gillette Warner-Lambert	38,500
LORETTA YOUNG SHOW (F) (repeats)	
NBC Phillip Morris	15,000
LORETTA YOUNG THEATER (F) (per wk.)	
NBC Multi-sponsored	30,000
LOVE THAT BOB (daytime, 1/4 hr. segments)	
ABC Multi-sponsored	3,000

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
LOVE OF LIFE	
CBS Multi-sponsored	2,800
LOVE & MARRIAGE (F) (new)	
NBC Noxzema Chemical	54,213
LOVE & MARRIAGE (F) (repeats)	
NBC Noxzema Chemical	19,061
LUCY IN CONNECTICUT (F)	
CBS Lever Brothers	8,500
LUNCH WITH SOUPY SALES	
ABC General Foods	6,901
MGM SPECIALS	
ABC General Mills General Time	175,000
M-SQUAD (F)	
NBC Alberto-Culver American Tobacco Sterling Drug	37,000

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
MACY'S THANKSGIVING DAY PARADE	
NBC Ideal Toy Lionel Toy	20,000
MAKE ROOM FOR DADDY (F) (per wk.)	
NBC Multi-sponsored	32,000
MAKE THAT SPARE	
ABC Brown & Williamson Gillette	15,000
MAN FROM BLACK HAWK (F)	
ABC Miles Labs R. J. Reynolds	38,000
MAN WITH A CAMERA (F)	
ABC General Electric Helene Curtis	36,676
MAN AND THE CHALLENGE (F)	
NBC Chemstrand Palamad R. J. Reynolds	40,250

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PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
MAN FROM INTERPOL (F) NBC Silver City	40,000
MANHATTAN (F) CBS Procter & Gamble	55,000
MARCH OF MEDICINE (F) NBC Smith Barney	65,000
MARKHAM (F) CBS Procter & Gamble	56,000
MASQUERADE PARTY CBS American Home Products	30,000
MASQUERADE PARTY NBC Hazeltine	30,000
MASTERS GOLF TOURNAMENT CBS American Express	125,000
MATTY'S FUNDAY FUNNIES (F) ABC Marlboro	10,350
MAVERICK (F) ABC Phillips	75,000

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
MEET THE PRESS NBC U.S. Tobacco	6,600
MEN INTO SPACE (F) CBS American Tobacco	59,000
MICHAEL SHAYNE (F) NBC E. I. DuPont de Nemours	90,000
MIGHTY MOUSE PLAYHOUSE (F) CBS Colgate-Palmolive General Foods Nestle	7,750
MILLIONAIRE (F) (daytime, 1/4 hr. segments) CBS Multi-sponsored	3,250
MILLIONAIRE (F) (evening) CBS Colgate-Palmolive Singer	34,000
MISS AMERICA PAGEANT CBS General Motors Gillette Phico	70,000

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
MISS UNIVERSE 1960 CBS Procter & Gamble	105,000
MR. GARLUND (F) CBS Chrysler Liggett & Myers	46,000
MR. LUCKY (F) (repeats) CBS Brown & Williamson Lever Brothers Cluett, Peabody	53,105
MRS. AMERICA FINALS CBS Gillette Whirlpool	112,000
MOMENT OF FEAR NBC Multi-sponsored	50,000
MORNING COURT (daytime, 1/4 hr. segments) ABC Multi-sponsored	3,000
MUSIC ON ICE NBC North American Philips Revlon	55,000
MY SISTER EILEEN (F) CBS Colgate-Palmolive Pillsbury	45,000
MY THREE SONS (F) ABC General Motors	60,000



In observing the one hundredth anniversary of the War Between The States, the Nation's eyes focus again on the majestic figure of Robert E. Lee, one of the most inspiring personalities of American history.

A disciplined soldier, whose military feats remain a miracle today, Lee was above all a man of great personal integrity. Leader and scholar, he was a product of his beloved Virginia, a state renowned for its numerous statesmen with whom leadership and integrity were synonymous.

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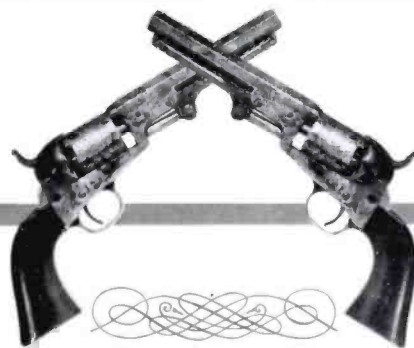
"THERE IS NO SUBSTITUTE FOR INTEGRITY"

NBC COVERAGE OF DEMOCRATIC & REPUBLICAN CONVENTIONS	
NBC Multi-sponsored	1,650,000
NBC COVERAGE OF ELECTION RETURNS	
NBC Multi-sponsored	450,000
NBC MAJOR LEAGUE BASEBALL (per game)	
NBC Anheuser-Busch Bayou Cigars Genesee Brewing National Brewing	35,200
NBC NEWS REPORT (per wk.)	
NBC General Mills	3,000
NBC PRO BASKETBALL GAMES (per 1/4 game)	
NBC Multi-sponsored	#25,000
NBC WHITE PAPER	
NBC U. S. Time	100,000
NCAA FOOTBALL GAMES	
ABC Competition Motors Gillette Liggett & Myers Standard Oil of New Jersey	75,000
NCAA FOOTBALL PRE-GAME WARMUP	
ABC Electric Storage Battery Union Carbide	15,000
NCAA POST GAME SHOW	
ABC Bristol-Myers General Mills	8,000
NAKED CITY (F)	
ABC Multi-sponsored	105,000
NATIONAL AUTO SHOW	
CBS Reynolds Metals	75,000
N.I.T. BASKETBALL TOURNAMENT	
NBC Bayou Cigars	25,000
NATIONAL LEAGUE HOCKEY	
CBS Canadian Breweries Standard Oil of Indiana Siroh Brewery	12,500
NATIONAL LEAGUE PROFESSIONAL FOOTBALL	
NBC Multi-sponsored	65,000
NATIONAL RODEO FINALS	
CBS Carter Products R. J. Reynolds	25,000
NATIONAL VELVET (F)	
NBC General Mills Rexall Drug	45,000
NEW COMEDY SHOWCASE (F)	
CBS General Foods P. Lorillard	10,000
NO PLACE LIKE HOME	
NBC Mohasco Industries	113,000
OLYMPIC TRACK & FIELD TRIALS	
CBS P. Lorillard Pabst Brewing	53,000
OMNIBUS	
NBC Aluminum Ltd.	83,000
ON THE GO (1/4 hr. segments)	
CBS Multi-sponsored	2,750
ORANGE BOWL FOOTBALL GAME (per 1/4 game)	
CBS Renault R. J. Reynolds Standard Oil of Indiana	65,000
ORIGINAL AMATEUR HOUR	
ABC J. B. Williams	15,000
OSCAR NIGHT IN HOLLYWOOD	
NBC Procter & Gamble	47,500

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
OUTLAWS (F)	
NBC Multi-sponsored	85,000
OVERLAND TRAIL (F)	
NBC Multi-sponsored	100,000
PGA GOLF TOURNAMENT	
CBS Pabst Brewing	55,000
Williamson-Dickie	
PARIS - A LA MODE	
NBC Chesebrough-Pond's	225,000
PAT BOONE CHEVY SHOWROOM	
ABC General Motors	40,000
PAUL WINCHELL SHOW	
ABC General Mills	14,800
Harza Mountain Products	
PEOPLE ARE FUNNY (F) (new)	
NBC Multi-sponsored	27,500
PEOPLE ARE FUNNY (F) (repeats)	
NBC Multi-sponsored	11,000
PERRY COMO'S KRAFT MUSIC HALL	
NBC National Dairy Products	161,000
PERRY MASON (1/2 hr. segments)	
CBS Multi-sponsored	40,000
PERSON TO PERSON (F) (regional)	
CBS Multi-sponsored	25,000
PERSON TO PERSON (F) (national)	
CBS Multi-sponsored	35,000
PETE & GLADYS (F)	
CBS Carnation	47,500
Goodyear Tire & Rubber	
PETER GUNN (F)	
ABC Bristol-Myers	40,000
R. J. Reynolds	
PETER GUNN (F)	
NBC Bristol-Myers	40,000
R. J. Reynolds	
PETER LOVES MARY (F)	
NBC Procter & Gamble	45,000
PHILIP MARLOWE (F)	
ABC American Home Products	39,000
Brown & Williamson	
PHILLIE'S JACKPOT BOWLING	
NBC Bayuk Cigars	5,700
PIP THE PIPER (F)	
ABC General Mills	15,000
PLAY YOUR MUNCH (daytime, 1/4 hr. segments)	
NBC Multi-sponsored	2,800
PLAY YOUR MUNCH (evening)	
NBC Lehn & Fink Products	22,500
PLAYHOUSE 90 (1/2 hr. segments)	
CBS American Gas Assn.	45,000
R. J. Reynolds	
Sears, Roebuck	
PONTIAC STAR PARADE	
NBC General Motors	264,500
PRESENTATION OF MOTION PICTURE ACADEMY AWARDS	
NBC Academy of Motion Picture Arts & Sciences	300,000
PRESIDENTIAL COUNTDOWN	
CBS Westinghouse	15,000
PRICE IS RIGHT (daytime)	
NBC Multi-sponsored	3,000
PRICE IS RIGHT (evening)	
NBC Lever Brothers	27,500
Spalding	
PRINCESS MARGARET'S WEDDING (F)	
ABC Yardley of London	25,000
PRO BOWL FOOTBALL GAME	
NBC Carter Products	65,000
Liggitt & Myers	
PRO BOWL KICKOFF	
NBC General Mills	3,000
PRO FOOTBALL GAMES (complete package)	
CBS Multi-sponsored	3,000,000
PRO FOOTBALL KICKOFF	
CBS Bristol-Myers	5,000
Carter Products	
PRO FOOTBALL - WORLD CHAMPIONSHIP GAME (entire game)	
NBC Multi-sponsored	210,000
PRODUCER'S CHOICE (F)	
NBC Bristol-Myers	37,500
R. J. Reynolds	
PROJECT EC-40	
NBC American Telephone & Telegraph	14,000
PROJECT 20	
NBC Lincoln National Life Insurance	20,000
Purex	
PROJECT 20 - THE ACCEPTANCE OF CHRIST	
NBC U.S. Steel	55,000
PROJECT 20 - VICTORY AT SEA (F)	
NBC Procter & Gamble	42,000
PROJECTION '61	
NBC Gelf O'H	53,000

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
PUREX DAYTIME SPECIALS	
NBC Purex	31,000
PUREX NIGHTTIME SPECIALS	
NBC Purex	110,000
QUEEN FOR A DAY (daytime, 1/4 hr. segments)	
ABC Multi-sponsored	3,000
QUEEN FOR A DAY (daytime, 1/4 hr. segments)	
NBC Multi-sponsored	3,900
RAWHIDE (F) (1/2 participation)	
CBS Multi-sponsored	28,500
REAL McCOYS (F)	
ABC Procter & Gamble	44,000
REBEL (F)	
ABC Liggett & Myers	42,500
Procter & Gamble	
Union Carbide	
RECKONING	
CBS Standard Oil of New Jersey	23,000
RED ROWE SHOW (1/4 hr. segments)	
CBS General Nutrition	6,500
RED SKELTON SHOW	
CBS S. C. Johnson	40,000
Pet Milk	
RESTLESS GUN (F) (daytime, 1/4 hr. segments)	
ABC Multi-sponsored	3,000
RESTLESS GUN (F) (Sat. repeats)	
ABC Sweets Co. of America	6,500
REVLOW REVUE	
CBS Revlon	180,000
RICHARD DIAMOND (F)	
NBC Black Drug	40,000
Helene Curtis	
P. Lorillard	
RICHARD DIAMOND (F) (repeats)	
CBS	19,380
RIFLEMAN (F) (1/2 hr. segments)	
ABC Miles Laboratories	37,000
Procter & Gamble	
Ralston Purina	
RIGHT MAN (F)	
CBS Travelers Insurance	300,000

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
RIVERBOAT (F) (new)	
NBC Multi-sponsored	95,000
RIVERBOAT (F) (repeats)	
NBC Multi-sponsored	33,925
ROAD TO REALITY (daytime, 1/4 hr. segments)	
ABC Multi-sponsored	3,000
ROARING 20's (F)	
ABC Multi-sponsored	105,000
ROBERT TAYLOR: DETECTIVES (F)	
ABC Procter & Gamble	45,000
ROCKY & HIS FRIENDS (F)	
ABC American Chicle	25,000
General Mills	
Peter Paul	
ROSE BOWL FOOTBALL GAME	
NBC Gillette	600,000
ROUTE 66 (F)	
CBS General Motors	100,000
Phillip Morris	
Sterling Drug	
RUFF & REDDY (per 1/2 hr.)	
NBC General Foods	6,000
SABER OF LONDON (F)	
NBC Sterling Drug	25,000
SATURDAY PROM	
NBC Beech-Nut Life Savers	13,500
SEARCH FOR TOMORROW	
CBS Procter & Gamble	2,800
SECRET STORM	
CBS Multi-sponsored	2,800
SECRET WORLD OF EDDIE HODGES	
CBS American Gas Assn.	75,000
SENIOR BOWL FOOTBALL GAME	
NBC Bayuk Cigars	84,300
77 SUNSET STRIP (F)	
ABC Multi-sponsored	75,930
SHARI LEWIS SHOW	
NBC Multi-sponsored	7,000
SHIRLEY TEMPLE SHOW	
NBC Multi-sponsored	110,000
SKY KING (F)	
CBS National Biscuit	8,000



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PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
SMALL WORLD (F)	
CBS Olin Mathieson	28,000
SOMETHING SPECIAL — AMERICAN CHILD GUIDANCE FOUNDATION	
NBC Multi-sponsored	100,000
SPECIAL TONIGHT (F)	
CBS General Mills	300,000
General Time	
SPIKE JONES SHOW	
CBS General Foods	20,000
SPLIT PERSONALITY	
NBC Multi-sponsored	3,278
STACCATO (F) (new)	
NBC Bristol-Myers	54,625
STACCATO (F) (repeats)	
NBC R. J. Reynolds	18,378
STAGECOACH WEST (F)	
ABC Multi-sponsored	100,000
STARTIME	
NBC Ford Motor	258,750
STEEL SITUATION	
NBC Steel Co. Is Coordinating Committee	2,000
STEVE ALLEN SHOW (1 hr.)	
NBC Chrysler	110,000
STEVE ALLEN SHOW (½ hr. segments)	
NBC	55,000
STORY OF A FAMILY	
NBC Orphan Stray Cranberries	85,000
SUGAR BOWL FOOTBALL GAME	
NBC Boyuk Cigars	276,000
SUGARFOOT (F)	
ABC Multi-sponsored	95,000
SUGARFOOT (F) (1 min. participations)	
ABC	#28,100
SUMMER ON ICE	
NBC U.S. Brewers' Foundation	190,000
SUMMER OLYMPICS	
CBS Multi-sponsored	1,100,000
SUNDAY NEWS SPECIAL	
CBS American Home Products	5,000
Carter Products	
SUNDAY SHOWCASE (new)	
NBC Multi-sponsored	126,500

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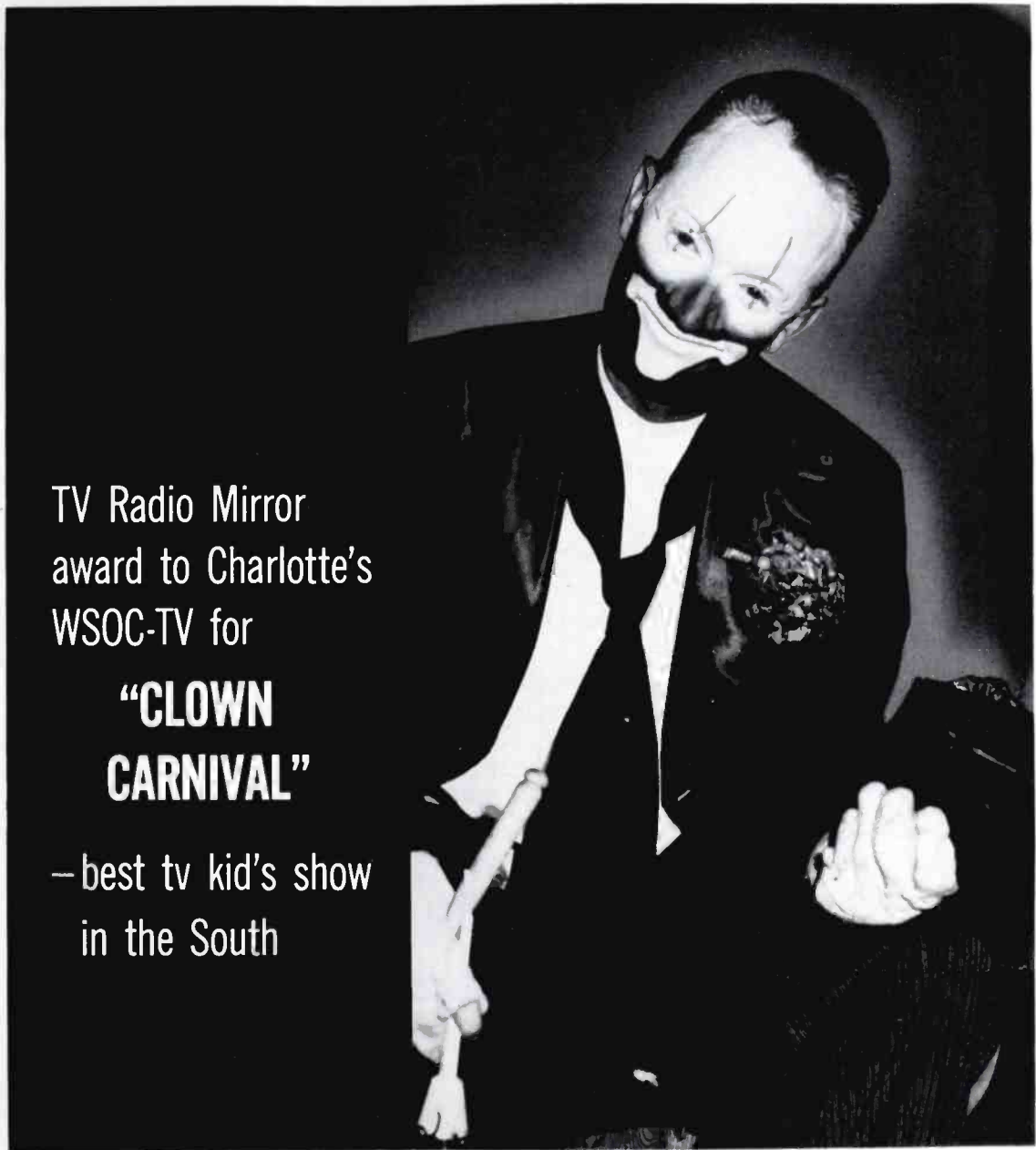
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PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
SUNDAY SHOWCASE (repeats)	
NBC Multi-sponsored	40,000
SUNDAY SPORTS SPECTACULAR	
CBS Brunswick	30,000
Schlitz Brewing	
SURFSIDE SIX (F)	
ABC American Home Products	105,000
Brown & Williamson	
Civett, Peabody	
General Motors	
TV GUIDE AWARD SHOW	
NBC Chrysler	160,000
TAB HUNTER SHOW (F)	
NBC General Time	50,000
P. Lorillard	
TAKE A GOOD LOOK	
ABC Consolidated Cigar	36,000
TALES OF WELLS FARGO (F)	
NBC American Tobacco	38,000
Colgate-Palmolive	
General Foods	
Procter & Gamble	
TALL MAN (F)	
NBC Beech-Nut Life Savers	46,000
R. J. Reynolds	
TATE (F)	
NBC National Dairy Products	40,000
TED MACK & THE ORIGINAL AMATEUR HOUR	
CBS J. B. Williams	18,000
TEXACO HUNTLEY-BRINKLEY REPORT	
NBC Texaco	5,100
TEXAN (daytime, ¼ hr. segments)	
ABC Multi-sponsored	3,000
TEXAN (F)	
CBS Brown & Williamson	38,400
Sears, Roebuck	
J. B. Williams	
THIS IS YOUR LIFE	
NBC Block Drug	52,000
Pillsbury	
Procter & Gamble	
THRILLER (F)	
NBC American Tobacco	90,000
E. F. DuPont de Nemours	
Sears, Roebuck	
Sterling Drug	
TIGHTROPE (F)	
CBS American Tobacco	50,000
J. B. Williams	
TIME: PRESENT	
NBC James S. Kemper	11,500
TIMEX ALL STAR CIRCUS	
ABC U. S. Time	167,500
TIMEX ALL STAR CIRCUS	
NBC U. S. Time	125,000
TO TELL THE TRUTH	
CBS Multi-sponsored	22,000
TODAY (1 min. participations)	
NBC	1,700
TODAY ON THE FARM	
NBC Massey-Ferguson	13,500
TOM EWELL SHOW (F)	
CBS Procter & Gamble	50,000
Quaker Oats	
TOURNAMENT OF ROSES PARADE	
ABC Quaker Oats	12,500
TOURNAMENT OF ROSES PARADE	
NBC Minute Maid	29,000
TRIPLE CROWN RACES	
CBS Eversharp	418,000
Schlitz Brewing	
TROUBLESHOOTERS (new)	
NBC Boyer International Laboratories	50,830
TROUBLESHOOTERS (repeats)	
NBC Phillip Morris	12,305
TRUE STORY (¼ hr. segments)	
NBC Sterling Drug	5,000
Sweets Co. of America	
TRUTH OR CONSEQUENCES (¼ hr. segments)	
NBC Multi-sponsored	3,450
TWENTIETH CENTURY (F)	
CBS Prudential Insurance	45,000
21 BEACON ST. (F) (repeats)	
ABC P. Lorillard	11,500
TWILIGHT ZONE (F) (new)	
CBS Colgate-Palmolive	53,800
General Foods	
Kimberly-Clark	
TWILIGHT ZONE (F) (repeats)	
CBS	11,800
U.S. OPEN GOLF TOURNAMENT	
NBC International Paris	55,000
Minnesota Mining	

PROGRAM, NETWORK AND ADVERTISER	PER TELECAST
U.S. STEEL HOUR	
CBS U. S. Steel	60,000
UNTOUCHABLES (F)	
ABC Multi-sponsored	80,000
VERDICT IS YOURS (¼ hr. segments)	
CBS Multi-sponsored	3,200
VICTOR BERGE SPECIAL	
ABC General Motors	275,000
VIDEO VILLAGE (daytime) (per wk.)	
CBS Multi-sponsored	24,000
VIDEO VILLAGE (evening)	
CBS Procter & Gamble	7,200
WAGON TRAIN (F) (1 hr.)	
NBC Ford Motor	50,000
WAGON TRAIN (F) (½ hr. segments)	
NBC National Biscuit	25,000
R. J. Reynolds	
WALT DISNEY PRESENTS (F) (new: per ½ hr.)	
ABC Multi-sponsored	58,824
WALT DISNEY PRESENTS (F) (repeats: per ½ hr.)	
ABC Multi-sponsored	35,000
WALTER WINCHELL SHOW	
ABC Hazell Bishop	25,000
WANTED DEAD OR ALIVE (F)	
CBS Brown & Williamson	39,600
Kimberly-Clark	
WEDNESDAY NIGHT FIGHTS (½ sponsorship)	
ABC Brown & Williamson	21,000
Miles Laboratories	
WESTERNER (F)	
NBC Beech-Nut Life Savers	47,000
Mogen David Wine	
Simoniz	
Warner-Lambert	
WHAT'S MY LINE?	
CBS Florida Citrus Commission	30,000
Kellogg	
Sunbeam	
WHO DO YOU TRUST (daytime, ¼ hr. segments)	
ABC Multi-sponsored	3,000
WICHITA TOWN (F) (new)	
NBC Procter & Gamble	55,488
WICHITA TOWN (F) (repeats)	
NBC Alberto-Culver	19,550
WINSTON CHURCHILL: THE VALIANT YEARS (F)	
ABC Bell & Howell	48,000
WINTER OLYMPICS (¼ participation)	
CBS Multi-sponsored	440,000
WINTER OLYMPICS MEDAL WINNERS	
CBS Multi-sponsored	42,000
WITNESS	
CBS Helene Curtis	85,000
Revlon	
R. J. Reynolds	
WIZARD OF OZ (F)	
CBS Benrus Watch	200,000
Stephen F. Whitman & Son	
WORLD CHAMPIONSHIP GOLF	
NBC Boyuk Cigars	17,250
Philip Morris	
WORLD SERIES BASEBALL (7 games)	
NBC General Motors	1,800,000
Gillette	
WORLD SERIES SPECIAL	
ABC Union Carbide	65,000
WORLD SERIES SPOTLIGHT	
NBC American Tobacco	18,000
General Mills	
WORLD WIDE '60	
NBC Campbell Soup	25,000
Longines-Wittnauer	
WRANGLER (F)	
NBC Ford Motor	44,000
WYATT EARP (F)	
ABC General Mills	31,000
Procter & Gamble	
YOU BET YOUR LIFE (F)	
NBC Civett, Peabody	52,000
Lever Brothers	
J. B. Williams	
YOUNG DR. MALONE	
NBC Multi-sponsored	2,560

(F) indicates film program
 ## indicates figure includes time and talent per telecast
 ### indicates figure includes time and talent for entire pockoge



TV Radio Mirror
award to Charlotte's
WSOC-TV for

**"CLOWN
CARNIVAL"**

—best tv kid's show
in the South

It's a happy time for advertisers. Each weekday when Joey, the WSOC-TV Clown, gathers his live audience around, many thousands of other Carolina young are with him—and his sponsors—on Charlotte's channel 9. This award-winner is typical of the local programming that changed audience patterns here in America's 19th largest tv market. Buy WSOC-TV—a better buy.

WSOC-TV

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WFBM-TV

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

Greatest National and Local Spectacles!

What's first with the nation, such as the 500 Mile Race, and what's first with Hoosiers, such as State Basketball Finals and the State Fair, is first with WFBM-TV.

Add to this the station's "Old Timers Bar-B-Q," coveted "Checkered Flag Award" and countless other events surrounding the "500," and you find WFBM-TV, in its 13th year of leadership.

Manpower • Mobility • Equipment!

No other Indiana station can match WFBM-TV's 20-man News-Information Center . . . nor can any equal the experience of its active leadership. Here are facilities for handling any type of news or special events of local, regional or national interest, and the manpower and mobile units to cover many points simultaneously.



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Represented Nationally by the KATZ Agency

The Nation's

15th TV Market

... with the only basic NBC coverage
of 745,000 TV set owning families



NETWORK ADVERTISER TIME COSTS

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
ACADEMY OF MOTION PICTURE ARTS & SCIENCES	Presentation of Academy Awards	Direct	NBC	5143,517 143,517
ADAMS CORP. Korn Kurls, Korn Kurl & Chip Dip	Jack Paar Show Today	C, B & McP C, B & McP	NBC NBC	180,265 98,877 81,388
ADOLPH'S LTD. Meat Tenderizer	ABC Daytime Programming Today	McCann-Erickson McCann-Erickson	ABC NBC	606,506 68,910 170,114
Meat Tenderizer, Sugar Substitute	Jack Paar Show Today	Sudler & Hennessey Sudler & Hennessey	NBC NBC	138,991 70,235 68,756
AIREQUIPT. MFG. CO. Slide Equipment	ABC Daytime Programming Concentration	Wade	ABC	8,822,038 109,770
ALBERTO-CULVER CO. Rinse Away, Rinse Away & VO 5, VO 5 Hairdo, Tresemme Creme Hair Color	Here's Hollywood	Compton	NBC	797,303
	It Could Be You	Compton	NBC	128,076
	American Bandstand	Wade	ABC	352,153
	Jan Murray Show	Wade	NBC	52,560
	Make Room for Daddy	Compton	NBC	62,332
	Price Is Right	Compton	NBC	118,228
	Queen for a Day	Wade	NBC	801,632
	Truth or Consequences	Compton	NBC	226,092
	Young Dr. Malone	Compton	NBC	431,078
Rinse Away, Rinse Away & VO 5, VO 5 Hairdo, Command Hair Dressing, Tresemme Creme	Black Saddle	Wade	ABC	451,363
	Jack Paar Show	Wade	NBC	1,042,150
	Johnny Staccato	Wade	ABC	877,395
Rinse Away, Rinse Away & VO 5, VO 5 Hairdo, Command Hair Dressing	Bourbon St. Beat	Wade	ABC	1,295,670
	Dante	Compton	NBC	197,590
	Lawless Years	Wade	NBC	347,985
	Barbara Stanwyck Show	Compton	NBC	369,810
Rinse Away, VO 5 Hairdo, Tresemme Creme	House on High St.	Wade	NBC	333,345
Rinse Away, Rinse Away & VO 5	From These Roots	Wade	NBC	17,730
Rinse Away & VO 5, VO 5 Hairdo, Tresemme Creme	M Squad	Compton	NBC	113,236
Rinse Away & VO 5, VO 5 Hairdo, Command Dressing, Tresemme Creme	Wichita Town	Wade	NBC	428,925
				267,615
ALUMINUM LTD. Alcan Aluminum	Omnibus	JWT	NBC	82,175 82,175
ALUMINUM CO. OF AMERICA Alcoa Aluminum, Wrap, Aluminum Products Alcoa Aluminum, Wrap	Alcoa Presents Alcoa Theater	F&S&R F&S&R	ABC NBC	3,492,926 2,455,850 1,037,076
AMERICAN CHARACTER DOLL CO. American Character Dolls	Action Cartoon Series Capt. Kangaroo	Webb Associates Webb Associates	ABC CBS	80,404 (unavailable) 65,000
	Shari Lewis Show	Webb Associates	NBC	15,404
AMERICAN CHICLE CO. Certs Mints, Clorets Gum & Mints, Dentyne Chewing Gum, Roloids	Cheyenne	Ted Bates	ABC	4,612,913 708,560
	77 Sunset Strip	Ted Bates	ABC	1,738,260
	Rearing 20's	D-F-S	ABC	218,160
	Hawaiian Eye	Ted Bates	ABC	1,377,260
Clorets, Dentyne, Roloids	Bluebonnet Bowl Game	D-F-S	CBS	16,021'
Certs Mints, Dentyne	Gator Bowl Game	Ted Bates	CBS	16,292

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
AMERICAN CHICLE CO. continued				
Clorets, Roloids	Bourbon St. Beat	Ted Bates	ABC	\$ 36,280
Chiclets Gum, Roloids	Bronco	Ted Bates	ABC	32,390
Clorets, Dentlyne	Sugarfoot	Ted Bates	ABC	47,700
Dentlyne, Roloids	Untouchables	Ted Bates	ABC	43,230
Roloids	Jeannie Carson Show	Ted Bates	ABC	241,680
Dentlyne	Rocky & His Friends	D-F-S	ABC	91,860
	Walt Disney Presents	Ted Bates	ABC	45,220
				280,976
AMERICAN CYANAMID CO.				
American Cyanamid Products, Malathion Insecticides	Today	C&W	NBC	91,274
American Cyanamid Products	ABC Daytime Programming	EW&R	ABC	102,540
	Jack Paar Show	EW&R	NBC	64,662
	On the Go	EW&R	CBS	22,500
				689,839
AMERICAN DAIRY ASSN.				
Institutional	Today	Campbell-Mithun	NBC	689,839
AMERICAN EXPRESS CO.				
Credit Cards, Travellers' cheques, travel service	Masters Golf Tournament	Benton & Bowles	CBS	77,638
				77,638
AMERICAN GAS ASSN.				
Institutional	Barbara Stanwyck Show	L&N	NBC	386,103
	Gas Co. Playhouse	L&N	NBC	334,644
	Playhouse 90	L&N	CBS	655,506
	Secret World of Eddie Hodges	L&N	CBS	102,110
				1,478,363
AMERICAN HOME PRODUCTS				
Aerowax, Anacin Tablets, Bisodol Powder & Mints, Black Flag Insecticide, Dondril Cough Tablets, Dristan Cough Medicine, Mist and Tablets, Easy Off Oven Cleaner, Freezone, Griffin Shoe Polish, Heet Liniment, Hoppers Facial Mask, Infra Rub, Outgro, Sani Flush Disinfectant, Sleep Eze Tablets, Wizard Deodorizers, Chef Boy-Ar-Dee Products, Easy Off Window Spray, Easy On Spray Starch, Aero Shave Lather	ABC Daytime Programming	Ted Bates	ABC	867,280
	Adventures in Paradise	Ted Bates	ABC	196,580
	Bachelor Father	Ted Bates	NBC	1,564,065
	Charlie Farrell Show	Ted Bates	CBS	481,703
	Colt .45	Ted Bates	ABC	1,009,040
	Concentration	Ted Bates	NBC	578,958
	Douglas Edwards with the News	Ted Bates	CBS	6,875,800
	Edge of Night	Ted Bates	CBS	603,676
	Have Gun, Will Travel	Ted Bates	CBS	1,978,455
	Hawaiian Eye	Ted Bates	ABC	1,587,720
	Here's Hollywood	Ted Bates	NBC	245,827
	It Could Be You	Ted Bates	NBC	768,573
	Jan Murray Show	Ted Bates	NBC	140,707
	Kate Smith Show	Ted Bates	CBS	1,546,980
	Lawman	Ted Bates	ABC	1,515,340
	Love of Life	Ted Bates	CBS	3,108,983
	Masquerade Party	Ted Bates	CBS	200,142
	Phillip Marlowe	Ted Bates	ABC	293,170
	Play Your Hunch	Ted Bates	NBC	438,439
	Price Is Right	Ted Bates	NBC	653,209
	Secret Storm	Ted Bates	CBS	3,311,002
	77 Sunset Strip	Ted Bates	ABC	2,059,230
	Sunday News Special	Ted Bates	CBS	324,076
	To Tell the Truth	Ted Bates	CBS	426,648
	Truth or Consequences	Ted Bates	NBC	808,600
	Untouchables	Ted Bates	ABC	374,280
	Verdict Is Yours	Ted Bates	CBS	636,473
	Video Village	Ted Bates	CBS	146,835
	Surfside Six	Ted Bates	ABC	115,150
	Summer Olympics	Ted Bates	CBS	44,461
	Liberty Bowl Football Game	Ted Bates	NBC	20,298
	Be Our Guest	Ted Bates	CBS	147,352
	Aquanuts	Ted Bates	CBS	40,475
	Bluebonnet Bowl Game	Ted Bates	CBS	7,514
	Gator Bowl Game	Ted Bates	CBS	8,102
	Person to Person	Ted Bates	CBS	19,439
	Pro Football Game	Ted Bates	CBS	86,007
	Rawhide	Ted Bates	CBS	42,115
	Summer Olympics	Ted Bates	CBS	15,933
	Action Cartoon Series	Ted Bates	ABC	87,420
Anacin, Dristan				
Anacin				
Dristan				
Chef Boy-Ar-Dee Products				
AMERICAN LUGGAGE WORKS INC.				
Tri Taper Luggage	Dave's Place	John C. Dowd	NBC	129,565
	Jack Paar Show	John C. Dowd	NBC	19,198
	Today	John C. Dowd	NBC	73,985
				36,382
AMERICAN MACHINE & FOUNDRY CO.				
AMF Bowling Supplies & Sports Equipment; various machines	Tomorrow	C&W	CBS	249,105
				249,105
AMERICAN MARIETTA CO.				
O Cedar Brooms, Endust, Dri Glo, Mops	Jack Paar Show	Turner	NBC	380,884
				380,884
AMERICAN MOTORS CORP.				
Rambler	Journey to Understanding	GMAMB	NBC	426,297
				426,297
AMERICAN PHOTOCOPY EQUIPMENT CO.				
Apeco Photocopies	Chet Huntley Reporting	Irving J. Rosenbloom	NBC	94,351
				94,351
AMERICAN REDBALL TRANSIT CO.				
American Red Ball Moving	ABC Daytime Programming	Ruben Advertising	ABC	36,570
				36,570

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
AMERICAN TELEPHONE & TELEGRAPH CO. Institutional	Bell Telephone Hour Project Echo	N.W. Ayer N.W. Ayer	NBC NBC	\$ 1,904,364 1,841,403 62,961
AMERICAN TOBACCO CO. Tareyton Cigarettes Lucky Strike Cigarettes Pall Mall Cigarettes	Bachelor Father Bonanza Men Into Space Law of Plainsman Liberty Bowl Football Game M Squad Tales of Wells Fargo Thriller Tightrope World Series Spotlight	Gumbinner BBDO BBDO SSCB SSCB SSCB SSCB SSCB SSCB SSCB	NBC NBC CBS NBC NBC NBC NBC NBC CBS NBC	9,701,965 1,782,624 689,627 1,919,751 250,394 20,298 1,232,460 2,097,230 619,903 1,021,311 68,367
AMITY LEATHER PRODUCTS CO. Rolf's Billfolds, Accessories	Jack Paar Show	Edward H. Weiss	NBC	137,595 137,595
ANHEUSER BUSCH INC. Busch Bavarian Beer	NBA Pro Basketball Game NBC Major League Baseball National League Pro Football	Gardner Gardner Gardner	NBC NBC NBC	646,573 129,432 444,659 72,482
ARMOUR & CO. Chiffon Liquid Detergent, Dash Dog Food, Dial Deodorant Soap Dash, Dial Chiffon, Dial Dash Dial	ABC Daytime Programming Adventures in Paradise Askans All Star Golf Hong Kong Maverick Untouchables American Bandstand ABC Coverage of two National Conventions Cheyenne	FC&B FC&B FC&B FC&B FC&B FC&B FC&B FC&B FC&B FC&B	ABC ABC ABC ABC ABC ABC ABC ABC ABC ABC	3,988,370 981,370 342,880 615,140 22,580 226,660 269,460 787,590 333,920 18,110 390,660
ARMSTRONG CORK CO. Industrial Products, Walls, Flooring, Various Products Flooring, Walls, Institutional Flooring, Walls	Armstrong Circle Theater Art Linkletter's House Party The Brighter Day Edge of Night I Love Lucy Love of Life Verdict is Yours	BBDO BBDO BBDO BBDO BBDO BBDO BBDO	CBS CBS CBS CBS CBS CBS CBS	4,181,034 2,758,735 608,397 163,493 156,962 167,237 158,592 167,618
ARNOLD SCHWINN & CO. Schwinn Bicycles	Capt. Kangaroo	Geo. Bond & Assoc.	CBS	174,000 174,000
ARVIDA CORP. Real Estate	Today	FR, C&H	NBC	8,862 8,862
ATLANTIC REFINING CO. Gasoline & Motor Oil	Summer Olympics	N.W. Ayer	CBS	128,448 128,448
ATLANTIS SALES CORP. French's Instant Potatoes	As the World Turns Edge of Night Love of Life Secret Storm	JWT JWT JWT JWT	CBS CBS CBS CBS	500,447 114,561 168,029 94,748 123,109
AVCO CORP. Institutional	ABC Coverage of two National Conventions	Benton & Bowles	ABC	422,380 422,380
P. BALLANTINE & SONS INC. Ballantine Beer	Pro Football Games	Wm. Esty	CBS	111,732 111,732
BAYUK CIGARS INC. Webster Cigars Bayuk Cigars, Phillies Cigars Phillies Cigars	Jack Paar Show World Championship Golf Jackpot Bowling with Milton Berle NBA Pro Basketball Game NBC Major League Baseball NIT Basketball Tournament Phillies Jackpot Bowling Racing at Hialeah Senior Bowl Football Game Sugar Bowl Football Game Tournament of Champions Golf	Wermen & Schorr Wermen & Schorr Wermen & Schorr Wermen & Schorr Wermen & Schorr Wermen & Schorr Wermen & Schorr Wermen & Schorr Wermen & Schorr Wermen & Schorr	NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC	5,705,471 19,821 705,651 554,592 842,918 2,074,956 74,944 864,410 146,215 171,201 191,850 58,913
BEECH NUT LIFE SAVERS INC. Beech Nut Foods, Coffee Beech Nut Foods, Gum, Life Savers Beech Nut Gum, Life Savers Beech Nut Gum	ABC Daytime Programming American Bandstand Saturday Prom Dick Clark Show Laramie Outlaws Tall Man Thriller Westerner	Y&R Y&R Y&R Y&R Y&R Y&R Y&R Y&R Y&R	ABC ABC NBC ABC NBC NBC NBC NBC NBC NBC	4,819,117 930,150 346,220 281,636 1,861,750 186,725 35,758 289,860 (unavailable) 268,452

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
BEECH NUT LIFE SAVERS INC. <i>continued</i> Beech Nut Foods	Dough Re Mi From These Roots Here's Hollywood Loretta Young Theater Price Is Right Shirley Temple Show Truth or Consequences	Y&R Y&R Y&R Y&R Y&R Y&R Y&R	NBC NBC NBC NBC NBC NBC NBC	\$ 60,860 93,132 67,635 77,807 92,566 141,332 85,234
BEECHAM PRODUCTS, INC. Brylcreem Hair Dressing, Silvikrin Shampoo	Hawaiian Eye Hong Kong Roaring 20's 77 Sunset Strip Untouchables American Bandstand Bonanza Bronco Cheyenne Riverboat	K&E K&E K&E K&E K&E K&E K&E K&E K&E K&E	ABC ABC ABC ABC ABC NBC ABC ABC ABC NBC	2,796,388 468,180 112,730 95,430 1,138,700 442,130 34,890 22,250 98,780 378,590 4,708
Brylcreem Hair Dressing				1,009,047
BELL & HOWELL CO. Cameras, Projectors, Photo & Electric Equipment, Institutional Cameras, Projectors Cameras, Projectors, Institutional	Bell & Howell Close Up CBS Reports Winston Churchill	McCann-Erickson McCann-Erickson McCann-Erickson	ABC CBS ABC	413,020 441,027 155,000
BELTONE HEARING AID CO. Hearing Aids	Today	Olian & Branner	NBC	17,184 17,184
BENRUS WATCH CO. Benrus Watches	Jack Benny Hour Wizard of Oz	Grey Grey	CBS CBS	264,875 147,636 117,239
BERKSHIRE KNITTING MILLS Berkshire Hosiery	Dave's Place Today	O, B&M O, B&M	NBC NBC	192,205 19,198 173,007
BETTER VISION INSTITUTE Institutional	ABC Daytime Programming Today	DCSS DCSS	ABC NBC	113,971 62,930 51,041
BINNEY & SMITH CO. Toys	Capt. Kangaroo Today	Chirurg & Cairns Chirurg & Cairns	CBS NBC	137,458 115,000 22,458
HAZEL BISHOP, INC. Cosmetics, Eye Makeup, Lipstick, Nail Polish, other products	American Bandstand Be Our Guest Jack Paar Show Masquerade Party Walter Winchell Show	Raymond Spector Raymond Spector Raymond Spector Raymond Spector Raymond Spector	ABC CBS NBC NBC ABC	1,305,408 203,090 148,996 271,680 415,782 265,860
BISSELL, INC. Carpet Sweepers, Sponge Mops, Rug Shampoo, other products	Today	Clinton E. Frank	NBC	160,816 160,816
BLOCK DRUG CO. Corega Denture Cushion, Green Mint Mouth Wash, Minipoo Dry Shampoo, Omega Oil, Poli Grip Denture Adh., & Cleanser, Rem Cough Medicine, Nytol Tablets, Py-Co-Pay Toothbrushes	ABC Daytime Programming Arthur Murray Party Dough Re Mi Jack Paar Show Jan Murray Show Masquerade Party People Are Funny Queen For a Day Riverboat This is Your Life Young Dr. Malone Aquanauts Colt .45 It Could Be You Lawrence Welk Show Richard Diamond Play Your Hunch Here's Hollywood Bourbon St. Beat	Gumbinner Gumbinner Grey SSCB Grey Grey Grey Grey SSCB Grey Grey Grey SSCB Grey SSCB Grey Grey SSCB Grey Grey SSCB	ABC NBC ABC	5,242,390 446,710 329,682 196,134 667,378 122,324 997,242 483,438 210,638 263,077 551,118 167,405 42,150 142,400 143,672 205,140 59,562 59,993 80,827 73,500
Poli Grip Denture Adh., Polident Denture Cleanser				47,820 47,820
BLUE BELL INC. Wrangler Work & Playclothes	American Bandstand	N.W. Ayer	ABC	47,820 47,820
BON AMI CO. Bon Ami, Bon Ami Dust 'n' Wax Bon Ami	ABC Daytime Programming Jack Paar Show	Cole, Fischer & Rogow Cole, Fischer & Rogow	ABC NBC	655,388 51,870 603,518
BORDEN CO. Borden's Starlac Borden's Chocolate	ABC Daytime Programming American Bandstand Capt. Kangaroo	D-F-S D-F-S Y&R	ABC ABC CBS	613,920 393,560 64,360 156,000
BOTANY INDUSTRIES, INC. Sea & Ski Tanning Lotion	Jack Paar Show Today	FC&B FC&B	NBC NBC	121,299 64,438 56,861

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
BOYER INTERNATIONAL LABS, INC. Boyer Grooming Aids	Troubleshooters	R.J. Scott	NBC	\$ 75,960 75,960
JOHN H. BRECK, INC. Breck Banish Shampoo, Creme Rinse, Hair Set Mist, Shampoos	Breck Showcase	N.W. Ayer	NBC	1,322,555 368,615
Breck Banish Shampoo	Family Classics	N.W. Ayer	CBS	375,185
	Sunday Showcase	N.W. Ayer	NBC	485,630
	Overland Trail	N.W. Ayer	NBC	93,125
BRIDGEPORT BRASS CO. Flexalum Aluminum Awings	Jack Paar Show	DDB	NBC	152,204 109,144
	Today	DDB	NBC	43,060
BRILLO MFG. CO. Brillo Scouring Pads, Dobie Scouring Pads	ABC Daytime Programming	JWT	ABC	1,025,496 141,570
Brillo Scouring Pads	Concentration	JWT	NBC	354,754
	It Could Be You	JWT	NBC	341,082
	Islanders	JWT	ABC	33,560
	Maverick	JWT	ABC	44,820
	Roaring 20's	JWT	ABC	47,960
	Walt Disney Presents	JWT	ABC	61,750
BRISTOL-MYERS CO. Ban Lotion Deodorant, Bufferin, Ipana Tooth Paste, Miss Clairol Hair Color, Vitalis Hair Tonic	Alfred Hitchcock Presents	Y&R	CBS	10,747,288 2,847,708
Ban, Bufferin, Ipana	Candid Camera	Y&R	CBS	363,844
Ban, Bufferin, Ipana, Trig Deodorant	Naked City	O, B&M	ABC	208,620
Ban, Bufferin, Vitalis	Peter Gunn	DCSS	ABC	463,790
Bufferin, Ipana, Miss Clairol	Peter Gunn	DCSS	NBC	1,477,098
Bufferin, Ipana	Producer's Choice	Y&R	NBC	831,846
Ban, Bufferin	Johnny Staccato	Y&R	NBC	413,970
Fitch Shampoo, Grove's 4-Way Cold Tablets	I've Got A Secret	Y&R	CBS	2,047,245
Ban	Father Knows Best	Y&R	CBS	246,960
	Rawhide	Y&R	CBS	261,865
	ABC Daytime Programming	Y&R	ABC	178,980
	Today	DCSS	NBC	285,972
	American Bandstand	Y&R	ABC	28,150
	Bonanza	O, B&M	NBC	(unavailable)
	Outlaws	O, B&M	NBC	38,338
	Cheyenne	O, B&M	ABC	141,470
	Deputy	Y&R	NBC	24,047
	NBC Coverage of two			
	National Conventions	Y&R	NBC	518,678
	Overland Trail	Y&R	NBC	15,867
	NCAA Post Game Show	DCSS	ABC	133,090
	Pro Football Kickoff	DCSS	CBS	119,344
	Summer Olympics	DCSS	CBS	36,636
	Walt Disney Presents	DCSS	ABC	63,700
BROWN & WILLIAMSON TOBACCO CO. Belair, Kentucky King, Kool, Life, Viceroy Cigarettes	Colt .45	Ted Bates	ABC	12,533,149 623,010
	Mr. Lucky	Ted Bates	CBS	1,064,743
	Naked City	Ted Bates	ABC	372,460
	The Texan	Ted Bates	CBS	1,350,960
Belair, Kool, Life, Viceroy	Bronco	Ted Bates	ABC	549,350
Kool, Raleigh, Viceroy	Bourbon St. Beat	Ted Bates	ABC	1,205,330
Belair, Raleigh, Viceroy	Checkmate	Ted Bates	CBS	957,828
Kentucky King, Kool, Viceroy	Stagecoach West	Ted Bates	ABC	397,140
Belair, Raleigh	Surfside Six	Ted Bates	ABC	414,110
	Wanted Dead or Alive	Ted Bates	CBS	1,692,185
	Concentration	KMJ	NBC	289,183
	From These Roots	KMJ	NBC	96,633
	Play Your Hunch	KMJ	NBC	136,660
	Young Dr. Malone	KMJ	NBC	93,447
	Wednesday Night Fights	Ted Bates	ABC	1,033,280
	Sugarfoot		ABC	309,380
	Outlaws	KMJ	NBC	114,057
	Riverboat	KMJ	NBC	37,263
	NBC Coverage of two			
	National Conventions		NBC	898,698
	Dan Raven	KMJ	NBC	35,458
	Philip Marlowe	Ted Bates	ABC	343,720
	Dough Re Mi	KMJ	NBC	77,329
	NBC Coverage of two			
	National Conventions		NBC	125,818
	NBC Coverage of two			
	National Conventions		NBC	164,117
	Make That Spare	Ted Bates	ABC	150,990
BRUNSWICK CORP. Sport Products Bowling Supplies	Capt. Kangaroo	McCann-Erickson	CBS	332,404 8,000
	Jackpot Bowling with Berle	McCann-Erickson	NBC	275,588
	Sunday Sports Spectacular	McCann-Erickson	CBS	48,816
BURGERMEISTER BREWING CORP. Burgermeister Beer	Summer Olympics	BBDO	CBS	50,794 50,794
BURGESS VIBROCRAFTERS, INC. Electric Paint Sprayer Electric Can Opener	Jack Paar Show	Olian & Branner	NBC	22,567 6,536
	Today	Olian & Branner	NBC	16,031
BURLINGTON INDUSTRIES, INC. Supp Stockings	Adventures in Paradise	Donahue & Coe	ABC	236,835 17,870

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
BURLINGTON INDUSTRIES, INC. continued				
	Bourbon St. Beat	Donahue & Coe	ABC	\$ 17,550
	Dan Raven	Donahue & Coe	NBC	(unavailable)
	Lawrence Welk Show	Donahue & Coe	ABC	115,000
	Person to Person	Donahue & Coe	CBS	38,127
	Roaring 20's	Donahue & Coe	ABC	15,850
	Today	Donahue & Coe	NBC	32,438
				488,109
CALIFORNIA PACKING CORP. Del Monte Canned Fruit	Laramie	McCann-Erickson	NBC	258,393
	Riverboat	McCann-Erickson	NBC	229,716
				5,304,700
CAMPBELL SOUP CO. Soups, Barbecue Beans & Franks, Pork & Beans, Franca American Spaghetti, other products	ABC Daytime Programming	NLB	ABC	177,360
	Donna Reed Show	BBDO	ABC	1,306,840
	Lassie	BBDO	CBS	3,618,120
	Thanksgiving Day Parade	BBDO	CBS	85,955
	World Wide '60	BBDO	NBC	116,425
				1,311,430
CANADA DRY CORP. Beverages	Walt Disney Presents	J.M. Mathes	ABC	1,311,430
				570,799
CANADIAN BREWERIES, LTD. Carling's Black Label Beer, Red Cap Ale	All Star Football Game	LFS	ABC	82,730
	American Football League	LFS	ABC	11,900
	Baseball Game of the Week	LFS	CBS	38,506
	Florida Derby	LFS	NBC	923
	National League Hockey	LFS	CBS	54,780
	Phil Silvers Special	LFS	CBS	376,280
	Racing from Hialeah	LFS	NBC	4,760
				3,009,147
CARNATION CO. Instant Dry Milk Evaporated Milk, Instant Chocolate Drink, Instant Dry Milk, various products	Adventures in Paradise	EWR&R	ABC	12,960
	Art Linkletter's House Party	EWR&R	CBS	669,370
	As World Turns	EWR&R	CBS	589,077
	Pete & Gladys	EWR&R	CBS	537,600
	Sugarfoot	EWR&R	ABC	951,160
	Untouchables	EWR&R	ABC	248,980
				6,174,175
CARTER PRODUCTS, INC. Arriad Cream Deodorant, Arriad Whirl-In Deodorant, Carter Salad Dressing, Carter's Little Pills, Rise Shave Cream, Nair Depilatory	Aquanuts	SSCB	CBS	327,667
	Douglas Edwards with the News	Ted Bates	CBS	1,252,790
	Hawaiian Eye	Ted Bates	ABC	1,117,030
	Hotel de Paree	Ted Bates	CBS	649,638
	Person to Person	Ted Bates	CBS	789,564
	Roaring 20's	Ted Bates	ABC	96,760
	Sunday News Special	Ted Bates	CBS	320,861
	To Tell the Truth	Ted Bates	CBS	390,993
	American Bandstand	Ted Bates	ABC	144,050
	California All-Star Rodeo	Ted Bates	CBS	120,230
	Pro Bowl Football Game	Ted Bates	NBC	90,983
	Black Saddle	Ted Bates	ABC	161,000
	Jubilee U.S.A.	Ted Bates	ABC	176,610
	ABC Daytime Programming	Ted Bates	ABC	45,920
	Alaskans	Ted Bates	ABC	58,820
	Jack Paar Show	Ted Bates	NBC	147,396
	East-West Football Game	Ted Bates	NBC	47,873
	Gator Bowl Game	Ted Bates	CBS	16,345
	National Rodeo Finals	Ted Bates	CBS	73,134
	Pro Football Kickoff	SSCB	CBS	116,560
	Winter Olympics Medal Winners	SSCB	CBS	14,951
				48,592
CHANEL, INC. Perfumes	Dan Raven	NC&K	NBC	(unavailable)
	Hawaiian Eye	NC&K	ABC	14,370
	Outlaws	NC&K	NBC	34,222
				1,190,550
CHEMSTRAND CORP. Acrilan Fibers products	Diagnosis Unknown	DD8	CBS	151,584
	Loretta Young Theater	DD8	NBC	73,897
	Man & the Challenge	DD8	NBC	816,495
	Price Is Right	DD8	NBC	75,542
	Young Dr. Malone	DD8	NBC	73,032
				158,930
CHEMWAY CORP. Lady Esther Face Cream	ABC Daytime Programming	Cohen & Aleshire	ABC	158,930
				1,786,149
CHESEBROUGH-POND'S, INC. Pertussin Cough Syrup & Vaporizer, Pond's Creams, Seaforth Men's Toiletries, Vaseline Petroleum Jelly, Angel Skin Hand Lotion & Cream	ABC Daytime Programming	Compton	ABC	835,090
	Comedy Playhouse	Compton	NBC	49,876
	Concentration	Compton	NBC	193,947
	House on High St.	Compton	NBC	15,064
	It Could Be You	Compton	NBC	85,282
	Paris a la Mode	Compton	NBC	125,550
	Price Is Right	Compton	NBC	190,524
	Queen for a Day	Compton	NBC	89,061
	Split Personality	Compton	NBC	43,590
	Truth or Consequences	Compton	NBC	158,165
				32,451
CHICAGO PRINTED STRING CO. Crinkle Tie Package	Today	HH&McD	NBC	32,451

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
CHICAGO SHOW PRINTING CO. Mystik Tapes	ABC Daytime Programming	Geo. Hartman	ABC	\$ 30,420 30,420
CHOCK FULL O NUTS CORP. Coffee	Guy Lombarda New Year's Eve	Grey	CBS	21,850 21,850
CHRISTMAS CLUB CORP. Institutional	Today	BSF&D	NBC	22,580 22,580
CHRYSLER CORP. Chrysler Corp. cars, Dart Trucks, Lancer & Newport cars, Valiant cars Plymouth, Valiant	Another Evening With Fred Astaire Diagnosis Unknown Garry Moore Show Mr. Garland Lawrence Welk Show	Leo Burnett N.W. Ayer N.W. Ayer N.W. Ayer Grant	NBC CBS CBS CBS ABC	8,638,201 256,940 615,246 790,295 339,960 4,264,420
Chrysler Corp., Used Cars, Dart Trucks, Dart & Dodge cars, Dodge Dealers Service, Lancer cars	Steve Allen Show TV Guide Award Show	N.W. Ayer Y&R	NBC NBC	2,249,580 121,760
Chrysler Corp., Used Cars, Plymouth & Valiant Chrysler, Imperial cars	Jack Paar Show Today	BBDO BBDO	NBC NBC	37,871 21,324 16,547
CHUN KING ASSOC. ENTERPRISES Chinese Food	Political Telecast Political Telecast	GB&B GB&B	NBC NBC	55,475 22,498 32,977
CITIZENS FOR KENNEDY Election campaign	Political Telecast Political Telecast Political Telecast Political Telecast Political Telecast Political Telecast	GB&B GB&B GB&B GB&B GB&B GB&B	ABC ABC CBS CBS NBC NBC	708,829 112,270 17,250 263,256 82,957 172,048 61,048
CITIZENS FOR KENNEDY-JOHNSON Election Campaign	Today	B. B. Brewer	NBC	66,290 66,290
J. R. CLARK CO. Rid Jid Ironing Table, Ladder	Adventures in Paradise Have Gun, Will Travel Mr. Lucky Surfside Six You Bet Your Life	L&N L&N L&N L&N L&N	ABC CBS CBS ABC NBC	645,229 245,310 78,198 74,970 96,700 150,051
CLUETT, PEABODY & CO. Arrow Shirts	Adventures of Ozzie & Harriet Cake Time	McCann-Erickson McCann-Erickson	ABC ABC	561,080 442,020 119,060
COCA COLA CO. Coca Cola	ABC Daytime Programming Cheyenne	Potts-Woodbury Potts-Woodbury	ABC ABC	42,790 24,700 18,090
COLEMAN CO. Camping Equipment	ABC Coverage of Election Returns American Football League Clear Horizon Dan Raven December Bride Ed Sullivan Show Here's Hollywood Laramie Millionaire (evening) Millionaire (daytime) My Sister Eileen Perry Mason Show Play Your Hunch Rowhide Roaring 20's Twilight Zone Video Village Bugs Bunny Capt. Kangaroo Hawaiian Eye Mighty Mouse Playhouse Untouchables Tales of Wells Fargo Baseball Games of the Week Cotton Bowl Game Gator Bowl Game Liberty Bowl Game East-West Football Game	Ted Bates Ted Bates L&N Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates L&N L&N L&N Ted Bates Ted Bates Ted Bates Ted Bates McCann-Erickson L&N Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates	ABC ABC CBS NBC CBS CBS NBC NBC CBS CBS CBS CBS NBC ABC CBS CBS ABC CBS CBS NBC CBS CBS CBS NBC ABC CBS NBC NBC CBS CBS CBS NBC NBC	22,511,280 43,670 149,020 583,083 108,598 1,697,079 3,243,480 483,295 758,642 1,810,320 3,767,567 429,780 2,803,354 2,919,621 1,067,314 159,550 467,347 215,996 115,290 147,000 102,230 652,913 130,840 232,413 130,372 43,384 40,084 20,298 20,627
COCA COLA CO. Coca Cola	Adventures of Ozzie & Harriet Cake Time	McCann-Erickson McCann-Erickson	ABC ABC	561,080 442,020 119,060
COLEMAN CO. Camping Equipment	ABC Daytime Programming Cheyenne	Potts-Woodbury Potts-Woodbury	ABC ABC	42,790 24,700 18,090
COLGATE PALMOLIVE CO. Cashmere Bouquet Soap, Colgate Dental Cream, Halo Shampoo, Palmolive After-Shave & Rapid Shave, Wildroot Cream Oil, Ad Detergent, Ajax Cleanser, Florient Air Deodorant, Vel Liquid & Powder Detergent, Fab Detergent, Dermassage Emollient, Lustré Creme Shampoos, Veto Roll-On Deodorant, Palmolive Toilet Soap, other Colgate products	ABC Coverage of Election Returns American Football League Clear Horizon Dan Raven December Bride Ed Sullivan Show Here's Hollywood Laramie Millionaire (evening) Millionaire (daytime) My Sister Eileen Perry Mason Show Play Your Hunch Rowhide Roaring 20's Twilight Zone Video Village Bugs Bunny Capt. Kangaroo Hawaiian Eye Mighty Mouse Playhouse Untouchables Tales of Wells Fargo Baseball Games of the Week Cotton Bowl Game Gator Bowl Game Liberty Bowl Game East-West Football Game	Ted Bates Ted Bates L&N Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates L&N L&N L&N Ted Bates Ted Bates Ted Bates Ted Bates McCann-Erickson L&N Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates	ABC ABC CBS NBC CBS CBS NBC NBC CBS CBS CBS CBS NBC ABC CBS CBS ABC CBS CBS NBC CBS CBS NBC ABC CBS NBC NBC CBS CBS CBS NBC NBC	22,511,280 43,670 149,020 583,083 108,598 1,697,079 3,243,480 483,295 758,642 1,810,320 3,767,567 429,780 2,803,354 2,919,621 1,067,314 159,550 467,347 215,996 115,290 147,000 102,230 652,913 130,840 232,413 130,372 43,384 40,084 20,298 20,627
Colgate Dental Creams	Capt. Kangaroo	Kudner	CBS	232,000 232,000
Colgate Dental Cream, Halo Palmolive Shave Cream Palmolive Shave Cream & Rapid Shave, Wildroot Cream Oil	Walt Disney Presents	Donahue & Coe	ABC	16,140 16,140
COLORFORMS, INC. Toys	Today	McCann-Erickson	NBC	133,735 133,735
COLUMBIA PICTURES CORP. Three Worlds of Gulliver	Today	McCann-Erickson	NBC	133,735 133,735
COLUMBUS COATED FABRICS CO. Wall Tex wall coverings, other products	Today	McCann-Erickson	NBC	133,735 133,735

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
COMMONWEALTH PRODUCTS, INC. Aluminum Glo and Copper Glo cleansers	On the Go	R. Jack Scott	CBS	\$ 60,000 60,000
COMPETITION MOTORS, INC. Institutional	NCAA Football Games	DDB	ABC	19,160 19,160
CONGOLEUM NAIRN INC. Floors	Bananza It Could Be You Price Is Right Queen for a Day Truth or Consequences	KMJ KMJ KMJ KMJ KMJ	NBC NBC NBC NBC NBC	613,929 118,834 116,690 119,665 119,570 139,170
CONSOLIDATED CIGAR CORP. Dutch Masters, Muriel Cigars	Take A Good Look	FWR&R	ABC	1,290,070 1,290,070
CONSOLIDATED FOODS CORP. Sara Lee Baked Goods	Arthur Godfrey Show Capt. Kangaroo Championship Bridge	D'Arcy D'Arcy D'Arcy	CBS CBS ABC	270,943 36,643 169,000 65,300
CONTINENTAL BAKING CO. Hostess Cakes, Wonder Bread Marion's Frozen Foods	Capt. Kangaroo Howdy Doody Today	Ted Bates Ted Bates Ted Bates	CBS NBC NBC	593,837 129,000 341,215 123,622
CONTINENTAL OIL CO. Conoco Gas & Motor Oil	ABC Coverage of Election Returns		ABC	111,430 111,430
CONTINENTAL WAX CORP. Floor Wax	Jack Paar Show Today	Product Services, Inc. Product Services, Inc.	NBC NBC	219,447 118,471 100,976
COOPERS INC. Jockey Underwear	Jack Paar Show	HH&McD	NBC	96,336 96,336
CORN PRODUCTS CO. Hellmann's Mayonnaise, Karo Syrup, Mazola Oil, Nucoa Margarine, Nusoft Fabric Softener, Bosco Chocolate Syrup Nucoa Bosco, Rit Easter Egg Kits Bosco, Skippy Peanut Butter	As World Turns Brighter Day December Bride I Love Lucy Love of Life Millionaire Riverboat ABC Daytime Programming American Bandstand Action Cartoon Series Dennis the Menace	McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson L&N GB&B GB&B GB&B GB&B	CBS CBS CBS CBS CBS NBC ABC ABC ABC CBS	3,342,356 201,464 151,503 55,851 190,059 120,571 46,597 578,275 182,200 65,080 345,130 1,405,626
COTY INC. Cosmetics, Perfumes	ABC Daytime Programming American Bandstand Play Your Hunch Young Dr. Malone	BBDO BBDO BBDO BBDO	ABC ABC NBC NBC	584,690 283,200 102,020 90,380 109,050
COWLES MAGAZINES INC. Look Magazine	NBC Coverage of two National Conventions NBC Coverage of Election Returns	McCann-Erickson McCann-Erickson	NBC NBC	1,188,633 1,024,516 164,117
CRACKER JACK CO. Cracker Jack Confections	ABC Daytime Programming Action Cartoon Series Shari Lewis Show	Leo Burnett Leo Burnett Leo Burnett	ABC ABC NBC	370,660 109,980 260,680 23,475
CURTIS PUBLISHING CO. Saturday Evening Post	ABC Daytime Programming Jack Paar Show Today	BBDO BBDO BBDO	ABC NBC NBC	132,976 73,570 9,158 50,248
DEMOCRATIC NATIONAL COMMITTEE Election campaign	Political Telecast Political Telecast	GB&B GB&B	NBC NBC	109,074 74,463 34,611
DEMOCRATIC PARTY, COOK COUNTY Election campaign	Political Telecast	Julian Frank	NBC	72,950 72,950
DOW CHEMICAL CO. Ben Mont Home Decorating Materials, Dow Building Products, Dowgard Additive, Handi Wrap, Saran Fib & Wrap Handi Wrap, Saran Wrap Ben Mont Home Decorating Materials, Saran Wrap Handi Wrap Saran Wrap Ben Mont Home Decorating	Dow Hour of Great Mysteries Dan Raven Jack Paar Show ABC Daytime Programming Naked City Walt Disney Presents Adventures In Paradise Alaskans Cheyenne Laramie Leave It To Beaver Riverboat Today	MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A MacM, J&A	NBC NBC ABC ABC ABC ABC ABC ABC NBC ABC NBC NBC	1,613,613 864,530 69,150 92,509 144,630 52,980 187,420 17,850 16,260 18,260 77,055 18,680 39,317 14,972

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
EQUITABLE LIFE ASSURANCE SOCIETY Institutional	Douglas Edwards with the News Sunday Showcase	FC&B FC&B	CBS NBC	\$ 835,763 93,228 742,535
EVERSHARP, INC. Schick Safety Razors & Blades	American Football League East-West Football Game Liberty Bowl Game NBA Pro Basketball Game Triple Crown Races	Compton Compton Compton Compton Compton	ABC NBC NBC NBC CBS	432,891 148,200 20,627 20,298 186,065 57,701
EX LAX, INC. Laxatives	ABC Daytime Programming	Warwick & Legler	ABC	324,760 324,760
F & F LABS, INC. Cough Lorenges	Jack Paar Show	Lilienfeld	NBC	363,347 363,347
MAX FACTOR & CO. Cosmetics	Riverboat Shirley Temple Show	K&E K&E	NBC NBC	258,428 38,138 220,290
FALSTAFF BREWING CORP. Beer	Baseball Games of the Week Pro Football Games Pro Football World Championship Game	D-F-S D-F-S D-F-S	CBS CBS NBC	1,236,529 919,446 296,719 20,364
FIELD ENTERPRISES, INC. Encyclopedias, Children's Books	NBC Coverage of two National Conventions NBC Coverage of Election Returns	KMJ KMJ	NBC NBC	587,898 505,839 82,059
J. H. FILBERT, INC. Mrs. Filbert's Margarine	ABC Daytime Programming	Y&R	ABC	45,740 45,740
FIRESTONE TIRE & RUBBER CO. Batteries, tires, various products; stores and service	Eyewitness to History	Campbell-Ewald	CBS	1,789,210 1,789,210
FLORIDA CITRUS COMMISSION Citrus Fruits, Frozen Citrus Juices	Today What's My Line?	Benton & Bowles Benton & Bowles	NBC CBS	239,331 21,117 218,214
FLORISTS' TELEGRAPH DELIVERY ASSN. Institutional	Cavalleria Rusticana	KMJ	NBC	221,581 221,581
FORD MOTOR CO. Ford cars and trucks, Falcon cars and trucks, used cars, Ford tractors, Comet & Mercury cars, institutional	The Ford Show Leonard Bernstein Startime Wagon Train Wrangler Hitchcock Presents Laramie Riverboat Leonard Bernstein Dan Raven Moment of Fear Outlaws	JWT JWT JWT JWT JWT K&E JWT JWT JWT JWT JWT JWT	NBC CBS NBC NBC NBC NBC NBC NBC CBS NBC NBC NBC	11,159,933 3,105,629 190,416 2,552,885 3,391,895 543,810 1,015,062 111,572 77,578 61,003 35,792 36,528 37,763
Comet, Lincoln, Mercury Ford (new, used), Mercury				
Ford institutional, Lincoln Ford cars				
GAYLORD PRODUCTS, INC. Gayla Hair Products	American Bandstand	Rothbardt & Hoas	ABC	10,700 10,700
GENERAL CIGAR CO. Robert Burns & White Owl Cigars White Owl Cigars	American Football League Deputy American Football League	Y&R Y&R Y&R	ABC NBC ABC	2,307,464 290,690 1,996,344 20,880
GENERAL ELECTRIC CO. Household Appliances	Fabulous Fifties G.E. College Bowl G.E. Theater Leave It To Beaver Man With A Camera Today	BBDO Maxon BBDO Grey Grey Grey	CBS CBS CBS ABC ABC NBC	5,745,718 262,930 1,193,812 3,621,695 279,210 262,470 125,601
Flash Bulbs Flash Bulbs, Picture Tubes				
GENERAL FOODS CORP. Bakers Coconut, Chocolate Mix, others; Zerta Pudding & Gelatine, Gaines Dog Meal, Jello products, Kool Aid, Maxwell House Coffee, Minute Mashed Potatoes & Tapioca, Past Cerals, SOS Scouring Pads, Sanka Coffee, Swans Down Cake Mixes, Tang drink, Tuffy, Yuban Coffee	ABC Daytime Programming Andy Griffith Show Angel Ann Southern Show Betty Hutton Show Celebrity Talent Scouts Danny Thomas Show December Bride Spike Jones Show Action Cartoon Series Bonanza Bourbon St. Beat Aquanuts Deputy Laramie	Y&R Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Y&R Y&R OB&M Benton & Bowles OB&M OB&M	ABC CBS CBS CBS CBS CBS CBS CBS ABC NBC ABC CBS NBC NBC	18,623,648 659,890 769,162 394,569 2,110,965 1,834,161 601,338 2,581,532 293,387 513,584 322,970 119,349 35,430 247,116 71,421 34,572
Institutional, Kool Aid Kool Aid Maxwell House Coffee				

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
GENERAL FOODS CORP. continued				
	Leave It To Beaver	OB&M	ABC	\$ 57,320
	Men Into Space	OB&M	CBS	67,914
	Rawhide	Benton & Bowles	CBS	261,326
	Stagecoach West	OB&M	ABC	81,130
	Sugarfoot	OB&M	ABC	33,060
	Tales of Wells Fargo	OB&M	NBC	103,442
Maxwell House, Yuban	Adventures in Paradise	OB&M	ABC	366,240
	Alaskans	OB&M	ABC	230,740
	Bronco	OB&M	ABC	68,430
Zerta	American Bandstand	Y&R	ABC	57,580
Post cereals	Bugs Bunny	Benton & Bowles	ABC	350,040
	Fury	Benton & Bowles	NBC	597,009
	Mighty Mouse Playhouse	Benton & Bowles	CBS	69,516
	Ruff & Reddy	Benton & Bowles	NBC	549,454
Kool Aid, Maxwell House, SOS	Dick Powell's Zane Gray Theater	OB&M	CBS	874,452
Sanka	Douglas Edwards with the News	Y&R	CBS	326,956
Jello, Yuban	Hennessey	Y&R	CBS	1,213,370
Jello, Bakers Chocolate	Lunch with Soupy Sales	Y&R	ABC	549,400
	Shari Lewis Show	FC&B	NBC	92,710
	New Comedy Playhouse	Y&R	CBS	257,527
Jello	Twilight Zone	Y&R	CBS	1,765,991
SOS, Sanka	Winter Olympics Medal Winners	Y&R	CBS	175
Institutional				
				14,651,707
GENERAL MILLS, INC.				
Betty Crocker products, Bisquick, Cheerios cereals, Cocoa Puffs, Frosty cereal, Gold Medal Flour, Hi Pro cereal, Kix cereals, Protein Plus, Sugar Jets cereal, Twinkles cereal, Wheatheart cereal, Wheaties cereal, other GM products				
	ABC Daytime Programming	D-F-S	ABC	403,630
	Action Cartoon Series	D-F-S	ABC	2,325,100
	American Bandstand	D-F-S	ABC	444,010
	As World Turns	D-F-S	CBS	264,735
	Captain Gallant	D-F-S	NBC	81,866
	Capt. Kangaroo	D-F-S	CBS	321,000
	Concentration	D-F-S	NBC	327,504
	Dough Re MI	BBDO	NBC	40,756
	Heckle & Jeckle	D-F-S	CBS	608,704
	Here's Hollywood	D-F-S	NBC	294,970
	I Love Lucy	D-F-S	CBS	349,491
	It Could Be You	D-F-S	NBC	75,380
	King Leonardo	D-F-S	NBC	174,366
	Lone Ranger	D-F-S	ABC	439,700
	Lone Ranger	D-F-S	CBS	464,588
	Lone Ranger	D-F-S	NBC	259,341
	Loretta Young Theater	D-F-S	NBC	476,748
	Love of Life	D-F-S	CBS	524,081
	Make Room for Daddy	Knox Reeves	NBC	231,370
	Millionaire	D-F-S	CBS	51,453
	NBC News Report	Knox Reeves	NBC	842,711
	National Velvet	BBDO	NBC	546,384
	Paul Winchell Show	D-F-S	ABC	152,240
	Play Your Hunch	Knox Reeves	NBC	70,589
	Price Is Right	Knox Reeves	NBC	325,144
	Rocky & Friends	D-F-S	ABC	167,830
	Secret Storm	D-F-S	CBS	275,938
	Truth or Consequences	Knox Reeves	NBC	69,894
	Verdict Is Yours	D-F-S	CBS	267,290
	Wyatt Earp	D-F-S	ABC	1,356,260
	Young Dr. Malone	D-F-S	NBC	320,018
Wheaties	Baseball Games of the Week	Knox Reeves	CBS	290,049
Wheaties, Protein Plus	Summer Olympics	Knox Reeves	CBS	196,391
	Bowling Stars	Knox Reeves	NBC	191,915
	NCAA Post-Game Show	Knox Reeves	ABC	22,420
	Pro Football Pre-Game Show	Knox Reeves	NBC	21,374
Wheaties, Protein Plus, General Mills cereals	World Series Spotlight	Knox Reeves	NBC	68,535
	NCAA Post-Game Show	Knox Reeves	ABC	131,010
	World Series Spotlight	Knox Reeves	NBC	22,865
Betty Crocker products, Gold Medal Flour	Bronco	Tatham-Laird	ABC	95,485
Betty Crocker products, Gold Medal, Wheatheart	Split Personality	D-F-S	NBC	39,670
Betty Crocker, General Mills products, Wheaties	NBA Pro Basketball Game	Knox Reeves	NBC	232,182
Betty Crocker products, Bisquick	MGM Specials	Knox Reeves	ABC	153,000
Betty Crocker products	Special Tonight	Knox Reeves	CBS	219,270
	From These Roots	BBDO	NBC	101,422
Wheaties, General Mills, Inc.	Jan Murray Show	BBDO	NBC	37,141
Gold Medal Flour	Pro Bowl Kickoff	Knox Reeves	NBC	19,482
Betty Crocker products, Cheerios, Twinkles	Sugarfoot	D-F-S	ABC	31,695
Cocoa Puffs, Sugar Jets	Walt Disney Presents	D-F-S	ABC	180,910
	Capt. Kangaroo	D-F-S	CBS	30,000
				22,985,033
GENERAL MOTORS CORP.				
Chevrolet & Corvair cars, OK used cars, Chevrolet trucks				
	Adventures in Paradise	Campbell-Ewald	ABC	289,990
	Alaskans	Campbell-Ewald	ABC	368,020
	Black Saddle	Campbell-Ewald	ABC	107,230
	Bronco	Campbell-Ewald	ABC	137,570
	Chevy Show	Campbell-Ewald	NBC	6,660,389
	My Three Sons	Campbell-Ewald	ABC	884,980
	Pat Boone Chevy Showroom	Campbell-Ewald	ABC	1,437,860
	Route 66	Campbell-Ewald	CBS	988,533
	Sugarfoot	Campbell-Ewald	ABC	34,560
Buick cars	Bob Hope Show	McCann-Erickson	NBC	872,650
Oldsmobile cars	Buick Electra Playhouse	McCann-Erickson	CBS	563,439
	Bing Crosby Golf Tournament	D.P. Brother	ABC	94,560
	Bing Crosby Special	D.P. Brother	ABC	247,660
	Hawaiian Eye	D.P. Brother	ABC	221,350
	Michael Shayne	D.P. Brother	NBC	856,520
	Miss America Pageant	D.P. Brother	CBS	65,272
	Today	D.P. Brother	NBC	58,464

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
GENERAL MOTORS CORP. continued				
Tempest cars	John Wayne Special	MacM, J&A	ABC	\$ 117,890
Pontiac cars	NBC Opera	MacM, J&A	NBC	(unavailable)
	Pontiac Star Parade	MacM, J&A	NBC	619,995
	Victor Borge Special	MacM, J&A	ABC	117,580
Pontiac, Tempest	Surfside Six	MacM, J&A	ABC	639,050
General Motors cars, dealers, institutional	Blue-Gray Football Game	McCann-Erickson	NBC	81,031
	Danny Kaye	Campbell-Ewald	CBS	134,215
	World Series	McCann-Erickson	NBC	614,497
General Motors, Oldsmobile	Dennis O'Keefe Show	D.P. Brother	CBS	1,472,988
AC Filters, Spark Plugs, Delco Batteries, Motors	Art Carney Show	D.P. Brother	NBC	789,551
AC Spark Plugs, Filters	Cheyenne	D.P. Brother	ABC	35,780
	Naked City	D.P. Brother	ABC	70,060
Delca Remy, Delco	Stagecoach West	Campbell-Ewald	ABC	236,110
Frigidaire Appliances	British Royal Wedding	D-F-S	NBC	157,750
	Concentration	D-F-S	NBC	1,226,968
	It Could Be You	D-F-S	NBC	455,005
	Loretta Young Theater	D-F-S	NBC	510,810
	Make Room For Daddy	D-F-S	NBC	116,270
	Price Is Right	D-F-S	NBC	617,870
	Split Personality	D-F-S	NBC	65,805
	Truth or Consequences	D-F-S	NBC	599,381
				566,401
GENERAL NUTRITION CORP.	ABC Daytime Programming	Fairfax, Inc.	ABC	64,620
Vitamins	Be Our Guest	Fairfax, Inc.	CBS	30,030
	Concentration	Fairfax, Inc.	NBC	24,445
	Dough Re Mi	Fairfax, Inc.	NBC	94,089
	On the Go	Fairfax, Inc.	CBS	22,500
	Play Your Hunch	Fairfax, Inc.	NBC	18,528
	Queen for a Day	Fairfax, Inc.	NBC	20,820
	Red Rowe Show	Fairfax, Inc.	CBS	8,000
	Today	Fairfax, Inc.	NBC	283,369
				115,296
GENERAL TELEPHONE & ELECTRONICS CORP.	Jack Paar Show	JWT	NBC	115,296
Sylvania radio & TV sets				832,269
GENERAL TIME CORP.	MGM Specials	BBDO	ABC	153,000
Westclox clocks and watches	Special Tonight	BBDO	CBS	169,452
	Tab Hunter Show	BBDO	NBC	509,817
				58,170
GENESEE BREWING CO.	NBC Major League Baseball	Marshall & Pratt	NBC	58,170
Beer				759,149
GERBER PRODUCTS CO.	Capt. Kangaroo	D'Arcy	CBS	113,000
Baby foods	I Love Lucy	D'Arcy	CBS	358,072
	Millionaire	D'Arcy	CBS	257,854
	Something Special	D'Arcy	NBC	30,223
				51,783
GIBSON GREETING CARDS, INC.	Jack Paar Show	Landy, Cye	NBC	51,783
Gift wrapping, greeting cards				73,640
A. C. GILBERT CO.	Action Cartoon Series	Repplier, Banning	ABC	73,640
Tays				12,075,302
GILLETTE CO.	ABC Daytime Programming	Tatham-Laird	ABC	532,450
Adorn Hair Spray, Deep Magic Color Lotion, Pom Home Permanent, Tame Creme Rinse, Toni Home Permanents, White Rain Lotion, Shampoo, Silver Curl Home Permanents, Tonette Children's Home Permanents, Thorexin Cough Syrup, Paper Mate Ball Point Pens, Pamper Shampoo, others	American Bandstand	North	ABC	733,540
	Art Linkletter's House Party	North	CBS	268,366
	Clear Horizon	Tatham-Laird	CBS	80,940
	December Bride	North	CBS	31,860
	For Better or Worse	North	CBS	90,675
	Full Circle	Tatham-Laird	CBS	65,486
	Groucho Show	North	NBC	508,479
	Here's Hollywood	North	NBC	106,026
	Loretta Young Show	North	NBC	1,883,164
	Loretta Young Theater	North	NBC	100,288
	Love Of Life	North	CBS	172,805
	Make Room for Daddy	North	NBC	132,756
	Miss America Pageant	North	CBS	64,172
	Mrs. America Finals	North	CBS	39,124
	Price Is Right	North	NBC	100,906
	To Tell the Truth	Tatham-Laird	CBS	333,276
	Verdict Is Yours	Tatham-Laird	CBS	408,106
	ABC Major League Baseball	Maxon	ABC	1,006,000
	All Star Baseball Game	Maxon	NBC	391,531
	Blue-Gray Football Game	Maxon	NBC	81,031
	Cavalcade of Sports	Maxon	NBC	2,624,259
	Fight of the Week	Maxon	ABC	492,880
	Make That Spare	Maxon	ABC	141,570
	NCAA Football Games	Maxon	ABC	778,350
	Rose Bowl Game	Maxon	NBC	192,765
	World Series	Maxon	NBC	614,497
				147,323
GLIDDEN CO.	ABC Daytime Programming	Meldrum & Fewsmith	ABC	33,960
Durkee's Coconut, Famous Sauce, Instant Onions, Spices & Extras	Jack Paar Show	Meldrum & Fewsmith	NBC	80,363
	Capt. Kangaroo	Meldrum & Fewsmith	CBS	33,000
Durkee's Coconut				1,151,020
GOLD SEAL CO.	Dough Re Mi	Campbell-Mithun	NBC	107,848
Snowy Bleach	For Better or Worse	Campbell-Mithun	CBS	87,665

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
GOLD SEAL CO. continued				
	From These Roots	Campbell-Mithun	NBC	\$ 23,410
	Here's Hollywood	Campbell-Mithun	NBC	115,903
	Loretta Young Theater	Campbell-Mithun	NBC	164,833
	Love of Life	Campbell-Mithun	CBS	113,211
	Young Dr. Malone	Campbell-Mithun	NBC	161,793
	Bonanza	Campbell-Mithun	NBC	155,384
	Outlaws	Campbell-Mithun	NBC	108,706
	Riverboat	Campbell-Mithun	NBC	112,267
Gold Seal Glass Wax				
B. F. GOODRICH CO.				1,568,158
Canvas Shoes	American Bandstand	McCann-Erickson	ABC	86,460
Canvas Shoes, Tires, other products	CBS Reports	BBDO	CBS	252,404
Tires	Liberty Bowl Game	BBDO	NBC	40,661
	NBC Coverage of two National Conventions	BBDO	NBC	1,024,516
	NBC Coverage of Election Returns	BBDO	NBC	164,117
GOODYEAR TIRE & RUBBER CO.				1,819,908
Flooring, Foam Rubber, Plyflex Synthetics, Tires, Neolite Soles & Heels	Goodyear Theater	Y&R	NBC	1,284,624
Tires, Neolite, various	Pete & Gladys	Y&R	CBS	535,284
GREYHOUND CORP.				613,536
Bus service	Arthur Godfrey Show	Grey	CBS	39,112
	Emmy Awards	Grey	NBC	79,961
	Jack Benny Hour	Grey	CBS	146,628
	People Are Funny	Grey	NBC	347,835
GROCERY STORE PRODUCTS CO.				77,780
B & B Mushrooms, Cream of Rice cereal, Kitchen Bouquet	ABC Daytime Programming	Ted Bates	ABC	77,780
GULF GUARANTY LOAN & TITLE CO.				45,505
Institutional	Today	Paul Venze	NBC	45,505
GULF OIL CO.				1,334,609
Gulf Crest Gasoline, Gulf Dealers' Service	Cotton Bowl Game	Y&R	CBS	33,740
	Men Into Space	Y&R	CBS	216,555
Gulf Crest, Gulfpride Oil, Dealers' Service	Perry Mason Show	Y&R	CBS	571,861
Gulf gas, institutional	Projection '61	Y&R	NBC	117,690
Gulf Crest, Gulfpride, Institutional	Rawhide	Y&R	CBS	394,763
HAGAN CHEMICALS & CONTROLS				255,347
Calgon Water Softener, Calgonite Detergent	Jack Paar Show	K, MacL&G	NBC	255,347
HAGGAR CO.				153,280
Men's Slacks	Bronco	Tracy-Locke	ABC	85,040
	Sugarfoot	Tracy-Locke	ABC	68,240
HALLMARK CARDS INC.				1,145,218
Books, cards, gift wrappings, Plan A Party	Hallmark Hall of Fame	FC&B	NBC	1,145,218
HAMBRO AUTOMOTIVE CORP.				28,841
Austin & Morris cars	Today	J.M. Mathes	NBC	28,841
THEODORE HAMM BREWING CO.				412,908
Hamm's Beer	Perry Mason Show	Campbell-Mithun	CBS	233,952
	Pro Football Games	Campbell-Mithun	CBS	47,863
	Pro Football World's Championship	Campbell-Mithun	NBC	1,699
	Rawhide	Campbell-Mithun	CBS	129,394
HAMMONS PRODUCTS CO.				16,524
Snow Grip Spray	Today	Potts-Woodbury	NBC	16,524
P. H. HANES KNITTING CO.				36,000
Children's Steepwear	Capt. Kangaroo	N.W. Ayer	CBS	36,000
HARTZ MOUNTAIN PRODUCTS				605,576
Bird, dog and fish foods, various products	ABC Daytime Programming	Geo. H. Hartman	ABC	82,930
	Paul Winchell Show	Geo. H. Hartman	ABC	172,200
	Play Your Hunch	Geo. H. Hartman	NBC	156,531
	Truth or Consequences	Geo. H. Hartman	NBC	193,915
H. J. HEINZ CO.				2,940,051
Heinz Baby Food, Campside Beans, 57 Sauce, Relish & Pickles, Soups, Ketchup, Worcestershire Sauce, Vinegar, Various Sauces	Concentration	Maxon	NBC	424,461
	From These Roots	Maxon	NBC	97,042
	Here's Hollywood	Maxon	NBC	79,557
	It Could Be You	Maxon	NBC	318,312
	Loretta Young Theater	Maxon	NBC	303,134
	Make Room for Daddy	Maxon	NBC	96,523
	Play Your Hunch	Maxon	NBC	254,740
	Price Is Right	Maxon	NBC	372,007
	Queen for a Day	Maxon	NBC	211,691
	Split Personality	Maxon	NBC	65,890
	Truth or Consequences	Maxon	NBC	401,322
	Young Dr. Malone	Maxon	NBC	315,372
HELENE CURTIS INDUSTRIES, INC.				3,350,042
Enden Shampoo, Helene Curtis Bath Oil, Shampoo, Spray Net, King's Men Toiletries, Suave Hairdressing	As the World Turns	Edw. H. Weiss	CBS	355,280
	Edge of Night	Edw. H. Weiss	CBS	329,329
	To Tell the Truth	McCann-Erickson	CBS	1,224,684
	Witness	McCann-Erickson	CBS	403,542

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
HELENE CURTIS INDUSTRIES INC. continued Helene Curtis Shampoo, Spray Net, Suave	The Brighter Day	Edw. H. Weiss	CBS	\$ 56,289
	Love of Life	Edw. H. Weiss	CBS	112,729
	December Bride	Edw. H. Weiss	CBS	30,694
	Verdict Is Yours	McCann-Erickson	CBS	23,284
Helene Curtis Shampoo, Suave	Be Our Guest	Edw. H. Weiss	CBS	180,009
Enden, Suave	Comedy Playhouse	Edw. H. Weiss	NBC	48,895
	From These Roots	Edw. H. Weiss	NBC	113,610
	On the Go	Edw. H. Weiss	CBS	45,000
	Richard Diamond	Edw. H. Weiss	NBC	117,174
Enden	Split Personality	Edw. H. Weiss	NBC	57,660
	Bourbon St. Beat	McCann-Erickson	ABC	34,850
	Sugarfoot	McCann-Erickson	ABC	17,190
	Bronco	McCann-Erickson	ABC	51,560
Suave	Man With A Camera	McCann-Erickson	ABC	74,560
	Moment of Fear	Edw. H. Weiss	NBC	73,640
				979,556
HILLS BROTHERS COFFEE, INC. Coffee	ABC Daytime Programming	N.W. Ayer	ABC	35,040
	Bat Masterson	N.W. Ayer	NBC	479,373
	Pro Football World Championship	N.W. Ayer	NBC	1,863
	Wait Disney Presents	N.W. Ayer	ABC	457,070
	Winter Olympics Medal Winners	N.W. Ayer	CBS	6,210
				512,640
HOLLYWOOD BRANDS, INC. Hollywood Candy Bars	American Bandstand	Grubb & Peterson	ABC	307,640
	Capt. Kangaroo	Grubb & Peterson	CBS	205,000
				612,005
HOOVER CO. Electric Cleaners, Floor Washers, Floor Polishers, Irons, Shampoo Polisher, various	Art Linkletter's House Party	Leo Burnett	CBS	612,005
Electric Floor Washer	Verdict Is Yours	Leo Burnett	CBS	(unavailable)
				45,419
HYGRADE FOOD PRODUCTS CORP. Hygrade canned meats, meats	Pro Football World Championship	W.B. Doner	NBC	45,419
				37,790
IDEAL TOY CORP. Toys	Macy's Thanksgiving Day Parade	NC&K	NBC	37,790
				32,297
INDEPENDENT CITIZENS FOR NIXON AND LODGE Election campaign	Political Telecast	McCoffrey Adv.	NBC	32,297
				315,430
INDEPENDENT TELEVISION COMMITTEE Election campaign	Political Telecast	Campaign Assoc.	ABC	8,310
	Political Telecast	Campaign Assoc.	ABC	33,220
	Political Telecast	Campaign Assoc.	CBS	198,787
	Political Telecast	Campaign Assoc.	CBS	18,768
	Political Telecast	Campaign Assoc.	NBC	25,925
	Political Telecast	Campaign Assoc.	NBC	30,420
				138,394
INSURANCE COMPANY OF NORTH AMERICA Institutional	Today	N.W. Ayer	NBC	138,394
				552,183
INTERNATIONAL PARTS CORP. Midas Mufflers	Jack Paar Presents Kentucky Derby Preview	Irving J. Rosenbloom	NBC	74,610
	Laramie	Irving J. Rosenbloom	CBS	25,401
	Law of Plainsman	Irving J. Rosenbloom	NBC	72,184
	People Are Funny	Irving J. Rosenbloom	NBC	135,656
	U.S. Open Golf Tournament	Irving J. Rosenbloom	NBC	174,156
		Irving J. Rosenbloom	NBC	70,176
				228,377
INTERNATIONAL SHOE CO. City Club, Wesboro, Rand, Roberts & Kingsway shoes	Jack Paar Show	Krupnick & Associates	NBC	228,377
				17,187
JACKSON & PERKINS CO. Roses, various	Today	W, R&K		17,187
				35,920
JANTZEN, INC. Sweaters	American Bandstand	Hockaday Assn.	ABC	35,920
				25,179
JAYMAR-RUBY, INC. Slacks	Jack Paar Show	Wesley Associates	NBC	25,179
				397,224
ANDREW JERGENS CO. Jergen's Lotion, Woodbury Shampoo	Dough Re Mi	C&W	NBC	158,584
	From These Roots	C&W	NBC	130,460
	Young Dr. Malone	C&W	NBC	108,180
				100,497
JOHNS MANVILLE CORP. Building Materials	Today	JWT	NBC	100,497
				55,496
HOWARD D. JOHNSON CO. Restaurants	Today	N.W. Ayer	NBC	55,496
				4,297,630
JOHNSON & JOHNSON Arrestin Cough Medicine, Band Aid, Johnson's Baby Oil, Lotion, Powder, Shampoo, Cotton Buds, Tek Hughes, other products	ABC Daytime Programming	Y&R	ABC	1,396,940
Band Aid, Cotton Buds,	Donna Reed Show	Y&R	ABC	1,442,520
	Alaskans	Y&R	ABC	297,830

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
JOHNSON & JOHNSON continued				
First Aid Cr.	Cheyenne	Y&R	ABC	\$ 1,039,480
Cotton Buds, First Aid Cr.	Untouchables	Y&R	ABC	24,500
First Aid Cr.	Surfside Six	Y&R	ABC	16,720
Arrestin Cough Medicine	Walt Disney Presents	Y&R	ABC	79,640
				8,103,747
S. C. JOHNSON & SON, INC.				
Glade Deodorant, Glo Coat, Holiday Car Wax, Jubilee Wax, Klear Wax, Pledge, Pride Wax, Raid, Show Polish, Off Insect Repellent	Dick Powell's Zane Gray Theater	NL&B	CBS	1,768,724
	Garry Moore Show	NL&B	CBS	1,395,911
	Johnny Ringo	NL&B	CBS	1,124,627
	Red Skelton Show	FC&B	CBS	1,535,458
	ABC Daytime Programming	FC&B & NL&B	ABC	742,370
	Angel	Benton & Bowles	CBS	278,068
	Ann Sothern Show	Benton & Bowles	CBS	335,841
	Diagnosis Unknown	NL&B	CBS	322,444
	Art Linkletter's House Party	NL&B	CBS	272,055
	Edge of Night	NL&B	CBS	156,845
	Millionaire	NL&B	CBS	81,404
	On the Go	NL&B	CBS	90,000
				4,448,040
KAISER INDUSTRIES CORP.				
Aluminum, Fail, Willys Jeep, Institutional	Hong Kong	Y&R	ABC	900,030
Aluminum, Fail, Willys Jeep & trucks, Steel, Hawaiian Village Hotel	Maverick	Y&R	ABC	3,548,010
				394,705
KAYSER ROTH CORP.				
Fruit of Loom Socks	Capt. Kangaroo	Daniel & Charles	CBS	32,000
Supp Hase for Women	Jack Paar Show	Daniel & Charles	NBC	254,494
	On the Go	Daniel & Charles	CBS	52,500
	Today	Grey	NBC	55,711
				9,900,196
KELLOGG CO.				
Kellogg's cereals, dog foods	Allakazam	Leo Burnett	CBS	518,328
	Aquanauts	Leo Burnett	CBS	526,708
	Art Linkletter's House Party	Leo Burnett	CBS	1,489,983
	Capt. Kangaroo	Leo Burnett	CBS	195,000
	Dennis the Menace	Leo Burnett	CBS	2,369,805
	Deputy	Leo Burnett	NBC	1,281,378
	Father Knows Best	Leo Burnett	CBS	246,680
	Garry Moore Show	Leo Burnett	CBS	979,206
	Hotel de Paree	Leo Burnett	CBS	464,535
	What's My Line?	Leo Burnett	CBS	1,828,573
				551,526
KEMPER INSURANCE GROUP				
Insurance	Celebrity Golf	Clinton E. Frank	NBC	154,554
	Chet Huntley Reporting	Clinton E. Frank	NBC	141,593
	Conventions 1960	Clinton E. Frank	NBC	25,875
	Time: Present	Clinton E. Frank	NBC	229,504
				476,444
KENDALL CO.				
Bauer & Black Elastic Str., Blue Jay Corn Plasters, Curad Bandages	Art Linkletter's House Party	Leo Burnett	CBS	476,444
Curad Bandages	Concentration	Leo Burnett	NBC	(unavailable)
				3,524,286
KIMBERLY-CLARK CORP.				
Delsey Toilet Tissue, Kleenex napkins, tissue, towels	Checkmate	FC&B	CBS	521,175
	Twilight Zone	FC&B	CBS	1,315,932
	Wanted Dead or Alive	FC&B	CBS	1,687,179
				7,314
KIPLINGER WASHINGTON EDITORS, INC.				
Newsletter	Today	AF-GL	NBC	7,314
				37,768
KIWI POLISH CO.				
Shoe Polish	Jack Paar Show	Cohen & Aleshire	NBC	21,055
	Today	Cohen & Aleshire	NBC	16,713
				47,160
KNAPP-MONARCH CO.				
Can Opener and knife sharpener, irons, Liquidizer, Redi Baker, small appliances	ABC Daytime Programming	Frank Block Assoc.	ABC	47,160
				116,325
CHARLES B. KNOX GELATINE CO.				
Knox Gelatine	Loretta Young Theater	Charles W. Hoyt	NBC	116,325
				31,960
KURLASH CO.				
Eyelash Curler	American Bandstand	Stanley Ehrlich	ABC	31,960
				114,270
LANOLIN PLUS, INC.				
Shampoos	Person to Person	C. J. LaRoche	CBS	114,270
				260,563
LANVIN PARFUMS, INC.				
Perfumes	Jack Paar Show	North	NBC	123,471
	Open End	North	NBC	68,334
	Person to Person	North	CBS	68,758
				45,000
LAWRY'S FOODS, INC.				
Garlic Spread, Seasoned Salt, Spaghetti Sauce	On the Go	DDB	CB	45,000
				1,188,960
THOMAS LEEMING & CO.				
Ben Gay Analgesique, Pocquins creams and lotions	Concentration	Wm. Esty	NBC	174,842
	Dough Re MI	Wm. Esty	NBC	97,424
	It Could Be You	Wm. Esty	NBC	353,260
	Make Room for Daddy	Wm. Esty	NBC	139,837
	Price Is Right	Wm. Esty	NBC	176,057
	Queen for a Day	Wm. Esty	NBC	128,465
	Young Dr. Malane	Wm. Esty	NBC	119,075

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
P. LORILLARD CO. Kent cigarettes	Aquanuts Dick Powell's Zone Grey Theater Henneseey Johnny Ringo Olympic Track & Field Trials Richard Diamond Summer Olympics Winter Olympics Medal Winners Arthur Murray Party New Comedy Showcase Overland Trail Tab Hunter Show 21 Beacon St. Bourbon St. Beat Groucho Show	L&N L&N L&N L&N L&N L&N L&N L&N L&N L&N L&N L&N L&N L&N	CBS CBS CBS CBS NBC CBS CBS NBC CBS NBC ABC ABC NBC	\$ 7,755,281 327,940 516,150 1,523,841 1,136,595 43,981 352,287 802,907 15,014 889,170 309,180 255,128 579,243 480,000 (unavailable) 523,845
Newport cigarettes				
Kent, Newport Old Gold cigarettes				
LUDE'S, INC. Cough Drops	Adventures in Paradise Alaskans Sugarfoot Untouchables American Bandstand Walt Disney Presents	J.M. Mathes J.M. Mathes J.M. Mathes J.M. Mathes J.M. Mathes J.M. Mathes	ABC ABC ABC ABC ABC ABC	610,020 82,150 47,790 83,130 94,360 105,650 187,940
Fifth Ave. Candy Bar				
M & R DIETETIC LABS., INC. Pream Instant Cream	Perry Mason Show Rawhide	Benton & Bowles Benton & Bowles	CBS CBS	727,151 306,996 420,155
MALT-O-MEAL CO. Malt-O-Meal	Shirley Temple Show	Campbell-Mithun	NBC	39,705 39,705
MANHATTAN SHIRT CO. Shirts, underwear Shirts	Be Our Guest Reckoning	Daniel & Charles Daniel & Charles	CBS CBS	177,853 177,853 (unavailable)
MARS, INC. Mars Bars, Milky Way Bars & Snickers, Three Musketeers Bar	Broken Arrow Walt Disney Presents	Knax-Reeves Knax-Reeves	ABC ABC	1,120,670 335,220 785,450
MASSEY FERGUSON, LTD. Tractors, farm equipment	Jubilee U.S.A. Today on the Farm	NL&B NL&B	ABC NBC	1,667,479 1,215,770 451,709
MATTEL, INC. Tays	Bugs Bunny Matty's Funday Funnies	Carsan-Roberts Carsan-Roberts	ABC ABC	1,272,690 51,800 1,220,890
McCALL CORP. McCall's Magazine	Dough Re Mi It Could Be You Price Is Right	Grey Grey Grey	NBC NBC NBC	162,165 65,503 46,313 50,349
MENNEN CO. Mennen Baby Magic, Baby Powder	Concentration I Love Lucy Young Dr. Malone Jack Paar Show	Grey Grey Grey Grey	NBC CBS NBC NBC	1,621,120 369,129 192,680 382,754 676,557
Mennen Afta Shave Lotion, Electric Pre-Shave Lotion, Sofstroke Shave Cream				
MENTHOLATUM CO. Colban, Mentholatum, Deep Heat Rub	As the World Turns Edge of Night I Love Lucy It Could Be You Play Your Hunch Price Is Right Verdict Is Yours Dan Raven Hollywood Angel	JWT JWT JWT JWT JWT JWT JWT JWT JWT	CBS CBS CBS NBC NBC NBC CBS NBC NBC	1,148,744 107,640 104,034 113,502 142,886 138,520 177,897 111,642 252,623 (unavailable)
Deep Heat Rub				
G. & C. MERRIAM CO. Merriam Webster Dictionary	Today	Chirurg & Cairns	NBC	22,208 22,208
MILES LABORATORIES, INC. Alka Seltzer, One A Day Vitamins	ABC Daytime Programming Bonanza Fight of the Week Flintstones Laramie Man From Black Hawk Rifleman Split Personality Stagecoach West Wednesday Night Fights Circus Boy Concentration It Could Be You Price Is Right Play Your Hunch Truth or Consequences Young Dr. Malone Fury	Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade Wade	ABC NBC ABC ABC NBC ABC ABC ABC ABC ABC NBC NBC NBC NBC NBC NBC NBC NBC NBC	8,839,446 105,240 309,235 485,880 419,850 168,724 874,520 467,040 44,530 283,330 1,053,810 451,730 1,233,605 946,812 392,164 458,494 627,413 373,001 144,068
Bactine Antiseptic, Chock Vitamins, One A Day Alka Seltzer, Bactine, Miles Nervine, One A Day				
Alka Seltzer, Miles, One A Day				
Bactine, Chock				

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
MILLER BREWING CO. High Life Beer	All Star Golf	Mathieson & Assoc.	ABC	\$ 408,940 408,940
MILLER BROTHERS HAT CO. Adam Hats for Men	Jack Paar Show	MW&S	NBC	48,018 48,018
MINNEAPOLIS BREWING CO. Grain Belt Beer	National League Pro Football	Knox-Reeves	NBC	24,045 24,045
MINNESOTA MINING & MFG. CO. Thermo Fax Copying Machines	U.S. Open Golf Tournament	MacM, J&A	NBC	70,176 70,176
MINUTE MAID CORP. Hi C Fruit Drinks Mi C, Minute Maid Frozen Citrus Fruits, Fruit Juices	ABC Daytime Programming Tournament of Roses Parade	D-F-S D-F-S	ABC NBC	443,309 336,340 106,969
MOGEN DAVID WINE CORP. Wine	Charlie Weaver Show Don Rovent Here's Hollywood Hollywood Angel Jon Murrey Show Outlaws Riverboat Westerner	Edw. H. Weiss Edw. H. Weiss Edw. H. Weiss Edw. H. Weiss Edw. H. Weiss Edw. H. Weiss Edw. H. Weiss Edw. H. Weiss	ABC NBC NBC NBC NBC NBC NBC NBC	938,889 605,870 35,333 60,720 (unavailable) 61,832 37,738 74,119 63,277
MONASCO INDUSTRIES, INC. Mohawk Carpets	No Place Like Home	Maxon	NBC	114,075 114,075
MONSANTO CHEMICAL CO. Chemicals, plastics	Conquest	Gordner	CBS	135,720 135,720
MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION OF OMAHA Life Insurance	ABC Coverage of two National Conventions Aloskans Keep Talking Rawhide	Bozell & Jacobs Bozell & Jacobs Bozell & Jacobs Bozell & Jacobs	ABC ABC ABC CBS	3,036,436 2,241,610 32,850 677,420 84,556
NATIONAL BISCUIT CO. Dromedary Dates, Milk Bane Dog Food, Nabisco cookies, crackers, shredded wheat, other products; Premium Saltine crackers, Ritz crackers, Veri Thin Pretzels, others	As the World Turns Concentration Dough Re Mi Edge of Night Queen for a Day Rawhide Truth or Consequences Wagon Train Young Dr. Malone It Could Be You Jan Murray Show Love of Life Millionaire Price Is Right ABC Daytime Programming Bronco Fury Howdy Doody Play Your Hunch Shari Lewis Show Sugarfoot	McCann-Erickson McCann-Erickson McCann-Erickson K&E Ted Bates McCann-Erickson K&E McCann-Erickson K&E McCann-Erickson McCann-Erickson K&E McCann-Erickson K&E McCann-Erickson K&E Ted Bates K&E K&E K&E K&E K&E K&E K&E	CBS NBC NBC CBS NBC CBS NBC NBC NBC NBC CBS NBC NBC NBC NBC NBC NBC ABC ABC ABC NBC NBC NBC NBC ABC	10,347,922 416,630 634,961 416,182 435,469 334,940 1,047,924 546,674 1,775,496 262,895 536,735 133,336 745,358 124,350 159,692 70,690 34,510 165,081 455,130 (unavailable) 146,038 17,260
NATIONAL BREWING CO. National Bohemian Beer	Major League Baseball National League Pro Football Pro Football World Championship Pro Football Games	W.B. Daner W.B. Daner W.B. Daner W.B. Daner	NBC NBC NBC CBS	300,682 143,306 126,491 7,133 23,752
NATIONAL DAIRY PRODUCTS CO. Sealtest dairy products, orange juice Kraft cheeses, jellies, mayonnaise, oil, other products; Parkay margarine, Philadelphia Cream Cheese, Velveeta Cheese, other products, Cracker Barrel Cheese, others	Bat Masterson Happy Perry Como's Kraft Music Hall Tate	N.W. Ayer JWT JWT JWT	NBC NBC NBC NBC	8,529,811 2,734,233 923,980 3,944,818 926,780
NATIONAL GRAPE CO-OP ASSN. Welch's Grape Juice, Frazen Grape Juice, Jams, Jellies, various products	ABC Daytime Programming American Bandstand Capt. Kangaroo	Richard K. Manoff Richard K. Manoff Richard K. Manoff	ABC ABC CBS	511,220 127,770 270,450 113,000
NATIONAL NIXON-LODGE CLUBS Election campaign	Political Telecasts	Campaign Assoc.	CBS	116,550 116,550
NATIONAL PRESTO INDUSTRIES Automatic Coffee Maker, Electric Ovens, Irons, others	Today	R.M. Seeds	NBC	201,364 201,364
NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE Election campaign	Political Telecast Political Telecast Political Telecasts Political Telecasts Political Telecast	Campaign Assoc. Campaign Assoc. Campaign Assoc. Campaign Assoc. Campaign Assoc.	ABC ABC CBS CBS NBC	568,150 95,650 263,350 174,687 18,422 16,041

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
NATIONAL REPUBLICAN SENATORIAL COMMITTEE Election campaign	Political Telecast	Campaign Assoc.	NBC	\$ 77,205 77,205
NESTLE CO. Nestle's Quik, Zip Chocolate Syrup Quik	Circus Boy Colt .45 From These Roots Mighty Mouse Playhouse Queen for a Day Today Concentration It Could Be You Loretta Young Theater Laramie Riverboat	Wm. Esty McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson Wm. Esty Wm. Esty Wm. Esty Wm. Esty Wm. Esty	NBC ABC NBC CBS NBC NBC NBC NBC NBC NBC	1,611,156 205,671 (unavailable) 104,501 253,754 53,976 69,343 129,131 157,084 560,270 39,738 37,688
Nescafe Instant Coffee, Nestea Instant Tea				
Nescafe				
NEW ENGLAND MUTUAL LIFE INSURANCE CO. Life Insurance	Something Special	BBDO	NBC	30,223 30,223
NEW YORK STATE AFL-CIO Election campaign	Political Telecast	Stuart-Miner	ABC	6,870 6,870
NEW YORK STATE REPUBLICAN COMMITTEE Election campaign	Political Telecast	Campaign Assoc.	NBC	5,840 5,840
NORTH AMERICAN PHILIPS CO. Narelco Electric Shaver, other products	Journey to Understanding Music on Ice Overland Trail	C.J. LaRoche C.J. LaRoche C.J. LaRoche	NBC NBC NBC	707,302 531,872 142,368 33,062
NORTH AMERICAN VAN LINES, INC. Freight transportation	Championship Bridge	Biddle	ABC	367,170 367,170
NORTH WOODS COFFEE CO. Pop Ice Tubble Bubble Bath	Capt. Kangaroo Capt. Kangaroo	Clinton E. Frank Clinton E. Frank	CBS CBS	30,000 24,000 6,000
NORTHAM WARREN CORP. Cutex Lipstick, Nail Polish	American Bandstand	DDB	ABC	117,870 117,870
NORWICH PHARMACAL CO. Pepto Bismol	Moment of Fear Riverboat	Benton & Bowles Benton & Bowles	NBC NBC	298,788 73,982 224,806
NOXZEMA CHEMICAL CO. Medicated Creams & Lotions	ABC Daytime Programming Adventures in Paradise American Bandstand Love & Marriage Maverick Riverboat	SSCB SSCB SSCB SSCB SSCB SSCB	ABC ABC ABC NBC ABC NBC	1,906,269 92,870 107,400 88,620 230,844 271,450 1,115,085
OCEAN SPRAY CRANBERRIES, INC. Cranberry sauce	Story of a Family	BBDO	NBC	113,540 113,540
OHIO OIL CO. Speedway gas and motor oil	Pro Football Games	N.W. Ayer	CBS	42,686 42,686
OLD LONDON FOODS, INC. Dipsy Doodles Snacks, Old London Melba Toast	ABC Daytime Programming American Bandstand	Richard K. Manoff Richard K. Manoff	ABC ABC	179,850 61,400 118,450
OLIN MATHIESON CHEMICAL CO. Squibb Drug Products Squibb products, Western Brass, Winchester firearms and ammunition, Olin Mathieson institutional	People Are Funny Small World	Donahue & Coe D'Arcy	NBC CBS	2,190,483 757,212 1,433,271
OUTBOARD MARINE CORP. Johnson Seahorse outboard motors	Bananza Laramie Rawhide	JWT JWT JWT	NBC NBC CBS	194,033 78,867 73,034 42,132
PABST BREWING CO. Pabst Blue Ribbon Beer	American Football League Olympic Track & Field Trials PGA Golf Tournament	K&E K&E K&E	ABC CBS CBS	276,799 194,220 43,603 38,976
PALM BEACH CO. Men's and boys' suits, sports coats	Jack Paar Show Today	Grey Grey	NBC NBC	316,430 260,722 55,708
PAN AMERICAN COFFEE BUREAU Institutional	ABC Daytime Programming Dan Raven Hong Kong Laramie Outlaws	BBDO BBDO BBDO BBDO BBDO	ABC NBC ABC NBC NBC	314,734 84,500 67,548 16,710 79,154 66,822
PAPER NOVELTY MFG. CO. Double Glo decorations	ABC Daytime Programming	Zlowe	ABC	15,600 15,600
PEARL BREWING CO. Pearl Beer	National League Pro Football	Tracy-Locke	NBC	9,316 9,316

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
PET MILK CO. Evaporated Milk, Instant Non-Fat Dry Milk, Ritz Frozen Pies	Edge of Night Love of Life Red Skelton Show	Gardner Gardner Gardner	CBS CBS CBS	\$ 2,529,401 528,046 84,284 1,917,071
PETER PAN FOUNDATIONS, INC. Undergarments	ABC Daytime Programming	Ben Sackheim	ABC	90,630 90,630
PETER PAUL, INC. Almond Joy candy bars, Mounds bars, Peter Paul Milk Chocolate Dreams	ABC Daytime Programming Cheyenne Rawhide Roaring 2D's Rocky & His Friends Secret Storm Sugarfoot Walt Disney Presents	D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S	ABC ABC CBS ABC ABC CBS ABC ABC	879,249 96,060 212,730 251,359 81,280 67,610 117,200 15,360 37,650
PHILADELPHIA & READING CORP. Deluxe Reading Toys Fruit of the Loom	ABC Daytime Programming Capt. Kangaroo Today	Zlowe Zlowe Grey	ABC CBS NBC	280,348 2,460 6,000 271,888
PHILCO CORP. Philco Washer Dryers Refrigerator Freezers, TV sets Electronic Equipment, TV sets TV sets, washer dryers	As the World Turns Biography of the Fight Miss America Pageant Miss America Preview	BBDO BBDO BBDO BBDO	CBS ABC CBS CBS	204,586 23,956 57,210 63,960 59,460
PHILIP MORRIS, INC. Alpine, Commander, Marlboro cigarettes Alpine, Commander, Philip Morris, Parliament cigarettes Alpine, Parliament, Philip Morris Commander, Parliament Commander, Marlboro, Philip Morris Alpine, Commander, Parliament Alpine, Marlboro, Philip Morris Marlboro Marlboro, Commander Marlboro, Pal Injector Blades Alpine, Marlboro, Gem Razors & Blades Gem Razors & Blades	CBS Reports Dobie Gillis Douglas Edwards with the News Loretta Young Show Perry Mason Show Pro Football World Championship Rawhide Troubleshooters Pro Football Games Route 66 Pro Football Games Laramie Overland Trail Riverboat World Championship Golf	Leo Burnett Leo Burnett Leo Burnett Leo Burnett Benton & Bowles Leo Burnett Benton & Bowles Leo Burnett Leo Burnett Leo Burnett Leo Burnett Leo Burnett Leo Burnett Leo Burnett Leo Burnett	CBS CBS CBS NBC CBS NBC CBS NBC CBS CBS NBC NBC NBC NBC NBC	11,243,448 615,420 1,776,009 2,835,352 227,106 1,122,400 90,839 1,053,828 1,368,180 40,952 453,792 459,789 653,905 98,442 78,334 371,100
PHILLIPS PETROLEUM CO. Phillips gasoline and motor oil	National League Pro Football	Lambert & Feasley	NBC	244,056 244,056
PHILLIPS-VAN HEUSEN CORP. Van Heusen Shirts	Bourbon St. Beat Dan Raven	Grey Grey	ABC NBC	425,524 209,650 215,874
PIEL BROTHERS Piel's Beer	American Football League	Y&R	ABC	15,580 15,580
PILLSBURY CO. Flour, cake mixes, cookie and frosting mixes, instant potatoes, other products	Art Linkletter's House Party As the World Turns Dobie Gillis Edge of Night My Sister Eileen Outlaws Pillsbury Bake Off Shirley Temple Show This Is Your Life	Leo Burnett Campbell-Mithun Leo Burnett Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun Leo Burnett Leo Burnett	CBS CBS CBS CBS NBC CBS NBC NBC NBC	4,927,310 741,806 830,135 1,624,542 778,243 422,574 39,280 36,807 187,650 266,273
PITTSBURGH PLATE GLASS CO. Columbia Chemicals, Pitco Sliding Glass Doors, Pittsburgh Paints, other products, Twindow Insulating Glass	Garry Moore Show Laramie Michael Shayne	BBDO BBDO BBDO	CBS NBC NBC	1,374,266 909,474 231,051 233,741
PLOUGH, INC. Cappertone Suntan products Paas Egg Coloring Mexasna Med. Powder, Musterole, St. Joseph Children's Aspirin, Solarcaine Lotion	American Bandstand Capt. Kangaroo From These Roots Young Dr. Malone	L-S-S L-S-S L-S-S L-S-S	ABC CBS NBC NBC	1,124,788 158,210 16,000 441,514 509,064
POLAROID CORP. Land Cameras	Deputy Diagnosis Unknown Garry Moore Show Jack Paar Show Lawrence Welk Show Man & The Challenge Person to Person Riverboat Today	DDB DDB DDB DDB DDB DDB DDB DDB DDB	NBC CBS CBS NBC ABC NBC CBS NBC NBC	2,755,186 144,260 302,874 1,211,784 337,381 88,840 281,640 209,824 77,695 100,888
POLK MILLER PRODUCTS CORP. Sergeant's Pet Care products	Alaskans American Bandstand Bourbon St. Beat	N.W. Ayer N.W. Ayer N.W. Ayer	ABC ABC ABC	544,454 115,210 61,770 53,520

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
POLK MILLER PRODUCTS CORP. continued				
	Bronco	N.W. Ayer	ABC	\$ 52,810
	Jack Paar Show	N.W. Ayer	NBC	194,904
	Jubilee U.S.A.	N.W. Ayer	ABC	66,240
				146,170
A.H. POND CO. Keepsake Diamond Rings	American Bandstand	Flack Adv.	ABC	146,170
				46,406,679
PROCTER & GAMBLE CO. Camay Soap, Cheer & Dash detergents, Comet Cleanser, Ivory Bar Soap, Joy liquid detergent, Cascade & Dreft detergents, Gleam tooth-pastes, Mr. Clean cleaner, Zest bar soap, Lilt home permanent, Prell Shampoo, Secret Roll-On deodorant, Tide detergents, Ivory powder and detergent, Jif Peanut Spread, Crisco shortening, Duncan Hines cake mixes, Oxydol, Camay soap, Spic & Span cleaner, Lava hand soap, Drene shampoo, others	As the World Turns	Y&R	CBS	3,480,504
	Brighter Day	Y&R	CBS	1,826,747
	Cheyenne	Benton & Bowles	ABC	1,282,920
	Edge of Night	Benton & Bowles	CBS	3,247,128
	Guiding Light	Compton	CBS	3,898,857
	It Could Be You	D-F-S	NBC	1,798,853
	Jeannie Carson Show	Compton	ABC	392,390
	Law & Mr. Jones	Compton	ABC	552,140
	Loretta Young Theater	Benton & Bowles	NBC	1,291,300
	Peter Loves Mary	Benton & Bowles	NBC	813,096
	Project 20	Benton & Bowles	NBC	196,665
	Queen for a Day	Y&R	NBC	836,848
	Real McCoys	Compton	ABC	3,117,720
	Rebel	Y&R	ABC	1,518,140
	Rifleman	Benton & Bowles	ABC	2,826,980
	Riverboat	Benton & Bowles	NBC	311,826
	Robert Taylor in The Detectives	Benton & Bowles	ABC	2,917,200
	Search for Tomorrow	Leo Burnett	CBS	3,888,208
	Tales of Wells Fargo	Compton	NBC	1,054,185
	This Is Your Life	Leo Burnett	NBC	2,264,291
	Truth or Consequences	Compton	NBC	2,749,789
	Wichita Town	Benton & Bowles	NBC	725,408
	Wyatt Earp	Compton	ABC	1,255,850
	Young Dr. Malone	D-F-S	NBC	1,068,253
	Adventures in Paradise	Benton & Bowles	ABC	99,840
	Bronco	Benton & Bowles	ABC	139,010
	Bonanza	Benton & Bowles	NBC	316,584
	Bourbon St. Beat	Benton & Bowles	ABC	341,680
	Miss Universe 1960	Grey	CBS	125,318
	Video Village	Benton & Bowles	CBS	481,933
	Law of Plainsman	Benton & Bowles	NBC	118,238
	Overland Trail	Benton & Bowles	NBC	259,416
	77 Sunset Strip	Benton & Bowles	ABC	185,520
	Tom Ewell Show	Leo Burnett	CBS	441,555
	Family Classics	Benton & Bowles	CBS	128,395
	How Tall Is A Giant	Benton & Bowles	NBC	183,668
	Islanders	Benton & Bowles	ABC	81,890
	Klondike	Benton & Bowles	NBC	23,613
	Laramie	Benton & Bowles	NBC	39,513
	Lawbreakers	Benton & Bowles	CBS	238,635
	Lawman	Benton & Bowles	ABC	18,050
	Manhattan	Benton & Bowles	CBS	112,260
	Naked City	Benton & Bowles	ABC	35,910
	Sugarfoot	Leo Burnett	ABC	17,220
	Sunday Showcase	Benton & Bowles	NBC	115,750
	Walt Disney Presents	Benton & Bowles	ABC	32,200
	Alaskans	Benton & Bowles	ABC	156,900
	Hawaiian Eye	Compton	ABC	33,120
	Emmy Awards	Grey	NBC	96,896
	Make Room for Daddy	Gardner	NBC	199,111
				950,698
	Comedy Playhouse	Weiss & Geller	NBC	86,150
	Concentration	Weiss & Geller	NBC	94,210
	Daugh Re Mi	Weiss & Geller	NBC	130,708
	From These Roots	Weiss & Geller	NBC	73,490
	Here's Hollywood	Weiss & Geller	NBC	59,350
	It Could Be You	Weiss & Geller	NBC	66,960
	Jan Murray Show	Weiss & Geller	ABC	60,705
	Jerry Lewis Show	Weiss & Geller	NBC	114,175
	Make Room for Daddy	Weiss & Geller	NBC	53,845
	Play Your Hunch	Weiss & Geller	NBC	54,840
	Truth or Consequences	Weiss & Geller	NBC	67,965
	Young Dr. Malone	Weiss & Geller	NBC	88,300
				3,766,861
PRUDENTIAL INSURANCE CO. OF AMERICA Life Insurance	Twentieth Century	Reach, McClinton	CBS	3,766,861
				2,279,952
PUREX CORP. Beads O Bleach, Dutch Cleanser, Sweetheart soap, Trend liquid powder, Wrisley bath preparations, gift sets & lotions, other products	Art Carney Show	Edw. H. Weiss	NBC	119,220
	From These Roots	Edw. H. Weiss	NBC	176,432
	Project 20	Edw. H. Weiss	NBC	932,475
	Purex Daytime Specials	Edw. H. Weiss	NBC	173,815
	Purex Nighttime Special	Edw. H. Weiss	NBC	212,425
	Sunday Showcase	Edw. H. Weiss	NBC	665,585
				3,022,574
QUAKER OATS CO. Aunt Jemima mixes, Ken L dog foods, Puss 'n' Boots cat food, Quaker & Mother Oats, Flako mixes	As the World Turns	JWT	CBS	315,181
	Edge of Night	JWT	CBS	191,091
	Love of Life	JWT	CBS	246,591
	Millionaire	JWT	CBS	336,687
	Secret Storm	JWT	CBS	103,486
	Tom Ewell Show	JWT	CBS	365,190
	Tournament of Roses Parade	Lynn Baker	ABC	102,740
	Verdict Is Yours	JWT	CBS	111,865

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
QUAKER OATS CO. continued Aunt Jemima pancake mix, Ken L. dog foods, Quaker & Mother Oats Institutional	Adventures of Ozzie & Harriet Branco Something Special	JWT JWT JWT	ABC ABC NBC	\$ 1,133,310 86,210 30,223
RADIO CORP. OF AMERICA RCA TV sets, hi fi equipment, RCA Victor records, picture tubes, various	Bonanza NBC Coverage of two National Conventions Shirley Temple Show	JWT JWT JWT	NBC NBC NBC	3,735,367 2,230,045 1,014,516 480,806
RAINBOW CRAFTS INC. Toys	Capt. Kangaroo	FH&N	CBS	54,000 54,000
RALSTON PURINA CO. Chex Mate, Corn Chex, Ralston cereals, Rice Chex, Wheat Chex, Purina dog Chaw Purina Dog Chow	Cheyenne Expedition Guestward Ho High Road Leave It to Beaver Rifleman Stagecoach West	Gardner GBB GBB GBB Gardner — GBB Gardner Gardner	ABC ABC ABC ABC ABC ABC ABC	6,067,040 1,035,060 404,520 311,010 1,566,990 2,006,540 552,730 190,190
READER'S DIGEST ASSN., INC. Reader's Digest	Riverboat Shirley Temple Show Today	JWT JWT JWT	NBC NBC NBC	133,599 37,910 36,738 58,951
REALEMON-PURITAN CO. Lemon and lime juices	Jock Paar Show	Lilienfeld	NBC	421,303 421,303
REARDON CO. Bondex Paints	Jock Paar Show	D'Arcy	NBC	26,940 26,940
REDDI WIP INC. Reddi Wip Cream	Jack Paar Show Today	North North	NBC NBC	45,486 28,434 17,052
REMCO INDUSTRIES INC. Toys	Shari Lewis Show	Lewis	NBC	46,000 46,000
RENAULT INC. Renault Dauphine & Caravalle cars & service	Invitation to Paris Markham Orange Bowl Game Winter Olympics	NL&B NL&B NL&B NL&B	ABC CBS CBS CBS	1,898,117 90,950 1,405,584 43,086 358,497
RENUZIT HOME PRODUCTS CO. Renuzit Air Deodorizer, Furniture Wax, Home Dry Cleaner, Grillite Charcoal Lighter	ABC Daytime Programming	APCL&K	ABC	75,700 75,700
REPUBLICAN NATIONAL COMMITTEE Election campaign	Political Telecast Political Telecast	Campaign Assoc. Campaign Assoc.	CBS NBC	265,178 156,144 109,034
RESTONIC CORP. Restonic Mattresses	ABC Daytime Programming Today	Bozell & Jacobs Bozell & Jacobs	ABC NBC	80,087 45,650 34,437
RETAIL CLERKS INTERNATIONAL ASSN. Institutional	Dave's Place Today	Shane, Leonard Shane, Leonard	NBC NBC	325,935 18,769 307,166
REVLON INC. Revlon cosmetics & lotions, Schick and Lady Schick electric shavers Revlon Living Curl Esquire Shoe Polish Top Brass preparations Schick shavers, Esquire polish Asthmanefrin	Belafonte: New York 19 Debbie Reynolds Special Peter Pan Revlon Revue Bonanza Laramie Law of Plainsman Moment of Fear Music on Ice Riverboat ABC Daytime Programming Jack Paar Show Person to Person All Star Football Game Face the Nation Witness Today	Grey Grey Grey Grey Warwick & Legler Warwick & Legler Warwick & Legler Warwick & Legler Warwick & Legler Warwick & Legler MW&S MW&S MW&S Grey Benton & Bowles Benton & Bowles Shaller-Rubin	CBS ABC NBC CBS NBC NBC NBC NBC NBC NBC ABC NBC CBS ABC CBS CBS NBC	4,219,880 128,595 120,330 263,600 1,990,375 40,197 115,491 113,086 110,259 109,114 117,516 120,050 25,836 37,627 48,730 289,680 566,886 22,508
REXALL DRUG & CHEMICAL CO. Drug products	Comedy Playhouse Dough Re Mi From These Roots National Velvet Overland Trail Play Your Hunch Queen for a Day Sunday Showcase Truth or Consequences Young Dr. Malone	BBDO BBDO BBDO BBDO BBDO BBDO BBDO BBDO BBDO BBDO	NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC	1,114,560 13,129 15,544 14,856 632,598 28,605 11,628 13,056 350,985 16,669 17,490

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
SCOVILL MFG. CO. Hamilton Beach toasters, mixers, vacuum cleaners, other appliances and products	Jack Paar Show Today	Clinton E. Frank Clinton E. Frank	NBC NBC	\$ 160,494 139,122 21,372
SCRIPTO INC. Ball Point Pens	Adventures in Paradise Alaskans Be Our Guest Bourbon St. Beat Hong Kong Leave It To Beaver Overland Trail Person to Person Today Walt Disney Presents	Donahue & Coe Donahue & Coe Donahue & Coe Donahue & Coe Donahue & Coe Donahue & Coe Donahue & Coe Donahue & Coe Donahue & Coe Donahue & Coe	ABC ABC CBS ABC ABC NBC CBS NBC ABC	226,120 16,640 16,390 27,017 17,750 16,450 18,360 32,792 18,991 20,470 41,260
SEALRIGHT OSWEGO FALLS CORP. Plastic-coated paper containers	Today	Emil J. DeDonato	NBC	100,504 100,504
SEALY INCORPORATED Mattresses & Boxsprings	Jack Paar Show	JWT	NBC	114,716 114,716
SEARS, ROEBUCK & CO. Institutional Allstate Insurance	Arthur Godfrey Show Person to Person Playhouse 90 Texan Thriller What's My Line?	Leo Burnett Leo Burnett Leo Burnett Leo Burnett Leo Burnett Leo Burnett	CBS CBS CBS CBS NBC CBS	2,827,765 36,792 904,851 670,887 604,383 610,852 (unavailable)
SEVEN-UP CO. 7-Up beverage	Adventures in Paradise Alaskans Guestward Ho Untouchables	JWT JWT JWT JWT	ABC ABC ABC ABC	1,090,850 12,840 380,430 389,300 308,280
SHAKESPEARE CO. Fishing Equipment	Today	MacDonald-Cook	NBC	21,372 21,372
FRANK G. SHATTUCK CO. Schraff's Candies	Jack Paar Show	Richard K. Manoff	NBC	189,785 189,785
SHELL OIL CO. Gasoline & Motor Oil	Leonard Bernstein Pro Football Games	JWT JWT	CBS CBS	274,028 197,301 76,727
SHULTON INC. Good Aire Bridgeport Insecticide	ABC Daytime Programming Jack Paar Show	Wesley Assoc. Wesley Assoc.	ABC NBC	139,578 25,700 113,878
SHWAYDER BROTHERS INC. Samsonite Luggage, other products	Championship Bridge Naked City	Grey Grey	ABC ABC	192,580 52,200 140,380
SIMONIZ CO. Simoniz Floor Wax, Tone Wax	ABC Daytime Programming December Bride I Love Lucy Millionaire For Better or Worse Verdict Is Yours Concentration From These Roots Loretta Young Theater Play Your Hunch Young Dr. Malone Dan Raven Riverboat Westerner Outlaws Bronco Sugarfoot Jack Paar Show Laramie	D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S	ABC CBS CBS CBS CBS CBS NBC NBC NBC NBC NBC NBC NBC NBC NBC ABC ABC NBC NBC	2,231,275 220,430 158,570 157,636 65,125 70,946 156,570 119,081 269,846 113,067 125,773 116,816 36,438 108,868 42,816 73,770 17,240 17,240 308,736 152,307
Floor Wax, Tone Wax, Reddi Starch				
Tone Wax				
Reddi Starch, Tone Wax Simoniz Car Wax				
Car Wax, Body Sheen Car Wax, Tone Wax, Car Wax & Cleaner				
SINCLAIR OIL CORP. Gasoline & Motor Oil, Heating Oil, Dealers' Service	American Football League	GMM&B	ABC	262,690 262,690
SINGER MFG. CO. Sewing Machines, Vacuum Cleaners & Floor Polishers	Dante Millanadre Fibber McGee & Molly	Y&R Y&R Y&R	NBC CBS NBC	1,245,351 413,064 832,287 (unavailable)
Sewing Machines				
SMITH CORONA MARCHANT INC. Smith Corona Typewriters	Today	C&W	NBC	35,956 35,956
SMITH, KLINE & FRENCH LABS. Institutional	March of Medicine	Doremus-Eshelma	NBC	116,675 116,675
SO. & NO. CALIFORNIA RENAULT DEALERS ASSOCIATION Renault cars	American Football League	Len Weissman	ABC	41,740 41,740

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
A. G. SPALDING & BROTHERS INC. Tinker Toys	Capt. Kangaroo	George Bond	CBS	\$ 31,000 31,000
SPEIDEL CORP. Watch bands, identification bracelets	Dean Martin Show	NC&K	NBC	830,108 116,240
Watch Bands	Price Is Right	NC&K	NBC	584,643
SPERRY RAND CORP. Remington Rand typewriters Remington electric shavers, shaving products, Remington Rand typewriters Shavers	Jackie Gleason Show	NC&K	CBS	129,225
A. E. STALEY MFG. CO. Staley Flo Starch, Puf Rinse, other products	ABC Coverage of Election Returns	Compton	ABC	2,783,184 54,690
STANDARD BRANDS INC. Blue Bonnet Margarine, Chase & Sanborn coffees, Royal Gelatin Dessert, Pudding & Pie Fill, Tender Leaf Teas, Fleischmann's Margarine & Yeast	Gunsmoke	Y&R	CBS	1,930,140
Blue Bonnet, Chase & Sanborn, Tender Leaf Chase & Sanborn, Fleischmann's Margarine	Clear Horizon	Y&R	CBS	170,200
STANDARD OIL CO. OF CALIFORNIA Gasoline & motor oil, insecticides	Love of Life	Y&R	CBS	20,059
Insecticides	NBC Coverage of Election Returns	Y&R	NBC	82,059
STANDARD OIL CO. OF INDIANA Standard gasoline & motor oil	Secret Storm	Y&R	CBS	280,585
Amoco gasoline, Permalube motor oil Amoco, Standard gases	Verdict Is Yours	Y&R	CBS	140,670
STANDARD OIL CO. OF NEW JERSEY Esso gasoline & motor oils	Video Village	Y&R	CBS	103,845
Esso gas & oil, dealers' service, Atlas tires, Uni Flo motor oil, other products	ABC Daytime Programming	EW R&R	ABC	373,180 373,180
Esso gas & oil, dealers, Atlas tires Flit Insecticide	As the World Turns	Ted Bates	CBS	2,887,140 262,700
STANDARD OIL CO. OF OHIO Sohio gasoline & motor oil	Edge of Night	Ted Bates	CBS	141,680
STANDARD TRIUMPH MOTOR CO. Triumph cars	From These Roots	Ted Bates	CBS	309,970
STANLEY WARNER CORP. Iodine gargle & Isodettes	It Could Be You	Ted Bates	NBC	211,921
STATE FARM INSURANCE CO. Auto insurance	Love of Life	Ted Bates	CBS	30,073
STEEL COMPANIES COORDINATING COMMITTEE Institutional	Millionaire	Ted Bates	CBS	144,865
STERLING DRUG INC. Bayer Aspirin, Fletcher's Castoria, Haley's MO Laxative, Ironized Yeast Tablets, Phillips Milk of Magnesia, Dr. Lyons tooth powder, Finer Dinner Pet Food, Sunday Shower Dry Dog Shampoo, Fizzin Seltzer	Price Is Right	Ted Bates	NBC	714,535
	Secret Storm	Ted Bates	CBS	139,309
	Truth or Consequences	Ted Bates	NBC	213,280
	Verdict Is Yours	Ted Bates	CBS	146,074
	December Bride	Ted Bates	CBS	15,730
	Fibber McGee & Molly	JWT	NBC	199,440
	Law of Plainsman	JWT	NBC	114,863
	Overland Trail	JWT	NBC	127,233
	Riverboat	JWT	NBC	115,467
	Laramie	BBDO	NBC	94,007 38,559
	Riverboat	BBDO	NBC	31,731
	Law of Plainsman	BBDO	NBC	2,917
	Overland Trail	BBDO	NBC	20,801
	All Star Football Game	D'Arcy	ABC	448,079 15,390
	National League Hockey	D'Arcy	CBS	26,499
	Pro Football Games	D'Arcy	CBS	1,102
	Pro Football World Championship	D'Arcy	NBC	2,544
	Winter Olympics Medal Winners	D'Arcy	CBS	7,027
	Orange Bowl Game	D'Arcy	CBS	32,229
	Pro Football Games	D'Arcy	CBS	363,288
	Blue Bonnet Bowl Game	McCann-Erickson	CBS	786,155 17,019
	NCAA Football Games	McCann-Erickson	ABC	26,880
	NCAA Football Games	McCann-Erickson	ABC	316,540
	Gator Bowl Game	McCann-Erickson	CBS	16,644
	Love of Life	McCann-Erickson	CBS	91,083
	Reckoning	McCann-Erickson	CBS	203,335
	Verdict Is Yours	McCann-Erickson	CBS	114,654
	Pro Football World Championship	McCann-Erickson	NBC	2,855 2,855
	Today	DCSS	NBC	395,582 395,582
	Bourbon St. Beat	Reach, McClinton	ABC	77,850 77,850
	Baseball Games of the Week	NL&B	CBS	948,953 554,723
	Jack Benny Show	NL&B	CBS	394,230
	Steel Situation	BBDO	NBC	65,010 65,010
	ABC Daytime Programming	Brown & Butcher/D-F-S	ABC	15,358,919 591,680
	As the World Turns	D-F-S	CBS	875,852
	Detective's Diary	D-F-S	NBC	744,681
	Edge of Night	D-F-S	CBS	969,852
	Man From Interpol	D-F-S	NBC	1,858,005
	Play Your Hunch	D-F-S	NBC	556,849
	Price Is Right	D-F-S	NBC	1,247,955
	Split Personality	D-F-S	NBC	50,694
	True Story	D-F-S	NBC	800,684
	Verdict Is Yours	D-F-S	CBS	1,047,124
	Young Dr. Malone	D-F-S	NBC	968,475

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
STERLING DRUG INC. continued Bayer Aspirin, Phillips Milk of Magnesia	Arthur Murray Party Dough Re Mi Law of Plainsman M Squad People are Funny Queen for a Day Route 66 Saber of London Thriller Perry Mason Show Riverboat Something Special Five Fingers	D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S D-F-S	NBC NBC NBC NBC NBC CBS NBC NBC NBC CBS NBC NBC NBC	\$ 1,010,106 207,902 308,878 213,726 902,445 40,360 531,735 564,525 516,411 1,133,574 153,800 30,223 33,383
Bayer Aspirin				167,676
Phillips Milk of Magnesia				78,851 88,825
STEWART WARNER CORP. Alemite Motor Oil	Jack Paar Show Today	Macfarland-Aveyard Macfarland-Aveyard	NBC NBC	
STOKELY VAN CAMP INC. Stokely Finest Vegetables, Von Camp's Pork & Eecns. other products	Jack Paar Show Today	L&N L&N	NBC NBC	728,127 441,093 287,034
STROH BREWERY CO. Stroh's Bohemian Beer	National League Hockey	ZK&C	CBS	63,228 63,228
STUDEBAKER PACKARD CORP. Hawk & Lork cars, Studebaker used cars, institutional Lork cars	Jack Paar Show Dan Raven Outlaws Pro Football Games Pro Football Review Riverboat	D'Arcy D'Arcy D'Arcy D'Arcy D'Arcy D'Arcy	NBC NBC NBC CBS CBS NBC	1,064,249 476,530 145,661 151,767 197,830 19,575 72,886
SUN OIL CO. Sunoco gasoline & motor oil	Pro Football Games	Wm. Esty	CBS	20,818 20,818
SUNBEAM CORP. Sunbeam Shavemaster, Mixmaster, toasters, irons, other appliances Sunbeam vacuum cleaners Sunbeam Shavemaster	What's My Line? ABC Daytime Programming Naked City Untouchables	Perrin-Pous FC&B FC&B FC&B	CBS ABC ABC ABC	1,825,112 1,553,202 77,320 123,110 71,480
SUNSHINE BISCUITS, INC. Hi Ho Crackers, Hydrax Cookies, Sunshine Saltines Hydrox, Sunshine Saltines Sunshine Saltines	Laramie Riverboat Law of Plainsman	C&W C&W C&W	NBC NBC NBC	573,701 398,007 154,484 21,210
SWEETS CO. OF AMERICA, INC. Rockwood Chocolate Candies & Wafers, Tootsie Rolls & Tootsie Roll Pops	ABC Daytime Programming Dough Re Mi From These Roots Lone Ranger Play Your Hunch Price Is Right Action Cartoon Series Capt. Kangaroo Fury King Leonardo Restless Gun Split Personality True Story	Sweets Co. Henry Eisen Sweets Co. Sweets Co. Sweets Co. Henry Eisen Henry Eisen Sweets Co. Sweets Co. Sweets Co. Sweets Co. Sweets Co. Sweets Co. Henry Eisen	ABC NBC NBC ABC NBC NBC ABC CBS NBC NBC ABC NBC NBC NBC	2,484,559 110,000 120,281 41,260 174,660 33,584 153,195 719,980 379,000 476,349 31,696 133,540 20,465 90,549
Tootsie Rolls, Pops, Fudge				1,366,220
Rockwood Chocolates				116,000 46,210 98,980 163,950 35,470 100,340 805,270
SWIFT & CO. Peter Pan Peanut Butter	Capt. Kangaroo Colt .45 Hong Kong Maverick Naked City Roaring 20's Walt Disney Presents	McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson	CBS ABC ABC ABC ABC ABC ABC	
TECHNICAL TAPE CORP. Tuck Tape	Jack Paar Show Today	Product Services Product Services	NBC NBC	236,818 53,922 182,896
TEXACO, INC. Institutional Texaco gasoline & motor oils, heating fuel, Marfak lubricants, PT anti-freeze, other products	Capt. Kangaroo Texaco Huntley-Brinkley Report	C&W C&W	CBS NBC	12,161,822 12,000 12,149,822
TILLAMOOK CITY CREAMERY ASSN. Institutional	Laramie	Lynch-Showalter	NBC	12,651 12,651
TOP VALUE ENTERPRISES, INC. Top Value Stamps	Holiday On Ice Thrills of 1960 Circus	Campbell-Mithun Campbell-Mithun	NBC CBS	200,275 95,665 104,610
TRAFFIC CONTROL, INC. Epoxy Weld Glue	Today	Creamer-Trowbridge	NBC	4,842 4,842

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
TRAVELERS INSURANCE CO. Insurance	Masters Golf Tournament	Y&R	CBS	\$ 208,678
	Right Man	Y&R	CBS	77,638
				131,040
20TH CENTURY-FOX FILM CORP. "From the Terrace" "Lost World"	ABC Coverage of two National Conventions	Charles Schloifer	ABC	698,950
UNION CARBIDE CORP. Eveready flashlights & batteries, Prestone Spray de-icer & Antifreeze	ABC Coverage of Election Returns	Wm. Esty	ABC	1,304,462
	NCAA Football			60,040
	Pre-Game Warmup	Wm. Esty	ABC	203,570
	Cheyenne	Wm. Esty	ABC	266,080
	Laramie	Wm. Esty	NBC	116,733
	Lawrence Welk Show	Wm. Esty	ABC	111,060
	Rebel	Wm. Esty	ABC	191,150
	World Series Special	Wm. Esty	ABC	52,930
	Aquanauts	Wm. Esty	CBS	41,142
	Dan Raven	Wm. Esty	NBC	102,239
	Maverick	Wm. Esty	ABC	36,910
	Person to Person	Wm. Esty	CBS	58,438
	Untouchables	Wm. Esty	ABC	64,170
UNION OIL CO. OF CALIFORNIA Union gasoline & motor oil	Pro Football Games	Y&R	CBS	548,176
	Winter Olympics	Y&R	CBS	94,928
				453,248
UNION WADDING CO. Jiffy Planter	Jack Paar Show	Creamer-Trowbridge	NBC	132,482
	Today	Creamer-Trowbridge	NBC	46,093
				86,389
U.S. BORAX & CHEMICAL CORP. 20 Mule Team Borax	Brighter Day	McCann-Erickson	CBS	483,398
	Clear Horizon	McCann-Erickson	CBS	94,584
	December Bride	McCann-Erickson	CBS	99,190
	Love of Life	McCann-Erickson	CBS	70,061
	Video Village	McCann-Erickson	CBS	128,070
				91,493
U.S. BREWERS FOUNDATION, INC. Institutional	Donald O'Connor Show	JWT	NBC	390,015
	Esther Williams at Cypress Gardens	JWT	NBC	126,225
	Summer On Ice	JWT	NBC	131,140
				132,650
U.S. STEEL CORP. Institutional	I Love Lucy	BBDO	CBS	3,298,618
	Project 20	BBDO	NBC	507,120
	U.S. Steel Hour	BBDO	CBS	75,849
				2,715,649
U.S. TIME CORP. Timex Watches	Frank Sinatra Timex Show	Doner & Peck	ABC	945,913
	Jerry Lewis Show	Doner & Peck	NBC	217,340
	NBC White Paper	Doner & Peck	NBC	243,795
	Red Skelton Special	Doner & Peck	CBS	135,723
	Timex All Star Circus	Doner & Peck	CBS	128,435
	Timex All Star Circus	Doner & Peck	ABC	103,790
		Doner & Peck	NBC	116,830
U.S. TOBACCO CO. Sano cigarettes	Meet the Press	C.J. LaRoche	NBC	234,728
VAN CAMP SEA FOOD CO. Chicken of the Sea Tuna	Art Linkletter's House Party	EWR&R	CBS	1,032,380
	Rawhide	EWR&R	CBS	565,950
	Verdict is Yours	EWR&R	CBS	341,418
				125,012
VOLUNTEERS FOR NIXON-LODGE Election campaign	Political Telecast	Campaign Assoc.	ABC	165,089
	Political Telecast	Campaign Assoc.	NBC	73,590
				91,499
WANDER CO. Ovaltine Mintvine Reducing Aid	Capt. Kangaroo	Clinton E. Frank	CBS	246,661
	Jack Paar Show	Clinton E. Frank	NBC	52,000
	Person to Person	Clinton E. Frank	CBS	13,534
	Today	Clinton E. Frank	CBS	77,724
		Clinton E. Frank	NBC	103,403
WARD BAKING CO. Tip Top Bread	Walt Disney Presents	Grey	ABC	213,410
				213,410
WARNER-LAMBERT PHARMACEUTICAL CO. Listerine Antiseptic	ABC Daytime Programming	L&F	ABC	5,464,060
	Dan Raven	L&F	ABC	98,840
	Gale Storm Show	L&F	NBC	(unavailable)
	Michael Shayne	L&F	ABC	641,860
	Overland Trail	L&F	NBC	119,340
	Alaskans	L&F	NBC	195,458
	Five Fingers	Ted Bates	ABC	63,140
	Islanders	Ted Bates	NBC	(unavailable)
	Riverboat	Ted Bates	ABC	215,410
	Roaring 20's	Ted Bates	NBC	224,800
	Untouchables	Ted Bates	ABC	189,270
	Westerner	Ted Bates	ABC	60,170
		Ted Bates	NBC	280,902
U.S. ANAHEIM COLD TABLETS, COUGH SYRUP, NASAL SPRAY, THROAT SPRAY				

Client & Product	Program	Agency	Network	Estimated Gross Time Costs
WARNER-LAMBERT PHARMACEUTICAL CO. continued Listerine, Super Anahist	Laramie	Ted Bates	NBC	\$ 34,297
	Outlaws	Ted Bates	NBC	188,079
Super Anahist, Quick Home Permanent	Bronco	Ted Bates	ABC	48,140
Richard Hudnut products	American Bandstand	Ted Bates	ABC	24,210
	Bourbon St. Beat	Ted Bates	ABC	36,630
Richard Hudnut, Quick, Brama Seltzer	Jack Paar Show	BBDO	NBC	678,021
Quick, Richard Hudnut	Person to Person	L&F	CBS	189,810
	Play Your Hunch	L&F	NBC	46,927
	Queen for a Day	L&F	NBC	62,796
	Young Dr. Malone	L&F	NBC	75,534
Listerine, Quick, Richard Hudnut, Sportsman Men's Tailoreries	George Burns Show	L&F	NBC	116,835
Fizzies Soft Drink Tabs	Capt. Kangaroo	L&F	CBS	109,000
Brama Seltzer, Fizzies, Listerine, Richard Hudnut	Loretta Young Show	L&F	NBC	1,764,591
STATE OF WASHINGTON Potatoes	Today	H. J. Ryan & Son	NBC	32,902 32,902
WATCHMAKERS OF SWITZERLAND Swiss watches	Today	C&W	NBC	458,190 458,190
WATKINS PRODUCTS INC. Drug, food and household products	Today	White, Herzog & Nee	NBC	117,168 117,168
WEMBLY INC. Wembly ties	Jack Paar Show	Walker-Saussy	NBC	230,311 230,311
WEST BEND ALUMINUM CO. Small appliances	Championship Bridge	Western Adv.	ABC	51,000 51,000
WESTERN TAB & STATION CORP. Western school supplies	American Bandstand	Bozell & Jacobs	ABC	152,730 152,730
WESTGATE CALIFORNIA CORP. Breast O Chicken Tuna	ABC Daytime Programming	Fenwick & Haynes	ABC	90,090 90,090
WESTINGHOUSE ELECTRIC CORP. TV sets, dishwashers, air conditioners, phonographs, coffeemakers, other appliances and products	CBS Coverage of two National Conventions	McCann-Erickson	CBS	8,825,165 5,831,551
	CBS Coverage of Election Returns	McCann-Erickson	CBS	992,106
	Desilu Playhouse	McCann-Erickson	CBS	1,321,567
	Presidential Countdown	McCann-Erickson	CBS	679,941
WHIRLPOOL CORP. RCA Whirlpool freezers	Mrs. America Finals	Kenyon & Eckhardt	CBS	19,761 19,761
STEPHEN F. WHITMAN & SON INC. Whitman's candies	Wizard of Oz	N.W. Ayer	CBS	120,915 120,915
WILLIAMS FURNITURE CORP. Furniture	Today	Hicks & Greist	NBC	43,771 43,771
J.B. WILLIAMS CO. Devarex, Relaxant, Geritol, Serutan, Somnex, Zarumin, Aqua Velva After Shave, Letric Shave Lotion, Williams Shave Preparation	ABC Daytime Programming	Parkson Adv.	ABC	7,629,626 219,490
	Art Linkletter's House Party	Parkson Adv.	CBS	765,311
	It Could Be You	Parkson Adv.	NBC	204,060
	Lawrence Welk Show	Parkson Adv.	ABC	704,740
	Original Amateur Hour	Parkson Adv.	ABC	1,151,270
	Person to Person	Parkson Adv.	CBS	253,080
	Ted Mack and the Original Amateur Hour	Parkson Adv.	CBS	289,044
	Texan	Parkson Adv.	CBS	449,658
	Tightrope	Parkson Adv.	CBS	1,377,690
	Video Village	Parkson Adv.	CBS	342,931
	You Bet Your Life	Parkson Adv.	NBC	1,394,802
	Adventures in Paradise	Parkson Adv.	ABC	215,050
	On the Go	Parkson Adv.	CBS	262,500
Aqua Velva, Letric Shave Geritol, Somnex	Jubilee U.S.A	Evans & Assoc.	ABC	160,694 79,550
WILLIAMSON DICKIE MFG. CO. Dickies sportswear & workclothes for men	PGA Golf Tournament	Evans & Assoc.	CBS	81,144
WILLIAM WRIGLEY JR. CO. Wrigley's Gum	ABC Daytime Programming	EW&R	ABC	616,248 40,070
	All Star Golf	EW&R	ABC	5,800
	Bugs Bunny	EW&R	ABC	16,080
	Rawhide	EW&R	CBS	554,298
WURLITZER CO. Organs, pianos	Jack Paar Show	Clinton E. Frank	NBC	255,220 69,877
	Today	Clinton E. Frank	NBC	185,343
WYLER & CO. Soup and fruit juice mixes	Capt. Kangaroo	R. Jack Scott	CBS	157,000 157,000
YARDLEY OF LONDON INC. Yardley products	Princess Margaret's Wedding	N.W. Ayer	ABC	25,600 25,600
ZENITH RADIO CORP. Hearing aids	Today	Macfarland-Aveyard	NBC	139,088 139,088

KEY TO AGENCY ABBREVIATIONS

AF-GL—Albert Frank-Guenther Law
APCL&K—Arndt, Prestan, Chapin, Lamb & Keen
BSF&D—Brooke, Smith, French & Dorrance
C&W—Cunningham & Walsh
CB&McPh—Cummings, Brand & McPherson
DCSS—Doherty, Clifford, Steers & Shenfield
DDB—Doyle Dane Bernbach
D-F-S—Dancer-Fitzgerald-Sample
EWR&R—Erwin Wasey, Ruthrauff & Ryan
F&S&R—Fuller & Smith & Ross
FC&B—Faote, Cone & Belding
FH&N—Farson, Huff & Northlich
GB&B—Guild, Bascom & Bonfigli
GMMB—Geyer, Morey, Madden & Ballard
HH&McD—Henri, Hurst & McDonald
JWT—J. Walter Thompson

K&E—Kenyon & Eckhardt
Y&R—Yaung & Rubicam
KHCC&A—Kastor, Hilton, Chesley, Clifford & Atherton
K,MacL&G—Ketchum, MacLeod & Grave
KMJ—Keyes, Madden & Jones
L&F—Lambert & Feasley
L&N—Lennen & Newell
LFS—Lang, Fisher & Stashower
MW&S—Magul, Williams & Saylor
NC&K—Norman, Craig & Kummel
NLB—Needham, Lavis & Brorby
MacM, J&A—MacManus, John & Adams
OB&M—Ogilvy, Benson & Mather
SSCB—Sullivan, Stauffer, Colwell & Bayles
WR&K—Wunderman, Ricotta & Kline
ZK&C—Zimmer, Keller & Calvert

Our Crusade messages could persuade those stricken by cancer to seek treatment before it is too late. ⌚ Time is crucial in the fight to save human lives. ⌚ Your cooperation also helps raise funds which will bring the ultimate conquest of cancer that much closer. ⌚
 ⌚ Here's how we can help you help us...

FOR RADIO we feature top stars: Perry Como, Frank Sinatra, Connie Francis, Jack Lemmon, Arthur Godfrey and others in spot announcements and 5-minute music shows.

FOR TELEVISION we feature our 1961 poster family; the animated Finchleys; the noted scientist, Dr. George N. Papanicolaou, and others, in 60, 20 and 10-second spots. Also available are telops, slides and flip cards, as well as 8, 20, and 60-second live announcements. You can see a sampling of the total output in our 10-minute presentation reel. **PLUS:** Half-hour film featuring Arthur Godfrey and noted scientists discussing cancer. Look and listen when the local ACS representative calls on you. Be sure your Spring schedule includes some of the Society's first-rate, life-saving materials.

American Cancer Society





TELESTATUS

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

APRIL TELEVISION HOMES

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

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

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

The factor chiefly responsible for this situation is that penetration increases are often offset by current trends of population movement which for some regions have shown at least a temporary decline.

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

The coverage area of a television market is defined by TELEVISION MAGAZINE's research department. Antenna height, power and terrain determine the physical contour of a station's coverage and the probable quality of reception.

Other factors, however, may well rule out any incidence of viewing despite the quality of the signal. Network affiliations, programming, and the number of stations in the service area must all be taken into consideration. The influence of these factors is reflected in the ARB 1960 Coverage Study and, in some cases, the regular reports of the various rating services. The ARB data in particular has become TELEVISION MAGAZINE's guide for estimating coverage and re-evaluating markets.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cut-off point of 25%. Normally, all the television homes in a county will be credited to a market if one-quarter of these homes view any one of the stations in the market at least one night a week. Therefore, based upon this definition, TELEVISION MAGAZINE reports maximum coverage for each television market, based upon a 25% weekly nighttime cut-off.

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

In many regions, individual markets have been combined in a dual-market listing. This has been done whenever there is almost complete duplication of the television coverage area and no real substantial difference in television homes. Furthermore, the decision to combine markets is based upon advertiser use and common marketing practice.

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason, our research department is continuously re-examining markets and revising TV homes figures accordingly. For a complete explanation of the various symbols used in this section, refer to the "footnote" key at the end of this report.

THE FULL FLOWERING OF **TELEVISION MAGAZINE'S** NEW EDITORIAL CONCEPT...

although it first took root only four months ago... unfolds more surely with each new issue.

It is reflected in growing enthusiasm responsive to **TELEVISION'S** working levels of today's 1½ billion their approval in a continuing even more tangibly, largest increase of **PAID**

TELEVISION'S 18-year history.

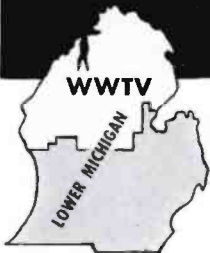
PAID circulation among zoom up 16%. ■ With also come a new reliability to **TELEVISION** advertisers this one) in the mails by the have yet to test the measure of impact upon the many TV advertising to you, **TELEVISION'S** May Through its pages, you can tell them attentions are focussed, fully medium. ■ Closing deadline is April 20. or wire collect to reserve

of readers and advertisers alike, enhanced usefulness at all dollar TV business. ■ They voice flood of laudatory letters; they demonstrate it by the subscriptions yet recorded in The first quarter, 1961, has seen agency-&-advertiser executives this lively editorial vigor has of publishing schedules – assurance that each issue will be (as was first of the month. ■ If you this magazine's growing executives so important issue offers an immediate opportunity. your sales story while their and receptively, upon the television That's soon – so may we suggest you phone the most advantageous position?



TELEVISION MAGAZINE ■ 422 Madison Avenue, New York 17 ■ PLaza 3-9944

TOTAL RETAIL SALES IN WWTV-LAND SURPASS THOSE IN 5 ENTIRE STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Families in the Northern Lower Michigan area covered by WWTV, Cadillac-Traverse City, compose a greater retail sales market than you'll find in 5 entire states*.

WWTV is the only medium covering this 36-county area. You'd have to use 13 daily newspapers or 16 radio stations to duplicate WWTV's coverage. WWTV is by all odds the great favorite in this area as proved by its No. 1 position in 433 of 450 quarter hours surveyed, Sunday through Saturday, 8 a.m.-Midnight (NSI, Cadillac-Traverse City—June 6-July 3, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

*Retail sales in the WWTV area are \$809.8 million—more than in N.H., Alaska, Hawaii, Del. or Nev. (Source: SRDS, October 15, 1960)

WWTV

316,000 WATTS • CHANNEL 13 • 1202' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

TOTAL U.S. TV HOMES.....47,100,000
TOTAL U.S. HOUSEHOLDS.....53,700,000
U.S. TV PENETRATION.....87.7%

Unlike other published coverage figures, these are neither station nor network estimates. They are copyrighted and may not be reproduced without permission. Listed below are all commercial stations on the air.

Market & Stations—% Penetration	TV Homes
ABERDEEN, S.D.—69 KXAB-TV (N,C,A)	21,900
ABILENE, Tex.—80 KRBC-TV (N)	71,700
ADA, Okla.—80 KTEN (A,C,N)	82,800
AGANA, Guam KUAM-TV (C,N,A)	††
AKRON, Ohio—45 WAKR-TV (A)	†70,900
ALBANY, Ga.—64 WALB-TV (A,N)	137,500
ALBANY-SCHENECTADY-TROY, N.Y.—93 W-TEN (C); WAST (A); WRGB (N) (W-TEN operates satellite WCDC, Adams, Mass.)	**426,300
ALBUQUERQUE, N.M.—71 KGGM-TV (C); KOAT-TV (A); KOB-TV (N)	136,300
ALEXANDRIA, La.—71 KAB-TV (A,C,N)	86,100
ALEXANDRIA, Minn.—75 KCMT (N,A)	95,400
ALTOONA, Pa.—88 WFBG-TV (A,C)	275,200
AMARILLO, Tex.—79 KFDA-TV (C); KGNC-TV (N); KVII-TV (A)	111,500
AMES, Iowa—89 WOI-TV (A)	292,500
ANCHORAGE, Alaska KANI-TV (A,N); KTVA (C)	††
ANDERSON, S.C. WAIM-TV (A,C)	††
ARDMORE, Okla.—76 KXII (N)	28,300
ASHEVILLE, N.C.— GREENVILLE-SPARTANBURG, S.C.—79 WISE-TV† (C,N); WLOS-TV (A); WFBC-TV (N); WSPA-TV (C)	399,300 ††
ATLANTA, Ga.—84 WAGA-TV (C); WLVA (A); WSB-TV (N)	544,400
AUGUSTA, Ga.—75 WJBF-TV (A,N); WRDQ-TV (C)	182,900
AUSTIN, Minn.—86 KMMT (A)	146,500
AUSTIN, Tex.—78 KTBC-TV (A,C,N)	136,800
BAKERSFIELD, Calif.—93 KBAK-TV† (C); KERO-TV (N); KLYD-TV† (A)	185,000 †63,400
BALTIMORE, Md.—92 WJZ-TV (A); WBAL-TV (N); WMAP-TV (C)	726,100
BANGOR, Me.—92 WABI-TV (A,C); WLBZ-TV (N,A) (Includes CATV Homes)	97,900
BATON ROUGE, La.—74 WAFB-TV (C,A); WBRZ (A,N)	236,000
BAY CITY-SAGINAW-FLINT, Mich.—91 WNEM-TV (A,N); WKNK-TV† (A,C); WJRT (A)	409,500 †62,500
BEAUMONT-PORT ARTHUR, Tex.—78 KFDM-TV (C,A); KPAC-TV (N,A)	147,700
BELLINGHAM, Wash.—84 KVOS-TV (C)	**48,900
BIG SPRING, Tex.—77 KEDY-TV (C)	19,100
BILLINGS, Mont.—69 KOOK-TV (A,C); KGHZ-TV (N)	56,800
BINGHAMTON, N.Y.—92 WNBF-TV (A,C); WINR-TV† (A,N,C)	341,100 †43,100
BIRMINGHAM, Ala.—78 WAPI-TV (A,N); WBRC-TV (C)	426,600

Market & Stations—% Penetration	TV Homes
BISMARCK, N.D.—73 KXMB-TV (A,C); KFYY-TV (N,A) KFYY-TV operates satellites KUMV-TV, Williston, N.D., and KMOT, Minot, N.D.	**42,400
BLOOMINGTON, Ind.—91 WTTV (See also Indianapolis, Ind.)	615,300
BLUEFIELD, W. Va.—81 WHIS-TV (N,A)	118,700
BOISE, Idaho—82 KBOI-TV (C); KTVB (A,N)	64,400
BOSTON, Mass.—93 WBZ-TV (N); WNAC-TV (A,C); WHDH-TV (C,N)	1,681,500
BRIDGEPORT, Conn. WICC-TV† (A)	††
BRISTOL, Va.—JOHNSON CITY, Tenn.—71 WCYB-TV (A,N); WJHL-TV (A,C)	171,600
BRYAN, Tex.—72 KBIX-TV (A,C)	42,400
BUFFALO, N.Y.—92 WBEN-TV (C); WGR-TV (N); WKBW-TV (A)	562,700
BURLINGTON, Vt.—88 WCAX-TV (C)	**187,000
BUTTE, Mont.—70 KXII-TV (A,C,N) (Operates satellite KXII-TV, Helena, Mont.)	**59,300
CADILLAC, Mich.—85 WWTV (A,C)	98,900
CAPE GIRARDEAU, Mo.—82 KFVS-TV (C)	196,600
CARLSBAD, N.M.—86 KAVE-TV (A,C)	12,000
CARTHAGE-WATERTOWN, N.Y.—82 WCNY-TV (A,C) (Includes CATV Homes)	**66,200
CASPER, Wyo.—59 KTWO-TV (A,N,C)	33,000
CEDAR RAPIDS-WATERLOO, Iowa—90 KCRG-TV (A); WMT-TV (C); KWWL-TV (N)	301,400
CHAMPAIGN, Ill.—90 WCIA (C); WCHU† (N) (See Springfield listing)	323,200
CHARLESTON, S.C.—76 WCSC-TV (C); WUSN-TV (A,N)	143,600
CHARLESTON-HUNTINGTON, W. Va.—82 WCHS-TV (A); WHTN-TV (C); WSAZ-TV (N)	438,200
CHARLOTTE, N.C.—84 WBTV (C); WSOC-TV (A,N)	648,000
CHATTANOOGA, Tenn.—77 WDEF-TV (A,C); WRGP-TV (N); WTVC (A)	198,100
CHEBOYGAN, Mich.—73 WTOM-TV (N,A) (See also Traverse City)	24,100
CHEYENNE, Wyo.—68 KFBC-TV (A,C,N) (Operates satellite KSTF Scottsbluff, Neb.)	**54,300
CHICAGO, Ill.—93 WBMM-TV (C); WBKB (A); WGN-TV; WNBC (N)	2,214,800
CHICO, Calif.—83 KHSL-TV (A,C)	110,300
CINCINNATI, Ohio—91 WCPO-TV (A); WKRC-TV (C); WLW-TV (N)	787,800
CLARKSBURG, W. Va.—75 WBOY-TV (A,C,N)	79,300
CLEVELAND, Ohio—93 WEWS (A); KYW-TV (N); WJW-TV (C)	1,297,200
CLOVIS, N.M.—68 KYER-TV (C)	15,300
COLORADO SPRINGS-PUEBLO, Colo.—83 KKTU (C); KRDO-TV (A); KCSJ-TV (N)	96,300
COLUMBIA-JEFFERSON CITY, Mo.—82 KOMU-TV (A,N); KRCG-TV (A,C)	123,200


* Markets coverage, area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station-coverage study not completed.
* U.S. coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.
† Market being held as it has reached 95% TV penetration.

Market & Stations—% Penetration	TV Homes
COLUMBIA, S.C.—79 WIS-TV (NI); WNOX-TV† (C)	183,100 †33,300
COLUMBUS, Ga.—79 WVTV (A,N); WRBL-TV (C)	126,500
COLUMBUS, Miss.—60 WCBM-TV (C,N,A)	50,300
COLUMBUS, Ohio—93 WBNS-TV (C); WLW-C (NI); WTVN-TV (A)	550,500
COOS BAY, Ore. KCBY-TV (NI)	†††
CORPUS CHRISTI, Tex.—79 KRIS-TV (NI); KZTV (C,A)	95,100
DALLAS—FT. WORTH, Tex.—86 KRID-TV (C); WFAA-TV (A); KFJZ-TV; WBAP-TV (NI)	738,600
DANVILLE, Ill.—73 WICD-TV† (NI)	†23,400
DAVENPORT, Iowa—ROCK ISLAND, Ill.—92 WOC-TV (NI); WHBF-TV (A,C)	325,900
DAYTON, Ohio—94 WHIO-TV (C); WLW-D (A,NI)	490,400
DAYTONA BEACH—ORLANDO, Fla.—76 WESH-TV (NI); WDBO-TV (C); WLOP-TV (A)	264,100
DECATUR, Ala.—39 WMSL-TV† (C,NI)	†31,800
DECATUR, Ill.—79 WTVF† (A)	†121,700
DENVER, Colo.—85 KBTW (A); KJLZ-TV (C); KOA-TV (NI); KTVR	366,300
DES MOINES, Iowa—90 KRNT-TV (C); WHO-TV (NI)	276,100
DETROIT, Mich.—92 WJBK-TV (C); WWJ-TV (NI); WXYZ (A)	*1,605,300
DICKINSON, N.D.—61 KDIX-TV (C)	15,300
DOTHAN, Ala.—61 WTVY (A,C)	75,300
DOUGLAS, Ariz. KCDA	†††

Market & Stations—% Penetration	TV Homes
DULUTH, Minn.—SUPERIOR, Wis.—85 KDAL-TV (C); WDSM-TV (A,NI)	150,600
DURHAM—RALEIGH, N.C.—76 WTVY (A,C); WRAL-TV (NI)	298,500
EAU CLAIRE, Wis.—92 WEAU-TV (A,C,NI)	110,200
EL DORADO, Ark.—MONROE, La.—74 KTVE (A,NI); KNOE-TV (A,C)	163,500
ELKHART—SOUTH BEND, Ind.—69 WSJV-TV† (A); WSBT-TV† (C); WNDU-TV† (NI)	†149,300
EL PASO, Tex.—80 KEIP-TV (A); KRDD-TV (C); KTSM-TV (NI) (Includes 4,700 television homes on military bases)	*105,104
ENID, Okla. (See Oklahoma City)	
ERIE, Pa.—95 WICU-TV (A,NI); WSEE-TV† (A,C) (Includes CATV Homes)	†173,280 †57,900
EUGENE, Ore.—85 KVAL-TV (NI); KEZI-TV (A) (KVAL operates satellite KPIC-TV, Roseburg, Ore.)	**100,500
EUREKA, Calif.—80 KJEM-TV (A,C); KVIQ-TV (A,NI)	59,000
EVANSVILLE, Ind.—HENDERSON, Ky.—84 WFIE-TV† (NI); WTVW (A); WEHT-TV† (C)	222,300 †125,300
FAIRBANKS, Alaska KFAR-TV (A,NI); KTVF (C)	††
FARGO, N.D.—77 WDAY-TV (NI); KXGO-TV (A) (See also Valley City, N.D.)	141,000
FLINT—BAY CITY—SAGINAW, Mich.—91 WJRT (A); WJEM (A,NI); WKNK-TV† (A,C)	409,500 †62,500
FLORENCE, Ala.—51 WOWL-TV† (C,N,A)	†14,900
FLORENCE, S.C.—75 WBTW (A,C,NI)	163,200
FT. DODGE, Iowa—60 KQTV (NI)	†27,500

Market & Stations—% Penetration	TV Homes
FT. MYERS, Fla.—67 WINK-TV (A,C)	13,000
FT. SMITH, Ark.—71 KFSA-TV (C,N,A)	51,900
FT. WAYNE, Ind.—81 WANE-TV† (C); WKIG-TV† (NI); WPTA-TV† (A)	†182,000
FT. WORTH—DALLAS, Tex.—85 KFJZ-TV; WBAP-TV (NI); KRID-TV (C); WFAA-TV (A)	738,600
FRESNO, Calif.—91 KFRE-TV (C); KJEO-TV† (A); KMLV-TV† (NI)	232,700 †188,400
GLENDALE, Mont.—60 KXGN-TV (C,A)	2,000
GOODLAND, Kan.—60 KBIR-TV (C)	10,600
GRAND FORKS, N.D.—75 KNOX-TV (A,NI)	32,700
GRAND JUNCTION, Colo.—65 KREX-TV (A,C,NI) (Operates satellite KREY-TV, Montrose, Colo.)	**26,600
GRAND RAPIDS, Mich.—93 WOOD-TV (A,NI) (See also Kalamazoo)	470,500
GREAT BEND, Kan.—74 KCKT-TV (NI) (KCKT-TV operates satellite KGID, Garden City, Kan., and KOMC-TV, McCook, Neb.)	**101,900
GREAT FALLS, Mont.—81 KFBB-TV (A,C,NI); KRTV (Includes CATV Homes)	51,400


* Markets coverage area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station-coverage study not completed.
* U.S. coverage only.
** Includes circulation of satellite (or booster)
*** Does not include circulation of satellite.
† Market being held as it has reached 95% TV penetration.



2


IN THE HUGE
MARYLAND MARKET
WMAR-TV
Again Leads with
Homes Viewing
Audience*

* Based on the latest NIELSEN** and ARB*** reports, WMAR-TV again leads the other Baltimore stations with more quarter-hour firsts based on both homes viewing and ratings from sign-on to midnight.
** NIELSEN, JAN., 1961
*** ARB, JAN., 1961


In Maryland Most People Watch
WMAR-TV
SUNPAPERS TELEVISION
BALTIMORE 3, MD.
Represented Nationally by
THE KATZ AGENCY, INC.

CHANNEL 7

IN THE ENTIRE DENVER AREA
more homes watch*
KBTW CHANNEL 9
from 12 noon to 12 midnight
than any other channel in the Denver area . . .
AND
these same homes will be watching
ARTHUR J. SMITH
as he presents the KBTW Channel 9 News
5 times a day starting April 17, 1961

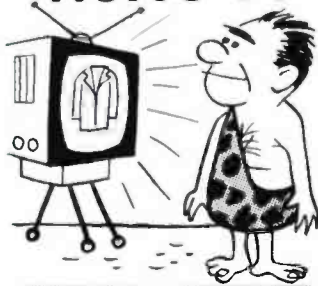
*Denver Area Nielsen Survey, January 9—February 5, 1961
John C. Mullins, President Joe Herold, Station Manager
Represented by Peters, Griffin and Woodward



KBTW CHANNEL



What they see on WJAC-TV



THEY BUY!



If you want to "dress up" your sales figures in the Johnstown-Altoona market, you couldn't make a better buy than WJAC-TV! Both ARB and Nielsen show that more people watch WJAC-TV than any other station. And advertisers' sales figures show that these people who watch WJAC-TV also come forth and buy the products they see advertised. Make a change for the better for yourself in the Johnstown-Altoona market--showcase your products on the station purchasing people watch, WJAC-TV!

For Complete Details, Contact:

**HARRINGTON, RIGHTER
AND PARSONS, INC.**

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco



Market & Stations	% Penetration	TV Homes
GREEN RAY, Wis.—90 WBAY-TV (C); WFRV (N); WIUK-TV (A)		319,600
GREENSBORO—WINSTON-SALEM, N.C.—86 WFMY-TV (A,C); WSJS-TV (N)		395,800
GREENVILLE— SPARTANBURG, S.C.—ASHEVILLE, N.C.—79 WFBC-TV (N); WSPA-TV (C); WLOS-TV (A); WISE-TV† (C,N)		399,300 ††
GREENVILLE-WASHINGTON, N.C.—75 WNCT (A,C); WTNH (N)		176,100
GREENWOOD, Miss.—62 WABG-TV (C)		58,200
HANNIBAL, Mo.—QUINCY, Ill.—89 KHQA-TV (C,A); WGEN-TV (A,C)		171,900
HARLINGEN-WESLACO, Tex.—74 KGBT-TV (A,C); KRGV-TV (A,N)		75,300
HARRISBURG, Ill.—83 WSIU-TV (A)		198,500
HARRISBURG, Pa.—71 WHP-TV† (C); WTPA† (A)		†161,100
HARRISONBURG, Va.—75 WSVA-TV (A,C,N)		45,600
HARTFORD-NEW BRITAIN, Conn.—94 WVIC-TV (C); WNBC† (N); WHCT†		653,900 †293,700
HASTINGS, Neb.—81 KHAS-TV (N)		99,500
HATTIESBURG, Miss.—64 WDAM-TV (A,N)		50,600
HENDERSON, Ky.—EVANSVILLE, Ind.—84 WEHT-TV† (C); WFIE-TV† (N); WTVW (A)		222,300 †125,300
HENDERSON-LAS VEGAS, Nev.—77 KIRJ-TV (N); KLAS-TV (C); KSHO-TV (A)		49,400
HOLYOKE-SPRINGFIELD, Mass. WWIP† (N); WHYN-TV (A,C) (WWIP operates satellite WRIP†, Greenfield, Mass.)		***
HONOLULU, Hawaii KGMB-TV (C); KONA-TV (N); KHVH-TV (A) (Includes 14,600 television homes on military bases) (Satellites: KHBC-TV, Hilo and KMAU-TV, Wailuku to KGMB-TV; KMVI-TV, Wailuku and KHJK-TV, Hilo to KHVH; KALA, Wailuku to KONA-TV.)	**	*149,000
HOUSTON, Tex.—88 KPRC-TV (N); KTRK-TV (A); KHOU-TV (C)		495,200
HUNTINGTON-CHARLESTON, W. Va.—82 WHTN-TV (C); WSAZ-TV (N); WCHS-TV (A)		438,200
HUNTSVILLE, Ala. WAFG-TV†		††
HUTCHINSON-WICHITA, Kan.—83 KTVH (C); KAKE-TV (A); KARD-TV (N) (KTVH, Ensign, Kan. and KAYS, Hoyt Kan. satellites of KAKE-TV)	**	*298,300
IDAHO FALLS-POCATELLO, Idaho—73 KID-TV (A,C); KIFI-TV (N); KTE		63,300
INDIANAPOLIS, Ind.—91 WFBI-TV (N); WISH-TV (C); WLW-I (A) (See also Bloomington, Ind.)		726,900
JACKSON, Miss.—68 WJTV (C); WBTV (A,N)		220,100
JACKSON, Tenn.—71 WDXL-TV (A,C)		56,500
JACKSONVILLE, Fla.—82 WJXT (C); WFGA-TV (N,A)		291,800
JEFFERSON CITY-COLUMBIA, Mo.—82 KRCG-TV (A,C); KOMU-TV (A,N)		123,200
JOHNSON CITY, Tenn.—BRISTOL, Va.—71 WJHL-TV (A,C); WCYB-TV (A,N)		171,600
JOHNSTOWN, Pa.—91 WARD-TV† (A,C); WJAC-TV (N)		554,100 ††
JOPLIN, Mo.—PITTSBURG, Kan.—83 KODE-TV (A,C); KOAM-TV (A,N)		134,000

- * Markets coverage area being re-evaluated.
- † U.H.F.
- †† Incomplete data.
- ††† New station-coverage study not completed.
- * U.S. coverage only.
- ** Includes circulation of satellite for booster.
- *** Does not include circulation of satellite.
- † Market being held as it has reached 95% TV penetration

REVIEW THESE FACTS

ABOUT KALAMAZOO- GRAND RAPIDS!

1 POPULATION: Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in population and households. (Source: Television Magazine.)

2 INCOME-RETAIL SALES: Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between 1959 and 1965. (Source: Sales Management July 10, 1960.)

3 TELEVISION COVERAGE: WKZO-TV reaches more homes daily, weekly, monthly than any other station in Michigan outside Detroit. (Source: NCS No. 3.) This coverage area represents one of America's top 20 television markets.

4 AUDIENCE: In every NSI and ARB Survey in recent years WKZO-TV has dominated ratings. For example, WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday, 9 p.m.-Midnight (NSI — Oct. 17-Nov. 13, 1960).

5 SERVICE: WKZO-TV is the only television station serving this important market area with studios in both Kalamazoo and Grand Rapids.

WKZO-TV will keep your sales in step with the outstanding growth in Kalamazoo-Grand Rapids and Greater Western Michigan. And if you want all the rest of outstate Michigan worth having, add WWTW, Cadillac, to your WKZO-TV schedule.

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.
Exclusive National Representatives

Market & Stations—% Penetration	TV Homes
JUNEAU, Alaska KINY-TV (CI)	††
KALAMAZOO, Mich.—93 WKZO-TV (A,C)	610,800
(See also Grand Rapids)	
KANSAS CITY, Mo.—90 KCMO-TV (CI); KMBC-TV (A); WDAF-TV (NI)	603,800
KEARNEY, Neb.—77 KHOL-TV (CI)	**88,300
(Operates satellite KHPL-TV, Hayes Center, Neb.)	
KLAMATH FALLS, Ore.—70 KOTI-TV (A,C,NI)	13,800
KNOXVILLE, Tenn.—71 WATE-TV (NI); WBRN-TV (CI); WTVK† (A)	211,500 †47,700
LA CROSSE, Wis.—88 WKBT (A,C,NI)	119,500
LAFAYETTE, La.—71 KIFY-TV (CI)	98,300
(Includes CATV Homest)	
LAKE CHARLES, La.—72 KPLC-TV (A,NI); KTAG-TV† (CI)	74,600 ††
LANCASTER, Pa. WGLA-TV (CI,NI)	*517,800
LANSING, Mich.—91 WJLW-TV (A,C); WLIX-TV (NI) (Nonadogal)	377,100
LAREDO, Tex.—64 KGN5-TV (A,C,NI)	10,500
LA SALLE, Ill. (See Peoria, Ill.)	
LAS VEGAS-HENDERSON, Nev.—77 KLAS-TV (CI); KSHO-TV (A); KRNJ-TV (NI)	49,400
LEBANON, Pa.—83 WVYH-TV† (A)	†107,900
LEXINGTON, Ky.—47 WLEX-TV† (A,C,NI); WKYT† (CI)	†55,700
LIMA, Ohio—65 WVMA-TV† (A,C,NI)	†55,000
LINCOLN, Neb.—85 KOLN-TV (A,C)	176,000

Market & Stations—% Penetration	TV Homes
LITTLE ROCK-PINE BLUFF, Ark.—72 KARK-TV (NI); KTHV (CI); KATV (A)	253,300
LOS ANGELES, Calif.—91 KABC-TV (A); KCOP; KHJ-TV; KNXT (CI); KRCA (NI); KTTV	2,796,600
LOUISVILLE, Ky.—81 WAVE-TV (A,NI); WHAS-TV (CI)	422,400
LUBBOCK, Tex.—80 KCBQ-TV (A,NI); KDUB-TV (CI)	108,700
LUFKIN, Tex.—68 KTRE-TV (NI,C,A)	33,900
LYNCHBURG, Va.—82 WLVA-TV (A)	128,800
MACON, Ga.—75 WMAZ-TV (A,C,NI)	110,900
MADISON, Wis.—90 WISC-TV (CI); WKOW-TV† (A); WMTV† (NI)	231,200 †86,300
MANCHESTER, N.H.—90 WMUR-TV (A)	142,800
MANKATO, Minn. KEYC-TV	†††
MARINETTE, Wis. (See Green Bay)	
MARQUETTE, Mich.—85 WLUC-TV (CI,NI,A)	52,100
MASON CITY, Iowa—87 KGLO-TV (CI)	151,400
MAYAGUEZ, P.R. WORA-TV (CI,A)	††
MEDFORD, Ore.—73 KBES-TV (A,C,NI)	43,600
MEMPHIS, Tenn.—77 WHBQ-TV (A); WMCT (NI); WREC-TV (CI)	468,200
MERIDIAN, Miss.—66 WTOX-TV (A,C,NI)	91,700
MESA-PHOENIX, Ariz.—85 KYAR (NI); KTVK (A); KPHO-TV; KOOL-TV (CI)	233,100
MIAMI, Fla.—90 WCKT (NI); WPST-TV (A); WTVJ (CI)	569,300
(Includes 66,800 tourist-only sets)	
MIDLAND-ODESSA, Tex.—70 KMID-TV (A,NI); KOSA-TV (CI)	85,400
MILWAUKEE, Wis.—93 WISN-TV (A); WITI-TV (CI); WTMJ-TV (NI); WXIX†	639,100 †165,300
MINNEAPOLIS-ST. PAUL, Minn.—90 KMSP-TV; KSTP-TV (NI); WCCO-TV (CI); WTCN-TV (A)	737,600
MINOT, N.D.—71 KXMC-TV (A,C); KMOT-TV (A,NI)	*33,700
MISSOULA, Mont.—73 KMOS-TV (A,C)	56,700
MOBILE, Ala.—79 WAIA-TV (NI); WKRG-TV (CI); WEAR-TV (A) (Pensacola)	241,000
MONAHANS, Tex.—70 KVKM-TV (A)	25,600
MONROE, La.—EL DORADO, Ark.—74 KNOE-TV (A,C); KTVF (A,NI)	163,500
MONTEREY-SALINAS, Calif. (See Salinas)	
MONTGOMERY, Ala.—71 WCOV-TV† (CI); W5FA-TV (NI,A)	152,200 †50,200
MUNCIE, Ind.—59 WIBC-TV† (A,C,NI)	†20,800
NASHVILLE, Tenn.—70 WLAC-TV (CI); WSIX-TV (A); WSM-TV (NI)	375,300
NEW BRITAIN-HARTFORD, Conn.—94 WVIC-TV (CI); WNBC† (NI); WHCT†	653,900 †293,700
NEW HAVEN, Conn.—92 WNHC-TV (A)	967,900
NEW ORLEANS, La.—84 WDSU-TV (A,NI); WVUE (A); WWL-TV (CI)	374,700
NEW YORK, N.Y.—93 WABC-TV (A); WNEW-TV; WNTA-TV; WCB5-TV (CI); WOR-TV; WPIX; WNBC-TV (NI)	5,092,300

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† U.H.F.
†† Incomplete data.
††† New station-coverage study not completed.
* U.S. coverage only.
** Includes circulation of satellite for booster.
*** Does not include circulation of satellite.
♦ Market being held as it has reached 95% TV penetration.

YOU'RE ONLY HALF-COVERED IN NEBRASKA



IF YOU
DON'T USE
KOLN-TV!



This is Lincoln-Land—KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

If you've been "prospecting" around Nebraska for big television markets, you know there are just two. One is in the extreme East where *three* top TV stations have "staked their claims."

The other is Lincoln-Land where just *one* station—KOLN-TV—holds sway. And this big market has more than half the buying power of the entire state.

According to latest Nielsen, more than 57,000 Lincoln-Land homes tune in KOLN-TV during prime 6 to 9 p.m. viewing time. Compare this with any other station in Nebraska. Then compare cost-per-thousand figures for nighttime network shows.

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

- Gunsmoke 69,700 homes
- Father Knows Best 77,700 homes
- 6:00 p.m. News 76,000 homes
- 10:00 p.m. News 64,000 homes

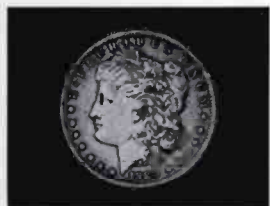
*February Lincoln N51

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



**A TELEVISION
ADVERTISING
DOLLAR WELL SPENT**
Sell YOUR Client's
PRODUCT AT LESS THAN
\$1 per 1,000 TV HOMES
KMSO-TV NOW SERVES
60,300 TV HOMES

CBS • NBC • ABC



NATIONAL REPRESENTATIVES
FOR JOE-TV, Inc.

Market & Stations—% Penetration	TV Homes
NORFOLK, Va.—86 WAVY (N); WTAZ-TV (C); WVEC-TV (A)	300,800
NORTH PLATTE, Neb.—69 KNOP-TV (N)	20,200
OAK HILL, W. Va.—78 WOAY-TV (A,C)	89,400
OAKLAND-SAN FRANCISCO, Calif.—90 KTVU; KRON-TV (N); KPX (C); KGO-TV (A)	1,341,100
ODESSA-MIDLAND, Tex.—70 KOSA-TV (C); KMID-TV (A,N)	85,400
OKLAHOMA CITY, Okla.—85 KWTW (C); WKY-TV (N); KOCO-TV (A) (Enid)	315,000
OMAHA, Neb.—92 KMTV (N); WOW-TV (C); KETV (A)	319,800
ORLANDO-DAYTONA, Fla.—76 WDBO-TV (C); WLOF-TV (A); WESH-TV (N)	264,100
OTTUMWA, Iowa—84 KTVO (C,N,A)	86,300
PADUCAH, Ky.—79 WPSD-TV (N)	178,300
PANAMA CITY, Fla.—76 WJHG-TV (A,C,N)	26,200
PARKERSBURG, W. Va.—44 WTAP (A,C,N)	†19,100
PEORIA, Ill.—78 WEEK-TV† (N); WMBD-TV† (C); WTVH† (A) (WEEK-TV operates WEEQ-TV, La Salle, Ill.)	††176,500
PHILADELPHIA, Pa.—91 WCAU-TV (C); WFL-TV (A); WRCV-TV (N)	1,971,700
PHOENIX-MESA, Ariz.—85 KOOL-TV (C); KPHO-TV; KTVK (A); KVAP (N)	233,100
PINE BLUFF-LITTLE ROCK, Ark.—72 KATV (A); KARK-TV (N); KTHV (C)	253,300
PITTSBURG, Kan.—JOPLIN, Mo.—83 KOAM-TV (A,N); KODE-TV (A,C)	134,000

Market & Stations—% Penetration	TV Homes
PITTSBURGH, Pa.—93 KDKA-TV (C); WHIC (N); WTAE (A)	1,176,100
PLATTSBURG, N.Y.—84 WPTZ (A,N)	*105,500
POCATELLO-IDAHO FALLS, Idaho—73 KTLB; KID-TV (A,C); KIFI-TV (N)	63,300
POLAND SPRING, Mo.—91 WMTW-TV (A,C) (Mt. Washington, N.H.)	324,600
PONCE, P.R. WSUR-TV; WRJK-TV (C,A)	††
PORT ARTHUR-BEAUMONT, Tex.—78 KPAC-TV (N,A); KFDM-TV (C,A)	147,700
PORTLAND, Me.—91 WCSH-TV (N); WGAN-TV (C)	229,200
PORTLAND, Ore.—86 KGW-TV (N); KOIN-TV (C); KPTV (A)	472,000
PRESCUE ISLE, Me.—83 WAGM-TV (A,C,N)	20,300
PROVIDENCE, R.I.—92 WJAR-TV (A,N); WPRR-TV (C)	668,900
PUEBLO-COLORADO SPRINGS, Colo.—83 KCSJ-TV (N); KKTV (C); KRDO-TV (A)	96,300
QUINCY, Ill.—HANNIBAL, Mo.—89 WGEM-TV (A,N); KHQA-TV (C,A)	171,900
RALEIGH-DURHAM, N.C.—76 WRAL-TV (N); WTVD (A,C)	298,500
RAPID CITY, S.D.—58 KOTA-TV (A,C); KRSD-TV (N) (KOTA-TV operates satellite KDUH-TV, Hay Springs, Neb.) (KRSD-TV operates satellite KDSJ-TV, lead, S.D.)	**33,900
REDDING, Calif.—79 KVIP-TV (A,N)	72,300
RENO, Nev.—84 KOLO-TV (A,C,N)	41,300
RICHMOND, Va.—82 WRVA-TV (A); WTVR (C); WEXX-TV (N) (Petersburg, Va.)	268,200
RIVERTON, Wyo.—54 KWQB-TV (C,N,A)	6,600
ROANOKE, Va.—81 WDBJ-TV (C); WSLS-TV (A,N)	251,000
ROCHESTER, Minn.—87 KROC-TV (N)	76,900
ROCHESTER, N.Y.—92 WROC-TV (A,N); WHFC-TV (A,C); WJET-TV (A,C)	333,400
ROCKFORD, Ill.—91 WREX-TV (A,C); WTVQ† (N)	201,900 †106,500
ROCK ISLAND, Ill.—DAVENPORT, Iowa—92 WHBF-TV (A,C); WOC-TV (N)	325,900
ROME-UTICA, N.Y. (See Utica)	
ROSWELL, N.M. KSWS-TV (A,C,N)	*49,800
SACRAMENTO-STOCKTON, Calif.—88 KXIV (C); KCRA-TV (N); KOVR (A)	442,700
SAGINAW-BAY CITY-FLINT, Mich.—91 WKNX-TV† (A,C); WNEM-TV (A,N); WJRT (A)	409,500 †62,500
ST. JOSEPH, Mo.—90 KFEQ-TV (C,A)	110,300
ST. LOUIS, Mo.—92 KSD-TV (N); KTVI (A); KMOX-TV (C); KPLR-TV	857,000
ST. PAUL-MINNEAPOLIS, Minn.—90 WTCN-TV (A); WCCO-TV (C); KSTP (N); KMSP-TV	737,600
ST. PETERSBURG-TAMPA, Fla.—84 WSUN-TV† (A); WFLA-TV (N); WTVT (C)	343,400 †218,900
SALINAS-MONTEREY, Calif.—88 KSBW-TV (A,C,N) (See also San Jose, Calif.) (Includes circulation of optional satellite, KSBY-TV, San Luis Obispo.)	**218,600
SALISBURY, Md.—88 WBOC-TV† (A,C)	†33,700
SALT LAKE CITY, Utah—88 KSL-TV (C); KCPX (A); KUTV (N); KIOR-TV (Provo, Utah)	257,300

Market & Stations—% Penetration	TV Homes
SAN ANGELO, Tex.—81 KCTV (A,C,N)	31,800
SAN ANTONIO, Tex.—83 KUAL-TV†; KENS-TV (C); KONO (A); WOAI-TV (N)	320,500 ††
SAN DIEGO, Calif.—93 KFMB-TV (C); KOGO-TV (N)	*294,800
SAN FRANCISCO-OAKLAND, Calif.—90 KGO-TV (A); KPX (C); KRON-TV (N); KTVU	1,341,100
SAN JOSE, Calif.—84 KNTV (A,C,N) (See also Salinas-Monterey, Calif.)	253,200
SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	††
SAN LUIS OBISPO, Calif. (See Salinas-Monterey)	
SANTA BARBARA, Calif.—82 KEY-T (A,C,N)	61,800
SAVANNAH, Ga.—74 WSAV-TV (N); WTOG-TV (A,C)	101,700
SCHENECTADY-ALBANY-TROY, N.Y.—93 WRGB (N); W-TEN (C); WAST (A) (W-TEN operates satellite WDCD, Adams, Mass.)	**426,300
SCRANTON-WILKES-BARRE, Pa.—87 WDAU† (C); WBRE-TV† (N); WNEP-TV† (A) (Includes CATV Homes)	†280,300
SEATTLE-TACOMA, Wash.—90 KING-TV (N); KOMO-TV (A); KTNB-TV (C); KTVW; KIRO-TV (C)	*578,400
SEDALIA, Mo.—88 KMOS-TV (A)	27,300
SHREVEPORT, La.—78 KSLA (A,C); KTBS-TV (A,N)	218,100
SIoux CITY, Iowa—87 KTVI (A,N); KVTI (A,C)	181,400
SIoux FALLS, S.D.—79 KELO-TV (C,A); KSOO-TV (N,A) (KELO-TV operates boosters KDIO-TV Florence, S.D. and KPLO-TV, Reliance, S.D.)	**227,700
SOUTH BEND-ELKHART, Ind.—69 WNDU-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	†149,300
SPARTANBURG, GREENVILLE, S.C.—ASHEVILLE, N.C.—79 WSPA-TV (C); WFBC-TV (N); WLOS-TV (A); WISE-TV†	399,300 ††
SPOKANE, Wash.—80 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	273,900
SPRINGFIELD, Ill.—77 WICS† (N) (Operates satellite WCHU, Champaign, Ill.)	**†140,200
SPRINGFIELD-HOLYOKE, Mass.—87 WHYN-TV† (A,C); WWLP† (N) (WWLP operates satellite WRIP† Greenfield, Mass.)	**†324,700
SPRINGFIELD, Mo.—81 KTTS-TV (C); KYTV (A,N)	112,700
STEBUNVILLE, Ohio—88 WSTV-TV (A,C)	338,400
STOCKTON-SACRAMENTO, Calif.—88 KQVR (A); KCRA (N); KXIV (C)	442,700
SUPERIOR, Wis.—DULUTH, Minn.—85 WDSM-TV (N,A); KDAL-TV (C)	150,600
SWEETWATER, Tex.—82 KPAR-TV (C)	48,100
SYRACUSE, N.Y.—92 WHEN-TV (A,C); WSYR-TV (N,A) (WSYR-TV operates satellite WSYE-TV Elmira, N.Y.)	**464,400
TACOMA-SEATTLE, Wash.—90 KTNB-TV (C); KTVW; KING-TV (N); KOMO-TV (A); KIRO-TV (C)	*578,400
TALLAHASSEE, Fla.—THOMASVILLE, Ga.—64 WCTV (C,A)	132,000
TAMPA-ST. PETERSBURG, Fla.—84 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	343,400 †218,900

• Market coverage area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station-coverage study not completed.
* U.S. coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.
♦ Market being held as it has reached 95% TV penetration.

Remarkable
ROCKFORD BELONGS IN YOUR MARKET MIX

STIR UP SALES
BUY WREX-TV
THE HOT BUY EVERY MONTH

GET THE FACTS FROM OUR PERSPIRING REPS

H-R TELEVISION, INC.

WREX-TV CHANNEL 13 ROCKFORD

J. M. BAISCH
Vice Pres. & Gen. Mgr.

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
TEMPLE-WACO, Tex.—78 KCEN-TV (N); KWTX-TV (A,C)	126,100	WASHINGTON, D.C.—88 WMAL-TV (A); WRC-TV (N); WTOF-TV (C); WTTG	871,200	WINSTON-SALEM—GREENSBORO, N.C.—35 WSJS-TV (N); WFMV-TV (A,C)	395,800
TERRE HAUTE, Ind.—92 WTHI-TV (A,C)	195,700	WASHINGTON-GREENVILLE, N.C.—75 WITN (N); WNCT (A,C)	176,100	WORCESTER, Mass. WWOR-TV (N) ††	
TEXARKANA, Tex.—73 KCMC-TV (A,C)	88,500	WATERBURY, Conn. WATR-TV† (A) ††		YAKIMA, Wash.—63 KIMA-TV† (A,C,N); KNDO-TV† (A) ‡KIMA operates satellites KLEW-TV, Lewiston, Idaho; KBAS-TV†, Ephrata, Wash.; KEPR-TV†, Pasco, Wash.	100,100
THOMASVILLE, Ga.—TALLAHASSEE, Fla. (See Tallahassee)		WATERLOO-CEDAR RAPIDS, Iowa—90 KWWL-TV (N); KCRG-TV (A); WMT-TV (C)	301,400	YORK, Pa.—55 WSBA-TV† (A)	139,200
TOLEDO, Ohio—93 WSPD-TV (A,N); WTOL-TV (C,N)	419,800	WATERTOWN-CARTHAGE, N.Y. (See Carthage)		YOUNGSTOWN, Ohio—74 WFMJ-TV†; WKBN-TV† (C); WKST-TV† (A) ‡Includes CATV Homes	170,600
TOPEKA, Kan.—81 WIBW-TV (A,C,N)	117,300	WAUSAU, Wis.—87 WSAU-TV (A,C,N)	118,900	YUMA, Ariz.—81 KIVA (C,N,A)	27,800
TRAVERSE CITY, Mich.—85 WPBN-TV (N,A) ‡WPBN-TV operates S-2 satellite WTOM-TV, Cheboygan	*** 45,700	WESLACO-HARLINGEN, Tex.—74 KRGV-TV (N,A); KGBT-TV (A,C)	75,300	ZANESVILLE, Ohio—47 WHIZ-TV† (A,C,N)	11,500
TROY-ALBANY-SCHENECTADY, N.Y.—93 WRGB (N); W-TEN (C); WAST (A) ‡W-TEN operates satellite WCDC, Adams, Mass.†	**426,300	WEST PALM BEACH, Fla.—78 WEAT-TV (A); WPTV (N)	84,500		
TUCSON, Ariz.—86 KGUN-TV (A); KOLD-TV (C); KVOA-TV (N)	109,500	WESTON, W. Va. WJPB-TV (A) †††			
TULSA, Okla.—82 KOTV (C); KVOO-TV (N); KTUL-TV (A)	325,200	WHEELING, W. Va.—85 WTRF-TV (A,N)	239,100		
TUPELO, Miss.—60 WTWV (N)	45,800	WICHITA-HUTCHINSON, Kan.—83 KAKE-TV (A); KARD-TV (N); KTVH (C) ‡KTVC, Ensign, Kan. and KAYS, Hays, Kan. satellites of KAKE-TV	**298,300		
TWIN FALLS, Idaho—77 KLIJ-TV (A,C,N)	25,400	WICHITA FALLS, Tex.—82 KFDX-TV (N); KSYD-TV (C); KSWO-TV (A) (lawton)	137,400		
TYLER, Tex.—73 KLTV (A,C,N)	106,300	WILKES-BARRE—SCRANTON, Pa.—87 WBRE-TV† (N); WNBP-TV† (A); WDAU-TV† (C) ‡Includes CATV Homes	280,300		
UTICA-ROME, N.Y.—94 WKTV (A,C,N)	148,300	WILLISTON, N.D.—56 KUMV-TV (N,A)	18,500		
VALLEY CITY, N.D.—78 KJJB-TV (C) (See also Fargo, N.D.)	134,500	WILMINGTON, N.C.—72 WECT (A,N,C)	97,300		
WACO-TEMPLE, Tex.—78 KWTX-TV (A,C); KCEN-TV (N)	126,100				

• Markets coverage area being re-evaluated.
† U.H.F.
†† Incomplete data.
††† New station-coverage study not completed.
* U.S. coverage only.
** Includes circulation of satellite (or booster).
*** Does not include circulation of satellite.
‡ Market being held as it has reached 95% TV penetration.

TV MARKETS
APRIL, 1961

1-channel markets.....	129
2-channel markets.....	69
3-channel markets.....	54
4- (or more) — channel markets.....	17
Total U.S. Markets.....	269
Commercial stations U.S. & possessions.....	528

WFLA TV Reach

WFLA-TV offers BIGGEST AUDIENCES* when people watch TV most! . . . Monday through Friday, 6 p.m.-midnight.
* ARB, NOV. 1960

...in the land of Profitunity!

AVERAGE 1/4-HOUR HOMES REACHED

	WFLA-TV Sta "A"	Sta "B"
Sign on-noon	17,000	16,300 1,300
Noon-6 p.m.	19,700	21,300 6,900
6 p.m.-midnight	62,600	55,500 23,200

CHECK TOP 15 SYNDICATED FILMS

WFLA-TV	10
STA "A"	5
STA "B"	0

Source: ARB, NOV. 1960 (Homes Reached)

WFLA-TV delivers MOST TV Homes in 28 Counties of Central and West Coast Florida — including the Tampa-St. Petersburg Metropolitan market. (Jan. 1960 ARB TV ownership est.)



Channel 8
NATIONAL REPRESENTATIVES, **BLAIR-TV**

EDITORIAL

THE TIME HAS COME FOR TOGETHERNESS ON COLOR

FOR reasons that are wholly understandable, most television manufacturers and broadcasters have been content to let RCA and NBC monopolize color television.

In the more than seven years since color standards were approved by the Federal Communications Commission, a monopoly in color has meant mostly a monopoly in expense. That is the kind of monopoly that General Sarnoff's competitors have been delighted to concede to him.

But conditions are beginning to change.

The biggest reason is that the development of black-and-white television has reached a plateau. The curves of equipment manufacturing, audience size and advertising volume are apt to stay just about where they are unless they are kicked hard by something new and powerful.

Color is the only force now available with that much kick in it.

When the FCC approved the present color standards in December 1953, the black-and-white system was still in the beginning of its great growth period.

More than 200 new black-and-white television stations went on the air in the year the FCC approved color. Another 180 began operation the next year.

Television manufacturers in those times had all they could do to meet the demands for black-and-white equipment for both transmitting and receiving.

Advertisers flocked to black-and-white TV as its circulation expanded.

Broadcasters could attract audiences with almost any kind of black-and-white show. It was not unusual in survey reports to find a rating for a test pattern.

In the circumstances there was little incentive for manufacturers or broadcasters to abandon the mother lode of black-and-white for speculative explorations in the untested field of color. Only RCA committed itself seriously to color development. Its color system was the one the FCC adopted.

But circumstances have changed.

The monochrome receiver market consists mainly of replacements or second sets.

Barring an unexpected breakthrough in channel allocations or in technology, the television broadcasting system is all but frozen in its present composition of 528 commercial stations and three networks.

Significant increases in the volume of broadcast advertising will come only from increases in rates or the opening of time periods that are now nearly valueless.

This is not to say that the black-and-white television system is ailing. It is healthy. But it has passed the peak of its growth.

Color is still in the egg, and only skillful and expensive handling will get it out of the egg and on its feet.

Color still has imperfections. Receivers are more complicated than black-and-white and therefore less dependable. Color studio equipment is more sensitive than black-and-white and requires higher skills for operation. Color sets cost too much, both for purchase and for maintenance, to be bought by the masses that can now afford black-and-white models.

But none of these imperfections are fatal; they are fatal. All of them can be corrected by the simple application of the same industrial energies that produced black-and-white. What is needed now is the commitment of more energies than one company can put to work. Color problems will be solved at the same speed at which color competition develops.

There is already evidence that competition among equipment manufacturers is about to begin. Zenith will enter the color set market next fall. Others are bound to follow.

There is less certainty about the spread of broadcaster interest in color. Yet there is equal need for color activity at both the transmitting and receiving ends. People won't buy color sets to see a majority of programs in the same shades of gray the old table model in the corner delivers.

Lately the print media have taken a few accounts from television. That sort of thing will happen less often when television can deliver advertising in sound, sight, motion and high fidelity color.