

Television Age

What is the FCC doing about its ever-mounting work load? PAGE 25

How is the women's program format changing on television? PAGE 28

What percentage of tv homes watch outmoded receivers? PAGE 32

In Richmond Nighttime is BIGtime on **WTVR**

In the peak viewing hours of 6-10 P.M.
WTVR delivers 21% more audience than
the next station:

WTVR	38.5
Station B	31.8
Station C	29.7

Source: ARB Jan-Feb

Moreover, leading coverage surveys give
WTVR twice the number of tv homes.

6
CHANNEL

WTVR

100 kw
from 1049 ft.

Richmond's leading station and
the Pioneer Station of the South



Represented by Blair Television Associates, Inc.

THE
Quality
TOUCH

- to the master silversmith each new assignment presents an exciting challenge to better his best! It is basic where "quality" is paramount. This very same exciting challenge is also what sets apart great television stations . . . maintaining, always improving that "quality touch"!



Television Age

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BEFORE
you buy
San Antonio
BE SURE
you get the
COMPLETE
PICTURE



CLEARLY your
BEST BUY!

Channel
K 12
O N O tv

ABC Television in San Antonio
the Greatest Unduplicated Line
Coverage in South Texas

Represented by
B-4 TELEVISION • CLARKE BROWN



Y. M. C. A. BASEBALL

LIVE . . .
From Channel Five
EVERY SATURDAY
9:45-11:30 A. M.

RUN UP YOUR SALES!

This Y. M. C. A. program
affects over 20,000 families
in the Oklahoma City area alone!
MINUTES NOW AVAILABLE
\$50.00 FLAT

NO ERRORS

if you take advantage of
this opportunity

CHANNEL



KOCO-TV

OKLAHOMA CITY

Charlie Keys, General Manager



Letter from the Publisher

Art Form and Keystone

At the AAAA convention in White Sulphur Springs last month a spectacular television "program" was presented. The audience, consisting of 700 top-level agency executives and their guests, sat absorbed and intent throughout the 28-minute show. The program was a \$2-million production with interesting dialogue, tuneful music, crisp production and unique effects. At high points throughout the performance the audience burst into applause. There were no high-priced marquee stars in the show. The stars were the craftsmen who created the program.

The program consisted of 40 top commercials, varying in length from eight seconds to a minute. The commercials were selected by the Art Directors Club of New York. When you consider all the elements that are condensed in a television commercial, you realize that this is one of the highly specialized creative arts of the business. In a sense, the entire business is built and thrives on the commercial, that minuscule powerhouse of atomic dimensions. Within the framework of a good commercial are lodged effectiveness, impact, good taste and reaction. Regardless of how large the audience of a network show, the program will succeed or fail based on the effectiveness of the commercial. On page 34 we have published the text of Jack Sidebotham's address before the AAAA convention. Mr. Sidebotham is art director of Young & Rubicam. In this illuminating speech, he delineated some of the important do's and don'ts for creators of television commercials.

It would seem, therefore, that formal industry recognition should be given to commercials both as a creative art form and as the keystone of the television business. The Emmy awards are now pretty well established as industry-wide recognition for programs and personalities. Similar awards on a nationwide basis should be set up for commercials. This would be a project that could be carried forward under the auspices of the Television Bureau of Advertising. TvB could enlist the cooperation of the agencies, the advertisers and the commercial producers. TvB has a good start in this direction. Last year it established a library of over 400 commercials—a very useful service for all facets of the business.

Constructive Move

One of the most constructive agency media moves was made within the last fortnight when Gertrude Scanlan was appointed to be media liaison between the New York headquarters of BBDO and the agency's 15 branches throughout the country. A puzzle to broadcasters and reps has always been the lack of communication between the branches of major agencies. In one instance, a major agency was using set figures prepared by its research department in New York, while its west-coast branch was using entirely different set figures. The appointment of Gert Scanlan will be applauded throughout the industry, since she is one of the most knowledgeable persons in the advertising business, with a keen perception of the problems of the client, the agency and the broadcaster.

Cordially, *S. J. Paul*

Experienced hands open a new chapter in Milwaukee TV. For the first time all of the people of Milwaukee can see CBS programs which are now on VHF Channel 6,

WITI-TV a Storer Station

Backing up the great CBS lineup of stars are over 3,000 top movies from Paramount - MGM - 20th Century Fox - Screen Gems, and many others. And experienced Storer management assures integrity of operation and close identification with the community's best interests.

For details on the big change in Milwaukee TV, see your BLAIR TELEVISION ASSOCIATES rep.



Storer Television

- | | | | | |
|----------------------|--------------------|---------------------|-------------------|--------------------|
| WITI-TV
Milwaukee | WJBK-TV
Detroit | WJW-TV
Cleveland | WSPO-TV
Toledo | WAGA-TV
Atlanta |
|----------------------|--------------------|---------------------|-------------------|--------------------|

"Do you mean there's another station that covers the Rochester, Minnesota market?"



Well, not exactly. The December ARB shows KROC-TV with 70% Share of Audience from sign-on to sign-off!

Such ratings as these make timebuyers "drool":

Tales of Wells Fargo	49.5
Steve Allen	45.6
10 o'clock News	47.9
The Price is Right	49.8
Ernie Ford	55.1

Gosh, you just can't beat these ratings. And remember that Rochester, Minnesota is the fastest growing metropolitan area in all of Minnesota.



KROC-TV

CHANNEL 10

Rochester, Minnesota

Network Representative: Elizabeth Beckjorden

444

Letters to the Editor

Nationwide Using Print, Radio

This agency and our client, Nationwide Insurance, were surprised to read that Nationwide "has money to spend and no place to spend it" (TV AGE, April 6, 1959). The fact is that Nationwide is currently conducting a carefully planned, highly successful print and radio campaign that includes not only the Peabody award-winning *Hidden Revolution* CBS Radio series, but also regional newspaper and national magazine advertising on a "split" regional basis. All indications point to 1959 as the most effective in this company's advertising history.

It is true that Nationwide's sponsorship of the *Mama* television series ended in 1958 (it hasn't just "about run its course"). A replacement was sought, not necessarily in television, but in whatever medium was capable of providing the best investment for this company's advertising dollars within the framework of Nationwide's advertising objectives. A decision was made in favor of the media now being used.

Nationwide has not closed the door on television. But it finds ample opportunity to get its message across, frequently and economically, in a variety of media. Certainly, neither we nor our client are at our wits' end hunting for a tv program, such as your story suggests.

HAL GRAVES

Account Executive

Ben Sackheim, Inc., N. Y. C.

Note: The TV AGE April 6 report was based on information considered to be reliable. We are glad to know that "Nationwide has not closed the door on television."

A Low Bow to Mr. Heck

Having recently been a part of the television group in the Chicago office of Foote, Cone & Belding, I read with great interest your article in the April 6th issue entitled "Mark of Hallmark."

... I think that an error has been

committed in that one of the great geniuses behind this series, who himself reflects the quality and solid dignity of these shows, was not mentioned at all. I refer to the broadcast supervisor on the account, Homer Heck, who is vice president in charge of broadcasting for Foote, Cone & Belding, Chicago. Much of the quality and excellent taste which has been exhibited in this show over the years is due in great part to this man's infinite knowledge and personal integrity. I thought you would be interested in knowing this fact.

DICK REINAUER

Director of Radio, Tv and

Motion Pictures

American Medical Association

Chicago

Picture Mix-Up

On page 66 of your April 20th issue, over a caption pertaining to the acquisition of the Joseph Katz agency by an employe group headed by president Harry Kullen and executive vice president Charles W. Shugert, there appeared in place of Mr. Shugert's



MR. SHUGERT

MR. HUNEFELD

photograph a picture of William Hunefeld Jr.

On the other hand, two pages later, where a caption identified Mr. Hunefeld as the manager of the Los Angeles office of Television Advertising Representatives, Mr. Shugert's picture appeared.

While we know his many friends would immediately recognize Mr. Shugert by the "trademark" posy in his lapel, we would appreciate a correction of the make-up error.

DOUGLAS MANSON

The Joseph Katz Co.

New York City

Programming with **DOUBLE IMPACT!**

ABC

**MAVERICK
77 SUNSET STRIP
AMERICAN BANDSTAND
RIFLEMAN
REAL McCOYS**

NBC
TELEVISION NETWORK

**WAGON TRAIN
PRICE IS RIGHT
CONCENTRATION
TODAY
TALES OF WELLS FARGO**

WSPD-TV tops Toledo with the best in **ABC** and **NBC**

*Leading shows of
the ABC and NBC Networks,
together with the finest
feature films, and
quality local programming,
combine to guarantee
dominance in Toledo!*

Represented by the Katz Agency

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Storer Television



WSPD-TV
Toledo

WAGA-TV
Atlanta

WITI-TV
Milwaukee

WJBN-TV
Detroit

WJW-TV
Cleveland

Now! *TRUE STORIES* of...

The ACCUSED!

The CONVICTED!

The CONDEMNED!

"The state employs
thousands of people
to put you in jail
if you do wrong.
There is not one
to help you if you
have been unjustly
convicted. That's
where I come in"

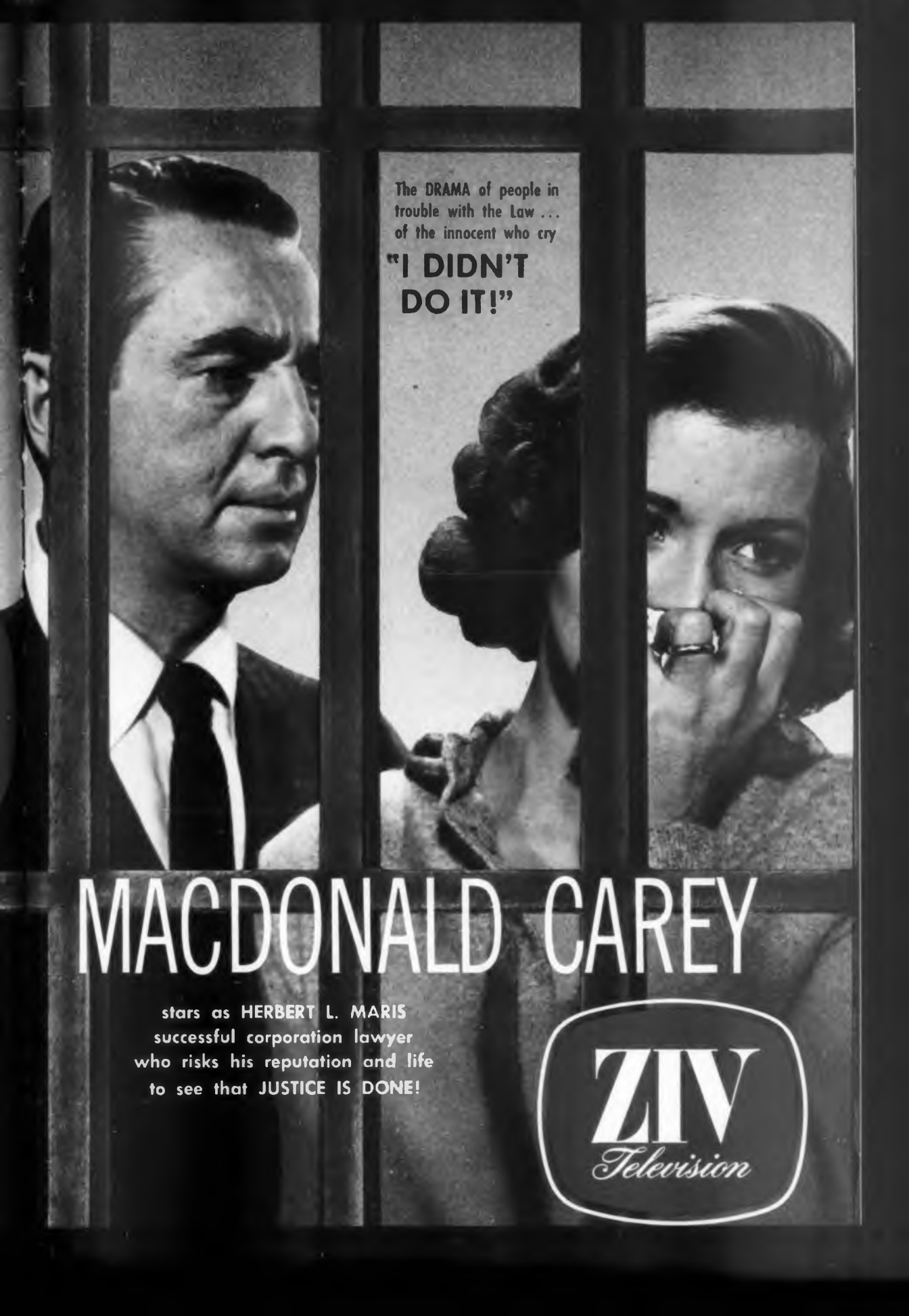
... says

HERBERT L. MARIS

ZIV's
Powerful New TV Series

"LOCK UP"

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



The DRAMA of people in
trouble with the Law ...
of the innocent who cry

**"I DIDN'T
DO IT!"**

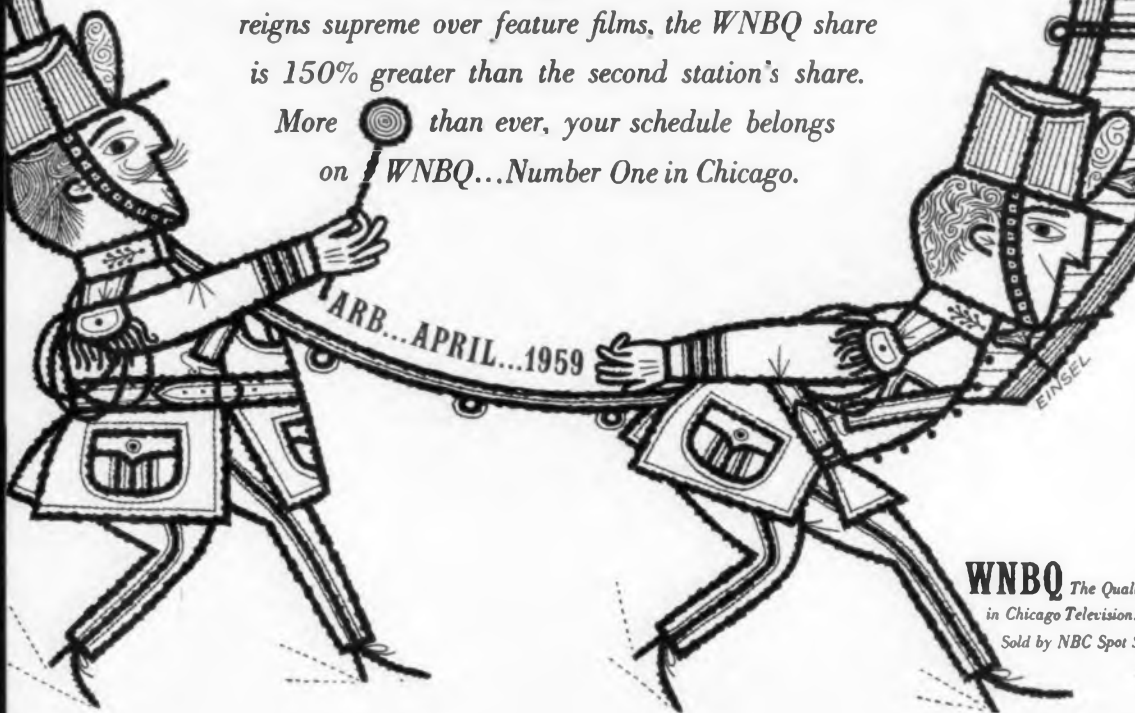
MACDONALD CAREY

stars as HERBERT L. MARIS
successful corporation lawyer
who risks his reputation and life
to see that JUSTICE IS DONE!



WNBQ NUMBER ONE IN CHICAGO!

WNBQ leads all other Chicago stations with the largest average share of audience all week long ... 10% greater than the second station, 50% greater than the third. This Number One position holds during such key periods as 6 to 10 p.m., and 10 p.m. to Midnight, Sunday through Saturday; Sign-on to Noon, Monday through Friday. From 10 p.m. to Midnight, Monday through Friday where Jack Paar reigns supreme over feature films, the WNBQ share is 150% greater than the second station's share. More than ever, your schedule belongs on WNBQ...Number One in Chicago.



WNBQ *The Quality Station
in Chicago Television. NBC Owned.
Sold by NBC Spot Sales.*

Foreign Car Maker Likes Tv

Renault, Inc., first foreign car manufacturer to use network tv, has allotted a sizable portion of its advertising budget to television—well over half of it, in fact. The company has set a budget of \$2 million for the next six months, and more than \$1 million is being invested in television. The French auto firm has already started sponsorship of alternate-week half-hours of CBS-TV's *Playhouse 90*, with the contract to run through September, and an Ernie Kovacs special has been signed. The program, *Kovacs on Music*, will be presented over NBC-TV, 8-9 p.m. this Friday (May 22).

Paint Firms Heavy in Spot

Current spot activity by national and regional paint-industry advertisers indicates expenditures this year could break the record \$1,184,600 spent in 1958. TvB figures show 10 paint, varnish and protective-coating manufacturers each spent \$20,000 or more in spot last year. Over half the total investment went into prime night time, with daytime getting 30 per cent and late night the rest. Among others noted as having spring spot campaigns currently under way are such names as Dutch Boy, Glidden, Vari-Krom and Rust-Oleum (which topped the list last year with a \$206,440 spot expenditure).

Revue's 'Riverboat' Gets Royal Treatment

NBC-TV is pulling out all stops to capture the number-one position in the 8-9 p.m. time period on Sundays next fall. Revue's *Riverboat*, which goes in that time slot, is being given the full treatment, with top-name guest stars, color, adult scripts and an adventure-type locale. Cost of the first hour is \$125,000-plus, although some of this can be amortized over the run of the series because of standing sets. The network is paying the full tab to Revue, but reportedly expects to take a loss in a sale to a sponsor, at least for the first year.

CBS Tv City Plans

Long-delayed expansion of facilities at CBS Television City in Hollywood, originally scheduled three years ago, will get under way this summer. Following excavation for foundation, construction was halted in 1957 to await progress in tv tape development. Addition will double present office space capacity.

Ideal Blends Spot and Network

Joining a number of toy manufacturers who are lining up their fall schedules well in advance of the season, Ideal Toy Corp. will move within the next 30 days to insure good availabilities for its September-through-Christmas push. "Suddenly," says the toy firm's ad manager, Mel Helitzer, "the industry has realized tv is the only medium to use.

There's no one doing any 'testing' now, or putting money into print. This will be the biggest year to date as far as toys-in-tv is concerned." Ideal will set live and filmed minutes in top kid shows in the first 40 markets. In addition, it should have renewed by issue date its full sponsorship of NBC-TV's Thanksgiving Parade. "It's our only network buy," said Mr. Helitzer, "because the prices asked for network kid programs continue to be unrealistic. Spot buying involves more paperwork, but it's infinitely more rewarding dollar-wise." Grey Advertising Agency, Inc., handles the account.

New Business From New Process

MPO Television's patented infra-red process, which has been in operation for the past few months, is bringing in more and more business, the company reports. The process, called Spectramat, allows the film commercial house to shoot foreground action in the studio and then combine it with any background film without rear-screen projection or hand matting. Advertisers using the process include Maidenform and Campbell soup. The process, says MPO, cuts costs considerably.

Fast Start for Drinks, Inc.


The recently appointed agency, Charles W. Hoyt Co., wasted no time in setting extensive schedules for its new client, Drinks, Inc. Minute films for Nu Fizz drink powder are being placed in kid shows in top markets across the country. Doug Humm is the timebuyer.

Increased Spot for Welch

"As far as our summer plans go," said a spokesman for the Welch Grape Juice Co., Inc., "there will be more spot than last year." In 1958 Welchade soft-drink schedules began in May in a number of markets, with others added through June until some 90 were bought. Filmed minutes and 20's in heavy frequencies run for an average 10 weeks in both day and night slots. Media director Bob Kibrick is the contact.


General Foods Bolsters Network Buy

In what is understood to be an unprecedented move, General Foods, which recently renewed Independent Television Corp.'s *Fury* over NBC-TV, has gone out and purchased *Brave Stallion* in an 11-market spread. *Brave Stallion*, the first 39 episodes of *Fury*, recently was placed into syndication by ITC. The market-by-market buy indicates, certainly, a high regard for the property, and it might also indicate that the 144-station network line-up isn't quite enough for the sponsor. Although details were lacking at press time, it's understood that two of the markets picked up are San Francisco and Los Angeles, where the network show will be presented anyhow. *Fury* starts its fifth consecutive year on NBC-TV in October.



10
CANDLES
IN
THE
DARKNESS

Crosley Broadcasting Corporation,



You won't find our ten birthday candles on a cake.

Instead, you'll find them scattered out there in the darkness—wherever they are needed to make some lives a little brighter.

Because our ten birthday candles represent not only our ten years in television—but more important, our ten years of public service in television.

For it has long been the principle of the Crosley Broadcasting Corporation that a Television Station or a Radio Station must be truly a good neighbor in its community—by putting public service above all other considerations.

So on our tenth birthday at WLW-C Columbus and WLW-D Dayton, we don't look back, but forward to the many ways in which we can continue to fulfill this public service responsibility in keeping with the tradition of the WLW Stations.

WLW-C
Television
Columbus

WLW-D
Television
Dayton

*2 of the 6 dynamic
wlw stations*

OBJECTIVE: *more selling power from
your advertising dollars*



The tremendous selling-power of Television is widely recognized—the unmatched power of *sight* plus *sound* plus *motion*.

And the most efficient form of this tremendous power is Spot Television, because it permits you to concentrate your advertising precisely *when* and *where* you choose.

Major question for management today is: how can our products take full advantage of this power?

Helping advertisers and agencies find the right answers to that question is the business of Blair-TV. For in America's top markets, Blair-TV represents the stations that consistently lead in selling-power per dollar.

Sound advertising decisions require up-to-the-minute data on each of these stations — data you can get at a phone-ring's notice through any of Blair-TV's ten offices.

As television's first exclusive national representative, Blair-TV was founded on the basic principle that alert informed representation is a service vital not alone to stations but also to all Advertising, and to the businesses dependent on it for profit-producing volume.

In meeting this year's quotas, keep the power and flexibility of Spot Television in mind. And keep Blair-TV in mind for stations that do the top selling job in many of your best markets.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

NEW YORK—Templeton 9-5800 • CHICAGO—Superior 7-2300 • BOSTON—Kenmore 6-1472 • DETROIT—Woodward 1-6030 • ST. LOUIS—Chestnut 1-5686
DALLAS—Rivarside 1-4228 • JACKSONVILLE—Elgin 6-5770 • LOS ANGELES—Dunkirk 1-3811 • SAN FRANCISCO—Yukon 2-7069 • SEATTLE—Main 3-6270

Business barometer

National spot billings in March showed the strong gain that was expected.

The TELEVISION AGE Business Barometer index indicates a gain of 13 per cent over billings in February. Business in March was up 23 per cent over spot billings a year ago.

While the March gain over February of 13 per cent was not quite as high as the gain for the same period a year ago, it was much better than average for the period.

A check of Business Barometer records shows that the March gain over February in national spot billings was 14.2 per cent in 1954, 12.4 per cent in 1955, 11 per cent in 1956, 11.4 per cent in 1957 and 13.8 in 1958.

While the 13-per-cent gain in March this year was .8 per cent off from that a year ago, it followed an 11.4-per-cent gain in national spot in February this year. This February gain was considerably higher than the spot-billings gain in February 1958.

It is also significant that the spot business in March 1959 is 23 per cent ahead of that in March 1958, according to the survey.

The chart on this page indicates the changes, not only for March, but for the balance of the three-year period as well.

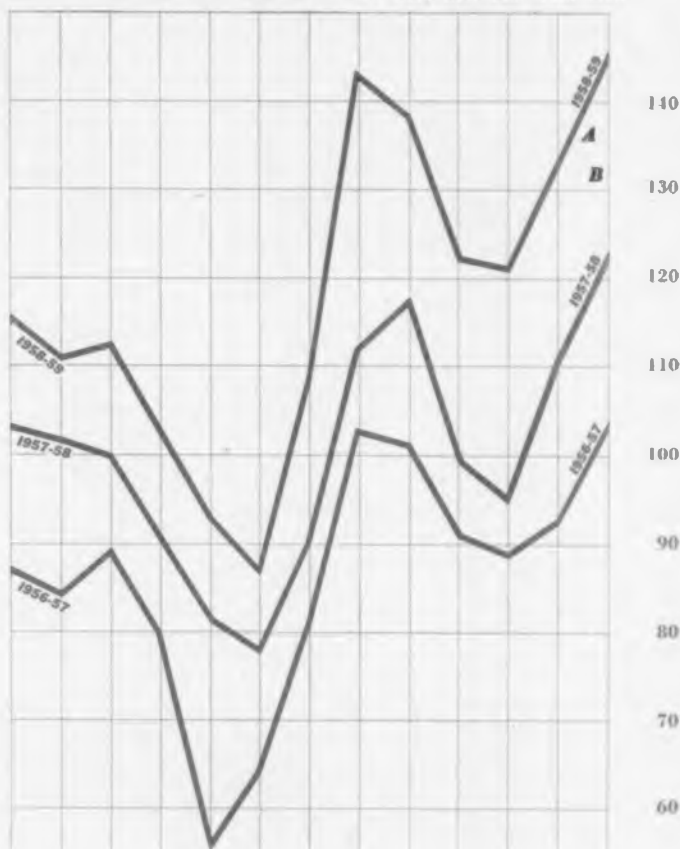
The TV AGE Business Barometer survey is conducted with the help of stations in all sizes of markets in all parts of the country.

Questionnaires are mailed to a large sample of stations and returned to Dun & Bradstreet. That firm compiles percentages which are furnished to the editors.

The editors and their advisors compile the report. Reports for network and local billings in March will appear in the June 1st issue of TV AGE.

SPOT BUSINESS

Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar.



A March up 13 per cent over February
B Mar. 1959 up 23 per cent over Mar. 1958



THE FAMOUS FURY

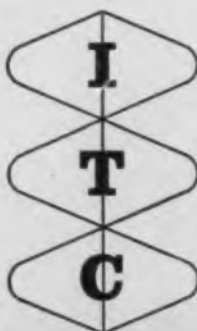
*All-family favorite, renewed for fifth year on NBC-TV network by General Foods Corp. and The Borden Company!
64.1% Share of Audience (Nielsen, July-Dec., 1958)
the highest attained by any series!
17.8 Rating (Nielsen 4-season average, July '55 to Jan. '59)
proof of continued popularity!*

RUNAWAY SALES SUCCESS SOLD IN 74 MARKETS

**INCLUDING: BOSTON, MIAMI, DENVER,
SEATTLE, TAMPA, SAN DIEGO, ATLANTA,
NEW ORLEANS, SPOKANE, FORT WAYNE,
SALT LAKE CITY, CHARLESTON, W. VA.!**

BRAVE STALLION

**Some choice markets still available!
Phone or wire collect or talk to your
local ITC representative today!**



**INDEPENDENT
TELEVISION
CORPORATION**

**488 Madison Avenue • New York 22
PLaza 5-2100**

"STUDEBAKER PACKARD NET PROFIT 7.7 MILLION IN FIRST QUARTER"

The lark's (LARK'S) on the wing,

The snails on the thorn:

God's in His Heaven—

All's right with the world! (In South Bend-Elkhart!)

Bernie Barth
Tom Hamilton

and

Robert Browning

Television Age

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NO. 21

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How do you judge commercial effectiveness? . . . page 19

500 manufacturers now supply tv co-op . . . page 85

RCA president Burns sees color momentum . . . page 88

Tall Tower Report

The number of tall towers continues to increase. Newest additions have brought the total number over 900 feet to 120 with seven additions since the last TELEVISION AGE report. Six of these are in the 1,000-foot or more class, with one a better-than-900-footer. One 900-foot tower, that of WISC-TV Madison, has moved up from the 900-foot group to the taller group by bringing its tower up to 1,107 feet.

Other new additions, with the height of their towers, include 1,345 KTVE El Dorado, Ark., 1,214 KMOX-TV St. Louis, 1,073 WKBW-TV Buffalo, 1,071 KPLR-TV St. Louis, 1,065 WKTV Utica, 1,044 WCSC-TV Charleston and 983 WILX-TV Onondaga-Lansing.

Besides these towers reported to be actually in use, a number of construction permits for tall towers are held by other stations. Among these are WGAN-TV Portland, 1,619; KTVI St. Louis, 1,046; WDAY-TV Fargo, 1,203; KFDX-TV Wichita Falls, 1,044; KSYD-TV Wichita Falls, 1,036, and WMBV-TV Marinette-Green Bay, 959.

Requests have been made for taller towers by at least 10 other stations. These, with the height tower for which they have asked, include: KCRA-TV Sacramento, 1,544; WDBO-TV Orlando, 942; WOC-TV Davenport, 1,340; WHAS-TV Louisville, 1,856; KLFY-TV Lafayette, 973; KTAG-TV Lake Charles, La., 1,043; WNAC-TV Boston, 1,160; WJTV Jackson, 997; WLBT Jackson, 1,523, and WSPD-TV Toledo, 1,039.

Measure of Effectiveness

"Before we can determine the ingredients that should make a forthcoming tv commercial effective," said Dr. Bill Wells, who heads Benton & Bowles' methods development unit, "we must find a method of measuring the effectiveness of existing commercials."

Addressing the American Marketing Association, Dr. Wells described some recent experiments conducted toward this goal by B&B. Briefly, a "readiness-to-buy" scale was first set up to ascertain the attitudes of potential consumers toward particular brands, with respondents checking statements varying from "I am going to buy some right away" through "I might buy some, but I doubt it" to "If somebody gave me some, I'd give it away."

Ten statements representing various degrees of liking for the product were set up, with the validity of the method checked by three studies. (In one, respondents were offered a sample of a product or varying amounts of money, with those preferring the sample rather than a relatively large sum of cash proving to have been the persons who indicated a strong liking for the product on the "readiness-to-buy" list.)

Once the scale was found reliable, the agency organized three groups of 15 housewives each into "television parties." Carrying projectors into homes of party hostesses, agency researchers screened various commercials for each of the three groups. On a single product, Group I would see one commercial, Group II a different commercial and Group III no com-



DR. WILLIAM D. WELLS
measures commercial effectiveness . . .

mmercial at all. The order was changed for each product, so that all groups saw the same number of commercials, but none saw the same one.

The procedure was repeated on 10 different nights in 10 different neighborhoods, giving a diversification of types of respondents. The entire test was then repeated with new respondents five months later.

The reliability of the testing method was obvious in that scores from the groups in the experiments conducted five months apart were very similar. Only one product showed a greatly increased readiness-to-buy measurement: a new toilet soap which had been introduced and widely advertised during the period between the tests.

In each experiment, the control group which saw no commercial virtually always had a lower readiness-to-buy score than those which had seen one of the commercials. Often, the score for one commercial was found significantly higher than the score for the second commercial on the same product, indicating different degrees of effectiveness.


Although admitting the test results were colored by such factors as an inability to measure brand-awareness before the tests, viewer familiarity with the commercials in that they had all been on the air at different times, and the effects of chance, Dr. Wells drew these conclusions:

1. It is more difficult to produce a change in readiness-to-buy as a brand gets better known. When consumers have made up their minds about a brand after a lengthy acquaintance, a commercial must say something really new to change opinions.

2. Commercials for "mature" brands tend to be much more alike in their effectiveness than commercials for "young" brands. Hence, different testing techniques may have to be developed for commercials for each type of product.

(Continued on page 85)





NO
END
IN
SIGHT
FOR "MY LITTLE
MARGIE"...
NOW IN ITS
6TH
RUN

When you're ahead, you keep playing the same winner. Over 190 stations have had tremendous success with strip-programing. Fourth, fifth and sixth run, "MARGIE" has beaten leading network, syndicated and local shows. **When you can't beat a top show... buy it.**
126 programs available.

NO. 1 RATING... AND THERE'S NO END IN SIGHT.

NEW ORLEANS... 4:30 P.M. ... **22.1** ... 3rd Run against American Bandstand, 12.4; Four Most Features, 8.1.

HOUSTON-GALVESTON... 6:00 P.M. ... **26.6** ... 3rd Run against World At Large/Newsreel, 8.5, Local News/ABC News, 5.0.

NASHVILLE... 1:00 P.M. ... **15.7** ... 6th Run against Home Folks Playhouse, 5.6, Beat the Clock, 5.5.

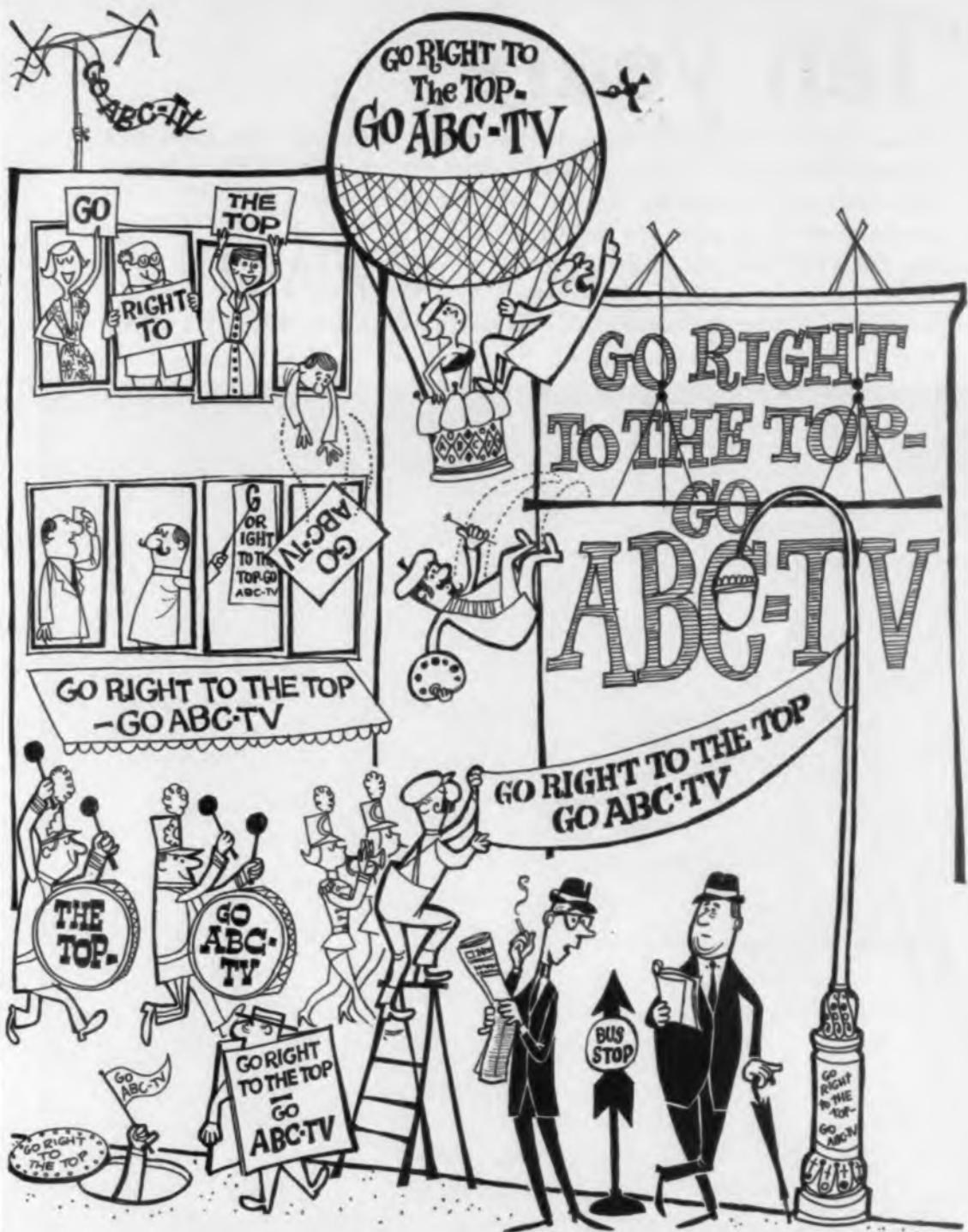
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*"I think they're trying
to tell us something."*

or sales successes, the top network buy is now **ABC TELEVISION**

"Ten years

of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence. Cock-of-the-walk in the PROVIDENCE MARKET

10th Anniversary of CHANNEL 10



NBC · ABC · Represented by Edward Petry & Co., Inc.



FCC

Face of the future

*Immediate problems
press agency for solution, while work load
continues to mount*

Beset by legislative and judicial pressures, the Federal Communications Commission faces a range of tv problems in the immediate future, including:

- Allocations. The recent report of the Television Allocations Study Organization focused attention on the pressing plight of uhf stations in both intermixed and deintermixed markets.
- Network practices. Exactly how far the FCC can and should go in directly exercising control is the crux of the problem, made no easier by conflicting viewpoints in Congress.
- Subscription tv. The recent authorization by Congress of a small, closely controlled trial

caught the commission not entirely prepared for assessing its value, split as the FCC is on advisability of the concept itself.

- Hearing proposals. Several plans have been suggested which would require comparative hearings or non-comparative hearings in all cases involving sales, assignments and transfers of station licenses—proposals which FCC chairman John C. Doerfer and others oppose.

- Ex parte contacts. How much contact with members of the tv industry can and should be countenanced is a problem which will remain with the FCC, as with other regulatory agencies, for some time to come, and one can only state



Work continues to pile higher and higher in the FCC docket section

that each case will have to be judged on its own merits.

The above items by no means exhaust the list of problems facing the commission. Many more subsidiary problems, such as resolution of the equal-time question in political broadcasts, remain to be solved in a manner regarded as equitable by all parties concerned.

The FCC is attempting to handle a work load which has practically doubled in the last five years with little increase in appropriations. In addition, it is beset with multiplying administrative, legal and legislative problems which affect its over-all operations.

Some of those handicaps stem from amendments to the Communications Act in 1952. Others are due to court rulings requiring further proceedings,

and still others are caused by the increasing competition in non-broadcast as well as broadcast matters. About 140 hearing cases were before examiners in March 1959.

Accordingly, the commission has either submitted or is preparing legislative proposals which would remove present restrictions on the FCC's working with its own staff in adjudicatory proceedings; repeal or otherwise relieve a 1952 amendment which the courts have interpreted as requiring the commission to hold a hearing on practically all protests on grants made without hearing, and prohibit any person making representation to the commission except on the public record.

Pending such relief, however, it seems abundantly clear that the increase in volume and complexity of

the FCC's problems will be reflected in a tremendous increase in the work load of such offices as the general counsel and broadcast bureau.

The tv allocation problem certainly represents one of the most vexatious and fundamental questions facing the commission, and chairman Doerfer has stated publicly that the problem "holds out little promise of immediate solution—at least not until every effort to get more vhf spectrum space is exhausted. Expansion in a continuous vhf band is the logical solution and would create the least dislocation for the public."

Mr. Doerfer's views on the question are of major importance, especially so in view of the TASO report emphasizing the inferiorities of the uhf service. Mr. Doerfer says:

"A clearer picture of the prospects



A television hearing in session, a familiar sight at the FCC



Harold G. Cowgill (l.), chief of broadcast bureau, and Warren Baum, chief of office of network study



Examiner J. D. Bond conducts hearing on a contested channel

of securing more vhf space should develop within the year. It would be most unwise, in my opinion, to attempt any uhf deintermixture at this late date, at least until there is a final determination that no additional contiguous vhf space can be made available. I have never given up hope for this.

"Moving all tv to the uhf portion of the spectrum will be the last resort. After the Congress and the people begin to realize what a total shift to uhf would mean—in dollars and loss of service, especially in fringe areas—it is my opinion that strong Congressional pressures will develop to secure sufficient space within the vhf band."

Obviously, no timetable on a solution of this problem can be forecast in view of Mr. Doerfer's statement that it holds no promise of resolution

in the immediate future.

The problem of exercising greater control over network practices is exceedingly complex and is intertwined almost inextricably with politics and political philosophy. Conservatives who believe that business should be generally left free to govern its own affairs have repeatedly protested any legislative overtures to place the networks under direct FCC control on licensing or any other major aspects.

But the pressures from liberals for greater control have been equally strong. The result is that the FCC is caught in the middle of conflicting philosophies and, as a regulatory agency, is faced with the hopeless dilemma of trying to please all sides to the controversy.

One of the most important components of the thorny problem is the

question of "must-buy" and "option time." Helped by the Justice Department and the courts, the FCC is hopeful that the problem will be resolved in other agencies of the Government and by the networks themselves. There has been some evidence lately that the issue may settle itself.

Still another facet is the question of whether networks should be permitted to own stations and, if so, how many. Here the relationship between the FCC and the anti-trust laws comes into sharper focus—and one will hear much more of this relationship in the months to come as more and more tv matters are handled in the courts after leaving the FCC's domain.

Although FCC members are divided no less than Congressmen on the advisability of pay tv, there is agreement

(Continued on page 84)



Cathryn Wright, hostess of WSAF-TV's Guest Room, is all up in the air over an interview

Ruth Lyons' 50-50 Club on WLW-TV is top-rated



On KOMU-TV it's Of Interest to Women

The distaff side

*It takes more than
just household hints
and recipes to
win women's audience
nowadays*



Connee Boswell (r.) is a guest on KOLD-TV

Never underestimate the power of a woman, it's said. And never underestimate the power of a women's television program to draw a loyal following and to hold satisfied sponsors. But the power must be generated wisely and well.

Such qualification once wasn't necessary. In March of 1954, when TELEVISION AGE first reported on women's shows, it divided them into two simple classifications: the news, chatter and interview program and the kitchen show. Today's programming for and by the distaff side cannot be categorized so easily.

For the ladies have blossomed out in fancier video finery. Although it would be inaccurate to say that nowadays a women's program on tv includes practically everything but the kitchen sink, it is true that this type of telecast has largely moved out of

the kitchen set that was once the prime staple of every local female show.

And in moving from the cookery into the living room—and even outdoors—women's programs have traveled from the superficial confines of the stove into an area of greater depth, wider variety of subject matter and newer programming techniques. Mere cooking demonstrations have had it.

Some women's shows conduct gardening and flower demonstrations from outdoor-terrace sets; others are programmed in and around daytime feature films, a scheduling technique providing a block of programming which has continuity; still other shows, usually via film, tour local institutions and visit the homes of local leading citizens.

Some stations have feminine news

commentators with regularly scheduled newscasts. Others have a woman available throughout the broadcast day for commercials from appropriate settings. Several utilize the magazine format initiated by NBC-TV's *Today-Home-Tonight* shows, particularly the *Home stanza*.

For its latest survey of this area of programming, TV AGE asked station executives throughout the country for their opinions of the importance today of women's shows in serving their feminine audiences and in maintaining a balanced program schedule, as well as the type of women's show they consider to hold the greatest appeal for and importance to female viewers.

The general feeling that recipes and household hints are no longer sufficient in themselves to constitute a women's program and to sustain a sizable feminine audience is particu-



WIMA-TV's Easter Straker interviews many celebrities like Eleanor Roosevelt

larly well expressed in a lengthy and detailed appraisal of the whole field of women's programming by Franklin A. Tooke, general manager of WBZ-TV Boston.

"It is my opinion that television has come of age with respect to daytime shows specifically designed for women," says Mr. Tooke. "We believe that everything we schedule on the air between 9 a.m. and 5:30 p.m. is a 'women's program.' If we didn't believe this, I can't for the life or me come up with an answer as to why we put them on. Who else is out there as our potential audience during the daytime except a great majority of women?"

"It is only natural for us to think of the gals as of primary importance to us during the daytime hours, and so it is only natural for us to try to present shows with a feminine touch. We do this, for instance, on some of our feature-film shows by using Priscilla Lane, the former Hollywood star, as hostess; she introduces the film, talks about her Hollywood days and about her family, interviews celebrities and does live commercials, all in a good-looking living-room set. This

is a far cry from a 'cooking show,' but I believe you will agree with me that it is still a women's program. And it's nicely sold out."

Referring to NBC-TV's *Queen For a Day*, the general manager of the Westinghouse Broadcasting Co.'s Hub City outlet remarks, "You'll say that this is a women's entertainment-type program, and that what you are asking for is comment about a women's 'service' type of show.

"I believe that television 'serves' the housewife, but I think we do it in numerous little ways throughout the day, rather than trying to concentrate a big chunk of service all in one piece. To what avail is it if we reserve a specific half-hour during each day, and we say to ourselves, 'Now we will serve the housewife'—and then none of the women look at it? Have we served them?"

"Isn't it better to try to entertain them so they'll stick with us, and then slip in some useful hints or tips or something? The *Home* show was a great experiment, it had generous amounts of showmanship and glamour connected with it, and yet somehow it failed. I wish I knew positively why

it failed. I don't—but somehow I have a feeling that it failed because it set out to educate or inform rather than to entertain.

"I don't subscribe for one moment to the idea that television should not serve or educate or inform," concludes Mr. Tooke, "but I do subscribe to the idea that this should be done in an interesting and entertaining fashion. Somehow this all gets involved with the question of what the primary objective of the show is, and I believe that during the day the housewife wants to lose herself in television which is fun—with some good ideas and helpful hints thrown in for good measure."

The philosophy of the Crosley Broadcasting Corp. regarding women's programs is fundamentally the same. Crosley's tv stations devote a large part of their local live programming to shows planned primarily for women viewers, indicating the importance the company's programming departments place on this factor in a balanced program schedule.

The type of women's programs the Crosley outlets feel is most popular

(Continued on page 79)



Joel McCrea visits KMTV's Marianne Peters



WOOD-TV's distaffer is The Carol and Alex Show

Station women's directors and schedules

Following is a list of the women's directors or otherwise-titled heads of women's programs carried by commercial television stations in the United States. Where available, information is given on the number of women's programs (pgms.) scheduled weekly and the total number of hours (hrs.) per week per station covered by these programs. Where there is no station listing, women's shows are under the supervision of the station manager or program director.

ALABAMA:

Decatur:

WMSL-TV: Cree Rogers; 2 pgms.; 1 hr.

Mobile:

WKRG-TV: Jackie Richards; 5 pgms.; 2 hrs., 30 mins.

Montgomery:

WSFA-TV: Idelle Brooks, Cathryn Wright; 10 pgms.; 3 hrs., 45 mins.

ARIZONA:

Tucson:

KOLD-TV: Virginia B. Mittendorf; 5 pgms.; 6 hrs., 15 mins.

KVOA-TV: Marie Fraesdorf; 5 pgms.; 1 hr., 15 mins.

CALIFORNIA:

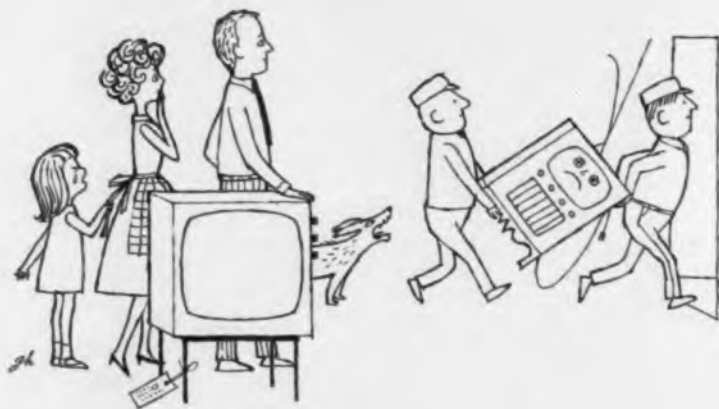
San Diego:

(Continued on page 78)

Fashion tips are a feature of WMT-TV's women's program



Time for a new set?



*Pulse survey indicates
20.9 per cent of tv receivers in use
were bought in 1951 or earlier*

Slightly better than one-quarter out of a sample of 1,000 television homes in the New York metropolitan area now boast two or more tv sets, but that proportion isn't likely to increase drastically in the immediate future, judging from the results of the latest in a series of studies conducted expressly for TELEVISION AGE by The Pulse, Inc.

Querying the 742 one-set homes in its survey as to any interest they might have at the present time in buying a second tv receiver (question 4), Pulse discovered that 627, or 84.5 per cent, had no such interest, with only 115, or 15.5 per cent, signifying an intent

QUESTION 1: How many television sets do you have in your home now in working order?

	#	%
1.	742	74.2
2.	239	23.9
3.	18	1.8
4.	1	.1
Total homes	1,000	100

to purchase a second set.

While this may not be the happiest piece of intelligence for tv-set manufacturers, they can perhaps find some solace in Pulse's findings regarding the age of the sets in the single-receiver homes surveyed. These 742 respondents, asked when they bought the sets they now have (question 6), indirectly indicated by their answers that a good many of them ought to be, if they're not already, in the market for a new set in the near future.

One hundred and fifty-five of the single-set owners stated that they had purchased their present receivers in 1951 or earlier. The 20.9 per cent of the total represented by these '51-or-older veterans of the programming wars is 8.5 per cent higher than the next largest number of set buyers—92—in 1954.

Only 67 of the one-set homes—9.0 per cent—claimed buying their receivers in 1957, and last year the figure dropped to 57, or 7.7 per cent. This date-of-purchase breakdown would seem to indicate that a pretty fair number of sets have reached the retirement age and are about due to

be put out to pasture. If Pulse's Gotham sampling is any reflection of the national picture in this respect, it augurs well for a sharp rise over the next year or two in sales of new sets to replace the electronic grey-beards with tired blood.

Of the 258 homes with more than a single receiver—25.8 per cent of the total queried by Pulse—239 have two sets in working condition currently, a select 18 have a choice of three screens to watch, and one lone plutocrat admitted to the ownership of four 21-inchers. That this status is apt to remain quo for the time being is pretty strongly evidenced by the 84.5 per cent of one-set possessors who flatly disclaimed any intention of augmenting their video proprietorship.

To the 115 single-set families interested in a second receiver Pulse addressed a question (5) as to what kind of set would be preferred—regular or portable. The verdict was in a 60-40 percentage ratio in favor of the latter type: 69 expressed a desire for a set that can be carried from room to room, with 46 sticking with the table or console models.

Among the single-set coterie, portables have found a home with only 6.1 per cent of these 742 families (question 3). The overwhelming ma-

jority of 697—93.9 per cent—does its televiewing on the larger models. Not unnaturally, portable sets make a better showing among the multiple-set contingent; 78 of these homes, representing 30.2 per cent, have a portable among other kinds of set; 180—69.8 per cent—don't number the light, handy type among their multi-set collection.

Adding the single-set and multiple-set homes, the totals for regular television models and their more mobile fellows are: 877 (87.7 per cent) of the larger type, 123 (12.3 per cent) of the carrying variety. These figures would tend to indicate that portable sets, popular as they have become in the past couple of years, have a long way to go to reach a sales saturation point.

When it comes to location of a television receiver in the home (question 2), the living room is the incontestable winner in both single-set and multiple-set classifications. Of the 742 sets in the first category, 676 of them—91.1 per cent—are to be found in the Pulse respondents' living rooms, while a mere 23, or 3.1 per cent, repose in the bedroom.

The remaining 5.8 per cent is spread all around the place: 17 sets hold forth in the "den"; 11 have a

QUESTION 4 (to one-set families):
Do you have any interest at the present in buying a second television set?

	#	%
Yes	115	15.5
No	627	84.5
Total homes	742	100

spot in the foyer; seven are located in the recreation room; five take up space in the dining room; two have a niche in the kitchen, and one is placed in, appropriately enough, the "tv room."

The 536 screens aggregately owned by the 258 multiple-set families are likewise distributed hither and yon around the house, but here, too, the living room comes out on top with 215 for 40.2 per cent of the total. The bedroom again is second and the "den" third: 116 (21.7 per cent) and 51 (9.5 per cent).

The recreation room is a close fourth with 50 of these families (9.3 per cent), and then it's the foyer with 29, the kitchen with 21, the dining room with 20 and the "tv room" with 14. Thirteen of the multi-receiver owners reported their sets as being in "miscellaneous" places, and seven listed their portables as likely to turn up in any room in the house.

Totaling the one- and two-or-more-set categories, Pulse checked out 891 living rooms as the viewing place most preferred—a percentage of 69.7. Just under 20 per cent—139—favor the bedroom as a repository for their sets, with the remaining 19.4 per cent scattering their receivers through the other rooms mentioned above.

Breaking down the percentage of sets in use from 6 a.m. to 11 p.m. in single-set and multiple-set establishments, Pulse found that a similar pattern of viewing is following in both categories of household (see table). The average Monday-through-Friday quarter-hour ratings parallel each other in rise and fall in both single- and multi-set homes, and despite the availability of a second or third set in the latter group, the percentage spread between the two is relatively small.

(Continued on page 83)

QUESTION 2: In what room is the tv set located?

	single set		multiple set		total	
	#	%	#	%	#	%
Living room	676	91.1	215	40.2	891	69.7
Bedroom	23	3.1	116	21.7	139	10.9
Den	17	2.3	51	9.5	68	5.3
Recreation room	7	.9	50	9.3	57	4.5
Dining room	5	.7	20	3.7	25	2.0
Kitchen	2	.3	21	3.9	23	1.8
Tv room	1	.1	14	2.6	15	1.2
Foyer	11	1.5	29	5.4	40	3.1
Portable (any room)			7	1.3	7	.5
Misc.			13	2.4	13	1.0
Total tv sets	742	100	536	100	1278	100

QUESTION 3: Are any of these sets portable models?

	single set		multiple set		total	
	#	%	#	%	#	%
Yes	45	6.1	78	30.2	123	12.3
No	697	93.9	180	69.8	877	87.7
Total homes	742	100	258	100	1000	100

Why pay money to talk to yourself?



BY JOHN A. SIDEBOTHAM
*Director of the Tv Art Department,
Young & Rubicam, Inc.,
New York*

I'm here this morning to present some thoughts on television commercials. Perhaps an appropriate way to start would be with a commercial we've prepared for the occasion. It goes like this—commercials being what they so often are:



"Hi, there! I'm your friendly announcer with a very warm, friendly voice. May I step into your living room to tell you wonderful people there about the latest discovery of our \$8-million research laboratory.

**THIS
IS
IT!**



This is it! Now! New! Amazing! First ever! As a result of exhaustive tests at Cape Canaveral we bring you . . . 'Botham Speech. This is it! You'll never know another dull moment because 'Botham Speech contains the new miracle ingredient—GEEWHIZZ. For the first time in your life be really *keen*. Buy a 'Botham Speech. Buy 'em at the new two-for-one price! From a real big thinker . . . 'Botham Speech. You'll love it! This is it!" End of commercial.

Actually, I can't think that that commercial would inspire friendship or even interest, much less sell anything. That commercial was created to go along with the 20 minutes that constitute this show. You probably don't want to buy a 'Botham Speech. I don't blame you. I was talking to

myself—"selling" with boasts, irrelevancies, phony charm, noise, the works.

This is typical of the distressing qualities in so many current tv commercials. I am in the position of being unable to disassociate my "show" from my "commercial" because we're the same thing. On tv the relation of commercial to show allows the viewer to go on enjoying the gunplay or jokes even if the commercial interruption is offensive.

However, we advertising-agency people are not in television merely to satisfy a person's desire to laugh at Lucille Ball or trigger in on Matt Dillon. With us, the commercial's the thing. We look for entertaining stuff to wrap around commercials because we need an audience, but if it weren't for those three minutes a half-hour there'd be no tv operation represented in this room.

The commercial concerns every one of us. I realize that many of you do not actually work on or supervise the work on commercials. Presumably most of you do have an interest in them. I'm sure that we're probably the only group in the country that fixes our snacks during the show and rushes back into the living room to catch the commercial. Actually, that fact—that uncommon interest in commercials—is the thing that causes us to produce uninteresting, unbelievable commercials.

We expect an awful lot of the commercial. It's able to reach as many as 100,000,000 people. The potential result of affecting an audience like that is fantastic. Because of this, Young & Rubicam, for example, placed over 40 per cent of its total billings in television last year. Some agencies represented here placed even more. This expenditure of millions of dollars was made for the purpose of reaching people so that we could persuade them to spend their money on products we were showing them . . . millions of dollars for the commercial. Unfortunately, "the commercial" has become a dirty word . . . a 13-letter dirty word in almost any society other than

our own. "The commercial" is said with scorn by cab driver, high-school kid, college professor, housewife, everybody.

The commercial was born with a better fate intended. If you'll allow it, let me introduce Herschel, the Commercial. He is now almost 15 years old. You can see he doesn't carry his



age well. An old goat, an ogre indeed. You may hiss. But now, as they do in Hollywood—here's a flashback.



Herschel was magnificent. Born to entice, to persuade, to please—born to sell goods. His ways were marvelous to behold—he could meet millions of people, make them laugh, make them cry, make them listen, make them reach into their purses—he was just great. He was such a splendid specimen that the people who brought him into the world imagined he could do anything.

His creators soon lost sight of the fact that he was born to attract and move *other* people. They began to think of him as an alter ego, someone to feed their own fancies, someone to perform to suit their pleasure. His burdens began to pile up.

The writer asked Herschel to carry the heavy load of too much cleverness. *Around the World in 80 Days* simply



could not be compressed into 60 seconds. Herschel knew, but few creative people seemed to understand or care.



Producers wanted Herschel to do handsprings while holding a glass of cough remedy on the top of his head. Or conversely, they insisted it was impossible to hold the glass on his head. "Just stand there so we don't have too many opticals."



Account executives made him wear a vest and homburg. "Please, a little more dignity. After all, our client is a very important man." Self-importance doesn't really impress. Stuffed shirts are never the life of the party.

The client asked Herschel to carry the factory on his back. "Look, boy, our mouthwash freshens breath, right!



... but it also is a special orange color, comes in a king-size quart bottle, is cheaper if you buy four, has a magic ingredient called HOAX, the president's picture is on the label, and what d'ya think we're paying for?"



Herschel, instead of appealing to people who would buy things, had to do all his talking to people who get the goods for nothing anyway. His great potentialities simply became an opportunity for agency and advertiser to talk to themselves.

If you see a man walking along the street talking to himself, you dismiss him as a nut. It's simply not done. In our society you're allowed conversation with yourself under your breath or out on a golf course. However, in our *business*, hundreds of people are talking to themselves in public—and paying tens of thousands of dollars to do it. If the man on the street conversing with himself—for free—is

nuts, the people who *pay* to do it are really crazy.

There's no denying there are things you enjoy telling yourself, but you're wise not to let others overhear. They



either laugh at your conceit or are simply bored. I can talk to you about things that move me to tears, and you wouldn't be moved enough to offer me your clean handkerchief. And vice versa. Tell *me* about *your* problems at the office, or with the kids, or that lemon of a car you just bought—listen to *my* problem.

We're self-centered. I know there are lots of unselfish, wonderful people in this room, but the best of us are *most* interested in number one. Self-interest is reflected in the television commercials we have a hand in creating, producing and putting on the air. The *motive* in commercials is properly *selfish*, but the *method* and *message* should never be. An outside party is little moved by introspection.

What I've had to say is intended to direct your attention to this kind of self-centered, self-pleasing, sometimes ridiculous, often boring television commercial. And now, here it is.

For obvious reasons we're running blank film. I must leave the specific commercial or commercials to your own scarred memory. But I can talk about it in fairly specific terms. It's

the commercial that contains all or some of the talking to themselves that writer, producer, advertiser have done. Perhaps it presumes product interest. This built-in charm belongs to a fortunate few—like umbrellas on rainy days—but most advertised products need some stimulant outside themselves to attract and move the consumer. Commercials shouldn't be prepared as an annual report. Annual reports are for people with money invested in something. Annual-report-type commercials are boring... moving a person to sleep, not buy.

On the other hand, in an effort to overcome commercial apathy we announce the end of the world: "This is it!" Millions edge closer to the screen. "This is IT!" the voice roars, the cymbals clang, the lights come up, and there in its naked glory... is a spool of thread or something you eat for breakfast. This is something, but it is not IT. And those people edging closer to their screens slump back and start leafing through the *Saturday Evening Post*, a sneer on their lips, their money secure in their pockets. They've been bilked. Your message goes on but falls on deaf ears, appealing only to thread salesmen and the copywriter's wife.

Last December, trapped by a relentless judging committee, I spent three nights looking at over 400 commercials, for which I was awarded a year's supply of boric acid and a crystal eyeball cup. Watching these commercials, all submitted ostensibly because of award-winning potentiality, I wanted to cry from sheer frustration and wonder. All that money, all that effort, and so much of it expended on exercises in introspection.

The commercial's potential is as

great as it ever was. All those people are out there, night after night, day by day, looking at that flickering show window. They can be reached, we know, because they have been, many times. But they've been missed many more times.

Let Herschel remind you of some things you already know, but things we all need to keep in mind if we're to realize his potential.



Be interesting. Attract. Entice. The television viewer is referred to as a captive audience. There's even agitation from some quarters about the poor defenseless character in his violated living room unable to resist the advertising message that resounds in his already gadget-filled home.

That may be, but you and I should be concerned about the poor, toothless commercial that sees only retreating backsides or the vacant stares that indicate turned-off minds. We ought to be producing advertising that'll keep those backsides in their seats, that'll put a tenant in those vacant minds. I'd like you not only to think about the bad commercials but remember the good ones you see.

Be specific. State your case in simple, agreeable terms. Search out the one or two product advantages that most apply to the needs or de-



sires of the consumer. He's the one we're trying to reach. Any kind of research will tell you can impress only one or two major points on the viewer in a given commercial. Why muddy up the water with all the other stuff? Sure—it's important to us, to our clients, but we're not the ones who need to be sold. We don't need advertising by the advertiser for the advertiser—but for customers.



Be honest. We're all honest in our advertising, I know. But we should stick not only to the letter but the spirit of the thing. Modest claims made in flamboyant ways somehow come out as dishonesty. We should never give the viewer the slightest cause to distrust us.

Be something! Lack of distinction is synonymous with extinction in the commercial world. There are dozens of competitive commercials that could have their soundtracks switched and nobody would be the wiser. All prod-

ucts have some point of difference. My product may taste like your product, but my name's different, my label's different, there are different techniques available and other things that set us apart from competition.

I'm not presuming to teach anyone how to make commercials. Most of



you don't actually make them anyhow. However, you *do* have a lot of influence on them. You're writers, or copy chiefs, or art directors, or account men, agency management, some advertisers. The commercial is sifted by many minds. Don't let its marvelous potential be watered down by too much self-interest.

My old father used to say, after he read the March 1959 issue of *Reader's Digest*, "Remember, there are two types of people in this world. Those who come into a room and say, 'Well, here I am!'" And those people who come in and say, "Ah, there you are!" We should be concerned with commercials aimed at customers, not copy chiefs, plans boards, or ever—God bless you, sirs—clients.

My point, therefore: Why pay money to talk to yourself? The potential is there, in every commercial commitment—every minute you buy. The commercial is able to say great things. Let's remember it's for people—not us.

Presented at the 1959 A.A.A.A. Annual Meeting Creative Session, Saturday, April 25, White Sulphur Springs, W. Va.

Key to Klaeger

Honesty, integrity, coupled with production know-how, are secret of quick success



Pontiac pitch



U.S.S. United States



Greyhound on location

When Bob Klaeger looks back on his first job experiences in depression-ridden Oklahoma and then turns to more immediate matters at his offices on Broadway, he feels a slight sense of bewilderment and unreality.

It's not so much that he climbed from an usher in a small-town theatre to president of a growing television commercial house (since the story, happily, is a familiar one in American history), it's just that he can't quite figure out how it happened.

And today, if you asked him what it is that makes his company distinctive, what it is that has made it an overnight success, he might be at a loss for words. "Honesty, integrity," he'll say. "People have learned to trust me." If the generalities sound unconvincing and insufficient as an explanation for the company's rise in the competitive tv commercial business, Mr. Klaeger would be the first to admit it. But he would also insist that he has no secret formula, and no easy truism which would serve as a label.

The care with which Mr. Klaeger

has observed this extends to the operation of his company—Klaeger Film Productions, Inc. Not quite two years old, the firm has made its mark by defying what has time and again been called a trend—the trend toward specialization. The Klaeger firm does not specialize in any one area of production the way one company would specialize in automotives or fashions. Rather, the emphasis is on a more versatile, multi-faceted, ambidexterous type of operation.

Mr. Klaeger avoids getting type-cast with the assiduousness of a young Hollywood starlet. He feels it isn't good business sense to become known for a particular kind of work, since it can be a restrictive factor in the company's growth. He wants to be prepared, and feels he is prepared, to handle satisfactorily any kind of project an agency or advertiser wants of him.

In a field where reputation and calibre of performance increasingly are at a premium, and in a field where an antiquated system of doing business nevertheless prevails, Klaeger

Film Productions can be said to have done the unusual in getting itself established at all. Within a matter of days from the company's incorporation in 1957 it was operating in the black, and less than 60 days later Mr. Klaeger found he needed a staff of 30 people. Today a total of 37 is carried on the payroll, but this figure, as with most commercial producers, is no real indication of the firm's business volume. As an example, for the fiscal year 1958 (his first year in business) Mr. Klaeger paid taxes on 700 other people.

If the firm has an edge on some of its competitors, it would lie in its compact structure—all facilities are under one roof at 1600 Broadway. There is a complete motion-picture unit, animation and editing facilities on one floor, and Mr. Klaeger recently acquired a small studio (55 by 35 feet) from Cousins Productions. It is located on another floor in the same building. Facilities for larger, more elaborate productions are rented.

The key which would serve as an

(Continued on page 48)

Film Report

NEW TAPE CENTRAL

An elaborate video tape operation will be set up this fall by Titra Sound Corp. to service film commercial producers in the New York area. Titra's projected tape operation, which will cost well over \$500,000, would be rented to independent producers on a per-hour basis.

Plans were submitted to the Film Producers Association of New York at a special meeting last week, and it's understood that reaction was affirmative. According to Dave Horn, general manager of Titra,

three tape machines, three cameras and a number of film chains are to be ordered. The company has the cooperation of IATSE in the venture, he says, and expects to get going within three months.

Several locations are under consideration, with the most likely one being some property Titra owns in North Bergen, N. J. The plan is similar in some respects to one envisaged by several FPA members a while back. That one called for a large tape central as well, only it was to be financed by FPA members.

SALES . . .

Screen Gems continues to rack up early network sales for next season. *Man from Black Hawk*, a new adventure program produced by Herb Meadow, has been sold to R. J. Reynolds and Miles Laboratories for telecasting over ABC-TV. *The Adventures of Rin Tin Tin* has been sold to General Mills in a heavy re-run agreement. The sponsor has bought multiple-use rights to the adventure program for five years, giving it at least two telecasts per week. *Rin Tin Tin* is now rounding out its fifth season on ABC-TV in the same time slot—Fridays, 7:30-8 p.m. General Mills next season will place it on ABC-TV Mondays and Fridays, 5:30-6 p.m. *Undercover Man* has been sold to Pharmaceuticals, Inc. for presentation over CBS-TV. These three deals follow an earlier one for *Dennis the Menace*, which will be presented on CBS-TV by the Kellogg Co.

MCA TV's *SA 7* has been sold in more than 143 markets since its introduction in syndication earlier this year. Most recent sales were to the Kroger Co. in Atlanta and the Falstaff Brewing Corp. in Los Angeles. Kroger also sponsors the series in Chattanooga. . . . MCA

FILM SUCCESS

Mary Ellen's, Inc.

Bill Burrud's *Treasure*, a program of 39 half-hours which spotlights lost and hidden treasures that exist in various parts of the world, has developed into something of a treasure in its own right, judging from the reaction of one of its sponsors.

Mary Ellen's, Inc., distributor of jams, jellies and marmalades in 11 western states, bankrolls the series in five top markets and reports outstanding viewer response and noticeable sales gains. "Our very first Nielsen in Los Angeles in October," says R. W. Bailey, sales and advertising manager, "gave us a 15.6, making *Treasure* the number-one program in its time period in a seven station market. Our San Francisco ratings give us an equally strong position." (Mary Ellen's sponsors the program in Los Angeles, San Francisco, Phoenix, Denver and Salt Lake City.)

In addition to ratings, the sponsor wanted to test the impact of the show through a special promotion in Los Angeles which was announced only on the program, and only two times. The announcement was for a treasure hunt to be conducted on a Sunday morning, and resulted in 16,000 people showing up in bad weather, each equipped with a Mary Ellen jam top, the price of admission.

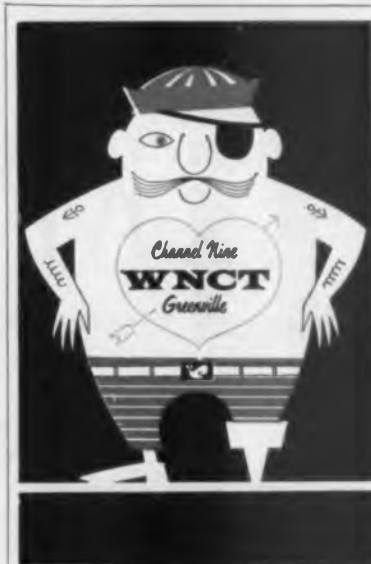
"We are convinced that our selection of *Treasure* as a tv program for an advertiser of our size was exactly right," says Mr. Bailey, "presenting



a wholesome program for family-type audiences who are volume consumers of our product.

"Not only are we happy with the merchandising cooperation, but also with the substantial sales results achieved in those markets where *Treasure* is our only advertising effort."

Treasure was produced by Bill Burrud Productions on location throughout the world, and is distributed by Major Television Productions, Inc. At present, it is running in approximately 30 markets. Areas examined for lost and hidden treasure (an estimated \$300 million has not been accounted for) include Kentucky, Peru, Berlin, Sonora, Mexico, Nevada, Nova Scotia and the Dominican Republic.



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KPLR-TV Designed, equipped, staffed and programmed with the catalyst of exciting television—Imagination!

VIDEO CITY STUDIOS: The main stage is augmented by 16 new concept studios . . . ice rink . . . swimming pool . . . hydraulic stage . . . both mobile and studio video tape.

Dedicated to serving the agency and advertiser in the entertainment center of the Mid-west.

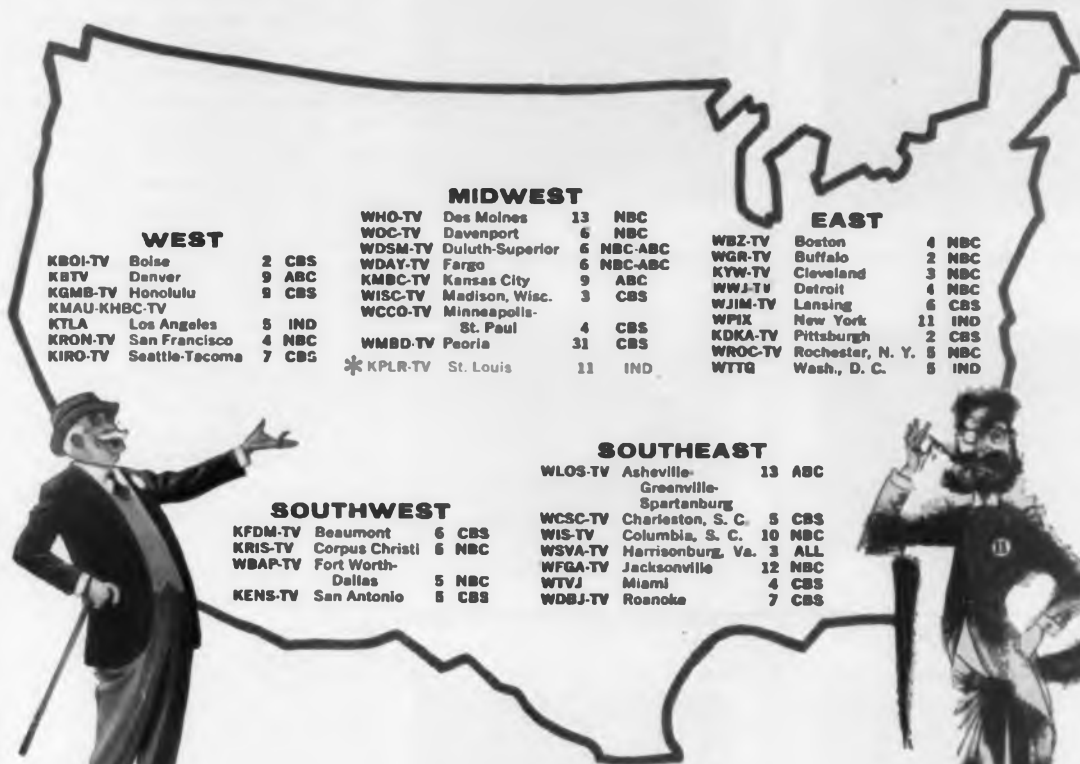
CHANNEL

11 KPLR • TV VIDEO CITY

THE CHASE • PARK PLAZA HOTELS • ST. LOUIS 8, MISSOURI

**HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER**

...BEST



WEST

KBOI-TV Boise 2 CBS
KBTB Denver 9 ABC
KGMB-TV Honolulu 9 CBS
KMAU-KHBC-TV
KTLA Los Angeles 5 IND
KRON-TV San Francisco 4 NBC
KIRO-TV Seattle-Tacoma 7 CBS

MIDWEST

WHO-TV Des Moines 13 NBC
WOC-TV Davenport 6 NBC
WDSM-TV Duluth-Superior 6 NBC-ABC
WDAY-TV Fargo 6 NBC-ABC
KMBC-TV Kansas City 9 ABC
WISC-TV Madison, Wisc. 3 CBS
WCCO-TV Minneapolis-St. Paul 4 CBS
WMBD-TV Peoria 31 CBS
 * **KPLR-TV** St. Louis 11 IND

EAST

WBZ-TV Boston 4 NBC
WGR-TV Buffalo 2 NBC
KYW-TV Cleveland 3 NBC
WWJ-TV Detroit 4 NBC
WJIM-TV Lansing 6 CBS
WPIX New York 11 IND
KDKA-TV Pittsburgh 2 CBS
WROC-TV Rochester, N. Y. 8 NBC
WTTQ Wash., D. C. 5 IND

SOUTHWEST

KFDM-TV Beaumont 6 CBS
KRIS-TV Corpus Christi 6 NBC
WBAP-TV Fort Worth-Dallas 5 NBC
KENS-TV San Antonio 5 CBS

SOUTHEAST

WLOS-TV Asheville-Greenville-Spartanburg 13 ABC
WCSC-TV Charleston, S. C. 5 CBS
WIS-TV Columbia, S. C. 10 NBC
WSVA-TV Harrisonburg, Va. 3 ALL
WFGA-TV Jacksonville 12 NBC
WTVJ Miami 4 CBS
WDBJ-TV Roanoke 7 CBS

The Colonel greets Mr. Inag

* **KPLR-TV HAS JOINED THESE FINE STATIONS REPRESENTED BY...**

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NEW YORK CHICAGO DETROIT HOLLYWOOD
 ATLANTA DALLAS FT. WORTH SAN FRANCISCO

Advertising Directory of SELLING COMMERCIALS

Alcoa • Ketchum, MacLeod & Grove



JAMES LOVE PRODUCTIONS, INC., New York

Butter-Nut Coffee • D'Arcy Advertising



FINE ARTS PRODUCTIONS, Hollywood

Baker's Instant Chocolate • F.C&B



KLAEGER FILM PRODUCTIONS, New York

Chesebrough-Ponds Pertussin • McCann-Erickson



HAMKINSON STUDIO, INC., New York

The Borden Co. • Young & Rubicam



GIFFORD ANIMATION, INC., New York

Derby Foods Inc. • McCann-Erickson



TERRYTOONS, A Division of CBS Films Inc.

Brylcreem • Kenyon & Eckhardt



MPO TELEVISION FILMS, INC., New York

Fizzies • Lambert & Feasley



BILL STURM STUDIOS, INC., New York

TV's library of Paramount features has been purchased by WJAC-TV Johnstown-Altoona. . . . Roy Rogers Syndication, Inc., has completed a \$700,000 transaction for Roy Rogers half-hours with the Nestle Co. in 87 markets.

ABC Films sold its new package of 15 western half-hours to eight stations within days of its introduction. The half-hours were culled from the company's library of dramatic anthologies. Stations purchasing the package are: KCOP Los Angeles; WDBJ-TV Roanoke; KFSD-TV San Diego; WLOS-TV Asheville; KGUN-TV Tucson; KWTU Oklahoma City; KMBC-TV Kansas City, and WNEP-TV Scranton. ABC Films has also put together an adventure package of 15 half-hours which were released last week.

NTA International's "International Package" of 64 features was sold in 14 major markets within a week of its introduction. The features have been sold in such markets as Chicago, Philadelphia, Boston, New Haven - Hartford and Miami. . . . WNTA-TV Newark has picked up Guild Films' *Jai-Alai*, a 60-minute video-taped show originated by XETV in the San Diego area. The games originate at Tijuana, Mexico. . . . Trans-Lux Television's *Felix the Cat*, new animated cartoon series, has been sold to the Triangle station group. The sale follows an earlier one to the five Westinghouse Broadcasting Co. stations. Trans-Lux continues to move its Encyclopedia Britannica Film Library. WFAA-TV Dallas and WREX-TV Rockford, Ill., purchased the package recently.

TAPE . . .

New model video-tape recorder, VR 1000-B, is being introduced by Ampex Corp. According to Neal McNaughten, manager of the professional services division, the recorder will have improved picture quality and simplified maintenance and operation.

Mobile Video Tapes, Inc., has been formed in Hollywood to service location taping of entertainment and commercials product. The self-con-

Advertising Directory of **SELLING COMMERCIALS**

tained unit carries a VTR, two camera chains and its own power unit. Jack Meyer, Claire Higgins and John T. Allen Jr. are the founders of the firm. . . . *G. E. Theater* will tape 10 of its programs for next season, a new departure for the previously all-film series.

SYNDICATION SALES RISE

Ziv's syndicated sales in the first quarter of 1959 climbed 35 per cent over the comparable period last year. Three factors were attributed to the sales rise: a high renewal rate, a large increase in use of syndicated properties by national advertisers for regional and spot buys, and the consistency of quality film product turned out by Ziv.

In the first quarter of this year sales and renewals on Ziv programs amounted to the following: 102 on *Bold Venture*, 89 on *Sea Hunt*, 66 on *Highway Patrol* and 43 on *Mackenzie's Raiders*. Len Firestone, vice president in charge of syndication sales, says the first-quarter figure "confirms our belief that 1959 will be the top year in syndicated sales for Ziv Television Programs, Inc."

PROGRAMS . . .

Screen Gems' next syndicated offering will be *Seven League Boots*, a new half-hour documentary-adventure series produced by Jack Douglas. Last 13 of the 39 episodes is being shot now, and the program will be available for a late spring start. Mr. Douglas is producer and narrator of *Bold Journey* and *I Search for Adventure*.

Other documentary-adventure programs are on the boards elsewhere. Major Television Productions, Inc., is readying *The Armand Denis Series*, which will feature the noted African jungle explorer, and *Expedition*, a series of 39 half-hours, each of which dramatizes a particular adventurous expedition. It will be produced by Fae Thomas and Philip Furth.

NTA Program Sales is developing two new half-hour series on tape. They are Xavier Cugat and his orchestra and Abbe Lane in a musical-variety show, and Mel Allen in a

HFC • Needham, Louis & Brorby



BEITZ & HERNDON, Dallas

Fred Miles Syndicated Beer Commercials



FRED A. MILES PRODUCTIONS, INC., Chicago

Lipton Tea • Young & Rubicam



ELEKTRA FILM PRODUCTIONS, INC., New York

Pontiac • MacManus, John & Adams



NATIONAL SCREEN SERVICE CORP., New York

KOED



TV CARTOON PRODUCTIONS, San Francisco

RCA Whirlpool • Kenyon & Eckhardt



CARAVEL FILMS, INC., New York

Mars, Inc. • Knox Reeves



GRANTRAY-LAWRENCE ANIMATION, INC., Hollywood

Revere Sugar • John C. Dowd



HFB PRODUCTIONS, INC., New York

Advertising Directory of **SELLING COMMERCIALS**

Richfield Oil Co. • Nixon & Jorgensen



UPA PICTURES, INC., Burbank

Sheaffer Stripriter Ballpoint Pen • BBDO



WONSEL, CARLISLE & GUNPHY, INC., New York

State Farm Mutual • Needham, Louis & Brorby



ANIMATION INCORPORATED, Hollywood

Tang • Young & Rubicam



GRAY-O'REILLY STUDIOS, New York

sports program. *Open End* has been made available in syndication in one-, two- or three-hour versions, and 13 additional Bishop Sheen programs will be taped.

International Film Distributors, Inc., will distribute a new sports package put together by Dynamic Films. The package, titled *Speed Classics*, was produced by Dynamic at an estimated cost of \$1,250,000. It consists of 26 half-hours ready for immediate distribution, with another 26 episodes scheduled for fall release. The films cover the great auto-racing classics of recent years.

In other production: CNP will produce the Frank Gruber *Johnny Fletcher* detective series; Screen Gems has purchased Peggy Phillips' *Song in My Heart* for piloting; Hecht-Hill-Lancaster's first two televentures are *Vera Cruz* and *The Clock Watchers*, both taken from HHL theatrical pictures; Russel Hayden, producer of *26 Men*, is readying two new westerns, *Lady from Laredo* and *Tiger of Sonora* for ABC Films; Bill Burrud is readying a pilot of *The Golden Hind*, based on adventures of Sir Francis Drake; Stark-Layton has *The Brannigan Brothers* in the works, and Jerry Warner has an entry, *Mr. Texas*, based on the life of Sam Houston. . . . Screen Gems has signed David L. Wolper as a producer, his first project to be *Man from the Pentagon*, a space-era saga.

PERSONNEL . . .

Independent Television Corp. continues to grow and grow. Most recent expansion occurred in syndicated sales, where a district manager and six new account executives were added to the staff. The new district manager is Bert Weiland, who has been assigned to the northeastern division. Mr. Weiland was an account executive with Ziv and before that served as a sales executive for WBAL-TV Baltimore and WILK-TV Wilkes-Barre, Pa.

New account executives are: Charles G. Pye Jr. and Frank Spiegelman, assigned to the northeastern division; John A. Thayer Jr., John

E. Howard and James L. Dodd, assigned to the southeastern division, and Yale Lasker, assigned to the midwestern division.

United Artists Television appears ready to make its first moves in program syndication. Phil Williams, vice president in charge of syndicated sales for ABC Films, has



WILLIAMS

CHRISTENSEN

joined the company as eastern division manager. Howard Christensen has been appointed regional sales manager out of the central division, and it's expected that additional top-level appointments will be made shortly.

Prior to joining ABC Films Mr. Williams was eastern spot sales manager for Ziv and before that spot sales manager in the central division. He served with Time, Inc., for 15 years in various sales executive capacities. Mr. Christensen, who will handle UA TV's network and national sales out of Chicago, headed Howard Christensen Productions for the past seven years, producing and selling to television as well as managing and booking talent.

Ben Halpern has been appointed promotion manager of UA TV. In his new post Mr. Halpern serves as coordinating liaison between UA TV and the advertising, publicity and exploitation departments of the parent company, whose promotional manpower and facilities will be utilized for syndication sponsors. Mr. Halpern has been with United Artists Corp. since 1952, joining the television company after a two-year overseas stint as UA's European promotion manager.

Sam Gang, director of foreign sales for NTA International, has

joined Bernard L. Schubert, Inc., as director of international sales. The Schubert firm has been expanding on the international plane. An office has been opened in Mexico, headed by Robert Benjamin, and another office will be opened in Toronto shortly. In London another account executive has been appointed. Bernard L. Schubert, president, says that by the end of the year the company will have sales executives throughout Europe and the Far East.

Arthur Gross has been named vice president in charge of syndicated sales for Flamingo Telefilm Sales.



MR. GROSS

Mr. Gross, who assumes his new post on June 1, served for the past seven years with Guild Films in various posts. Prior to that he was promotion manager for Skouras Theatres and an account executive with Paul Smallen Advertising. . . . Three executives have been appointed to



Advertising Directory of TV SERVICES

TV FILM TRAFFIC SERVICES

MODERN TELESERVICE, INC.

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... in servicing tv after-production needs.

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Hollywood 9-8181

Film Trafficing Inspection Grading
& Cleaning Repairing & Rejuvenation
Scratch Removal Protective Coating
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TALENT AGENCIES

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(Jean & Babe)

141 East 44th Street, New York 17, N. Y.
YUkon 6-4330

A complete service, specializing in creative talent for tv. May we screen, from our vast resources of actors, models, etc., the types to fit your specific need.

CAMERA EQUIPMENT

CAMERA EQUIPMENT CO.

315 West 43rd Street, New York 36, N. Y.
JUdon 6-1420

RENTALS — SALES — SERVICE

Motion picture and television equipment
... lighting equipment ... generators
... film editing equipment ... processing equipment.

SCREENING ROOMS

PREVIEW THEATRES, INC.

1600 Broadway, New York 19, N. Y.
Circle 6-0865

President William B. Gullette
16mm. 35mm; magnetic or optical; all interlock combinations. Editing equipment and facilities. Film storage vaults. All facilities available 24 hours a day.

COLLECTION AGENCIES

STANDARD ACTUARIAL WARRANTY CO.

220 West 42nd Street, New York, N. Y.

Collections
For the Industry
All over the world

Serving radio, tv and film accounts
No Collections — No Commissions!!

OPTICAL EFFECTS AND ANIMATION

K & W FILM SERVICE CORP.

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Circle 5-8080-1-2

President Norman Widten
Vice President Ralph Korb
OPTICALS . . . TITLES . . . SPECIAL EFFECTS . . . SLIDE FILMS . . . ANIMATION
ANIMATION PHOTOGRAPHY

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LEXington 2-7378-9

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PLana 9-3400

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Los Angeles 16, Calif.

Sales Incentive Awards
Trophies, Plaques, Etched Plates,
Engravings, Medals and Service Pins
Buy Direct from the Manufacturer.
Write for Free Catalog.

FASHION COORDINATOR

JOAN BARNES

72 E. 79th Street, New York 21, N. Y.
Stylist of backgrounds, fashion coordinator of programs and tv commercials and designer of set interiors.

INSURANCE

JEROME J. COHEN, INC. (Jerry & Ron)

225 West 34th St., New York 1, N. Y.
CH 4-3127-3

RARE AND UNUSUAL COVERAGES
OUR SPECIALTY

newly created posts with National Telefilm Associates' advertising department. They are: Elliott Ames, who joins the company as a presentation writer; Edgar Krupinski, who has been appointed the department's business manager, and William Weinstein, who has been named art department designer.

Marvin M. Grieve has been named vice president in charge of sales for Guild Films. Mr. Grieve, who has been associated with Guild for the past three and one-half years as a sales executive, succeeds Irving Feld, who has become president of Inter-World TV, Inc., Guild's international distributor. . . . Gilbert S. Cohen, formerly network film program editor for ABC-TV, has joined ABC Films as film manager. Two other appointments were made: Walter Weiler from print control to booker, and Charles Schneider to print control.

S. L. "Stretch" Adler has been appointed director of sales for Official Films, Inc. Mr. Adler formerly

served with Guild Films as national sales manager and prior to that was with Screen Gems, the William Morris Agency and the Crosley Broadcasting Co. . . . James H. McCormick has been made an account supervisor in the New York office of CBS Films. Mr. McCormick was formerly manager of the company's Atlanta office. . . . Joseph F. Greene, formerly with ABC Films, has joined Roy Rogers Syndication, Inc., as eastern sales manager. He reports directly to Peter M. Robeck, general sales manager in New York. . . . Anthony Hennig has been named vice president in charge of video-tape and closed-circuit operations for Sports Network, Inc.

Film Commercials

AMERICAN FILM PRODUCERS
Completed: Gillette Co. (Toni Home permanent) McCann-Erickson; Esso Standard Oil Co. (Golden Esso), McCann-Erickson.
In Production: Esso Standard Oil Co. (Esso Extra), McCann-Erickson; Bulova Watch Co. (watches), McCann-Erickson.

GRAY & O'REILLY
In Production: Drinks, Inc. (Nu-Fizz), di-

rect: General Foods Corp. (Buffay rice), Y&R; General Electric Co. (can opener), Y&R; General Tire & Rubber Co. (tires), D'Arcy; Block Drug Co. (Nytol), SSC&B.

HANKINSON STUDIO, INC.
Completed: Coca-Cola Co. (Coca-Cola), McCann-Erickson; Texas Co. (Havoline, Star Chief Supreme, Fire Chief, Safe-T Checkup), C&W; Fels & Co. (Speedy Fels), Aitkin-Kynett.
In Production: Texas Co. (Havoline, Sky Chief, Fire Chief), C&W.

JAMIESON FILM CO.
Completed: Southwestern Bell Telephone Co., direct; Southland Life Insurance Co. (promotion film), direct; Lone Star Boat (boats), Taylor-Norsworthy; Ripley Shirt Co. (shirts), Couchman Adv.; Humble Oil & Refining Co., McCann-Erickson; Mrs. Baird's Bakeries, Inc. (bread), Tracy-Locke; Dial-A-Bug (insecticide), Pitluk Adv.
In Production: Freeman Oldsmobile Co. (automobile), Clarke, Dunagan & Huffhines; King Cotton Meats (meats), Fitzgerald; Bull of the Woods (tobacco), Simon & Gwynn; Hart's Bread (bread), Simon & Gwynn; Hot Shot Co. (bug killer), Simon & Gwynn; John E. Mitchell Co. (automotive air conditioner), Taylor-Norsworthy; Regal Pale Brewing Co. (beer), Walker Sausy; Dial-A-Bug (insecticide), Pitluk Adv.; Lightcrust Bread (bread), Clarke, Dunagan & Huffhines; Humble Oil & Refining Co. (oil & gas), McCann-Erickson; Tandy Leather Co., direct.

KEITZ & HERNDON
Completed: American Snuff Co. (Garrett Snuff), Simon & Gwynn; Lone Star Gas Co.

WNEP-TV

Selling the Scranton-Wilkes-Barre market



SYMBOL OF SERVICE **T**
C A TRANSCONTINENT STATION

(gas products), EWR&R; Chance Vought Aircraft Co., direct.
In Production: Household Finance Corp. (loan services), NL&B; Amicable Life Insurance Co. (insurance), Southwest Adv.; Colvert's Dairy (dairy products), Lowe Runkle; Deep Rock Oil Corp. (gasoline), Lowe Runkle; Southern Union Gas Co. (gas products), direct; Dr. Pepper Co. (soft drinks), Grant.

KLAEGER FILM PRODUCTIONS, INC.

Completed: Greyhound Corp. (bus), Grey; Dow Chemical Co. (Saran Wrap), MacManus, John & Adams; Ideal Toy Co. (various toys), Grey; National Carbon Co. (Prestone), Esty; Benrus Co. (watches), Grey; U. S. Rubber Co. (tires), Fletcher D. Richards; Procter & Gamble Co. (Tide soap), B&B.

In Production: Colgate-Palmolive Co. (Vel), L&N; General Electric Corp. (Maxon; Boyle-Midway, Inc. (Wizard), Geyer, Morey, Madden & Ballard; Procter & Gamble Co. (Lilt), Grey; Westinghouse Electric Co. (various products), McCann-Erickson; General Motors Corp. (Pontiac cars), MacManus, John & Adams; Bristol-Myers Co. (Ipana), DCS&S; Colgate-Palmolive Co. (Wildroot), L&N; P. Ballantine & Sons (beer), Esty; Cluett, Peabody & Co. (Arrow shirts), L&N; E. I. du Pont de Nemours & Co. (various products), BBDO; General Foods Corp. (Baker's Instant chocolate), FC&B; International Latex Corp. (various products), Reach, McClinton.

LEWIS & MARTIN FILMS, INC.

Completed: Restonic Mattress Co. (mat-

trass), Bozell & Jacobs; Craonola, Malcom-Howard.

In Production: Trade Mfg. Co. (Back Yard Golfer), Gourfain-Loeff; Pillsbury Mills, Inc. (Pillsbury Best flour), Burnett; Midas, Inc. (mufflers), Bozell & Jacobs.

JAMES LOVE PRODUCTION

Completed: Coca-Cola Co. (West Point), McCann-Erickson; PPG (schools), Ketchum, MacLeod & Grove.

In Production: Bell Telephone Co. of Pennsylvania (communications expert & Bell telephone trailer), Gray & Rogers; Aluminum Co. of America (boats, cypress gardens), F&S&R.

NATIONAL SCREEN SERVICE CORP.

Completed: P. Ballantine & Sons (beer), Esty; Good Housekeeping Magazine (Sunbeam mixer tie-in), Grey; Narragansett Brewing Co. (beer), C&W; Pontiac Div. General Motors Corp. (cars), MacManus, John & Adams.

In Production: New Jersey Safety Comm. (safety film), direct; Radio Corp. of America (Monogram tubes), Lefton; British Petroleum, Ltd. (petroleum), Collyer; P. Ballantine & Sons (beer), Esty; BC Remedy Co. (headache tablets), C. Knox Massey; Dow Chemical Corp. (Pinkies), MacManus, John & Adams; Pontiac Div. General Motors Corp. (cars), MJ&A; Hassenfeld Bros. (toys), Grey; Approved Toy Center, Getschal.

RAY PATIN PRODUCTIONS, INC.

In Production: Jenny Mfg. Co. (gasoline),

Griswold-Eshleman; National Sugar Refining Co. (Godchaux sugar), Fitzgerald; Best Foods, Inc. (Nucoos margarine), Guild, Bascom & Bonfigli; Seattle Meat Packing Co. (Bar-S Wieners), Miller, Mackay, Hoek & Hartung; M. J. B. Co. (coffee), BBDO.

PELICAN FILMS, INC.

Completed: Liggett & Myers (L&M), D-F-S; General Foods (Jiffy), McKim; General Mills (Cheerios), D-F-S; United Fruit Co. (Chiquita banana), BBDO; Continental Baking Co. (Wonder bread), Bates; E. F. Drew & Co. (Tri-Nut margarine), Donahue & Coe.

In Production: Liggett & Myers (L&M), D-F-S; United Fruit Co. (Chiquita banana), BBDO; Schick, Inc. (show opening), B&B; Continental Baking Co. (Wonder bread), Bates; Sun Oil Co. (Sunoco), Esty; Chef-Boy-Ar-Dee (Pizza), Y&R; Lever Bros., Inc. (Handy Andy), K&E; Drackett Co. (Windex), Y&R; Radio Corp. of America, K&E; Goodrich Rubber Co. (tires), BBDO; California-Texas Oil Corp. (Caltex), direct; Robert Hall Clothes (clothing), Arkwright; Labatt Importers, Inc. (beer), JWT.

PINTOFF PRODUCTIONS

Completed: Ward Baking Co. (Tip Top Lucky cakes), Grey; O'Keefe Brewing Co. Ltd. (Old Stock ale), Comstock; Stahl-Meyer, Inc. (Ferris meat products), Hicks & Greist; Phillips Petroleum Co. (Phillips 66-Tropartic), Lambert & Feasley; American Broadcasting Co. (*Bold Journey* promotional), direct; National Assn. of Broadcasters (tv spots), direct.

In Production: Ward Baking Co. (Tip Top Lucky cakes), Grey; E. Regensburg & Sons

PRIME SALES TARGETS are formed by people with dollars to spend. Covering 16 counties in Northeastern Pennsylvania, WNEP-TV blankets an area populated by 1.4 million people who control \$2.1 billion of effective buying income... spend \$1.3 billion in retail sales.

Further, the combined metropolitan market of Scranton and Wilkes-Barre ranks as the third most important metro area in Pennsylvania. It's third in population. Third in effective buying income. Third in retail sales. And the combined Scranton-Wilkes-Barre market has a higher effective buying income *per household* than many other U. S. metropolitan areas of comparable or larger size.

Transmitting at 1 million watts... from the tallest tower... on the lowest channel... WNEP-TV now provides better service to its viewers than any other station in the market. With a 70% power boost scheduled for Spring of 1959 and new studios in the Fall, WNEP-TV becomes the most powerful station with the most modern facilities in Northeastern Pennsylvania.

For details on the best TV availabilities in this prime all-UHF market, call Avery-Knodel.

ABC • CHANNEL 16 • SCRANTON-WILKES-BARRE

YOU CAN'T MISS

with the
'BIG CHEESE' in Wisconsin

Not only 34 million people
but 2 million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

**I'm walking
on
air...**



Just had my annual medical check-up. (Smart move.) I'm making out a check to the American Cancer Society, right now—that's a smart move, too.



**Guard your family!
Fight cancer with
a checkup and a check!**

AMERICAN CANCER SOCIETY

(Admiration Royal cigars), Rose-Martin; Pintoff Productions (*The Violinist*), direct; Ford Motor Co. (*Wagon Train* closing), JWT; A. Lustig, Inc. (Punchinello fruit punch), Cousens-Blair.

SARRA, INC.

Completed: Quaker Oats Co. (Aunt Jemima Pancake flour), JWT; Calgon, Inc. (Calgon), Ketchum, MacLeod & Grove; American Petroleum Institute (Oil Centennial), SSC&B; Ohio Bell Telephone Co., McCann-Erickson; Armour & Co. (ham, pork sausage), Ayer; Procter & Gamble Co. (Tide), B&B; Standard Oil Co. of Ohio (Super Boron), McCann-Erickson; Quality Bakers of America Cooperative, Inc. (Sunbeam bread, My bread), direct; Borden Co. (Instant Whipped potatoes), L&N; Scripto, Inc. (pens), Donahue & Coe; General Foods Corp. (Minute Rice), Y&R; Henry Heide, Inc. (Jujufruits), Kelly Nason; Liebman Breweries, Inc. (Rheingold), FC&B.

TRANSFILM, INC.

Completed: Whitehall Labs. (Freezone, Anacin), Bates; American Chicle Co. (Clorets), Planters Nut Co. (peanuts), Kemper; Brown & Williamson (Viceroy), Bates; Standard Brands, Inc. (Burgerbits), Bates; U. S. Steel Corp., BBDO; Armstrong Cork Co. (Cushiontone tile), OB&M; Procter & Gamble Co. (Tide, Ivory Snow), B&B; J. C. Prescott Co. (Dazzle bleach), Dreher; Lever Bros. (Pepsodent), FC&B; Radio Corp. of America (tv sets), K&E; G. R. Kinney Shoe Corp. (shoes), Sawdon; Boyle-Midway Co. (Aero Shave), JWT; Scripto, Inc. (pens, pencils), Donahue & Coe; Warner-Lambert Pharm. Co. (Bromo-Seltzer), Warwick & Legler; Nestle Co. (Nescafe), Houston; Mennen Co. (various), Grey; Chock Full O' Nuts Co. (coffee), Grey; Esquire, Inc. (Coronet mag), Grey; Mennen Co. (Quinsana), Grey; Radio Corp. of America (RCA-Camden Records), Grey. In Production: American Oil Co. (Amoco gas), Joseph Katz; Consolidated Cigar Corp. (Muriel Coronellas), L&N; Whitehall Labs. (Anacin), Bates; Food Mfrs., Inc. (Uncle Ben's rice, M&M candy), Bates; U. S. Steel Corp., BBDO; American Motors Corp. (cars), GMM&B; Lever Bros. (Jim Dandy), K&E; American Chicle Co. (Rol-aids), Bates; Faberge, Inc. (cosmetics), direct; Continental Baking Co. (Handi-Pie), Bates; Corn Products Refining Co. (Mazola), L&N; G. R. Kinney Shoe Co. (shoes), F. B. Sawdon; Scripto, Inc. (pens, pencils), Donahue & Coe; General Foods Corp. (Sanka), Y&R; Louis Marx & Co. (toys), Bates; Vitamin Corp. of America (Rybutol), EWR&R; Chock Full O' Nuts Co., (coffee), Grey; Lanolin Plus, Inc. (Wash 'n Curl), EWR&R; Miles Lab. (Nervine, Tabcin, Bactine, Alka Seltzer), Wade; Alberto-Culver Co. (Silken Rinse, New Dawn), Wade.

TV CARTOON PRODUCTIONS

Completed: Pacific Telephone & Telegraph Co. (long distance), BBDO; Kilpatrick Bakeries, Inc. (bread), Reinhardt; J. A. Folger & Co. (instant coffee), Harris, Harlan & Wood, Div. Fletcher D. Richards; KOED-TV, direct; Ingram's Food Co. (Red's Tamales), Cappel, Pera & Reid. In Production: William's Bakery (bread), Reinhardt; Kilpatrick Bakeries, Inc. (bread), Reinhardt; Pacific Plywood Co. (Par-Tile), Porter; Safeway Stores, Inc. (egg department), direct; California Spray-Chemical Corp. (Ortho Lawn spray), McCann-Erickson.

U. S. PRODUCTIONS

Completed: Famous Artists Schools, Inc. (art school), Gumbinner; Johnson & Johnson (Liquiprin), Frohlich. In Production: Cities Service Oil Co. (oil), Ellington.

UPA PICTURES, INC.

In Production: Hot Shoppes, Inc., M. Belmont Ver Standig; Carling Brewing Co. (Stag beer), Edward H. Weisa; British-Columbia Telephone Co., James Lovick; Canada Nut Co. (Squirrel peanut butter), James Lovick; Carling Brewing Co. (Black Label beer), Lang, Fisher & Stashower; Oklahoma Oil Co. (gasoline), NL&B; Union Pacific Railroad, Caples; Mrs. Bairds Bakeries (bread), Tracy-Locke; Speedway Petroleum Corp. (gasoline), W. B. Doner; Montag Bros., Inc. (Blue Horse School supplies), Harris & Weinstein; Embassy Dairy (dairy products), M. Belmont Ver Standig; Aristo Dry Cleaners, M. Belmont Ver Standig; Gunther Brewing Co. (beer), L&N; Christie Brown (Christie's biscuits), McCann-Erickson; Standard Oil Co. of Indiana, D'Arcy.

Klaeger (Continued from page 38)

explanation for the immediate success of the concern appears to lie in the personality of Bob Klaeger, and in the kind of personnel he has kept with him over the years. The producer has been in some facet of the film business for slightly more than 30 years, starting as an usher in the Sugg Theatre in Chickasha, Okla., in 1928. In the intervening years he collected a group of loyal and appreciative followers.

It may be that the qualities Mr. Klaeger asks he be recognized for in his day-to-day operations are the qualities that have attracted top personnel to his company. These qualities, described with old-fashioned words like honesty and integrity, are intangibles which may go unappreciated in the film commercial business, because its very structure is such as to make cost a paramount consideration. This has come about largely through the bidding system, for which Mr. Klaeger has only harsh words.

"Competitive bidding cheapens the product and accomplishes nothing. About all it does is cost the person who is asking for the bid more money, since estimating a job runs into overhead. Somebody has to sit down for three or four hours and figure it out."

The veteran producer points out that most top agencies have competent production personnel who can estimate a job as well as any commercial

producer. "These agencies are well equipped with people who know their business. The greatest mistake an advertiser can make is to tell his agency, which has experienced film people, to go out and get three bids. If an agency is not properly equipped with experienced personnel, then it should ask for competitive bids.

"All I want is to work for an agency on the same basis as it works for the client. If I'm doing the job well, then use me continually. If I'm messing up, then kick me out."

Volume of business is of course the key to success in the tv film commercial world. Mr. Klaeger estimates that if volume could be maintained on an annual basis (the business is still somewhat seasonal and subject to changes resulting from the competitive-bidding system), the costs of producing commercials could be reduced by approximately 25 per cent.

Some agencies and advertisers are not as addicted to competitive bidding as are others. The atmosphere of trust and confidence Mr. Klaeger would like to establish with his clients appears to be reasonably established with some of the following companies for which he does work continually: Pontiac (MacManus, John & Adams), U. S. Rubber (Fletcher D. Richards), Lever Bros. (Foot, Cone & Belding), Winston cigarettes (William Esty & Co.), du Pont (direct), General Electric radios (Maxon Advertising) and B. F. Goodrich (McCann-Erickson).

This is only an indication of the kind of blue-chip advertisers who use Klaeger Film Productions. The list, however, serves to illustrate Mr. Klaeger's point: it is possible and desirable to work with one producer if he delivers for you.

And a producer delivers, he adds, by using experienced creative personnel who are trained technicians and knowledgeable about advertising. Many of Mr. Klaeger's top executives have been with him at his various jobs for many years. As an example, John Fenton, producer and vice president, has worked with him since 1942 when they met in the Signal Corps Photographic Center. At that time Mr. Fenton was an editor on training and morale films. He joined Transfilm,



MR. KLAEGER

Inc., in 1946, serving as supervising editor, and moved with Mr. Klaeger to the new company in 1957, where he now serves as agency liaison and production supervisor.

Stephen Kambourian, supervising editor, has worked with Mr. Klaeger for the past eight years, first at Transfilm, where he became supervising editor. Ben Farish, animation director, has known the producer for 13 years. Starting his career before the war as assistant animator for Fleisher Studios, Mr. Farish later became a free-lance cartoonist and then joined Paramount Pictures as an animator. He joined Transfilm in 1950, serving as animation director.

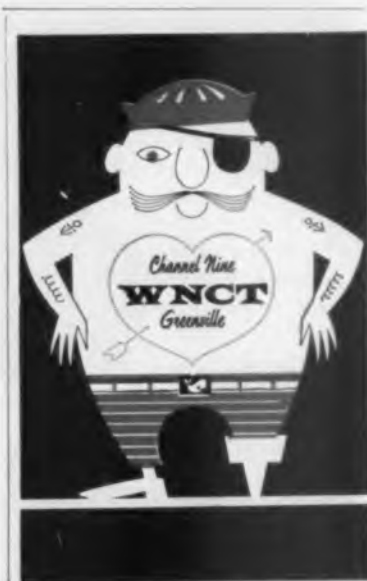
David Quaid, staff photographer, recipient of many awards (Edinburgh Festival, Gold and Silver Reel awards), has photographed over 125 industrial and public-relations films and well over 500 commercials. George Ottino, animation department manager, has known Mr. Klaeger for close to 10 years. He worked in the theatrical-cartoon field and then as an animator and director before joining Transfilm in 1953 as animation production manager.

Phil Frankel, unit manager, is also a veteran of Transfilm, where he and Mr. Klaeger first met. Mr. Frankel worked for that company from 1950 to 1958, and for National Studios prior to that. Other personnel include Howard Kakudo, background artist, who has had a 10-year association with Mr. Klaeger; Kenneth Bowen,

letterer, with an eight-year association, and Robert Firestone, editor, with a seven-year association.

Mr. Klaeger's background is entirely in film. From an usher in the Sugg Theatre in Chickasha he rose to doorman, projectionist, assistant manager and then manager. He entered the Army's pictorial service in 1941, working on training and information films. In 1946 he joined Transfilm as supervising film editor and within a few years was involved in the initial ventures in producing tv commercials. In 1950 Mr. Klaeger was appointed chief of motion-picture production, and two years later became vice president in charge of production, a post he held for five years. In June of 1957 he established Klaeger Film Productions. He is a member of the Society of Motion Picture and Television Engineers and the Screen Directors Guild.

Now ranked among the top film producers, Mr. Klaeger faces the future, where tape is becoming more and more of a reality, without any qualms. "It doesn't make financial sense at present for a film commercial producer to invest in tape, since he can't properly amortize the cost until the tape market is settled." When that time comes, a commitment will be made. Meanwhile, Mr. Klaeger is intent on establishing a sound basis for doing business in the film world.



Announcing

ANOTHER TELEVISION FIRST FROM ARB

Audience size for every U. S. TV station
in every U. S. television market with . . .



nationwide tv measurement!

- Sampling in every U. S. county
- Complete ¼ hour viewing to every U. S. TV station
- Total homes reached by every program and spot
- Simultaneous coverage data for the entire U. S.
- Fully automated UNIVAC® data processing

Once more ARB leads the TV research industry in a dramatic new advance to be introduced in fall 1959 . . .

TOTAL U. S. TV MEASUREMENT! By means of an entirely new concept . . . a progressive sampling approach reaching into every U. S. county, plus electronic digesting and interpretation of data by the newest UNIVAC® . . . ARB makes possible simultaneous measurement of all TV viewing to every U. S. TV station, wherever that viewing might occur.

For the first time in history, stations and buyers of time will be supplied with actual homes delivered by every one of the 500 plus U. S. TV stations separately, by each quarter-hour of the week for each station, plus complete station circulation figures showing **where** these viewers are.

These new features will be included in addition to ARB's regular metropolitan area rating reports and audience composition studies already standard in over 150 important markets.

You'll be hearing more soon about this fabulous new fall 1959 package from ARB—first with the interviewer supervised diary, first with one-week/four-week measurement, first with the all-electronic ARBITRON, and now . . . first with **NATIONWIDE TV MEASUREMENT!**

AMERICAN RESEARCH BUREAU, INC.

- WASHINGTON** • 4320 Amundale Road, Beltsville, Md., WEbster 5-2600
NEW YORK • 400 Park Avenue, New York 22, N. Y., PLaza 1-5577
CHICAGO • 1907 Tribune Tower, Chicago 11, Ill., SUperior 7-3388
LOS ANGELES • 8223 Selma Avenue, Hollywood, Calif., HOllywood 9-1683



MAY 18, 1959

TELEVISION AGE SPOT REPORT

a review of
current activity
in national
spot tv

“When a station moves from one representative to another,” Adam Young of Adam Young, Inc., recently told the Ohio Association of Broadcasters, “and its sales increase noticeably, it’s more than a matter of one rep having better salesmen than another. If the problem of selling time were as simple as hiring good salesmen, there would be no need for representation at all; each station doing a large volume of business could afford to hire its own salesmen.”

Speaking on the role of the representative in station operation and programming, Mr. Young stressed the idea that, as Procter & Gamble—with its excellent record in marketing—calls in the collective brains of the agency field to do its advertising, so stations should rely more strongly upon the talent available at their representatives.

“Today’s rate cards,” he said, “are based upon a complete analysis of station coverage, current popularity, popularity at different times of day, methods of current media buying, specific local problems, etc. All these factors must be weighed by people who have the experience and judgment to evaluate them properly. No single station and very few group operators can afford this kind of talent—which is available at major representatives.”

To create or improve a station’s reputation, Mr. Young noted, a representative could make the station

aware of the problems surrounding the development of a good image, show how to present the station’s story in the best light, suggest promotions through advertising and direct mail and explain how to give the kind of service agencies and advertisers expect.

In programming a tv station, the role of the representative—as voiced by the president of a major firm—is to offer advice based on experience. The factors under consideration are such things as: what are the vehicles that have proved in the past to deliver the largest number of listeners during non-network hours, and where is the happy balance between children’s and adult programming, so that a large audience is developed along with vehicles that get the maximum business available to a tv station?

The preference of advertisers for



Timebuyer Jordan Schrieber at Benton & Bowles, New York, places schedules for Yuban coffee for General Foods Corp.

10-second spots, minutes or half-hour units must be considered, Mr. Young said. As must the preferences for live commercials, film spots, etc. “There should be very little guesswork involved in this type of planning,” he said, “because representatives have so much experience to go on.”

Moving into the actual selling of time to an advertiser, Mr. Young stated the representative should advise the station as to what a presentation should contain. “Whether a presentation is prepared by the station or its representative, it is a basic selling tool . . . and should contain the most salient facts in the simplest possible way.”

* * *

On the national spot scene, buying activity from major users slowed somewhat—as usual at this time of year. However, the lessened activity does not seem to be part of a “summer slump,” but rather due to the fact that business has been running so well that many advertisers long ago set their summer schedules, and are now waiting for July so fall placements can be made.

AMERICAN CYANAMID CO.
(Cunningham & Walsh, Inc., N. Y.)
A number of factors caused this producer of fertilizer and stock feed to run a brief spot campaign this spring instead of the *Farm Newsweek* show used last year. The three-to-four week placements of day and evening minutes go this month in about 10 selected agricultural markets. *Farm Newsweek* had good results and may be back in the fall. Robert Palmer is the timebuyer.

AVON PRODUCTS, INC.

(Monroe F. Dreher, Inc., N. Y.)
Although AVON ordinarily takes a summer hiatus on its schedules of day and night filmed minutes, last year it tested staying on through the heat in a few top markets. Results apparently weren't too bad, as the firm is "considering" repeating the test this year. Exact plans and markets which would be affected were not firmed up at press time. Lee Petry is the timebuyer.

BON AMI CO.

(Cole, Fischer & Rogow, Inc., N. Y.)
Winding up the "most extensive" campaign in its history in northeastern states, BON AMI looks like it's going to repeat the schedules in the midwest. Top markets get day and night minutes, 20's and ID's to start about issue date for six weeks. Jack Dube is the timebuyer.

BURGESS VIBRO CRAFTERS, INC.

(Olian & Bronner, Inc., Chicago)
Major markets have been getting spring schedules of a few weeks of filmed minutes in evening times for BVI paint sprayers. A male handyman audience is aimed for. BVI electric can openers are also featured. Media director Kay Kennelly is the contact.

CARGILL, INC.

(Bruce B. Brewer & Co., Minneapolis)
The maker of NUTRENA plant foods reportedly has a new mulch product which it intends to promote this spring via tv spot. Major markets should be used first, with starting dates dependent on planting seasons in various areas. Media director Mary Ann Doss is the timebuyer.

CHEMICAL CORP. OF AMERICA

(D'Arcy Adv. Co., Inc., N. Y.)
After kicking off package schedules of day and night minutes and 20's in some 35 markets for FREE WAX last February, the agency has renewed in some markets and added a few more. The combination floor-wax and insecticide product uses its films primarily in the south. Jim Moreno is the timebuyer.

CORN PRODUCTS REFINING CO.

(Lennen & Newell, Inc., N. Y.)
Noted here April 20, the spot planned for

Agency Adds

In Chicago, Len V. Levy was named to head tv-radio production for North Adv. Mr. Levy was executive producer of the tv commercial department at Kling Film Productions for three years, and last served in a similar capacity at Robert Lawrence Productions, Chicago.

Robert M. Gamble Jr. Adv., Washington, D. C., added to its staff William S. Dodson as tv-radio director. Mr. Dodson has held the same title at Allan Jack Lewis Adv. and previously was program director for WTTG Washington.

Buyer Profile

BERNARD SCHIFF

Bernard Schiff took over the presidency and guidance of Webb Associates, New York, in March this year. Mr. Schiff was graduated from New York University with a degree in Fine Arts in 1939. His career developed from music (reed instruments) to painting, to free-lance writing and thence to public relations.

In 1952 he left George Peabody & Associates, where he was a vice president and member of the board of directors, to become director of advertising and public relations for American Character Doll Corp. In 1952 he married Ruth Davis, formerly director of research and public relations at Product Services, Inc.

Most of Webb's million-and-a-half-dollar annual billing is in toys, its major accounts being Remco Industries, American Character Doll and General Toys, Inc. The greatest portion of this money is delegated to television. Mr. Schiff, who oversees all the agency's buying, points out that "toys are a relatively new source of good money through television, and the toy industry has become recognized as a year-round source of spot money."

"There are problems though. Because this recognition has occurred only in the past year or so, stations haven't yet completely come to terms with such questions as 'what constitutes competition.' In the first quarter of 1959 over 40 toy manufacturers



in the New York area were represented in advertising.

"As an old pr man who knows how much time can be stolen, I know what to watch out for. One of the things I'm being adamant about in all my campaigns is protection from obvious competitive merchandise. I'm worried not only about the paid commercial announcement; of equal concern is the merchandise put in contests supplied by the station's promotion department which neglects to check with the sales department. If a station requires merchandise for promotion, contests, etc., we're very happy to supply them and avoid conflicting advertisers on a program we sponsor."

Publicity and advertising properly coordinated are thus what Mr. Schiff attains to. And music and painting remain in his life as hobbies he shares with his wife in their Greenwich Village apartment.

NIAGARA starch is materializing, with a group of primarily southern markets getting daytime minutes in a series of brief flights. Selected markets reportedly are also getting schedules for new KARO syrup, which ran last summer in the Pacific Northwest area. Frank Delaney is the timebuyer.

CROWN CENTRAL PETROLEUM CORP.

(Al Paul Lejton Co., Inc., Phila.)
Contrary to reports printed elsewhere that this gasoline company was moving into a couple of dozen midwest markets with 13-week runs of prime minutes, the word is that it will continue as in the past with placements in Texas and its South-Carolina-to-Connecticut market areas. Billie Farren is the timebuyer.

DRUG RESEARCH CORP.

(KHCC&A, New York)
Although REGIMEN is currently using three network programs and will probably add a fourth by issue date, it's continuing big in spot. Filmed minutes

in day and late-night periods are set and renewed constantly. Beryl Seidenberg is the timebuyer.

E. I. DU PONT DE NEMOURS & CO., INC.

(BBDO, Inc., N. Y.)
With summer yet ahead, this firm is reportedly planning its fall-winter activity on ZERONE-ZEREX anti-freeze. Client approval is understood being obtained on the agency plan. Last year, some 30 markets ran a half-hour football film in addition to play-by-play buys of televised games. Ted Wallower is the timebuyer.

FAMILY GARDEN NURSERY SALES

(Philip Scherbo Adv., Chicago)
The nursery is reportedly interested in placing a three-minute film in day and fringe times in secondary markets. Placements would be brief, with the announcement offering a package of bushes, seeds, etc., for home landscapers. The contact is Philip Scherbo.

FLAVOR SAVER, INC.

(Joseph S. Gould Assoc., N. Y.)
 Making its first entry into spot is this manufacturer of tiny candies to be mixed into ice cream, sherbet, iced milk, etc. The candies are called "Jelly Bean Frozen Treats," and are not available for home use. Rather, franchises are lined up with local ice cream makers and dairies. This week, live minutes on WNEW-TV and WABC-TV New York begin running in kid shows. Plans call for later schedules in 60 major markets. Joseph Gould is the contact.

FORD MOTOR CO. DEALERS

(Direct)
 In connection with the series of "American Road Shows" that Ford currently has touring the country, there might be local spot placed as the exhibitions hit each market. Such placements would be made on co-op arrangements and set by the local dealers. (The Ford Dealers Adv. Association, through J. Walter Thompson Co., N. Y., has schedules going this month on "station wagon living," but any road show activity won't be handled by the agency.)

GOLD SEAL CO.

(Campbell-Mithun, Inc., Minneapolis)
 Having lined up its spring markets for GLASS WAX, reports indicate this firm is getting set for summer's outdoor living with a 50-market buy for its new SIZZ charcoal-fire starter. Minutes and 20's near nighttime men's programs are used. Pat Brouer is the timebuyer.

B. F. GOODRICH CO.

(BBDO, Cleveland)
 The fact this firm is making films on its tires leads to conjecture some spring spot might be in the offing. Recent activity has been confined to print, but spot was used in spring '57. Goodrich is not in network, so could follow Armstrong, Atlas and other rival brands into a short video campaign. John Miller is the account executive.

THEO. HAMM BREWING CO.

(Campbell-Mithun, Inc., Minneapolis)



Ted Bates & Co. timebuyer Perry Seastrom handles Continental Baking's Hostess cakes and County Fair bread, among others.

This brewer, like many others, has been setting its summer schedules in its regular markets, using filmed minutes and 20's in day and night spots. Rudi Marti is the timebuyer.

HAWAIIAN PINEAPPLE CO., LTD.

(Foote, Cone & Belding, Inc., San Francisco)
 The makers of DOLE pineapple announced plans to use spot in selected markets beginning in June. Various products will be featured in filmed minutes mainly set in daytime slots. Helen Stenson is the timebuyer.


HEUBLEIN, INC.

(Bryan Houston, Inc., N. Y.)
 Summer spot is planned again for SIZZLE SPRAY, the aerosol-powered barbecue sauce which tested last year in California and Texas markets primarily. A July 1 start is looked for in Colorado and California, with filmed minutes running through the warm weather. Richard Stevens is the timebuyer.

HUBLEY MFG. CO.

(Doyle Dane Bernbach, Inc., N. Y.)
 This manufacturer of cap pistols and children's toys recently appointed DDB to its account, and it was reported a spot campaign in top markets would get

Why take a little?



Get full Coverage with WJAC-TV
 in the Johnstown-Altoona area

Why settle for WFBG-TV's 28.1 share of audience when WJAC-TV covers the market like a circus tent with a 71.9, sign-on to sign-off, all week long? You get ALL the audience you're paying for when you buy WJAC-TV.

Figures from ARB, November, 1958

TOP 30 SHOWS ON WJAC-TV
 Johnstown-Altoona Trendex, Feb., 1959



The competition just can't touch WJAC-TV. Leading its nearest competitor by nearly 3 to 1, it's easy to see that WJAC-TV is the one to buy—the one that delivers the audience.



Ask for full details from HARRINGTON, RIGHTER & PARSONS, INC.

ARB City-By-City Ratings March, 1959

ALBUQUERQUE

3-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. State Trooper* (MCA) KOUM-TV Sat. 8:30 31.4
2. Huckleberry Hound (Kelllogg) KOAT-TV Thu. 6 30.9
3. Woody Woodpecker (Kelllogg) KOAT-TV Tue. 6 30.5
4. Rescue 8 (Screen Gems) KOAT-TV Thu. 8:30 26.7
5. Medic (CNP) KOAT-TV Wed. 8:30 23.2
6. Jeff's Collie (ITC) KOB-TV Thu. 7 22.8
7. Highway Patrol* (Ziv) KOB-TV Thu. 9 22.5
8. Mackenzie's Raiders (Ziv) KOAT-TV Wed. 9 21.4
9. African Patrol (Famous Films) KOUM-TV Sun. 7:30 20.5
10. Danger Is My Business* (CNP) KOB-TV Mon. 8:30 20.2
11. Annie Oakley* (CBS) KOAT-TV Fri. 6 19.6
12. Bold Venture (Ziv) KOB-TV Wed. 8:30 18.4
13. Mike Hammer* (MCA) KOB-TV Thu. 9 17.7
14. Cisco Kid (Ziv) KOAT-TV Wed. 6 17.3
15. Colonel Flack (CBS) KOB-TV Wed. 8:30 16.3

TOP FEATURE FILMS

1. Big MGM Movie KOAT-TV Fri. 9:45-12 mid. 9.1
2. Big MGM Movie KOAT-TV Sun. 9:45-11:30 8.9
3. Big MGM Movie KOAT-TV Mon. 9:45-11:45 8.8
4. Seven Star Theatre KOAT-TV Wed. 9:45-12 mid. 8.5
5. Big MGM Movie KOAT-TV Sat. 9:45-11:45 8.2

TOP NETWORK SHOWS

1. Maverick KOAT-TV 47.3
2. Perry Cross KOB-TV 44.3
3. Wagon Train KOB-TV 41.9
4. Perry Mason KOUM-TV 40.9
5. Gunsmoke* KOUM-TV 39.5
6. Wanted—Dead or Alive KOUM-TV 37.9
7. Have Gun, Will Travel* KOUM-TV 36.7
8. 11 Sunset Strip KOAT-TV 35.7
9. The Real McCoys KOAT-TV 31.6
10. The Chevy Show KOB-TV 30.8

KNOXVILLE

3-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. Whirlbirds (CBS) WMB-TV Tue. 7 39.9
2. Highway Patrol (Ziv) WATE-TV Sun. 6 38.2
3. The Tracer (MPA-TV) WATE-TV Thu. 7 35.4
4. Huckleberry Hound (Kelllogg) WATE-TV Mon. 6 32.5
5. Gray Ghost (CBS) WATE-TV Fri. 7:30 32.0
6. Annec'n Andy (CBS) WMB-TV Tue. 6:30 32.7
7. Mailer 714 (CBS) WMB-TV Mon. 7 32.6
8. Woody Woodpecker (Kelllogg) WATE-TV Wed. 6 30.7
9. Sea Hunt (Ziv) WMB-TV Tue. 8 30.2
10. Popeye (UAA) WATE-TV M-F 5 28.3
11. Target (Ziv) WATE-TV Sun. 6:30 28.1
12. City Detective (MCA) WMB-TV Wed. 7 26.3
13. Casey Jones (Screen Gems) WATE-TV Mon. 5:30 26.1
14. Sky King (Nabisco) WATE-TV Tue. 6 25.4
15. Cisco Kid (Ziv) WATE-TV Fri. 6 24.9

TOP FEATURE FILMS

1. Roy Rogers Feature WATE-TV Sat. 8:30-7:30 29.6
2. Early Show WMB-TV Mon. 5-6:15 18.8
3. Early Show WMB-TV Tue. 5-6:15 17.1
4. Early Show WMB-TV Thu. 5-6:15 16.5
5. Early Show WMB-TV Fri. 5-6:15 15.6
6. Gene Autry Feature WATE-TV Sat. 2-3 15.6

TOP NETWORK SHOWS

1. Wagon Train WATE-TV 49.9
2. Have Gun, Will Travel WMB-TV 47.6
3. Gunsmoke WATE-TV 47.2
4. Name That Tune WMB-TV 42.1
5. Tennessee Ernie Ford WATE-TV 39.4
6. The Price Is Right WATE-TV 39.1
7. The Millionaire WMB-TV 38.5
8. Tales of Wells Fargo WATE-TV 37.5
9. I've Got a Secret WMB-TV 37.5
10. Dreamboat Bride WMB-TV 37.4

*Program change during four-week period.

BAKERSFIELD

2-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. Tales of the Texas Rangers (Screen Gems) KRBO-TV Wed. 7 42.3
2. Sea Hunt (Ziv) KRBO-TV Tue. 8:30 40.2
3. Rescue 8 (Screen Gems) KRBO-TV Wed. 8:30 38.8
4. Mike Hammer (MCA) KRBO-TV Fri. 8 36.4
5. Highway Patrol (Ziv) KRBO-TV Tue. 7:30 35.4
6. Mackenzie's Raiders (Ziv) KRBO-TV Fri. 8 36.1
7. State Trooper (MCA) KRBO-TV Mon. 9:30 35.0
8. Casey Jones (Screen Gems) KRBO-TV Sun. 6:30 33.0
9. Huckleberry Hound (Kelllogg) KRAB-TV Wed. 8:30 32.7
10. U. S. Marshal (NTA) KRBO-TV Mon. 7:30 29.9
11. Jeff's Collie (ITC) KRBO-TV Tue. 7 29.0
12. Colonel Flack (CBS) KRBO-TV Thu. 7:30 28.7
13. Frontier Doctor* (H-TV) KRAB-TV Sun. 9 23.4
14. Woody Woodpecker (Kelllogg) KRAB-TV Tue. 8:30 22.7
15. Annie Oakley (CBS) KRAB-TV Tue. 7 22.5

TOP FEATURE FILMS

1. Wilshire-Brundage Theatre KRBO-TV Fri. 10-12 mid. 29.6
2. Spotlight Movie KRBO-TV Sat. 10:30-1 a.m. 19.4
3. Nightmare KRAB-TV Sat. 11-12:30 a.m. 19.1
4. Hopalong Cassidy Theatre KRBO-TV Sun. 4-5 19.0
5. Spotlight Movie KRBO-TV Wed. 10:30-12:15 a.m. 9.8

TOP NETWORK SHOWS

1. Wagon Train KRBO-TV 51.9
2. Tales of Wells Fargo KRBO-TV 47.4
3. Buckskin KRBO-TV 44.3
4. Restless Gun KRBO-TV 41.8
5. The Texas KRAB-TV 39.9
6. Wanted—Dead or Alive KRAB-TV 39.3
7. Perry Mason KRAB-TV 39.1
8. Peter Gunn KRBO-TV 38.9
9. Name That Tune KRAB-TV 38.5
10. Have Gun, Will Travel KRAB-TV 37.0

PEORIA

3-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. Mike Hammer (MCA) WMBD-TV Sat. 9:30 36.6
2. Highway Patrol (Ziv) WEEK-TV Wed. 9:30 31.9
3. Bold Venture (Ziv) WTVN Fri. 9:30 26.8
4. Huckleberry Hound (Kelllogg) WTVN Thu. 6 24.9
5. U. S. Marshal (NTA) WEEK-TV Thu. 9:30 22.9
6. Sea Hunt (Ziv) WTVN Tue. 9:30 20.8
7. State Trooper (MCA) WEEK-TV Tue. 9:30 20.3
8. New York Confidential (ITC) WTVN Sun. 8:30 19.8
9. Jeff's Collie (ITC) WTVN Wed. 8 18.3
10. Woody Woodpecker (Kelllogg) WTVN Mon. 6 16.6
11. Superman* (Kelllogg) WEEK-TV Tue. 6 16.4
12. If You Had a Million (MCA) WEEK-TV Mon. 6:30 15.6
13. Tugboat Annie (ITC) WTVN Sun. 5:30 15.4
14. Championship Bowling (Schwimmer) WEEK-TV Sat. 5:30 14.9
15. Flight (CNP) WTVN Thu. 9:30 14.5

TOP FEATURE FILMS

1. Show Boat Theatre* WEEK-TV Sat. 2-3 20.3
2. PM Playhouse WTVN Fri. 10-11:45 16.6
3. Command Performance WTVN Sun. 9-10 14.3
4. Family Theatre WMBD-TV Wed. 5-6 14.1
5. Lamplighter at 10 WTVN Sat. 10-12 mid. 13.0

TOP NETWORK SHOWS

1. Maverick WTVN 47.1
2. The Real McCoys WTVN 41.3
3. Wagon Train WEEK-TV 38.7
4. The Rifleman WTVN 37.6
5. 11 Sunset Strip WTVN 37.6
6. Gunsmoke WMBD-TV 36.7
7. I've Got a Secret WMBD-TV 35.6
8. Pat Boone WTVN 35.0
9. What's My Line WMBD-TV 34.7

CEDAR RAPIDS-WATERLOO

3-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. Target (Ziv) WMT-TV Sat. 8:30 33.0
2. Huckleberry Hound (Kelllogg) WMT-TV Thu. 5 32.4
3. Highway Patrol (Ziv) WMT-TV Sun. 6 31.4
4. Woody Woodpecker (Kelllogg) WMT-TV Tue. 8 26.4
5. Whirlbirds (CBS) KRBO-TV Sun. 6 26.3
6. U. S. Marshal (NTA) WMT-TV Tue. 10 25.6
7. 20 Men (ABC) WMT-TV Thu. 8:30 25.5
8. Mike Hammer (MCA) WMT-TV Sat. 10 25.4
9. Sea Hunt (Ziv) WMT-TV Wed. 10 24.3
10. New York Confidential (ITC) WMT-TV Sun. 10 23.9
11. Rescue 8 (Screen Gems) KRBO-TV Fri. 8:30 22.7
12. Flight (CNP) WMT-TV Fri. 10 21.8
13. Union Pacific (CNP) WMT-TV Mon. 7 21.4
14. Superman* (Kelllogg) WMT-TV Wed. 5 21.9
15. Soldiers of Fortune (MCA) WMT-TV Mon., Fri. 5 20.8

TOP FEATURE FILMS

1. Sunday Show WMT-TV Sun. 11-2 12.3
2. Tower Theatre WMT-TV Sat. 11-1:30 a.m. 10.9
3. Saturday Family Show WMT-TV Sat. 4:30-6:30 9.7
4. Lucky Star Theatre KRBO-TV Fri. 10:30-12 mid. 9.8
5. Saturday Morning Show* WMT-TV Sat. 11-12:15 8.9

TOP NETWORK SHOWS

1. I've Got a Secret WMT-TV 34.8
2. Gunsmoke WMT-TV 32.9
3. Danny Thomas WMT-TV 28.8
4. The Real McCoys KRBO-TV 25.2
5. The Rifleman KRBO-TV 24.3
6. Maverick KRBO-TV 23.2
7. Desert Playhouse WMT-TV 20.7
8. What's My Line WMT-TV 19.4
9. Have Gun, Will Travel WMT-TV 18.0
10. The Millionaire WMT-TV 17.9

SIOUX CITY

2-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. Whirlbirds (CBS) KTVY Sun. 8:30 38.0
2. U. S. Marshal (NTA) KTVY Thu. 10 35.4
3. Mackenzie's Raiders (Ziv) KTVY Thu. 9:30 32.2
4. Rescue 8 (Screen Gems) KTVY Sat. 9:30 29.5
5. Highway Patrol (Ziv) KTVY Tue. 10 29.2
6. Bold Venture* (Ziv) KTVY Mon. 6 28.2
7. Colonel Flack (CBS) KTVY Fri. 10 26.4
8. Union Pacific (CNP) KTVY Fri. 9:30 25.4
9. Farmer Alfalfa (Bray) KTVY Sat. 10:30 24.4
10. Huckleberry Hound (Kelllogg) KTVY Thu. 5:15 21.9
11. U. S. Border Patrol* (CBS) KTVY Thu. 7:30 21.7
12. Sky King (Nabisco) KTVY Sat. 5:30 21.5
13. New York Confidential* (ITC) KTVY Sat. 9:30 20.9
14. Sea Hunt (Ziv) KTVY Mon. 6:30 18.6
15. Woody Woodpecker (Kelllogg) KTVY Thu. 5:15 18.5

TOP FEATURE FILMS

1. Matinee Theatre* KTVY Sun. 12-1:30 16.7
2. Academy Award Playhouse KTVY Sat. 10:15-1:30 a.m. 9.4
3. World's Greatest Movies KTVY Fri. 11-1 a.m. 8.8
4. Matinee Theatre KTVY Sat. 2:30-4:45 8.5
5. World's Greatest Movies KTVY Thu. 11-1 a.m. 7.8

TOP NETWORK SHOWS

1. Red Skelton KTVY 51.7
2. Wagon Train KTVY 51.0
3. Zane Grey Theatre KTVY 50.4
4. The Rifleman KTVY 47.3
5. What's My Line KTVY 45.9
6. The Real McCoys KTVY 44.8
7. Gunsmoke* KTVY 42.6
8. I've Got a Secret KTVY 42.5
9. Perry Como KTVY 42.3
10. The Price Is Right KTVY 41.9

ARB City-By-City Ratings March, 1959

COLORADO SPRINGS

2-Station Report
(one-week ratings)

TOP SYNDICATED FILMS

1. State Trooper (MCA) KKTU Sun. 7:30	37.7
2. Danger Is My Business (CNP)	35.4
3. U. S. Marshal (NTA) KKTU Thu. 8:30	35.3
4. People's Choice (ABC) KKTU Sun. 8	35.3
5. Casey Jones (Screen Gems) KRDO-TV Thu. 7	34.5
6. New York Confidential (ITC)	33.7
7. Mike Hammer (MCA) KRDO-TV Mon. 9	31.5
8. Whirlybirds (CBS) KKTU Tue. 9	29.6
9. Our Miss Brooks (CBS) KKTU Fri. 7	29.6
10. Bold Venture (Ziv) KRDO-TV Wed. 8:30	28.2
11. Big Story (Flamingo) KKTU Thu. 9	25.7
12. Huckleberry Hound (Kellogg)	24.5
13. Union Pacific (CNP) KKTU Wed. 8:30	23.9
14. Championship Bowling (Schwimmer)	22.8
15. Colonel Flack (CBS) KKTU Wed. 8:30	22.3
16. Annie Oakley (CBS) KKTU Thu. 8	22.3

TOP FEATURE FILMS

1. First Run Theatre KKTU Sat. 10:15-12:15 a.m.	18.5
2. Studio 13 KRDO-TV Sat. 9-12:30 a.m.	13.6
3. Studio 13 KRDO-TV Fri. 10:30-11:45	11.9
4. MGM Theatre KKTU Fri. 10:30-12:15 a.m.	10.4
5. Late Show KKTU Sun. 10:30-12:15 a.m.	10.0

TOP NETWORK SHOWS

1. Maverick KKTU	66.2
2. Wagon Train KRDO-TV	57.9
3. Red Skelton KKTU	48.9
4. Gunsmoke KKTU	46.5
5. To Tell The Truth KKTU	42.7
6. Have Gun, Will Travel KKTU	41.7
7. G. E. Theatre KKTU	41.5
8. Danny Thomas KKTU	42.2
9. Ozzie & Harriet KKTU	41.5
10. Garry Moore KKTU	41.2

TAMPA-ST. PETERSBURG

3-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. State Trooper (MCA) WTVT Mon. 7:30	36.2
2. Sheriff of Cochise (Famous Films)	35.9
3. Highway Patrol (Ziv) WTVT Thu. 7:30	35.7
4. Rescue 8 (Screen Gems) WTVT Fri. 7	35.2
5. Whirlybirds* (CBS) WTVT Thu. 7	32.3
6. 26 Men* (ABC) WFLA-TV Wed. 7	32.1
7. The Honeyymooners (CBS) WTVT Sat. 8:30	35.9
8. Bold Venture (Ziv) WTVT Sat. 9	34.5
9. Casey Jones (Screen Gems) WTVT Sun. 6:30	22.2
10. Mackenzie's Raiders (Ziv) WTVT Sat. 10:30	21.1
11. SA 7* (MCA) WTVT Tue. 7:30	18.4
12. U. S. Marshal (NTA) WFLA-TV Tue. 10:30	16.3
13. Popeye (UAA) WTVT M-F 5:30	15.8
14. Flight (CNP) WTVT Wed. 8:30	15.7
15. 7th Bengal Lancers (Screen Gems)	15.2

TOP FEATURE FILMS

1. Sunday Theatre WTVT Sun. 2-4	12.9
2. MGM Sunday Theatre* WFLA-TV Sun. 5-8	11.4
3. Theatre 38 WFTS-TV Sun. 5:30-7	9.9
4. Early Movie WFLA-TV Tue. 5-6	9.7
5. Giant Kids Matinee* WTVT Sat. 7:30-9:30 a.m.	8.2

TOP NETWORK SHOWS

1. Wagon Train WFLA-TV	48.8
2. I Love Lucy WTVT	45.2
3. Gunsmoke WTVT	41.8
4. I've Got a Secret WTVT	41.8
5. Perry Mason WTVT	40.3
6. Tennessee Ernie Ford WFLA-TV	36.9
7. The Price Is Right WFLA-TV	35.1
8. Lassie WTVT	34.1
9. Name That Tune WTVT	33.5
10. Perry Como WFLA-TV	33.4

EL PASO

3-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. State Trooper (MCA) KRDO-TV Mon. 9	39.3
2. Colonel Flack (CBS) KRDO-TV Sat. 8:30	35.9
3. Whirlybirds (CBS) KRDO-TV Wed. 7	32.1
4. San Francisco Beat (CBS) KRDO-TV Mon. 7:30	31.8
5. Official Detective (Famous Films) KTRM-TV Fri. 7:30	31.9
6. Huckleberry Hound (Kellogg) KRDO-TV Thu. 5	26.6
7. Rescue 8 (Screen Gems) KTRM-TV Tue. 9	26.9
8. Sky King (Nabisco) KRDO-TV Wed. 5	25.8
9. U. S. Marshal (NTA) KRDO-TV Thu. 9:30	25.7
10. Woody Woodpecker (Kellogg) KRDO-TV Tue. 5	24.7
11. Superman* (Kellogg) KRDO-TV Fri. 3	24.9
12. Amos 'n Andy (CBS) KRDO-TV Tue. Wed. 5:30	24.3
13. SA 7* (MCA) KTRM-TV Fri. 9	24.1
14. The Honeyymooners (CBS) KRDO-TV Mon. 7	23.7
15. Flight (CNP) KTRM-TV Wed. 9	23.3

TOP FEATURE FILMS

1. Premium Theatre KRDO-TV Fri. 9:30-11:15	22.5
2. Andy Hardy Theatre KRDO-TV Sun. 11:15-1	10.9
3. Channel 9 Theatre KTRM-TV Sat. 10:20-2	8.9
4. Six Gun Playhouse KTRM-TV Sat. 4-5	8.9
4. Premiere Playhouse KRDO-TV Sat. 11-12:30 a.m.	8.5

TOP NETWORK SHOWS

1. Perry Mason KRDO-TV	51.3
2. Have Gun, Will Travel KRDO-TV	48.2
3. Desilu Playhouse KRDO-TV	48.2
4. Gunsmoke KRDO-TV	47.9
5. Zane Grey Theatre KRDO-TV	44.7
6. Perry Como KTRM-TV	40.4
7. Peter Gunn KTRM-TV	38.9
8. Yancy Derringer KRDO-TV	37.3
9. Restless Gun KTRM-TV	36.1
10. Trackdown KRDO-TV	35.5

WHEELING-STEUBENVILLE

4-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. U. S. Marshal (NTA) WTRF-TV Wed. 10:30	24.4
2. Mackenzie's Raiders (Ziv) WWTW-TV Sat. 10:30	23.7
3. Popeye (UAA) WTRF-TV M-F 6:30	23.4
4. Casey Jones (Screen Gems) WWTW-TV Thu. 8	21.9
5. Silent Service (CNP) WTRF-TV Tue. 10:30	21.8
6. 26 Men (ABC) WTRF-TV Thu. 7	21.2
7. Life of Riley (CNP) WTRF-TV M-F 5:30	20.9
8. Medicine (CNP) WTRF-TV Mon. 10:30	20.2
9. Highway Patrol (Ziv) WWTW-TV Tue. 7:30	20.1
10. Three Sinners (Screen Gems) WWTW-TV M-F 6	18.4
11. Superman* (Kellogg) WTRF-TV Mon. 8	16.3
12. Championship Bowling (Schwimmer)	15.4
13. Cisco Kid (Ziv) WTRF-TV Sat. 9:30	15.4
14. Death Valley Days* (U. S. Borax) WWTW-TV Fri. 9	15.9
15. Woody Woodpecker (Kellogg) WTRF-TV Wed. 6	14.7
16. Colonel Flack (CBS) WWTW-TV Thu. 9	14.7

TOP FEATURE FILMS

1. Lincoln Theatre WTRF-TV Sat. 11:30-1 a.m.	11.2
2. Lincoln Theatre WTRF-TV Sat. 11:30-1 a.m.	9.5
3. First Run Movie WTRF-TV Tue. 11:30-1 a.m.	8.4
4. Feature Films WTRF-TV Sat. 2:45-4	8.2
5. First Run Movie WWTW-TV Tue. 11:30-1 a.m.	7.6

TOP NETWORK SHOWS

1. Wagon Train WTRF-TV	48.9
2. Peter Gunn WTRF-TV	41.2
3. Tennessee Ernie Ford WTRF-TV	39.9
4. Tales of Wells Fargo WTRF-TV	39.0
5. The Price Is Right WTRF-TV	38.4
6. M Squad WTRF-TV	37.5
7. Perry Como WTRF-TV	36.6
8. Restless Gun WTRF-TV	35.7
9. Bat Masterson* WTRF-TV	35.4
10. Gunsmoke WTRF-TV	35.0

JACKSONVILLE

2-Station Report
(four-week ratings)

TOP SYNDICATED FILMS

1. State Trooper (MCA) WJXT Thu. 7:30	39.8
2. Death Valley Days (U. S. Borax) WJXT Fri. 7	37.1
3. Mike Hammer (MCA) WJXT Sat. 9	37.0
4. Badge 714 (CNP) WJXT Mon. 7	35.1
5. SA 7* (MCA) WJXT Tue. 7	34.9
6. Cannonball* (ITC) WJXT Tue. 7:30	34.6
7. Jeff's Collie (ITC) WJXT Wed. 7	31.4
8. New York Confidential (ITC) WJXT Thu. 7	30.1
9. 26 Men (ABC) WJXT Mon. 7:30	29.1
10. U. S. Marshal (NTA) WJXT Sat. 10:30	29.0
11. Rescue 8 (Screen Gems) WFLA-TV Mon. 7:30	28.3
12. Highway Patrol* (Ziv) WFLA-TV Thu. 7	28.0
13. Sea Hunt (Ziv) WJXT Wed. 7:30	23.6
14. Annie Oakley (CBS) WJXT Wed. 6	23.4
15. Sky King (Nabisco) WJXT Mon. 6	22.7

TOP FEATURE FILMS

1. Million Dollar Movie WJXT Sun. 1:30-3:30	20.5
2. Saturday Show WJXT Sat. 5:30-7:30	19.3
3. Prairie Playhouse WFLA-TV Sat. 9-10	18.5
4. Early Show* WJXT Mon. 5-6	16.9
5. Early Show* WJXT Thu. 5-6	16.2

TOP NETWORK SHOWS

1. Gunsmoke WJXT	57.5
2. Have Gun, Will Travel WJXT	54.4
3. Perry Mason WJXT	51.1
4. Wanted—Dead or Alive WJXT	44.3
5. G. E. Theatre WJXT	43.7
6. Lassie WJXT	42.5
7. Yancy Derringer WJXT	42.2
8. The Millionaire WJXT	42.1
9. Red Skelton WJXT	41.8
9. I've Got a Secret WJXT	41.6

THERE ARE . . .
"Plenty of Pluses"
WITH KSHO-TV IN
LAS VEGAS*

ABC-TV Network

Heavy ABC scheduling add to the value of KSHO adjacencies, when coupled with alert, up-to-the-minute local programming. All this in a 24-hour town with a per capita earning (and spending) power far above the national average . . . with a station which blankets 3 out of the 4 largest cities in Nevada.

FINEST FILM PACKAGES

Southern Nevada enjoys, on KSHO-TV, the Best of MGM, United Artists, Critics Award, and Warner Bros., combined with other specially selected packages. Winners of the coveted Oscars and Cannes Festival awards are All found on Channel 13 . . .

Represented by:

FOR JOE & CO.
New York—Chicago
San Francisco—Los Angeles

KSHO-TV

Channel 13

on the grounds of
EL RANCHO VEGAS
LAS VEGAS, NEVADA

under way this month. Timebuyer Jean Jaffe notes, however, that plans have been shelved for the present. There could be some action this fall.

HULMAN & CO.

(Pollyea Adv., Terre Haute)

The producer of CLABBER GIRL baking powder is understood to be considering an eight-week campaign beginning early next fall in a small group of lesser markets. About six 20's per week would be used. Media director J. Crume is the contact.

INTERNATIONAL MILLING CO.

(H. W. Kastor & Sons Adv. Co., Inc., Chicago)

Some of the regular markets used for ROBIN HOOD flour schedules reportedly began three-week placements of daytime filmed minutes and 20's last week. Media manager Harvey Mann is the contact.

JAPANESE CANNED CRABMEAT SALES CO., LTD., OF TOKYO

(Gotham-Vladimir Adv., Inc., N. Y.)

Using the same markets (with perhaps a few additions) bought for the Lenten campaign—New York, Chicago, Philadelphia, Boston, Los Angeles and San Francisco—the king-crabmeat summer schedules start late this month for eight to nine weeks. Minutes run in daytime home-economics programs. Cy Kagan is the timebuyer.

THOMAS J. LIPTON, INC.

(Young & Rubicam, Inc., N. Y.)

The summer push for LIPTON'S iced tea gets under way shortly in the usual southern markets first, then moves into the rest as the weather warms. Where video was in support of a major radio drive last year, the word now is that radio has been cut back and more tv will be used. Schedules run from six to 10



At a party hosted by KDKA-TV Pittsburgh kid-show star Josie Carey of Josie's Storyland, the brave hearts meeting Josie's friend, Ludwig Lion (Johnny Costa), are: Chuck Kinney, PGW; George DeTelj, assistant media supervisor on Continental Baking at Ted Bates, and George Heffernan, Benton & Bowles timebuyer on Alpha-Bits.

weeks, with day and night minutes and 20's placed. Tom Comerford and Lorraine Ruggiero are the buying contacts.

LIVINGSTON COFFEE CO.

(Keyes, Madden & Jones, Chicago)

A new brand, FIRESIDE EGG COFFEE, was introduced recently in Chicago with print and some spot, and reportedly moves into New York this month. Day and night minutes and 20's run on a special introductory refund offer. Plans call for a national expansion, market by market. Merle Myers is the timebuyer.

NATIONAL BISCUIT CO.

(Ted Bates & Co., Inc., N. Y.)

As indicated here April 6, Nabisco is beginning to break with summer spot on BEV INSTANT FIZZ drink powder. Nine-week schedules of minutes in kid shows start about issue date in top markets. Chet Slaybaugh is the timebuyer.

NATIONAL CARBON CO.

(William Esty & Co., Inc., N. Y.)

A new product, PRESTONE car polish is currently being introduced in the first 10 markets across the country. Filmed

Personals

ELAINE HUDSON has been named television director at Webb Associates, New York. Miss Hudson, who was formerly



ELAINE HUDSON

merly with the media department of McCann-Erickson for three-and-a-half years, will be handling all the agency's accounts.

ANN PURTILL is replacing BOB FOUNTAIN as senior all-media buyer on General Foods and Time at Young

& Rubicam, New York. Mr. Fountain has joined the sales staff of Look.

DICK GERSHON has been appointed all-media buyer on General Foods, new products, at Benton & Bowles, New York. He's taking over from DAVID ALLEN, who has left the agency to join Ogilvy, Benson & Mather. GEORGE HEFFERNAN, who has been promoted from assistant to full buyer, will take over Mr. Gershon's former accounts at B&B.

KATHLEEN THOMPSON has been promoted to branch manager of media at the Richmond office of Liller, Neal, Battle & Lindsey. She was formerly traffic manager at the agency.

TIM TULLY has been appointed assistant timebuyer at Compton, New York. He replaces DALE HANSEN, who has left the agency, and will be buying on such accounts as Knickerbocker Beer and Liquid Ivory.

HELEN HARTWIG has resigned as timebuyer from N. W. Ayer, Philadelphia.

411,000
PEOPLE

In "Oil-Rich"
West Texas have
21% more
money to spend
than the average
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MIDLAND-ODESSA

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\$7,252

Channel 2

KMID-TV
MIDLAND, TEXAS

Venard, Rintoul & McConnell, Inc.
South—Clarke Brown Company

Rep Report

Television Advertising Representatives, Inc., announced the appointments of four account executives recently. All will work out of TvAR's New York office. Douglas Yates joined the Westinghouse representative after



MR. YATES

MR. TILSON

a year with CBS Radio Spot Sales and previous positions as account executive and timebuyer with wCBS New York, BBDO and J. Walter Thompson.

Thomas J. Tilson last served as account executive with Peters, Griffin, Woodward, Inc. Previously he was a timebuyer for Benton & Bowles, Inc., and Ted Bates & Co.

After seven years as account executive with George P. Hollingbery Co., Robert L. Bryan joined TvAR. Before entering the broadcast field, Mr. Bryan held executive posts with a commercial trust corporation and a department store, among others.

John Doscher, most recently with John Blair & Co. as an account executive, also brings to TvAR 11 years of broadcast experience as salesman for WOR New York and ABC radio-tv spot sales, and as sales manager for NBC's *Monitor*.

Owen D. Elliot joined the Dallas office of the Branham Co. as a radio-tv account executive. Robert Maggione, formerly in the firm's Chicago office as an account executive, has been transferred to Los Angeles in the same capacity.

The Bolling Co., Inc., opened offices in Memphis and Atlanta, with Cecil K. Beaver, veteran of 30 years in broadcasting sales and management, in charge of all activities in the southeastern states. The Memphis office is at 2158 Union Ave. Bldg., while the Atlanta address is 32 Peachtree St.

minutes in nighttime slots are being used, with several stations bought in each market. The runs are short, four to eight weeks in most instances. Dick Driscoll and Dick Olsen are the timebuyers.

NIFTY SCHOOL SUPPLIES

(Keegan Adv. Agency, Birmingham)

About 60 top markets have reportedly been contacted by this agency for short schedules of minutes in kid shows to preface the re-opening of school in September. A follow-up placement is contemplated for mid-term as well. Media director Forbes McKay is the contact.

NORWICH PHARMACAL CO.

(Benton & Bowles, Inc., N. Y.)

A few markets were still being added at press time to the list bought earlier for PEPTO-BISMOL. Night minutes in several brief flights are set. Jack Giebel is the timebuyer.

PAXTON & GALLAGHER CO.

(D'Arcy Adv. Co., St. Louis)

With the "Beango" promotion drive for BUTTER NUT coffee winding up in California, Nevada and Arizona markets, the agency is reported doing competitive checks on the west coast, as a preliminary to eventual full-scale campaigns. Tv-radio manager Harry Renfro is the contact.

PROCTER & GAMBLE CO.

(Leo Burnett Co., Inc., Chicago)

Still another deodorant product—PERSONAL—is reported testing in scattered secondary markets. Minutes and 20's in both day and night slots are used. Media supervisor Gus Pfleger is the contact.

PROCTER & GAMBLE CO.

(Compton Adv., Inc., N. Y.)

New activity was reported on both DUNCAN HINES mixes and DUZ at this agency. The food product has been expanding into additional markets with day and night minutes and 20's for contract-year runs. Joe Burbeck and Doug McMullan are the buying contacts on Duncan Hines, Bob Liddel on Duz.

PROCTER & GAMBLE CO.

(Tatham-Laird, Inc., Chicago)

MR. CLEAN, P&G's liquid-detergent entry, continues to move into additional markets as distribution expands. Heavy introductory placements of day and night minutes began early this month in Ohio areas, with more to come. Paul Schlesinger is contact supervisor.

PURITRON CORP.

(Maxwell Sackheim & Co., Inc., N. Y.)

While the air-purifier has used tv in scattered markets in the past, it's usually concentrated on ID's to back up radio schedules. Now, however, it's running minutes and 20's in several top markets, with five-week schedules getting under way last week. Expansion into other markets might come as the hay-fever season nears later this year.

Account executive Sherman Lurie is the contact.

QUICKEE PRODUCTS, INC.

(Schneider-Stogel Co., Inc., N. Y.)

This manufacturer of hand cleaners, floor cleaners and other cleaning compounds tried a very brief test in spot last fall in New York and reports results successful enough to warrant a new schedule. Currently, it's running four minutes and seven ID's, all voice-over.

STATION NETWORK and PERSONAL REPRESENTATIVE

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SERVED GRADE "A" TV
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AVAILABILITIES: TOUNG

slide, on WNTA-TV New York for about eight weeks. If results are up to expectations, more stations will be added in New York and/or QUICKEE will move into Philadelphia and Boston. Vice president and account executive Philip Stogel is the contact.

REVLON, INC.

(C. J. LaRoche & Co., Inc., N. Y.)

A small group of selected markets gets schedules the first of June for SUN BATH tanning lotion. The placements will run through the month. Nighttime ID's are mainly used. Chuck Eaton and Lionel Schoen handle the buying.

SHAKESPEARE CO.

(MacDonald-Cook Co., South Bend, Ind.)

This maker of fishing tackle is reportedly considering an entry into tv through the use of local sports programs in the hunting-and-fishing line. The areas under discussion are Oklahoma and Texas markets, but shows elsewhere could be considered. President C. A. MacDonald is the account executive; Claude Mendell is tv director.

VIC TANNY GYMS

(Charles Stahl Adv., New York)

The health-gym organization with units in half-a-dozen cities across the country has been planning new openings in Washington, D. C., and Philadelphia for the past year or so. The word now is that leases have been signed and things will begin to roll. Account executive and timebuyer Robert Franklin reports spot elsewhere will continue strong through the summer (although the filmed minutes and 20's will go in later periods at night), as the gyms are air-conditioned and the pools get a lot of use in hot weather.

TEXACO, INC.

(Cunningham & Walsh, Inc., N. Y.)

The second flight in the gasoline company's summer campaign begins the first of next month. Four-week placements of



Jacob Barowsky (r.), president of Adell Chemical Co. and Lestoil, Inc., was recently the guest of John F. Pival (l.) on a tour of WXYZ-TV Detroit's new \$4-million Broadcast House, which is soon to be opened. Occasion was the industrialist's appearance as principal speaker before the Detroit Adcraft Club. Here Mr. Barowsky is presented with a "treasure chest" memento of his appearance before the club.

20's and ID's, with a few minutes, run through the week in most of the markets used during April. Jerry Sprague is the timebuyer.

VITAMIN SALES CO.

(Fairfax, Inc., N. Y.)

Although reported elsewhere that this maker of GEREX and other vitamins would be running spot this spring in

some 30 markets for three weeks, media director Janice Hamilton notes that network is currently being used and that any spot plans are very nebulous.

WELDED PLASTICS CORP.

(Product Services, Inc., N. Y.)

This maker of various plastic toys and items currently is spot-testing KRAZY KANE in Montgomery, Ala., Rockford, Ill., New York City and a few other markets. It's using live minutes in children's shows.

BETTY ZANE CORN PRODUCTS CO.

(Don Kemper Co., Inc., Dayton)

Recently appointed to the account of this producer of popcorn and related items, the agency reportedly intends to use spot tv among other media in a promotion drive soon. President Don H. Kemper is the contact.

Agency Changes

One of the largest account moves in recent months occurred when Bryan Houston, Inc., resigned without explanation the Whitehall Pharmacal account. The agency held a number of products (Dondril, Soothol, Drial, etc.), but the bulk of the billings—estimated by various sources at between \$5 and \$8 million—was on Dristan. Tatham-Laird, Inc., quickly acquired the business.

July 1 is the date set for the move of the Armour & Co. line of canned meats and Dash dog food from N. W. Ayer & Son, Inc., Philadelphia, to Foote, Cone & Belding, Inc., Chicago. As FC&B handles Dial and Liquid Chiffon now, the move will group all items of the grocery products division at one agency.

Bristol-Myers shifted its \$3-million Ban deodorant billings from BBDO to Ogilvy, Benson & Mather. BBDO continues on Trig men's deodorant, Trushay lotion and an unnamed new product.

Kastor, Hilton, Chesley, Clifford & Atherton added Soil-Off, Soilax and Electrasol cleaning products made by Economics Laboratories, Inc., which have been at J. M. Mathes, Inc.

Pez candies, large-scale users of spot on kid shows, changed agencies as Pez-Haas, Inc., moved to Hicks & Greist, Inc., from Pace Adv.

General Acceptance Corp., moved its credit-loan account from Wesley Associates to Brown & Butcher, Inc.

Station Contest

"Delbert . . . please postmark this March 21," said the scribbled note on the envelope of one entry in the KTBC-TV-AM *Destination Europe* contest. But in spite of the plea the envelope was stamped March 23—too late for the Austin station's contest, and the entry could not be considered for the Belgium-France-England-Scotland trip. Winner was Robert E. Teel, history and economics teacher in a local high school.

Contest executives are wondering whether Delbert saw the note and refused it because he felt the honesty of the Postal Department was at stake or, perhaps, was an entry in the contest himself and wanted to reduce the competition.

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MAY 18, 1959

Television Age

Television homes section---county-by-county estimates for Spring, 1959

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KPHO-TV
WOW-TV

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County-by-county estimates of television audiences of the United States

Data published here has been compiled by the A. C. Nielsen Co. as "practical estimates" of the size and location of the total U. S. television audience by states and counties as of the spring of 1959.

The figures have been derived by application of "growth rates" since the spring of 1958 in terms of changes in total homes and of television-ownership penetration patterns during the past year.

Comparison of percentage increases shows that the largest percentage growth during the year has been in the south and southeast. In the south as a whole, the figures indicate, there has been an increase from 75 per cent television homes to 78 per cent. a jump of three per cent.

In areas of the country with greater penetration a year ago the growth has naturally been smaller. Increase in the national average was from 84 per cent to 86 per cent. In the northeast, where the penetration was 90 per cent, the growth has been only one per cent in

the 12-month period. In the west and far west the growth has equaled the national average.

States with the largest growth over the year were Mississippi, Montana, Nevada and Wyoming—each with a jump of four per cent. One of these states, Wyoming, is still the state with the smallest percentage of penetration in the nation—58 per cent.

States with greatest penetration are Connecticut, Massachusetts, Rhode Island, New Jersey, New York and Ohio—each with 92 per cent. States showing more than the national average growth besides those mentioned above are North and South Dakota, Florida, Georgia, North and South Carolina, West Virginia, Alabama, Kentucky, Tennessee, Arkansas, Texas, Colorado, Idaho, New Mexico and Oregon. Each showed a three-per-cent growth over the 12-month period.

Total homes used in the A. C. Nielsen compilation are based on estimates by *Sales Management* and were used by special permission of the editors of

that magazine.

Television ownership percentages shown are Nielsen estimates based on studies of trends in the acquisition of television, by area and county size. Growth in television ownership, observed in the maintenance and recruiting of thousands of homes for Nielsen research operations, has been applied to former non-owners of television, county by county. The rate of change for individual counties has been based on average growth rates for counties of similar characteristics.

In September 1958 TELEVISION AGE published State and County Estimates of U. S. Television Households for March 1958, which was distributed by Advertising Research Foundation and prepared by that organization with the cooperation of the A. C. Nielsen Co.

The newer figures published here are intended to update those figures and to serve as an interim set of practical statistics for the interpretation of the television medium.

Television Ownership by Geographic Area

	Total Homes	Tv Homes	% 1959	% 1958					
Total U. S.	51,350,000	44,000,000	86	84	Delaware	128,700	117,290	91	90
Northeast	12,978,300	11,851,960	91	90	District of Columbia	241,600	219,640	91	90
New England	2,939,500	2,682,020	91	90	Florida	1,314,700	1,074,160	80	77
Connecticut	699,900	642,330	92	91	Georgia	1,011,600	780,990	77	74
Maine	259,300	230,540	89	87	Maryland	845,900	748,920	89	87
Massachusetts	1,455,600	1,339,770	92	91	North Carolina	1,107,200	850,300	77	74
New Hampshire	166,800	150,420	90	89	South Carolina	583,700	438,780	75	72
Rhode Island	246,900	228,150	92	91	Virginia	1,016,400	816,240	80	78
Vermont	105,000	90,810	86	85	West Virginia	512,300	394,800	77	74
Middle Atlantic	10,044,800	9,169,940	91	90	East South Central	3,149,400	2,274,480	72	69
New Jersey	1,723,600	1,587,620	92	91	Alabama	831,700	616,560	74	71
New York	5,079,900	4,643,920	92	90	Kentucky	824,000	603,010	73	70
Pennsylvania	3,241,300	2,938,400	91	89	Mississippi	557,600	339,340	61	57
North Central	15,367,200	13,960,930	89	88	Tennessee	936,100	715,570	76	73
East North Central	10,725,300	9,764,150	91	90	West South Central	4,742,800	3,709,630	78	76
Illinois	3,040,500	2,760,050	91	90	Arkansas	485,800	337,020	69	66
Indiana	1,401,700	1,263,900	90	89	Louisiana	855,500	661,600	77	75
Michigan	2,296,400	2,095,690	91	90	Oklahoma	678,400	545,010	80	78
Ohio	2,851,800	2,635,890	92	91	Texas	2,723,100	2,166,000	80	77
Wisconsin	1,134,900	1,008,620	87	89	West	8,320,200	7,031,780	85	83
West North Central	4,641,900	3,926,780	85	83	Mountain	1,904,200	1,456,380	76	74
Iowa	843,200	753,940	89	88	Arizona	331,900	270,070	81	79
Kansas	678,100	549,630	81	79	Colorado	511,900	412,690	81	78
Minnesota	967,900	830,820	86	84	Idaho	184,300	137,360	75	72
Missouri	1,342,300	1,175,110	88	86	Montana	212,100	131,280	62	58
Nebraska	437,700	362,120	83	81	Nevada	88,400	66,400	75	71
North Dakota	172,500	122,410	71	68	New Mexico	234,100	168,790	72	69
South Dakota	200,200	132,750	66	63	Utah	241,500	211,830	88	86
South	14,684,300	11,425,320	78	75	Wyoming	100,000	57,960	58	54
South Atlantic	6,792,100	5,441,210	80	78	Pacific	6,416,000	5,575,410	87	85
					California	4,929,000	4,368,640	89	87
					Oregon	579,800	449,580	78	75
					Washington	907,200	757,190	83	81

County	Total Homes	Television Homes	%
Alabama			
Autauga	4,100	2,210	54
Baldwin	12,000	9,570	80
Barbour	6,400	3,320	52
Bibb	3,700	2,280	62
Blount	6,500	4,770	73
Bullock	3,500	1,980	57
Butler	6,900	3,680	58
Calhoun	24,900	19,370	78
Chambers	9,800	6,420	67
Cherokee	3,600	2,460	68
Chilton	6,300	3,980	63
Choctaw	4,100	2,110	51
Clarke	6,000	3,200	53
Clay	3,000	1,770	59
Cleburne	2,700	1,840	68

Coffee	7,200	4,120	57
Colbert	12,000	6,540	55
Conecuh	4,200	2,250	54
Cosa	2,500	1,480	59
Covington	9,100	5,190	57

Crenshaw			
Cullman	10,800	9,270	86
Dale	5,200	3,040	58
Dallas	14,800	9,370	63
De Kalb	10,900	6,680	61

Elmore	7,400	4,890	66
Escambia	7,400	4,900	66
Etowah	28,600	22,100	77
Fayette	4,000	2,400	60
Franklin	5,900	3,530	60

Geneva	5,800	2,930	51
Greene	3,300	1,830	55
Hale	4,800	2,290	50
Henry	3,900	1,960	54
Houston	13,800	9,360	68

Jackson	8,500	5,340	63
Jefferson	180,000	159,700	89
Lamar	3,400	2,180	64
Lauderdale	16,400	9,970	61
Lawrence	6,000	3,710	62

Lee	11,300	7,410	66
Limestone	8,400	5,520	63
Lowndes	3,400	1,830	54
Macon	6,200	3,690	60
Madison	23,200	14,890	64

Marengo	6,700	3,680	55
Marion	5,800	3,270	56
Marshall	12,100	8,160	67
Mobile	77,600	67,430	87
Monroe	5,300	2,720	51

Montgomery			
Morgan	15,000	11,470	76
Perry	4,000	2,470	62
Pickens	5,000	2,760	55
Pike	7,100	4,270	60

Randolph	4,900	3,020	62
Russell	11,000	7,850	71
St Clair	6,200	4,550	73
Shelby	7,700	6,520	85
Sumter	5,100	2,800	55

Talladega	17,400	13,720	79
Tallapoosa	8,900	5,910	66
Tuscaloosa	24,800	19,310	78
Walker	14,500	12,540	86
Washington	3,400	1,740	51

Wilcox	4,700	2,410	51
Winston	3,500	2,040	58

State Total			
Total	831,700	616,560	74

Arizona			
Apache	6,000	2,580	43
Cochise	12,900	7,560	59

County	Total Homes	Television Homes	%
Coconino	8,900	4,410	50
Gila	7,700	4,880	63
Graham	3,300	1,830	55
Greenlee	3,500	1,940	55
Maricopa	164,400	147,450	90
Mohave	2,400	1,030	43
Navajo	8,600	3,740	43
Pima	73,700	65,500	89
Pinal	16,500	13,960	85
Santa Cruz	3,200	1,870	58
Yavapai	7,100	3,560	50
Yuma	13,700	9,760	71
State Total			
Total	331,900	270,070	81

Arkansas			
Arkansas	6,800	4,880	72
Ashley	5,100	3,230	63
Baxter	2,000	990	50
Benton	9,900	5,980	60
Boone	3,900	2,350	60

Bradley	3,300	1,980	60
Calhoun	1,300	780	60
Carroll	3,100	1,740	56
Chicot	5,300	3,350	63
Clark	5,200	3,320	64

Clay	5,400	3,270	61
Cleburne	1,900	950	50
Cleveland	1,500	900	61
Columbia	6,800	4,290	63
Conway	3,500	2,230	64

Craighead	12,500	9,880	79
Crawford	5,800	3,380	58
Crittenden	12,900	9,690	75
Cross	5,700	3,820	67
Dallas	2,900	1,860	64

Desha	5,900	3,470	59
Drew	3,600	2,220	62
Faulkner	5,800	3,810	66
Franklin	2,300	1,300	57
Fulton	1,500	870	58

Garland	15,600	11,750	75
Grant	2,200	1,360	62
Greene	6,500	3,930	60
Hempstead	5,400	3,170	59
Hot Spring	6,400	3,970	62

Howard	2,300	1,560	68
Independence	5,300	3,380	64
Izard	1,400	700	50
Jefferson	7,300	4,650	64
Jefferson	24,500	17,440	71

Johnson	3,500	2,010	57
Lafayette	2,700	1,590	59
Lawrence	4,000	2,640	66
Lee	6,000	3,930	66
Lincoln	2,800	1,720	61

Little River	2,400	1,620	68
Logan	3,700	2,090	56
Lonoke	6,000	4,320	72
Madison	2,000	1,120	56
Marion	1,200	650	54

Miller	9,400	7,830	83
Mississippi	17,600	13,480	77
Monroe	4,600	3,020	66
Montgomery	1,200	710	59
Nevada	2,700	1,730	64

Newton	1,300	730	56
Ouachita	9,300	5,980	64
Perry	900	620	69
Phillips	12,900	8,650	67
Pike	1,700	990	58

Poinsett	7,500	5,670	76
Polk	3,000	1,750	58
Pope	5,100	2,920	57
Prairie	2,700	1,940	72

County	Total Homes	Television Homes	%
Pulaski	78,400	62,940	80
Randolph	2,800	1,610	58
St Francis	9,000	6,400	71
Saline	6,600	4,490	68
Scott	1,400	790	56
Searcy	2,300	1,220	53
Sebastian	18,300	15,100	83
Sevier	2,000	1,350	68
Sharp	1,500	750	50
Stone	1,300	650	50
Union	14,800	10,430	70
Van Buren	1,600	1,010	63
Washington	14,900	9,730	65
White	9,500	6,350	67
Woodruff	3,600	2,410	67
Yell	2,800	1,580	56
State Total			
Total	485,800	337,020	69

California			
Alameda	305,500	271,040	89
Alpine	100	60	60
Amador	2,800	1,990	69
Butte	25,600	20,280	79
Calaveras	3,100	2,140	69

Colusa	3,300	2,290	69
Contra Costa	112,100	100,980	90
Del Norte	5,900	3,480	59
Eldorado	7,000	4,820	69
Fresno	104,600	89,210	85

Glenn	4,700	3,250	69
Humboldt	30,800	25,460	83
Imperial	19,100	13,820	72
Inyo	4,100	2,150	52
Kern	84,700	73,370	87

Kings	14,000	12,340	88
Lake	4,100	2,840	69
Lassen	4,700	2,550	54
Los Angeles	2,040,100	1,866,460	91
Madera	11,500	10,020	87

Marin	41,300	36,030	87
Mariposa	1,300	900	69
Mendocino	15,900	10,050	63
Merced	25,300	20,620	82
Modoc	2,600	1,410	54

Mono	700	480	69
Monterey	57,000	48,660	85
Napa	19,200	13,350	70
Nevada	6,000	3,940	66
Orange	214,100	194,620	91

Placer	15,400	12,490	81
Plumas	3,500	2,400	69
Riverside	91,700	76,800	84
Sacramento	143,000	126,140	88
San Benito	4,300	3,210	75

San Bernardino	153,400	134,260	88
San Diego	281,300	253,850	90
San Francisco	284,300	253,850	89
San Joaquin	74,500	64,950	87
San Luis Obispo	22,400	16,810	75

San Mateo	129,000	117,260	91
Santa Barbara	47,500	40,370	85
Santa Clara	178,800	156,290	88
Santa Cruz	28,400	24,220	85
Shasta	17,100	11,410	67

Sierra	600	390	65
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County	Total Homes	Television Homes	%
Siskiyou	9,300	5,660	61
Solano	35,900	31,250	87
Sonoma	48,200	40,900	85
Stanislaus	46,500	38,330	82
Sutter	9,700	6,850	71
Tehama	7,200	5,250	73
Trinity	3,400	2,480	73
Tulare	44,000	37,920	86
Tuolumne	4,200	2,890	69
Ventura	51,700	46,450	90
Yolo	17,200	12,530	73
Yuba	7,200	4,820	67

State Total			
Total	4,929,000	4,368,640	89

Colorado			
Adams	19,200	17,920	93
Alamosa	2,900	1,290	44
Arapahoe	27,700	24,430	88
Archuleta	700	350	50
Baca	2,400	1,150	48

Bent	2,300	1,100	48
Boulder	17,800	15,820	89
Chaffee	2,400	1,450	60
Cheyenne	1,100	520	47
Clear Creek	1,000	680	68

Conejos	2,500	1,110	44
Costilla	1,200	610	51
Crowley	1,300	890	68
Custer	400	250	63
Delta	5,500	3,210	58

Denver	173,600	159,020	92
Dolores	500	260	52
Douglas	1,100	700	64
Eagle	1,300	740	57
Elbert	1,100	690	63

El Paso	35,900	29,350	82
Fremont	5,500	3,510	64
Garfield	3,800	1,600	42
Gilpin	200	140	70
Grand	1,300	740	57

Gunnison	1,700	750	44
Hinsdale	100	50	50
Huerfano	2,800	1,470	51
Jefferson	700	400	57
Jefferson	29,400	26,620	91

Kiowa	800	380	48
Kit Carson	2,500	1,180	47
Lake	2,500	1,520	61

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44
45
53
58
49
58
61

County	Total Homes	Television Homes	%
Washington	2,300	1,610	70
Weld	21,800	19,650	90
Yuma	3,400	1,650	49

State	Total Homes	Television Homes	%
Total	511,900	412,690	81

Connecticut

Fairfield	179,700	165,020	92
Hartford	189,100	173,350	92
Litchfield	34,600	31,760	92
Middlesex	22,800	20,920	92
New Haven	185,700	170,830	92

New London	50,400	46,040	91
Tolland	16,200	14,820	91
Windham	21,400	19,580	92
State Total	699,900	642,330	92

Delaware

Kent	19,600	17,620	90
New Castle	84,200	77,210	92
Sussex	24,900	22,460	90

State	Total Homes	Television Homes	%
Total	128,700	117,290	91

District of Columbia

Dist of Columbia	241,600	219,640	91
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State	Total Homes	Television Homes	%
Total	241,600	219,640	91

Florida

Alachua	18,100	11,960	66
Baker	1,400	1,090	78
Bay	16,700	12,430	74
Bradford	2,900	2,250	78
Brevard	26,200	18,580	71

Broward	92,000	81,840	89
Calhoun	1,800	1,070	59
Charlotte	2,000	1,390	70
Citrus	1,700	940	55
Clay	4,600	3,480	76

Collier	4,600	3,220	70
Columbia	5,200	3,220	62
Dade	271,500	243,050	90
De Soto	2,500	1,400	56
Dixie	900	530	59

Duval	125,200	107,660	86
Escambia	44,700	36,010	81
Flagler	1,400	990	71
Franklin	1,500	650	43
Gadsden	8,700	4,910	56

Gilchrist	600	360	60
Glades	700	430	61
Gulf	2,700	1,610	60
Hamilton	2,200	1,360	62
Hardee	3,500	1,960	56

Hendry	1,800	1,090	61
Hernando	2,600	1,450	56
Highlands	5,200	3,140	60
Hillsborough	116,100	100,510	87
Holmes	2,800	1,520	54

Indian River	5,600	3,270	58
Jackson	8,700	4,780	55
Jefferson	2,400	1,290	54
Lafayette	700	420	60
Lake	14,300	10,130	71

County	Total Homes	Television Homes	%
Lee	12,200	8,490	70
Leon	16,000	8,440	53
Levy	2,500	1,390	56
Liberty	700	290	41
Madison	3,400	1,850	51

Manatee	16,800	12,950	78
Marion	14,000	8,800	61
Martin	4,100	2,400	59
Monroe	16,000	11,680	73
Nassau	4,000	3,160	79

Okaloosa	15,900	10,640	67
Okeechobee	1,200	800	67
Orange	76,800	64,710	84
Osceola	5,100	3,360	66
Palm Beach	67,300	56,730	84

Pasco	8,900	5,250	59
Pinellas	102,400	85,380	83
Polk	54,500	41,670	76
Putnam	9,500	6,700	71
St Johns	9,800	7,390	75

St Lucie	8,800	5,160	59
Santa Rosa	5,900	3,950	67
Sarasota	20,300	12,920	64
Seminole	11,500	7,200	63
Sumter	3,000	1,760	59

Suwannee	3,700	2,280	62
Taylor	3,600	1,950	54
Union	900	700	78
Volusia	35,100	22,230	63
Wakulla	1,200	530	44

Walton	3,700	2,000	54
Washington	2,600	1,260	48

State	Total Homes	Television Homes	%
Total	1,344,700	1,074,160	80

Georgia

Appling	3,000	1,610	54
Atkinson	1,700	920	54
Bacon	2,200	1,590	72
Baker	1,100	590	54
Baldwin	5,600	3,330	59

Banks	1,400	1,020	73
Barrow	3,400	2,510	74
Bartow	7,100	6,210	87
Ben Hill	3,800	2,040	54
Berrien	3,000	1,640	55

Blibb	40,000	30,930	77
Bleckley	2,100	1,340	61
Brantley	1,400	780	56
Brooks	3,500	1,600	46
Bryan	1,400	860	61

Bulloch	5,800	3,370	58
Burke	5,300	3,060	58
Butts	2,200	1,740	79
Calhoun	2,000	1,090	55
Camden	2,500	1,760	70

Candler	1,800	1,020	57
Carroll	8,400	7,210	86
Catoosa	4,900	3,620	74
Charlton	1,100	780	71
Chatham	53,100	45,200	85

Chattooga	2,700	1,970	73
Chattooga	5,400	4,170	77
Cherokee	5,200	4,250	82
Clarke	11,400	8,560	75
Clay	1,300	780	60

Clayton	9,000	8,030	89
Clinch	1,500	870	58
Cobb	27,400	24,980	91
Coffee	6,200	3,380	55
Colquitt	9,400	5,820	62

County	Total Homes	Television Homes	%
Columbia	2,200	1,710	78
Cook	2,900	1,390	48
Coweta	7,900	5,910	75
Crawford	1,200	780	65
Crisp	4,700	3,010	64

Dade	1,700	1,310	77
Dawson	700	580	83
Decatur	7,400	3,780	51
De Kalb	59,500	53,690	90
Dodge	3,700	2,370	61

Dooly	3,000	1,920	64
Dougherty	16,800	12,730	76
Douglas	3,100	2,680	83
Early	4,000	2,030	51
Echols	500	290	58

Emingham	2,200	1,280	58
Elbert	4,200	3,070	73
Emanuel	4,100	2,140	52
Evans	1,400	860	61
Fannin	3,300	2,130	61

Fayette	1,900	1,700	89
Floyd	19,000	15,270	80
Forsyth	2,700	2,200	81
Franklin	3,000	2,180	73
Fulton	158,700	143,470	90

Gilmer	2,200	1,730	79
Glascok	600	420	70
Glynn	11,800	8,590	73
Gordon	4,700	3,700	79
Grady	4,600	2,330	51

Greene	2,900	1,790	62
Gwinnett	8,500	6,710	79
Habersham	4,200	2,920	70
Hall	12,200	10,950	90
Hancock	2,100	1,250	60

Haralson	3,700	3,200	86
Harris	2,700	1,890	70
Hart	3,200	2,350	73
Heard	1,500	1,130	75
Henry	3,800	3,230	85

Houston	7,000	5,370	77
Irwin	2,300	1,250	54
Jackson	4,200	3,100	74
Jasper	1,800	1,160	65
Jeff Davis	2,400	1,280	53

Jefferson	4,200	2,920	70
Jenkins	2,300	1,330	58
Johnson	2,100	1,170	56
Jones	1,600	950	59
Lamar	2,400	1,900	79

Lanier	1,300	750	58
Laurens	7,600	5,380	71
Lee	1,400	860	61
Liberty	2,200	1,960	89
Lincoln	1,300	930	72

Long	900	490	51
Lowndes	12,800	7,580	59
Lumpkin	1,500	910	61
McDuffie	3,000	2,320	77
McIntosh	1,600	990	62

Macon	3,100	1,990	64
Madison	2,500	1,820	73
Marion	1,400	900	64
Meriwether	5,100	3,670	72
Miller	2,000	1,010	51

Mitchell	5,200	2,640	51
Monroe	2,500	1,980	79
Montgomery	1,600	840	53
Morgan	2,500	1,800	72
Murray	2,500	1,970	79

County	Total Homes	Television Homes	%
Pierce	2,400	1,330	55
Pitkin	1,800	1,300	72
Polk	8,300	7,170	87

Pulaski	2,000	1,280	64
Putnam	1,600	950	59
Quitman	700	430	61
Rabun	1,700	1,190	70
Randolph	2,800	1,680	60

Richmond	44,400	36,400	82
Rockdale	2,200	1,880	85
Schley	800	520	65
Scriven	4,100	2,380	58
Seminole	1,900	970	51

Spaulding	8,900
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County	Total Homes	Television Homes	%
Idaho	3,100	1,760	57
Jefferson	2,500	2,010	80
Jerome	3,600	2,320	64
Kootenai	9,000	7,520	84
Latah	7,000	4,690	67
Lemhi	1,800	960	48

Lewis	1,200	800	67
Lincoln	1,100	710	65
Madison	2,300	1,860	81
Minidoka	2,300	1,490	65
Nez Perce	7,500	5,010	67
Oneida	900	580	61
Owyhee	1,700	1,280	75
Payette	3,700	2,460	66
Power	800	520	65
Shoshone	6,700	4,690	70
Teton	700	560	80
Twin Falls	14,100	9,410	67
Valley	1,100	680	62
Washington	2,700	1,790	66
State Total	184,300	137,360	75

Illinois

Adams	21,200	19,420	92
Alexander	6,700	5,340	80
Bond	3,900	3,500	90
Boone	5,500	4,570	83
Brown	2,200	1,940	88
Bureau	13,400	12,050	90
Calhoun	2,000	1,770	89
Carroll	6,200	5,380	87
Cass	4,000	3,510	88
Champaign	33,300	30,010	90
Christian	12,500	11,070	89
Clark	5,500	4,590	83
Clay	5,600	4,140	74
Clinton	6,300	5,660	90
Coles	13,600	11,640	86

Cook	1,575,200	1,455,480	92
Crawford	6,800	5,690	84
Cumberland	2,900	2,420	83
De Kalb	15,900	14,580	92
De Witt	5,600	4,770	85
Douglas	5,700	4,780	84
Du Page	77,800	72,030	93
Edgar	7,700	6,450	84
Edwards	2,800	2,110	75
Efingham	6,600	5,570	84
Fayette	7,100	5,990	84
Ford	4,900	4,330	88
Franklin	14,300	11,410	80
Fulton	15,700	14,130	90
Gallatin	2,200	1,620	74

Greene	6,000	5,270	88
Grundy	7,800	7,070	91
Hamilton	3,500	2,570	73
Hancock	8,800	7,540	86
Hardin	1,900	1,430	75
Henderson	2,400	2,160	90
Henry	15,800	14,680	93
Iroquois	10,600	8,980	85
Jackson	12,500	10,770	86
Jasper	4,100	3,430	84
Jefferson	11,500	9,490	83
Jersey	4,800	4,220	88
Jo Daviess	6,500	5,640	87
Johnson	2,500	1,930	77
Kane	52,800	49,350	93

Kankakee	23,700	21,780	92
Kendall	4,000	3,630	91
Knox	18,700	17,120	92
Lake	74,500	70,220	94
La Salle	35,000	29,510	84

County	Total Homes	Television Homes	%
Lawrence	6,100	4,870	80
Lee	10,200	8,780	86
Livingston	11,300	9,630	85
Logan	8,500	7,720	91
McDonough	9,400	8,050	86
McHenry	20,000	18,410	92
McLean	28,400	24,330	86
Macon	38,400	32,480	85
Macoupin	14,100	12,690	90
Madison	69,500	63,320	91

Marion	13,400	11,940	89
Marshall	4,200	3,540	84
Mason	5,200	4,260	82
Massac	5,900	4,540	77
Menard	2,700	2,210	82
Mercer	5,700	5,120	90
Monroe	4,400	3,990	91
Montgomery	10,200	8,700	85
Morgan	10,500	9,090	87
Moutrie	4,200	3,560	85
Ogle	11,300	9,660	85
Peoria	60,600	55,650	92
Perry	6,300	5,330	85
Platt	4,700	4,010	85
Pike	6,900	6,050	88

Pope	1,600	1,230	77
Pulaski	3,700	2,950	80
Putnam	1,200	1,010	84
Randolph	8,600	7,850	91
Richland	5,800	4,360	75

Rock Island	48,800	43,540	89
St Clair	74,800	69,060	92
Saline	9,000	7,670	85
Sangamon	45,600	39,950	88
Schuyler	3,000	2,630	88
Scott	2,100	1,840	88
Shelby	7,900	6,700	85
Stark	2,400	2,030	85
Stephenson	15,500	14,110	91
Tazewell	27,400	25,420	93

Union	5,300	4,220	80
Vermilion	29,700	25,650	86
Wabash	4,300	3,430	80
Warren	8,200	7,340	90
Washington	4,500	3,900	84
Wayne	6,000	4,430	74
White	6,500	4,780	74
Whiteside	16,900	15,630	92
Will	49,500	45,600	92
Williamson	15,300	12,820	84

Winnebago	61,000	55,170	90
Woodford	7,300	6,170	85
State Total	3,040,500	2,780,050	91

Indiana

Adams	6,800	5,930	87
Allen	70,800	65,020	92
Bartholomew	14,100	13,020	92
Benton	3,200	2,830	88
Blackford	4,400	3,620	82
Boone	9,000	8,270	92
Brown	1,700	1,430	84
Carroll	5,300	4,470	84
Cass	12,200	11,130	91
Clark	17,900	16,400	92

Clay	8,200	6,810	83
Clinton	10,500	9,490	90
Crawford	2,400	1,990	83
Daviess	8,200	6,870	84
Dearborn	8,400	7,750	92

County	Total Homes	Television Homes	%
Decatur	5,700	5,050	89
De Kalb	9,000	8,150	91
Delaware	34,400	31,340	91
Dubois	7,000	5,690	81
Elkhart	31,300	27,020	86
Fayette	7,800	6,850	88
Floyd	16,400	15,180	92
Fountain	6,100	5,330	87
Franklin	4,600	4,040	88
Fulton	5,100	4,480	88

Gibson	10,300	8,660	84
Grant	23,200	21,150	91
Greene	8,700	7,850	90
Hamilton	11,100	10,240	92
Hancock	8,400	7,640	91
Harrison	5,400	4,570	85
Hendricks	10,700	9,600	90
Henry	15,800	13,890	88
Howard	20,100	18,580	92
Huntington	11,100	9,480	85

Jackson	9,300	7,850	84
Jasper	5,300	4,710	89
Jay	7,400	6,100	82
Jefferson	6,800	6,120	90
Jennings	4,700	4,190	89
Johnson	12,000	10,850	90
Knox	13,500	12,350	91
Kosciusko	12,100	10,430	86
Lagrange	4,500	3,750	83
Lake	145,000	134,210	93

La Porte	27,100	24,880	92
Lawrence	11,300	10,300	91
Madison	38,700	36,010	93
Marion	208,800	194,290	93
Marshall	9,800	8,600	88
Martin	3,200	2,680	84
Miami	11,000	9,090	83
Monroe	15,200	13,870	91
Montgomery	10,300	9,430	92
Morgan	10,600	9,730	92

Newton	3,400	3,010	89
Noble	8,600	7,800	91
Ohio	1,100	1,020	93
Orange	5,100	4,190	82
Owen	3,400	3,070	90
Parke	4,700	4,070	87
Perry	5,200	4,270	82
Pike	4,500	3,660	81
Porter	15,500	14,420	93
Posey	5,800	5,130	88

Pulaski	3,800	3,330	88
Putnam	7,800	6,880	88
Randolph	9,500	8,550	90
Ripley	6,400	5,710	89
Rush	6,400	5,680	89
St Joseph	72,300	66,570	92
Scott	4,700	4,220	90
Shelby	10,700	9,750	91
Spencer	4,400	3,570	81
Starke	5,900	5,170	88

Steuben	5,300	4,420	83
Sullivan	6,700	5,740	86
Switzerland	2,200	2,040	93
Tipton	25,300	21,910	87
Tipton	5,300	4,580	86
Union	1,700	1,500	88
Vanderburgh	56,100	49,470	88
Vermillion	5,700	4,940	87
Vigo	34,500	31,870	92
Wabash	9,900	8,140	82

Warren	2,600	2,270	87
Warrick	7,500	6,100	81
Washington	5,300	4,490	85
Wayne	23,400	20,820	89
Wells	6,300	5,490	87

County	Total Homes	Television Homes	%
White	6,100	5,150	84
Whitley	6,700	6,080	91
State Total	1,401,700	1,263,900	90

Iowa

Adair	3,600	2,790	78
Adams	2,300	1,790	78
Allamakee	4,400	3,260	74
Appanoose	5,900	4,300	73
Audubon	3,400	3,190	91
Benton	7,000	6,560	91
Black Hawk	37,200	35,530	96
Boone	7,800	7,080	91
Bremer	5,700	4,900	86
Buchanan	6,000	5,730	96

Buena Vista	7,200	5,680	79
Butler	5,200	4,410	85
Calhoun	5,100	3,890	76
Carroll	6,500	5,980	92
Cass	6,100	5,700	93

Cedar	5,500	5,300	96
Cerro	16,600	15,810	95
Cherokee	5,200	4,810	93
Chickasaw	4,300	3,940	78
Clarke	3,000	1,990	66

Clay	6,100	4,510
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Year	County	Total Homes	Television Homes	%
0 84	Montgomery	5,100	4,680	91
0 91	Muscatine	10,500	10,140	97
0 90	Obrien	5,900	4,710	80
0 78	Osceola	2,800	2,240	80
0 74	Page	7,400	6,890	93
0 73	Palo Alto	4,100	2,730	67
0 94	Plymouth	6,900	6,340	92
0 96	Pocahontas	4,200	2,980	71
0 81	Polk	85,900	82,420	96
0 86	Pottawatomie	23,000	21,780	95
0 94	Poweshiek	5,700	4,420	78
0 96	Ringgold	2,700	2,140	79
0 81	Sac	5,200	4,100	79
0 86	Scott	36,900	35,680	97
0 96	Shelby	4,400	4,140	94
0 92	Sioux	6,800	6,250	92
0 93	Story	13,900	13,150	95
0 79	Tama	6,500	5,800	89
0 85	Taylor	3,700	2,930	79
0 76	Union	5,600	4,340	78
0 92	Van Buren	3,400	2,710	80
0 93	Wapello	16,500	13,250	80
0 96	Warren	5,400	4,980	90
0 95	Washington	8,400	5,290	63
0 93	Wayne	3,600	2,580	72
0 78	Webster	14,100	13,540	96
0 86	Winnebago	3,700	3,030	82
0 74	Winnesiek	6,300	4,480	71
0 97	Woodbury	35,900	34,610	96
0 92	Worth	3,100	2,610	84
0 91	Wright	6,100	5,310	87
0 80	State Total	843,200	753,940	89
0 96	Kansas			
0 74	Allen	5,400	3,840	71
0 92	Anderson	3,100	1,990	64
0 87	Atchison	6,400	5,570	87
0 80	Barber	2,800	2,100	75
0 78	Barton	10,800	10,070	93
0 87	Bourbon	6,000	4,270	71
0 83	Brown	4,900	3,810	78
0 80	Butler	12,800	10,840	85
0 90	Chase	1,300	960	74
0 91	Chautauqua	2,100	1,320	63
0 95	Cherokee	7,500	5,490	73
0 85	Cheyenne	1,400	630	45
0 98	Clark	1,100	700	64
0 81	Clay	3,600	2,310	64
0 71	Cloud	4,800	2,780	58
0 72	Coffee	2,600	1,690	65
0 82	Comanche	1,000	760	76
0 83	Cowley	12,500	9,910	79
0 91	Crawford	14,200	11,280	79
0 95	Decatur	2,000	1,170	59
0 84	Dickinson	7,300	4,260	58
0 81	Doniphan	3,300	2,870	87
0 91	Douglas	10,300	7,830	76
0 83	Edwards	1,800	1,450	81
0 73	Elk	1,800	1,130	63
0 81	Ellis	5,300	3,860	73
0 96	Ellsworth	2,500	1,680	67
0 83	Finney	4,300	2,440	57
0 86	Ford	6,300	4,060	64
0 92	Franklin	6,600	5,390	82
0 90	Geary	7,200	4,200	58
0 78	Gove	1,000	530	53
0 94	Graham	1,300	750	58
0 95	Grant	1,400	680	49
0 91	Gray	1,200	780	65
0 84	Greeley	600	280	47
0 96	Greenwood	3,700	2,760	75
0 73	Hamilton	800	320	40

County	Total Homes	Television Homes	%
Harper	3,000	2,240	75
Harvey	7,900	6,380	81
Haskell	700	340	49
Hodgeman	900	720	80
Jackson	3,300	2,570	78
Jefferson	3,600	2,780	78
Jewell	2,500	1,450	58
Johnson	41,900	39,610	95
Kearny	900	440	49
Kingman	3,300	2,470	75
Kiowa	1,400	1,050	75
Labette	9,200	6,170	67
Lane	900	480	53
Leavenworth	11,300	10,750	95
Lincoln	1,900	1,290	68
Linn	2,800	2,240	80
Logan	1,100	480	44
Lyon	7,900	5,190	66
McPherson	7,500	5,930	79
Marion	5,000	3,710	74
Marshall	5,200	3,220	62
Meade	1,600	1,030	61
Miami	6,200	4,950	80
Mitchell	2,700	1,560	58
Montgomery	16,700	13,030	78
Morris	2,400	1,780	74
Morton	1,000	400	40
Nemaha	4,000	3,110	78
Neosho	6,500	4,770	73
Ness	1,700	900	53
Norton	2,700	1,570	58
Osage	4,400	3,580	82
Osborne	2,300	1,420	62
Ottawa	2,300	1,550	67
Pawnee	2,800	2,250	80
Phillips	3,400	2,110	62
Pottawatomie	3,700	2,300	62
Pratt	3,900	2,930	75
Rawlins	1,500	680	44
Reno	19,800	18,620	94
Republic	3,500	2,250	61
Rice	4,600	3,640	79
Riley	6,400	4,160	65
Rooks	3,000	1,870	62
Rush	1,900	1,390	73
Russell	3,800	2,760	73
Salline	13,500	10,430	77
Scott	1,300	680	52
Sedgwick	110,300	103,350	94
Seward	4,100	1,980	49
Shawnee	43,300	40,770	94
Sheridan	1,100	630	57
Sherman	1,800	820	46
Smith	2,800	1,610	62
Stafford	2,300	1,840	80
Stanton	600	240	40
Stevens	1,200	480	40
Sumner	9,000	6,730	75
Thomas	2,200	970	44
Trego	1,500	810	54
Wabaunsee	2,200	1,450	66
Wallace	700	320	46
Washington	3,800	2,310	61
Wichita	700	310	44
Wilson	4,700	3,450	73
Woodson	2,000	1,290	65
Wyandotte	61,500	58,500	95
State Total	478,100	549,630	81
Kentucky			
Adair	3,800	2,290	60
Allen	3,400	1,960	58

County	Total Homes	Television Homes	%
Anderson	2,400	1,720	72
Ballard	2,900	1,710	59
Barren	8,200	4,750	58
Bath	2,500	1,280	51
Bell	8,300	5,180	62
Boone	6,000	5,340	89
Bourbon	4,900	3,190	65
Boyd	14,800	13,650	92
Boyle	5,500	3,450	63
Bracken	2,200	1,810	82
Breathitt	3,600	1,780	49
Breckinridge	3,800	2,920	77
Bullitt	4,500	4,050	90
Butler	2,200	1,210	55
Caldwell	3,500	1,730	49
Callaway	5,800	3,210	55
Campbell	28,900	26,830	93
Carlisle	1,700	1,010	59
Carroll	2,500	2,220	89
Carter	4,700	3,840	82
Casey	3,800	2,050	57
Christian	10,100	6,850	68
Clark	5,400	2,780	52
Clay	4,400	1,840	42
Clinton	2,000	830	42
Crittenden	2,700	1,340	50
Cumberland	2,500	1,380	55
Davless	19,800	15,150	77
Edmondson	1,700	980	58
Elmott	1,200	980	82
Estill	3,300	1,400	42
Fayette	35,700	23,610	66
Fleming	2,600	1,600	62
Floyd	9,500	7,420	78
Franklin	8,300	6,020	73
Fulton	3,200	1,770	55
Gallatin	1,100	980	89
Garrard	2,700	1,680	63
Grant	2,700	2,410	89
Graves	9,700	5,370	55
Grayson	4,800	2,680	56
Green	2,900	1,750	60
Greenup	7,000	5,710	82
Hancock	1,400	1,070	76
Hardin	14,000	11,680	83
Harlan	13,400	8,790	65
Harrison	4,200	3,080	73
Hart	3,700	2,140	58
Henderson	10,800	7,900	75
Henry	3,100	2,330	75
Hickman	2,000	1,180	59
Hopkins	12,200	7,180	59
Jackson	2,900	1,190	41
Jefferson	177,200	163,580	92
Jessamine	3,500	2,190	63
Johnson	5,000	3,550	71
Kenton	41,700	39,490	95
Knott	3,700	1,830	49
Knox	6,300	3,290	52
Larue	2,800	1,680	60
Laurel	6,500	2,600	41
Lawrence	3,100	2,200	71
Lee	1,800	840	47
Leslie	3,200	1,340	42
Letcher	6,500	3,580	55
Lewis	3,000	1,850	62
Lincoln	4,300	2,450	57
Livingston	1,900	1,030	54
Logan	5,800	3,870	67
Lyon	1,500	820	55
McCracken	19,400	12,270	63
McCreary	2,800	1,440	51
McLean	2,500	1,380	55
Madison	9,200	4,800	52
Maggoffin	2,200	1,100	50
Marion	3,900	2,780	72
Marshall	5,100	3,020	59
Martin	1,800	1,280	72

County	Total Homes	Television Homes	%
Mason	5,400	4,450	82
Meade	2,000	1,540	77
Menifee	800	360	44
Mercer	4,000	2,510	63
Metcalf	2,300	1,280	56
Monroe	3,100	1,710	55
Montgomery	2,800	1,450	52
Morgan	2,500	1,170	47
Muhlenberg	7,400	4,810	65
Nelson	4,900	4,410	90
Nicholas	2,100	1,370	65
Ohio	4,400	2,410	55
Oldham	3,100	2,330	75
Owen	2,600	1,890	73
Owsley	1,400	580	41
Pendleton	3,000	2,480	82
Perry	8,100	4,540	56
Pike	16,100	10,820	67
Powell	1,500	640	43
Pulaski	9,400	4,980	53
Robertson	500	410	82
Rockcastle	2,700	1,110	41
Rowan	2,500	1,540	62
Russell	2,800	1,800	65
Scott	3,800	2,780	73
Shelby	5,000	3,740	75
Simpson	3,000	2,070	69
Spencer	1,500	1,350	90
Taylor	4,800	2,980	62
Todd	3,200	2,210	69
Trigg	2,100	1,170	56
Trimble	1,400	1,050	75
Union	4,000	2,120	53
Warren	12,700	8,480	67
Washington	2,900	2,080	72
Wayne	3,800	1,590	42
Webster	4,500	2,380	53
Whitley	6,800	3,410	50
Wolfe	1,500	700	47
Woodford	3,100	2,270	73
State Total	824,000	603,010	73
Louisiana			
Acadia	13,100	8,310	63
Allen	5,500	3,480	63
Ascension	6,000	3,980	66
Assumption	3,900	2,350	60
Avoyelles	10,500	6,780	65
Beauregard	5,800	3,650	63
Blenville	4,200	2,570	61
Bossier	11,200	8,880	79
Caddo	62,400	53,010	85
Calcasieu	38,800	29,250	75
Caldwell	2,700	1,770	66
Cameron	1,200	770	64
Catahoula	2,700	1,650	61
Claiborne	6,000	3,670	61
Concordia	3,700	2,280	61
De Soto	5,600	4,070	73
East Baton Rouge	68,100	55,350	81
East Carroll	3,800	2,540	67
East Feliciana	3,400	2,030	60
Evangeline	8,900	5,510	62
Franklin	7,100	4,870	69
Grant	3,300	2,240	68
Iberia	12,100	8,350	69
Iberville	6,800	4,210	62
Jackson	3,600	2,450	68

County	Total Homes	Television Homes	%
Jefferson	50,000	43,190	86
Jefferson			
Davis	8,100	5,150	61
Lafayette	19,000	13,540	71
Lafourche	11,500	9,230	80
La Salle	3,900	2,560	66
Lincoln	6,900	4,410	64
Livingston	5,700	3,790	66
Madison	4,300	2,850	67
Morehouse	9,600	6,370	66
Natchitoches	9,300	6,110	66
Orleans	185,800	169,660	91
Ouachita	25,800	20,320	79
Plaquemines	3,700	3,020	82
Pointe Coupee	5,200	3,100	60
Rapides	30,500	23,350	77
Red River	2,500	1,810	72
Richland	6,300	4,870	77
Sabine	5,100	2,910	57
St Bernard	8,000	6,870	86
St Charles	3,400	2,570	76
St Helena	2,400	1,420	59
St James	3,300	2,500	76
St John			
Baptist	3,500	2,650	76
St Landry	20,800	13,070	63
St Martin	6,100	3,670	60
St Mary	10,600	7,330	69
St Tammany	8,400	6,380	76
Tangipahoa	16,300	13,680	84
Tensas	3,200	2,140	67
Terrebonne	12,600	10,510	83
Union	4,700	3,010	64
Vermillion	10,200	6,360	62
Vernon	6,200	3,540	57
Washington	11,300	9,100	81
Webster	10,400	7,930	76
West Baton Rouge	3,200	1,980	62
West Carroll	3,600	2,780	77
West Feliciana	1,600	960	60
Winn	4,300	2,920	68
State Total	855,500	661,600	77
Maine			
Androscoggin	24,400	22,480	92
Arroostook	24,200	19,300	80
Cumberland	51,500	46,660	91
Franklin	5,400	4,630	86
Hancock	10,000	8,700	87
Kennebec	23,700	21,690	92
Knox	8,700	7,640	88
Lincoln	5,400	4,890	90
Oxford	11,400	10,220	90
Penobscot	30,900	28,090	91
Piscataquis	4,700	4,070	87
Sagadahoc	5,700	5,150	90
Somerset	11,000	9,090	83
Waldo	5,900	5,180	88
Washington	9,200	7,940	86
York	27,200	24,820	91
State Total	259,300	230,540	89

County	Total Homes	Television Homes	%
Maryland			
Allegany	27,200	20,330	75
Anne Arundel	47,300	42,810	91
Baltimore	412,000	370,350	90
Calvert	3,600	3,060	85
Caroline	5,600	4,890	87
Carroll	14,400	13,070	91
Cecil	11,900	10,380	87
Charles	7,100	6,040	85
Dorchester	8,200	7,040	86
Frederick	18,400	16,130	88
Garrett	4,700	2,880	61
Harford	18,500	16,610	90
Howard	7,700	6,680	87
Kent	4,400	3,830	87
Montgomery	88,000	80,720	92
Prince Georges	94,500	86,340	91
Queen Annes	4,300	3,740	87
St Marys	8,800	7,460	85
Somerset	5,700	3,330	58
Talbot	6,100	5,240	86
Washington	25,500	21,090	83
Wicomico	14,800	12,570	85
Worcester	7,400	4,310	58
State Total	815,900	748,920	89
Massachusetts			
Barnstable	16,600	15,170	91
Berkshire	41,900	38,420	92
Bristol	120,700	111,380	92
Dukes	1,800	1,610	89
Essex	169,800	156,810	92
Franklin	17,400	15,490	89
Hampden	119,300	110,450	93
Hampshire	23,000	20,590	90
Middlesex	328,600	301,330	92
Nantucket	1,000	900	90
Norfolk	135,900	125,260	92
Plymouth	68,700	63,440	92
Suffolk	239,100	220,590	92
Worcester	171,800	158,330	92
State Total	1,455,600	1,339,770	92
Michigan			
Alcona	900	750	83
Alger	2,600	1,900	73
Allegan	15,400	14,080	91
Alpena	7,300	5,110	70
Antrim	2,900	2,320	80
Arenac	2,700	2,310	86
Baraga	1,800	1,340	74
Barry	10,200	9,220	90
Bay	29,400	27,020	92
Benzie	2,300	1,870	81
Berrien	46,700	42,990	92
Branch	11,500	9,910	86
Calhoun	41,400	38,060	92
Cass	11,400	10,180	89
Charlevoix	3,900	2,920	75
Cheboygan	3,600	2,700	75
Chippewa	9,100	6,830	75
Clare	3,500	3,070	88
Clinton	9,800	9,000	92
Crawford	1,100	910	83
Delta	9,300	7,440	80
Dickinson	7,000	5,840	83

County	Total Homes	Television Homes	%
Edmon	14,900	13,370	90
Emmet	4,400	3,300	75
Genesee	108,400	98,000	90
Gladwin	2,600	2,290	88
Gogebic	7,900	6,020	76
Grand Traverse	9,100	7,370	81
Gratiot	10,300	9,410	91
Hillsdale	10,000	8,410	84
Houghton	9,900	7,020	71
Huron	9,500	8,660	91
Ingham	64,800	59,690	92
Ionia	11,700	10,680	91
Iosco	4,600	3,950	86
Iron	5,700	4,220	74
Isabella	8,200	7,220	88
Jackson	38,400	35,290	92
Kalamazoo	48,200	44,720	93
Kalkaska	1,100	890	81
Kent	106,500	98,150	92
Keweenaw	600	440	73
Lake	1,400	1,230	88
Lapeer	12,200	11,130	91
Leelanau	2,500	2,020	81
Lenawee	24,900	22,820	92
Livingston	10,400	9,450	91
Luce	1,500	1,100	73
Mackinac	2,700	2,040	76
Macomb	103,600	97,060	94
Manistee	6,100	4,990	82
Marquette	14,600	11,000	75
Mason	6,900	5,580	81
Mecosta	5,500	4,940	90
Menominee	7,500	6,270	84
Midland	13,200	11,710	89
Missaukee	1,900	1,520	80
Monroe	27,800	25,720	93
Montcalm	11,500	10,580	92
Montmorency	1,100	770	70
Muskegon	44,000	40,960	93
Newaygo	7,300	6,410	88
Oakland	186,300	172,740	93
Oceana	4,500	3,630	81
Ogemaw	2,500	2,080	83
Ontonagon	3,000	2,280	76
Oscoda	3,600	3,230	90
Oscoda	800	670	84
Osego	1,800	1,500	83
Ottawa	27,800	25,400	91
Presque Isle	2,900	2,030	70
Roscommon	2,200	1,820	83
Saginaw	54,100	49,680	92
St Clair	30,300	27,850	92
St Joseph	15,600	14,310	92
Sanilac	9,700	8,580	88
Schoolcraft	2,300	1,680	73
Shiawassee	16,600	15,270	92
Tuscola	13,100	11,850	90
Van Buren	17,900	16,370	91
Washtenaw	43,500	39,980	92
Wayne	835,300	778,250	93
Wexford	5,400	4,420	82
State Total	2,296,400	2,095,690	91
Minnesota			
Altkin	3,600	2,720	76
Anoka	16,200	15,690	97
Becker	6,400	4,280	67
Beltrami	6,800	3,060	45

County	Total Homes	Television Homes	%
Benton	4,600	2,950	61
Big Stone	2,400	1,460	61
Blue Earth	12,000	11,090	92
Brown	8,200	6,820	83
Carlton	7,100	5,320	75
Carver	5,400	5,050	94
Cass	4,900	2,430	50
Chippewa	4,800	2,810	59
Chisago	4,200	3,890	93
Clay	10,300	9,220	90
Clearwater	2,700	1,210	45
Cook	1,200	880	72
Cottonwood	4,800	3,580	75
Crow Wing	9,600	6,040	63
Dakota	18,500	17,730	96
Dodge	3,600	2,980	83
Douglas	6,600	3,640	55
Fairbault	7,400	5,570	75
Fillmore	7,300	5,470	75
Freeborn	10,800	9,770	90
Goodhue	10,300	9,740	95
Grant	2,700	1,540	57
Hennepin	247,700	239,580	97
Houston	4,500	3,370	75
Hubbard	2,800	1,380	50
Isanti	2,800	2,580	92
Itasca	11,300	8,650	77
Jackson	4,400	3,700	84
Kanabec	2,300	1,740	76
Kandiyohi	8,400	6,700	80
Kittson	2,600	1,450	56
Koochiching	4,900	2,310	47
Lac Qui Parle	3,900	2,420	62
Lake	4,900	3,510	72
Lake of the Woods	1,200	570	48
Le Sueur	6,000	4,870	81
Lincoln	3,000	2,000	67
Lyon	6,700	4,240	63
McLeod	7,500	6,600	88
Mahnomen	1,500	1,010	67
Marshall	4,000	2,220	56
Martin	8,300	6,240	75
Meeker	5,500	4,390	80
Millie Lacs	5,100	3,280	61
Morrison	7,200	4,150	58
Mower	13,600	12,340	91
Murray	3,900	3,040	78
Nicollet	5,600	4,650	83
Nobles	6,600	5,540	84
Norman	3,000	2,000	67
Olmsted	14,200	13,520	95
Otter Tail	13,000	8,490	65
Pennington	3,700	2,320	63
Pine	4,800	3,590	75
Pipestone	4,200	3,270	78
Polk	10,600	7,020	66
Pope	3,600	1,990	55
Ramsey	126,700	121,730	96
Red Lake	1,400	890	64
Redwood	6,500	4,940	76
Renville	7,200	5,480	76
Rice	9,600	9,070	94
Rock	3,000	2,340	78
Roseau	3,700	2,050	55
St Louis	71,100	64,190	90
Scott	5,000	4,670	93
Sherburne	2,700	2,350	87
Sibley	3,800	3,350	88
Stearns	20,200	17,910	89
Steele	7,200	5,980	83
Stevens	2,800	1,710	61
Swift	4,400	2,730	62
Todd	6,800	3,920	58

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County	Total Homes	Television Homes	%
Traverse	2,000	1,220	61
Wabasha	5,500	4,810	87
Wadena	3,900	1,940	50
Waaseca	4,900	3,970	81
Washington	11,700	11,190	96
Watsonwan	4,300	3,200	74
Wilkin	2,600	2,330	90
Winona	11,800	8,290	71
Wright	8,800	7,680	87
Yellow Medicine	4,800	3,200	67
State Total	967,900	830,820	83

Mississippi

Adams	10,300	5,910	57
Alcorn	7,200	4,110	57
Amite	4,200	1,970	47
Attala	5,800	3,220	56
Benton	1,900	1,080	57
Bolivar	15,400	8,220	53
Calhoun	3,900	1,820	47
Carroll	2,900	1,400	48
Chickasaw	4,200	1,980	47
Choctaw	2,300	990	43
Clalborne	2,700	1,520	56
Clarke	4,300	2,450	57
Clay	4,100	2,040	50
Coahoma	13,800	7,610	55
Copiah	7,400	4,390	59
Covington	3,600	2,120	59
De Soto	5,700	3,880	68
Forrest	13,700	7,830	57
Franklin	2,400	1,370	57
George	2,500	1,340	54
Greene	1,800	960	53
Grenada	4,700	2,270	48
Hancock	3,100	2,400	77
Harrison	29,300	21,520	73
Hinds	46,300	37,350	81
Holmes	7,000	4,180	60
Humphreys	4,900	2,830	58
Issaquena	1,000	580	58
Ittawamba	3,700	2,060	56
Jackson	12,200	10,330	85
Jasper	4,100	2,620	64
Jefferson	2,600	1,480	57
Jefferson Davis	3,600	1,970	55
Jones	16,400	10,600	65
Kemper	2,900	1,580	54
Lafayette	4,700	2,270	48
Lamar	3,300	1,840	56
Lauderdale	19,600	14,840	76
Lawrence	2,800	1,530	55
Leake	4,600	2,550	55
Lee	10,700	7,090	66
Leflore	12,500	6,540	52
Lincoln	7,200	4,020	56
Lowndes	10,300	4,830	47
Madison	7,100	4,410	62
Marion	5,900	3,030	51
Marshall	5,200	2,790	54
Monroe	8,600	4,700	55
Montgomery	3,500	1,680	48
Neshoba	5,600	3,050	54
Newton	5,000	3,190	64
Noxubee	3,900	2,150	55
Oktibbeha	5,900	2,930	50
Panola	7,900	5,510	70
Pearl River	5,600	4,340	78
Perry	2,100	1,120	53
Pike	8,900	5,180	58
Pontotoc	4,700	2,530	54

County	Total Homes	Television Homes	%
Prentiss	4,700	2,620	56
Quitman	6,000	3,450	58
Rankin	5,900	3,260	55
Scott	4,900	2,700	55
Sharkey	2,700	1,580	58
Simpson	5,100	2,820	55
Smith	3,500	1,930	55
Stone	1,600	860	54
Sunflower	12,900	6,090	47
Tallahatchie	6,900	3,880	56
Tate	4,200	2,870	68
Tippah	4,000	2,300	58
Tishomingo	3,500	2,010	57
Tunica	5,700	3,270	57
Union	5,400	2,910	54
Walthall	3,300	1,710	52
Warren	12,800	8,480	66
Washington	20,600	11,750	57
Wayne	3,900	2,040	52
Webster	2,800	1,370	53
Wilkinson	3,000	1,400	47
Winston	5,100	2,810	55
Yalobusha	3,500	1,690	48
Yazoo	8,900	5,440	61
State Total	557,600	339,340	61

Missouri

Adair	6,700	4,310	64
Andrew	3,500	2,830	81
Atchison	2,900	1,980	68
Audrain	8,500	6,350	75
Barry	6,400	4,220	66
Barton	3,700	2,420	65
Bates	5,800	4,170	72
Benton	2,700	2,080	77
Bollinger	2,500	1,830	73
Boone	13,700	11,060	81
Buchanan	32,500	29,770	92
Butler	10,700	7,220	67
Caldwell	3,200	2,580	81
Callaway	6,100	4,560	75
Camden	2,000	1,480	74
Cape Girardeau	11,500	9,440	82
Carroll	4,600	3,430	75
Carters	1,300	710	55
Cass	6,500	5,100	78
Cedar	3,200	2,090	65
Charlton	4,400	2,670	61
Christian	3,600	2,560	71
Clark	2,600	2,040	78
Clay	26,900	25,810	96
Clinton	3,600	3,230	90
Cole	11,300	9,820	87
Cooper	4,700	3,430	73
Crawford	3,000	1,830	61
Dade	2,800	1,710	61
Dallas	2,700	1,990	74
Davless	3,200	2,580	81
De Kalb	2,300	1,850	80
Dent	3,100	2,110	68
Douglas	2,700	1,720	64
Dunklin	10,900	7,940	73
Franklin	11,900	9,720	82
Gasconade	4,000	2,920	73
Gentry	3,100	2,280	74
Greene	10,400	38,190	95
Grundy	4,000	3,120	78
Harrison	4,100	3,010	73
Henry	6,400	4,930	77
Hickory	1,600	1,240	78
Holt	2,500	1,700	68
Howard	3,400	2,440	72

County	Total Homes	Television Homes	%
Howell	5,400	2,750	51
Iron	1,900	1,150	61
Jackson	204,800	197,630	96
Jaasper	28,500	24,920	87
Jefferson	20,100	18,920	91
Johnson	8,000	6,280	79
Knox	2,600	2,030	78
Laclede	5,900	4,370	74
Lafayette	7,900	6,530	83
Lawrence	7,100	4,680	66
Lewis	3,400	2,660	78
Lincoln	5,700	4,900	86
Linn	6,200	3,760	61
Livingston	5,100	3,980	78
McDonald	4,100	3,010	73
Macon	7,000	5,260	75
Madison	2,800	2,040	73
Maries	2,000	1,460	73
Marion	9,700	9,050	93
Mercer	1,900	1,400	74
Miller	4,300	3,120	73
Mississippi	5,400	3,440	64
Moniteau	3,200	2,340	73
Monroe	3,000	2,430	81
Montgomery	3,300	2,840	86
Morgan	2,800	2,040	73
New	8,800	6,140	70
Newton	9,100	6,670	73
Nodaway	7,400	5,030	68
Oregon	2,800	1,300	46
Osage	2,900	2,100	72
Ozark	2,000	1,280	64
Pemiscot	11,300	8,780	78
Perry	3,300	2,650	80
Pettis	12,700	10,310	81
Phelps	7,500	5,090	68
Pike	5,900	4,780	81
Platte	6,700	6,010	90
Polk	4,700	3,470	74
Pulaski	4,200	3,200	76
Putnam	2,600	1,670	64
Rails	2,200	1,800	82
Randolph	7,900	5,680	72
Ray	5,400	4,470	83
Reynolds	1,400	760	54
Ripley	2,900	1,580	54
St Charles	11,300	10,560	93
St Clair	2,900	2,240	77
St Francois	11,200	9,500	85
St Louis	480,800	444,990	97
Ste Genevieve	3,100	2,500	81
Saline	7,900	5,870	74
Schuyler	1,500	960	64
Scotland	2,400	1,880	78
Scott	8,800	6,800	77
Shannon	1,600	730	46
Shelby	3,100	2,330	75
Stoddard	8,200	6,370	78
Stone	2,500	1,780	71
Sullivan	3,200	2,080	64
Taney	2,900	2,060	71
Texas	5,400	2,750	51
Vernon	6,500	4,670	72
Warren	2,300	1,960	86
Washington	3,700	2,260	61
Wayne	2,400	1,760	73
Webster	4,200	3,080	74
Worth	1,500	1,100	73
Wright	4,100	2,600	63
State Total	1,342,300	1,175,110	88

Montana

Beaverhead	2,700	1,380	51
Big Horn	2,400	1,140	48
Blaine	2,500	1,190	48
Broadwater	800	410	51
Carbon	2,600	1,470	57
Carter	700	290	41
Cascade	22,100	16,530	75
Chouteau	2,500	1,800	64
Custer	4,200	1,740	41
Daniels	900	380	42
Dawson	3,500	1,720	49
Deer	5,900	2,970	50
Lodge	1,000	420	42
Fallon	4,900	2,480	51
Fergus	4,900	2,480	51
Flathead	10,800	6,990	65
Gallatin	7,800	3,670	47
Garfield	600	250	42
Glacier	3,000	1,680	56
Golden	300	160	53
Valley	1,000	500	50
Hill	5,100	2,440	48
Jefferson	1,000	480	48
Judith	700	360	51
Basin	3,300	1,940	59
Lake	10,100	5,160	51
Lewis and Clark	500	240	48
Liberty	3,600	2,040	57
Lincoln	1,000	500	50
McCone	1,800	840	67
Madison	800	410	51
Meagher	900	460	51
Mineral	14,400	9,840	68
Missoula	1,600	820	51
Musselshell	4,500	2,550	57
Park	300	160	53
Petroleum	1,700	710	42
Phillips	1,800	1,280	71
Pondera	800	330	41
Powder	2,000	1,000	50
River	700	340	49
Powell	3,700	1,980	53
Prairie	2,700	1,350	50
Roosevelt	3,200	1,610	50
Rosebud	2,000	950	48
Sanders	2,500	1,270	51
Sheridan	1,900	950	50
Silver Bow	21,500	17,960	84
Stillwater	1,700	970	57
Sweet Grass	900	500	56
Teton	2,100	1,400	67
Toole	2,500	1,220	49
Treasure	300	150	50
Valley	3,300	1,370	42
Wheatland	900	460	51
Wibaux	400	200	50
Yellowstone	25,600	20,360	80
State Total	212,100	131,280	62

County	Total Homes	Television Homes	%
Blaine	2,500	1,190	48
Broadwater	800	410	51
Carbon	2,600	1,470	57
Carter	700	290	41
Cascade	22,100	16,530	75
Chouteau	2,500	1,800	64
Custer	4,200	1,740	41
Daniels	900	380	42
Dawson	3,500	1,720	49
Deer	5,900	2,970	50
Lodge	1,000	420	42
Fallon	4,900	2,480	51
Fergus	4,900	2,480	51
Flathead	10,800	6,990	65
Gallatin	7,800	3,670	47
Garfield	600	250	42
Glacier	3,000	1,680	56
Golden	300	160	53
Valley	1,000	500	50

County	Total Homes	Television Homes	%	County	Total Homes	Television Homes	%	County	Total Homes	Television Homes	%	County	Total Homes	Television Homes	%
Cass	5,600	5,230	93	Washington	3,700	3,530	95	De Baca	800	480	58	Orange	53,500	48,810	91
Cedar	3,600	3,360	93	Wayne	2,900	2,720	94	Dona Ana	10,200	8,670	85	Orleans	10,100	9,200	91
Chase	1,400	740	53	Webster	2,200	1,880	85	Eddy	14,000	10,130	72	Oswego	24,600	22,710	92
Cherry	2,500	1,200	48	Wheeler	300	180	53	Grant	5,400	3,210	59	Otsego	17,300	15,550	90
Cheyenne	5,200	2,940	57	York	4,700	3,880	83	Guadalupe	1,300	840	65	Putnam	7,100	6,130	86
Clay	3,100	2,120	75	State				Harding	300	140	47	Queens	567,800	522,680	92
Colfax	3,400	2,730	80	Total	437,700	352,120	83	Hidalgo	1,400	830	59	Rensselaer	44,100	40,480	92
Cuming	3,600	3,080	85	Nevada				Lea	16,400	10,180	62	Richmond	61,000	56,490	93
Custer	5,400	3,320	61	Churchill	1,900	780	41	Lincoln	2,000	1,250	63	Rockland	30,600	28,370	93
Dakota	3,500	3,280	94	Clark	40,900	33,070	81	Los Alamos	3,600	2,770	77	St Lawrence	32,300	24,930	77
Dawson	2,700	1,130	41	Douglas	500	290	58	Luna	3,200	2,020	63	Saratoga	25,800	23,280	90
Deuel	6,500	5,230	81	Elko	4,000	1,790	45	McKinley	8,900	4,060	49	Schenectady	52,900	48,300	91
Dixon	2,700	2,510	93	Esmeralda	200	90	Mora	1,400	710	51	Schoharie	7,500	6,540	87	
Dodge	9,800	9,340	95	Eureka	200	80	Otero	10,200	6,730	66	Schuyler	4,700	4,190	89	
Douglas	102,000	98,500	97	Humboldt	1,300	560	43	Quay	3,700	2,220	60	Seneca	6,900	6,190	90
Dundy	1,100	590	54	Lander	400	180	45	Rio				Steuben	29,700	24,660	83
Dwight	3,000	2,240	75	Lincoln	900	410	46	Arriba	5,700	3,210	56	Suffolk	165,500	149,930	91
Franklin	2,000	1,350	68	Lyon	1,000	580	58	Roosevelt	4,300	2,450	57	Sullivan	13,700	12,390	90
Frontier	1,400	850	61	Mineral	1,900	740	41	Sandoval	2,400	1,470	61	Tioga	10,900	9,840	90
Furnas	3,000	2,470	82	Nye	800	370	46	San Juan	12,300	6,590	54	Tompkins	19,800	16,990	86
Gage	8,000	6,870	86	Ormsby	1,700	1,000	59	San Miguel	5,100	2,550	50	Ulster	34,600	31,240	90
Garden	1,100	610	55	Pershing	1,000	410	41	Santa Fe	10,700	7,740	72	Warren	13,500	12,210	90
Garfield	800	440	55	Storey	100	50	Sierra	1,600	1,040	65	Washington	14,100	12,770	91	
Gosper	700	590	85	Washoe	27,600	24,170	88	Socorro	2,300	1,400	61	Westchester	232,700	218,200	94
Grant	200	100	50	White Pine	4,100	1,840	45	Taos	3,000	1,690	56	Wyoming	9,200	8,340	91
Greeley	1,600	1,020	64	State			Torrance	1,400	920	66	Yates	6,100	5,410	89	
Hall	12,300	10,770	88	Total	88,400	66,400	75	Union	1,700	780	45	State			
Hamilton	2,900	2,380	82	New Hampshire			Valencia	6,300	4,430	70	Total	5,079,800	4,643,920	91	
Harian	1,700	1,400	82	Belknap	8,500	7,530	89	State				Alamance	21,600	19,370	90
Hayes	500	300	60	Carroll	4,900	4,400	90	Total	234,100	168,790	72	Alexander	3,500	3,010	86
Hitchcock	1,500	790	53	Cheshire	13,000	11,740	90	New York				Allegheny	2,100	1,440	69
Holt	4,200	1,890	45	Cos	10,500	9,280	88	Albany	90,000	82,580	92	Anson	6,000	4,320	72
Hooker	300	130	43	Grafton	12,900	11,100	86	Alegany	13,700	10,920	80	Ashe	5,000	3,440	69
Howard	2,200	1,400	64	Hillsboro	49,700	45,410	91	Bronx	434,100	393,250	91	Avery	3,100	2,000	65
Jefferson	4,400	3,400	77	Merri-	18,900	17,060	90	Broome	62,400	53,550	86	Beaufort	9,500	8,160	86
Johnson	1,900	1,630	86	Rocking-	24,200	22,190	92	Cattaraugus	25,200	23,130	92	Bertie	5,900	4,130	70
Kearney	2,000	1,650	83	ham	15,500	14,100	91	Cayuga	22,000	20,190	92	Bladen	6,600	3,530	53
Keith	2,600	1,550	60	Sullivan	8,700	7,610	87	Chautau-	47,700	43,330	91	Ernschwick	4,500	2,640	59
Keya Paha	400	200	50	State			Chemung	31,300	27,520	88	Buncombe	36,700	27,390	75	
Kimball	1,700	1,030	61	Total	166,900	150,420	90	Chenango	12,700	11,360	89	Burke	11,900	9,570	80
Knox	4,200	2,810	67	New Jersey			Clinton	14,500	13,400	92	Cabarrus	18,100	16,210	90	
Lancaster	46,300	43,400	94	Atlantic	47,600	44,350	93	Columbia	14,300	13,210	92	Caldwell	11,300	8,780	78
Lincoln	9,400	5,650	60	Bergen	227,800	208,640	92	Cortland	12,900	11,730	91	Camden	1,400	1,050	75
Logan	400	170	43	Burling-	47,900	44,170	92	Delaware	14,400	12,090	84	Carteret	6,900	4,260	62
Loup	400	230	58	ton	106,500	97,970	92	Dutchess	45,600	41,260	90	Cashwell	4,300	3,090	72
McPherson	200	90	45	Camden	14,500	13,320	92	Essex	10,800	8,730	81	Catawba	18,700	16,680	89
Madison	8,000	7,290	91	Cape May			Franklin	12,700	9,720	77	Chatham	6,100	4,070	67	
Merrick	2,600	1,600	62	Cumberland	31,800	29,180	92	Fulton	17,900	16,010	89	Cherokee	4,200	2,030	48
Morrill	2,200	1,330	60	Essex	298,700	272,740	91	Genesee	15,100	14,070	93	Chowan	2,900	1,820	63
Nance	1,700	1,050	62	Glou-	36,000	33,030	92	Greene	9,200	8,160	89	Clay	1,300	630	48
Nemaha	3,300	2,640	80	cester	196,800	183,180	93	Hamilton	1,300	1,170	90	Cleveland	16,400	12,830	78
Nuckolls	2,800	2,090	75	Hunter-	14,500	13,400	92	Herkimer	19,800	18,120	92	Columbus	12,600	7,130	57
Otoe	5,700	5,310	93	Mercer	72,900	67,540	93	Jefferson	27,300	22,270	82	Craven	14,300	11,550	81
Pawnee	2,000	1,600	80	Middle-	102,800	94,210	92	Kings	784,300	729,630	93	Carteret	6,900	4,260	62
Perkins	1,200	710	59	sex	98,200	91,930	94	Lewis	6,700	5,610	84	Cashwell	4,300	3,090	72
Phelps	3,200	2,610	82	Monmouth	60,500	55,650	92	Livingston	11,600	10,300	89	Catawba	18,700	16,680	89
Pierce	2,600	1,740	67	Morris	60,500	55,650	92	Madison	15,200	13,820	91	Chatham	6,100	4,070	67
Platte	7,200	6,480	90	Ocean	24,700	22,770	92	Mont-	183,900	169,000	92	Cherokee	4,200	2,030	48
Polk	2,600	2,150	83	Passaic	117,100	107,870	92	gomery	19,300	17,360	90	Chowan	2,900	1,820	63
Redwillow	4,000	2,420	61	Salem	17,500	16,190	93	Nassau	392,700	368,230	94	Clay	1,300	630	48
Richardson	4,800	3,780	79	Somerset	35,000	31,930	91	New				Cleveland	16,400	12,830	78
Rock	900	410	46	Sussex	11,800	10,730	91	York	589,100	526,710	89	Columbus	12,600	7,130	57
Saline	4,500	3,490	77	Union	142,400	131,930	93	Niagara	68,000	63,270	93	Craven	14,300	11,550	81
Sarpy	6,800	6,500	96	Warren	18,600	16,930	91	Onida	72,300	67,330	93	Carteret	6,900	4,260	62
Saunders	5,500	5,280	96	State			Ontario	18,700	16,920	90	Cashwell	4,300	3,090	72	
Scotts				Total	1,723,600	1,587,620	92					Catawba	18,700	16,680	89
Bluff	10,600	6,690	63								Chatham	6,100	4,070	67	
Seward	4,100	3,180	78								Cherokee	4,200	2,030	48	
Sheridan	2,800	1,380	49								Chowan	2,900	1,820	63	
Sherman	1,800	1,100	61								Clay	1,300	630	48	
Sioux	800	400	50								Cleveland	16,400	12,830	78	
Stanton	1,800	1,450	81								Columbus	12,600	7,130	57	
Thayer	3,000	2,240	75								Craven	14,300	11,550	81	
Thomas	400	170	43								Carteret	6,900	4,260	62	
Thurston	2,400	2,060	86								Cashwell	4,300	3,090	72	
Valley	2,000	1,230	62								Catawba	18,700	16,680	89	

County	Total Homes	Television Homes	%
Woodward	3,600	2,210	61
State Total	678,400	545,010	80

Oregon

Baker	5,700	3,300	58
Benton	11,500	7,840	68
Clackamas	34,900	29,590	85
Clatsop	9,500	6,580	69
Columbia	6,600	4,370	66

Cook	20,400	12,230	60
Crater	2,400	1,290	54
Curry	6,400	3,810	60
Deschutes	6,700	3,590	54
Douglas	20,700	13,770	67

Gilliam	1,100	690	63
Grant	2,400	1,220	51
Harney	1,900	920	48
Hood River	3,400	2,080	61
Jackson	23,500	18,330	78

Jefferson	2,500	1,550	62
Josephine	10,300	6,910	67
Klamath	14,700	9,570	65
Lake	2,000	1,080	55
Lane	47,300	39,470	83

Lincoln	8,700	5,320	61
Linn	17,000	11,680	69
Malheur	6,200	4,340	70
Marion	36,000	28,810	80
Morrow	1,200	770	64

Multnomah	194,800	170,980	88
Polk	6,900	4,870	71
Sherman	700	440	63
Tillamook	6,100	3,950	65
Umatilla	14,200	9,360	66

Union	4,900	2,830	58
Wallowa	2,100	1,220	58
Wasco	8,200	5,050	62
Washington	29,200	25,300	87
Wheeler	800	410	51

Yamhill	8,900	6,040	68
State Total	579,800	449,580	78

Pennsylvania

Adams	12,700	10,830	85
Allegheny	476,600	443,670	93
Armstrong	22,400	20,550	92
Beaver	57,200	53,220	93
Bedford	10,700	9,930	92

Berks	80,600	73,200	91
Blair	39,900	36,440	91
Bradford	15,400	13,700	89
Bucks	86,800	80,850	93
Butler	27,900	25,980	93

Cambridge	56,900	52,210	92
Cameron	1,900	1,370	72
Carbon	14,900	13,320	89
Centre	16,500	14,690	89
Chester	52,500	48,640	93

Clarion	10,200	9,250	91
Clearfield	22,000	20,300	92
Clinton	10,800	8,450	78
Columbia	15,400	12,450	81
Crawford	23,200	20,320	88

Cumberland	33,300	28,750	86
Dauphin	66,400	60,300	91
Delaware	154,900	143,440	93
Elk	9,400	6,970	74
Erle	69,400	64,220	93

Fayette	49,800	46,150	93
Forest	1,100	780	71
Franklin	22,200	19,530	88
Fulton	2,500	1,980	78
Greene	12,000	10,180	85

Huntingdon	10,800	9,700	90
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County	Total Homes	Television Homes	%
Indiana	20,200	18,340	91
Jefferson	13,500	12,280	91
Juniata	4,000	2,770	69
Lackawanna	72,300	65,290	90

Lancaster	69,700	63,970	92
Lawrence	30,800	28,150	91
Lebanon	24,400	22,240	91
Lehigh	59,300	55,250	93
Luzerne	102,800	91,910	89

Lycoming	31,200	23,510	75
McKean	15,900	12,640	79
Mercer	33,400	30,340	91
Mifflin	11,600	10,480	90
Monroe	10,300	9,250	90

Montgomery	134,200	125,260	93
Montour	3,500	2,940	84
Northampton	54,200	50,500	93
Northumberland	31,700	24,020	76
Perry	6,500	4,500	69

Philadelphia	645,700	584,940	91
Pike	3,000	2,360	79
Potter	4,500	3,220	72
Schuylkill	52,900	48,930	89
Snyder	6,000	4,200	70

Somerset	21,200	17,810	84
Sullivan	1,500	1,270	85
Susquehanna	8,100	7,210	89
Tioga	10,400	8,610	83
Union	5,900	4,130	70

Venango	18,600	14,670	79
Warren	12,000	9,810	82
Washington	63,200	59,120	94
Wayne	7,100	5,620	79
Westmoreland	95,000	89,350	94

Wyoming	4,600	3,900	85
York	65,800	60,360	92
State Total	3,241,300	2,938,400	91

York	22,100	16,730	76
State Total	583,700	438,780	75

Adams	12,700	10,830	85
Allegheny	476,600	443,670	93
Armstrong	22,400	20,550	92
Beaver	57,200	53,220	93
Bedford	10,700	9,930	92

Berks	80,600	73,200	91
Blair	39,900	36,440	91
Bradford	15,400	13,700	89
Bucks	86,800	80,850	93
Butler	27,900	25,980	93

Cambridge	56,900	52,210	92
Cameron	1,900	1,370	72
Carbon	14,900	13,320	89
Centre	16,500	14,690	89
Chester	52,500	48,640	93

Clarion	10,200	9,250	91
Clearfield	22,000	20,300	92
Clinton	10,800	8,450	78
Columbia	15,400	12,450	81
Crawford	23,200	20,320	88

Cumberland	33,300	28,750	86
Dauphin	66,400	60,300	91
Delaware	154,900	143,440	93
Elk	9,400	6,970	74
Erle	69,400	64,220	93

Fayette	49,800	46,150	93
Forest	1,100	780	71
Franklin	22,200	19,530	88
Fulton	2,500	1,980	78
Greene	12,000	10,180	85

Huntingdon	10,800	9,700	90
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Indiana	20,200	18,340	91
Jefferson	13,500	12,280	91
Juniata	4,000	2,770	69
Lackawanna	72,300	65,290	90

County	Total Homes	Television Homes	%
Georgetown	8,200	6,210	76
Greenville	56,800	47,860	84
Greenwood	13,300	10,280	77
Hampton	4,400	3,140	71

Horry	16,500	9,060	55
Jasper	2,600	1,840	71
Kershaw	7,500	5,750	77
Lancaster	9,400	7,140	76
Laurens	11,700	7,360	63

Lee	4,700	3,490	74
Lexington	13,200	9,890	75
McCormick	2,100	1,520	72
Marion	8,000	5,680	71
Marlboro	6,900	4,820	70

Newberry	8,200	5,670	69
Oconee	9,200	5,860	64
Orangeburg	16,700	11,110	67
Pickens	10,300	6,750	66
Richland	41,900	35,070	84

Saluda	3,700	2,360	64
Spartanburg	42,600	33,490	79
Sumter	14,000	9,710	69
Union	7,600	5,390	71
Williamsburg	9,100	6,960	76

York	22,100	16,730	76
State Total	583,700	438,780	75

Adams	12,700	10,830	85
Allegheny	476,600	443,670	93
Armstrong	22,400	20,550	92
Beaver	57,200	53,220	93
Bedford	10,700	9,930	92

Berks	80,600	73,200	91
Blair	39,900	36,440	91
Bradford	15,400	13,700	89
Bucks	86,800	80,850	93
Butler	27,900	25,980	93

Cambridge	56,900	52,210	92
Cameron	1,900	1,370	72
Carbon	14,900	13,320	89
Centre	16,500	14,690	89
Chester	52,500	48,640	93

Clarion	10,200	9,250	91
Clearfield	22,000	20,300	92
Clinton	10,800	8,450	78
Columbia	15,400	12,450	81
Crawford	23,200	20,320	88

Cumberland	33,300	28,750	86
Dauphin	66,400	60,300	91
Delaware	154,900	143,440	93
Elk	9,400	6,970	74
Erle	69,400	64,220	93

Fayette	49,800	46,150	93
Forest	1,100	780	71
Franklin	22,200	19,530	88
Fulton	2,500	1,980	78
Greene	12,000	10,180	85

Huntingdon	10,800	9,700	90
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Indiana	20,200	18,340	91
Jefferson	13,500	12,280	91
Juniata	4,000	2,770	69
Lackawanna	72,300	65,290	90

Lancaster	69,700	63,970	92
Lawrence	30,800	28,150	91
Lebanon	24,400	22,240	91
Lehigh	59,300	55,250	93
Luzerne	102,800	91,910	89

Lycoming	31,200	23,510	75
McKean	15,900	12,640	79
Mercer	33,400	30,340	91
Mifflin	11,600	10,480	90
Monroe	10,300	9,250	90

Montgomery	134,200	125,260	93
Montour	3,500	2,940	84
Northampton	54,200	50,500	93
Northumberland	31,700	24,020	76
Perry	6,500	4,500	69

County	Total Homes	Television Homes	%
Marshall	2,100	1,390	66
Meade	2,300	990	43
Mellette	600	310	52
Miner	1,700	1,120	66
Minnehaha	27,400	25,750	94
Moody	2,700	2,170	80

Pennington	20,000	12,810	64
Perkins	1,700	760	45
Potter	1,300	570	44
Roberts	3,400	2,240	66
Sanborn	1,400	890	64

Shannon	1,800	920	51
Spink	3,100	1,680	54
Stanley	800	390	49
Sully	700	310	44
Todd	1,300	660	51

County	Total Television		
	Homes	Homes	%
Lawrence	6,400	3,610	56
Lewis	1,500	1,020	68
Lincoln	6,300	3,020	48
Loudon	6,500	4,580	70
McMinn	8,800	5,230	59
McNairy	4,700	2,680	57
Macon	3,000	2,050	68
Madison	17,800	12,560	71
Marion	5,000	3,470	69
Marshall	4,400	3,330	72
Mauzy	11,700	8,620	74
Meigs	1,300	780	60
Monroe	5,900	4,220	72
Montgomery	10,600	8,590	81
Moore	1,000	480	48
Morgan	2,600	1,340	52
Obion	7,500	4,370	58
Overton	3,400	1,920	56
Perry	1,200	580	48
Pickett	1,000	520	52
Polk	3,000	2,150	72
Putnam	7,500	4,560	61
Rhea	4,200	2,510	60
Roane	10,600	8,250	78
Robertson	7,400	5,680	77
Rutherford	11,800	9,520	81
Scott	3,800	1,970	52
Sequitah	1,300	900	69
Sevier	6,300	3,550	56
Shelby	162,800	145,890	90
Smith	2,600	1,780	68
Stewart	1,800	1,290	72
Sullivan	29,300	21,600	74
Sumner	8,900	7,820	88
Tipton	7,600	5,630	74
Trousdale	1,000	680	68
Unicoi	3,700	2,070	56
Union	2,100	1,090	52
Van Buren	600	420	70
Warren	6,900	4,040	59
Washington	16,900	13,340	79
Wayne	2,800	1,360	49
Weakley	5,800	3,090	53
White	3,700	1,870	51
Williamson	6,100	5,140	84
Wilson	7,600	5,400	71
State Total	936,100	715,570	76
Texas			
Anderson	7,900	5,040	64
Andrews	3,100	2,080	67
Angelina	11,500	7,700	67
Arkansas	1,100	640	58
Archer	1,700	1,240	73
Armstrong	400	320	80
Atascosa	4,700	3,590	76
Austin	3,800	2,560	67
Bailey	2,200	1,750	80
Bandera	1,200	930	78
Bastrop	4,800	3,040	63
Baylor	1,600	1,170	73
Bee	6,000	3,990	67
Bell	25,200	20,040	80
Bexar	176,400	151,210	86
Blanco	1,100	800	73
Borden	200	150	75
Bosque	2,800	1,870	67
Bowie	20,200	15,320	76
Brazoria	18,300	15,790	86
Brazos	13,000	8,550	66
Brewster	1,600	780	49
Briscoe	900	530	59
Brooks	2,500	1,520	61
Brown	8,800	5,530	63
Burleson	2,800	1,850	66
Burnet	2,700	1,970	73

County	Total Television		
	Homes	Homes	%
Caldwell	4,500	3,250	72
Calhoun	3,300	1,940	59
Callahan	2,100	1,380	65
Cameron	11,700	29,010	70
Camp	2,300	1,460	63
Carson	1,800	1,430	79
Cass	5,800	4,210	73
Castro	1,400	960	69
Chambers	2,200	1,840	84
Cherokee	9,300	5,930	61
Childress	2,900	1,640	57
Clay	2,200	1,770	80
Cochran	1,400	1,110	79
Coke	1,000	710	71
Coleman	3,300	2,240	68
Collin	13,000	10,910	84
Collingsworth	2,100	1,190	57
Colorado	4,900	3,140	61
Comal	6,100	4,440	73
Comanche	3,500	2,030	58
Concho	1,200	710	59
Cooke	7,100	5,700	80
Coryell	4,100	3,030	74
Cottle	1,300	720	55
Crane	1,700	1,040	61
Crockett	1,200	630	53
Crosby	2,500	1,910	76
Culberson	500	330	66
Dallam	2,300	1,880	82
Dallas	277,700	248,960	90
Dawson	4,700	3,140	67
Deaf Smith	3,800	2,580	68
Delta	1,700	1,030	61
Denton	12,700	10,730	81
De Witt	6,100	3,990	65
Dickens	1,700	1,040	61
Dimmit	2,400	1,360	57
Donley	1,500	1,100	73
Duval	2,900	1,810	62
Eastland	6,400	4,150	65
Ector	24,600	19,110	78
Edwards	800	400	50
Ellis	12,400	10,090	81
El Paso	79,900	67,160	84
Erath	4,700	3,140	67
Falls	6,400	4,210	66
Fannin	7,100	4,580	65
Fayette	5,600	3,580	64
Fisher	2,200	1,560	71
Floyd	2,800	2,120	76
Foard	900	590	66
Fort Bend	8,700	7,130	82
Franklin	1,200	730	61
Freestone	3,400	2,050	60
Frio	2,700	2,060	76
Gaines	2,400	1,610	67
Galveston	38,800	32,700	81
Garza	1,800	1,320	73
Gillespie	3,100	1,870	60
Glasscock	200	140	70
Goliad	1,300	870	67
Gonzales	5,400	3,910	72
Gray	9,300	6,850	74
Grayson	25,400	19,820	78
Gregg	22,200	16,730	75
Grimes	3,300	2,380	72
Guadalupe	7,400	5,850	79
Hale	11,000	8,570	78
Hall	2,800	1,670	60
Hamilton	2,700	1,810	67
Hansford	1,200	1,000	83
Hardeman	2,900	1,930	67
Hardin	5,800	3,620	62
Harris	367,600	325,580	89
Harrison	14,000	9,860	70
Hartley	500	410	82
Haskell	3,000	2,170	72
Hays	5,200	3,790	73
Hemphill	1,200	710	59
Henderson	5,600	3,300	59

County	Total Television		
	Homes	Homes	%
Hidalgo	47,200	33,890	72
Hill	7,900	6,890	87
Hockley	6,100	4,850	80
Hood	1,300	1,030	79
Hopkins	5,900	3,600	61
Houston	5,000	2,980	59
Howard	9,800	7,240	74
Hudspeth	700	440	63
Hunt	12,900	10,910	85
Hutchinson	10,800	9,630	89
Irion	300	200	67
Jack	1,800	1,420	79
Jackson	3,600	2,410	67
Jasper	5,300	3,210	61
Jeff Davis	300	180	60
Jefferson	70,000	58,290	83
Jim Hogg	1,100	580	53
Jim Wells	7,900	4,680	59
Johnson	11,300	9,690	85
Jones	5,800	4,110	71
Karnes	3,900	2,590	66
Kaufman	7,000	5,620	80
Kendall	1,800	1,240	78
Kenedy	100	60	60
Kent	400	240	60
Kerr	4,300	2,580	60
Kimble	1,200	720	60
King	200	120	60
Kinney	500	280	56
Kiowa	7,100	4,280	60
Knox	2,100	1,380	66
Lamar	12,900	6,550	51
Lamb	6,000	4,780	79
Lampasas	2,900	2,120	73
La Salle	1,800	1,120	62
Lavaca	5,300	3,470	65
Lee	2,200	1,400	61
Leon	2,500	1,580	63
Liberty	7,900	6,590	83
Limestone	5,300	3,490	66
Lipscomb	1,000	580	58
Live Oak	1,900	1,180	62
Llano	1,800	890	56
Loving	100	50	50
Lubbock	49,800	40,170	81
Lynn	2,800	2,080	74
McCulloch	2,600	1,540	59
McLennan	43,300	36,550	84
McMullen	300	180	60
Madison	1,600	1,000	63
Marion	2,200	1,600	73
Martin	1,400	940	67
Mason	1,300	720	55
Matagorda	7,600	5,090	67
Maverick	3,000	1,700	57
Medina	4,700	3,640	77
Menard	1,000	590	59
Midland	18,000	14,790	82
Milam	6,600	4,240	64
Mills	1,400	1,020	73
Mitchell	3,900	2,810	72
Montague	4,400	3,530	80
Montgomery	7,000	5,420	77
Moore	5,400	4,410	82
Morris	2,400	1,730	72
Motley	1,000	570	57
Nacogoches	7,900	4,890	62
Navarro	10,600	8,720	82
Newton	2,300	1,390	60
Nolan	6,000	4,250	71
Nueces	69,100	54,910	79
Ochiltree	2,000	1,190	60
Oldham	400	270	68
Orange	17,400	13,470	77
Palo Pinto	7,000	5,560	79
Panola	4,100	2,140	52
Parker	7,500	5,950	79
Parmer	1,800	1,220	68

County	Total Television		
	Homes	Homes	%
Pecos	2,700	1,400	52
Polk	3,800	2,430	64
Potter	42,100	37,000	88
Presidio	1,400	670	48
Rains	600	480	80
Randall	7,200	5,870	82
Reagan	900	580	64
Real	700	430	61
Red River	4,800	2,810	57
Reeves	4,900	2,800	57
Refugio	2,600	1,530	59
Roberts	300	180	60
Robertson	4,800	2,950	64
Rockwall	1,400	1,090	78
Runnels	4,200	2,850	68
Rusk	12,100	8,210	68
Sabine	1,700	1,020	60
San Augustine	1,600	910	57
San Jacinto	1,600	1,080	68
San Patricio	10,100	7,280	72
San Saba	2,200	1,220	55
Schleicher	700	370	53
Scurry	8,000	5,580	70
Shackelford	1,100	720	65
Shelby	5,300	2,790	53
Sherman	700	560	80
Smith	24,200	18,230	75
Somervell	800	540	68
Starr	3,100	1,670	54
Stephens	3,100	2,010	65
Sterling	200	130	65
Stonewall	900	630	70
Sutton	900	480	53
Swisher	2,400	1,640	68
Tarrant	178,900	156,540	88
Taylor	25,300	20,030	79
Terrell	800	420	53
Terry	4,800	3,640	76
Throckmorton	800	580	73
Titus	5,100	2,930	57
Tom Green	22,200	16,890	76
Travis	59,200	47,820	81
Trinity	2,200	1,480	67
Tyler	2,800	1,780	64
Upshur	4,700	2,980	63
Upton	1,600	1,040	65
Uvalde	4,900	2,920	60
Val Verde	5,000	2,490	50
Van Zandt	5,000	4,020	80
Victoria	16,200	10,080	62
Walker	4,100	2,970	72
Waller	3,000	2,330	78
Ward	4,500	2,770	62
Washington	4,900	3,420	70
Webb	15,800	9,550	60
Wharton	9,800	7,380	75
Wheeler	2,200	1,240	56
Wichita	35,500	29,280	83
Wilbarger	5,400	3,940	73
Willacy	5,400	3,270	61
Williamson	10,500	8,170	74
Wilson	3,100	2,440	79
Winkler	3,500	2,150	61
Wise	4,100	3,210	78
Wood	4,800	3,040	63
Yoakum	1,000	760	76
Young	4,500	3,240	72
Zapata	1,000	540	54
Zavala	2,800	1,670	60
State Total	2,723,100	2,166,000	83
Utah			
Beaver	1,000	430	43
Box Elder	6,000	5,450	91



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County	Total Homes	Television Homes	%	
Cache	10,000	8,840	88	
Carson	7,400	4,340	59	
Daggett	100	40	40	
Davis	14,800	13,790	93	
Duchesne	1,700	830	49	
Emery	1,400	820	59	
Garfield	700	300	43	
Grand	1,600	1,000	63	
Iron	2,800	1,160	41	
Juab	1,400	910	65	
Kane	700	290	41	
Millard	2,100	1,360	65	
Morgan	700	560	80	
Plute	300	130	43	
Rich	400	320	80	
Salt Lake	108,200	102,520	95	
San Juan	1,400	690	49	
Sanpete	3,200	2,060	64	
Sevier	2,900	1,870	64	
Summit	1,400	1,130	81	
Tooele	5,100	4,330	85	
Utah	2,600	1,260	48	
Utah	27,500	25,470	93	
Wasatch	1,300	1,050	81	
Washing- ton	2,700	1,130	42	
Wayne	300	130	43	
Weber	31,800	29,620	93	
State	Total	211,500	211,830	88
Vermont				
Addison	4,900	4,190	86	
Bennington	7,300	6,460	88	
Caledonia	6,700	5,570	83	
Chittenden	18,200	16,670	92	
Essex	1,500	1,330	89	
Franklin	8,100	7,020	87	
Grand Isle	800	700	88	
Lamoille	2,800	2,430	87	
Orange	4,300	3,580	83	
Orleans	5,300	4,680	88	
Rutland	12,700	11,130	88	
Washing- ton	12,100	10,770	89	
Windham	8,300	6,450	78	
Windsor	12,000	9,830	82	
State	Total	105,000	90,810	86
Virginia				
Accomack	10,000	6,560	66	
Albemarle	14,900	9,780	66	
Alleghany	7,200	5,550	77	
Amelia	1,700	1,190	70	
Amherst	4,700	3,410	73	
Appo- mattox	1,900	1,380	73	
Arlington	74,800	67,280	90	
Augusta	19,800	13,060	66	
Bath	1,500	900	60	
Bedford	8,000	5,230	65	
Bland	1,400	850	61	
Botetourt	4,100	3,160	77	
Brunswick	4,200	2,550	61	
Buchanan	8,100	4,760	59	
Buckling- ham	2,600	1,660	64	
Campbell	22,800	18,210	80	
Caroline	2,900	2,170	75	
Carroll	7,800	4,550	58	
Charlotte	3,600	2,520	70	
Charles City	1,000	780	78	
Chester- field	14,700	12,800	88	
Clarke	1,900	1,470	77	
Craig	800	610	76	

%	County	Total Homes	Television Homes	%
88	Culpeper	3,500	2,530	72
59	Cumberland	1,600	1,010	63
93	Dickenson	5,100	2,920	57
49	Dinwiddie	14,100	12,550	89
43	Essex	1,600	1,240	78
63	Fairfax	57,700	53,270	92
	Fauquier	6,100	4,720	77
41	Floyd	2,600	1,510	58
65	Fluvanna	1,900	1,220	64
65	Franklin	6,400	4,190	65
80	Frederick	10,100	8,420	83
	Giles	4,800	3,650	76
43	Gloucester	3,100	2,440	79
80	Goochland	1,800	1,370	76
95	Grayson	4,800	2,910	63
61	Greene	1,200	770	61
	Greensville	4,100	2,860	70
64	Hallfax	9,800	7,550	77
85	Hanover	6,600	5,040	76
48	Henrico	94,800	84,220	89
93	Henry	13,900	10,850	78
	Highland	800	490	61
81	Isle of Wight	4,000	2,630	66
42	James City	2,900	2,280	79
43	King and Queen	1,500	1,170	78
93	King George	1,600	1,180	74
	King William	1,900	1,480	78
86	Lancaster	2,500	1,860	74
88	Lee	6,600	4,040	61
83	Loudoun	5,800	5,060	88
	Louisa	3,400	2,590	76
92	Lunenburg	3,500	2,120	61
87	Madison	2,100	1,340	64
88	Mathews	1,800	1,420	79
87	Mecklenburg	7,900	5,490	69
83	Middlesex	1,900	1,490	78
83	Montgomery	10,500	9,130	87
88	Nansemond	11,000	8,800	80
89	Nelson	3,300	2,410	73
78	New Kent	1,100	850	77
82	Newport News	50,000	44,700	89
86	Norfolk	138,000	123,920	90
66	Northampton	4,600	3,000	65
66	Northumberland	2,500	1,850	74
77	Nottoway	3,800	2,650	70
70	Orange	3,400	2,450	72
73	Page	3,900	2,700	69
73	Patrick	3,800	2,200	58
90	Pittsylvania	27,900	20,540	74
66	Powhatan	1,200	910	76
65	Prince Edward	3,800	2,660	70
61	Prince George	13,000	10,060	78
59	Prince William	7,800	6,820	87
64	Princess Anne	26,100	21,910	84
80	Pulaski	7,700	5,850	76
78	Rappahannock	1,300	830	64
78	Richmond	1,500	1,110	74
78	Roanoke	43,000	38,130	89
	Rockbridge	7,700	4,630	60
	Rockingham	13,700	10,450	76
66	Russell	6,400	3,670	57
77	Scott	6,800	4,240	62

County	Total Homes	Television Homes	%
Shenandoah	5,800	4,020	69
Smyth	7,100	4,480	63
Southampton	6,300	4,120	65
Spotsylvania	7,000	5,300	76
Stafford	3,700	2,810	76
Surrey	1,500	1,180	79
Sussex	3,000	2,100	70
Tazewell	11,400	7,030	62
Warren	4,000	3,100	78
Washington	13,200	7,950	60
Westmoreland	2,700	2,010	74
Wise	12,300	7,730	63
Wythe	5,500	3,360	61
York	5,200	4,060	78
State	Total 1,016,400	816,240	80
Washington	Adams 3,500	2,790	80
	Asotin 4,200	2,940	70
	Benton 22,800	15,460	68
	Chehalis 14,600	10,020	69
	Clallam 9,600	7,890	82
	Clark 26,900	23,200	86
	Columbia 1,600	1,110	69
	Cowlitz 19,100	13,860	73
	Douglas 4,600	2,810	61
	Ferry 1,100	780	69
	Franklin 6,400	4,610	72
	Garfield 900	630	70
	Grant 15,100	10,380	69
	Grays Harbor 19,300	13,790	71
	Island 5,000	4,260	85
	Jefferson 2,200	1,830	83
	King 300,200	263,370	88
	Kitsap 26,300	23,620	90
	Kittitas 6,100	3,880	64
	Klickitat 4,200	2,640	63
	Lewis 14,400	10,800	75
	Lincoln 3,500	2,780	79
	Mason 5,000	4,170	83
	Okanogan 8,800	5,400	61
	Pacific 5,400	3,490	65
	Pend Oreille 2,300	1,600	70
	Pierce 95,600	85,360	89
	San Juan 1,100	930	85
	Skagit 16,600	12,770	77
	Skamania 1,800	1,370	76
	Snohomish 47,500	42,220	89
	Spokane 93,900	83,710	89
	Stevens 6,400	4,440	69
	Thurston 16,500	13,960	85
	Wahkiakum 1,000	640	64
	Walla Walla 13,300	9,020	68
	Whatcom 24,600	18,580	76
	Whitman 9,100	6,610	73
	Yakima 46,700	39,490	85
State	Total 907,200	757,190	83
West Virginia	Barbour 4,400	2,580	59
	Berkeley 7,800	6,340	81
	Boone 7,800	5,870	77
	Braxton 3,500	1,910	55
	Brooke 6,700	6,230	93
	Cabell 34,400	31,540	92
	Calhoun 1,900	1,200	63
	Clay 3,200	2,080	65
	Dodridge 1,900	1,070	56
	Fayette 20,100	15,120	75
	Gilmer 1,800	930	52

County	Total Homes	Television Homes	%
Grant	2,000	1,150	58
Greenbrier	8,900	6,600	75
Hampshire	2,800	1,640	59
Hancock	10,100	9,240	91
Hardy	2,000	1,150	58
Harrison	22,000	13,630	63
Jackson	3,300	2,080	63
Jefferson	4,200	3,610	86
Kanawha	70,900	62,750	89
Lewis	4,400	2,560	58
Lincoln	4,600	3,890	85
Logan	17,800	14,310	80
McDowell	20,000	15,250	76
Marion	19,600	15,770	80
Marshall	8,800	7,800	89
Mason	5,900	4,980	84
Mercer	20,300	15,310	75
Mineral	5,500	3,240	59
Mingo	11,000	8,870	81
Monongalia	16,200	13,490	83
Monroe	2,900	1,850	64
Morgan	2,000	1,180	59
Nicholas	6,500	4,220	65
Ohio	22,700	20,890	92
Pendleton	2,000	1,150	58
Pleasants	1,300	930	72
Pocahontas	2,600	1,490	57
Preston	7,400	4,960	67
Putnam	5,000	4,220	84
Raleigh	23,100	15,900	69
Randolph	7,100	4,250	60
Ritchie	2,700	1,400	52
Roane	3,600	2,270	63
Summers	4,100	2,620	64
Taylor	4,200	2,810	67
Tucker	2,100	1,210	58
Tyler	2,300	1,640	71
Upshur	4,700	2,760	59
Wayne	8,500	6,890	81
Webster	3,800	2,190	58
Wetzel	4,500	3,210	71
Wirt	1,100	710	65
Wood	25,300	17,250	68
Wyoming	9,200	6,440	70
State	Total 512,300	394,890	77
Wisconsin	Adams 2,200	1,580	72
	Ashland 5,400	4,320	80
	Barron 10,300	8,570	83
	Bayfield 3,300	2,480	75
	Brown 32,400	29,810	92
	Buffalo 3,700	3,100	81
	Burnett 2,100	1,610	77
	Calumet 4,900	4,400	90
	Chippewa 12,400	10,450	84
	Clark 8,900	7,010	79
	Columbia 12,200	10,130	83
	Crawford 4,200	3,180	76
	Dane 60,700	53,530	88
	Dodge 17,200	15,740	92
	Door 6,100	5,500	90
	Douglas 14,400	12,350	86
	Dunn 7,100	5,980	84
	Eau Claire 17,900	16,180	90
	Florence 800	600	75
	Fond Du Lac 21,200	19,030	90
	Forest 1,500	1,140	76
	Grant 12,500	10,330	83
	Green 7,400	6,050	82
	Green Lake 4,800	3,870	81
	Iowa 5,500	4,160	76
	Iron 2,500	2,010	80
	Jackson 4,100	3,330	81
	Jefferson 16,200	14,840	92
	Juneau 5,000	3,580	72
	Kenosha 30,500	28,150	92

County	Total Homes	Television Homes	%
Kewaunee	4,900	4,410	90
La Crosse	21,200	18,110	85
Lafayette	5,400	4,410	82
Langlade	6,100	4,820	81
Lincoln	6,700	5,400	81
Manitowoc	21,200	19,480	92
Marathon	24,700	20,880	84
Marinette	10,500	9,000	86
Marquette	2,400	1,850	77
Milwaukee	211,100	200,380	93
Monroe	6,700	7,230	83
Oconto	6,500	5,830	90
Oneida	6,700	5,000	75
Outagamie	26,300	24,160	92
Ozaukee	9,400	8,640	92
Peplin	2,500	2,100	84
Pierce	6,800	5,540	81
Polk	7,700	6,930	90
Portage	9,400	7,870	84
Price	3,000	2,250	75
Racine	39,500	36,640	93
Richland	5,200	3,920	75
Rock	35,700	31,230	87
Rusk	4,300	3,230	75
St Croix	7,200	6,520	91
Sauk	11,400	9,700	85
Sawyer	3,000	2,270	76
Shawano	9,000	7,730	86
Sheboygan	28,200	25,830	92
Taylor	4,800	3,450	75
Trempealeau	7,400	6,010	81
Vernon	7,300	5,540	76
Vilas	2,300	1,720	75
Walworth	15,800	14,450	91
Washburn	3,300	2,540	77
Washington	12,000	11,150	93
Waukesha	38,700	35,650	92
Waupaca	11,200	10,190	91
Waushara	3,700	2,830	76
Winnebago	30,900	27,660	90
Wood	15,800	13,170	83
State	Total 1,134,900	1,008,620	89
Wyoming	Albany 7,000	3,900	56
	Big Horn 3,700	1,820	49
	Campbell 1,300	580	43
	Carbon 5,200	3,110	60
	Converse 1,600	920	58
	Crook 1,200	520	43
	Fremont 6,300	3,120	50
	Goshute 3,700	2,080	56
	Hot Springs 1,800	880	49
	Johnson 1,400	640	46
	Laramie 17,200	14,400	81
	Lincoln 2,300	1,280	56
	Natrona 15,400	8,980	58
	Niobrara 1,200	610	51
	Park 7,000	3,590	51
	Platte 2,400	1,200	50
	Sheridan 6,300	3,120	50
	<		



WFBM-TV more than doubles your Indianapolis potential

**for every 10 TV homes in the
Indianapolis Trading Area . . . there
are 14 in its Satellite Markets.**

Think of this rich Mid-Indiana area in these terms and you will come up with some surprising ideas about television and *your* market. Here's the place to test "regional umbrella coverage" . . . get real penetration and impact at low cost. Why is this Indianapolis television market different?

Where else will you find satellite markets that are 33% richer and 50% bigger than the Metropolitan Trading

Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study #3 confirms these facts . . . and we're proud of our ARB. Let us show you how to test regional marketing ideas with amazing results.

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*only basic NBC coverage of America's
13th TV Market—760,000 TV homes.*



INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,000 families with 90% television ownership!



11 SATELLITES—Each market within WFBM-TV's verified coverage. . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.



Washington Memo

STATION LIBERATION. Significant steps to give stations greater independence in their operations were taken recently by the Federal Communications Commission in proposing five major changes in its rules. The FCC invited comments on the proposals by June 22.

The rule changes fall slightly short of outlawing "option time," as many in Congress, the Justice Department and the commission itself had hoped they would. The Justice Department had previously advised the commission that option time per se is a violation of the anti-trust laws. The FCC, however, has taken the formal position that option time is necessary to the successful conduct of network operations.

Apart from option time, however, the new FCC proposals do cut sharply into the program time of networks which the stations now must or do carry by choice. It all adds up to a liberation movement for the stations which have been complaining of the burden imposed on them by regulation and fiat by the Government.

In general, the commission is attempting to ease that burden by cutting down on the number of programs which can be optioned and permitting the local stations to choose any network program they wish. A major aim of the proposed rule changes is to give local and spot advertisers more of an even break in competing with national advertisers for local station time.

RULES REVISIONS. Here are the FCC's proposed rule changes:

- The maximum time permitted networks within segments of a station's program schedule is cut from three to two-and-a-half hours per segment. The segments are 8 a.m.-1 p.m.; 1-6 p.m.; 6-11 p.m.; 11 p.m.-8 a.m.

- A "straddle" provision is proposed, whereby if part of a program falls within already-signed option time and the other part overlaps outside it, the entire program would count against the permitted option

time. The effect would give the stations more time to sell locally.

- Networks would be required to give 13 weeks' notice to a station to exercise its option on the station's time, rather than eight weeks as at present. This would apply only in those cases where a station has signed a non-network show for many weeks ahead. Another provision of this rule change, however, shortens the required notice to four weeks in cases where no non-network program has been scheduled.

- The station's right to refuse a network program in option time on grounds of "unsuitability" is extended beyond the signing of the contract for the program. Under present regulations, the station's right of refusal is limited to the period before signing.


- The station would be permitted to reject a network program in option time in favor of another program of "greater" local or national importance, rather than for a program of "outstanding" local or national importance.

SPONSOR SALVE. The effect of the rule changes certainly must be considered a break for stations and local advertisers. Sponsors who wish to be identified with local programs would have greater latitude and time at their disposal to satisfy such desires.

No longer would a local advertiser be forced into a 10-second spot announcement sandwiched between national commercials on a long network show. Its effect would be considered salutary in the development of imaginative local programming, which could be packaged for local sponsors in more attractive time segments.

One important exception to the straddle rule was provided by the FCC. Lengthy network programs involving special events, sports or public affairs would not be charged entirely against option time if part of such programs overlapped into station time.

The provision for a 13-week notice



of a network's intent to exercise its option would also give the station greater programming and advertising latitude. It would mean that a station which has pre-scheduled the time segment would be assured that the program could not be displaced before the end of a conventional 13-week "season." Local advertisers particularly need such assurance.

VETO POWER. The change which would give the station veto power over a network program even after the contract has been signed broadens the authority of stations in an almost unprecedented manner. This one could be ticklish to defend in court in the absence of some rather sharp criteria on what constitutes an "unsuitable" or "unsatisfactory" program.

Likewise, the final rule change proposal might create some problems in enforcement. What standards will be used to determine whether a program is of "greater" or of "outstanding" local or national importance than the network program offered? Perhaps the comments filed prior to June 22 may shed a little clarification on this point.

The proposals reflect a growing feeling of uneasiness among the FCC staff and some of the commissioners themselves about the unbridled power of networks over the programming content of their affiliates. Some have stated that the situation could be compared to a wire service requiring that a newspaper which subscribed to its service print a certain portion of its news each day.

HIGHEST



says Cecil Trigg, Pres. & Gen. Mgr.

KOSA-TV

ODESSA, TEXAS

For heavy artillery against competition, station managers swear by Warner Bros. features for the highest ratings. As Cecil Trigg puts it:

"Warner Bros. features play a major part in giving us a sweep of afternoon ratings. Our 'Command Matinee' featuring Warner Bros. films has the highest cumulative daytime rating in the market . . . a whopping 26.3 ARB in November!"

KOSA-TV's enthusiasm for Warner Bros. features is echoed by stations everywhere. Hardboiled sponsors sign up again and again for these top rating films. Cut yourself a juicy slice of these profits. Call us today.

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.
NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIVERSIDE 7-8563
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

Pulse Top 10 Western Shows for March

Rank	Program	Distributor	National Average	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	26 Men	ABC	14.1	76	87	15	46
2	Cisco Kid	Ziv	11.9	63	71	18	83
3	Annie Oakley	CBS	11.5	54	59	17	85
3	Boots and Saddles	CNP	11.5	71	78	17	56
4	Roy Rogers—1/2 Hour	Roy Rogers Synd.	10.1	23	27	11	97
5	Brave Eagle	CBS	10.0	69	71	16	83
6	Frontier	CNP	9.0	69	73	16	53
7	Man Without a Gun	NTA-Network	8.9	83	89	16	35
8	Union Pacific	CNP	8.8	73	79	17	53
9	Last of the Mohicans	ITC	7.4	53	58	17	83

Pulse Top 10 Misc. Shows for March

1	Popeye	UAA	13.7	21	37	13	102
2	Superman	Flamingo	12.3	65	72	16	83
3	Farmer Al Falfa	CBS	11.7	61	67	10	83
4	Bishop Sheen	Propagation Society	10.2	84	98	14	31
5	Little Rascals	Interstate	9.8	62	66	17	79
6	Terry Tunes	CBS	8.9	21	46	12	98
7	Bugs Bunny	UAA	7.3	58	64	12	81
8	Championship Bowling	Schwimmer	6.3	67	43	11	32
9	Danger Is My Business	CNP	6.2	85	93	15	22
10	I Search for Adventure	Bagnall	5.9	59	66	16	53

Pulse Top 10 Adventure Shows for March

1	Sea Hunt	Ziv	20.0	83	89	15	21
2	Highway Patrol	Ziv	16.7	83	87	16	25
3	Special Agent 7	MCA	15.2	79	82	12	9
4	Rescue 8	Screen Gems	14.0	78	83	16	34
5	Mackenzie's Raiders	Ziv	13.6	79	84	14	26
6	Whirlybirds	CBS	13.2	63	67	17	87
7	Bold Venture	Ziv	13.1	78	83	15	33
8	Flight	CNP	12.5	87	93	16	28
9	Silent Service	CNP	12.3	74	81	17	48
10	Target	Ziv	11.7	81	89	15	32

Pulse Top 10 Drama Shows for March

1	If You Had A Million	MCA	13.5	83	89	15	29
2	Divorce Court	Guild	12.3	86	95	14	19
3	Jeff's Collie	ITC	10.9	52	58	14	79
4	Dr. Hudson	MCA	7.8	86	92	16	24
5	Walter Winchell File	NTA	7.3	84	91	16	18
6	Big Story	Official	6.2	76	83	13	22
7	Night Court	Banner	5.7	84	96	19	29
7	Star Performance	Official	5.7	68	75	16	48
8	By Line	Alexander	5.6	72	75	10	35
9	Medic	CNP	5.5	79	84	15	37

Wall Street Report

LAST BUT FIRST. The last stock on the Big Board's quotation list has been the first stock in activity and price gains and has been the most impressive performer, marketwise, of the television securities. For Zenith Radio Corp. in the last 12 months has risen from \$175 per share to a high of \$335 per share and was split three-for-one the first week of May.

One of the most frequently made observations in financial circles has been that while Zenith was doing a notably fine job, it did not seem that the company was doing so *exceptional* a job that the stock should zoom so dramatically. Several explanations have been put forward, ranging from the small floating supply of shares in the market to the recurrent reports that the FCC was about to authorize subscription television. However, it's possible that the most important reason for the investor enthusiasm for Zenith shares has not been clearly stated: namely, the company is undergoing a major change from being simply a tv set maker to a widely diversified company in the electronics field.

Last year Zenith had a net income for the year of \$12.30 per share and sales of \$195 million. The sales figure was a gain of 22 per cent over the 1957 figure and was scored in a year when the first six months' business was off for the industry. The profit increase was 48 per cent over the previous year and set a record for the company.

NEW DEVELOPMENTS. Zenith's subsidiary, Rauland Corp., announced development of the first, large-size all-purpose image amplifier for medical X-ray use. Rauland is a Chicago-based company that specializes in the manufacture of cathode ray tubes for tv receivers and other special-purpose use. Its new amplifier has been demonstrated to hospitals and labs across the country and there has been found so successful that there is at present a large backlog of orders.

In a completely separate develop-

ment, the Zenith Redwood City labs are producing new flash-X-ray equipment perfected to produce "shadow pictures" of high-speed phenomena, such as fragmentation of bullets and high explosives, as well as the burning pattern of solid fuel propellants used in rocket and missile work. Thus, Zenith is now directly tied to one of the most dynamic areas of our economy. The development is only a small step in the over-all rocket-missile picture, but it is bound to grow along with that industry.

Another subsidiary, the Wincharge Corp. in Sioux City, had introduced a new light-weight, portable 115-volt AC generator of 1,500 watts capacity along with other models of up to 3,500 watts. A new 5,000-watt tractor-driven generator, specifically designed for farm use, was also introduced during the year. These generators, marketed under the name Winco, are used for portable power by contractors in the building, electrical, plumbing and general line and also are acquired for standby power by farmers, utility companies, fire and police departments and others.

OTHER DIVISIONS. Last November Zenith purchased Central Electronics, Inc., another Chicago company operating in the field of electronics. It makes high-quality sideband transmitting equipment used in transmitting and receiving radio signals, but uses only one-half the channel width of conventional am transmission and requires up to one-fourth less power when communicating over a given distance. It also helps in telephone communications. It is used by military bases around the world to keep personnel in touch with headquarters in link-ups with other telephone or radio relays. It's also widely used by amateur radio operators and for point-to-point communications by the Strategic Air Command.

In addition to these fresh developments in the Zenith picture, there are the two older divisions, Phonevision and the hearing-aid division. Zenith

revamped the latter line and introduced eight new models, ranging from types that fit behind the ear to those encased in optical frames.

As far as the much-disputed pay-tv system goes, it's still regarded by the Zenith management as an inevitable development. In its most recent annual report the management devoted two full pages to explaining its position on the subject and detailing reasons why it thinks that sooner or later the system would materialize.

SALES 'WAY UP. That Zenith is already benefiting from the general pick-up in business was indicated at the annual meeting last month when the management released first-quarter figures showing net income of \$3.37 per share, compared with a year ago when profits for the first three months were \$2.07 per share. First-quarter sales totaled \$59.2 million, a 40-percent jump over a year ago. And shipments in the second quarter were running at a rate double those of 1958.

As a result of the stock split, Zenith's capital shares now total eight million of \$1 par value. There will be over 2.7 million shares outstanding. The Zenith profit-sharing retirement plan, now in its 10th year, became the largest stockholder of the company when it purchased 30,000 shares of common from the estate of E. F. McDonald Jr. The plan now owns over seven per cent of the total outstanding stock. Late in 1958 the directors authorized a capital expansion program involving \$7.5 million.



Directors (Continued from page 31)

KFSD-TV: Mildred Fenton; 6 pgms.; 10 hrs., 30 mins.

COLORADO:

Colorado Springs:

KKTV: Catherine Bailey; 5 pgms.; 2 hrs., 30 mins.

Pueblo:

KCSJ-TV: Rose Martino.

FLORIDA:

Jacksonville:

WFGA-TV: Mrs. John W. Donahoo.

Miami:

WTVJ: Jackie Pierce.

Orlando:

WDBO-TV: 5 pgms.; 1 hr., 15 mins.

West Palm Beach:

WPTV: 6 pgms.; 3 hrs.

GEORGIA:

Macon:

WMAZ-TV: Del Ward; 5 pgms.

Savannah:

WTOG-TV: Ruth Goodman; 4 pgms.; 1 hr., 45 mins.

ILLINOIS:

Champaign:

WCIA: DiAnne Johnson; 10 pgms.; 2 hrs., 30 mins.

Rockford:

WTVO: Susan Wilcox; 7 pgms.; 1 hr., 5 mins.

INDIANA:

South Bend:

WSBT-TV: Hazel Burnett; 5 pgms.; 2 hrs., 30 mins.

IOWA:

Cedar Rapids:

WMT-TV: Jan Voss, Marguerite Ashlock; 5 pgms.; 2 hrs., 30 mins.

Davenport:

WOC-TV: Patricia Sundine; 5 pgms.; 2 hrs., 5 mins.

KANSAS:

Wichita:

KAKE-TV: Ethel Jane King.

KARD-TV: Mary Phares.

LOUISIANA:

Monroe:

KNOE-TV: Mildred Swift; 7 pgms.; 2 hrs., 30 mins.

MAINE:

Bangor:

WLBZ-TV: Aileen Rawley; 5 pgms.; 3 hrs.

MASSACHUSETTS:

Springfield:

WWLP: Kitty Broman; 5 pgms.; 5 hrs.

MICHIGAN:

Cadillac:

WWTV: Cynthia Harlan; 5 pgms.; 2 hrs., 30 mins.

Grand Rapids:

WOOD-TV: Carol Duvall; 5 pgms.; 2 hrs., 30 mins.

Kalamazoo:

WKZO-TV: Louise Carver; 5 pgms.; 1 hr., 40 mins.

MINNESOTA:

Minneapolis:

KMSP-TV: Mary Ju Tierney; 10 pgms.; 20 hrs.

WCCO-TV: Arle Haerberle.

MISSISSIPPI:

Tupelo:

WTWV: Hilda L. Hill.

MISSOURI:

Columbia:

KOMU-TV: Esther Donat Griswold; 5 pgms.; 5 hrs.

Kansas City:

KMBC-TV: Bea Johnson.

WDAF-TV: Bette Hayes; 5 pgms.; 2 hrs., 30 mins.

MONTANA:

Billings:

KOOK-TV: Billie Le Sueur; 5 pgms.; 5 hrs.

Great Falls:

KFBB-TV: Edith Matheson; 5 pgms.; 2 hrs., 30 mins.

Missoula:

KMSO-TV: Carol W. Barrett; 1 pgm.; 15 mins.

NEBRASKA:

Lincoln:

KOLN-TV: Ramona Deitemeyer.

Omaha:

KMTV: Marianne Peters; 5 pgms.; 1 hr.

NEW MEXICO:

Roswell:

KSWV-TV: Helen McMillan; 2 pgms.; 1 hr., 30 mins.

NEW YORK:

Buffalo:

WBEN-TV: Mrs. William Miller; 5 pgms.; 2 hrs., 30 mins.

WGR-TV: 5 pgms.; 2 hrs., 30 mins.

Plattsburgh:

WPTZ: Alice Potter; 5 pgms.; 2 hrs., 30 mins.

Rochester:

WHEC-TV: Dorothy Cotton.

WROC-TV: Trudy McNall; 5 pgms.; 2 hrs., 30 mins.

WVET-TV: Jean Harden.

Syracuse:

WHEN-TV: Kay Larson; 10 pgms.; 3 hrs., 30 mins.

WSYR-TV: Kay Russell; 5 pgms.; 2 hrs., 30 mins.

NORTH CAROLINA:

Durham:

WTVD: Peggy Mann; 5 pgms.; 2 hrs., 30 mins.

Greensboro:

WFMY-TV: Carroll Stoker; 10 pgms.; 6 hrs., 15 mins.

Washington:

WITN: Virginia Taylor; 5 pgms.; 2 hrs., 30 mins.

NORTH DAKOTA:

Fargo:

WDAY-TV: Georgiana Arden; 8 pgms.; 5 hrs., 15 mins.

Minot:

KXMC-TV: Cis Hadley.

Valley City:

KXJB-TV: Connie Blackstead.

OHIO:

Columbus:

WBNS-TV: Fern Sharp; 6 pgms.; 1 hr., 45 mins.

Dayton:

WHIO-TV: Becky Allen; 1 pgm.; 30 mins.

Lima:

WIMA-TV: Easter Straker; 5 pgms.; 5 hrs.

OKLAHOMA:

Tulsa:

KOTV: Betty Boyd; 5 pgms.; 1 hr., 15 mins.

OREGON:

Medford:

KBES-TV: Sheila A. Schuerman; 4-5 pgms.; 3 hrs., 15 mins.

Portland:

KGW-TV: Konnie G. Worth; 5 pgms.; 5 hrs.

PENNSYLVANIA:

Philadelphia:

WRCV-TV: 1 pgm.; 30 mins.

SOUTH CAROLINA:

Spartanburg:

WSPA-TV: Jane Dalton; 5 pgms.; 1 hr., 15 mins.

SOUTH DAKOTA:

Rapid City:

KOTA-TV: Polly Weedman.

TENNESSEE:

Chattanooga:

WDEF-TV: Drue Smith; 10 pgms.; 3 hrs., 45 mins.

Johnson City:

WJHL-TV: Jill MacLean; 5 pgms.; 2 hrs., 25 mins.

Memphis:

WREC-TV: Kitty Kelly.

TEXAS:

Amarillo:

KVII: Teena Navarro.

Austin:

KTBC-TV: Jean Covert; 5 pgms.; 1 hr., 15 mins.

Fort Worth:

WBAP-TV: Margret McDonald.

Lufkin:

KTRE-TV: Elizabeth Calloway; 1 pgm.; 1 hr.

Texarkana:

KCMC-TV: Cynthia LeFan; 6 pgms.; 3 hrs.

Waco:

KWTX-TV: Marvel Russell.

VERMONT:

Burlington:

WCAX-TV: Helen Workman, Nancy Parker; 5 pgms.; 2 hrs., 30 mins.

VIRGINIA:

Bristol:

WCYB-TV: Alice Friberg.

Norfolk:

WTOV-TV: Madeline Shockley.

Roanoke:

WDBJ-TV: 5 pgms.; 2 hrs., 30 mins.

WASHINGTON:

Seattle:

Women's (Continued from page 31)

with viewers and most beneficial to clients is the entertainment type of audience participation and guest interviews, rather than programs built specifically around recipes, fashions, homemaking and the like.

The success of the Ruth Lyons *50-50 Club* as one of the highest-rated daytime tv shows in the nation is significant in its support of this thinking. The 90-minute (noon to 1:30 p.m. across the board) variety program, originated at WLW-T Cincinnati and carried by the other Crosley stations, has a long list of sponsors waiting to get on it, and its 150 studio-audience seats are reserved for the next three years.

Crosley also points to its *Paul Dixon Show*, on WLW-T for little more than two years and produced along the same lines as Miss Lyons' stanza, as again proving its theory that a women's show with a variety of numbers and the best stars possible will gain and hold a loyal audience and promote good sponsorship. Dixon's morning segment has no advertising availabilities at present, and his audience is reserved for the next two years.

Typical of the revised concept of women's programming at local independent stations is the distaff show called *Mom's Morning Movie* and aired at 10-11:30 a.m. Monday through Friday by WPTA Fort Wayne. Says Ronald R. Ross, general manager of the station: "My feeling regarding women's programs is that they should primarily entertain and secondly provide some information of

particular interest to women and some of a broader nature.

"Our *Mom's Morning Movie* features a regular host, and the keynote of the program is informality. Within the show we include interviews, features, unique hobbies, demonstrations of all sorts, etc. Guests range from prominent visitors to the city and women's directors from industries to circus performers. Ours is the only station in town which does not have a kitchen set. We have found that visiting agency people and others are surprised—and pleased, for they too feel that this sort of thing is threadbare."

Opinions on the subject are pretty much in accord elsewhere along the coaxial cable. Following, in alphabetical order by city, are some of the views on women's programming held by station men in representative areas around the country.

States Charles Howell, local sales manager for KTBC-TV Austin, Tex.: "Our women's show, *Woman's World*, is a composite of everything that is of interest to our female viewers. We believe that it is confining to present a show on only one subject, or to build around so-called women's views. We're of the opinion that women's views should be broadened as much as possible.

"On *Woman's World*, Jean Covert, our women's program director, covers, for example, certain bills that come before the legislature—state and national—and interviews many authors, as well as holding fashion shows, cooking demonstrations and sessions on gardening and interior decorating."

Evidence of the appeal to women of this rounded type of programming comes from Mrs. Eunice Hausman, of Hausman's Beauty Shops in Austin, who has been advertising on KTBC-TV's *Woman's World* for the past five years. Mrs. Hausman says, "Due to a good tv advertising campaign, backed, of course, with quality in personnel and products, I was forced to enlarge from a small four-operator shop to a 10-operator shop in less than two years. Now, only six years after moving to an area, I have opened a second shop on the opposite side of town.

KING-TV: 10 pgms.; 7 hrs., 30 mins.

WEST VIRGINIA:

Bluefield:

WHIS-TV: Jacque Oblinger; 5 pgms.; 5 hrs.

Oak Hill:

WOAY-TV: Zelma Weinfeld; 5 pgms.; 2 hrs., 30 mins.

Parkersburg:

WTAP-TV: Theora Mackey; 5 pgms.; 1 hr., 15 mins.

WISCONSIN:

Madison:

WKOW-TV: Luella Mortenson; 4 pgms.; 1 hr., 30 mins.

WMTV: Beverly Stark; 4 pgms.; 2 hrs.



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KVAL-TV
KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

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NBC Affiliate Channel

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"QUIEN SABE"

"What brand's that?", a cowhand asked. "Quien Sabe" (who knows) answered the Mexican. The half circles have been the "Quien Sabe" brand to this day.

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You'll know your brand story is reaching the people of the High Plains on K-7. KVII-TV is first in Amarillo three nights out of the week . . . with four of the top ten shows. Let the K-7 cowhands make your brand famous in this rich progressive High Plains area.

KVII-TV 
amarillo, texas

"I only wish I could tell everyone who may doubt the value of tv advertising that seeing a job well done on television is better than a message in print."

James A. Robinson Jr., program director of WLBZ-TV Bangor, Me., presents another aspect of women's programming today. Reporting that his station's distaff show offers women's news, live music, contests, interviews and "nostalgia," he says that "we have found it isn't so much the type of women's show that counts, but that the show must be tailored to the personality and special capabilities of the woman who emcees it.

"Our women's program director, Aileen Rawley, has a wealth of experience as a self-accompanying (piano and organ) singer and as an ad-lib interviewer. Thus we have shaped the format of her program, *At Home With Aileen*, to enable her to put these particular talents to best use. Twenty-five hundred letters a week are proof. I think, that we've hit the right button.

"*At Home With Aileen* has many sponsor success stories to tell, but perhaps the most outstanding concerns a



Richard P. Hogue has been named vice president and general manager of Corinthian's newly acquired Sacramento station KXTV (formerly KBET-TV). Mr. Hogue was formerly general manager of WXIX-TV Milwaukee and before that was with CBS Tv Spot Sales.

local supermarket which bought a participating spot in the show and obtained instantaneous and startling—even for tv—results. With the commercials strictly ad-libbed by Miss Rawley, the store frequently found itself in short supply of the items advertised, even though more than the normal amount had been ordered. This sponsor recently bought the entire program each Friday."

Helps Balance Programs

Billie Le Sueur, women's director for KOOK-TV Billings, Mont., asserts that her five-times-a-week hour-long show "helps maintain a definite balance in our program schedule, for it brings variety, news of the community, public service, entertainment and a personal touch to our viewers in the entire Midland Empire."

Last fall Miss Le Sueur did four commercials for the Billings Appliance Dealers Association. Turkeys were given away with each range of any make purchased during November. Result: the 10 dealers in the association quadrupled their monthly range sales.

"The prime purpose of a television station is to serve the public," says Albert L. Cooper, program coordinator at WGR-TV Buffalo, "and this can best be done in many respects through a women's program. We have found in the format of our *Helen Neville Show* that a combination of inter-

views, cooking, homemaking hints, decorating and so on makes for the best show. The days of cooking alone have drawn to a close, with the majority of stations around the country having dropped their full-time cooking shows."

WCAX-TV Burlington, Vt., notes a "resurgence in interest in women's programs commercially, especially for the introduction of new products and services. Such programming also serves," the station feels, "as a showcase for women's activities in the community and as an aid to charity and civic groups."

States Daryl Sebastian, assistant general manager of WWTV Cadillac, Mich.: "We believe that women's service programs are an essential part of the station's schedule, and have found that in our case a single across-the-board afternoon show will handle all of the requirements for such programming in our market. Our daily half-hour program, *Party Line*, has been on for more than four-and-a-half years.

"We feel that, as public-service time, a women's program is quite often the only regular local live programming which is flexible enough in format and length to give extensive publicity to area charitable and community projects, that it helps to balance our daytime schedule because it is informative while other shows are almost exclusively entertainment, and that it performs a definite service for the feminine audience because it is actually a 'professional' show for the woman, helping her with all phases of her living and homemaking."

WWTV is of the opinion that the interview format is particularly good because it draws from local resources different people in homemaking and other fields, as well as outsiders and professionals like public-utility home economists. It has been the station's experience that "the program hostess who attempts to do all the 'instructing' on all sorts of topics herself just isn't believable to the viewer as an expert in the many fields that she covers."

On *Party Line*, cooking and sewing receive emphasis because they are the "cornerstones of homemaking," but the program also has demonstrations

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on flower arranging, artistic and practical painting, re-upholstering, wood finishing, block printing, juvenile behavior, beauty care and make-up, hair styling, bathing the baby—"just about anything that is of interest to women in general and on which we can obtain adequate information."

A major part of *Party Line's* program content is devoted to "buying information"—new products, new services, how to use them, etc.—and this fits very well, says the station, into its approach to the program commercials, "for while we welcome the standard sort of participating sponsors, we try to tie the commercials into the program content whenever possible."

Cooking Show

Happy Home, 25 minutes in length at 4 p.m. each day over WCIA Champaign, Ill., started in 1953 as a cooking show with a smattering of other features. "Since September of last year," says William R. Moore of the station's promotion department, "we have moved away from cooking, emphasizing the other features, until today we do hardly any cooking at all."

"We felt that we had reached the saturation point and that to keep a good audience we must move into other fields. Some of the *Happy Home* features we now have are square-dance instruction, bridge lessons, hat making, different phases of antique collecting, golf lessons, stories of Abraham Lincoln and his travels in Illinois, places to visit in the state, and appearances by instructors from the Fine and Applied Arts College at the University of Illinois, teaching everything from planning a home to silk-screen processes. You can see we feel it important now to explore new fields to maintain a balanced women's program."

Otis H. Segler, general manager of WDEF-TV Chattanooga, puts it succinctly: "Women are important. They are our most avid viewers and certainly are entitled to local programs planned especially for them alone. Women's news and interviews, fashion and personal-improvement demonstrations and relaxing audience-participation shows hold the greatest appeal."

"Most women lead humdrum, routine lives. The presentation of interesting personalities and occupations provides new interests and variety and gets their minds off the necessary and ordinary daily chores and problems. Most women also harbor inferiority complexes concerning their attractiveness and dress. Self-improvement and fashion demonstrations furnish confidence based on knowledge."

To implement these thoughts, WDEF-TV carries *Drue's Party Line* (Drue Smith, the station's director of women's affairs) at 9:30-9:45 each weekday morning and *Lunch 'n Fun*, with hostess Bea May conducting games, stunts and contests on an audience-participation show, at 1-1:30 p.m. Monday through Friday.

Glenn G. Griswold, general manager of KOMU-TV Columbia, Mo., feels that women's programs are "as essential to a tv audience as news, weather and other similar service programs. They bring to the woman a day-by-day account of interesting personalities, styles, new recipes and many educational features. A variety show that contains all of these facets is the most accepted."

KOMU-TV's offering is titled *Of Interest to Women*, an hour program each weekday. Says Mr. Griswold: "The grocery store sponsoring it has shown a 30-per-cent increase in business since it began to advertise on the program six months ago."

The two women's shows on WBNS-TV Columbus, Ohio, were designed to provide "everything of interest" to the woman. "This variety in the formats," claims promotion director Jack Dorr, "tends to sustain viewer interest over long periods, whereas shows such as cooking demos develop a sameness as the months pass. Our women's programs are important, as network daytime tv tends only to entertain, and we know from the success of our local efforts that the feminine viewer is hungry for ways to better herself mentally and physically."

John C. Burpee, publicity director for WOOD-TV Grand Rapids, limns his station's views of programming for women: "Television's most important audience is the housewife. Women spend more time watching tv than any

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other group, and they are the main purchasers of the products advertised on tv. It therefore stands to reason that a station must program to attract this large and important audience—something that's especially true during the daytime hours when housewives are the tv audience."

The program philosophy at WFMY-TV Greensboro, N. C., includes rendering as much informational service as possible to the viewing audience from the local standpoint, "and leaving the entertainment to the network." The station consistently encourages guests from its viewing area of 100 miles in radius to participate in its women's shows, and it doesn't believe that any one particular program type holds fascination for women viewers over any other.

WKZO-TV Kalamazoo says that it is able to serve a wide segment of its feminine audience best with a program aimed at their interests—"not just cooking, homemaking, etc., but hobbies, government, public affairs." Asserts Charles T. Lynch, program director: "The woman of today is a thinking woman, and she wants to be better informed. By presenting interviews with leaders in many fields—including, but not limited to, so-called women's fields—our women's program is able to meet the needs of its audience completely."

In the field of specialized programming for women, WKOW-TV Madison, Wis., believes in service programs—programs "which provide a woman with specific help in achieving her role in life." Because of this thinking, says Frank Bignell, the station's assistant general manager, "we believe all types of women's programs are important to women, plus marketing information and guidance, since in most households the woman is the purchasing agent."

Although it carries four half-hour shows for the ladies each week, another Madison station, WMTV, raises a dissenting voice. The station thinks that the importance of women's programs in serving their audiences has seriously declined, but that they are important in maintaining a balanced program schedule.

WMTV's quartet of women's shows

comprises a fashion segment, a news-and-interview stanza, a cooking-and-recipe session and a craft program. The success of any of these shows, the station believes, is tied in very closely with the reputation in the area of the talent handling them.

"The feminine audience is a major influence in the way the family income is spent," declares Sheila A. Schuerman, women's program director for KBES-TV Medford, Ore. "This makes programs for women one of the most important segments in the programming schedule.

"We have found that news and interviews geared to the woman's interest, all phases of homemaking, crafts, hobbies and do-it-yourself programs satisfy a greater audience than do the strict home-economics type of show. For this reason we have de-emphasized, but not eliminated, cooking demonstrations and recipes. Women do more in the home than just cook. Programs for women should embrace as many of these other activities as possible."

Prime Importance

Affirms Harry Arthur, program manager of KNOE-TV Monroe, La.: "I believe that material for the feminine audience exclusively, if thoroughly and correctly prepared, is of prime importance in a balanced program schedule. But it must be authentic and authoritative, not just 'filler,' programmed as a 'sop.' Our women's program-importance order is: homemaking, economics, fashion show and cooking information."

Dwight J. Bruce, vice president of WTOG-TV Savannah, reports that "we have continued to present women's programming throughout the five years of our operation. Our current shows, although they are fewer than in the past, are successful, rating-wise and sponsor-wise. We do three half-hours per week of a cooking program, and one quarter-hour of an interview type."

Also continuing to favor cooking as an old reliable is WSBT-TV South Bend, whose home economist, Hazel Burnett, says, "Cooking demonstrations and recipes are the meat of a

women's program, so to speak, with other features inserted for variety and spice.

"Actually, our *Homemaker's Time* show contains a number of ingredients, sometimes using an entire half-hour for a timely feature or interesting interview. Other times it is strictly cooking and recipes. In any given week the program will run the gamut of topics. But I think most women look in primarily for cooking tips and new recipes."

WSPA-TV Spartanburg, S. C., "definitely" feels that "any television station needs a women's show to maintain a balanced program schedule. As for program content, we have found that a woman's interest listening-wise is varied, and that a casual, intimate approach with a combination of things—news about a new medical discovery, fashions, psychology, homemaking (with brief household hints interspersed) and music—will deliver a women's audience."

Gordon Alderman, program and production manager of WHEN-TV Syracuse, expresses it this way: "Our women's programs are not literally that at all. We have two daily, across the board. They deal with all the areas of so-called women's programming, but from a combined information and entertainment point of view aimed to attract a general audience rather than limiting itself to a purely housewife appeal. This way we can hit any and all women's interest areas and still hold audiences."

KOLD-TV Tucson has formatted its *Visiting With Virginia* (women's director Virginia B. Mittendorf) to include all the standard women's-program items, as well as music, celebrity interviews and performances, public-service interviews and simple audience-participation contests daily. On occasion the station presents film dealing with homemaker subjects and live demonstrations by public-relations representatives of various firms.

In addition, since the large Davis-Monthan Air Force Base is located in Tucson, regular appearances by Air Force personnel and their wives are booked. In short, says KOLD-TV, "the show is truly a potpourri."

Speaking for KOTV Tulsa, promo-

tion manager Robert Freeland says: "Since the American female home-executive has admitted control of the nation's purse strings, programming to her is certainly important. Because she is intelligent, yet somehow fickle in concentration (she is a furniture mover by nature, and loves a new hat), our woman viewer likes variety in her programming: some homemaking, some timely tips, some recipes—never minimizing her own know-how with basic demonstrations—and the opportunity to meet community leaders and visiting celebrities via the interview route.

"Most important, all these ingredients must be given to her as an equal, never as her 'teacher,' never as her 'superior'."

Garry Vorhees, program manager of WTRF-TV Wheeling, reports that "maintaining a balanced program schedule is a must at this station. This balance is achieved in part by two local women's programs which are aired back-to-back between 1 and 2 p.m. each weekday. Both are considered as extremely important units of our program structure.

"*Heart of the Home*, the first of the two half-hours, is a cooking and homemaking show. *Downtown*, occupying the second 30 minutes, is a program in which we have tried a different approach to keeping the women interested. This is a musical-variety type of thing that consists of, in addition, poetry, pantomimes, interviews, news (women's and otherwise), hints on health, public-service announcements and features on life insurance, safe driving, tv shows, city government, books and travel.

"As for which of the two shows holds the greatest appeal for and importance to our female viewers, I would say *Downtown*, with its wider variety of subjects combined with its entertainment values. We like to think that our feminine audience wants to be informed on many things of local and far-reaching interest."

Obviously, a great many stations around the nation like to think the same thing—and are proving it by catering to the ladies with distaff programming that is far broader in scope than it ever was in the past.

Rating of average ¼ hour, homes using tv, Mon.-Fri.

	Single set owners	Multiple set owners	Total
6 am	.4	.4	.4
7 am	3.4	5.4	3.9
8 am	11.9	14.3	12.5
9 am	13.9	16.3	14.5
10 am	14.3	14.7	14.4
11 am	19.0	17.4	18.6
12 n	21.6	22.8	21.9
1 pm	15.2	18.2	16.0
2 pm	13.9	14.7	14.4
3 pm	17.6	22.8	19.0
4 pm	28.7	32.9	29.8
5 pm	32.1	41.5	34.5
6 pm	37.6	44.6	39.4
7 pm	50.4	55.0	51.6
8 pm	62.3	69.0	64.0
9 pm	63.5	66.3	64.2
10 pm	57.5	60.0	58.2
11 pm	32.5	35.2	33.2

Sets (Continued from page 33)

At 6 a.m. the ratings are the same: 0.4 per cent for single-set owners, ditto for the multiple-set group. At 11 a.m. the single-set rating is 19.0 per cent, as against 17.4 for the two-set category, the only time during the whole programming day that the one-set percentage is higher.

The largest spread between the two groups comes at 5 p.m., when the single-set rating is 32.1 per cent and the multiple-set percentage is 41.5—a difference of 9.4 per cent. The next widest differentiation occurs during the next hour, with a 7.0-per-cent difference between the one-set 37.6 figure and the multiple-set 44.6.

There is a sharp drop in both classifications after 10 p.m., at which hour

the percentages are 57.5 and 60.0 for the one-set and multi-set groups, respectively. The former slips down to 32.5 per cent at 11 p.m., and the latter eases off to 35.2 per cent at that hour.

QUESTION 6 (single-set owners):
When did you get the tv set you now have?

	#	%
1958	57	7.7
1957	67	9.0
1956	91	12.3
1955	84	11.3
1954	92	12.4
1953	86	11.6
1952	87	11.7
1951 or earlier	155	20.9
not sure	23	3.1
Total homes	742	100



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that the impending trials, as authorized by the joint resolution of Congress in January, may be helpful in obtaining some meaningful information in lieu of the interminable theoretical debates which have been going on for nearly eight years.

The commissioners and their staffs will be watching the results closely to determine the vital question of whether tv can exist half free and half fee.

When the results are in, the commission will undoubtedly come to a quick decision on pay tv's future in line with its obligation to "study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest."

When a hearing should or should not be held in cases of sales, transfers and assignments is likely to depend on Congressional action. Some Congressmen and commissioners believe that hearings should be mandatory in all such cases to guard against any irregularities. Others, including Mr. Doerfer, contend that the hearing procedure is unnecessary where all relevant facts can be ascertained by the

investigatory process. The latter, it is held, is quicker and sometimes more thorough.

Proponents of mandatory hearings maintain that all interested parties are thus given an opportunity to present their views and are subjected to cross-examination in accordance with accepted judicial or quasi-judicial procedures. Further, they contend that without such hearings many pre-arranged sales or transfers of stations can be concluded in secrecy without even the commission being informed in advance.

Opponents answer that the net effect of requiring a hearing for every major business decision a broadcaster makes can only serve to blunt or debilitate his zest to conduct a successful public-serving station. Mr. Doerfer puts it this way:

"Unless there are Congressionally-imposed or self-imposed inflexible criteria by the FCC, a non-comparative hearing would generally be fruitless and a comparative hearing an unnecessary burden upon seller, buyer, their personnel, the commission, its staff and the taxpayers."

The commission will be kept constantly reminded of its obligation to minimize ex parte contacts on pending cases. The pressure will be maintained

by Congress and the courts to see that the commissioners deal fairly and squarely in their regulatory responsibilities.

This already has brought some noticeable changes in the FCC's methods of doing business, as a previous article reported (see "FCC: 1959 Model," TV AGE, March 9). Over and above those changes, however, is the continuing obligation of the commissioners to conduct as much of their public business as possible in public.

The problem of how much contact the commissioners and even their top-ranking staffers should have with the broadcasting industry will undoubtedly have to be a matter of conscience. Certainly the freeloading junkets at the expense of broadcasters individually or collectively will be out for some time to come.

Even though the commissioners so conduct themselves as to be, like Caesar's wife, above suspicion, the nature of politics will eventually catch up with some of them and they can expect to be criticized for even a minor contact here and there. For those who maintain those contacts on a strictly business level, however, there should be little fear of political retribution.

Solution of these and many other problems will depend, of course, on how much of the work can be delegated to key staff personnel. The solutions will rarely come out of the deliberations of the commissioners themselves, important as their viewpoints may be.

They must act mainly on the recommendations of the hearing examiners, the counsel and his staff and the broadcast bureau and engineering experts. In those offices the bulk of the shirt-sleeve spade work will be done to lay the groundwork for the solutions which will eventually come from the commission.

Yet it should be remembered that so complex have the problems of broadcasting become that no single agency, however powerful, can cope with all of them. Thus, the solutions of those problems will come not only from the FCC but from Congress, the Justice Department, the courts and even the White House itself.

Study in Sioux City

KVTV Sioux City has successfully awakened the northwestern Iowa area to the possibilities of higher education through the medium of television with a program similar in format to *Sunrise Semester*, award-winning offering of WCBS-TV New York.

Under the title *Saturday Semester*, KVTV, in conjunction with Morningside College, is offering a sociology course for 16 weeks on Saturday mornings from 7:30-8:30 which can be taken for two hours of college credit. Taught by Dr. E. Theodore Bauer, senior professor of sociology, the course, "Marriage and the Family," is designed to be useful not only to those enrolled for credit, but to casual viewers as well.

One hundred and eleven students have paid the \$30 registration fee, bought the text book, and agreed to present themselves at the college for two exams and to write a term paper. These include high-school students, teachers, ministers and many who have had no previous experience with college work. All but two of the enrolled group either were present for the first exam or had made arrangements to take it at another time. In addition, response has indicated that a large number of people are auditing the course, often as a family group.

KVTV and Morningside College, gratified by the reception of the course, are investigating the possibility of a fall semester and extension of the work available.

News (Continued from page 19)

3. Finally, meaningful differences in effectiveness of commercials are likely to follow only radical changes in treatment or theme. Most large differences in the tests conducted appeared between commercials from completely separate campaigns for a product, or from sharply different treatments of the same theme.

In releasing the results of the B&B experiments, Dr. Wells voiced a plea that other agencies conducting similar studies make their data public. "Not only would it be for the good of all," he said, "but, having had all kinds of problems—broken projectors, flat tires, speeding tickets, etc.—we'd like to hear about someone else's troubles."

Co-op Possibilities

Information on the co-op television arrangements of nearly 500 manufacturers is now available with the issuance of the 1959 "Co-op Catalog" by the Television Bureau of Advertising. Used in conjunction with the co-op directory published in TV AGE last Dec. 15 (available in reprint form), the new catalog furnishes a lengthy list of local-business possibilities.

Of a total of 386 firms listed in the TvB publication, more than 250 offer film commercials to retailers for placement on local stations. Some 300 companies offer co-op allowances to help defray video costs. More than half make available slides, scripts, glossy prints and other material for tv use.

In addition to a list of manufacturers greatly increased over preceding issues, the catalog features a breakdown of products and services into 26 categories, from "Apparel" to "Toys." Complete information is listed for each manufacturer as to products, distribution, tv material available and where it can be obtained, the division of costs between the company and the retailer, and where bills should be submitted.

TvB president Norman E. Cash stated with the catalog publication, "Television's use in retailing on the local level continues to grow in importance each day. Its sales results have shown manufacturers the need

for tv material for their dealers, and they have responded with improved sales tools."

In the introduction to "Manufacturer Co-Op Tv Plans," Lisa Gentry, manager of the TvB co-op department, stresses the importance of station salesmen contacting store buyers as well as advertising managers. "Whether it is a buyer for a supermarket chain or in a department store, he needs to know about tv and what it can do—and has done—for the products he handles. In too many cases—because a buyer knows how much pull a print ad has, how much it costs and how to prepare it, and because he is inclined to stick with a 'sure thing'—he negates the efforts of the station to sell an account."

Another person who should be briefed on the values of local tv selling, states the introduction, is the manufacturer's sales representative who calls on area merchants. "Often the visit of the sales rep to the store is the time for signing contracts specifying co-op media. Manufacturers report that too often a sales representative who does not understand tv and its amazing impact may talk it down to store accounts."

Of the 385 listings in the TvB catalog, about three-fourths are duplicated in the TV AGE directory, which has a similar number of listings, more than a hundred of which are not noted in the TvB book. The unduplicated manufacturers offering either co-op funds or tv films and material, or both, as listed by TvB, are:

Apparel. College Town of Boston; Fashion Park, Inc.; P. H. Hanes Knitting Co.; Hat Corp. of America; Jane Holly, Inc.; Kayser-Roth Hosiery Co.; Koret of California; Jonathan Logan, Inc.; Manchester Hosiery Mills; Mr. Mort; Munsingwear, Inc.; Peter Pan Foundations; Standard Knitting Mills; Truval Shirt Co., Inc.

Appliances. Avco Mfg. Corp.; Bissell Carpet Sweeper Co.; Hupp Corp.; Landers, Frary & Clark; Regina Corp.; Whirlpool Corp.

Autos, Equipment. Clifton Mfg. Co.; Commercial Solvents; E. I. du Pont; Gould-National Batteries, Inc.; Gulf Oil Corp.; Midas, Inc.; Ameri-



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IT'S SPREAD TO FASHION

The Parisian couturiers have just discovered spot but American business men have been profiting from its use for better than 30 years.

After all, what other medium is fast breaking enough for you to take advantage of temperature and precipitation changes, or capitalize on peak buying days and hours in each market

When it comes to selling national spot, it is obvious that good communications, like time, is of the essence. The M-R policy of close, continuing, day-in, day-out personal contact with its stations forms the bedrock of its Working Partnership concept

 M-R Television, Inc. Representatives

can Motors Corp.; Spartan Aircraft Co.; World-Wide Auto Corp.

Beer. M. K. Goetz Brewing Co.

Building Materials. Acme Steel Co.; Anderson Corp.; Johns-Manville Sales Corp.; Storm Windows of Aluminum, Inc.; U. S. Plywood Corp.

Food Products. American Kitchen Products; Armour & Co.; Atmore & Son, Inc.; Brooks Foods, Inc.; Burnham & Morrill Co.; Chicken of the Sea; College Inn Food Products; Gerber Products Co.; Glidden Co.; Green Giant Co.

Footwear. Freeman Shoe Corp.

Furniture, etc. Berklene Corp.; Bigelow-Sanford Carpets; Birge Co., Inc.; Fieldcrest Mills, Inc.; Harvard Mfg. Co.; International Furniture Co.; A. & M. Karagheusian; Kenmar Mfg. Co.; F. Schumacher & Co.; Scranton Lace Co.; Idealware.

Gasoline. Bardahl Int'l. Oil; Sun Oil Co.; Tidewater Oil Co.

Hardware. Clinton Engines Corp.; Garfield Williamson.

Heating - Air Conditioning. Borg-Warner Corp.; Eureka-Williams Co.; U. S. Air Conditioning Corp.

Jewelry, etc. Anson, Inc.; Jean R. Graef, Inc.; Norman M. Morris Corp.

Miscellaneous. Household Finance Co.

Office Supplies. Eversharp, Inc.

Paints. Pittsburgh Plate Glass Co.

Radio-Tv. Altec-Lansing Corp.; Bell Sound System; Dewald Radio Mfg.; Jensen Mfg. Co.; Pilot Radio Corp.; Stromberg-Carlson; Trav-Ler Radio Corp.

Sport, Hobby Goods. Enterprise Mfg.; International Swimming Pool Corp.; Kiekhaefer Corp.; Lone Star Boat Co.

Toilet Requisites. Eversharp, Inc.; Gillette Co.; Johnson & Johnson; Juliette Marglen; Andre Richard.

Toys. Mattel, Inc.; Reimco Industries; Transogram Co., Inc.

PGW Explains Use of Spot

Impressive kick-off of the road company showings of Peters, Griffin, Woodward's newest spot television primer, "Mr. Thinkbigly Goes to Town." was held last month in Peoria, Ill., where a representative group of advertiser and agency executives



Attending the Peoria presentation were Robert Riley (l.), national sales manager, WMBD; Cliff Ebel (c), zone manager, Procter & Gamble, and John Cory, PGW midwest vice president.

saw the presentation.

Narrated and written by PGW's George Castleman, vice president and new business development manager of the representative firm, the new presentation is a sequel to "A Local Affair," the firm's spot presentation which was seen in big and little markets throughout the country during the past year. Theme of the 25-minute color-slide and film showing is the explanation of spot and how it differs from network television.

In a mythical situation Mr. Thinkbigly, a big business executive, seeks the counsel of his associates on an advertising, sales and marketing program. The buying and living habits in various parts of the country are studied first, then diversified brand and style preferences in various cities are explained. The differences in types of spot programs and commercials available are taken up and the various spot "plans" available outlined.

Getting deeper into the advertising problem, the presentation explains the differences in marketing problems and the way spot can be utilized to answer these needs.

The presentation will be shown in some 35 markets during the present tour, and invitations will go to national, regional and local advertisers, agencies, district sales managers and salesmen, food brokers, manufacturers' representatives and leading wholesalers in each area. Personnel from PGW and the local station represent-

Coverage doesn't come this way yet!

Just ask your time-buyer! He'll tell you coverage isn't just had for the asking. But—with your 30-minute show or 30-second station break on film—getting the coverage you want and need is not only possible but economical and practical.

Goes without saying that film also gives you control of your message.

In fact, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
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.

Always shoot it on
EASTMAN FILM . . .
You'll be glad you did!

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WLBC-TV

MUNCIE

Middletown, U.S.A.

WLBC-TV

MUNCIE

Crossroads of the Middle West

WLBC-TV

MUNCIE

Cross-section of the nation

WLBC-TV

MUNCIE

Test Market, U.S.A.

and the Gateway to Sales

in "the heart of Indiana"

WLBC-TV

Muncie, Indiana



A typical slide from the PGW presentation shows how sales of prepared cake mixes vary from market to market and from month to month. Spot makes it possible to emphasize the area in which a sales boost is most needed.

ed will be available at each session to explain any particular local questions that may arise.

Sharp Rise for Color

Optimism over the progress of color highlighted RCA president John L. Burns' report to stockholders at the RCA annual meeting.

After telling a capacity crowd about record-setting RCA billings and earnings for the first quarter of 1959, the RCA executive pointed out that this year marks the fifth anniversary of RCA's introduction of color television as a new service to the public.

He admitted, that while notable progress has been made, "color, like any other new product, has had to go through an incubation period."

"In charting the progress of a new product, we sometimes use a flattened 'S' curve," he said. "On such a curve, color has now advanced along the base to a point just before the sharp rise. As we see the situation, there are any number of factors that could set off such a rise. In recent weeks, there have

been unmistakable signs of a genuine groundswell of enthusiasm and excitement about color tv. For example:

"Distributors and dealers report a sharp increase in public interest. In one recent month distributors in some areas had greater sales in color sets than in black-and-white.

"Advertisers are looking with greater favor on color. Kraft foods recently signed Perry Como to do 64 hour-long shows in color over the next two years. Ford, Plymouth and Chevrolet are planning to do many of their programs in color next season.

"Tv columnists are increasingly enthusiastic. A recently completed survey showed that 96 per cent of the nation's top television critics are favorably impressed with color as a medium of entertainment and information.

"Color-set owners are taking a much greater interest in television. A survey conducted in Cincinnati (the Crosley survey, first published in TV AGE, Feb. 23, 1959) revealed that television viewing doubles in homes equipped with color sets."

Summarizing, Mr. Burns predicted: "RCA is rapidly approaching the point where it will begin earning a profit on its color investment. Over the next several years we expect this profit to mount up, as color television gives a fresh dimension to American home entertainment."

It's time to roll up your sleeve...



CALL YOUR RED CROSS TODAY!

NATIONAL BLOOD PROGRAM

In the picture



Robert H. Schmelzer will join Benton & Bowles as a vice president and management supervisor on June 15, it has been announced by Robert E. Lusk, president of the agency. Mr. Schmelzer has been a vice president and account supervisor with Batten, Barton, Durstine & Osborn, New York. He began his association there 13 years ago and had been an account supervisor in the Los Angeles office of BBDO for seven years before moving to New York. Mr. Schmelzer was also at one time advertising manager of North American Aviation and copy chief at Dan B. Miner Advertising Agency. He started his advertising career in 1937 in the San Francisco office of Beaumont & Hohman, Inc., as a copywriter. Before the war he was with the westcoast agency of Logan & Arnold, now defunct. He is married and has a daughter now studying advertising in college.

James C. Hirsch has been promoted to director of national sales for the Television Bureau of Advertising, it has been announced by John Sheehan, TvB vice president, national sales. Mr. Hirsch has been a national sales representative with TvB since joining the bureau in 1956. Previously he was director of research, promotion and sales development for radio at Edward Petry & Co. He has also served as vice president and director of sales, marketing and promotion with Publication Services, Inc.; sales manager of WRC Washington, D. C.; director of advertising and promotion for WRCA and WRCA-TV New York; vice president of W. B. Doner Co., and as an associate editor of *Apparel Arts Magazine*. During World War II Mr. Hirsch was a major in the U. S. Army Air Force. A graduate of Carleton College in Minnesota, he took special business courses at Harvard University.



Alfred J. Seaman (l.), who resigned last month as executive vice president and creative director of Compton Advertising, Inc., has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as vice chairman of the board and chairman of the executive committee. At the same time, **Clemens F. Hathaway** (r.), formerly of the General Foods Corp., has rejoined SSC&B as vice president and management supervisor. Following eight years with the agency, Mr. Hathaway became associated with General Foods in 1956, where he served as director of the new-products department of the corporation.

The election of **Robert E. Johnson** as a vice president of the D'Arcy Advertising Co. has been announced by the agency's president, Harry W. Chesley Jr. Mr. Johnson, writer, producer, director and head of the agency's radio-television production department in St. Louis, has been a member of the D'Arcy organization since 1954. The creator of the "where there's life—there's Bud" radio campaign for Budweiser beer, he began his career in radio as a copywriter at Aubrey, Moore & Wallace, Chicago ad agency, and then moved to the Chicago department store, Carson, Pirie, Scott & Co. He later served at Symonds, MacKenzie & Co. as assistant copy chief, and then went with Weiss & Geller. He was associate creative director for tv and radio at that agency before joining D'Arcy as a copywriter, producer and director.



E. B. Ferree, vice president, copy and creative supervisor in the New York offices of Kenyon & Eckhardt, Inc., has been appointed manager of the Toronto branch of the agency and has been elected a vice president of the K&E Canadian operation. He replaces George B. Macgillivray, vice president and director of the Canadian offices, who resigned from the agency early this year to become a newspaper publisher in Ontario. Following 11 years as copy chief of the C. L. Miller Advertising Agency in New York, Mr. Ferree joined K&E three years ago. He has been head of the copy group of the Mercury division of the Ford Motor Co. and of the Pepsi-Cola copy group. He has also handled special creative assignments for RCA Victor, Lever Bros. and the Shell Oil Co. Mr. Ferree and his wife have already moved their residence to Toronto from Silvermine, Conn.

DOMINATE



says Frank Palmer, Gen. Mgr.

WFBG-TV

ALTOONA, PA.

High ratings are top sales argument with sponsors. And because Warner Bros. features dominate the competition, they're a cinch to sell. Frank Palmer writes:

"Warner Bros. features help us capture the late night audience. In November, for example, we ran four Warner Bros. features from 11:15 p.m. to sign off in one week. They netted us an average share of better than 70% of the audience! How's that for dominating?"

Warner Bros. features have produced such stand-out ratings morning, noon and night... weekdays and week ends. They break records for audiences and sponsorship time after time. Latch on to these profit-makers for your station. They're sure-fire!

u.a.a.

UNITED ARTISTS ASSOCIATED, Inc.

NEW YORK, 345 Madison Ave., Murray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., Dearborn 2-2030
DALLAS, 1511 Bryan St., Riverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., Crestview 6-5886

THE LIGHTER SIDE

In camera

There's an engineer at Radio Corp. of America named Abe Pressman who had just had a book published called, *Design of Transistorized Circuits for Digital Computers*.

Naturally, to Mr. Pressman and his family and friends this has been a big event; there were even phone calls and fan letters. The other day the phone rang in the Pressman home, and Norman, 10, answered. It was a long distance call, the operator said. This excited Norman and he ran to the kitchen calling:

"Mommy, mommy, there's a call from California. Maybe they want to make a movie out of Pop's book!"

* * *

Now is the time that executives are deluged with job applications from college graduates who avow they are ready, willing and, if the price is right, able to take over the management of stations, rep firms, networks, advertising agencies or package firms. And, quite appropriately, an agency executive we know passed on to us copies of three letters he keeps in his top drawer whenever he feels one of his Ivy lads needs a dressing-down or a pepping-up.

The first letter reads: "Dear Boss: I seen this outfit which they ain't never bought a dime's worth of nothing from us and I sole them a couple hundred thousand dollars worth of guds. I am now going to Chawgo."

The second letter from the same salesman, dated two days later, said: "I cum hear and I sole them half a milyon."

The third letter was by the company president and, accompanying copies of the first two letters, was addressed to all of his sales force:

"We been spendin two much time hear tryin to spel, insted of tryin to sel. Let's watch those sails.

I want everybody should reed these letters from Gooch who is on the rode doin a grate job for us, and you should go out and do like he done."

* * *

And, speaking of letters, a doctor

we know, a gastro-enterologist who has practiced in New York City for many years, was recently consulted by an account executive from Madison Avenue complaining of a nervous stomach. The a.e. explained that his stomach upsets were so bad that he was no longer able to work, and he wanted the doctor to fill out the necessary form certifying his disability so that he might collect insurance.

After a thorough examination, the physician advised the patient that his trouble wasn't serious, that there was no reason he shouldn't work, and that he had no case to present to the insurance company. The advertising fellow disagreed and asked the doctor to sign the insurance papers anyway. When the doctor firmly refused, the fellow said he would leave the form with the secretary just in case the doctor changed his mind.

For the next week the physician received almost daily telephone calls from the account man urging him to sign the insurance form, but still the doctor would not do so. Finally, a letter arrived—a long, irate tirade accusing the doctor of heartlessness, unscrupulousness and worse. At the end was a postscript which read:

"P. S. It's things like this that give me a nervous stomach."

* * *

Life in this television age, overseas edition: *In a British military prison 13 soldiers rioted because they wanted more tv... Brazil's President Kubitschek, who was a surgeon before he entered politics, has just performed a gall-bladder operation on tv. He and another surgeon operated on Carol Freas, master of ceremonies on the Brazilian version of the program This is Your Life... Although there will not be a regular schedule of tv programs in Norway until summer 1960, the country's advertisers are already making a pitch to introduce commercials on Norway's tv. So far, state officials are against commercials. But the pitchers are willing to put up \$500,000. Smart money is on the pitchers.*

IN THE RICH ROCHESTER, N. Y. AREA

WE WAKE MOST OF 'EM UP!

74.6% Share of
audience sign on
to 9 a.m. MON.-FRI.



AND PUT MOST OF 'EM TO BED

61.9% share
of audience
10 p.m. to midnight
MON.-FRI.



Whether it's "Good Morning!" or "Good Night," you can say it *best* to the folks in the Rochester, N. Y., area by placing your sales message on CHANNEL 10. The above figures speak for themselves—not to mention our Saturday share of audience of *64.3%, sign-on to 6:00 P.M. and *60.6%, 6:00 P.M. to 10:00 P.M.—and our Sunday-thru-Saturday share of *59.0%, 10 P.M. to Midnight!

**JANUARY, FEBRUARY-1959 A.R.B. SURVEY OF METROPOLITAN
ROCHESTER, N. Y. AREA - FOUR WEEKS, JAN. 19-FEB. 15**

CHANNEL 10

WHEC-TV and WVET-TV
ROCHESTER, NEW YORK

Basic CBS
National Representatives
WVET-TV—BOLLING CO. INC.
WHEC-TV—EVERETT MCKINNEY, INC.

**GREATEST
COMPUTING
MACHINE EVER
INVENTED FOR
MEASURING
A TELEVISION
AUDIENCE**

**KFMB-TV
SENDS
MORE
PEOPLE IN
SAN DIEGO
AWAY
FROM
HOME
THAN
ANYTHING
(TO BUY**

CASH !

Dollars Cents

888.88

KFMB  TV

REPRESENTED BY

Edward Petry & Co., Inc.

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