

# Television Age

Department stores learn best ways to use television

PAGE 21

Will westerns survive as standard program type?

PAGE 26

How did Purina capture major share of its market?

PAGE 30

## SPECIALIST IN SPOTS

Right on the beam — just like the many national advertisers who are spotting their TV dollars on these great stations.

- |         |                      |         |                       |
|---------|----------------------|---------|-----------------------|
| KOB-TV  | Albuquerque          | WNEW-TV | New York              |
| WSB-TV  | Atlanta              | WTAR-TV | Norfolk               |
| KERO-TV | Bakersfield          | KWTV    | Oklahoma City         |
| WBAL-TV | Baltimore            | KMTV    | Omaha                 |
| WGR-TV  | Buffalo              | KPTV    | Portland, Ore.        |
| WGN-TV  | Chicago              | WJAR-TV | Providence            |
| WFAA-TV | Dallas               | WTVD    | Raleigh-Durham        |
| WNEM-TV | Flint-Bay City       | WROC-TV | Rochester             |
| KPRC-TV | Houston              | KCRA-TV | Sacramento            |
| KARK-TV | Little Rock          | WDAI-TV | San Antonio           |
| KCOP    | Los Angeles          | KFMB-TV | San Diego             |
| WPST-TV | Miami                | WNEP-TV | Scranton-Wilkes Barre |
| WISN-TV | Milwaukee            | KTBS-TV | Shreveport            |
| KSTP-TV | Minneapolis-St. Paul | KREM-TV | Spokane               |
| WSM-TV  | Nashville            | KARD-TV | Wichita               |



Television Division

### Edward Petry & Co., Inc.

The Original Station  
Representative

your best buy in

**TEXAS'  
HOT  
SPOT**

**SHARE OF AUDIENCE**

9 A.M. to SIGN-OFF

<b>KFDM-TV</b>	<b>54.4%</b>
Station B	44.0%

TOP 20 SHOWS

<b>KFDM-TV</b>	<b>15</b>
Station B	5

Neilsen Sta. Index  
Nov. 2-29, 1959

**KFDM** CBS  
ABC  
**TV**

**BEAUMONT**

**ORANGE**

**PORT ARTHUR**

**KFDM-TV DELIVERS THE  
4TH TV MARKET IN TEXAS**

152,600 TV Homes  
20 Prosperous  
Counties and Parishes



**BUY THE  
HOT SPOT STATION**

**KFDM-TV  
CHANNEL 6**

Beaumont-Port Arthur-Orange

**D. A. CANNAN,**  
President  
**C. B. LOCKE,** Executive Vice President  
& General Manager  
**MOTT JOHNSON,**  
Sales & Operations Manager



Peters-Griffin-Woodward, Inc.

# Television Age

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*Portraits of people in the news*

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*The lighter side*

# In BINGHAMTON WINR-TV

carries more local accounts than any other station.

The local advertiser is the most sensitive barometer of a station's selling power. When the local account invests his money he must see immediate returns over the counter.

This over-the-counter selling is what makes WINR-TV your most efficient buy in Binghamton.

36 local accounts say so.

Call Everett-McKinney for more information on how WINR-TV can produce for you.



Member Gannett Radio-TV Group  
Affiliated with WINR-AM and The  
Binghamton Press

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Time was when Manischewitz was considered just a ceremonial wine. Then, two years ago, the Monarch Wine Company decided to create a new product image and broader market appeal for Manischewitz, based on the theme "everybody's wine." Naturally, Monarch turned to the medium that reaches nearly everybody . . . spot television.

Sales spurted immediately. As a result, last fall Manischewitz launched the largest advertising campaign in its history. Same theme . . . same medium . . . same results! Again spot television's sight, sound and motion—introducing new Manischewitz beverage combinations and showcasing the revamped Manischewitz bottle and label—hypoed consumer acceptance and sales. Toasting successful spot campaigns on such stations as CBS Television Spot Sales-

---

Representing WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WBTW Charlotte, KHOU-TV Houston, WJXT Jacksonville, WBTW Florence,



represented **WCBS-TV** New York, **KOIN-TV** Portland, **WCAU-TV** Philadelphia, **WJXT** Jacksonville, **WTOP-TV** Washington, **KNXT** Los Angeles and **WBBM-TV** Chicago, **Nort Wyner**, **Manischewitz** sales manager, says: "Our changed product image and increased sales are due largely to spot television's dynamic ability to focus attention forcefully when, where and how we need it...effectively and economically."

Broadening your product's sales appeal by changing its name, use, appearance? Spot television has helped dozens of major advertisers make a change for the better, as you'll see in our example-filled booklet, "How Spot Television Changes a Product Image." For your copy, write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES**

---

**WCAU-TV** Philadelphia, **WTOP-TV** Washington, **KNXT** Los Angeles, **KSL-TV** Salt Lake City, **KOIN-TV** Portland, and the **CBS Television Pacific Network**

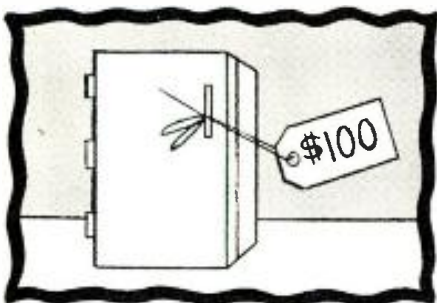
"...spot television  
helped make **Manischewitz**  
'everybody's wine.' "



# IT'S POWERful!



Here's another  
Channel 2 special!



It's the freezer buy  
of the year!



Bring the kayak paddle, we're  
headed for Channel 2 land.

Actually, our signal is pretty spotty in the 49th state, but powerful Channel 2 sure does an impressive job in Eastern Maine.

And remember, a matching national spot buy on 6 in Portland gives you Maine's two major markets at a 5% saving.

See your Weed TV man.

**WLBZ-TV**  
**2** NBC FOR  
BANGOR



MAINE BROADCASTING SYSTEM

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

## Letter from the Publisher

### Television Westerns

No television critic worthy of the name can let a week go by without saying at least once, and possibly many times, that the thing wrong with television today is too many westerns.

That phrase "too many westerns" has become almost as necessary to the critic with a daily column as the western itself has become to the program manager who has 16 or 18 hours of daily air time to fill.

It seems that the western, then, is keeping at least two kinds of people happy—tv critics and tv program managers.

As a matter of fact, the western is keeping a great many others happy too, and—if research is to be trusted—the future for this much-maligned type of program will continue bright for years.

For agencies continue to buy westerns, sponsors like them, and, most important, the vast majority of television viewers like them.

In "Which-away Westerns," on page 27, TV AGE has gathered some interesting research. It shows:

1. Top programs in total and average audience are westerns.
2. The 27 westerns currently on the networks have an average rating of 25.7, virtually the same that only three westerns drew several years ago.

3. Contrary to some published opinions, many westerns have high sponsor identification, low cost-per-thousand and a huge audience. TV AGE has judged *Gunsmoke*, *Have Gun, Will Travel* and *Rifleman* the most efficient half-hour shows, while *Wagon Train*, *Maverick* and *Rawhide* rate tops among the hours.

Frankly, we like good westerns. The setting offers almost unlimited possibilities for adventure, romance, intrigue and even humor. The movies discovered this years ago, and about one-third of their total product falls into the western classification. Even in this year when westerns are at their numerical peak less than 25 per cent of tv fare is in this category.

Next year there will probably be fewer as some of the weaker entries fail. The year following the number may be even further reduced. But, we venture to predict, as long as tv programmers try for entertainment that is popular with the vast majority of their audience the western will survive.

### The Giant Goes to School

Another development which seems worthy of the television executive's attention is the growing interest major retailers are showing in tv advertising (see "Education of a Giant," page 21).

Progressive department stores and specialty shops have discovered that for pre-selling and quick results no advertising medium can beat television. But getting these results is not always easy. It requires entirely new techniques, quite different from the traditional print which these retail giants have used for 100 years.

Changing the advertising plans of so ponderous an industry takes skills which are not always quickly acquired. That so much has been accomplished in such a short time is due largely to the efforts of the Television Bureau of Advertising and its staff of retailing experts. Their present training program promises even more gains in the months just ahead.

Cordially,

# Television Age

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No. 14

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## "FILM SENSE" at work



FILMACK solved another film problem by suggesting cartoon characters "riding" over the baseball telecast.

McCann-Erickson and Standard Oil of Ohio were pleased with these "supers" that entertained, established a friendly feeling for the characters (with voices to match), and the absence of interference with the baseball games.



\* Film-sense at work—the happy blending of creative ability, mechanical know-how and a staff ready to tackle your needs and your budget. To learn more about "film-sense," send for your copy of our new booklet explaining Filmack's many approaches to film problems.

# F I L M A C K

TV COMMERCIALS • THEATRE FILMS  
INDUSTRIAL MOTION PICTURES • SOUND SLIDEFILMS • SLIDES

1329 S. WABASH AVE., CHICAGO 5, HA 7-3395  
630 NINTH AVE., NEW YORK 36, PL 7-0900

(Complete Production Facilities at Both Locations)





**first ratings of the  
upcoming decade!**

**FIRST TREDEX OF 1960:**

<b>ABC-TV</b>	<b>19.1</b>
<b>NET Y</b>	<b>19.0</b>
<b>NET Z</b>	<b>17.5</b>

Source: Trendex Report, Jan., 1960, 8-10:30 PM, Mon.-Sun.

**FIRST NIELSEN OF 1960:**

<b>ABC-TV</b>	<b>19.3</b>
<b>NET Y</b>	<b>19.1</b>
<b>NET Z</b>	<b>17.3</b>

Source: Nielsen 24 Market TV Report, Average Audience, first Jan., 1960 interval, week 1, 8-10:30 PM, Mon.-Sun.



**YOU MAY NEVER SPEAK FOR 22 HOURS\* —**

**BUT... WKZO-TV Can Speak For You  
In Kalamazoo-Grand Rapids!**

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA  
(July, 1959)  
STATION TOTALS FOR AVERAGE WEEK

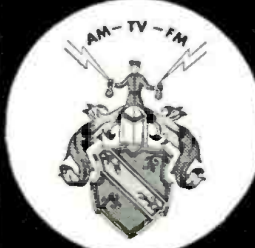
	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
<b>Mon. thru Fri.</b>				
9 a.m.-Noon	58,900	24,100	70.9%	29.1%
Noon-3 p.m.	58,900	36,100	62.0%	38.0%
3 p.m.-6 p.m.	53,000	32,400	62.0%	38.0%
<b>Sun. thru Sat.</b>				
6 p.m.-9 p.m.	107,600	63,100	63.0%	37.0%
9 p.m.-Midnight	118,200	54,500	68.0%	32.0%

WKZO-TV reaches more of the people, *more of the time*, than any other station serving the Kalamazoo-Grand Rapids area.

Facts of the matter are shown in the latest NSI Survey (see left). WKZO-TV holds an 84% lead over Station "B" in homes delivered, Monday through Friday, 9 a.m.-6 p.m. And a 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 homes gives WKZO-TV first place in 74.6% of all quarter hours surveyed!

If you want all the rest of outstate Michigan worth having, add WWTW, Cadillac, to your WKZO-TV schedule.

\*Wayne Morse made the longest U.S. Senate speech of record—22 hours, 26 minutes—on April 24-25, 1953.



*The Fetzer Stations*

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
 WKZO RADIO — KALAMAZOO-BATTLE CREEK  
 WJEF RADIO — GRAND RAPIDS  
 WJEF-FM — GRAND RAPIDS-KALAMAZOO  
 WWTW — CADILLAC, MICHIGAN  
 KOIN-TV — LINCOLN, NEBRASKA

Associated with  
 WMBD RADIO — PEORIA, ILLINOIS  
 WMBD-TV — PEORIA, ILLINOIS

# WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
 For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Variety Show in 81 Markets**

A television first is being claimed for a one-time, hour-long variety show to be presented in 20 midwestern states and 81 markets from 7:30 to 8:30 p.m. March 10. Show is sponsored by Gamble-Skogmo, Inc., operators of Gamble Stores. Called *Way Back in 1960*, it will feature Herb Shriner, Dennis Day, Jaye P. Morgan and Tom Poston and is to be directed by Burt Shevelove. It is being taped by Talent Associates and is produced by David Susskind. BBDO Minneapolis is buying the time, asking for the March 10 date or nearest available. Efforts reportedly are meeting with nearly universal success with stations anxious to sell the hour at spot rates. Show will be fed from some six origination points and will also be available in kinescope for stations unable to clear time preferred. The date is the 35th anniversary of the founding of Gamble-Skogmo, whose gross last year is reported at a half-billion dollars.

**Lever Moves Quickly**

Lever Bros. Co., which put itself into the frozen-food business a few months ago with the purchase of the Dinner-Redy Corp., is wasting no time in introducing its new products to the public. Feb. 15 is the starting date on a spot campaign covering nearly all major national markets and a number of secondary ones as well. Nighttime minutes will aim for both working girls and housewives, with already-established markets getting schedules for 39 weeks and new ones getting strong introductory drives over four weeks. Packages of frozen turkey and sliced ham will be featured. Previous spot advertising was confined to test schedules in New England and upstate New York. George Simko is head timebuyer on the account at Kenyon & Eckhardt, Inc., New York.

**Placements From Pledge**

About the top 40 markets will be covered in a new push for Pledge, the aerosol cleaner and furniture polish from S. C. Johnson & Son, Inc., starting next week and running until the end of May. Filmed minutes in day and late-night slots will be used. Stan Rosenfeld, assisted by Wayne Williams, is the timebuyer at Benton & Bowles, Inc., New York.

**Commercials Go Overseas**

In what may be the largest individual piece of commercials business to be farmed abroad, the William Esty agency has commissioned a Japanese firm to produce 10 one-minute animated teleblurbs for Ballantine beer. It isn't the first time animation work has been done overseas, but the size of the order has animation houses here as well as the Screen Cartoonists Guild in a mild state of anxiety. Reason: at least in theory, Japanese firms can

turn out acceptable animation for approximately \$13 a foot, as compared to the average of \$30 a foot generally charged by American animators. The situation may lead to still greater agency use of foreign production facilities.

**KTTV Plans Expansion**

KTTV Los Angeles' realignment, with Robert Breckner becoming general manager, leaves Richard Moore free to carry out expansion of television operations of the Times-Mirror Co. Reports from within the organization are that Mr. Moore will be negotiating for other stations, as well as supervising the expansion of the independent station's production and syndication activities. The station has a sales force in the field, and production facilities include three sound stages and four Ampex vtr recorders as well as a mobile unit.

**Do-It-Yourself Commercials**

Next Monday is the starting date for 11 video-taped commercials for Peter Eckrich & Sons, Inc., midwest meat processor, to be seen in basketball telecasts and spot schedules in Terre Haute, Evansville, Indianapolis, Lafayette, South Bend, Fort Wayne, Kalamazoo, Grand Rapids, Cadillac, Lansing, Jackson, Detroit and Toledo. An unusual aspect of the one-minute spots is that they were turned out by the advertiser and its agency, Bonsib, Inc., of Fort Wayne, in two days on rented equipment. Studio facilities were furnished by Sarra, Inc., Chicago, with WBKB Chicago supplying the Ampex remote recording set-up. Most spots were taped in continual shooting, but several had multiple splices for costume changes. Eckrich ad manager Vern Gelow initiated the idea of renting the needed tape facilities, believing film commercials sometimes "don't get enough mileage to make them economical."

**Hertz Hits With Sports**

Spot adjacencies to television coverage of the winter Olympics in Squaw Valley, Calif., late this month are sought by Hertz Rent-A-Car Systems. Minutes, 20's and 10's during the Feb. 18-28 period will run in markets where the advertiser already has 52-week schedules. Norman, Craig & Kummel, Inc., New York, is the agency; Betty Harper is the timebuyer.

**West Meets East**

General Foods' Yuban coffee, a product which has been a consistent user of brief spot flights in west-coast markets, reportedly is moving into top eastern markets this month. Heavy schedules of night minutes and 20's will run for a few weeks in an introductory push. Dick Walken and Tom Kohler are the timebuyers at Benton & Bowles, Inc., New York.

**EVERYBODY'S**

**EXCITED**

**ABOUT**

**INTERPOL!**

**HERE'S SOLID PROOF!**

... **LIFE** *kicked off its lead story of the new decade on January 11 with a full month's 4-part series devoted to international crime and Interpol!*

... **READER'S DIGEST** *has already run two separate big features on the international police organization of 63 nations – Interpol!*

... **NEWSPAPERS** *all over the world are picking up the top stories fed to them by the wire services on Interpol!*

**AND NOW** – for the first time – ITC brings the complete and  
fascinating story of the Inner Workings of Interpol to **TELEVISION!**

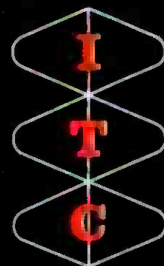


**“INTERPOL  
CALLING”**

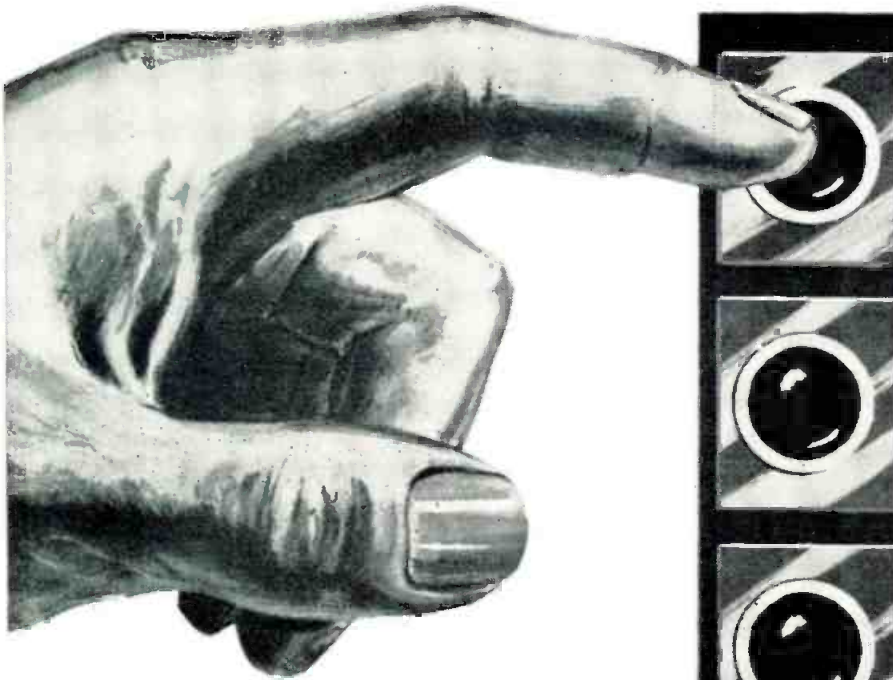
**STARRING CHARLES KORVIN**

Only the established world-wide facilities of The Rank Organisation Limited  
(of J. ARTHUR RANK fame) in association with The Jack Wrather Organization  
make possible the production of this absorbing television series for ITC.

**INDEPENDENT  
TELEVISION  
CORPORATION**

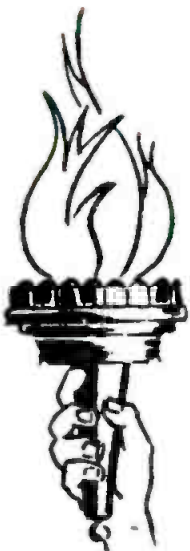


**ITC OF CANADA, LTD.** 488 Madison Avenue • New York 22 • N.Y. • PLaza 5-2100  
100 University Avenue • Toronto 1, Ontario • EMpire 2-1166



**VENARD  
RINTOUL  
& McCONNELL, INC.**  
Offers you experience

	<b>STATION SALES MANAGEMENT EXPERIENCE</b>
	<b>STATION PROGRAM MANAGEMENT EXPERIENCE</b>
	<b>STATION RESEARCH EXPERIENCE</b>
	<b>STATION FINANCE EXPERIENCE</b>
	<b>STATION PROMOTION EXPERIENCE</b>
	<b>NETWORK RELATION EXPERIENCE</b>
	<b>NETWORK SALES EXPERIENCE</b>



**VENARD, RINTOUL & McCONNELL, INC.**

TV & Radio Station Representatives

**NEW YORK    CHICAGO    DETROIT    LOS ANGELES    SAN FRANCISCO    DALLAS**

# Business barometer

Local billings showed their usual decline in November, while network business held steady for the month.

Business Barometer reports show that local sales in November were off 4.8 per cent under October. Network billings showed a 2.1-per cent gain for the same period.

Total local business for November was up 8.9 per cent over local billings a year earlier, in November 1958. Network business for the month was 5 per cent ahead of the same time a year earlier.

The drop in local business under totals for October was slightly more than usual; the greatest October-to-November drop previously reported to TV AGE was in 1958 when 3.7 per cent was noted.

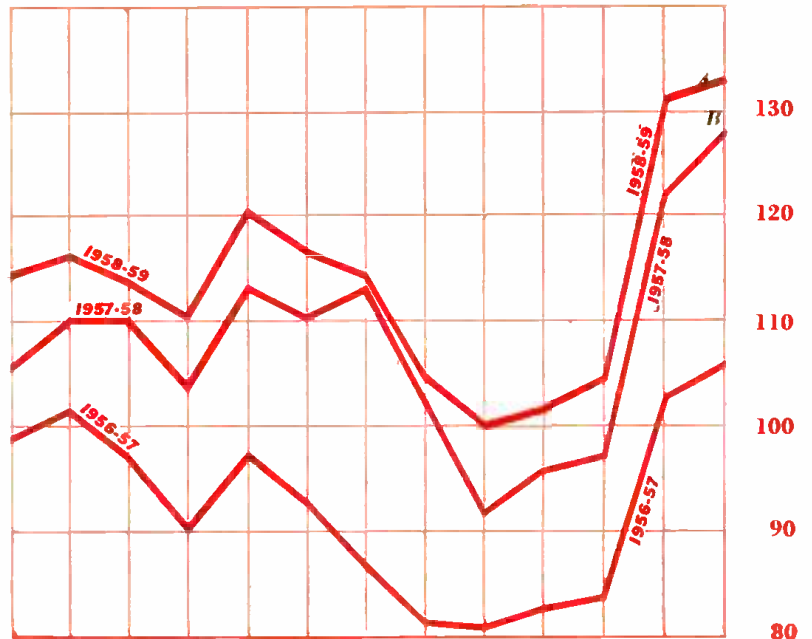
Network gain for the month was not as great as in previous years, according to the survey.

Gross time billings reported in Television Bureau of Advertising LNA-BAR reports show total network billings from January through November are up 10.9 per cent.

ABC-TV billings total \$112 million, up 21.1 per cent for that period. CBS-TV totals are \$242 million, up 7.8 per cent, and NBC-TV \$213 million, a gain of 9.6 per cent.

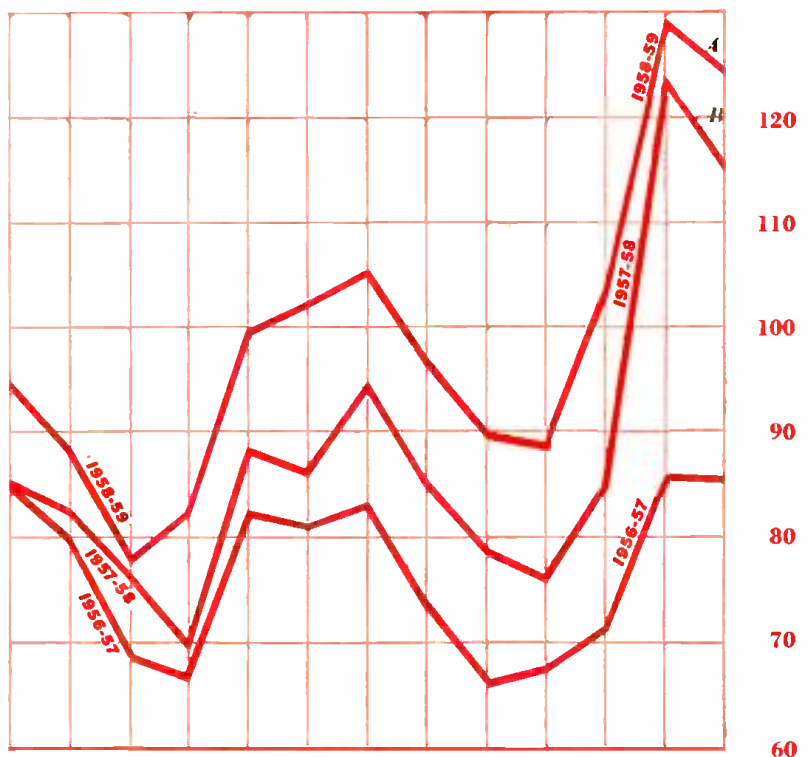
The TvB reports on individual networks for November show ABC-TV totaling \$3 million, up 25.1 per cent; CBS-TV \$23 million, up 7.3 per cent, and NBC-TV \$22 million, up 9.8 per cent.

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



A Nov. up 2.1 per cent over Oct.  
B Nov. 1959 up 5 per cent over Nov. 1958

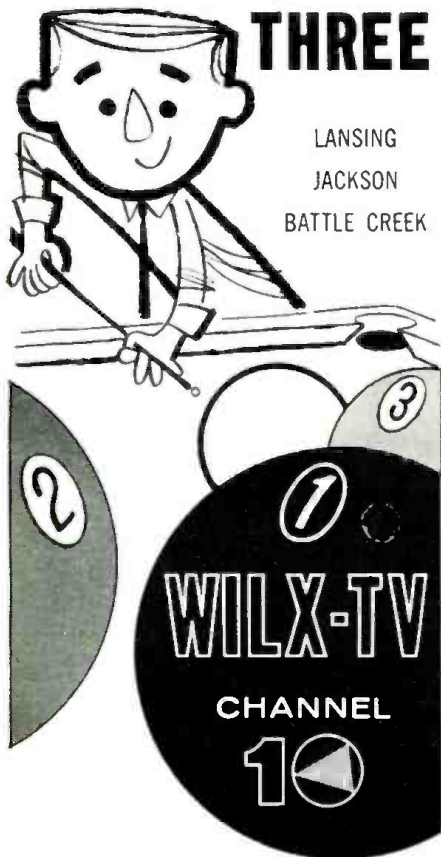
**LOCAL BUSINESS**  
Nov. Dec. Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov.



A Nov. off 4.8 per cent under Oct.  
B Nov. 1959 up 8.9 per cent over Nov. 1958

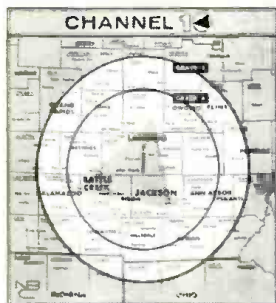
# ONE SHOT TAKES ALL THREE

LANSING  
JACKSON  
BATTLE CREEK



The best shot in outstate Michigan pockets three major markets ranking 11th\* in retail sales — gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th\*\* market. Your cue to call Venard, Rintoul & McConnell, Inc.

\*SRDS Consumer Market Data  
\*\*Television Age 100 Top Markets — 11/30/59



**WILX-TV** LANSING JACKSON BATTLE CREEK  
CHANNEL 10

**SERVING MICHIGAN'S GOLDEN TRIANGLE**

Associated with / WILS - Lansing, WPON - Pontiac

# 444 Letters to the Editor

## Rate Card Research

We are trying to locate material on how various new tv stations prepare a workable rate card. Karl Steeves, sales manager of the tv division of the Canadian Association of Broadcasters, suggested that we contact you, as he could recall having read some articles in your publication on this subject.

We would appreciate it very much if you could supply us with any data covering the various types of formulas used to determine new tv rate cards.

R. L. RING  
Research Director  
Radio Representatives, Ltd.  
Toronto

Note: Articles on this subject have appeared periodically in TV AGE. Most recent, "Cost Curve," was in the December 28th, 1959, issue.

## Top Markets

Please send 25 reprints each of the "100 Top Television Markets" list in the November 30th, 1959, issue and also of the list of top markets by spot billings, which also appeared late in 1959.

DONN SHELTON  
Promotion Manager  
WJRT Flint

Note: Reprints of the "Top Television Markets" are available from Reader's Service.

## Program Ratings

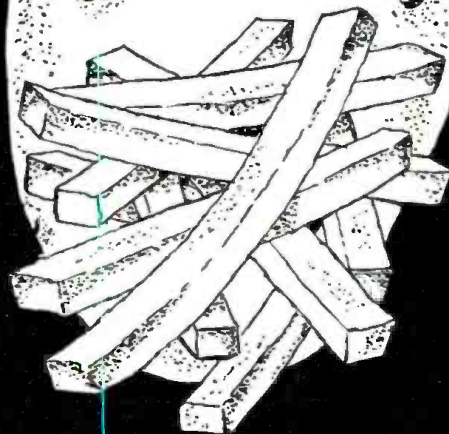
... On page 65 of your January 11th issue you show a list of the top 15 syndicated films for San Diego as reported by ARB four-week average, October 1959. The figures that you indicate do not agree with our copy of the ARB for October. For example, you listed *Manhunt* as having a rating of 20.8. Our ARB shows 19.3 for the first quarter-hour and 19.0 for the second. The following shows would also seem to have higher ratings than some of those that you have listed ...  
*Man Without a Gun*, 12.0; *Three Stooges*, 14.8; *Brave Stallion*, 13.3; *U. S. Marshal*, 13.1.

BURKE ORMSBY  
Program Director  
KFSD San Diego

# BUY THE TOP STATION IN THE BOISE MARKET

HUB OF EXPANDING BOISELAND ... WHERE THE NATION'S TWO LARGEST POTATO PROCESSING PLANTS

ARE LOCATED



**KBOI-TV**  
CBS-CHANNEL 2  
BOISE, IDAHO

National Representatives  
PETERS, GRIFFIN, WOODWARD, INC.



**Buyers will tell views on public service . . . . page 17**

**Network, stations showcase service efforts . . . page 17**

**Hamm, Maypo top commercial popularity . . page 19**

### **Is Service Salable?**

"Do you believe that a public-service program can be an effective advertising vehicle to help mold a corporate image, promote a high-cost, hard-goods product or promote a low-cost, high-turnover product?"

That question, and related ones, are currently being asked of time-buyers across the nation by NBC Spot Sales, its sixth in a series of opinion studies. The subject matter has obvious relevance to broadcasters on a national and local level, and answers might help sharpen thinking on one crucial question: is public service salable? The NBC Spot Sales Timebuyer Opinion panel consists of approximately 2,200 agency buyers and other media executives.

The survey may complement an earlier study completed by The Pulse, Inc., and published in this issue (p. 32), which measured audience attitudes toward public service. If time-buyers have the same attitudes, and if that study has any national significance, then there may be a new and refreshing emphasis on public-service programming—one that is not dictated by Government officials.

Some of the questions included in the NBC Spot Sales poll of time-buyers:

"Do you believe that you would be more inclined to recommend the purchase of a public-service program if you were supplied with more qualitative audience information than is presently available?"

"In your opinion, does it tend to run true that a station which develops a strong public-service image also provides greater sales effectiveness for advertisers?"

"Do you think that the exploration of a controversial subject is detrimental to the program's sponsor if both sides of the issue are fairly presented?"



*Richard H. Close, director of NBC spot sales (r.), discusses the questionnaire dealing with public service programming with Wilbur Fromm, manager of new business and promotion.*

"Aside from audience size, do you feel that public-service programming is a more or less desirable surrounding than the average commercial programming?"

NBC Spot Sales expects to publish results of the study in approximately six weeks.

### **Servicing the Public**

The debate as to whether or how much to increase public-service programming has pretty much obscured the fact that such material is on the air now—is continually being presented, in fact. A reminder of this elementary truth came to TV AGE one morning recently from two separate sources: CBS Television, and the Triangle stations.

Each of these organizations has put together a hard-cover book detailing specific public-service efforts. The books are distinct in that CBS-TV describes its coverage of a continuing news story—President Eisenhower's trip to Europe last August and Premier Khrushchev's subsequent visit here—while Triangle describes its efforts in the educational area—the history and scope of *The University of the Air*.

CBS-TV's 113-page presentation, titled *Images of Peace*, contains some


interesting statistics suggesting the breadth, and perhaps the acceptance, of this kind of programming: a total of 1,793,010 separate electronic images depicting the travels of the two leaders were presented to the American public; they were transmitted in the course of 78 news broadcasts in which 27 CBS newsmen appeared 121 times; approximately 38 million American families witnessed one or more of these broadcasts and on the average spent two hours and 20 minutes watching them.

The European coverage, it is pointed out, was made possible by video tape. In addition, "the men at CBS News did not contend that television could do a better job than the older media. But they did believe it could do a different job. It could provide an additional dimension of information about this new departure in international diplomacy."

On occasion, the newsmen had to exercise some diplomacy to overcome difficulties encountered in Europe. In Paris, producer-director Don Hewitt, unhappy with space reluctantly allocated on the Champs Elysées, in his best fractured French tried to persuade irritable Eurovision technicians to move the cameras to more favorable angles. When the last camera had been shifted, an exasperated French technician snarled: "Okay. But if Hewitt wants us to move the Arch of Triumph two feet to suit his picture angles, let me tell you, *mon ami*, the answer is *Non!*"

The exciting story of how the tapes were relayed by jet to America is also related, as is the entire story of Premier Khrushchev's visit here.

The radio and television division of Triangle Publications has titled its 64-page book, appropriately, *The University of the Air*. The program, presented Monday through Friday for 45 minutes each morning, began on WFIL-TV Philadelphia in January of 1951 and was later extended to five other Triangle stations: WNBC-TV Binghamton; WFBC-TV Altoona-Johnstown; WNHC-TV Hartford-New Haven;



WHAT MAKES WXYZ RADIO  
AND WXYZ-TV DETROIT'S  
MOST POPULAR STATIONS?\*

Meat and potatoes programming for our meat and potatoes audience . . . that's what!

Our hard working *young* audience likes down-to-earth information and entertainment with lots of *zing* . . . a specialty of the young-at-heart stations.

How many do we reach? More than there are in Maine, New Hampshire, Vermont, Rhode Island and Connecticut put together.\*\* They work hard, play hard and will spend more money this year than ever before. Industry leaders say they'll sell more than 7 million cars in 1960. This means our listeners and viewers will earn over 13 billion dollars.\*\*\* Better put *WXYZing* in your advertising plans.

\*Check your rating books and see.

\*\*Population of WXYZ signal area: 6,505,500.

\*\*\*Effective Buying Income: \$12,921,160,000.

Source: Sales Management, 1958.

THE STATIONS WITH **WXYZING**

WXYZ RADIO 1270 • WXYZ-TV CHANNEL 7 • ABC DETROIT

Represented nationally by John Blair & Co. & Blair-TV

WLYH-TV Lebanon-Lancaster, and KFRE-TV Fresno.

*The University of the Air* is telecast during the academic year of 34 weeks, covering nine states and encompassing 15 million people. According to the book, the program covers one out of every 11 television homes in America. Total weekly audience "exceeds the combined enrollments in 1958 of America's 10 largest colleges and universities."

### What, Again?

Monotonous as it may be getting to everyone but the advertiser and the agency involved, Hamm's beer again leads in the American Research Bureau's November tally of the best-liked television commercials, marking the eighth successive month the brew has topped the ARB tabulations.

Maypo, which has been climbing steadily over the past few months, reached the runner-up position in the latest survey, and Kaiser Foil advanced to third place in the competition, removing Piel's from the top three for the first time this year.

Two commercials were newcomers to ARB's survey: Rival dog food in 19th place and Alpine cigarettes in the 21st notch. Two commercials that bounced back on the list after long absences were Campbell soup, in 21st place, missing from the survey since



MR. BRECKNER

MR. O'MARA

MR. WOOLLEN

*A series of corporate actions designed to establish a platform for expansion and diversification has been announced by Richard A. Moore, president of KTTV, Inc. The actions include: change of the corporate name of KTTV, Inc., to the Times-Mirror Broadcasting Co.; appointment of Charles B. Thornton and Otis Chandler as directors of the company, and of Robert W. Breckner as vice president of the Times-Mirror Broadcasting Co. and general manager of KTTV. Also appointed were Dick Woollen as vice president of Times-Mirror and program director of KTTV; Jack O'Mara as vice president in charge of merchandising and promotion for Times-Mirror, and John R. Vrba, who has been KTTV vice president in charge of sales, as vice president of Times-Mirror in charge of sales for both the tv station and the company's newly formed commercial tape production division.*

February of 1959, and Ivory Soap, also in the 21st spot, last ranked in September 1958.

Commercials that advanced their standing from last month, in addition to Maypo and Kaiser Foil, included Kellogg, coming up from 11th to seventh; Johnson's baby powder, climbing from 11th to eighth; Wrigley's gum, gaining two places to rank 10th this month; Falstaff beer, moving up

from 17th to 11th; Snowdrift, advancing from 19th to 12th.

The monthly best-liked tv commercial survey is based on ARB's Tv National Report. Results were tabulated from diaries placed during the week of Nov. 8-14, in which each diary-keeper noted his favorite tv commercial for the survey week. As always, these listings do not attempt to measure audience size or effectiveness, but only indicate a preference for the commercial.



*Campbell Arnoux (l.), president of WTAR Radio-TV Corp., has become chairman of the board, and Robert M. Lambe Jr. (r.), vice president in charge of sales, has succeeded Mr. Arnoux as president and general manager. Mr. Arnoux, a native of New York City, was with the Fort Worth Star-Telegram in 1922 when that paper put WBAP on the air. Mr. Arnoux was program director and chief announcer. He later moved to Hot Springs, Ark., where in 1924 he*

*built and became general manager of KTHS. In 1934 he assumed direction of WTAR Norfolk and became president of WTAR Radio Corp. in 1946. Mr. Arnoux has a fine record in the industry, having served as district director of the NAB, as an organizer, member and chairman of the NAB tv board of directors, and as an organizer and board member of TvB. He is prominent in many civic and service organizations in Norfolk. Mr. Lambe, a native of Columbia, Ala., was with WSJS Winston-Salem and helped construct and put on the air WNCN Asheville, where he served as general manager. In 1949 he became sales manager of WFMY-TV Greensboro and in 1951 came to Norfolk as general sales manager of WTAR-TV-AM. He is active in many clubs and civic groups in the Tidewater area.*

### Best-Liked Tv Commercials

Based on ARB's National Diary Sample, Nov. 8-14, 1959

Rank	Commercial and Agency
1.	Hamm—Campbell-Mithun
2.	Maypo—FRC&H
3.	Kaiser Foil—Young & Rubicam
4.	Piel—Young & Rubicam
5.	Ford—J. Walter Thompson
6.	Mr. Clean—Tatham-Laird
7.	Kellogg—Leo Burnett
8.	Dodge—Grant
8.	Johnson's Powder—Young & Rubicam
10.	Wrigley's Gum—Meyerhoff
11.	Falstaff—Dancer-Fitzgerald-Sample
12.	Snowdrift—Dancer-Fitzgerald-Sample
13.	Burgermeister—BBDO
14.	Chevrolet—Campbell-Ewald
14.	Lestoil—Jackson Associates
14.	Post Cereals—Benton & Bowles
14.	Seven-Up—J. Walter Thompson
14.	Winston—Wm. Esty
19.	Newport—Lennen & Newell
19.	Rival—Guild, Bascom & Bonfigli
21.	Alpine—Doyle Dane Bernbach
21.	Campbell Soup—BBDO
21.	General Electric—Young & Rubicam
21.	Ivory Soap—Compton
21.	L&M—Dancer-Fitzgerald-Sample

# Now-In Peoriaarea... ALL Surveys Show WMBD-TV

## The Dominant FIRST!

**A.R.B. 1<sup>ST</sup>  
WMBD-TV ... 1<sup>ST</sup>  
TOTAL AREA TV HOMES**

MOST TELEVISION HOMES		
	First Place Quarter Hours	Pctg. of Total Quarter Hours
WMBD-TV	298	61.7
Station B	110	22.8
Station C	75	15.5
Ties	0	0

ARB—NOVEMBER, 1959

Sign-on to Sign-off, (Sun. thru Sat.)

**Nielsen 1<sup>ST</sup>  
WMBD-TV ... 1<sup>ST</sup>  
TOTAL AREA TV HOMES**

MOST TELEVISION HOMES		
	First Place Quarter Hours	Pctg. of Total Quarter Hours
WMBD-TV	243	52.7
Station B	141	30.6
Station C	72	15.6
Ties	5	1.1

NIELSEN—NOVEMBER, 1959

Sign-on to Sign-off, (Sun. thru Sat.)



ONE  
MILLION  
WATTS

of  
Sales Power



DOUBLE the Power  
of Any Other  
Peoria TV Station

*Illinois'  
2<sup>nd</sup> Market*

*Peoriaarea*

**Buy Stability ... Call or Write**  
**Mark Wodlinger, National Sales Manager**

**PETERS, GRIFFIN, WOODWARD, INC.** *Exclusive National Representatives*

TV

A+

impact = sales

tr = impact

tr = sales

## Education of a giant

*Impressed by its impact,  
department stores are learning  
how to use television*

In the series of annual stories TELEVISION AGE has run on the wooing of department stores by television, this giant of the retail field has progressively over the past several years been characterized in the titles of these articles as missing, sleeping, awakening and receptive.

With this latest study of video's pursuit of the department-store advertising dollar the descriptive titular chronology is aptly continued. For the medium's problem now is one of showing stores, not *why* to use television, but *how* to use it. Ignorance of tv has supplanted tradition as the primary deterrent to a full-scale department-store invasion of the medium.

Today the traditionalism that long has been the biggest obstacle to a widespread use of television by department stores and specialty shops is crumbling under the weight of the evidence that tv reaches not only a numerically much greater audience than newspapers—the time-honored medium of department-store advertising—but also one which represents the hard core of today's buying power—the younger family group which has matriculated in the radio and tv eras of mass communications.

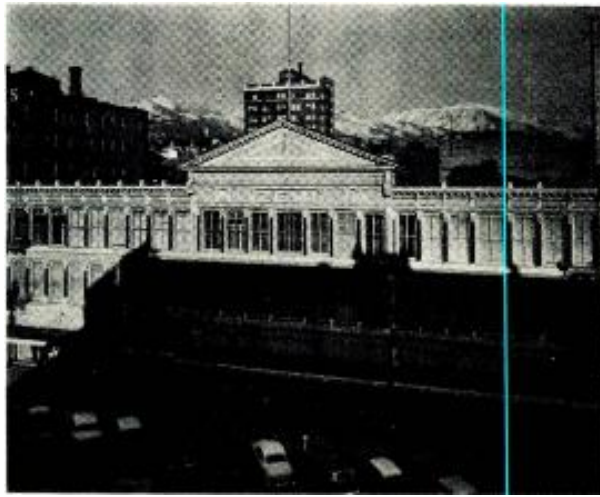
The list of department stores turning to television is growing at a more rapid rate than at any time during the past decade as even the



*Woodward & Lothrop in Washington, D. C.*



*Patterson Fletcher in Fort Wayne*



*ZCMI in Salt Lake City*

most conservative store managements realize that preserving intact the old alliance between themselves and their local newspapers, to the exclusion of any other advertising attachments, is somewhat less than practical in this electronic day and age.

But if retailer resistance to television as a sales medium is breaking down in many more instances than ever before, there still exists among store executives a feeling that the successful use of tv advertising presents problems with which they are unable to cope, however willing they may be to try.

Thus the problem has now become one of educating the once close-minded but now thoroughly interested and receptive department-store giant, at long last amenable to trying television advertising but apprehensive of its ability to use it correctly. And toward this end an extremely important step was taken only a couple of months ago.

As the result of a meeting of the

Television Bureau of Advertising and the board of directors, sales promotion division, of the National Retail Merchants Association, it was decided to create a television committee consisting of member stores of the NRMA to work closely with TvB on a "how to" program designed to help department and specialty stores inexperienced in the ways of television.

Chairman of the new committee is George R. Titus, advertising director of Woodward & Lothrop, Washington, D. C. Other committee members are Ted Bushman, ZCMI, Salt Lake City; Ann Coplan, Scranton Dry Goods Co., Scranton; Harold Haener, Macy's-California, San Francisco; Chester M. Leopold, Wolf & Dessauer, Fort Wayne; Jack Miller, Leonard's, Fort Worth; Irving Myers, Union Fern, Troy, and John H. Noble Jr., the Marston Co., San Diego.

The immediate assignment ahead for the NRMA's television committee is the preparation of a "how-to-do-it" manual which would serve as a basic

guide in the correct utilization of tv by retailers. Suggestions by committee members are currently being appended to the fundamental outline submitted by TvB.

The outline, prepared under the aegis of Howard P. Abrahams, TvB vice president, retail sales, suggests that the manual be as visual as possible and that it include such points as why stores use television, how much to invest in it for year-round exposure and for special events and sales, types of program, how and when to use spot, how to understand rate cards, types of commercial, how to use syndicated film and to prepare slide commercials and live commercials, writing copy for commercials and how to merchandise tv in the store.

In addition to the tangible move in the direction of educating the department-store field represented by the formation of the NRMA tv committee, further evidence of the growing recognition of video by an industry

that was almost hostile to the medium at one time is offered in the recently published latest edition of *Retail Advertising and Sales Promotion*.

This work is the definitive text book that is used in most schools of retailing at university level. Previous editions over the past number of years had carried only three pages on television tacked on at the end of a chapter on radio. The newest edition now devotes a complete chapter to tv and its uses in retail advertising and sales promotion.

Of even greater significance is the unprecedented year-long project to focus the attention of the retail field on the effectiveness of tv as a retail advertising medium that is being conducted currently by Patterson

Fletcher, a leading specialty store in Fort Wayne, and TvB in cooperation with WANE-TV.

The project was initiated by TvB at the request of Patterson Fletcher and the Corinthian Broadcasting Corp. station as a result of a presentation on the "whys" of television to a group of men's stores (Men's Wear Sales Corp.) by the bureau in April 1958. Patterson Fletcher, a member store in the million-and-a-half category, showed interest in the medium.

Acting on the suggestion of WANE-TV, the store asked TvB to submit a possible tv advertising program for it. Four months later Norman Tatman, Patterson Fletcher advertising manager, visited TvB for preliminary assistance. A month later Howard

Abrahams visited the store to learn its background, merchandise, brands, price lines, customers, etc. Also studied were merchandising records, department by department, plus an entire year's tear sheets of newspaper advertising and other previous ad material.

TvB recommended a pre-Christmas plan, to be followed by a year-round television promotion. Spurred by the success of the pre-Christmas campaign, Dwight Shirey, president of Patterson Fletcher, and Reid Chapman, vice president and general manager of WANE-TV, embarked on plans for a full-scale use of tv over a year's time.

Mr. Shirey and Mr. Chapman formulated a cooperative program

*Patterson Fletcher follows up its television promotion with in-window reminders*



through which the store would open its books to TvB, revealing such confidential information as sales records, inventories and advertising budgets, and WANE-TV would arrange its schedule in order to accommodate the Patterson Fletcher campaign, with the station producing the commercials. And for the first time TvB, which has made numerous recommendations for department stores in the past, would be working directly with a store on a long-range project.

The campaign started last fall, and TvB has created plans for the store's tv use for the full year of 1960. Before next fall an evaluation and report will be announced. Says Mr. Shirey: "We believe the results obtained will be of inestimable value to other retailers and provide us with a living case history which will serve Patterson Fletcher well."

#### *Chance to Demonstrate*

In speaking of the joint advertiser-station-TvB project, Norman E. Cash, president of the bureau, states that Patterson Fletcher's "willingness to make full disclosure of vital sales and dollar figures will provide television and retailers with a better opportunity to study the effectiveness of our medium. This case history will be an excellent chance to demonstrate what television can do when it is employed to its fullest."

Patterson Fletcher sponsors *Tom Callenberg and the News* every Tuesday evening at 6:30: the news-weather-sports show is a 15-minute program. The store's spot schedule varies from month to month, according to sales, special events and sea-

sonal fluctuations. Basically, the average spot count for any given week is 22-25 60-second announcements and ID's. The store is on each Sunday with several minute spots, with the rest of the schedule scattered—mostly in daytime—during every other day of the week except Saturday. The 60's are mostly live, sometimes on tape.

While Patterson Fletcher in Fort Wayne takes its first real plunge in television, with one end view being the revealing of its sales results therefrom for the industry to see and appraise, another of the country's leading department stores, Woodward & Lothrop in Washington, D. C., is in its third year of proving how television can work for a major emporium.

Ten years ago Woodward & Lothrop—a high-quality store celebrating its 80th year in business—turned thumbs down on tv because the then infant advertising medium lacked sufficient coverage of homes in the Washington area. But in the fall of 1957, 36 hours after viewing a test run at WRC-TV Washington on what the medium could do for it, the store signed for a 13-week trial campaign. Unwilling to switch money from other advertising budgets, Woodward & Lothrop appropriated new money for the tv campaign.

With production assistance supplied by WRC-TV, the schedule calls for 16 announcements per week, with only three items offered weekly. Selling messages are placed in whatever time periods the store considers most advantageous for each item. All the spots are live and either a minute or 20 seconds in length, depending upon the

amount of time needed to sell a single item adequately.

A big factor in Woodward & Lothrop's tv success stems from careful planning. On Friday, merchandise possibilities are selected for spots which will run a week from the following Sunday. The next Monday, store members meet with the advertising agency to discuss copy approach and to decide finally on what merchandise will be presented on tv. On Tuesday, the agency and the station agree on final clearance of copy to be used.

#### *Check Each Angle*

On Thursday, the store checks the copy, after which a three-hour rehearsal is held at WRC-TV. At this run-through all directors must take pictures of each camera angle, with Polaroid cameras used to provide the results in one minute. The process enables a director later assigned to a given commercial to have a definite visual of what should appear on the home screen, and it also gives Woodward & Lothrop a useful tv "tear sheet" that affords a pictorial record of its commercial.

Woodward & Lothrop's advertising director, George Titus, has had this to say about retailers in television in general and his store's use of it in particular: "Starting with the premise that the average department store is now promoting itself through such tried-and-true media as newspapers, direct mail, radio, catalogs, windows, interiors and point-of-sale displays, why, then, should a store add to its budget to accommodate tv, or carve enough out of its present promotion



to get its feet wet in tv?

"With the spreading out and expansion of markets and the increase of suburban branches, the old-line media such as newspapers have developed certain shortcomings in their coverage of outlying areas.

"For example, in Washington the top circulation paper has about 60 per cent family coverage in the heart of the city, but out in the fringes of the retail trading zone (important areas for our branch stores) the newspaper's coverage dwindles sharply. But the audience rating of each of our four local tv stations remains pretty constant throughout the entire market area. In other words, tv can be used to supplement and strengthen the diminishing coverage of other media.

"Most stores start using television in a small way. Once tv becomes an accepted medium and part of the regular budget and is given an opportunity to prove its effectiveness, the promotion departments of stores should find it relatively easy to convince management that a full-scale tv program is wise.

"In our case, we keep three-day sales records of our 16 weekly tv spots and feel the results justify our confidence in the medium. We have approached television without any preconceived notions about types of items or prices. However, we restrict ourselves to merchandise which can be dramatized and which will show up well pictorially.

"Our tv schedule is planned each month simultaneously with our newspaper program. Then a monthly meeting is held with representatives of our advertising agency, and they handle

*(Continued on page 73)*

*A Patterson Fletcher overcoat item is demonstrated during a commercial on WANE-TV*



**D**uring the recent rash of inquiries into the intricacies of television programming that seems preponderantly weighted with westerns, it was noted—not as an excuse but merely as a point of information—that one-third of all Hollywood’s movie product through the years has been of the horse-opera variety. From *The Great Train Robbery* to *Shane* and *High Noon*, the film industry knew it had crowd-pleasers. Not every western was a blockbuster—but many were, and the others provided good, solid fare that consistently turned a profit.

Television discovered the potentialities of western programming just a few short years ago. Currently, about one-fifth of all night network time is occupied by such shows and, despite the critical cries of outrage, it’s doubtful that the picture will change.

Existing data on ratings, audience approval, sponsor identification and similar factors indicate the future of the westerns is healthy. Some programs will continue to be top-ranked attractions, imply the figures; others will be less popular but attract an audience large enough to warrant their continuance; still others will fall from the airwaves to be replaced by newcomers. But, barring any concerted drive on the part of Govern-

ment or industry to deliberately “dump” the eaters, they’ll comprise an important share of over-all tv programming for some time to come.

Western popularity was evident in the early days of video, when countless re-runs of old movies made national names of Hopalong Cassidy, Roy Rogers and Gene Autry to a new generation of youngsters. Realizing these programs (which are still attractive syndicated fare in many markets) also drew a good measure of adult viewers, the three networks in 1955 began offering a single “adult western” each: ABC-TV, *Wyatt Earp*; CBS-TV, *Gunsmoke*, and NBC-TV, *Frontier*. In addition, ABC pioneered with the first hour-long network western, presenting *Cheyenne* every third week as part of an anthology series entitled *Warner Bros. Presents*.

### **Three Become Popular**

Of the four shows, three quickly reached “hit” status. The following season, ABC turned *Cheyenne* into a weekly effort and added two more shows, *Broken Arrow* and *Jim Bowie*. A companion to *Gunsmoke* was placed on CBS-TV. While all of the new shows did not win the acclaim of their predecessors, the ’57 season found ABC increasing its western roster to

seven programs, CBS doubling its line-up to four shows and NBC, which had presented no westerns in 1956, coming back with a quartet of titles.

One year later the program count was ABC, eight; CBS, six, and NBC, six. The current 1959-1960 season finds ABC-TV with 11 different western shows, CBS-TV and NBC-TV with eight apiece. In four years the total number of program titles has increased from three to 27.

The popularity of westerns with tv viewers can be shown not only by studying the ratings for the top 10 network shows (where Nielsen Dec. 6 figures show *Wagon Train*, *Gunsmoke* and *Have Gun, Will Travel* as the three top shows in total and average audience as well as number and percent of homes reached), but noting the percentage of western viewing as compared to other program types.

Last season the 20 westerns on the air occupied some 12.5 hours of prime viewing time, or about one-seventh the total nighttime network period. Nearly one-fourth, however, of all nighttime programs watched by U. S. viewers fell into the western category. The 24-per-cent viewing figure represents the largest single percentage for any of eight program types in the ’58-’59 season, as well as tying variety-

Wells Fargo is costliest 1/2-hour show

## **Which-away westerns?**



show viewing in two previous seasons for the highest-recorded percentage mark (see figure 1).

1. *Distribution of Average Home Tv Viewing For All Nighttime Network Shows By Program Type—Winter Each Season*

	1955-56	56-57	57-58	58-59
Drama	22%	22%	13%	12%
Variety	24	24	23	21
Adventure	4	6	6	5
Comedy	16	15	15	12
Quiz & Aud. Part.	11	11	10	7
Suspense	5	5	10	8
Western	4	7	15	24
Misc.	14	10	8	11

100% 100% 100% 100%

Source—Nielsen

A study of the yearly figures for the hours-of-westerns presented and the percentage - of - western - viewing shows that a ratio of about one-to-two exists. That is, in 1955, 1.5 hours of westerns took up four per cent of viewers' time; in 1956, 3.5 hours occupied seven per cent; in 1957, 9.5 hours filled 15 per cent, and in 1958, 12.5 hours reached 24 per cent. It could be assumed that viewers in the '59-'60 season will spend better than 30 per cent of their viewing time with the 15.5 hours of westerns currently presented.

(In actuality, the percentage of

### Half-Hour Western Program Rankings

Most Homes Reached per Minute	Lowest C.P.M. per cml. Minute	Highest Sponsor Identification	TV AGE Efficiency Rank
1. <i>Gunsmoke</i>	<i>Gunsmoke</i>	<i>Gunsmoke</i>	<i>Gunsmoke</i> (19.0)
2. <i>Have Gun, etc.</i>	<i>Have Gun, etc.</i>	<i>Black Saddle</i>	<i>Have Gun</i> (16.6)
3. <i>Wanted D.O.A.</i>	<i>Wanted D.O.A.</i>	<i>Rebel</i>	<i>Rifleman</i> (15.0)
4. <i>Rifleman</i>	<i>Rifleman</i>	<i>Colt 45</i>	<i>Wyatt Earp</i> (15.0)
5. <i>Lawman</i>	<i>Lawman</i>	<i>Bat Masterson</i>	<i>Wanted D.O.A.</i> (12.6)
6. <i>Wyatt Earp</i>	<i>Texan</i>	<i>Have Gun, etc.</i>	<i>Zane Grey</i> (12.3)
7. <i>Zane Grey</i>	<i>Wyatt Earp</i>	<i>Rifleman</i>	<i>Rebel</i> (12.3)
8. <i>Texan</i>	<i>Zane Grey</i>	<i>Zane Grey</i>	<i>Lawman</i> (12.0)
9. <i>Hotel De Paree</i>	<i>Wells Fargo</i>	<i>Hotel De Paree</i>	<i>Bat Masterson</i> (11.6)
10. <i>Wells Fargo</i>	<i>Rebel</i>	<i>Plainsman</i>	<i>Wells Fargo</i> (10.0)
11. <i>Bat Masterson</i>	<i>Bat Masterson</i>	<i>Wells Fargo</i>	<i>Hotel De Paree</i> (9.6)
12. <i>Rebel</i>	<i>Deputy</i>	<i>Wyatt Earp</i>	<i>Texan</i> (9.6)
13. <i>Johnny Ringo</i>	<i>Hotel De Paree</i>	<i>Deputy</i>	<i>Black Saddle</i> (9.0)
14. <i>Plainsman</i>	<i>Plainsman</i>	<i>Lawman</i>	<i>Plainsman</i> (7.3)
15. <i>Deputy</i>	<i>Black Saddle</i>	<i>Johnny Ringo</i>	<i>Colt 45</i> (6.6)
16. <i>Black Saddle</i>	<i>Johnny Ringo</i>	<i>Wanted D.O.A.</i>	<i>Deputy</i> (6.6)
17. <i>Wichita</i>	<i>Colt 45</i>	<i>Texan</i>	<i>Johnny Ringo</i> (5.3)
18. <i>Blackhawk</i>	<i>Blackhawk</i>		<i>Blackhawk</i> (2.0)
19. <i>Colt 45</i>	<i>Wichita</i>		<i>Wichita</i> (2.0)

### One-Hour Western Program Rankings

Most Homes Reached per Minute	Lowest C.P.M. per cml. Minute	Highest Sponsor Identification	TV AGE Efficiency Rank
1. <i>Wagon Train</i>	<i>Wagon Train</i>	<i>Maverick</i>	<i>Wagon Train</i> (7.3)
2. <i>Rawhide</i>	<i>Maverick</i>	<i>Rawhide</i>	<i>Maverick</i> (7.0)
3. <i>Maverick</i>	<i>Cheyenne</i>	<i>Wagon Train</i>	<i>Rawhide</i> (6.3)
4. <i>Cheyenne</i>	<i>Rawhide</i>	<i>Cheyenne</i>	<i>Cheyenne</i> (5.3)
5. <i>Sugarfoot</i>	<i>Laramie</i>	<i>Bronco</i>	<i>Sugarfoot</i> (3.3)
6. <i>Bonanza</i>	<i>Sugarfoot</i>	<i>Sugarfoot</i>	<i>Laramie</i> (2.6)
7. <i>Laramie</i>	<i>Bonanza</i>	<i>Laramie</i>	<i>Bronco</i> (2.0)
8. <i>Bronco</i>	<i>Bronco</i>		<i>Bonanza</i> (1.6)

Sponsor identification based on highest percentage of persons identify sponsor. TV AGE efficiency ranking based on average of first three columns.

*Pioneer programs continue to hold their own while imitators bite the dust*

## Comparison of 30-Minute Westerns

Program	Time Cost (\$,000)	Talent Cost (\$,000)	Total Cost (\$,000)	Homes		Sponsor				
				Reached per min. (,000)	C.P.M. per cml. min.	Net- work	Avg. No. of Sns.	Identification Right	Wrong	Don't Know
Texan	56.1	37.0	93.1	9,968	\$2.86	CBS	173	12.8	3.2	76.6
Wells Fargo	57.1	47.0	104.1	9,657	3.36	NBC	158	23.5	9.4	57.1
Wyatt Earp	46.3	40.0	86.3	10,725	3.04	ABC	130	22.2	2.4	67.5
Rifleman	46.3	38.0	84.3	11,214	2.60	ABC	136	28.8	3.2	68.0
Wichita	44.2	38.0	82.2	6,364	5.30	NBC	132	Not surveyed		
Johnny Ringo	52.2	36.0	88.2	8,188	3.81	CBS	131	13.7	8.4	77.9
Zane Grey	54.3	45.0	99.3	10,102	3.06	CBS	130	27.4	5.3	67.3
Law of Plainsman	40.1	30.0	70.1	7,788	3.69	NBC	130	24.3	2.7	73.0
Bat Masterson	48.7	38.0	86.7	9,123	3.47	NBC	117	31.6	5.3	63.1
Blackhawk	37.3	38.0	75.3	6,319	4.66	ABC	102	Not surveyed		
Black Saddle	37.1	38.0	75.1	6,586	3.87	ABC	80	42.3	2.4	54.3
Hotel De Paree	47.9	43.0	90.9	9,924	3.52	CBS	131	26.0	2.8	71.2
Wanted D.O.A.	55.9	39.0	94.9	12,861	2.51	CBS	163	13.1	9.0	72.9
Have Gun W. T.	58.1	40.0	98.1	14,062	2.32	CBS	184	29.6	1.6	65.6
Gunsmoke	58.2	42.0	100.2	16,866	2.10	CBS	182	45.2	7.3	45.9
Deputy	54.4	39.0	93.4	7,343	3.51	NBC	139	20.2	3.6	73.8
Colt 45	34.4	37.5	71.9	6,141	4.17	ABC	80	34.1	2.3	59.1
Lawman	43.9	41.0	84.9	11,081	2.80	ABC	128	17.6	5.6	73.6
Rebel	37.8	42.5	80.3	8,856	3.36	ABC	108	34.9	5.8	59.3
Average	47.9	39.4	87.3	9,640	3.37					

## Comparison of One-Hour Westerns

Program	Time Cost (\$,000)	Talent Cost (\$,000)	Total Cost (\$,000)	Homes		Sponsor				
				Reached per min. (,000)	C.P.M. per cml. min.	Net- work	Avg. No. of Sns.	Identification Right	Wrong	Don't Know
Cheyenne	70.2	82.5	152.7	9,523	\$2.65	ABC	127	26.6	4.7	68.7
Sugarfoot	84.7	82.0	166.7	8,633	3.20	ABC	144	Alternates with Bronco		
Bronco	85.3	82.0	167.3	7,165	3.90	ABC	141	20.6	4.6	74.8
Laramie	79.3	65.0	144.3	7,610	3.15	NBC	129	13.9	4.6	81.5
Wagon Train	98.9	78.0	176.9	15,086	1.95	NBC	179	40.6	0.7	58.7
Rawhide	92.2	80.0	172.2	10,591	2.70	CBS	169	41.6	2.7	55.7
Bonanza	86.8	78.0	164.8	8,544	3.20	NBC	153	Not surveyed		
Maverick	72.5	78.0	150.5	10,146	2.45	ABC	137	51.7	3.3	45.0
Average	83.7	78.2	161.9	9,662	2.91					

Cost of time and talent compiled by A. C. Nielsen Co. from best available sources. Homes reached per minute Sept.-Oct. 1959 Nielsen. C.P.M. TV AGE computations. Sponsor identification Trendex for November 1959. Correct sponsor identifications largest percentage identifying one or more.



Gunsmoke remains champ, but Rifleman (l.) is ABC contender



western viewing may have grown even more than the figures indicate, inasmuch as total viewing hours have increased each season. Thus, 24 per cent of nighttime network hours in 1958-59 represents a greater number of hours than that same percentage in 1955-56. Opposingly, the fewer hours of network service in previous years could mean the smaller number of westerns played a somewhat greater part in over-all programming than evident. These factors may be presumed to cancel one another.)

### Many Die Quickly

Further attesting hayburner popularity is their mortality—or lack of mortality—rate. So competitive is television, and so particular the public, that almost half of all new programs fail to last one year. Old westerns, or new ones, seldom seem to die—and neither do they fade away.

The average age of the westerns as the current season began was three years. Only 37 westerns have been network-aired since 1955. Nine of these are new this season. Of the remaining 28, only 10 are no longer seen in prime-evening network time. Two of the 10 are getting daytime exposure, and virtually all the others are in syndication.

From a rating standpoint, only four of the off-the-network shows were “flops.” The remainder were dropped for various reasons not necessarily related to audience size—such as sponsor desire for a “prestige” show, performer restlessness, etc.

Undeniably, western ratings on the whole have slipped from a high point reached in 1957 and currently are at

their lowest since 1955.

#### Avg. audience ratings for adult westerns

	No. shows	Rating
1955	3	24.0
1956	6	25.9
1957	15	28.1
1958	20	25.7
1959	27	23.5

Source: Nielsen Nov. 1 report each year.

The reasons behind the decline are many: the novelty effect of “adult” cowboys-and-Indians stories has worn off; a number of adventure, mystery and detective shows appeared to offer the viewer similar excitement. Finally, the large proportion of westerns inevitably finds many in competition with each other. With these factors tending to lower the ratings of the group, the surprising thing is not that average ratings have slipped less than five points in two years, but that 27 westerns in a highly competitive situation today get virtually the same rating three westerns drew several years ago when the picture was far less crowded.

While the average rating of the nine new westerns is less than that of the established shows (21.3 to 25.7), seven of the new westerns have, in the few short weeks since their introduction, established higher average rating figures than *Colt 45*, an ABC-TV show in its third year. Apparently ratings alone in the western field have little effect on longevity of individual programs.

Some leading advertising agencies and the networks evaluate programs through qualitative surveys. One such, TV-Q, samples some 1,000 families monthly and determines the per-

centage of those who are familiar with each program on the air and who list familiar shows as one of their favorites. As with the average-audience ratings, the November TV-Q average score for established westerns was higher than that for the new shows.

Est. westerns	Nov. 1959	
	Avg. aud. rating (Nielsen)	TV-Q (adults over 18)
<i>Wagon Train</i>	28.7	55
<i>Gunsmoke</i>	38.6	44
<i>Have Gun, WT</i>	32.2	34
<i>Wanted D-O-A</i>	29.5	26
<i>Rawhide</i>	27.8	32
<i>Maverick</i>	26.9	40
<i>Lawman</i>	26.5	25
<i>Rifleman</i>	26.5	38
<i>Cheyenne</i>	25.7	33
<i>Wyatt Earp</i>	25.2	25
<i>Zane Grey</i>	23.5	24
<i>Bat Masterson</i>	23.4	22
<i>Texan</i>	23.0	28
<i>Wells Fargo</i>	22.4	30
<i>Sugarfoot</i>	20.7	23
<i>Bronco</i>	19.5	22
<i>Colt 45</i>	16.3	19
Avg.	25.7	30

### New Shows Hurt Average

Again it can be shown that the score on the new westerns pulls down what might be an over-all higher score to a 25.0 average for all evening westerns.

New westerns	Nov. 1959	
	Avg. aud. rating (Nielsen)	TV-Q (adults over 18)
<i>Hotel De Paree</i>	23.6	14
<i>The Rebel</i>	21.8	26
<i>Laramie</i>	20.2	27

(Continued on page 72)

## Pattern for Purina



*After 66 years in the same location—main office and mill, Checkerboard Square, St. Louis*

*Television builds  
share of market  
for St. Louis firm's  
Chex and Chows*

**A**s far as the consuming public is concerned, the Ralston Purina Co. of St. Louis may well be one of American industry's unknown giants. Like an iceberg, its public image represents only a fraction of its real size.

In spite of the great familiarity of its red-and-white checkered trademark to farmers across the country, most housewives would probably tag Purina as a medium-sized producer of cereals and dog food. Actually, over 90 per cent of Purina's volume is done in animal feeds, sanitation products and farm supplies, sold through feed stores and company dealers. As an indication of the size of this business, consider that the remaining 10 per cent of the total volume, which includes cereal products

and dry dog food sold through grocery stores, is responsible for television advertising billings which are reported to amount in the present year to about \$8 million.

Ralston Purina was begun in 1894 by William H. Danforth and George Robinson as a mill manufacturing a mule feed called Omolene (still in production today). Their basic tool was a shovel used to mix the product. The distribution staff was Mr. Danforth, who rode up and down the west bank of the Mississippi River on a mule selling to local farmers.

In 1896, after the mill was rebuilt following a tornado which totally destroyed it, the company began to manufacture a breakfast cereal called Purina Wheat. There was, at that



*Bob Eskridge supervises commercial filming.*

time, a national organization called the Ralston Health Group which rated foods according to their health-giving properties. Mr. Danforth's wheat cereal was found to have no equal as a nutrient, and he was granted permission to use the Ralston name in merchandising it. In 1902 the company name was changed to the Ralston Purina Co., and it was on its way to its present dominant position in its industry.

The famous Ralston Purina checkerboard trademark was an invention of Mr. Danforth's, who recalled that as a child in Charleston, Mo., he had always been able to recognize a member of a certain Brown family at a considerable distance because of the checked gingham in which Mrs. Brown dressed her brood. Mr. Danforth reasoned that his products in the same dress would also be unusually easy to recognize.

Today Mr. Danforth's little mill has become several square blocks of downtown St. Louis known as Checkerboard Square, as well as 65 other mills in the United States, Latin American and Canada, with more in the process of being built. Feed products, known as Chows, are marketed in 36 countries, and the total sales volume of the business is in excess of half a billion dollars, putting the company firmly within the top 100 commercial enterprises in the United States.

Mr. Danforth, who died in 1955 at the age of 85, was a man of strong convictions in many areas. He was a firm believer in nutrition as a key to a healthy body, and he built his products on the bases of nutrition and purity. He also believed that a company has a great responsibility to its

employees and to the communities of which 't is a part. He founded a company which reflects his ethics and way of life.

Mr. Danforth's son, Donald Danforth, is the present chairman of the company. R. E. Rowland serves as president. The grocery products are under the supervision of Geoffrey Baker, vice president, Ralston Division. Advertising of these products (Wheat, Rice and Corn Chex, Ry-Krisp, Regular and Instant Ralston Wheat Cereals) is in the hands of Guild, Bascom & Bonfigli of San Francisco, working under the direction of Ralston Division advertising and promotion director W. P. Hays and Robert Eskridge, advertising manager (cereals). Gardner Advertising of St.

Louis handles the Chows Division advertising, including both grocery and non-grocery sales of Dog Chow, which is supervised by Dick Vinyard, advertising manager (Dog Chow). D'Arcy Advertising is responsible for the Latin American market.

Ralston Division products, especially the cold cereals and Dog Chow, are being advertised at present primarily on four programs on ABC-TV reaching 130 to 135 markets. The expenditure involved represents over 85 per cent of the measured media advertising budget of the division.

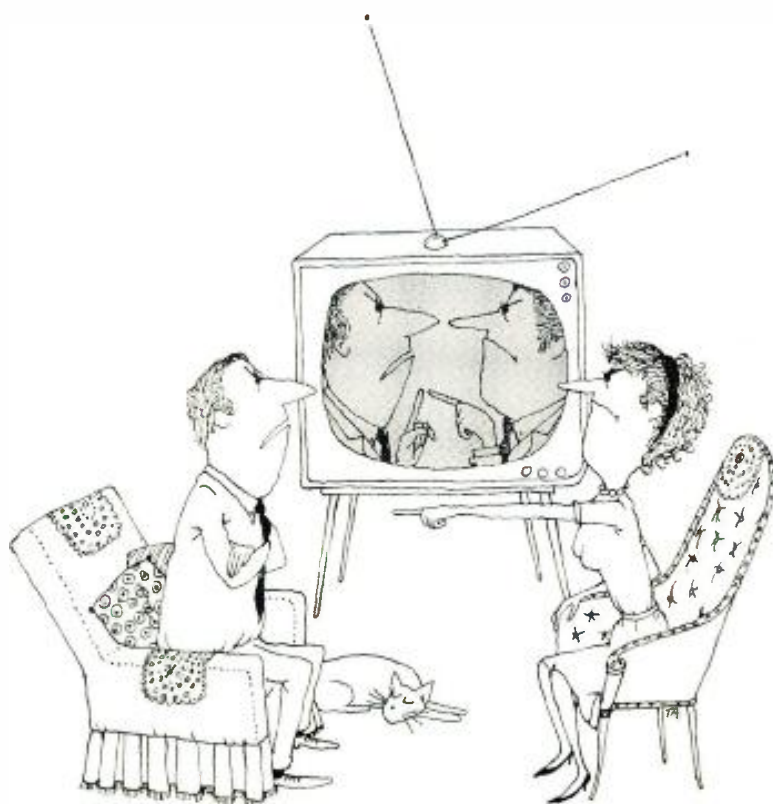
Nighttime network television entered the Purina ad picture in 1951 when the company went to Guild, Bascom & Bonfigli in an attempt to

*(Continued on page 74)*

*Dick Vinyard, Geoffrey Baker, Bob Eskridge, W. P. Hays plan consumer ads.*



## Public service viewing



*70 per cent watch such shows  
but 30.6 of these do not want  
more, Pulse says*

QUESTION 1: *Which of these comes closest to your definition of a public-service program?*

	%
One that is unsponsored	12.8
One that is shown only at odd hours in the morning or on Sunday	6.4
One that is educational or scholastic in nature	24.6
One that is concerned only with the community interest or betterment	15.0
One having to do solely with local or national politics	10.0
One that may combine any or all of these elements	47.6
No opinion	2.6
Total responses	119.0*
Total respondents	1000

\*Totals over 100% due to multiple responses.

In the continuing debate over program balance little or no attention has been paid to the needs, or desires, of the average viewer. Congressmen, newspaper critics, educators, clergymen and other articulate members of a professional elite have made it clear that they think there is an imbalance: too much bloodletting, not enough informational material in peak viewing hours.

Would a survey of a representative sample of viewers disclose similar sentiments? In brief, do viewers want more informational or public-service programs in prime time? Results of a special Pulse, Inc., study, commissioned by TELEVISION AGE, indicate that viewer demand for more informational material in prime time is not as insistent or as universal as it is with the elite, to put it mildly. Of the 1,000 viewers polled in the New York area, only 39.6 per cent expressed a desire to see public-service programming during the hours between 7:30-10:30 p.m. (question 6).



**QUESTION 2: Do you watch any public-service programs?**

	%
Yes	70.6
No	24.4
Don't know	5.0
Total responses	100.0
Total respondents	1000

In a sense, however, this percentage figure is impressive: although it is much below the professionals' unanimous clamor for more informational programming in a way that is almost sacrilegious, it is nevertheless a healthy slice of any sample. There appears to be a viewer demand of sorts for public-service shows in prime time.

The question takes on added significance in view of the rotating public-service programming system suggested by John C. Doerfer, chairman of the Federal Communications Commission. Mr. Doerfer suggested that the three networks and their affiliates set aside 7:30-8 p.m. Monday through Friday for informational programming on a weekly rotating basis.

Each network would supply three or four half-hours in a given week, with individual stations supplying the remaining one half or two half-hours with programs of more local interest. The three networks have agreed to the rotation system in principle, in that each will earmark at least one

**QUESTION 4: Do you watch public service programs because:**

- (a) They interest you particularly
- (b) There is nothing else you want to see on at that time.

	%
Particular interest	82.0
Nothing else on at time	11.6
No reason stated	6.4
Total responses	100.0
Total respondents	706

hour per week in evening option time to such programming in a fixed time period for 52 weeks a year. Since the plan in no way limits additional public service programming, it would seem as though, like it or not, viewers

**QUESTION 5: Would you like to see more public service programming?**

	%
Yes	68.0
No	30.6
No opinion	1.4
Total responses	100.0
Total respondents	706

will be seeing more of that material in the coming year.

It should be noted in the current Pulse survey (question 2) that public-service programs have more of an audience than is generally realized. Pulse did not attempt to measure frequency of viewing or the relative popularity of informational shows; it sought merely to establish an audience, or lack of an audience for such

**QUESTION 3: Which of these public service programs have you watched? (Four lists of programs shown to respondents.)**

	%
Youth Wants To Know	46.1
Open Mind	34.6
Eye On New York	29.2
American Forum Of The Air	28.0
New York Forum	24.6
N. Y. Times Youth Forum	24.2
Sunday Special	21.8
Dateline U. N.	20.6
Congressional Close-Up	19.3
Camera Three	17.6
Face To Face	17.3
Focus	13.6
This Is The Life	11.0
Searchlight	11.0
The Christophers	10.2
Sunrise Semester	9.6

Out Of This World	9.0
American Newsreel Album	8.5
Young Worlds	8.2
Ladies Of The Press	7.9
Young Audiences	7.3
America's Great Teachers	5.7
Pathways To Faith	5.7
The Way To Go	4.8
The Magic Eye	4.5
Continental Classroom	4.2
Through The Porthole	4.2
Seminar in American Civilization	3.9
Briefing Session	3.1
First Meeting	2.8
This Is The Answer	2.3
Direct Line	2.3
Total responses	423.6*
Total respondents	706

\*Totals over 100% due to multiple responses.

**QUESTION 6: Would you like to see public service programming during prime evening time between 7:30-10:30 p.m.?**

	%
Yes	82.5
No	17.1
No opinion	.4
Total responses	100.0
Total respondents	480

material. Of the 1,000 respondents who were asked if they watched public-service programs, 706, or 70.6 per cent, said they did. Another 24.4 per cent said they did not watch informational shows. The remaining five per cent did not know, confused, apparently, by what constitutes a public-service program.

It was precisely because of this that Pulse sought a definition of public-service programs (question 1). The largest percentage (after those 47.6 per cent who lumped all of the definitions together) agreed that a public-service program is one that is educational or scholastic in nature. The second largest group (15 per cent) thought it was a show that is con-

(Continued on page 76)



*Ideal's realistically designed toy tank*



*Modern version of a perennial childhood pastime*



*"Air Force" headgear*



*"Matty" on ABC-TC*



*"Hockey" by Transogram (above), "Coney Island" by Remco*



**T**oy and game manufacturers invested \$2,272,030 in network and spot television during the first nine months of 1959, more than twice the \$1,128,099 they spent in the medium over the comparable period of 1958. The final tally for that year was \$3,500,900; complete figures for the fourth quarter of '59 are not yet in, but a Television Bureau of Advertising estimate puts total toymaker expenditures in tv for all of last year at close to \$7 million.

The increasing use of video by toy companies has been apparent over the past several years, but never as spectacularly as this estimated 100-per-cent rise evidences. In 1956 total tv investments by toy firms came to \$1,838,900, and in 1957 to \$2,174,600—a hike of 18 per cent. The \$3.5 million in 1958 represented a 61-per-cent increase over the previous year. The number of toymakers using tv in '58 was 121, an 89-per-cent increase over the 64 who were in the medium the two prior years.

One of the prime contributing factors to the sharp rise in gross time billings in this product classification is the growing conviction among many toymakers that television can be used as a selling tool not only

***Toy companies finding***

# Year-round Santa

during the traditional pre-Christmas season but all year round as well. This conviction has never been more evident than at the start of this new year when, with the holidays barely out of the way, a number of toy firms began returning to the airwaves with an eye on Easter.

## *After Christmas*

The same day—Jan. 4—that most youngsters went back to school following the holiday vacation found Ideal toys back on the air in the New York market. A six-week schedule of spots on WPIX began on that date, with an additional six-week campaign starting on WNEW-TV a couple of weeks later. Next month the company expects to use spots nationally, with the introduction of a new product a month in each market used.

“We have found New York to be our best test market,” says Melvin Helitzer, advertising manager for Ideal, “and results from our WPIX schedule already have been surprisingly successful. Our budget this year has really ‘exploded’ in the direction of television. There will be no comparison between what we spent in 1959 in tv and what we will spend this year. Last year it was half-a-

million dollars—this year it could be double, triple or even quadruple that, depending upon our success in the ‘off-season.’”

Remco and American Character Dolls, two other top-budget advertisers in the toy field, were also among the first to get back into television immediately after their big Yuletide campaigns. Both returned to two major markets at the beginning of this month, and both will add another 10 shortly.

Hasbro toys (Hassenfeld Bros.) returned to the video wars at the start of the new year with spring schedules of filmed minutes in children’s programs in about 20 markets. Selchow & Righter, maker of box games under the Selright trademark, will be back on the air early next month with four-week placements of spots on several stations in each of four of the top markets the company used in its pre-Christmas drive.

Tarco toys (Sidney A. Tarrson Co.), another firm which believes that selling toys on tv need not be restricted to the pre-Santa Claus weeks, went back to the medium right after the recent holidays with a campaign running six to eight weeks in midwest markets and using live commercials

on kiddie shows, augmented by Bunin puppet films for Bank-O-Matic and new toys which will be getting test exposure in preparation for introduction at the Toy Fair in March.

Western Stamping Co., a long-established toymaker, went into spot tv for the first time at the end of last year, with three weeks of filmed minutes placed in 39 major markets. The company is now considering a return to some 20 markets with a four-or-five-week campaign in early spring, for which it already has two new films in readiness.

## *No Previous Tv*

Louis Marx toys, the acknowledged leader in the industry, had had no previous experience in television until last October. When the company finally took the plunge, its campaign involved the use of seven network programs on all three services and covered 176 markets with seven-days-a-week commercials, with added impetus from spot schedules in 37 top markets.

Charles Marx has expressed himself as being “pleased” with the firm’s initial video venture and has stated that it will “definitely be on tv again

*(Continued on page 71)*

*television invaluable in opening up moppet market 12 months a year*

# Film Report

## HARK, HARK, THE LARK

Biggest windfall to hit syndication in some time is the Studebaker Dealers Advertising Association's decision to use programs on a spot basis in a number of markets across the country. The investment, through D'Arcy Advertising, is on behalf of the Lark. It is the association's first extensive use of syndication, and will be watched closely, since automotives haven't used spot programs to any great extent.

At present the 17-zone SDAA is still lining up markets and programs. Local dealers must be sold, and there appears to be no uniform program requirement. Independent Television Corp.'s *Four Just Men*, an adventure series, was purchased for six markets in New York State. Ziv's *Tombstone Territory*, a western, has been picked up for six markets in New England, and National Telefilm Associates' *How To Marry a Millionaire*, a comedy, has also been purchased, for one market, in the New England area. Hearst Metrotone's *This Week In Sports* has been ordered for 15 markets in SDAA's Denver zone. At least 11 SDAA zones will be making extensive program purchases.

## ACTOR MERGER

Some form of merger between SAG and AFTRA actors' unions seems

assured as a result of the positive position taken by the Cole Report study of the feasibility of such. While urging an immediate merger, David L. Cole, the author, recommends the interim step of a working arrangement, if such is not attainable at present. By eliminating jurisdictional disputes and initiating close cooperation between the two unions, this could smooth the way for a subsequent merger. Pointing out that the two guilds are almost equal in strength, with a combined membership of nearly 28,000, so that in an amalgamated structure neither would dominate the other, Mr. Cole believes the merger would strengthen bargaining power and lead to operating economy. Headquarters of the new guild, majority of whose members work on the west coast, is suggested

as Hollywood. No action is likely, however, until after the conclusion of SAG's current contract negotiations.

## NEW FEATURES

National Telefilm Associates has acquired 30 low-budget Regal Films-produced pictures, largest number of American theatrical films to come into the tv market in two years, for television distribution. Most important pictures in the \$1.8-million deal are: *China Gate*, (Nat King Cole); *Kronos*, (Jeff Morrow); *Storm Rider*, (Scott Brady, Mala Powers, Bill Williams); *God Is My Partner*, (Walter Brennan); *Deerslayer*, (Lex Barker, Forrest Tucker); *Stagecoach to Fury*, (Forrest Tucker) and *Women of Pitcairn Island*, (James Craig, Lynn Bari).

Originally produced with early re-

## FILM SUCCESS . . . . . *Plager Bros.*

The problems associated with Nordic expeditions and adventures some 11 centuries ago appear to be related to problems associated with present-day America—namely, faulty brake linings, tubercular carburetors, juiceless batteries. At least that's the experience of an automotive advertiser in Miami, who has been sponsoring United Artists Television's *Tales of the Vikings*.

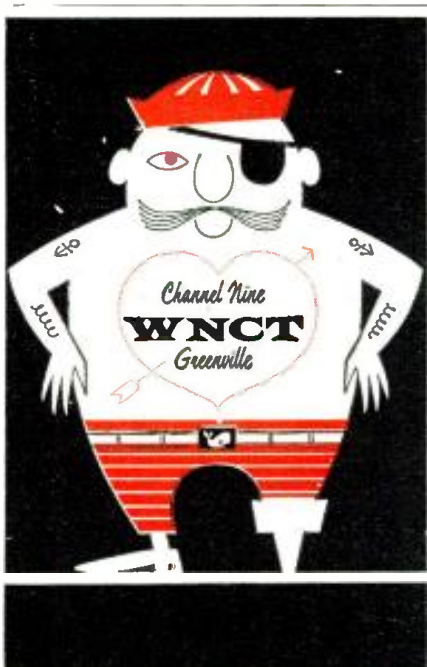
The sponsor, Plager Bros., has been bankrolling the series since last October over WCKT-TV Miami on Thursdays, 8:30-9 p.m. The tie-in between the program and the product is admittedly flimsy, but Seymour Plager, co-owner of the company, is convinced it is the best investment he has yet made in television.

"We have used television for advertising for almost four years," he relates. "And the greatest success we have ever had in television is with *Tales of the Vikings*, inasmuch as we have enjoyed a business upswing of 30 per cent since our sponsorship of this series began in October. Many of our customers have mentioned seeing our commercials during the *Tales of the Vikings* program, and we have



had tremendous customer interest in the automotive specials we have advertised on that show. Our customers have told us that they enjoy the series, find the episodes informative and interesting and hope that we will continue to sponsor *Tales of the Vikings*." Plager Bros. started out as a body and brake company and has since gone into all branches of automotive servicing.

The program, UA-TV's initial entry in the syndication field, is now telecast in more than 110 markets. It is the first television effort of Kirk Douglas' production company, Bryna-prod. Jerome Courtland stars in the series as Lief, the warrior prince of Norstad. The program covers the Viking age which flourished between the 8th and 11th centuries.



lease to television in mind under an agreement with the guilds permitting such release 18 months after theatrical showing, all of the pictures were made in 1956 or later. There is no problem with the guilds, since, in the case of SAG, the films fall under the Monogram agreement by which actors receive 15 per cent of original salary, directors and writers receiving mutually negotiated lump sums.

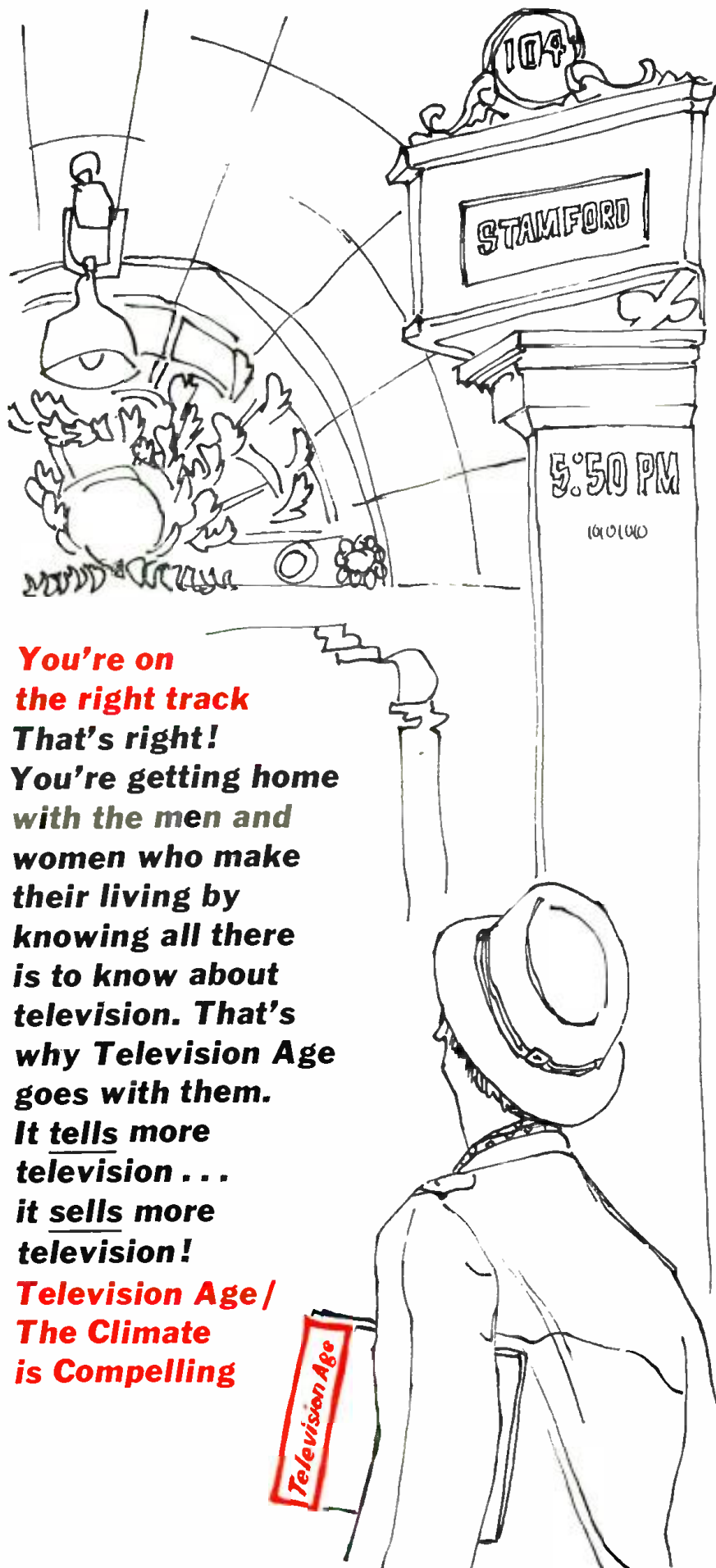
"The market for feature films and tv series is suffering a depressed period," according to B. Gerald Cantor, president and chairman of the board of NT&T, NTA's parent company. According to Mr. Cantor, this is due to a number of factors—principally, the rise of ABC-TV as a network, leaving stations with less time to devote to their own programming; the release of major-studio pre-1943 libraries, which are still glutting the market, and the use of tape as a new means of program recording.

Reporting to stockholders, Mr. Cantor said that, nevertheless, NT&T's net earnings for the past fiscal year increased to \$1,497,117 from \$1,301,749 the year previous, on respective grosses of \$66 million and \$53 million.

#### SALES . . .

*Pony Express*, recently placed on the market-by-market route by California National Productions, has been sold in more than 60 markets. Initial regional sale, covering a 20-market spread in the midwest and southwest, was made to the American Petrofina Co. of Texas on an alternate-week basis. Alternate sponsors already signed include the National Bank in Amarillo, the Mercantile Bank in Dallas-Ft. Worth and Lee Optic in Lubbock and Odessa-Midland. Lone Star Brewery has also purchased *Pony Express*—for Oklahoma City and several additional markets yet to be specified.

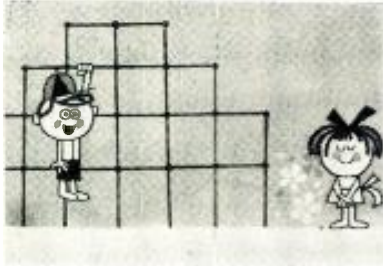
Other regional sponsors include Valley Forge Beer for markets in eastern Pennsylvania, Maryland and Washington, D. C. O'Keefe's Brewing Co., Ltd., has signed for the series in the northeast, beginning at Buffalo and extending west to a half-dozen additional markets.



**You're on  
the right track  
That's right!  
You're getting home  
with the men and  
women who make  
their living by  
knowing all there  
is to know about  
television. That's  
why Television Age  
goes with them.  
It tells more  
television . . .  
it sells more  
television!  
Television Age/  
The Climate  
is Compelling**

# Advertising Directory of SELLING COMMERCIALS

Armour • N. W. Ayer



GIFFORD-KIM PRODUCTIONS, INC., New York

Shell Oil Co. • J. Walter Thompson Co.



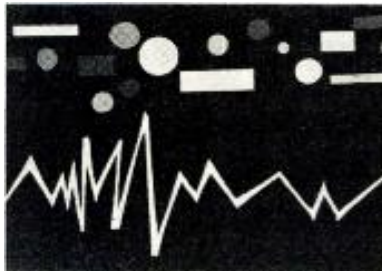
FARKAS FILMS, INC., New York

Bardahl Oil Co. • MMH&H



RAY PATIN PRODUCTIONS, Hollywood

First National Stores • J. C. Dowd



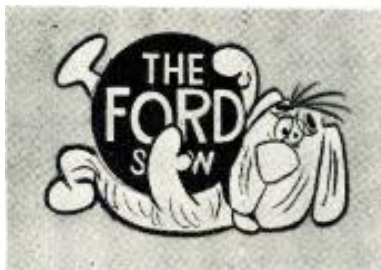
HFH PRODUCTIONS, New York

Bissell • Clinton E. Frank



TELEVISION COMMERCIALS, INC., Hollywood

Ford Motor Co. • J. Walter Thompson Co.



PLAYHOUSE PICTURES, Hollywood

Coca Cola • McCann-Erickson



MPO TELEVISION FILMS, INC., N. Y., Hollywood

H-O Farina (Best Foods, Inc.) • SSC&B



PELICAN FILMS, INC., New York

MCA TV's *Johnny Midnight*, new mystery-adventure series, has been sold in over 100 markets. Recent sponsors of the program, alternating with P. Ballantine & Son, include: Dial soap in Jacksonville, Richard Hudnut in Boston and Philadelphia, R. G. Dunn cigars in Dayton and Buffalo and Marlboro cigarettes in New York City. Other recent purchasers include Chesterfield cigarettes and P. & C. Food in Syracuse, and WGN-TV Chicago. . . . MCA TV's library of Paramount features continues to move. Latest buyers are: WCIA Decatur; KTHV Little Rock; KSHO-TV Las Vegas; WANE-TV Ft. Wayne, and KERO-TV Bakersfield.

Renewals on Ziv's *Sea Hunt* have exceeded the 132-market marker. Bristol-Myers recently signed to sponsor the action series for the third consecutive year in New York City. Other recent advertisers include Standard Oil of California, which has added two more markets to its spread, Standard Oil of Indiana in Michigan and Schlitz Brewing Co. . . . Markets signed for Ziv's new series of *Tombstone Territory* have exceeded the network station line-up the program had on ABC-TV last year. The series has been sold in 156 markets, whereas it was seen over the network last year in approximately 130 markets.

CBS Films has concluded what it describes as a rash of program sales in the past several weeks. Some of the major transactions include the purchase of the *Phil Silvers Show* by Dial soap for Rochester, New York; KGO-TV San Francisco, and KTTV Los Angeles. *Trackdown* was picked up by WBBM-TV Chicago and KGO-TV, and *U. S. Border Patrol* was purchased by WWJ-TV Detroit. KABC-TV Los Angeles purchased *Our Miss Brooks*, and KNXT Los Angeles purchased *Amos 'n' Andy*. . . . United Artist Television's *Tales of the Vikings* has been sold in more than 110 markets.

*How To Marry a Millionaire*, distributed by National Telefilm Associates, has been purchased by Hudson Pulp & Paper Co. and Clairol, Inc., for presentation over WABC-TV New York. . . . United Artists Associated has sold its *Big Mac* show to several additional stations. These include

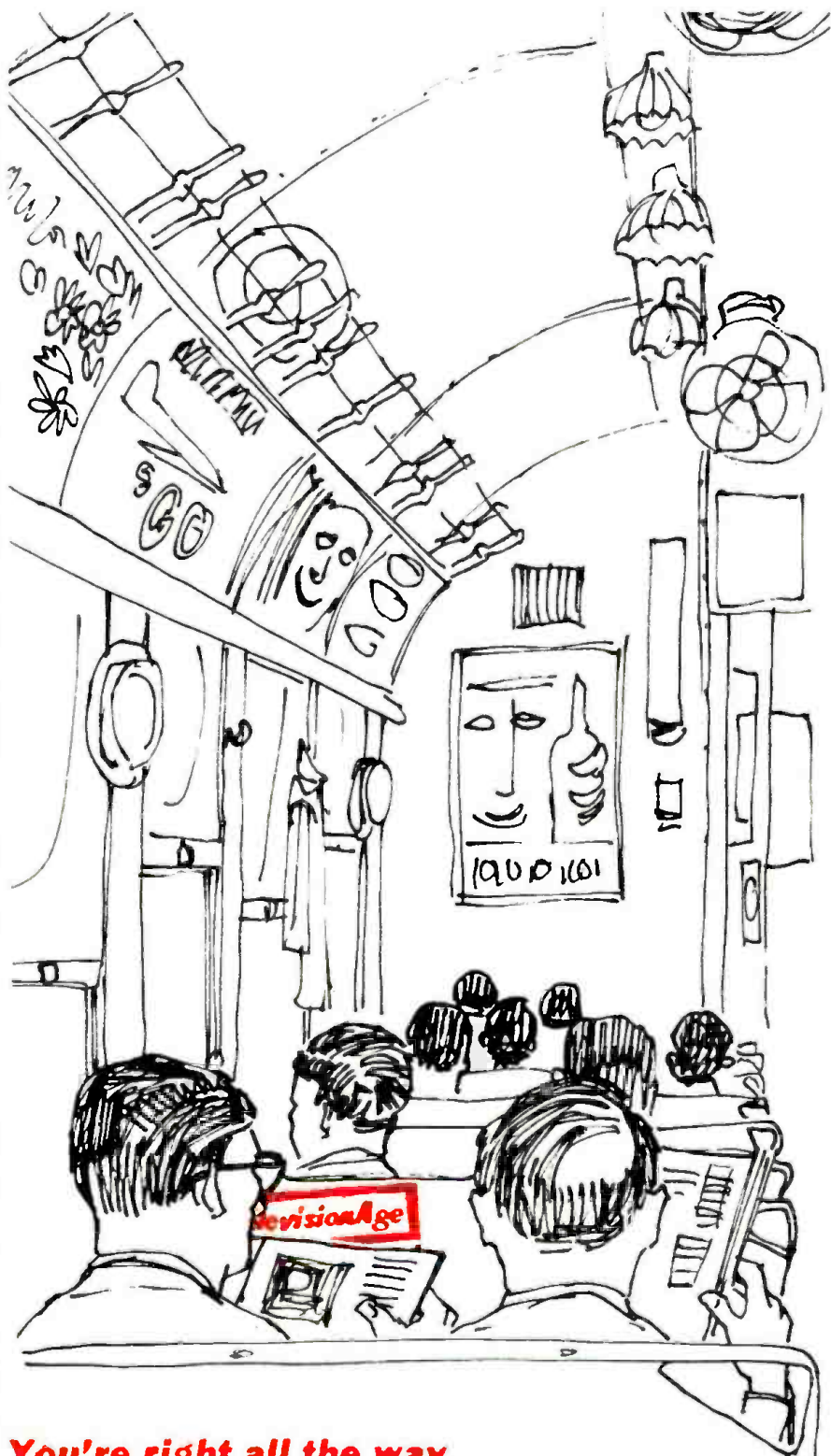
WAST Albany; WBEN-TV Buffalo; KMJ-TV Fresno; WJAC-TV Johnstown, Pa.; WWLP Springfield; WHCT Hartford; KTVR Denver; WMTV Madison, and WHDH-TV Boston. WHDH-TV has sold the show to Mary Jane candies. Under an arrangement with the National Biscuit Co., stations are guaranteed sponsorship of an entire half-hour per week for 26 weeks.

#### PROGRAMS . . .

BBDO is making a departure from the usual aloof agency attitude towards pilot production and is actively guiding filming on those properties in which it believes clients will be interested. Specific programs are *Claudia*, McCadden-produced situation comedy, for which it has General Mills in mind, and two RonCom-produced comedies, *Home Team*, being written by Frank Gabrielson, and *That's Harry's Business*, being written by Barbara Hammer and Henry Sharp for Elena Verdugo. In the past there have been a few instances of a sponsor sharing in the financing of a series, such as Colgate did with *The Thin Man* or Rexall Drugs is doing with *National Velvet* (both MGM-TV properties), but no known case of an agency participating in the production of a pilot which a sponsor has yet to purchase.

Screen Gems will place new emphasis on its syndication division during the next few months. Being placed on the market is *Ivanhoe*, produced in England and starring Roger Moore, with *Two Faces West*, in which Charles Bateman plays the dual role of twin brothers, to follow. Also being made available are the *Wild Bill Hickok* re-runs, previously spot-booked by Kellogg.

In addition, Screen Gems has placed another series on the market-by-market route which has three reasonably unique things about it: it is an hour-long program, it falls into the general category of public service, and it is on tape. All three of these factors have been notably absent in the first-run syndication field. The program, *Medicine—1960*, will present actual surgical operations as well as non-surgical procedures, such as therapeutic hypnosis. A total of 12



**You're right all the way**

**You're right in sight of the man who wants to learn more about television because it's his business to know more about television. That's why you're half way home the minute you decide to sell television via the publication that focuses on television 100%.**

**Television Age / The Climate is Compelling**

# Advertising Directory of SELLING COMMERCIALS

Max Factor



TELEPIX CORP., Hollywood

National Biscuit Co. • McCann-Erickson



LARS CALONIUS, New York

MDU • Ken Nelson & Assoc.



BANDELIER FILMS, Albuquerque

Nestle's Quik • McCann-Erickson



WONDSEL, CARLISLE & DUNPHY, New York

Nabisco • Kenyon & Eckhart



BILL STURM STUDIOS, INC., New York

Nestle Co. • William Esty Co., Inc.



KLAEGER FILM PRODUCTIONS INC., New York

Nabisco • McCann-Erickson



RAY FAYATA PROD./Goulding-Elliott-Graham

Nestle Co. • McCann-Erickson Inc.



ELEKTRA FILM PRODUCTIONS, INC., New York

60-minute shows, which can be scheduled once a month in prime time, is being offered. KRON-TV San Francisco produced the first two programs of the series, and caused quite a stir in that area. Remaining segments are being produced for Screen Gems by Lawrence Williams in association with the San Francisco Medical Society, using the tape facilities of KRON-TV.

CBS Films has signed Herb Meadow, co-creator with (Sam Wolfe) of *Have Gun, Will Travel*, to produce a new adventure show, *Call Me First*. Paul Stewart will serve as associate producer and director. The distributor has also signed Marshall Thompson and French actress Annie Fargé to star in its new domestic comedy series, *Angel*. Production on CBS Films' *The Robert Herridge Theatre* continues. Eli Wallach and Bert Wheeler recently completed starring roles in another half-hour tape segment, this one called *Hope Is a Thing with Feathers*. It is a Richard Harriety one-act comedy. . . . Revue Productions has established a music-coordinating department, which is designed to help expand the use of live music. Harry Garfield, executive with the Music Publishers Holding Corp., has been signed to head the new branch.

Success of new-to-television cartoon series, to date principally produced by Hanna-Barbera Productions, will bring several new entries into the field next season. ABC-TV has ordered 26 half-hour *Bugs Bunny* shows, consisting of both new and previously released theatrical material, from Warner Bros., planning to program them 7:30-8 p.m. Wednesday opposite *Wagon Train*. UPA, Inc., is starting work on a series of five-minute *Magoos* for television release, the company's first endeavor in this line since its ill-fated cartoon series for CBS-TV in 1956. And M&A Alexander has completed the first 20 episodes of *Q. T. Hush*, *Private Eye*, short cartoons which are being made available on the syndicated market.

## COMMERCIAL CUES . . .

Independent commercial producers are pretty much agreed that 1960 is going to be a rough year in at least one respect: union negotiations. Al-



though no new agreements have to be ironed out, contract renewals covering almost every category of personnel come up in the next 10 months. These discussions will lead inevitably to an increase in costs, since the unions involved, actors, cameramen, mechanics, et al, are extremely powerful. Demands are likely to involve more than just pay increases. It's understood that the directors, for one, are out to get a share of residual money.

Despite these aggravations, production will continue at a frantic pace, and volume will undoubtedly climb over last year. In 1959, Elliot, Unger & Elliot, which was acquired by Screen Gems, produced \$4 million worth of tv commercials, an 80-percent increase over 1958. Other companies, while unwilling to release dollar figures, have indicated a similar growth pattern.

Such growth has led inevitably to staff expansions. Robert Lawrence Productions has appointed Joseph C. Sperry, senior producer of tv commercials for Doyle Dane Bernbach, as a staff director—the third addition to its directorial staff since the first of the year . . . Music Makers, Inc., continues with its staff expansion: Robert Pell, formerly sales manager of Precision Film Laboratories, has been appointed an account executive in the company's New York office. Earlier, Music Makers elevated Bill Schwartau to the post of vice president in charge of production, and Lee Higgins was made manager of creative services.

Fred A. Niles Productions, Inc., Chicago-based commercials firm, has promoted three of its executives. They are: William E. Harder, named vice president in charge of production; Edward E. Katz, named vice president and controller, and Frederick B. Foster, named vice president and sales manager. . . . Other developments in the teblurb field:

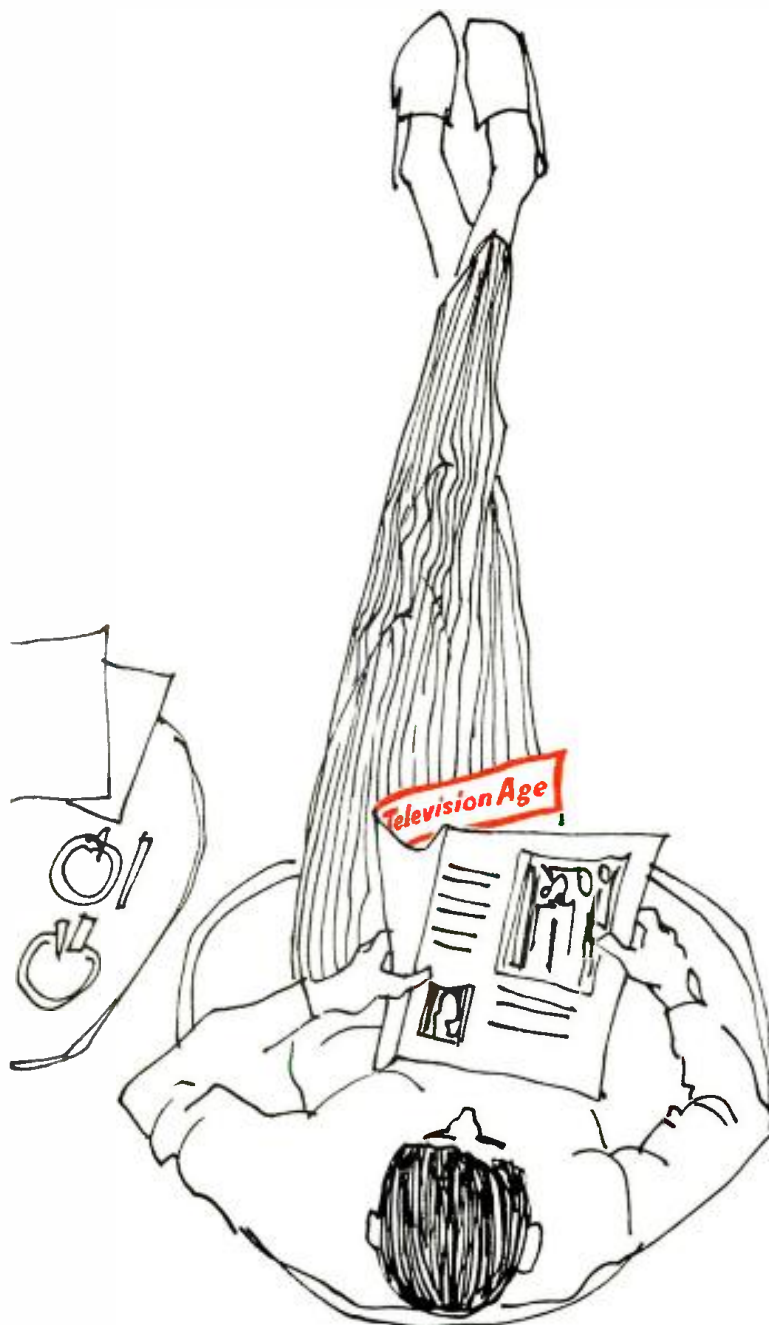
A west-coast commercials production office has been set up by the Chicago firm of Wilding, Inc. Ted Goetz, formerly with BBDO, heads the new operation. . . . Warner Bros. is merging its commercials and cartoon divisions. David H. DePatie, who has headed commercials production



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**Television Age / The Climate is Compelling**



# Advertising Directory of SELLING COMMERCIALS

Pacific Telephone • BBD&O



TV CARTOON PRODUCTIONS, San Francisco

Seven-Up Bottling Co. • J. Walter Thompson Co.



RAY PATIN PRODUCTIONS, Hollywood

Pontiac • MacManus, John & Adams, Inc.



NATIONAL SCREEN SERVICE CORP., New York

Sinclair Refining Co. • GMM&B, Inc.



WILBUR STREECH PRODUCTIONS, New York

Rival • Guild, Bascam & Bonfigli



PANTOMIME PICTURES, Hollywood

Universal CIT Credit Corp. • F&S&R



JAMES LOVE PRODUCTIONS, New York

Rob't Burns-"Continental" • Y&R



GRAY-O'REILLY STUDIOS, New York

W. K. Kellogg Co. • Leo Burnett Co., Inc.



RAY PATIN PRODUCTIONS, Hollywood

the past two years, will be in charge of the new combined operation.

Animation, Inc., is producing a series of commercials for Schlitz Breweries (J. Walter Thompson) featuring a new animated character conceived by the commercials firm and Art Capell, the agency's creative director. Also on the boards is an unusual show opening for Kroger Groceries (Campbell-Mithun, Chicago) which, featuring a rabbit emerging from a hole and jumping into a tree, will then be run in reverse for the show closing.

## PERSONNEL . . .

Herbert S. Schlosser has been appointed vice president and general manager of California National Productions, and H. W. (Jake) Keever



MR. SCHLOSSER

has been appointed vice president in charge of sales. The appointments, according to Earl Rettig, CNP president, in effect allow Mr. Keever to concentrate in the sales area, where he is responsible for two divisions—NBC Television Films and Victory Program Sales, the re-run unit. The competitive aspects of tv film selling have "sharpened considerably," Mr. Rettig notes, and "CNP has set its sights accordingly." Mr. Schlosser had been with the legal department of NBC, acting there as attorney for CNP. Prior to that he had been with the law firm of Phillips, Nizer, Benjamin, Krim & Ballon.

Kirk Torney has been appointed managing director of CBS, Ltd., with headquarters in London. Mr. Torney, formerly eastern sales manager for MCA TV and manager of group sales for Independent Television Corp., reports to Ralph M. Baruch, director of international sales for CBS Films,

Inc. He will move to London in June. . . . Buddy Faber has been appointed an account executive in the eastern



MR. PEARSON

division of United Artists Associated. . . . James V. McNamara has joined Atlantic Television, Inc., as general sales manager. For the past seven years Mr. McNamara was general manager, national sales manager and film buyer for WALA-TV Mobile.

Independent Television Corp. has elevated John E. Pearson to the post of general manager of ITC of Canada, Ltd. Mr. Pearson, formerly sales manager of that company, joined ITC in March of 1959. Before that he was sales representative for Sterling Films, Ltd., Canada. His appointment was described as a reflection of the growing importance of the Canadian market. ITC is to open a second office there shortly. . . . John P. Ballinger of Screen Gems has been elected president and director of the Television Film Association as a result of national balloting.

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 THE PRODUCER'S COMPLETE ART AND CAMERA SERVICE  
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**MAJOR MOOD MUSIC LIBRARY**  
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**Pulse Top 10 Comedy Shows for November**

Rank	Program	Distributor	National Weighted Average	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Phil Silvers	CBS	12.6	72	76	19	67
2	How To Marry a Millionaire	NTA	9.3	73	84	16	43
3	Three Stooges	Screen Gems	9.2	58	63	16	97
4	This Is Alice	NTA	8.3	72	78	15	56
5	Honeymooners	CBS	8.2	67	73	17	63
6	Life of Riley	CNP	6.9	61	68	11	58
7	People's Choice	ABC	6.7	61	76	16	55
8	Burns and Allen	Screen Gems	5.8	71	86	14	46
9	Colonel Flack	CBS	5.7	75	83	15	38
10	Glencannon	NTA	5.3	71	82	15	47

**Pulse Top 10 Mystery Shows for November**

1	Mike Hammer	MCA	16.6	82	89	16	23
2	N. Y. Confidential	ITC	11.9	79	91	14	27
3	Badge 714	CNP	10.7	78	89	17	46
4	Manhunt	Screen Gems	10.1	83	89	11	13
5	San Francisco Beat	CBS	8.9	81	92	15	25
6	Decoy	Official	7.3	76	89	15	26
7	Dial 999	Ziv	5.6	81	88	14	21
8	Mr. District Attorney	Ziv	5.5	73	81	9	31
8	Official Detective	NTA	5.5	81	91	14	23
10	Mr. and Mrs. North	Schubert	5.3	72	84	14	19

**Commercials**

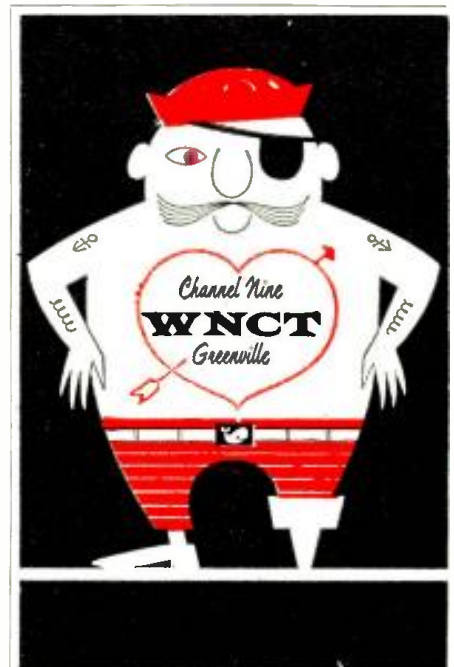
**AMERICAN FILM PRODUCERS**

Completed: Liggett & Myers Tobacco Co. (Chesterfield), McCann-Erickson; Esso Standard Oil Co. (Esso gasoline), McCann-Erickson; Bulova Watch Co. (watches), McCann-Erickson.  
 In Production: Uddo & Taormina Co. (Progresso foods), Carlo Vinti; Liggett & Myers Tobacco Co. (Chesterfield), McCann-Erickson.

**ELEKTRA FILM PRODUCTIONS, INC.**

Completed: Longines Wittnauer Co. (show opening), direct; California Oil Co. (Chevron), JWT; Ford Motor Co. (cars), JWT; American Telephone & Telegraph Co. (show opening), Ayer; Socony-Mobil Co. (Mobilheat), Compton; Standard Oil Co. of N. J. (institutionals), McCann-Erickson; Bristol-Myers Co. (Vitalis), DCS&S; American Tobacco Co. (show opening), BBDO; Jantzen, Inc. (commercial feature), Hockaday; Buick Motor Div. General Motors Co. (show opening), BBDO; Campbell Soup Co. (soup), BBDO; General Electric Co. (show opening), BBDO; Nestle Co. (Quik), McCann-Erickson; B. F.

Goodrich Co. (show opening), BBDO; National Biscuit Co. (cookies), McCann-Erickson; Shulton, Inc. (Desert Flower), Wesley.



# Advertising Directory of TV SERVICES

In Production: Clairol, Inc. (industrial feature), direct; Imperial Oil, Ltd. (gasoline), McLaren; General Mills Co. (Kix), D-F-S; American Safety Razor Co. (Gem razors), K&E; Quaker Oats Co. (Puss 'n' Boots), Spitzer & Mills; General Mills Co. (show opening), BBDO; Fawcett Publications, Inc. (True magazine), direct; Johnson & Johnson (Band-Aid), Y&R; R. B. Donnelly & Co. Canada (Yellow Pages), Spitzer & Mills.

## HUNN, FRITZ, HENKIN PRODUCTIONS, INC.

Completed: Labatts, Ltd. (50 ale), Ellis; Alberto-Culver Co. (Rinse Away), Wade; International Latex Corp. (Nasalaire), Brown & Butcher; Quaker Oats Co. (all products), Lynn Baker; Consolidated Cigar Sales Co., Inc. (Dutchmaster), EWR&R; Best Foods Div. Corn Products Co. (Nucoa), D-F-S; General Electric Co. (appliances), Maxon; B. T. Babbitt, Inc. (Glim & Hep), Brown & Butcher; Howard Stores Corp. (men's & boys' clothing), MW&S; ABC-TV (The Golden Circle), direct; John Oster Mfg. Co. (Osterizer), Richard Brady; Charles Antell Div. B. T. Babbitt, Inc. (Formula 9 & shampoo), Brown & Butcher.  
In Production: International Latex Corp. (Nasalaire), Brown & Butcher; Sterling Drug, Inc. (Fletcher's Castoria), Brown & Butcher; National Merchandising Corp. (Hooty phone book cover), Harry M. Frost; Lever Bros. Co. (Lifebuoy), SSC&B; B. T. Babbitt, Inc. (Bab-O), Brown & Butcher; Nestle Co., Canada (Quik), E. W. Reynolds; Breakstone Foods Div. National Dairy Products Corp. (cottage cheese), MW&S; Breech-Nut Life Savers, Inc. (Dick Clark show opening), Y&R; Revere Sugar Refinery (sugar), John C. Dowd; Alberto-Culver Co. (Rinse Away), Wade.

## TV FILM TRAFFIC SERVICES

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Hollywood 9-8181

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Motion picture and television equipment  
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OUR SPECIALTY

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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.

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## VIDEO TAPE DUPLICATING & FILM TRANSFERS

Complete film and videotape lab service  
Videotape to film transfers  
Videotape recording  
Videotape duplicating  
Videotape viewing and editing  
ACME FILM LABORATORIES, INC.  
1161 N. Highland Ave., Hollywood 38, Calif.  
Hollywood 4-7471

## Pulse Top 10 Western Shows for November

Rank	Program	Distributor	National Weighted Average	Viewers Per 100 Homes Tuned In			
				Men	Women	Teens	Children
1	Death Valley Days	U. S. Borax	14.5	75	84	15	58
2	U. S. Marshal	NTA	12.1	73	83	16	41
3	Shotgun Slade	MCA	12.0	79	83	15	46
4	Man Without a Gun	NTA	10.3	75	83	17	48
5	Sheriff of Cochise	NTA	8.6	79	88	15	35
6	Cisco Kid	Ziv	8.5	58	62	15	84
6	Roy Rogers—1/2 Hour	R. Rogers Syn.	8.5	38	41	13	89
8	Annie Oakley	CBS	7.8	52	56	15	89
9	Brave Stallion	ITC	7.0	52	57	16	83
10	Trackdown	CBS	6.6	67	73	18	69
10	26 Men	ABC	6.6	71	79	16	59

## Pulse Top 10 Misc. Shows for November

Rank	Program	Distributor	National Weighted Average	Men	Women	Teens	Children
1	American Civil War	Westinghouse	13.2	78	83	15	49
2	Popeye	UAA	11.7	22	29	14	103
3	Huckleberry Hound	Screen Gems	10.9	61	68	15	85
4	Quick Draw McGraw	Screen Gems	10.3	54	59	14	93
5	Superman	Flamingo	9.1	51	62	17	92
6	Football Highlights	Sports-TV	8.2	96	59	21	46
7	Bugs Bunny	UAA	7.4	46	57	13	99
8	Bozo The Clown	Jayark	6.7	21	36	13	104
9	Little Rascals	Interstate	6.4	59	65	15	87
10	Major League Baseball	World-Wide Tv	6.3	96	48	14	38

### KEITZ & HERNDON

Completed: Land O' Pines (milk), Wm. Finn; Lone Star Gas Co. (gas dryers), EWR&R.

In Production: Ideal Bakeries (bread), Wm. Finn; Centex Construction Co., Glenn; Dr. Pepper Co. (Hot Dr. Pepper), Grant; Campbell-Taggart Assoc. Bakeries, Inc. (Rainbo, Colonial bread), Bel-Art; James G. Gill Co. (coffee), Cargill, Wilson & Acree; Comet Rice Mills (rice), Grant; General Mills, Inc. (hot cereal), Knox-Reeves.

### RAY PATIN PRODUCTIONS, INC.

Completed: IXL Food Co. (food products), Armand Productions; Purex Corporation, Ltd. (bleach), Columbia Pictures; Skippy Peanut Butter Div. Best Foods, Inc. (Skippy), GB&B; General Foods Corp. (Jell-O), Y&R; Bardahl Oil Co., Inc. (oil), MMH&H.

In Production: General Mills, Inc. (Cheerios), D-F-S; Johnson & Johnson (Perfron), Y&R.

### PINTOFF PRODUCTIONS

Completed: General Electric Co. (vacuum cleaners), Y&R; Iodine Pharmaceutical Co. (Iodine Gargle), Reach, McClinton; Stahl-Meyer, Inc. (Ferris Meat products), Hicks & Greist; Ward Baking Co. (Tip Top Lucky cakes), Grey; Kings Wine Co. (wine), Wermen & Schorr; Aluminum Co. of America (Alcoa), F&S&R; Texaco Co. (gasoline), C&W.

In Production: Stewart Warner Corp. (Alemite), MacFarland, Aveyard; American Cancer Society (promotionals), direct; S. A. Schonbrunn & Co., Inc. (Savarin coffee), FC&B; Citizens Committee To

Keep N. Y. Clean (promotionals), JWT; Bayuk Cigars, Inc. (Phillies), Wermen & Schorr; Nestle Co. (Zip), McCann-Erickson; Stahl-Meyer, Inc. (Ferris meat products), Hicks & Greist; Kinney Shoe Co. (Kinney Drive-Ins), Frank B. Sawdon.

### WILBUR STREECH PRODUCTIONS, INC.

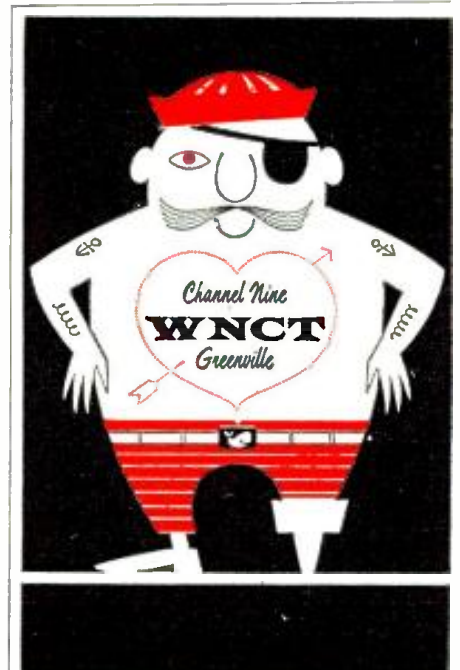
Completed: Sinclair Refining Co., Inc. (institutional), GMM&B; Golden Press, Inc. (encyclopedia), Wexton; Golden Records, Inc. (records), Wexton; Tv Bureau of Advertising (institutional), Wexton; Theon Co. (Lashbrite), Joseph Reiss; Carter Products, Inc. (Colonaid), KHCC&A; Quaker Oats, Canada (oats, pancake mix), Spitzer & Mills.

In Production: Sinclair Refining Co. Inc. (No Freeze gas), GMM&B; George W. Helme Co. (snuff), KHCC&A; O'Keefe Brewing Co., Canada (ale), Foster; H. Goodman & Sons, Inc. (Wet & Set Hair Curler), Joseph Reiss; National Trust Co. (bank institutional), Rabko; Golden Press, Inc. (encyclopedia), Wexton; Carlsberg Breweries (beer), Wexton; Potter Drug Co. (Cuticura cream), KHCC&A.

### WONSEL, CARLISLE & DUNPHY

Completed: Sterling Drug Co. (Fizrin), Compton; Remington-Rand Div. Sperry Rand Corp. (Princess Shaver), Y&R; Sun Oil Co. (Sunoco), Robert Otto; Nestle Co. (Quik), McCann-Erickson; Rootes Motors, Inc. (Hillman), EWR&R; Lever Bros. (Lucky Whip), OB&M; Johnson & Johnson (Glade), B&B; General Electric Co. (floor polisher), Y&R; General Foods Corp. (Tang), Y&R; American Home Products, Inc.; (Chef Boy-Ar-Dee Spaghetti, Beef Aroni), Y&R; Bristol-Myers Co. (Bufferin), Y&R; Goodyear Rubber Co. (mattress), Kudner; Silver-K-Corp. (Old Holland beer), Jerome O'Leary.

In Production: American Machine & Foundry (Pin Spotters), C&W; H. C. Moores Co. (Pream), B&B; General Foods Corp. (Birds Eye baby food), B&B.



musifex co

45 w. 45 st. n.y.c.

background music  
musical commercials  
sound effects

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ci-6-4061-2

# Wall Street Report

**TELEPROMPTER CASE.** A bombshell was dropped into the tv security market late last month when the Attorney General of the state of New York announced he would seek to dissolve the TelePrompter Corp. on charges that it had been part of a conspiracy to monopolize the promotion of heavyweight champion boxing bouts.

The Attorney General's decision is a shocker for several reasons—financial, legal and sporting. In the first place, there have been few instances in which state anti-trust laws have been invoked so dramatically since 1870. At first reading, there do not seem to be any serious precedents for such an action. Secondly, TelePrompter Corp. had sold the week before the announcement, 145,000 shares of its common at a price of \$12 per share to the public. Immediately after the announcement the price dropped to \$8.50 per share. Finally, the announcement upsets the already muddled circumstances surrounding the proposed rematch of Ingemar Johansson and Floyd Patterson. The first battle between the two was carried over a closed-circuit theatrical tv circuit by TelePrompter Corp., which also had tv rights to the rematch, but this agreement has been overshadowed by the announcement of the anti-trust suit.

The most important aspect of the announcement is its impact on the stock of TelePrompter, especially in view of the recent underwriting by Bear, Stearns & Co.

**CAPITAL SOUGHT.** TelePrompter offered the 145,000 shares of its common to the public last month to raise \$1.5 million to finance its way into a new segment of the tv industry—community antenna television systems.

A community antenna system consists of an antenna or other receiving equipment located at an advantageous reception point where high-quality television signals from distant cities can be received. These signals are then amplified and carried by cable, or when the distance from the receiving

equipment is great, by microwave relay, to the community to be served. The signals are then distributed by cable, usually attached to existing power or telephone poles, and by drop lines which run from the cables to individual buildings and are wired directly to the tv set. The subscriber is commonly required to pay an initial connection charge and thereafter a monthly service charge. Community antenna systems are operating in 43 states, and there are 500 to 600 such systems serving an estimated 500,000 sets in use. The number of subscribers to each system averages from 500 to 1,000, with less than 10 per cent having as many as 2,500 subscribers.

The community antenna systems are non-regulated by the Federal Communications Commission, although it does regulate microwave transmission companies servicing some of the systems. The FCC has announced it is seeking legislation that would require these systems to obtain consent of the tv station whose signals are being picked up, and that the systems would carry the signals of any local tv station which requested its signals be picked up.

**SYSTEMS ACQUIRED.** TelePrompter acquired Antennavision of Silver City, Inc., on Nov. 2 last for \$150,000. Antennavision operates a community




system in Silver City, N. M. On Nov. 25 TP agreed to purchase Farmington Community Tv. also of New Mexico, for \$486,000 in cash and 21,600 shares of common stock. TP also plans to acquire the community system at Rawlins, Wyo., for \$111,000 cash and 5,066 shares of common.

The Silver City system has 750 subscribers who pay a \$5.50 monthly service charge. Rawlins has 1,500 subscribers who pay a \$7.50 monthly charge, while Farmington has 3,500 subscribers paying \$6 a month.

Meanwhile TP is also negotiating

*(Continued on page 75)*



**ACCURACY**

Blackburn & Company has been  
selected for appraisal of more  
broadcast properties than any  
other broker. Accuracy is why.

**Blackburn & Company**  
Incorporated  
**RADIO - TV - NEWSPAPER BROKERS**

WASHINGTON — ATLANTA — CHICAGO — BEVERLY HILLS

# TELEVISION AGE **SPOT** REPORT

a review of  
current activity  
in national  
spot tv

**W**ord that a trio of buyers who specialize in either print or broadcast at Kenyon & Eckhardt, Inc., were recently assigned to purchase the "rival" medium as well led to speculation the agency might be veering to an all-media buyer policy.

"Not at all," said associate media director Philip Kenney. "We have a strong belief that the specialized buyer is necessary. However, we also believe in developing our own media supervisors within the agency, and the move under discussion is a result of that policy. For the past four or five years we've watched for buyers who have the qualifications for growth. If such a man is a broadcast buyer, he is assigned to an account that is light in print, or vice versa. In time he becomes familiar with the other medium's requirements, and in a couple of years he's prepared to supervise media buying on almost any account."

Proof of the success of the policy, he added, lies in the fact that three of the agency's present supervisors were developed from buying specialists. "We don't like to 'raid' the departments of other agencies for our people," he said.

Interestingly, two K&E media supervisors were formerly with Benton & Bowles, Inc., one of the few giant agencies with an all-media buyer policy. "When we do take on men from outside," Mr. Kenney noted, "it's natural to go after persons with ex-

perience in all fields."

Switching the entire buying department to the dual-buyer technique would not be feasible, he believes. "With an account that's evenly divided between print and broadcast, the buyer's work would be doubled. He'd have to make twice as many calls, have twice as many interviews, etc. A supervisor can work in both fields because he has others to handle the detail work, but a buyer, we think, would be swamped."

In addition, he said representatives in both fields had been queried on their reactions to such a set-up. "The salesmen were flatly against any change. In their eyes it would mean just twice as much competition calling on a buyer, longer waits for appointments and shorter periods in which to sell.



*At Benton & Bowles, Tad Distler is assistant buyer on General Foods' Gaines dog foods and the recently introduced Gravy Train product.*

"So, what we have is not a major development in the department, but several men undergoing what might be called 'in-job training.' They're broadening their scope, but are still under the supervision of a media supervisor."

\* \* \*

If spring comes, can cool drinks be far behind? Not likely, and, according to early indications, the makers of Fizzies, Sonny Boy, Nufizz, Kool-Ade and numerous other drink preparations will find the kid-show field tighter than ever this summer. Some brands trying to set firm buys now for a mid-April start are reported meeting station resistance and product conflicts.

As noted here January 11, the rapid return of the toy advertisers to kid shows, particularly in top markets, tightened the availability picture. Local soda bottlers are also readying spring campaigns in many areas, with kids the primary target.

## AMERICAN MOTORS CORP.

*(GMM&B, New York)*

A spring campaign on RAMBLER cars is due to begin early in March for a four-week period. Some top 75 markets will be covered with minutes and 20's, probably slotted late in the week for Saturday showroom customers. Betty Powell is the timebuyer.

## AMERICAN PETROFINA, INC.

*(Taylor Norsworthy, Inc., Dallas)*

While Spot Report records show only spot schedules and sports purchases previously

# HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

**It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!**

**There is nothing so satisfying** as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

**They have confidence** in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

**From surveys** made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

**Latest F.C.C. figures** show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

**We know for a fact** that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

**People believe in** and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

## **KRNT** **RADIO and TV**

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.





*Jean Boyd handles broadcast schedules for Golden Book Encyclopedia and Golden Record library, among others, at Wexton Co.*

for this producer of FINA gas, it lined up a 20-market buy on CNP's *Pony Express* to start at various times throughout the coming weeks. Either full- or alternate-week sponsorship, depending on the market, will be used in Dallas-Fort Worth, Amarillo, Tulsa, Kansas City, St. Louis, Wichita, Shreveport, Wichita Falls, Lubbock, Springfield (Mo.), Temple-Waco, Tyler, Abilene, Odessa-Midland and six other areas. Most buys are for 52 weeks. Benjamin January is the timebuyer.

**BEECH NUT LIFE SAVERS CO.**  
(Charles W. Hoyt Co., Inc., N. Y.)

While BEECH NUT coffee has done little advertising for several years, it just bought a regional network spread on ABC-TV's *Restless Gun* and *About Faces*, and will supplement the shows in some 15 northeastern markets with evening placements of filmed minutes, 20's and ID's. Doug Humm is the timebuyer.

**BELL TELEPHONE CO. OF PENNA.**

(Gray & Rogers, Phila.)

Holding on to a good thing, this phone firm set renewals at the first of the year for another 52 weeks of its five-minute weather programs in all major Pennsylvania markets. Monday-Friday shows are used—two in Philadelphia, two in Pittsburgh, two in Lancaster, and one each in Altoona, Scranton-Wilkes-Barre and Harrisburg. Ed Papazian is the timebuyer.

**BIRELY'S, INC.**

(Irving J. Rosenbloom & Associates, Inc. Chicago)

BIRELY'S fruit-flavored soda will be featured in spot schedules beginning in early May and continuing through Labor Day in about 80 markets where there are local bottlers. Filmed minutes, 20's and ID's will run, with an animated-squeeze technique advising viewers to "Have a ball with Birely's!" TV-radio director Richard Irwin is the contact.

**BISSELL, INC.**

(Clinton E. Frank, Inc., Chicago)

A \$2-million campaign which includes tv spots in 36 major markets is set for an early-spring kick-off. If the plan of the fall drive is followed, about six weeks of day and night minutes and 20's will run

*The Buyer Talks About . . .*

**MINUTE SPOTS**

Some advertisers want or need minute spot announcements to sell their products. They may have merchandise that sells best with demonstration; or a product so new that the public must be educated in its benefits. The company may have made a change in brand name or advertising theme or package. However, buying minute spots presents certain problems.

The chief one, of course, is the relative shortage of minute availabilities and the almost complete lack of them in prime time.

The buyer must make sure that the client who wants 60 seconds of advertising time understands that (a) there are no minutes available in prime time except on independent stations or non-sponsored programs, (b) there are only a few categories of programs that carry minutes, (c) there is great competition for the available spots, (d) ratings are generally not very high, and (e) it will take a greater frequency of spots to reach a desired share of audience with minutes than with prime time spots.

On the other side of the balance sheet, however, the buyer can assure his clients that the use of minutes can deliver a good share of the audience at a relatively low cost. The difference in cost between non-prime minutes and prime 20's usually enables a buyer to double his frequency.

The biggest mistake made in the process of buying minute announcements is when the agency goes ahead and makes the commercials without consulting the buyer as to availabilities. Costly minutes sometimes have to be junked and 20's made instead when it is discovered that there simply is insufficient time available for the necessary frequency of minutes.

Stations do arrange their programming to provide for minute announcements. The programs generally fall into a few categories—kid shows, sports, movies, womens' programs, station-owned syndicated shows, etc. Many of these are shows which appeal to a limited segment of the total audience, a fact which must be considered when buying on many products. The buyer often must exercise considerable program judgment in the purchase of minutes within the bounds of a usually rather limited choice.

Movies are extremely difficult to judge because the specific film shown can have a tremendous effect on ratings. Also, stations are prone to program the masterpieces of their libraries during rating weeks. Local participating shows are also difficult to buy, since personal salesmanship is often involved, and it is not always apparent that the personality conducting the show has an unusually loyal following. In fact, for the buyer accustomed to the relative consistency of syndicated programs or network adjancies, buying minutes seems a hap-hazard proposition.

When buying minutes, the buyer should consider the type of program best suited to the product, the audience composition of the various time periods and programs, and the relative position of competing programs in the market. Unfortunately, after doing all of these things, the buyer may not always be able to get enough minutes because of the demand.

Still, it has worked beautifully for some products. It can work for many if the buyer has the time to build a good schedule.

on SHAMPOO MASTER and other cleaning devices. Helen Davis is the timebuyer.

**BRISTOL-MYERS CO.**  
(DCS&S, N. Y.)

Following the procedure used last year at this time. IPANA toothpaste lined up schedules of night minutes in about 20 selected markets to supplement its network shows. Frequencies around four spots weekly will run until early May. Frank Finn is the timebuyer.

**BRITE MFG. CO.**  
(Horton, Church & Goff, Inc., Providence)

While actual activity from this firm is some way off at present, the agency is reportedly pitching a spot campaign on a test scale. The company manufactures low-cost (about \$1.50) watch bands and has national

distribution through drug and variety chains, etc. William Cook will handle the timebuying if and when it materializes.

**BROWN & WILLIAMSON TOBACCO CORP.**

(Ted Bates & Co., Inc., N. Y.)  
B&W's new BELAIR continues to add markets slowly, with Hawaii noted as one of the more recent requisition. Other states covered are Florida, Texas, New Mexico, Oklahoma, and Kentucky. Filmed minutes and ID's are set in strong frequencies for brief periods. Ted Powell is the timebuyer.

**CHOCK FULL O'NUTS CORP.**  
(Grey Adv. Agency, Inc., N. Y.)

For its "heavenly" coffee, this firm just invaded its 15th state, adding Ohio to its market territory. While the account uses tv

sporadically in existing areas, it's become a major radio-user of late. For the introduction in Ohio, however, it set 52-week schedules of minutes, 20's and ID's in Cleveland, Youngstown, Akron and Canton. Herb Werman, assisted by Jerry Rettig, is the timebuyer.

**COLGATE-PALMOLIVE CO.**  
(Street & Finney, Inc., N. Y.)

Late last month FLORIENT started its first campaign of 1960 with a reported 20 top markets getting about 10 weeks of day and night minutes, 20's and ID's. Elenore Scanlan is the timebuyer.

**CONSOLIDATED CIGAR CO.**  
(Lennen & Newell, Inc., N. Y.)

Next week will see the kick-off of new schedules for MURIEL cigars in about 20 top markets in a drive similar to last November's. Nighttime 20's and ID's will run for six to eight weeks. Rudy Baumohl is the timebuyer.

**DAGGETT CHOCOLATE CO.**  
(Horton, Church & Goff, Inc., Providence)

For its PAGE & SHAW candy, this company returns to a few markets this week in a pre-Valentine's Day push utilizing ID's as it did last October in its first tv test. This campaign, built on a "love insurance" theme, runs on WPRO-TV Providence, WBZ-TV and WHDH-TV Boston and stations elsewhere in southern New England and Philadelphia. Strong frequencies will be carried in prime 7:30-9:30 evening time to reach the widest possible male audience. Account executive King Meyer said the schedules are in the nature of a test, with the company looking toward a national drive next year. William Cook is the timebuyer.

**Personals**

ED FONTE has been promoted to associate media director at Sullivan, Stauffer, Colwell & Bayles, New York, replacing DAN HIRSCH, who is now account executive. BILL FERGUSON JR. will take over Mr. Fonte's Riviera buying assignment. BILL ABRAMS, who has rejoined the agency as time-



MR. ABRAMS

buyer after an Army hitch in Germany, will pick up Lever Bros.' Silver Dust, Best Foods and API.

BOB LIDDEL has been named head timebuyer at Compton, New York. He



MR. LIDDEL

succeeds BERT MULLIGAN, who has been transferred to the agency's tv-

radio program department, where he will specialize in tv programming. GRAHAM HAY has been appointed associate head timebuyer.

RUTH SIMONS, formerly media director at Doremus & Co., has joined Bennett & Northrop, Boston, in the same capacity.

GEORGE SIMKO, ED KOBZA and FRANK HAJEK have been appointed all-media buyers at Kenyon & Eckhardt, New York. Messrs. Simko and Kobza were formerly timebuyers and the latter a print buyer.

VINCE DeLUCA, head timebuyer at Erwin Wasey, Ruthrauff & Ryan,



MR. BUNBURY

New York, has left to join Katz Radio Div. Replacing him at EWR&R is DICK BUNBURY, formerly timebuying supervisor at N. W. Ayer.

FRANK FINN will assume the buying chores on Ipana at Doherty, Clifford, Steers & Shenfield, New York. The account was handled previously by ED GREENE, who is now with WINS Radio. CHARLES DIGNEY has been promoted to assistant buyer on Bristol-Myers at the agency.

**Agency Changes**

With the dissolution of Raymond Spector Co., Hazel Bishop, Inc., named Donahue & Coe, Inc., to its account, with the annual budget set at \$2 million.

Jewel Tea Co., Inc., 227-store midwest supermarket chain formerly handled by North Adv., Inc., Chicago, moves on March 1 to Earle Ludgin & Co.

Galerie, Inc., Chicago perfume and fashion concern, named Powell, Schoenbrod & Hall Adv. to its account and plans network tv exposure in the fall. Doner & Peck, Inc., New York, was the previous agency.

L. J. Globus & Associates, Los Angeles, was named by Catalina, Inc., to handle its men's division. Grey Adv., which held the business, will continue to service the company's ladies', children's and junior divisions.

Coopers, Inc., makers of Jockey brand underwear, hosiery and sportswear, appointed Tatham-Laird, Chicago, to succeed Henri, Hurst & McDonald on its \$750,000 account.

Lowell Toys, Inc., most recently with Lavenson Bureau of Adv., Philadelphia, moved to Crestwood Adv.

**Profile . . . . . LEN SOGLIO**

**A** strict adherence to cost-per-thousand figures negates a buyer's creative thinking in the opinion of Len Soglio, media account executive at Hicks & Greist, Inc., New York. "For instance," he said. "I recently recommended a schedule for Sandran on WNTA-TV's *Play of the Week*. While the cpm was high, the program's quality audience was a good one for the client's higher-priced Crown Vinyl line. The schedule was approved readily."

Mr. Soglio, who joined Hicks & Greist last November to handle broadcast buying on Sandran, La Rosa and Dixie Cup, among others, spent his entire previous advertising career at Ted Bates & Co., Inc. He joined the agency in 1952 while still studying law at Brooklyn College and taking a business administration degree at City College of New York. From the media department he went into buying, placing for such accounts as



Minute Maid, Hunt Club dog food and Blue Bonnet margarine.

One of the advantages to be enjoyed in an agency such as the one in which he works now is the element of close client contact. "Here," he noted, "the buyer feels he's really on his own. He's in on budget and media-planning sessions and takes full responsibility for decisions. He's able to broaden his scope in the field more

quickly than otherwise."

Backing up Mr. Soglio's lack of reliance solely on cost-per-thousand data is his attitude toward ratings in general. "Certainly they're useful," he stated, "but I think in a billion-dollar industry such as television, there should be some way to produce ratings that agree with one another, instead of Nielsen showing one figure, ARB another, etc."

Another slight "problem" noted by the buyer—and by several others in recent weeks—was "the load of station managers coming in to visit during the early months of the year. It's always nice to see them, but at this busy time, it would be more helpful if they came in with something new to say."

When not working on schedules at Hicks & Greist, Len Soglio is usually in one of two places—at home with his wife in Bayside, Long Island, or at the New York Athletic Club, where he plays squash, tennis and numerous other games.

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# WRGB IS TOPS

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WRGB . . . the top TV buy delivers this top market.

WRGB . . . rated tops in the most recent ARB survey is your top TV buy in Northeastern New York and Western New England.

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Represented Nationally by NBC Spot Sales

NBC Affiliate . . . . Channel Six

Albany . . . Schenectady . . . and Troy

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The space for this message is donated by this publication in cooperation with The Advertising Council.

# She was not alone



Sudden illness, especially mental, often disrupts a family. With the Vasquezes it brought them closer together.

If you had wanted to get in touch with Eva Vasquez three years ago, you would have had to travel some two hundred miles from her home on the outskirts of Bakersfield, California, to Modesto State Hospital for the mentally ill.

She was hospitalized there because she was tired of living and tried dying. Withdrawal, they called it, from reality.

The communists could have made quite a thing out of her story if they had known it.

What about "all men are created equal"? they might have asked. What about "unalienable rights"?

Here she was: Eva. Born



Clean, neat, but cramped, the Vasquez home is located in a mixed Mexican-Negro community near Bakersfield, California.

a Mexican, another victim of pride, prejudice and poverty. Knowing no love in her own home, she escaped into marriage at sixteen.

Now, at twenty-nine, she was the wife of Juan Vasquez, mother of seven children and pregnant again.

Because of recurring bouts of illness, finally diagnosed at Kern General as malnutrition, Juan was only intermittently employed. Came cotton time, the whole family took to the fields—usually earning a total of \$7.50 a day.

Worry over her neglected children and Juan led to Eva's breakdown. The feeling that she, alone, was faced with these problems only exaggerated her anxiety.

It turned out she was not alone. And that's where the Russian script ends and the American story begins.

During Mrs. Vasquez's hospitalization the family received relief and the children were provided milk by

a local school nurse. Juan was encouraged to study English in night school in hopes of finding a better job. To practice English he read comic books and watched TV in the two-room cabin he shared with the children.

One day, and then again, he saw a TV message sponsored by The Advertising Council, urging people to send for a booklet entitled "How to Deal With Your Tensions," published by The National Association for Mental Health. Free.

He sent away for it and spent the next two months laboriously translating it with the aid of his comic books and a Spanish-American dictionary.

Among other things, he learned that Eva was not alone in her affliction. One in ten Americans suffers from mental illness. And 80% of those hospitalized, in the words of Dr. William Menninger, "could be out if enough of us cared."

The Advertising Council cared to the point of courageously sponsoring the Mental Health program during 1958 and 1959. Through the combined volunteer services and facilities of American business, advertising agencies, publishers, broadcasting stations, networks, outdoor and transit advertising companies, millions of dollars have been spent bringing that message to millions of people, more than 1,300,000 of whom have written in for the pamphlet.

People like Juan Vasquez, for instance, who cared enough to translate it painstakingly and sensitively, so that his wife would believe and understand and be re-



Although Juan translated perfectly, his wife wasn't always sure he was giving her an exact interpretation.

stored to her family, rehabilitated. That happened on July 7, 1958.

The Mental Health campaign was supported by The Advertising Council because mental illness is "the number one disease of the country." And the Council is committed to making ours a stronger nation. Stronger in human and natural resources.

Through public service campaigns—adding up to 170 million dollars of voluntary support during 1959 alone—our country was bulwarked in many ways.

Through saving lives on the highways. Preventing forest fires. Fighting for better schools. Selling savings bonds, and helping our friends and allies abroad.

Not by standing still, certainly, nor playing it solo.

Rather, by people working together in the common cause of insuring our "health, wealth and happiness."

### THE ADVERTISING COUNCIL . . . for public service

*If you would like to know more about this work, this magazine suggests you write to The Advertising Council for a free booklet, 25 West 45th Street, New York 36, New York*



**The Advertising Council, supporting these and many other public service causes with men, materials and money contributed by American business, helps solve more problems and serve more people than any other single private institution:**

**AID TO HIGHER EDUCATION • BETTER SCHOOLS • CONFIDENCE IN A GROWING AMERICA  
CRUSADE FOR FREEDOM • FOREST FIRE PREVENTION • MENTAL HEALTH • NATO • RED CROSS  
REGISTER, VOTE AND CONTRIBUTE • RELIGION IN AMERICAN LIFE • RELIGIOUS OVERSEAS AID  
STAMP OUT PARALYTIC POLIO • STOP ACCIDENTS • UNITED COMMUNITY CAMPAIGNS  
U. S. SAVINGS BONDS • UNITED NATIONS**

# Paul Bunyan Television

**WPBN-TV** **WTOM-TV**  
ch. 7 Traverse City ch. 4 Cheboygan



**We're Striding High,  
Wide & Handsome!**



Like big Paul Bunyan  
with his Blue-ox "Babe"  
Our feet haven't touched  
the ground since we tied  
up with

**Venard, Rintoul & McConnell**

**THEY KNOW OUR STORY!**

Ask them about the

- 332,700 people • 85,740 receivers
- 25 northern Michigan counties
- Canadian stations

SERVED BY

**Paul Bunyan  
Television Network**

By the way—We have radio too!  
5 stations! 298,400 listeners!

## DRINKS, INC.

(Charles W. Hoyt Co., Inc., N. Y.)

The maker of NUFIZZ instant soft drinks moved last spring to this agency, which is currently working on plans for a full-scale campaign to get under way as soon as warm weather begins hitting its top markets. Filmed minutes in kid shows will be set to run through the summer. Doug Humm is the buying contact.

## FATHER JOHN'S MEDICINE CO.

(Hermon W. Stevens Agency, Inc., Boston)

This advertiser has been in the medium seven years without being listed in Spot Report, and currently has schedules running in some 25 top markets. It uses minutes, 20's and 1D's as well as program buys of all lengths for FATHER JOHN'S cough medicine. Schedules run October-April, although brief test campaigns are conducted in selected markets. Agency head M. J. Tyler is the contact.

## GENERAL FOODS CORP.

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

As it did last year, BAKER'S coconut is returning for about nine weeks starting early this month in a small group of "special" markets. The first part of the campaign ran last November. Both filmed daytime minutes and live announcements

## Rep Report

Vernon Heeren, formerly with NBC Spot Sales, joined the Chicago office of H-R Television, Inc., as a member of the tv sales staff. Art Kelley, who has been with the Chicago H-R division, moved to St. Louis as manager of the representative firm's recently opened office in that city.

Also in Chicago, George Pious was named an account executive with CBS-TV Spot Sales. He was director of client relations in the midwest for the department since last May, previously serving WCAU-TV Philadelphia.

The Bolling Co., Inc., announced the openings of new offices in Detroit and Atlanta, with Larry Gentile, veteran of 27 years in radio and tv sales, helming the Detroit branch, and Don Naylor, formerly with an Atlanta tv-radio outlet and a major advertising agency, managing the southern city's office. Morton A. Barrett was appointed vice president and manager of Bolling's Chicago office, having joined the firm in 1953 as a tv account executive and most recently serving as research-sales development director.

John H. Wrath succeeded Sterling Beeson as president of Headley-Reed Co. upon Mr. Beeson's resignation. Mr. Wrath joined the company in 1939 after graduating from Northwestern University, was elected a vice president in 1950 and became executive vice president in 1953.

Elisabeth M. Beckjorden was named network and personal representative for KSBW-TV Salinas and its satellite, KSBY-TV San Luis Obispo, both California.

## 1959 Colonel

Winners of Peters, Griffin, Woodward, Inc.'s 11th annual awards for "Colonel of the Year" have been announced by H. Preston Peters, president of the station representative firm. Named "Television Colonel for 1959" was William J. Tynan, vice president and midwest tv sales manager of PGW. Alan J. Bell, of the PGW radio promotion and research department, was designated "Radio Colonel for 1959."



MR. BELL

MR. TYNAN

The awards, inaugurated in 1949, pay tribute annually to one man on each of the company's television and radio staffs for his personal growth within the organization and for his contributions to stations and advertisers. A financial recognition accompanies each award.

ir homemakers' programs will run, with the spots concentrated late in the week for Saturday shopping. Bob Gleckler is the contact.

## GENERAL MILLS, INC.

(Dancer-Fitzgerald-Sample, Inc., N. Y.)

Starting about issue date, BETTY CROCKER pancake mixes should begin schedules of primarily minutes in both day and late-night slots in some 20 markets. The campaign will run three-four weeks. Ira Weinblatt is the timebuyer.

## GILLETTE LABORATORIES

(North Adv., Inc., Chicago)

With the 22-week campaign set for THOREXIN reported here Oct. 5 currently expiring, renewals are being set in about 30 of the top 50 markets for the duration of the cold-catching season. Filmed minutes and 20's in day and night periods will continue. Elaine Pappas is the timebuyer.

## HUBBARD GERMICIDE CO.

(Hermon W. Stevens Agency, Inc., Boston)

A new product from this firm is Hubbard aerosol room deodorizer, and it's now

## Agency Sponsors Dallas Opening

Five days before the opening of the new Frank Lloyd Wright-designed Dallas Theatre Center, Bevel Associates of Dallas, an advertising and public-relations agency, decided to sponsor a telecast of the first-night activities.

Agency president George Bevel Jr. had been a close friend for many years of Paul Baker, director of the new theatre, and his tremendous interest in the theatre, itself, and in the promotion of Dallas as a cultural center led him to attempt the two-segment telecast.

KFJZ-TV Ft. Worth was selected to carry the program in two segments, the first from 7:30 to the opening curtain, the second from the final curtain to midnight during an opening-night party for cast, staff and patrons.

A few portions were pre-taped, including a tour of the building and some shots of the surrounding area. The remainder of the program was handled live by remote units and included interviews with cast members, celebrities and other first-nighters.

Cameramen, engineers, the entire television staff, in fact, appeared in black-tie attire, in keeping with the formal atmosphere of the opening.

Commercial spots for Bevel were institutional in style and focused on the whole field of communications.



Backstage with actor John Varnum

running test schedules in Boston and Providence. Early evening minutes and ID's are used, with the campaign to spread to other New England regional markets if it's successful. Agency head M. L. Tyler is the contact.

### IDEAL TOY CORP.

(Grey Adv. Agency, Inc., N. Y.)

As noted last issue, IDEAL toys returned immediately after the first of the year with spot schedules in New York. Chicago,



Larry Carino (l.) has been promoted from acting manager to general manager of WWL-TV New Orleans, while Maurice J. Guillerman (r.), formerly national sales manager, has become general sales manager of the station. Before joining WWL-TV in September 1958 as sales manager Mr. Carino was general manager of KTNT-TV Seattle.

Los Angeles and Philadelphia are also now running minutes in kid shows on two new toys—Champion Dog Kits and Monkey Stix. Additional markets are to be added, with placements usually set for about 13 weeks. Joan Stark is the timebuyer.

### ILLINOIS BELL TELEPHONE CO.

(N. W. Ayer & Son, Inc., Chicago)

A new spring-summer campaign started late last month for this company in Peoria, Rock Island, Danville, Decatur, Springfield, Rockford and Chicago. The last-named market will feature long-distance phoning, while the accent elsewhere will be on a new "Princess" extension phone. Filmed minutes and 20's in A and B time will run in frequencies of five or six spots per week. Yvonne Pearce is the timebuyer.

### INTERNATIONAL MILLING CO.

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

A new flight on ROBIN HOOD flour should kick off late this month or early in March in some 70-80 markets in the product's territory. New filmed minutes and 20's will run for three weeks, with frequencies either 10 or 20 spots per week, depending on the market. Naida McLain is the timebuyer.

### S. C. JOHNSON & SON, INC.

(Foote, Cone & Belding, Inc., Chicago)

Reports have it that HOLIDAY, a new car

polish from this maker, is currently being put into national distribution, with introductory schedules using tv this month in Florida and California markets where the warm weather permits polishing. Genevieve Lemper is the timebuyer.

### G. R. KINNEY CORP.

(F. B. Sawdon, Inc., N. Y.)

This chain of shoe stores has new films in preparation for a continuing campaign that has seasonal peaks—spring, fall, back-to-school, Easter, etc. Buying is on constantly, with minute films slotted at all times to reach both adults and children. The up-coming Easter drive will feature animated film spots in about 15 top markets. The chain has about 485 outlets coast-to-coast, an increase of over 75 since it began using tv two years ago. Media director Ardien Rodner is the buying contact.

### CHARLES B. KNOX GELATIN CO.

(Chas. W. Hoyt Co., Inc., N. Y.)

Last December KNOX gelatin ran brief schedules of ID's and 20's in half-a-dozen markets, but a reported spring campaign that should start late this month will cover about twice that many areas. Minutes should be added to the schedules in early and late movies. Doug Humm is the timebuyer.



# THE LAUREL AND HARDY SHOW

Gets Top Ratings On  
WAVE-TV, Louisville


Wire or phone  
Art Kerman  
today for  
availability  
in your market.



## GOVERNOR TELEVISION

375 Park Avenue, N.Y.C.  
PLaza 3-6216

a T.W.X.  
from  
"REX"




**C-O-M-M-A-N-D-I-N-G  
L-E-A-D-E-R-S-H-I-P**  
on all viewing fronts!

**WREX-TV continues to dominate Rockford and Area Viewing . . .**

- **AT NIGHT**  
45 of the Top 50 Shows . . .
- **IN THE DAYTIME**  
All 20 of the Top 20 Shows
- **TOP WESTERNS**  
7 of the Top 8 Shows
- **TOP FAMILY SHOWS**  
5 of the Top 5 Shows
- **TOP SPORTS, SYNDICATED FILM, MOVIES, PUBLIC SERVICE.**


*\*Source ARB Oct. 25 - Nov. 21, 1959*

**IN FACT . . . All Day and All Night! . . . Every Hour of the Week is "Good Time" on . . . WREX-TV.**



J. M. RAISCH  
Vice Pres.-Gen. Mgr.

Represented by  
H-R Television, Inc.



**WREX-TV**  
channel 13

## LEE RUBBER & TIRE CORP.

(Gray & Rogers, Phila.)

Renewals went out on LEE'S sports/weather programs in a number of markets including Altoona, Scranton-Wilkes-Barre, Philadelphia, Lancaster and Charleston, W. Va., with the shows set for another 52 weeks through 1960 on a three-days-weekly basis. Ed Papazian is the timebuyer.

## LEVER BROS.

(Kenyon & Eckhardt, Inc., N. Y.)

HANDY ANDY, which has been sticking primarily with its network schedules for exposure, began adding spot placements in about 25 top markets the first of this month. Markets are in the northeast, east-central and west-central areas. Filmed minutes in mostly nighttime slots will run for about 13 weeks. George Simko and assistant Ralph Bodle are the buying contacts.

## LINCOLN FOODS

(Jerome O'Leary Adv. Agency, Boston)

Spot in Boston and other New England markets is figured in the spring campaign for this maker of ice-cream toppings, fruit drinks, etc. Filmed minutes and 20's should run through the warm weather. Media director Louise Doherty is the contact.

## MAINE POTATO COMMISSION

(John C. Dowd, Inc., Boston)

Not previously Spot Reported, this organization just ended a once-a-year campaign in half-a-dozen "problem" markets. It used three-four weeks of saturation ID's to boost potato sales. No future activity is planned until the first of 1961. William Monaghan, media director, is the contact.

## NATIONAL BISCUIT CO.

(Kenyon & Eckhardt, Inc., N. Y.)

For its MILK BONE and PAL dog foods,

### Weather Spot

The Northwestern National Banks of Minneapolis have integrated a weather forecast with a commercial announcement in 30 seconds of prime time every night on WCCO-TV Minneapolis.

The spot campaign is built around a theme of "helpful banking with the personal touch," with the weather information providing an example of the "personal touch" in action.

A specially constructed balop with a speedometer-like device is used to give high, low and present temperatures to viewers in a time period which is generally lacking in such information.

## Agency Appointments

Bob Gross, who has been with DCS&S for two-and-one-half years, was promoted from assistant producer to producer in the agency's tv-radio department. Joining the department as an executive producer was Les Collins, formerly with BBDO.

At Monroe F. Dreher, Inc., John L. Thayer was named director of tv-radio production. He was previously producer and



MR. THAYER

production manager for United States Productions, industrial and tv film firm.

Elinor de la Bouillerie, formerly with Elliot, Unger & Elliot as visual coordinator, moved to Compton Adv., Inc., in a similar capacity.

Robert G. Wright, who has been manager of WTVP-TV Decatur and an account executive with Pownall Adv. Agency in the Illinois city, joined Keller-Crescent Adv., Evansville, Ind., as a member of the creative staff.

Gene Ruggiero joined Ted Bates & Co., Inc., as a tv-film supervisor. He was previously with Metro-Goldwyn-Mayer for 30



MR. RUGGIERO

years and won an Academy Award as film editor on *Around The World in 80 Days*.

Ralph C. Duke, who joined Barnes Adv. Agency, Inc., Milwaukee, in 1953 as a tv-radio producer and became an account executive in 1955, was named a vice president of the agency.

In Honolulu, Richard C. Block moved from Woodrum & Staff Adv., where he was director of tv-radio, to KHVH-TV as the station's director of operations.



Nabisco bought the Westminster Kennel Club Dog Show Feb. 9 to be fed from WPIX New York to WTTG Washington, WNHC-TV New Haven, WFIL-TV Philadelphia and WPRO-TV Providence. The time purchase was handled as a spot buy in each city separately, with the agency creating its own network. Lucy Kerwin is the timebuyer.

### QUAKER OATS CO.

(Baker, Tilden, Bolgard & Barger, Inc., Chicago)

The test schedules in Green Bay and Youngstown for MUFFETS were renewed last week for another flight, with additional markets expected to be added shortly. Evening minutes, about four a week, are used. Beverly Miller is the timebuyer.

### RAYCO MFG. CO.

(Mogul Williams & Saylor, Inc., N. Y.)

At the end of the month RAYCO reportedly unveils its new "quality image" campaign for its stores, with musical filmed minutes in upwards of 50 markets coast-to-coast. The schedules should run 13 weeks until the summer placements are set in early June. Lynn Diamond is the timebuyer.

### SALADA-SHIRIFF-HORSEY, LTD.

(Doyle Dane Bernbach, Inc. and H. W. Warden Associates, N. Y.)

The test of JUNKET Quick Fudge Mix



Upon being appointed to the national defense executive reserve unit of the Federal Communications Commission, Lawrence Webb, managing director of the Station Representatives Association, receives a scroll from FCC commissioner Robert E. Lee. Looking on is SRA president H. Preston Peters.

(noted in a Nov. 2 Tele-Scope) in Albany, N. Y., has met with moderate success and is being continued until April. Live "personality" minutes in children's programs are used. Media director Jim Barrett at the Warden agency places. In Albany, Miami and Salt Lake City, Junket desserts are using minutes in kid shows as part of a continuous in-and-out campaign. Nate Rind is the buyer at DDB.

### F. & M. SCHAEFER BREWING CO.

(BBDO, N. Y.)

This brewery is holding back slightly this spring in most of its east-coast markets, with the majority of placements due to start in April. Early this month, however, Philadelphia and Albany begin new schedules, and New York continues active. Mostly 20's are used on through the



Robert B. Beusse has been appointed advertising and promotion manager of WOR-TV and WOR Radio New York. A graduate of Fordham, Mr. Beusse was most recently assistant advertising director of the Schering Corp. Before that he was with McCall's and Better Living magazines.

summer and early fall months, with ID's also running in New York. Ed Fleri and Jackie Moore are the contacts.

### STUDEBAKER DEALERS' ADV. ASSOCIATION

(D'Arcy Adv. Co., Inc., N. Y.)

As noted last issue, this organization is out to set program buys in all of its 17 zones across the country. In addition to those named earlier, the Boston zone kicked off this month with *Tombstone Territory* running in six markets, *How To Marry a Millionaire* in Hartford and

### STATION NETWORK and PERSONAL REPRESENTATIVE

Elisabeth M. Beckjorden

KELO-TV, Sioux Falls, S. D.  
KROC-TV, Rochester, Minn.  
WIMA-TV, Lima, Ohio  
WPBN-TV, Traverse City, Mich.

235 East 46th St., New York 17, N. Y.  
PLaza 5-4262

### Offbeat Music

Musical sounds from materials gathered in a surplus store are the feature of a new Capitol Record just released by Ken Snyder, Needham, Louis & Brorby vice president and tv-radio creative head, and Jack Fascinato, formerly Kukla, Fran and Ollie music man and now of Hollywood.

Titled, naturally, *Music from a Surplus Store*, it is a collection of original musical compositions highlighted by musical sounds from such unmusical implements as trowels, putty knives, surgical scalpels, furniture casters and oil cans, picked up in a common surplus outlet. Messrs. Snyder and Fascinato succeed in proving their point—music is everywhere.



### According to . . . NIELSEN

NOV. 9, - DEC. 6, 1959

Quarter-hour homes in one week  
sign on to midnight

WMAR-TV, Channel 2  
SUNPAPERS TELEVISION  
BALTIMORE 3, MARYLAND  
CONTACT YOUR KATZ REP. TODAY

# ARB City-by-City Ratings November, 1959

## CINCINNATI 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Huckleberry Hound (Screen Gems)	
WCPO-TV Wed. 6:30	28.2
2. Three Stooges (Screen Gems)	
WCPO-TV Mon.-Sat. 5	23.9
3. Highway Patrol (Ziv) WKRC-TV Sat. 10:30	22.4
4. Whirllybirds (CBS) WCPO-TV Sun. 6:30	21.6
5. Death Valley Days (U.S. Borax)	
WKRC-TV Fri. 7	21.0
6. Quick Draw McGraw (Screen Gems)	
WCPO-TV Tue. 6:30	20.4
7. Annie Oakley (CBS) WCPO-TV Thu. 6:30	19.6
8. Treasure (Crosby/Brown) WLW-TV Mon. 7	19.3
9. Cisco Kid* (Ziv) WCPO-TV Sun. 6	19.1
10. Superman (Flamingo) WKRC-TV Mon. 6:30	18.7
11. Manhunt (Screen Gems) WLW-TV Sat. 10:30	18.3
12. Seven League Boots (Screen Gems)	
WLW-TV Wed. 7	18.2
13. Jeff's Collie (ITC) WKRC-TV Wed. 7	17.8
14. Ghost* (CBS) WKRC-TV Sat. 7	16.3
15. Four Just Men* (ITC) WLW-TV Thu. 7	16.2
16. U.S. Marshal (NTA) WCPO-TV Thu. 10:30	16.2

### TOP FEATURE FILMS

1. Film Feature* WLW-TV Sat. 3:15-5	16.5
2. Gold Cup Matinee WLW-TV Mon. 5-6:30	8.1
3. Home Theatre WKRC-TV Sat. 11:15-2:30 a.m.	8.0
4. Ladies Home Theatre WKRC-TV Wed. 5-6:45	7.2
5. Gold Cup Matinee WLW-TV Fri. 5-6:30	7.2
6. Five Star Theatre WKRC-TV Sun. 12-1	7.2

### TOP NETWORK SHOWS

1. Wagon Train WLW-TV	46.5
2. Louis Jourdan* WLW-TV	42.6
3. Gunsmoke WKRC-TV	39.7
4. 77 Sunset Strip WCPO-TV	38.5
5. Perry Como WLW-TV	37.8
6. The Real McCoys WCPO-TV	35.7
7. The Rifleman WCPO-TV	34.8
8. Maverick WCPO-TV	33.2
9. Bob Hope* WLW-TV	32.8
9. Wyatt Earp WCPO-TV	32.8

## PEORIA

### 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. State Trooper (MCA) WMBD-TV Sat. 9:30	27.8
2. U. S. Marshal (NTA) WEEK-TV Thu. 6	27.2
3. Huckleberry Hound (Screen Gems)	
WTVH Thu. 6	23.6
4. Bold Venture (Ziv) WTVH Fri. 10	23.2
5. Woody Woodpecker (Burnett) WTVH Mon. 6	21.4
6. This Man Dawson (Ziv) WEEK-TV Tue. 9:30	18.3
7. Jeff's Collie (ITC) WTVH Wed. 6	18.3
8. Trackdown (CBS) WTVH Wed. 10	18.0
9. Sea Hunt (Ziv) WTVH Tue. 10	17.9
9. New York Confidential (ITC)	
WTVH Mon. 9:30	17.0
10. Border Patrol (CBS) WTVH Sun. 10	16.2
11. Whirllybirds (CBS) WTVH Sat. 10	15.9
12. Superman (Flamingo) WTVH Tue. 6	15.4
13. Mike Hammer (MCA) WMBD-TV Fri. 10:30	15.3
14. Brave Stallion (ITC) WTVH Fri. 6	14.9

### TOP FEATURE FILMS

1. Feature Movie WMBD-TV Sat. 10:30-12 mid.	15.6
2. Feature Movie WMBD-TV Sat. 4-6	12.1
3. Lamplighter Playhouse WTVH	
Sat. 10:30-1 a.m.	9.5
4. Lamplighter Playhouse WTVH	
Mon. 10:30-12:15 a.m.	8.1
5. Lamplighter Playhouse WTVH	
Fri. 10:45-11:45	7.9

### TOP NETWORK SHOWS

1. The Real McCoys WTVH	46.4
2. Gunsmoke WMBD-TV	40.1
3. Red Skelton* WMBD-TV	39.0
4. Wagon Train WEEK-TV	37.5
5. 77 Sunset Strip WTVH	35.0
6. Maverick WTVH	34.9
7. Lawman WTVH	34.6
8. What's My Line WMBD-TV	33.5
9. The Rebel WTVH-TV	31.5
10. Wanted—Dead or Alive WMBD-TV	31.4

\*Indicates programming change during four-week period. Ratings for one-week are given.

## COLUMBUS

### 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Huckleberry Hound (Screen Gems)	
WTVN-TV Thu. 6:30	29.5
2. Mike Hammer (MCA) WBNS-TV Sat. 10:30	25.0
3. Death Valley Days (U.S. Borax)	
WBNS-TV Sun. 9:30	25.0
4. U.S. Marshal (NTA) WTVN-TV Fri. 10:30	23.9
5. Whirllybirds (CBS) WTVN-TV Thu. 7	23.3
6. Casey Jones (Screen Gems) WTVN-TV Tue. 7	21.2
7. Quick Draw McGraw (Screen Gems)	
WTVN-TV Tue. 6:30	20.5
8. San Francisco Beat (CBS) WTVN-TV Wed. 7	20.1
9. Sea Hunt (Ziv) WBNS-TV Mon. 7:30	19.7
10. Search For Adventure (Banner)	
WBNS-TV Fri. 8:30	18.9
11. Our Miss Brooks (CBS) WBNS-TV Sun. 6:30	18.8
12. Ten-4 (Economee) WTVN-TV Mon. 7	16.1
13. Roy Rogers* (Roy Rogers Synd.)	
WBNS-TV Sun. 6	15.7
14. State Trooper (MCA) WTVN-TV Fri. 7	15.5
15. Border Patrol (CBS) WLW-C Tue. 7	15.0

### TOP FEATURE FILMS

1. Jungle Theatre WBNS-TV Sat. 12:30-2	9.5
2. Lex Mayer's Theatre WTVN-TV	
Sun. 10:30-12:15 a.m.	9.0
3. World's Best Movies WTVN-TV	
Sat. 10:30-12:15 a.m.	8.3
4. Gold Cup Matinee WLW-C Mon. 5-6:30	8.0
5. Gold Cup Matinee WLW-C Tue. 5-6:30	7.9

### TOP NETWORK SHOWS

1. Wagon Train WLW-C	41.2
2. The Rifleman WTVN-TV	39.6
3. The Real McCoys WTVN-TV	36.9
4. Gunsmoke WBNS-TV	36.9
5. 77 Sunset Strip WTVN-TV	35.9
6. Maverick WTVN-TV	35.8
7. Red Skelton* WBNS-TV	35.2
8. Lawman WTVN-TV	34.6
9. Wyatt Earp WTVN-TV	33.2
9. Perry Mason* WBNS-TV	31.6

## PITTSBURGH

### 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Shotgun Slade* (MCA) KDKA-TV Sat. 10:30	30.5
2. Sea Hunt (Ziv) KDKA-TV Sat. 7	27.5
3. Death Valley Days (U.S. Borax)	
KDKA-TV Thu. 7:30	23.3
4. Huckleberry Hound (Screen Gems)	
KDKA-TV Mon. 6:30	23.2
5. Navy Log (CBS) KDKA-TV Sat. 11	21.1
6. Popeye (U.A.A.) WHC Sat. 9 a.m.	19.2
7. Rescue 8 (Screen Gems) WTAE Thu. 7:30	16.6
8. Manhunt (Screen Gems) WTAE Thu. 10:30	16.0
9. Whirllybirds (CBS) WHC Mon. 7	14.9
10. Mike Hammer* (MCA) WHC Sat. 7	14.4
11. Lock-up (Ziv) WHC Sun. 10:30	14.2
12. Championship Bowling (Schwimmer)	
WTAE Sat. 6	13.7
13. Phil Silvers (CBS) KDKA-TV Wed. 8	13.6
14. Popeye (U.A.A.) WHC M-F 5	13.3
15. Quick Draw McGraw (Screen Gems)	
KDKA-TV Tue. 6:30	12.4
16. U.S. Marshal (NTA) WHC Tue. 10:30	12.4

### TOP FEATURE FILMS

1. Gateway Studio Presents KDKA-TV	
Fri. 11:15-1:45 a.m.	18.2
2. Family Movie WTAM Sun. 6-7:30	15.6
3. 6 PM Adventure WTAE Thu. 6-7:15	15.4
4. 6 PM Adventure WTAE Fri. 6-7:15	15.2
5. 6 PM Adventure WTAE Wed. 6-7:15	15.0

### TOP NETWORK SHOWS

1. Gunsmoke KDKA-TV	52.0
2. Red Skelton* KDKA-TV	46.6
3. Have Gun. Will Travel KDKA-TV	39.4
4. Perry Mason* KDKA-TV	38.9
5. What's My Line KDKA-TV	37.8
6. Garry Moore* KDKA-TV	36.5
7. Father Knows Best KDKA-TV	36.0
8. Danny Thomas KDKA-TV	35.8
9. Ed Sullivan KDKA-TV	34.0
10. Alfred Hitchcock Presents KDKA-TV	33.0

## DAYTON

### 2-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Casey Jones (Screen Gems) WLW-D Wed. 7	24.4
2. Mike Hammer (MCA) WHIO-TV Wed. 8:30	23.9
3. Badge 714 (CNF) WHIO-TV Sat. 10:30	22.9
4. Huckleberry Hound (Screen Gems)	
WLW-D Thu. 5	22.4
5. Death Valley Days (U.S. Borax)	
WLW-D Mon. 7	20.7
6. Decoy (Official) WLW-D Thu. 10:30	20.4
7. Quick Draw McGraw (Screen Gems)	
WLW-D Tue. 5	20.3
8. U.S. Marshal (NTA) WHIO-TV Mon. 7	19.5
9. Mackenzie's Raiders (Ziv) WLW-D Thu. 7	18.9
10. Search For Adventure (Banner) WLW-D Fri. 7	18.8
11. Whirllybirds (CBS) WHIO-TV Mon. 7:30	18.1
12. Manhunt (Screen Gems) WLW-D Tue. 7	18.0
13. Bold Venture (Ziv) WLW-D Sun. 10:30	16.6
14. Superman (Flamingo) WLW-D Wed. 5	16.4
15. Jeff's Collie* (ITC) WHIO-TV Tue. 7:30	16.2

### TOP FEATURE FILMS

1. Gold Cup Theatre WLW-D	
Sat. 11:30-1:30 a.m.	7.2
2. Your Evening Theatre WHIO-TV	
Sat. 11:30-1 a.m.	7.1
3. Gene Autry Feature WHIO-TV Sat. 4-5	6.6
4. Saturday Matinee WHIO-TV Sat. 2:30-4	5.8
5. Roy Rogers Feature WHIO-TV	
Sat. 1:30-2:30	4.8

### TOP NETWORK SHOWS

1. Gunsmoke WHIO-TV	49.8
2. Wagon Train WLW-D	47.4
3. Perry Mason* WHIO-TV	44.4
4. 77 Sunset Strip WLW-D	42.3
5. Maverick WLW-D	39.7
6. Roy Rogers Rodeo* WLW-D	39.6
7. Bob Hope* WLW-D	39.1
8. Lawman WLW-D	39.1
9. Have Gun, Will Travel WHIO-TV	36.9
9. Sugarfoot* WLW-D	36.8
9. The Real McCoys WLW-D	36.8

## SACRAMENTO-STOCKTON

### 3-Station Report (four-week ratings)

### TOP SYNDICATED FILMS

1. Rescue 8 (Screen Gems) KQRA-TV Mon. 7	25.3
2. U.S. Marshal (NTA) KQRA-TV Thu. 7	24.6
3. State Trooper (MCA) KQRA-TV Thu. 7:30	23.5
4. Brave Stallion (ITC) KQRA-TV Thu. 6	18.1
5. Four Just Men (ITC) KQRA-TV Tue. 7	17.2
6. Quick Draw McGraw (Screen Gems)	
KQRA-TV Mon. 6	16.8
7. Huckleberry Hound (Screen Gems)	
KQRA-TV Fri. 6	16.5
8. Shotgun Slade (MCA) KQRA-TV Wed. 7	16.0
9. Annie Oakley (CBS) KQRA-TV Tue. 6	15.1
10. Death Valley Days (U.S. Borax) KQRA-TV Tue. 7	14.3
11. Popeye (U.A.A.) KQRA-TV M-F 5	13.3
12. Superman (Flamingo) KQRA-TV Wed. 6	13.1
13. Phil Silvers (CBS) KQRA-TV Sat. 7	12.7
14. Award Theatre (Screen Gems) KQRA-TV	
Sun. 6:30	12.6
15. Mackenzie's Raiders (Ziv) KQRA-TV Sun. 6:30	10.9

### TOP FEATURE FILMS

1. Great Movie KXTV Tue. 6:30-8	13.9
2. Great Movie KXTV Fri. 6:30-8	13.0
3. Great Movie KXTV Mon. 6:30-8	12.3
4. Three Star Theatre KQRA-TV	
Sat. 10:30-12:15 a.m.	10.0
5. Great Movie KXTV Wed. 6:30-8	9.9

### TOP NETWORK SHOWS

1. Wagon Train KQRA-TV	40.3
2. Bob Hope* KQRA-TV	36.0
3. Perry Mason* KXTV	35.2
4. Gunsmoke KXTV	32.5
5. 77 Sunset Strip KOVR	30.4
6. Perry Como* KQRA-TV	30.1
7. G.E. Theatre KXTV	29.6
8. Ed Sullivan KXTV	29.4
9. The Rifleman KOVR	29.3
10. Alfred Hitchcock Presents KXTV	28.1

# ARB City-by-City Ratings November, 1959

## DULUTH-SUPERIOR

**2-Station Report  
(four-week ratings)**

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv) WDSM-TV Thu. 9:30 37.9
2. Sea Hunt (Ziv) WDSM-TV Sun. 9:30 34.2
3. Shotgun Slade (MCA) KDAL-TV Fri. 9 33.3
4. Border Patrol (CBS) KDAL-TV Thu. 7:30 31.7
5. 26 Men (ABC) KDAL-TV Sat. 9:30 30.4
6. U.S. Marshal (NTA) KDAL-TV Sat. 10 27.6
7. Huckleberry Hound (Screen Gems) KDAL-TV Fri. 6:30 26.9
8. Mike Hammer (MCA) KDAL-TV Fri. 10:15 26.4
9. Championship Bowling (Schwimmer) WDSM-TV Sun. 4:30 24.2
10. Quick Draw McGraw (Screen Gems) KDAL-TV Tue. 6:30 21.7
11. Manhunt (Screen Gems) KDAL-TV Tue. 7 21.6
12. Science Fiction Theatre (Ziv) WDSM-TV Mon. 10:15 18.3
13. Mr. District Attorney (Economee) KDAL-TV Wed. 10:15 18.0
14. San Francisco Beat (CBS) WDSM-TV Fri. 10:15 17.9
15. Union Pacific (CNP) WDSM-TV Sun. 10:15 16.8

### TOP FEATURE FILMS

1. Producer's Playhouse KDAL-TV Tue. 10:15-11:30 22.6
2. Saturday Cinema WDSM-TV Sat. 4-5 14.7
3. Million Dollar Movie KDAL-TV Sat. 11-12:30 a.m. 13.6
4. Shock Theatre KDAL-TV Fri. 10:45-12:15 a.m. 13.4
5. IGA Theatre KDAL-TV Thu. 10:15-11:30 13.2

### TOP NETWORK SHOWS

1. Ed Sullivan KDAL-TV 56.6
2. Red Skelton\* KDAL-TV 56.2
3. Garry Moore\* KDAL-TV 49.7
4. Wagon Train WDSM-TV 49.4
5. Gunsmoke KDAL-TV 48.6
6. G.E. Theatre KDAL-TV 48.3
7. The Texan KDAL-TV 47.8
8. CBS Reports\* KDAL-TV 46.9
9. Have Gun, Will Travel KDAL-TV 45.8
10. I've Got a Secret KDAL-TV 45.5

## SAN ANTONIO

**3-Station Report  
(four-week ratings)**

### TOP SYNDICATED FILMS

1. Death Valley Days (U. S. Borax) KENS-TV Sat. 9:30 31.7
2. Highway Patrol (Ziv) WOAI-TV Thu. 7 26.8
3. Mike Hammer (MCA) WOAI-TV Thu. 9:30 24.2
4. U. S. Marshal (NTA) KONO-TV Mon. 9:30 18.2
5. State Trooper (MCA) WOAI-TV Tue. 9:30 17.6
6. Manhunt (Screen Gems) WOAI-TV Thu. 9 17.3
7. Whirlybirds\* (CBS) WOAI-TV Sat. 6 17.0
8. Huckleberry Hound (Screen Gems) KONO-TV Thu. 6 16.5
9. Sea Hunt\* (Ziv) WOAI-TV Fri. 7 16.3
10. Superman (Flamingo) KONO-TV Tue. 6 16.1
11. Championship Bowling (Schwimmer) KONO-TV Sun. 3:30 14.8
12. Popeye (UAA) KENS-TV M-F 5 13.8
13. Quick Draw McGraw (Screen Gems) KONO-TV Mon. 6 13.4
14. Shotgun Slade (MCA) WOAI-TV Mon. 7 13.3
15. This Man Dawson (Ziv) WOAI-TV Thu. 6:30 12.4

### TOP FEATURE FILMS

1. Afternoon Movie\* WOAI-TV Sat. 12:1-1:45 12.8
2. Command Theatre WOAI-TV Sun. 10:15-11:45 a.m. 10.4
3. 20th Century Theatre KONO-TV Sat. 10:30-12:15 a.m. 9.1
4. 20th Century Theatre KONO-TV Fri. 10:30-12:30 a.m. 8.1
5. Command Theatre WOAI-TV Sun. 10:15-11:45 6.0
6. Matinee Movie\* KENS-TV Sat. 2:30-3:30 6.0

### TOP NETWORK SHOWS

1. Gunsmoke KENS-TV 43.3
2. Wagon Train WOAI-TV 40.8
3. Red Skelton\* KENS-TV 39.6
4. Bob Hope\* WOAI-TV 39.8
5. What's My Line KENS-TV 33.8
6. The Rifleman KONO-TV 32.9
7. 77 Sunset Strip KONO-TV 31.7
8. Wyatt Earp KONO-TV 31.0
9. Have Gun, Will Travel KENS-TV 30.1
10. Garry Moore KENS-TV 29.3

## FORT WAYNE

**3-Station Report  
(four-week ratings)**

### TOP SYNDICATED FILMS

1. U. S. Marshal\* (NTA) WANE-TV Sat. 10:30 24.4
2. Sea Hunt (Ziv) WANE-TV Wed. 7 24.3
3. Highway Patrol (Ziv) WANE-TV Thu. 7 24.0
4. Huckleberry Hound (Screen Gems) WPTA-TV Thu. 6:30 22.9
5. Annie Oakley (CBS) WPTA-TV Wed. 6:30 21.8
6. San Francisco Beat\* (CBS) WANE-TV Fri. 7 20.5
7. Shotgun Slade\* (MCA) WANE-TV Mon. 7 18.9
8. Superman (Flamingo) WPTA-TV Tue. 6:30 18.6
9. New York Confidential (ITC) WANE-TV Fri. 8:30 18.6
9. Ten-4 (Economee) WPTA-TV Fri. 10:30 17.6
10. State Trooper (MCA) WPTA-TV Tue. 9:30 16.6
11. Quick Draw McGraw (Screen Gems) WPTA-TV Mon. 6:30 16.2
12. Bold Venture (Ziv) WANE-TV Sat. 7 15.7
13. Amos 'n' Andy (CBS) WANE-TV M-F 6 15.6
13. Brave Stallion (ITC) WKJG-TV Tue. 7 15.6

### TOP FEATURE FILMS

1. Award Theatre WANE-TV Sat. 11-1 a.m. 14.0
2. Two Gun Playhouse\* WKJG-TV Sun. 11:30-12:30 10.2
3. Big Western WPTA-TV Thu. 10:30-12 mid. 9.7
4. Award Theatre WANE-TV Tue. 11:15-12:30 a.m. 9.3
5. Shock Theatre WPTA-TV Fri. 11-12:30 a.m. 8.2

### TOP NETWORK SHOWS

1. Gunsmoke WANE-TV 42.9
2. Perry Mason\* WANE-TV 38.7
3. Wagon Train WKJG-TV 37.1
4. 77 Sunset Strip WPTA-TV 36.0
5. The Real McCoys WPTA-TV 35.9
6. Father Knows Best WANE-TV 35.8
7. Have Gun, Will Travel WANE-TV 34.6
8. Danny Thomas WANE-TV 34.0
9. Tennessee Ernie Ford WKJG-TV 33.3
10. The Price Is Right WKJG-TV 31.5

## SAN FRANCISCO

**4-Station Report  
(four-week ratings)**

### TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) KRON-TV Tue. 7 31.1
2. Manhunt (Screen Gems) KRON-TV Tue. 6:30 23.7
3. San Francisco Beat (CBS) KPIX Sat. 7 17.7
4. The Honeymooners\* (CBS) KRON-TV Mon. 6:30 17.0
1. Rescue 8 (Screen Gems) KRON-TV Wed. 6:30 17.0
5. Divorce Court (Gulld) KRON-TV Sat. 6 16.9
6. Science In Action (Coronet) KRON-TV Mon. 7 16.8
7. Bold Venture (Ziv) KRON-TV Fri. 6:30 15.4
8. Huckleberry Hound (Screen Gems) KTVU Wed. 6:30 14.4
9. Popeye (UAA) KRON-TV M-F 5 13.9
10. Brave Stallion (ITC) KTVU Fri. 7 13.1
11. Jeff's Collie (ITC) KTVU Fri. 6:30 12.4
12. Quick Draw McGraw (Screen Gems) KTVU Thu. 6:30 12.1
13. Lock-up (Ziv) KRON-TV Thu. 7 11.9
14. Amos 'n' Andy (CBS) KTVU M-F 6 11.0

### TOP FEATURE FILMS

1. Movie Time KRON-TV Sun. 5:30-7 10.4
2. Fabulous Features\* KPIX Sun. 5:30-7 7.1
3. Best of MGM KGO-TV Sat. 10:30-12:45 a.m. 7.0
4. 6 O'Clock Movie KGO-TV Sat. 6-7:30 6.8
5. 6:30 Movie KGO-TV Mon. 6:30-7:30 6.7

### TOP NETWORK SHOWS

1. Bob Hope\* KRON-TV 39.5
2. Wagon Train KRON-TV 35.7
3. Perry Mason\* KPIX 32.9
4. Gunsmoke KPIX 29.4
5. 77 Sunset Strip KGO-TV 28.2
6. Father Knows Best KPIX 25.6
7. Maverick KGO-TV 25.4
8. Alfred Hitchcock Presents KPIX 25.1
9. Ford Startime KRON-TV 25.0
10. Roy Rogers Rodeo\* KRON-TV 24.3

## GREEN BAY

**3-Station Report  
(four-week ratings)**

### TOP SYNDICATED FILMS

1. Shotgun Slade\* (MCA) WBAV-TV Sat. 10 25.5
2. Sea Hunt (Ziv) WFRV Thu. 9:30 25.2
3. Championship Bowling (Schwimmer) WBAV-TV Sun. 3:45 24.0
4. Death Valley Days (U.S. Borax) WBAV-TV Thu. 6:30 22.6
5. Huckleberry Hound (Screen Gems) WBAV-TV Thu. 5 20.4
6. Superman (Flamingo) WBAV-TV Wed. 5 19.5
7. Quick Draw McGraw (Screen Gems) WBAV-TV Tue. 5 17.5
7. U.S. Marshal (NTA) WBAV-TV Sat. 10:30 17.5
8. Bugs Bunny (UAA) WBAV-TV Sat. 11:30 a.m. 17.3
9. Ramar of the Jungle (ITC) WBAV-TV Sat. 2:30 16.6
10. Lock-up (Ziv) WFRV Sun. 9:30 15.0
11. Popeye\* (UAA) WBAV-TV Mon. Fri. 5 14.1
12. Three Stooges (Screen Gems) WFRV M-F 5:30 13.5
13. Mike Hammer (MCA) WBAV-TV Fri. 10:30 13.1
14. Western Marshal (Victory Program Sales) WBAV-TV Sat. 3 12.5

### TOP FEATURE FILMS

1. Shirley Temple Movie WBAV-TV Sat. 1-2:30 20.5
2. Family Theatre WBAV-TV Sun. 10-11:30 13.7
3. Star Theatre WBAV-TV Sat. 11-12:30 a.m. 8.7
4. Best of MGM WFRV Sun. 10-11:45 7.4
5. Feature Theatre WBAV-TV Fri. 11-12:15 a.m. 6.7

### TOP NETWORK SHOWS

1. Red Skelton\* WBAV-TV 55.3
2. Lassie WBAV-TV 45.7
3. Gunsmoke WBAV-TV 45.4
4. The Real McCoys WLWK-TV 37.8
5. Danny Thomas WBAV-TV 35.2
6. Wagon Train WFRV 34.6
7. I've Got a Secret WBAV-TV 34.3
7. Perry Mason\* WBAV-TV 34.3
8. Markham WBAV-TV 33.9
9. Garry Moore\* WBAV-TV 33.8

## YOUNGSTOWN

**3-Station Report  
(four-week ratings)**

### TOP SYNDICATED FILMS

1. Border Patrol (CBS) WKBN-TV Sat. 10:30 25.9
2. Harbor Command\* (Ziv) WFMJ-TV Thu. 7 22.7
3. McKenzie's Raiders (Ziv) WKBN-TV Sat. 7 17.6
4. West Point (Economee) WFMJ-TV Wed. 7 17.2
5. Science Fiction Theatre\* (Ziv) WFMJ-TV Sun. 10:30 17.0
6. Official Detective\* (Famous Films) WKBN-TV Mon. 7 16.7
7. Badge 714\* (CNP) WFMJ-TV Tue. 7 16.1
8. Mr. District Attorney (Economee) WFMJ-TV Mon. 7 15.8
9. Laurel and Hardy\* (Governor) WFMJ-TV Sat. 5 14.9
10. Death Valley Days (U. S. Borax) WKBN-TV Fri. 7 14.5
11. Huckleberry Hound (Screen Gems) WKBN-TV Thu. 6 12.5
12. Three Stooges (Screen Gems) WKBN-TV M-F 5 12.2
12. Sheriff of Cochise (Famous Films) WKBN-TV Sun. 7:30 12.2
13. Lock-up (Ziv) WFMJ-TV Fri. 7 11.7
14. Annie Oakley\* (CBS) WFMJ-TV Sat. 7 11.0

### TOP FEATURE FILMS

1. Playhouse 27 WKBN-TV Sat. 11:15-1 a.m. 13.6
2. Playhouse 27 WKBN-TV Sun. 11:15-12:30 a.m. 12.7
3. Time For Adventure\* WKBN-TV Sun. 3:45-5:30 11.9
4. Playhouse 27 WKBN-TV Mon. 11:30-12:30 a.m. 10.4
4. Shock Theatre WKBN-TV Sat. 11:15-1 a.m. 10.4

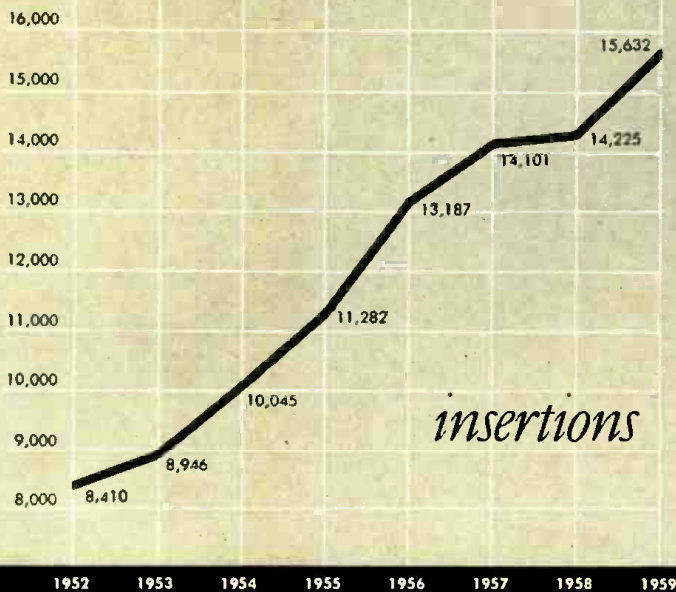
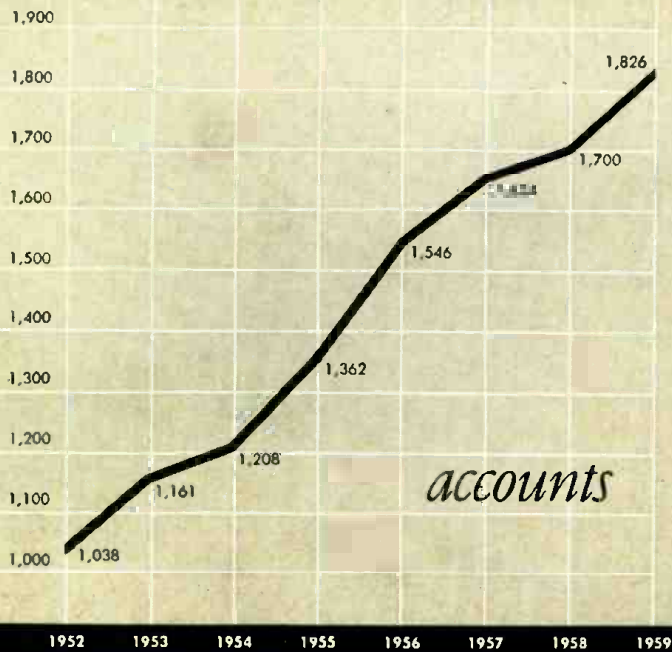
### TOP NETWORK SHOWS

1. Wagon Train WFMJ-TV 41.6
2. Gunsmoke WKBN-TV 37.5
3. Perry Como WFMJ-TV 34.6
4. What's My Line WKBN-TV 31.8
5. Perry Mason\* WKBN-TV 31.3
6. Bat Masterson WFMJ-TV 30.6
7. The Price Is Right WFMJ-TV 30.3
8. Garry Moore\* WKBN-TV 29.3
9. Loretta Young Presents WFMJ-TV 29.0
10. Father Knows Best WKBN-TV 28.1

# 1959

... another  
year of growth  
for Standard Rate  
& Data Service

(media advertising volume)



Reflected in this growth pattern is the increasing employment, by media owners, of a modern marketing concept which adds force to all of their selling actions by tying in with a buying action common to buyers, everywhere . . . habitual and repetitive use of their "classified directory."

Two thirds of the publishers and station owners whose promotion programs include no space advertising in editorial-type periodicals, do use space in SRDS to be sure of representation every time their medium or market is being considered.

And of all media that use space in advertising periodicals, the majority use Service-Ads in SRDS with adequate information dominantly and constantly in evidence at the time and place of media comparison.

The trend, for years, has been toward thinking like this: "No matter what else we do in our sales promotion program, we'll run informative Service-Ads in SRDS to help us sell the way the advertising business buys."

## standard rate & data service, inc.

the national authority serving the media-buying function

Walter E. Botthof, Publisher

5201 Old Orchard Road, Skokie, Illinois

Sales Offices—

Skokie • New York • Atlanta • Los Angeles

similar shows in Springfield and other New England areas. Buying continues at a rapid pace. Bob Lazetera is the timebuyer.

**SWEETHEART ASSOCIATED COMPANIES**  
(John W. Forney, Inc., Minneapolis)  
This baker of SWEETHEART bread

## Buyer's Check List—

### New Stations

WITB Bowling Green, Ky., has been assigned those call letters by the FCC for its channel 13 grant. Air date is still indefinite.

KVOC-TV Ogden, channel 9, has set a target date of summer of this year for the start of operations. The station, owned by United Telecasting and Radio Co., was scheduled to go on the air last fall, but met several delays in receipt of tower and other equipment. KVOC-TV will have a 300-foot tower on Little Mountain radiating a power of 29.5 kw, and the transmitter will be a Gates 5 kw. Main studio building in Ogden, and the transmitter building on Little Mountain, have been completed. Arch G. Webb is president and general manager, and David B. Affleck is sales manager. National sales representative is Grant Webb & Co. Network affiliation has not been set as yet.

### Station Changes

KBAK-TV Bakersfield, channel 29, has a late spring starting date for its new tower and for an increase in power. Tower location is to be changed to 24 miles east of Bakersfield. The new tower, 175 feet high, will be 4,000 feet above average terrain and 7,690 feet above sea level. Present tower is 630 feet above average terrain. Station is to go to maximum power—from 19 kw to 194 kw.

KFVS-TV Cape Girardeau, Mo., channel 12, expects to be on the air at the end of this month with its new 1,677-foot tower, which will be 2,000 feet above average terrain and 2,487 feet above sea level. Present tower is 892 feet above ground, 990 feet above average terrain and 1,439 feet above sea level.

KXGO-TV Fargo, N. D., holder of channel 11 cp, has been granted permission for new tv intercity relay off-the-air pick-up system to bring in the programs of WTCN-TV Minneapolis. WTCN-TV is the ABC-TV outlet for Minneapolis.

WIRM are the call letters assigned to channel 8 Iron Mountain, which is to be a satellite of WFRV Green Bay. An air date has not as yet been set, nor has transmitter equipment been ordered.

reportedly will set a saturation campaign in North and South Dakota and Montana, using filmed minutes in children's programs. Media supervisor Richard Iverson is the contact.

**TAYLOR PROVISION CO.**  
(S. E. Zubrow Co., Phila.)  
Having recently changed agencies, this

### New Representatives

KNBS Walla Walla, Wash., has appointed Weed Television Corp. as national sales representative, effective immediately.

KOTV Tulsa moved its effective date for the appointment of H-R Television as national representative from Jan. 1 to Feb. 1.

KSWO-TV Wichita Falls, Tex.-Lawton, Okla., has appointed McGavren Tv, Inc., as national sales representative, effective immediately.

KVIQ-TV Eureka, Calif., has appointed McGavren Tv, Inc., as national sales representative, effective immediately.

WAKR-TV Akron, has appointed McGavren Tv, Inc., as national sales representative, effective immediately.

WANE-TV Ft. Wayne moved its effective date for the appointment of H-R Television as national representative from Jan. 1 to Feb. 1.

WTVY Dothan, Ala., has appointed McGavren Tv, Inc., as national sales representative, effective immediately.

### Network Rate Increases

ABC-TV  
WFSM-TV Montgomery from \$450 to \$500, Feb. 1.

NBC-TV:  
KOA-TV Denver, from \$875 to \$950, Feb. 1.

WDSM-TV Duluth, from \$450 to \$500, Feb. 1.

WEAU-TV Eau Claire, from \$250 to \$300, Feb. 1.

WROC-TV Rochester, N. Y., from \$975 to \$1,000, Feb. 1.

WFSM-TV Montgomery, from \$450 to \$500, Feb. 1.

WWLP Springfield, Mass., from \$500 to \$550, Feb. 1.

**THE TOP STATION IN WESTERN NEW ENGLAND**

**WWLP CHANNEL 22**

**NBC**

**SPRINGFIELD, MASS**

**TOP RATINGS\***

**TOP COVERAGE\***

**TOP MERCHANDISING\***

**PLUS BONUS COVERAGE**

**WRLP channel 32**

**BRATTLEBORO, VT.**

**GREENFIELD, MASS., KEENE, N.H.**

**\* G.P. HOLLINGBERRY HAS DETAILS**

# 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



*Edward G. O'Berst has been named operations head of television research for Blair-Tv. In his new position he reports to Ward Dorrell, vice president and director of all broadcast research. Mr. O'Berst had been with CBS Spot Sales since 1954, his most recent assignment there having been director of the radio research department. The appointment of Mr. O'Berst raises to seven the number of the full-time research staff at Blair.*

meat packer kicks off a new spot drive early this month in New York, Washington, Baltimore and Philadelphia on its TAYLOR PORK ROLL. The campaign uses a saturation schedule of tv ID's (about 70 per week) plus some 250 radio five-second spots. A single station in each market is bought, with the schedules to continue throughout the year in brief flights. Media director Don McCarty is the contact.

### TIGRETT INDUSTRIES

*(S. E. Zubrow Co., Phila.)*

Another toymaker who returned to the medium after the Christmas push is this producer of JOGGI, a plastic toy that climbs walls, walks across ceilings, etc. It's currently on the air with live and/or filmed minutes in kid shows in St. Paul and Chicago, and should add one or two southern markets and a few eastern ones in a late-winter campaign. Media director Don McCarty is the contact.

### TUSSY DIV. Lehn & Fink Products Corp.

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

While this cosmetics firm has been relatively quiet for a long while, the entire line has been repackaged for a new introductory push early this spring. Spot plans include schedules in half-a-dozen top markets around the first of May. Some of the placements may be on a co-op basis, but the agency will handle most of the activity. Lorraine Ruggiero is the timebuyer.

### VALLEY FORGE BREWING CO.

*(Gray & Rogers, Phila.)*

This brewery switched agencies about a year-and-a-half ago and is making its first

move into tv in some time with a buy of CNP's *Pony Express* in Wilkes-Barre-Scranton, Lancaster and Washington, D. C. The Lancaster schedule will start shortly as soon as a time slot is cleared, while the other two markets just got under way. Buys are for 52 weeks, alternating, although the Washington series is full-sponsored temporarily. Ed Papazian is the timebuyer.

### WARNER-LAMBERT PHARMACAL CO.

*(Lambert & Feasley, Inc., N. Y.)*

Initial inquiries went out for FIZZIES, the instant-drink tablet which ran its first major spot campaign last year in 110 markets. The new drive starts the second week in April for 26 weeks in most areas and reportedly will cover an additional 50-or-so markets. Minutes in kid shows—preferably ones with live personalities—are used. Jim Watterson is the timebuyer. A new foundation base, COOL-GLOW, starts schedules the middle of this month in a group of top markets, with light placements of night 20's running about eight weeks. Chips Barrabee is the timebuyer.

### WHITEHOUSE CO.

*(Victor & Richards, N. Y.)*

For its TOP HITS record albums, this company is setting schedules in virtually all major and secondary markets in the country. Filmed minutes go in and around dance-party and teen-age programs for one week initially, with renewals set as long as mail orders are good. Lucille Widener is the buying contact.

**JOHNNY JOHNSTON'S**  
CHARCOAL ROOM, Inc.  
*(The One and Only)*  
COCKTAILS — DINNER — SUPPER  
LUNCHEON Monday thru Friday  
Pianist nightly — Open 7 days  
MEMBER ALL CHARGE CLUBS  
848 Second Avenue — at 45th St.  
MU 4 7250

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24-hour, 7 days a week, service specializing in tv and radio industry.

PLAZA 9-3400

Telephone Message Service

222 E. 56th St., New York City

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**CALL YOUR RED CROSS TODAY!**

NATIONAL BLOOD PROGRAM

## Station Directory

A SEMI-ANNUAL  
REPORT ON TELEVISION  
STATION FACTS

The TELEVISION AGE Station Directory is intended to supply up-to-date, basic information in a convenient usable form. It is published semi-annually. Data appears in the following order: name of market, call letters, channel number, address of station, telephone number, rates for one hour, one minute and 1D, whether or not station has videotape recorder, two principal station executives with their titles and the name of the station representative.

All of this data is furnished by the station in answer to questionnaires. Italics indicate stations not yet on the air.

Abbreviations commonly used in this listing include: asst assistant, c commercial, chg charge, cls class, d director, g general, loc local, m manager, mng managing, nat national, o owner, opertns operations, p president, pgm program, prom promotion, rgnl regional, res resident, serv service, sls sales, st station, vtr videotape recorder, zn zone.

### ALABAMA

**Birmingham, WAPI-TV (13)** Red Mountain 2. Fairfax 3-6141. AA hr \$900, m \$275. ID \$125. Charles F. Grisham p & gm; Albert J. Gillen vp & sls d; Harrington, Righter & Parsons rep.

**Birmingham, WBRG-TV (6)** P.O. Box 6007 zn 9. Fairfax 2-4701. AA hr \$1000, m \$300. ID \$138. Robert T. Schlinkert gm; Oliver V. Naylor g sls m; Katz rep.

**Decatur, WMSI-TV (23)** 701 Bank St. Elgin 3-0361. A hr \$150, m \$35. ID \$20. Frank Whisenant p & gm; Bob Gleason sls m; Jack Masla rep.

**Dothan, WTVY (9)** Cottonwood Rd. 5-2810. A hr \$200, m \$40, ID \$20. F. E. Busby exec vp & gm; Art Creamer sls m; O'Connell rep.

**Florence, WOWL-TV (15)** 840 Cypress Mill Rd. Atwater 2-7711. AA hr \$200, m \$50. ID \$25. Dick Biddle p; Bill Mapes nat sls m; Rambeau, Vance, Hloppe rep.

**Huntsville, WAFG-TV (31)** 1000 Monte Sano Blvd. Je 9-1783. AA hr \$175, m \$35. ID \$17.50. John A. Higdon, gm; Gene Harwell sls m; Weed rep.

**Mobile, WALA-TV (10)** 210 Government St. Hemlock 3-3754. AA hr \$500, m \$90. ID \$45. W. B. Pape exec vp, gm, nat sls m; H-R rep.

**Mobile, WKRK-TV (5)** 162 St. Louis. Hemlock 2-5505. AA hr \$550, m \$140. ID \$70. C. P. Persons Jr. vp, gm & sls m; Avery-Knodel rep.

**Montgomery, WCOV-TV (20)** Box 2505.

Amherst 5-3561. AA hr \$250, m \$50. ID \$25. Hugh M. Smith gm; Morris South loc sls m; Venard, Rintoul & McConnell rep.

### Totals

Total commercial stations: 522  
Total markets: 325  
Total estimated b&w tv sets: 51,000,000  
Total estimated color sets: 550,000

**Montgomery, WSFA-TV (12)** 10 E. Delano Ave. zn 6. Amherst 5-1251. A hr \$500, AA m \$125, ID \$55. Carter Hardwick m; M. H. Yeoman nat sls m; Katz rep.

### ALASKA

**Anchorage, KENI-TV (2)** Box 1160, 4th Ave. Theatre Bldg. 5-2201. A hr \$150, m \$30. ID \$15. Alvin O. Bramstedt gm; William Stewart sls m; Del Day and James Fletcher reps.

**Anchorage, KTVA (11)** Mt. McKinley Bldg. 4th & Denali St. 5-4321. A hr \$150, m \$30. ID \$15. A. G. Hiebert p & gm; Weed rep.

**Fairbanks, KFAR-TV (2)** Box 910. 2125. A hr \$150, m \$30, ID \$15. A. O. Bramstedt gm; Del Day rep.

**Fairbanks, KTVF (11)** Third & Lacey. 2468-3636. A hr \$135, m \$27. ID \$13.50. John Griffin st m; Weed. Alaska Radio-TV rep.

**Juneau, KINY-TV (8)** 231 S. Franklin. Juniper 6-1800. A hr \$60, m \$12. ID \$7.20. J. W. McKinley p & gm; Weed rep.

### ARIZONA

**Mesa, KVAR (Sec Phoenix).**

**Phoenix, KOOL-TV (10)** 511 W. Adams St. Alpine 3-3121. AA hr \$550, m \$100, ID \$50. vtr. Tom Chauncey p & gm; Kenneth Morton vp & st m; Hollingbery rep.

**Phoenix, KPHO-TV (5)** 631 N. 1st Ave. Alpine 8-4511. A hr \$450, m \$100, ID \$50. vtr. Richard Rawls vp & gm; Howard Stalaker st m; Katz rep.

**Phoenix, KTVK (3)** 3435 N. 16th St. Amhurst 6-5691. A hr \$600, m \$100. ID \$50. vtr. Burton B. La Dow st & cm; Blair Television Assoc. rep.

**Phoenix-Mesa, KVAR (12)** 1101 N. Central. Phoenix. Alpine 4-4161. A hr \$500, m \$100, ID \$50. Richard O. Lewis p & gm; Ray Smucker vp chg sls; Avery-Knodel rep.

**Tucson, K-GUN (9)** 2175 N. 6th, Box 5147. Main 3-3633. AA hr \$300, m \$72. ID \$36. Toibert Foster vp & gm; Ben L. Slack cm; Headley-Reed rep.

**Tucson, KOLD-TV (13)** 115 W. Drachman St. Main 4-2511. AA hr \$300, m \$60, ID \$30. E. S. Mittendorf vp & gm; Bernie Perlin g sls m; Hollingbery rep.

**Tucson, KVOA-TV (4)** 209 W. Elm, Box 5188. Main 3-2555. AA hr \$300, 20-sec \$60, m \$75. ID \$37.50. Fred L. Vance st m & cm; Gordon E. Hamilton opertns m; Branham rep.

**Yuma, KIVA (11)** Box 1671. State 6-8311. A hr \$250, m \$50, ID \$25. Roger Van Duzer exec vp & gm; Pat Carriek sls m; Hollingbery rep.

### ARKANSAS

**El Dorado, Monroe, La., KTVE (10)** Box 791. UN 3-8504. AA hr \$350, m \$70, ID \$35. Bill Bigley gm; W. C. Womack st & sls m; Weed rep.

**Fort Smith, KFSA-TV (5)** 101 N. Fourth St. zn 1. Sunset 3-3131. A hr \$300, m \$60. ID \$30. J. W. "Bill" Slates st m; John D. Whitt, sls m; Headley-Reed rep.

**Little Rock, KARK-TV (4)** 10th & Spring Sts, Franklin 6-2481. A hr \$500, m \$110, ID \$55. Douglas J. Romine vp & st m; H. Lee Bryant cm; Petry rep.

**Little Rock, KATV (7)** 310 W. 3rd St. Franklin 4-1691. A hr \$450, m \$100, ID \$50. Robert D. Doubleday, gm; Jim Black, nat sls m; Avery-Knodel rep.

**Little Rock, KTHV (11)** 720 Icard St. Franklin 4-3764. A hr \$500, m \$110, ID \$55. B. G. Robertson gm; W. V. Hutt cm; Branham rep.

**Texarkana, KCMC-TV (see Texarkana, Tex.)**

### CALIFORNIA

**Bakersfield, KBAK-TV (29)** P.O. Box 1448. Export 9-1761. AA hr \$400, m \$100, ID \$40. Ed Tabor gm; Ronald Freeman loc sls m; PGW rep.

**Bakersfield, KERO-TV (10)** 321-21st St. Fairview 7-1441. AA hr \$550, m \$140, ID \$62.50. Arthur M. Mortensen gm; Roland T. Kay g sls m; Petry rep.

**Bakersfield, KLIJ (17)** 2831 Eye St. Fairview 7-7511. AA hr \$300, m \$75, ID \$30. Edward E. Urner, p & gm; John Barrett, g sls m; Hollingbery rep.

**Chico, KHSL-TV (12)** 180 E. 4th St. Fire-side 2-0141. AA hr \$250, m \$57.50, ID \$27.50. M. F. Woodling st m; George Ross nat sls m; Avery-Knodel rep.

**Eureka, KJEM-TV (3)** Box 1021, Hillside 3-3123. AA hr \$250, m \$70, ID \$30. W. Edwin Smith st m; Jerold R. Poulos nat sls m; Hollingbery rep.

**Eureka, KVIQ (6)** Box 1019, Humboldt Hill Rd. Hillside 3-3061. A hr \$200, m \$35, ID \$18. Ted Dooley st m; Sam Horel loc sls m; McGavren rep.

**Fresno, KFRE-TV (12)** 733 L St. Amherst 8-6444. AA hr \$750, m \$200, ID \$100. Leslie H. Peard gm; Bob Klein sls m; Blair-TV rep.

**Fresno, KJEO (47)** Box 1708, Baldwin 2-2411. AA hr \$700, m \$175, ID \$87.50. Joe C. Drilling vp & gm; W. O. Edholm cm; H-R rep.

**Fresno, KMJ-TV (24)** 1544 Van Ness Ave. zn 17. Amherst 8-5221. AA hr \$700, m \$190, ID \$90. John I. Edwards m; Wilson Lefler nat sls & serv m; Katz rep.

**Hollywood, KCOP (13)** 1000 N. Cahuenga Blvd. zn 38. Hollywood 2-7311. A hr \$1,500, m \$500, ID \$200. vtr. Alvin G. Flanagan vp & gm; Amos T. Baron g sls m; Petry rep.

**Los Angeles, KABC-TV (7)** ABC Television Center zn 27. Normandy 3-3311. A hr \$2,600. AA 20 sec \$800, ID \$400, vtr. Sellig J. Selligman vp & gm; Elton H. Rule g sls m; Katz rep.

**Los Angeles, KHJ-TV (9)** 1313 N. Vine St. Hollywood zn 28. Hollywood 2-2133. A hr \$2000, m \$500, ID \$250. vtr. John T. Reynolds vp & gm; Howard L. Wheeler g sls m; H-R rep.

**Los Angeles, KNKT (2)** 1313 N. Vine St. Ho 9-1212. AAA hr \$4250, m \$1000, ID \$500. vtr. Robert D. Wood vp & gm; Ray Beindorf, g sls m; CBS-TV Spot Sales rep.

**Los Angeles, KRCA (4)** Sunset & Vine. Thornwall 5-7000. AA hr \$4300, m \$1350, 20-sec 900, ID \$450. vtr. Thomas C. McCray vp & gm; James Parks sls m; NBC Spot Sales rep.

**Los Angeles, KTLA (5)** 5800 Sunset Blvd. zn 28. Hollywood 9-3181. A hr \$2000, m \$300, ID \$150. vtr. James Schulke vp & gm; Richard Jolliffe g sls m; PGW rep.

**Los Angeles, KTTV (11)** 5746 Sunset Blvd. zn 28. Hollywood 2-7111. AA hr \$2,000, m \$700, ID \$300. vtr. Robert Brekner gm; John R. Vrba vp chg sls; Blair-TV rep.

**Redding, KVIP-TV (7)** 2770 Pioneer Dr. Chestnut 1-1414. A hr \$250, m \$55, ID \$22.50. George C. Fleharty p & gm; Ray

Grant sis m; Hollingbery rep.  
**Sacramento, KCR-TV (3)** 310-10th St. zn 14. Hickory 4-7300. A hr \$1200, m \$300, ID \$200. vtr. Robert E. Kelly st m & nat sis m; Jon S. Kelly loc sis m; Petry rep.  
**Sacramento, K-VUE (40)** Box 9197, H. Sutter Str. Gladstone 2-2646. A hr \$300, m \$60, ID \$30. Richard Maguire, gm; Richard Golden, g sis m. Gil-Perna rep.  
**Sacramento, KXTV (10)** 601 Seventh Ave. Gilbert 1-4041. AA hr \$1000, m \$275, ID \$150. vtr. Richard P. Hogue vp & gm; James R. Osborn g sis m; H-R rep.  
**Salinas, KSBW-TV (8)** 238 John St., Box 1651. Harrison 2-6422. AA hr \$425, m \$110, ID \$45. John C. Cohan p & gm; Graham H. Moore sis d; H-R rep.  
**San Diego, KFMB-TV (8)** 1405 Fifth Ave. Belmont 2-2114. AA hr \$900, m \$250, ID \$12.50. vtr. George Whitney vp & gm; Bill Fox st m & g sis m; Petry rep.  
**San Diego, KFSD-TV (10)** 47th St. & Federal Freeway zn 12, Congress 2-2421. AA hr \$950, m \$250, ID \$113. William E. Goetze exec vp & gm; Jay Grill vp chg sis; Katz rep.  
**San Diego-Tijuana XETV (6)** 7th & Ash, zn 1, Belmont 4-8431. AA hr \$800, m \$200, ID \$100. vtr. Julian M. Kaufman vp & gm; Blair Television Assoc. rep.  
**San Francisco, KGO-TV (7)** 277 Golden Gate Ave. zn 2, Underhill 3-0077. AA hr \$1,700, m \$660, ID \$300. John H. Mitchell vp & gm; David M. Sacks sis m; Blair-TV rep.  
**San Francisco, KPIX (5)** 2655 Van Ness Ave. zn 9, Prospect 6-5100. AA hr \$2,100, m \$600, ID \$300. vtr. Louis S. Simon, gm; William G. Hunefeld Jr. sis m; TVAR rep.  
**San Francisco, KRON-TV (4)** 929 Mission St. zn 19, Garfield 1-1100. AA hr \$2,100, m \$625, ID \$312.50. vtr. Harold P. See gm; A. H. Constant st m; William A. Morrison sis m; PGW rep.  
**San Francisco-Oakland KTVU (2)** 1 Jack London Sq., Oakland zn 7, Templebar 4-2000. AA hr \$1,200, m \$360, ID \$180. vtr. William D. Pabst exec vp & gm; Ward D. Ingram p & g sis m; H-R rep.  
**San Jose, KNTV (11)** Box 1188, 645 Park Ave. zn 10, Cypress 7-5577. A hr \$325, m \$65, ID \$32.50. A. T. Gilliland p; Fran Conrad nat sis m; Young rep.  
**San Luis Obispo KSBY-TV (6)** Mtn View & Hill Sts., Liberty 3-0920. AA hr \$220, m \$50, ID \$22. Art Haggood st m; Graham Moore nat sis m; Donald Barnett loc sis m; H-R rep.  
**Santa Barbara, KEY-TV (3)** 730 Miramonte Dr., Woodland 5-8533. AA hr \$450, m \$90, ID \$45. Richard C. D. Bell p & gm; Robert C. Burris vp chg sis; Headley-Reed rep.  
**Stockton-Sacramento KOVR (13)** 225 E. Miner Ave. Stockton. Howard 6-6981. A hr \$900, m \$200. vtr. C. Glover DeLaney gm; Pat Cooney, sis m; Blair Television Assoc. rep.

#### COLORADO

**Colorado Springs, KKTV (11)** Box 1078, Melrose 4-2844. AA hr \$250, m \$65, ID \$30. James D. Russell p & gm; Robert D. Ellis vp & nat sis m; Bolling rep.  
**Colorado Springs, KRDO-TV (13)** Box 1457

399 S. 8th, Melrose 2-1515. A hr \$250, m \$65, ID \$30. Harry W. Hoth p & gm; Jay E. Gardner, vr st m; Branham rep.  
**Denver, KBTU (9)** 1089 Bannock, zn 4. Amherst 6-3601. AA hr \$800, m \$265, ID \$125. vtr. Joseph Herold st m; Bob Brown, nat sis; Len Swanson, loc sis PGW rep.  
**Denver, KLZ-TV (7)** 131 Speer Blvd. zn 17, Main 3-4271. AA hr \$900, m \$270, ID \$125. vtr. Hugh B. Terry p & gm; Jack Tipton st m & sis d; Katz rep.  
**Denver, KOA-TV (4)** 1044 Lincoln St., zn 3, Cherry 4-4141. AA hr \$850, m \$260, ID \$115. vtr. Ralph Radetsky st m; Dick Harris sis m; N BC Spot Sales rep.  
**Denver, KTVR (2)** 550 Lincoln St., zn 3, Keystone 4-8221. A hr \$500, m \$100, ID \$50. James T. Brennan gm; Ralph H. Davison, Jr. sis m; Young Television Assoc. rep.  
**Grand Junction, KREX-TV (5)** Hillcrest Manor, Chapel 2-5000. AA hr \$175, m \$35, ID \$17.50. Robert McMahan vp, st m; Hal Holman rep. Rates include KREY-TV Montrose.  
**Montrose, KREY-TV (10)** Flat Top Mesa, Cherry 9-3011. Rex Howell gm; Carl Q. Anderson vp & st d; Satellite of KREX-TV Grand Junction.  
**Pueblo-Colorado Springs, KCSJ-TV (5)** 2226 Television Lane, Lincoln 4-5782. AA hr \$225, m \$55, ID \$25. James Guy Croll st m; Kenneth King, sis m; Meeker rep.

#### CONNECTICUT

**Bridgeport, WICC (43)** Box 9140. Amherst 8-1601. A hr \$100, m \$20, ID \$10. Kenneth M. Cooper p & gm; Young rep.  
**Hartford, WHCT (18)** 555 Asylum St. zn 5, Jackson 5-2611. AA hr \$400, m \$90, ID \$45. Edward D. Taddei gm; Keith G. Dare sis d; Young rep.  
**Hartford, WTIC-TV (3)** 26 Grove St. zn 15, Jackson 5-0801. AA hr \$1,600, m \$400, ID \$200. vtr. Walter C. Johnson vp & gm; Irwin C. Cowper vp sis; Harrington, Righter & Parsons rep.  
**New Haven, WNHC-TV (8)** 135 College St., zn 10, Spruce 7-3611. AA hr \$1,600, m \$355, ID \$160. vtr. Howard W. Maschmeier gm; John F. Cundiff g sis m; Blair-TV rep.  
**Waterbury, WATR-TV (53)** 440 Meadow St. Plaza 5-1121. A hr \$200, m \$40, ID \$25. Sam R. Elman gm & cm; McGavren rep.  
**West Hartford-New Britain, WNBC (30)** 1422 New Britain Ave., zn 10, W. Hartford, Adams 3-8551. New Britain, BA 3-3603. AAA hr \$700, m \$140, ID \$70. Robt. W. Bray gm; Jack J. Fox sis d; NBC Spot Sales rep.

#### DISTRICT OF COLUMBIA

**Washington, WMAL-TV (7)** 4461 Connecticut Ave. NW zn 8, Kellogg 7-1100. AA hr \$1,750, m \$500, ID \$250. Frederick S. Houwink gm; Neal J. Edwards sis m; H-R rep.  
**Washington, WRC-TV (4)** 4001 Nebraska Ave. NW, zn 16, Emerson 2-4000. AA hr \$1,250, m \$350, AAA 20-sec \$425, ID \$200. Carleton D. Smith vp & gm; William E. Coyle sis d; NBC Spot Sales rep.  
**Washington, WTOP-TV (9)** 40th & Brandy-

wine Sts. NW, zn 16, Emerson 2-9300. AAA hr \$1,800, m \$400, ID \$200. George F. Hartford vp & gm; Robert A. J. Bordley g sis m; CBS-TV Spot Sales rep.  
**Washington, WTTG (5)** 12th & Pennsylvania Ave. NW, zn 4, Sterling 3-5300. A hr \$2000, m \$160, ID \$80. vtr. John E. McArdle vp & gm; Peter A. Whipple sis & traf m; PGW rep.

#### FLORIDA

**Daytona Beach, WESH-TV (2)** Box 1712, Clinton 3-6591. AA hr \$400, m \$90, ID \$40. Walter Strouse st m; Jack Newsom sis m; Avery-Knodel rep.  
**Fort Myers, WINK-TV (11)** 54 Palm Beach Blvd. Edison 4-1331. AA hr \$150, m \$30, ID \$15. A. J. Bauer gm & sis m; Walker-Rawalt rep.  
**Jacksonville, WFGA-TV (12)** 1070 E. Adams St. zn 2, Elgin 6-3381. AA hr \$750, m \$200, ID \$90. Jesse H. Cripe vp & gm; Ralph W. Nimmons g sis m; PGW rep.  
**Jacksonville, WJXT (4)** 1851 Southampton Rd. zn 7, Exbrook 8-0501. AA hr \$850, m \$250, ID \$90. vtr. Glenn Marshall Jr. p; David H. Booher g sis m; CBS-TV Spot Sales rep.  
**Miami, WCKT (7)** 1401 North Bay Causeway, zn 38 M, Plaza 1-6692. AA hr \$1,050, m \$260, ID \$119. Niles Trammell p & gm; Robert L. Fidler sis d; NBC Spot Sales rep.  
**Miami, WPST (10)** 2075 Biscayne Blvd., Franklin 1-6501. AA hr \$900, m \$250, ID \$125. vtr. Walter Koessler gm; Bob Hanna nat sis m; Petry rep.  
**Miami, WTVJ (4)** 316 N. Miami Ave. zn 31, Franklin 4-6262. AA hr \$1,250, m \$300, ID \$150. Lee Ruwitech exec vp & gm; Bill Brazzil vp chg sis; PGW rep.  
**Orlando, WRDQ-TV (6)** 30 S. Ivanhoe Blvd., Box 1833, Cherry 1-1491. AA hr \$600, m \$120, ID \$50. Arnold F. Schoen Jr., exec vp & gm; Leonard S. Davey Jr. d sis devel; Blair Television Assoc. rep.  
**Orlando, WLOF-TV (9)** 639 W. Central, Garden 4-8537. A hr \$400, m \$80, ID \$40. Donn Colee vp & gm; Lee Colee sis m; Young rep.  
**Palm Beach, WPTV (5)** 5 Cocoanut Row, Temple 3-2471. A hr \$300, m \$90, ID \$45. vtr. Chester E. Pike Jr. st m; Robert L. Ray loc sis m; Blair Television Assoc. rep.  
**Panama City, WJDM-TV (7)** Box 428, Hwy. 98, Adams 4-2251. AA hr \$175, m \$35, ID \$17.50. vtr. Hugh Barclay gm & nat sis m; Hollingbery rep.  
**Pensacola-Mobile, Ala., WEAR-TV (3)** Box 431, Hwy. 90 W. of Pensacola, Glendale 5-7311. AA hr \$550, m \$140, ID \$60. vtr. Milt de Reyna Jr. gm; Irv Welch, loc sis m; Blair Television Assoc. rep.  
**St. Petersburg, WSUN-TV (38)** Million Dollar Pier, 5-4121. A hr \$400, m \$80, ID \$40. Fred P. Shawn gm; Earl Welde sis m; Vernard, Rintoul & McConnell rep.  
**Tallahassee-Thomasville, Ga., WCTV (6)** 2225 N. Monroe St. Tallahassee, 3-3666. AA hr \$400, m \$125, ID \$62.50. Joe Horsford st m; L. Herschel Graves mng d; Blair Television Assoc. rep.  
**Tampa, WFLA-TV (8)** 905 E. Jackson St. zn 1, Box 1410, 2-0131. AA hr \$950, m \$240, ID \$105. vtr. George W. Harvey vp

**6,000,000 eyes/ears—listen/watch Green Bay's Channel 5**

In the past year, our "faithful fivers" have seen the ONE HOUR "MARTINIZING" Spots many times. First they sponsored the Wednesday night news, then last summer they used an "ROS" (60) Campaign. Presently, ID's are being used on a day and night basis. Wesley Crew and Claude Crawford... Appleton and Green Bay managers respectively; credit Channel 5 for "bringing in the business." "OHM's" remarkable INCREASE in sales, dramatically proves the effectiveness of Green Bay's quality station!

**200%**

**NBC**



Another sure proof of... the best cost per million

**INCREASE**

**wfrv green bay 5**

highest tower . . . maximum power



& gm; William B. Faber sls m; Blair-TV rep.  
**Tampa, WTVT (13)** Box 1198, 3213 Grand Central Ave. zn 9. Redwood 6-1313. AA hr \$950, m \$250, 20-sec \$220. ID \$110. vtr. Eugene B. Dodson vp & m; John M. Haberman asst m & cm; Katz rep.  
**West Palm Beach, WEAT-TV (12)** Box 70. Temple 3-9668. A hr \$300, m \$60, ID \$30. Bertram Lebar Jr. exec vp & gm; Godfrey Lebar g sls m; Weed rep.

#### GEORGIA

**Albany, WALB-TV (10)** Stuart Ave. Hemlock 5-8386. A hr \$300, m \$60, ID \$30. Raymond E. Carow gm; Joseph E. Davis sls m; Venard, Rintoul & McConnell rep.  
**Atlanta, WAGA-TV (5)** 1018 W. Peachtree St. N.W. zn 9. Trinity 5-5551. AA hr \$1200, m \$350, ID \$50. vtr. Terry H. Lee, mng d; William Flynn g sls m; Katz rep.  
**Atlanta, WLW-A (11)** 1611 W. Peachtree St. NE zn 9. Trinity 2-1141. AA hr \$1,100, m \$275, ID \$138. Harry LeBrun vp & gm; James H. Burgess sls m; Crosley rep.  
**Atlanta, WSB-TV (2)** 1601 W. Peachtree St. NE zn 9. Trinity 5-7221. A hr \$1,100, m \$325, ID \$137.50. Marcus Bartlett gm; Don E. Heald sls m; Petry rep.  
**Augusta, WJBF (6)** Television Park. Park 2-6666. AA hr \$400, m \$75, ID \$37.50. J. B. Fuqua p & gm; Thomas J. Hennesy vp & sls m; Hollingbery rep.  
**Augusta, WRDW-TV (12)** 1301 Georgia Ave. N. Augusta. Taylor 4-5432. AA hr \$350, m \$75, ID \$37.50. J. W. Hicks gm; Lou Stratton m; Branham rep.  
**Columbus, WRBL-TV (4)** 1350-13th Ave. Fairfax 2-0602. AA hr \$400, m \$100, ID \$45. J. W. Woodruff Jr. p & gm; Ridley Bell st m; George "Red" Jenkins nat sls m; Hollingbery rep.  
**Columbus, WTVM (28)** Box 1640. 1307 1st Ave. Fairfax 2-8828. AA hr \$300, m \$60, ID \$30. Frank Ragsdale gm; Ben Purvis, sls m; Young rep.  
**Macon, WMAZ-TV (13)** U. S. 129. SH 2-7373. A hr \$400, m \$90, ID \$40. Wilton E. Cobb gm; Frank Crowther cm; Avery-Knodel rep.  
**Savannah, WSAV-TV (3)** E. Victory Dr. Adams 6-0303. AA hr \$300, m \$60, ID \$30. Harben Daniel p & gm; Mack Humpidge cm; Blair Television Assoc. rep.  
**Savannah, WTOG-TV (11)** 516 Abercorn St. Adams 2-0127. AA hr \$300, m \$60, ID \$30. William T. Knight Jr. p & gm; Ben E. Williams exec vp & cm. Avery-Knodel rep.  
**Thomasville, WCTV (See Tallahassee, Fla.)**

#### HAWAII

**Hilo, KHBC-TV (9)** Satellite of KGMB-TV Honolulu.  
**Honolulu, KGMB-TV (9)** 1534 Kapiolani Blvd zn 14. 9-2011. A hr \$400, m \$87.50, ID \$42.50. Frank Warren gm; Robert Sevey sls m; PGW rep.  
**Honolulu, KHVH-TV (4)** 1290 Ala Moana Blvd zn 14. 5-3991. AA hr \$400, m \$75, ID \$37.50. vtr. Richard C. Block gm & sls m; Young rep.  
**Honolulu, KONA-TV (2)** 1170 Auahi St. 6-2366. A hr \$400, m \$87.50, ID \$42.50. vtr. John D. Keating p & gm; Jim Spencer nat sls m; NBC Spot Sales rep.  
**Wailuku, KALA (7)** Satellite of KONA-TV Honolulu.  
**Wailuku, KMAU-TV (3)** Satellite of KGMB-TV Honolulu.  
**Wailuku, Maui, KMVI-TV (12)** Semi-satellite of KHVH-TV Honolulu. A hr \$125, m \$27. Ezra J. Crane gm.

#### IDAHO

**Boise, KBOI-TV (2)** 1007 W. Jefferson St. 3-2511. AA hr \$250, m \$70, ID \$30. Westernman Whillock p & gm; Earl Glade Jr. st & cm; PGW rep.  
**Boise, KCIX-TV (6)** 318 N. 8th. 4-8311. A hr \$150, m \$36, ID \$15. Roger Hagadone p & gm; Ralph Razer sls m; Weed rep.  
**Boise, KTVB (7)** Box 390. 709 Idaho St. 2-4611. A hr \$250, m \$60, ID \$25. Georgia M. Davidson p & gm; Robert Krueger nat sls m; George Ganz loc sls m; Blair Television Assoc. rep.  
**Idaho Falls, KID-TV (3)** 1275 E. 17th St. Jackson 2-5100. A hr \$275, m \$82.50, ID \$41.25. C. N. "Rosy" Layne gm; Claude Cain sls m; Hollingbery rep.  
**Lewiston, KLEW-TV (3)** Box 615. Sherwood 3-5581. Associated with KIMA-TV Yakima, Wash. Ben Shropshire g & sls m; Hollingbery rep.  
**Pocatello, KTLF (6)** 928 N. Main St. A hr \$200, m \$40, ID \$20. L. John Miner exec d; Gage Anderson sls m; Forje rep.  
**Twin Falls, KLIX-TV (11)** Box 432. Redwood 3-5840. AA hr \$165, m \$49.50, ID \$20.50. Gordon O. Glasman vp & gm;

Hollingbery rep.

#### ILLINOIS

**Champaign, WCIA (3)** 509 S. Neil St. Fleetwood 6-8333. AA hr \$1,000, 20-sec \$215, ID \$107.50. A. C. Meyer p; Guy Main vp & sls d; Len Davis nat sls m; Hollingbery rep.  
**Champaign, WCHU (33)** Satellite of WICS Springfield.  
**Chicago, WBBM-TV (3)** 630 N. McClurg Ct. zn 11. Whitehall 4-6000. AA hr \$4,500, AAA 20-sec \$900, ID \$450. vtr. Clark George vp & gm; Frank Atlans g sls m; CBS-TV Spot Sales rep.  
**Chicago, WBKB (7)** 190 N. State St. zn 1. Andover 3-0800. A hr \$3,000, m \$825, ID \$412.50. vtr. Sterling C. Quinlan vp; Mathew E. Vieracker gm; Blair-TV rep.  
**Chicago, WGN-TV (9)** 441 N. Michigan Ave. zn 11. Michigan 2-7600. A hr \$2600, m \$600, ID \$360. vtr. Ward L. Quaal vp & gm; Bradley Eidmann g sls m; Petry rep.  
**Chicago, WNBQ (5)** Merchandise Mart Plaza zn 54. Superior 7-8300. A hr \$4,500, AAA 20-sec \$1,000, ID \$500. vtr. Lloyd E. Yoder vp & gm; Robert Lemon, st m; Ken Johnson, sls m; NBC Spot Sales rep.  
**Danville, WDAN-TV (24)** 1500 N. Washington Ave. 1700. A hr \$150, m \$25, ID \$12. Max Shaffer st m; John D. Eckert sls d; Everett-McKinney rep.  
**Decatur, WTVF (17)** Box 631. 904 Southside Dr. 8-4304. AA hr \$400, m \$80, ID \$40. Ben K. West vp & st m; Gene Bell loc sls m; Don Lindsey, rgnl sls m; Gill-Perna rep.  
**Harrisburg, WSIL-TV (3)** 22½ W. Poplar St. Clearbrook 3-7922. A hr \$350, m \$60, ID \$30. O. L. Turner gm & sls m; Walker-Rawalt rep.  
**La Salle, WEEQ-TV (35)** Satellite of WEEK-TV Peoria.  
**Peoria, WEEK-TV (43)** 2907 Springfield Rd. Peoria 9-3961. AA hr \$600, m \$120, ID \$60. Fred C. Mueller vp & gm; John Leslie sls m; Headley-Reed rep.  
**Peoria, WMBD-TV (31)** 212 SW Jefferson Ave. 6-0711. AA hr \$500, m \$100, ID \$40. Robert O. Runnerstrom vp & m; William S. Dallman sls d; PGW rep.  
**Peoria, WTVH (19)** 621 Main St. 9-7211. A hr \$600, m \$120, ID \$50. Harold V. Phillips gm; David J. Schlink sls m; Blair Television Assoc. rep.  
**Quincy, KHQA-TV (see Hannibal, Mo.)**  
**Quincy, WGEM-TV (10)** Hotel Quincy. Baldwin 2-6840. A hr \$400, m \$80, ID \$40. Joe Bonansinga gm; J. Ben Stewart cm; Young rep.  
**Rockford, WREX-TV (13)** W. Auburn & Winnebago Rds. Woodland 8-1813. AA hr \$550, m \$125, ID \$50. Joe M. Baisch vp & gm; Al Bilardello sls m; H-R rep.  
**Rockford, WTOV (39)** N. Meridian Rd. 3-5413. AA hr \$400, m \$80, ID \$40. Harold Froelich gm; Gene Denari loc sls m; Headley-Reed rep.  
**Rock Island, WHBF-TV (4)** 231-18 St. Telco Bldg. 6-5441. AA hr \$950, 20 sec \$250, ID \$115. Leslie C. Johnson vp & gm; Maurice Corden asst gm & sls d; Avery-Knodel rep.  
**Springfield, WICS (20)** 523 E. Capitol Ave. Lakeside 8-0465. AA hr \$400, m \$80, ID \$40. Sold with WCHU Champaign. Milton D. Friedland gm; Warren R. King cm; Young rep.

#### INDIANA

**Evansville, WEHT (50)** Box 395. Harrison 4-9215. AA hr \$440, m \$88, CB \$80, ID \$40. vtr. Edwin G. Richter Jr. p & gm; Howard D. Duncan sls m; Young rep.  
**Evansville, WFIE-TV (14)** 1115 Mt. Auburn Rd. zn 12. Harrison 5-6201. AA hr \$425, m \$88, ID \$44. E. Berry Smith vp & gm; Lee Browning g sls m; Raymer rep.  
**Evansville, WTVW (7)** 405 Carpenter St. zn 3. Harrison 2-1121. AA hr \$450, m \$100, ID \$45. Dick Shively gm; Al McKelfresh sls m; Hollingbery rep.  
**Fort Wayne, WANE-TV (15)** 2915 W. State Blvd. Anthony 9411. AA hr \$500, m \$110, ID \$55. vtr. Reld G. Chapman vp & gm; John J. Keenan cm; H-R rep.  
**Fort Wayne, WKJG-TV (33)** 2633 West State Blvd. Anthony 2295. AA hr \$500, m \$120, 20-sec \$110, ID \$55. Edward G. Thoms vp & gm; Carleton B. Evans sls m; H-R rep.  
**Fort Wayne, WPTA-TV (21)** 3333 Butler Rd. Anthony 7125. AA hr \$500, m \$100, ID \$50. Ronald R. Ross gm; Richard D. Morgan cm; Young rep.  
**Indianapolis, WFHM-TV (6)** 1330 N. Meridian St. zn 2. Melrose 4-8521. AA hr \$1,300, m \$350, ID \$163. vtr. Eldon Campbell vp & gm; Don Menke st m; Hugh L. Kibbey, tv sls m; Katz rep.  
**Indianapolis, WISH-TV (8)** 1440 N. Meridian St. zn 2. Melrose 4-6411. AA hr \$1,300, m \$325, ID \$150. vtr. Robert B. McConnell vp & gm; Joseph Lake cm; H-R rep.

**Indianapolis, WLW-I (13)** 1401 N. Meridian St. zn 2. Melrose 9-2311. AA hr \$1,100, m \$270, ID \$135. John B. Babcock gm; Bob Lamb sls m; Crosley, Tracy Moore, Bomar Lowrance reps.  
**Indianapolis-Bloomington WTTV (4)** 3490 Bluff Rd., Indianapolis. State 7-2211. AA hr \$500, m \$100, ID \$50. vtr. Robert G. Holben, m & nat sls m; Bill Thomas, g sls m; Young rep.  
**Lafayette, WFAM-TV (18)** McCarty Lane. Gibson 7-2113. AA hr \$150, m \$25, ID \$12.50. vtr. Robert G. Holben, gm; Bill Thomas, g sls m; Young rep.  
**Muncie, WLBC-TV (49)** Radio Center, Box 271. Atlas 8-4403. A hr \$225, m \$50, ID \$22.50. Don Burton, vp & gm; W. F. Craig vp & cm; Hal Holman rep.  
**South Bend, WNDU-TV (16)** Box 989. Central 3-7111. AA hr \$500, m \$100, ID \$50. vtr. William Thos. Hamilton gm & sls m; Venard, Rintoul & McConnell rep.  
**South Bend, WSBT-TV (22)** Broadcast Center, 300 W. Jefferson Blvd. zn 1. Central 3-3141. AA hr \$500, m \$100, ID \$50. Neal E. Welch st m; Will Darch cm; Raymer rep.  
**South Bend-Elkhart WSJV-TV (28)** Box 28, South Bend. South Bend Central 2-2828. AA hr \$400, m \$80, ID \$40. Paul C. Brines vp & gm; Vince Doyle nat sls m; H-R rep.  
**Terre Haute, WTHI-TV (10)** 918 Ohio St. Crawford 9481. AA hr \$700, m \$150, ID \$75. J. M. Higgins gm; George A. Foulkes, g sls m; Bolling rep.

#### IOWA

**Ames, WOI-TV (5)** Iowa State College, Cedar 2-3400. ex 831. A hr \$650, m \$140, ID \$70. Robert C. Mulhall gm; Ted Tostiebe cm; H-R rep.  
**Cedar Rapids, KCRG-TV (9)** 1st St. at 1st Ave. SW. Empire 4-1994. AA hr \$550, m \$120, ID \$55. Redd Gardner gm; Eugene E. McClure cm; Branham rep.  
**Cedar Rapids, WMT-TV (2)** Paramount Theatre Bldg. Empire 4-0171. AA hr \$700, m \$160, ID \$68. vtr. William B. Quanton p; Lew Van Nostrand vp sls; Katz rep.  
**Davenport, WOC-TV (6)** 805 Brady St. 3-3661. AA hr \$950, 20-sec \$250, ID \$115. Ernest C. Sanders res m; Pax Shaffer sls m; PGW rep.  
**Des Moines, KRNT-TV (8)** KRNT Center, 9th & Pleasant Sts. zn 14. Cherry 3-4141. A hr \$700, m \$180, ID \$80. Robert Dillon vp & gm; Paul Elliott cm; Katz rep.  
**Des Moines, WHO-TV (11)** 1100 Walnut St. zn 7. Atlantic 8-6511. AA hr \$750, m \$150, ID \$75. vtr. Paul A. Loyet vp & res m; Robert H. Harter sls m; PGW rep.  
**Ft. Dodge, KQTV (21)** 912-1st Ave. S. 4-0311. AA hr \$150, m \$40, ID \$25. Edward Breen p & gm; Rollie Camp sls m; Pearson rep.  
**Mason City, KGLD-TV (3)** 2nd & Pennsylvania. Garden 3-2540. A hr \$450, m \$90, ID \$45. Herbert R. Ohrt exec vp & gm; Walter J. Rothschild nat sls m; Branham rep.  
**Ottumwa, KTVO (see Kirksville, Mo.)**  
**Sioux City, KTIV (4)** 10th & Grandview. 8-0545. AA hr \$400, m \$110, 20-sec \$90, ID \$45. Dietrich Dirks p & gm; Gene Flaherty exec vp & sls m; Hollingbery rep.  
**Sioux City, KVTV (9)** 7th & Douglas, zn 1. 2-2711. AA hr \$425, m \$120, ID \$50. Donald D. Sullivan vp & gm; Robert B. Donovan, cm; Katz rep.  
**Waterloo, KWWL-TV (7)** Insurance Bldg., E. 4th & Franklin. Adams 4-4404. AA hr \$500, m \$100, ID \$50. Ralph J. McElroy p & gm; Avery-Knodel rep.

#### KANSAS

**Dodge City, KTVC (6)** 705½-2nd St. Hunter 3-6666. AA hr \$130, m \$28.60, ID \$14.30. Wendell Elliott vp, gm & sls m; Buy direct or through Katz rep in conjunction with KAKE-TV Wichita.  
**Garden City, KGLD-TV (11)** Satellite of KCKT Great Bend.  
**Goodland, KHLR-TV (10)** 17th & Broadway. Tw 9-2331. AA hr \$150, m \$30, ID \$15. E. R. Jones, st m; Vic Nilsen, sls m; Gill-Perna rep.  
**Great Bend, KCKT (2)** Box 182. Gladstone 3-7868. AA hr \$350, m \$75, ID \$38. Include KGLD-TV Garden City and KOMC-TV McCook, Neb. E. L. Kuhlman m & sls m; Bolling rep.  
**Hays, KAYS-TV (7)** 2300 Hall. Market 4-2578. A hr \$150, m \$33, ID \$16.50. Robert E. Schmidt gm; Katz rep. Affiliate of KAKE-TV Wichita.  
**Hutchinson-Wichita KTVH (12)** 1800 N. Plum. Hutchinson. Mohawk 5-5503. AA hr \$700, m \$145, ID \$67.50. M. Dale Larsen gm; Richard Fairbanks, nat sls m; Blair Television Assoc. rep.  
**Pittsburg-Joplin, Mo. KOAM-TV (7)** Pittsburg. 2508. A hr \$360, m \$90, ID \$40. R. E. Wade vp, gm & sls m; Katz rep.

Topeka, WIBW-TV (13) Box 119, Broad-  
cast Hill. Crestwood 2-3456. AA hr \$550,  
m \$110. ID \$55. Thad M. Sandstrom gm;  
Bob Kearns, sls m; Avery-Knodel rep.  
Wichita, KAKE-TV (10) Box 1010. White-  
hall 3-4221. AA hr \$700, m \$165, ID \$83.  
Martin Umansky vp & gm; Donovan D.  
Waldron nat sls m; Katz rep.  
Wichita, KARD-TV (3) 833 N. Main St.  
zn 5. Amherst 5-5633. AA hr \$700, m \$165,  
ID \$85. William J. Moyer exec vp & gm;  
Don Sbarra vp & sls d; Petry rep.

#### KENTUCKY

Henderson, WEHT (see Evansville, Ind.)  
Lexington, WKYT (27) Box 655. 1087 New  
Circle Rd. NE. 2-2533. A hr \$175; m \$35,  
ID \$21. Robert C. Wiegand gm; Ray  
Balsom sls m; Young rep.  
Lexington, WLEX-TV (18) Box 1457. 4-  
8747. A hr \$341, m \$55.50, ID \$34. Earl L.  
Boyles gm; Harry C. Barfield st m; Jim  
Pennock sls m; Bolling rep.  
Louisville, WAVE-TV (3) 725 S. Floyd St.  
zn 3. Juniper 5-2201. AA hr \$1,100, m  
\$260. ID \$115. Nathan Lord vp & gm;  
Ralph Jackson cm; NBC-TV Spot Sales  
rep.  
Louisville, WHAS-TV (11) 525 W. Broad-  
way. zn 2. Juniper 5-2211. AA \$1,000.  
m \$250. ID \$115. vtr. Victor A. Sholis vp  
& d; George Johnson sls d; Harrington,  
Righter & Parsons rep.  
Paducah, WPSD-TV (6) 100 Television  
Lane. Box 1037. 2-8214. AA hr \$450, m  
\$100. ID \$45. Sam Livingston gm;  
Charles Neel sls m; Pearson rep.

#### LOUISIANA

Alexandria, KALB-TV (5) 605-11 Washing-  
ton St. zn 1. HI 5-2456. AA hr \$300, m  
\$72. ID \$30. Willard L. Cobb gm & nat  
sls d; J. R. Sexton loc sls m; Weed rep.  
Baton Rouge, WAFB-TV (28) 929 Govern-  
ment St. Dickens 4-8571. A hr \$250, AA m  
\$50. ID \$25. Tom E. Gibbens p & gm;  
Mervyn Rhys cm; Blair Television Assoc.  
rep.  
Baton Rouge, WBRZ (2) 1650 Highland  
Rd. Dickens 5-1491. AA hr \$500, m \$125,  
ID \$62.50. vtr. Douglas L. Manship p &  
gm; Jules L. Mayeux sls m; Holling-  
bery rep.  
Lafayette, KLFY-TV (10) 2101 Jefferson  
St. Center 5-9494. AA hr \$300, m \$78, ID  
\$30. Guy Corley gm & sls m; Headley-  
Reed rep.  
Lake Charles, KPCC-TV (7) 320 Division  
St. Hemlock 6-3631. AA hr \$300, m \$60,  
ID \$30. Pelham Mills Jr. gm; Art Reuben  
asst & cm; Weed rep.  
Lake Charles, KTAG-TV (25) 645-15th St.,  
Box 173. Hemlock 9-9413. A hr \$150, m  
\$25. ID \$12.50. Harper Clark m; Pearson  
rep.  
Monroe, KTVE (see El Dorado, Ark.)  
Monroe, KNOE-TV (8) Box 1472. Knoe Rd.  
Fairfax 2-8155. AA hr \$450, m \$110, 20-sec  
\$90. ID \$45. Paul H. Goldman exec vp  
& gm; Robert E. Powell vp in chg sls;  
H-R rep.  
New Orleans, WDSU-TV (6) 520 Royal St.  
zn 16. Tulane 4371. AA hr \$1,100, m \$250,  
ID \$125. vtr. A. Louis Read exec vp &  
gm; Robert Schultis, sls m; Blair-TV  
rep.  
New Orleans, WVUE (13) 1422 Cleveland  
Ave. zn 12. Jackson 5-9011. AA hr \$800,  
m \$175. ID \$87.50. Joseph A. Paretto p  
& gm; John H. Bone cm; Weed rep.  
New Orleans, WWL-TV (4) 1024 N. Ram-  
part St. zn 16. Express 4444. AA hr  
\$1,000, m \$275. ID \$125. vtr. Larry  
Carino gm; Maurice Guillermin, nat sls  
m; Katz rep.  
Shreveport, KSLA-TV (12) Washington-  
Youree Hotel. Box 92. 3-8101. A hr \$600,  
AA min \$180. ID \$85. Ben Beckham Jr.  
gm; Deane R. Flett sls m; HRP rep.  
Shreveport, KTBS-TV (3) 312 E. Kings  
Highway. 7-3644. AA hr \$550, m \$150. ID  
\$75. E. Newton Wray p & gm; Pat White  
st m; Joe B. Foster sls m; Petry rep.

#### MAINE

Bangor, WABL-TV (5) 57 State St. 6446.  
AA hr \$400, m \$80. ID \$40. Richard E.  
Bronson st m; Paul Quigg sls m; Hol-  
lingbery rep.  
Bangor, WLHZ-TV (2) 7 Main St. 2-4822.  
AA hr \$375, m \$75. ID \$37.50. Rudolph  
Marcoux gm; Weed rep.  
Portland, WCSH-TV (6) 157 High St. zn 3.  
Spruce 2-0181. AA hr \$550, m \$110. ID  
\$50. Jack S. Atwood st m; Bruce McGor-  
rill nat sls m; Weed rep.  
Portland, WGAX-TV (13) 390 Congress St.  
zn 3. Spruce 2-4661. AA hr \$500, m \$110,  
ID \$50. Samuel G. Henderson Jr. tv vp;  
Richard E. Bates nat sls d; Avery-  
Knodel rep.  
Portland, WMTW-TV (8) 477 Congress St.  
Spruce 3-5665. AA hr \$550, m \$110. ID  
\$50. John W. Guider p & gm; Robert L.  
Maynard asst gm & sls m; HRP rep.  
Presque Isle, WAGM-TV (8) 489 Main St.

9-2461. AA hr \$225, m \$45, ID \$27.50.  
Stanley A. Lyons gm; Robert Gold, nat  
sls m; Hollingbery rep.

#### MARYLAND

Baltimore, WBAL-TV (11) 2610 N. Charles  
St. zn 18. Hopkins 7-3000. AA hr \$1,500,  
m \$400, 20-sec \$375, ID \$200. vtr. Brent  
O. Gunts vp & st m; Willis K. Frei-  
er asst st m & sls d; Petry rep.  
Baltimore, WJZ-TV (13) Television Hill zn  
11. Mohawk 4-7600. AA hr \$1,540, m \$350,  
ID \$175. vtr. John L. McClay gm; Robert  
Newsham, sls m; TvAr rep.  
Baltimore, WMAR-TV (2) Charles & Red-  
wood Sts. zn 3. Mulberry 5-5670. AA hr  
\$1,500, m \$400, ID \$175. vtr. E. K. Jett,  
vp & tvd; Donald P. Campbell, adminis-  
asst; Katz rep.  
Salisbury, WBOC-TV (16) Radio-TV Park.  
Pioneer 9-6131. A hr \$200, m \$37.50, ID  
\$20. Charles J. Truitt, vp, gm & nat sls  
m; Headley-Reed rep.

#### MASSACHUSETTS

Adams, WCDC (19) Len Lavendol res m.  
Satellite of W-TEN Albany, N. Y.  
Boston, WBZ-TV (4) 1170 Soldiers Field  
Rd. zn 34. Algonquin 4-5670. AA hr  
\$2,600, m \$590, ID \$295. vtr. J. E. Allen  
gm; Kenneth T. McDonald, sls m; TvAr  
rep.  
Boston, WHDH-TV (5) 50 Morrissey Blvd.  
zn 25. Avenue 8-5000. A hr \$3,000, m \$600,  
ID \$300. vtr. William B. McGrath vp &  
mng d; Alexander M. Tanger vp & sls  
d; Blair-TV rep.  
Boston, WNAC-TV (7) 21 Brookline Ave.  
Commonwealth 6-0800. AAA hr \$3,000, m  
\$660, ID \$290. Norman Knight p; Thomas  
H. Bateson vp sls; H-R rep.  
Boston, WMUR-TV (see Manchester,  
N. H.)  
Greenfield, Brattleboro, Vt., Keene N. H.,  
WRPL (32) Box 32, Northfield, Mass.  
No. 336. AA hr \$300, m \$60, ID \$30. John  
A. Fergie st m; Horace W. Nichols sls  
m; Hollingbery rep.  
Springfield-Holyoke, WHYN-TV (40) 1300  
Liberty. Republic 4-1126. AA hr \$600, m  
\$140, ID \$60. Charles N. DeRose vp &  
gm; Branham rep.  
Springfield, WWLP (22) Box 2210. State  
5-5311. AA hr \$700, m \$190, ID \$75. vtr.  
William L. Putnam p & gm; James H.  
Ferguson Jr. vp & g sls m; Hollingbery  
rep.  
Worcester, WWOR (14) Asnebemskit Rd.,  
Paxton. Swift 9-4800. A hr \$300, m \$60,  
ID \$30. Francis J. Doherty Jr. st m;  
Robert Hedin sls m; Hollingbery rep.

#### MICHIGAN

Bay City-Flint, WDEM-TV (5) Bishop Air-  
port, Flint. Cedar 5-3555. AA hr \$800, m  
\$160, ID \$80. James Gerity Jr. p & gm;  
Petry rep.  
Cadillac, WWTW (13) 417 N. Mitchell St.  
Prospect 5-3478. AA hr \$400, m \$90, ID  
\$40. Gene Ellerman gm; Daryl Sebastian  
asst gm; Hollingbery rep.  
Cheboygan, WTOM-TV (4) Paul Bunyan  
Bldg., Traverse City. Windsor 7-7675. AA  
hr \$320, m \$64. ID \$32. Robert Mills st  
m; Robert E. Detweiler sls m; Venard,  
Rintoul & McConnell rep. Sold in com-  
bination with WPBN-TV Traverse City.  
Detroit, CKLW-TV (9) 3300 Guardian  
Bldg. zn 26. Woodward 1-7200. AA hr  
\$1,600, m \$320. ID \$130. vtr. J. E. Camp-  
eau p & gm; Norman Hawkins nat sls  
m; Charles Gunn, loc sls rep; Young rep.  
Detroit, WJBB-TV (2) 7441 Second Blvd.  
zn 2. Trinity 3-7400. AA hr \$2,600, m  
\$800, 20-sec \$700, ID \$350. vtr. Bill  
Michaels vp & mng d; Keith T. McKen-  
ney loc sls m; Robert Buchanan nat sls  
m; Katz rep.  
Detroit, WWJ-TV (4) 622 W. Lafayette  
zn 31. Woodward 2-2000. AAA hr \$2,700,  
m \$760, ID \$350. vtr. Edwin K. Wheeler  
gm; James Schlavone, st m; Ray W.  
Colie sls m; PGW rep.  
Detroit, WXYZ-TV (7) 20777 W. Ten Mile  
Rd. zn 41. Kenwood 4-7000. AA hr \$2,400,  
m \$700, CB \$700, ID \$300. John F. Pival  
vp chg tv; Ralph Dawson nat sls m;  
Blair-TV rep.  
Flint, WJRT (12) 2302 Lapeer Rd. zn 3.  
Cedar 9-6611. AA hr \$700, m \$140, ID  
\$70. vtr. A. Donovan Faust st m; Robert  
I. Mart sls m; HRP rep.  
Grand Rapids, WOOD-TV (8) 120 College  
Ave SE. zn 2. Glendale 9-4125. AA hr  
\$1,175, m \$325. ID \$150. Willard Schroed-  
er p & gm; Jack Markward sls m;  
Katz rep.  
Kalamazoo, WKZO-TV (3) 590 W. Maple.  
Fireside 5-2101. AA hr \$1,300, m \$360, ID  
\$160. Carl E. Lee exec vp & gm; Donald  
W. DeSmit Jr. sls m; Avery-Knodel rep.  
Lansing, Jackson, Battle Creek, WILX-TV  
(10) 407 N. Washington Ave., Lansing.  
IV 2-4655. 236 W. Michigan Ave., Jack-  
son. ST 3-2621. Wolverine-Federal Tower.  
Battle Creek. WO 2-1120. AA hr \$800, m

\$160, ID \$80. John C. Pomeroy p & gm;  
Martin Gialmo g sls m; Venard, Rintoul  
& McConnell rep.

Lansing, WJMI-TV (6) Vanetta Rd. Ivan-  
hoe 2-1333. AA hr \$1,000, m \$200, ID \$100.  
Harold F. Gross p & gm; Keith R.  
Oliver, loc sls m; PGW rep.  
Marquette, WLUC-TV (6) 249 W. Wash-  
ington St. Canal 6-3524. A hr \$200, m  
\$40, ID \$20. W. H. Treloar gm; Robert  
Luke st & sls m; Weed rep.  
Saginaw, WKMX-TV (37) 221 S. Washing-  
ton Ave. Pleasant 3-4471. A hr \$375, m  
\$75. ID \$37.50. William J. Edwards p &  
gm; Robert M. Chandler cm; Gil-Perna  
rep.  
Traverse City, WPBN-TV (7) Paul Bunyan  
Bldg. Windsor 7-7675. AA hr \$320, m \$64,  
ID \$32. John Anderson st m; Robert E.  
Detweiler sls m; Venard Rintoul & Mc-  
Connell rep. Sold in combination with  
WTOM-TV Cheboygan.

#### MINNESOTA

Alexandria, KCMT (7) 7th & Fillmore.  
Rockwell 3-5166. A hr \$200, m \$40. ID  
\$20. Glenn W. Flint gm; Gid Klein rgml  
sls m; Avery-Knodel rep.  
Austin, KMMT (6) Hemlock 3-8836. AA hr  
\$350, m \$70, ID \$35. Thomas L. Young  
gm; Don Jones loc sls m; Avery-Knodel  
rep.  
Duluth, KDAL-TV (3) 10 E. Superior St.  
zn 2. Randolph 2-4466. AA hr \$500, m  
\$110, ID \$50. Odin S. Ramsland gm;  
John Grundy sls m; Avery-Knodel rep.  
Duluth-Superior, Wis., WDSM-TV (6) 230  
E. Superior St. zn 2. Randolph 7-8484.  
AA hr \$500, m \$110, 20-sec \$100, ID \$50.  
Robert J. Rich gm; Tom Gavin st m;  
R. W. Pearson cm; Hurley rep.  
Minneapolis, KMSP-TV (9) 180 Foshay  
Tower. zn 2. Federal 9-8811. AA hr  
\$1,200, m \$240. ID \$96. vtr. Donald  
Swartz p & gm; Richard Butterfield vp  
chg sls; Young, NTA Spot Sales rep.  
Minneapolis-St. Paul, KSTP-TV (5) 3415  
University Ave., St. Paul. zn 14. Midway  
5-2724. AA hr \$1,650 m \$420, ID \$190. vtr.  
Stanley E. Hubbard p & gm; Marvin  
Rosene vp & sls m; Petry rep.  
Minneapolis WCCO-TV (4) 50 S. 9th St.  
zn 2. Federal 8-0552. AA hr \$1,700, m  
\$600, ID \$225. vtr. F. Van Konyenburg  
exec vp; Robert N. Ekstrum g sls m;  
PGW rep.  
Minneapolis, WTCN-TV (11) 2925 Dean  
Blvd. zn 16. Walnut 7-8881. AA hr \$1,200,  
m \$340, ID \$150. Phil Hoffman vp & gm;  
Arthur M. Swift st m; Robert Fransen  
sls m; Katz rep.  
Rochester, KRCC-TV (10) 100 1st Ave.  
Bldg. Atlas 2-8665. AA hr \$300, m \$60,  
ID \$30. G. David Gentling vp & gm;  
Willard Lampman sls & st m; Meeker  
rep.

#### MISSISSIPPI

Columbus, WCBI-TV (4) Highway 12  
North. Fairfax 5-5631. A hr \$180, m \$35,  
ID \$15. P. B. Hinman gm; W. W. Whit-  
field asst m; Everett-McKinney rep.  
Greenwood, WABG-TV (6) Highway 82  
West. Gladstone 3-4001. A hr \$200, m  
\$40, ID \$24. Don Neil m; Weed rep.  
Hattiesburg-Laurel, WDAM-TV (7) Box  
1649. Juniper 4-8441. AA hr \$200, m \$40,  
ID \$20. Marvin Reuben vp & gm; Jerry  
Keith sls m; Weed rep.  
Jackson, WJTV (9) Box 8187. Fleetwood  
4-2512. AA hr \$450, m \$120, ID \$50.  
Owens F. Alexander st m; Katz rep.  
Jackson, WLBT (3) 715 S. Jefferson. zn 2.  
Fleetwood 2-2691. AA hr \$450, m \$120, ID  
\$50. Fred L. Beard gm; Frank Gentry  
sls m; Hollingbery rep.  
Meridian, WTOK-TV (11) Southern Bldg.  
3-1441. A hr \$325, m \$65, ID \$32.50.  
Robert F. Wright p & gm; W. B. Crooks  
Jr. vp & cm; Headley-Reed rep.  
Tupelo, WTTW (9) Beech Springs Rd.  
Vinewood 2-7620-22. A hr \$200, m \$40,  
ID \$24. Frank K. Spain p & gm; Charles  
H. Hicks cm; Jack Masia rep.

#### MISSOURI

Cape Girardeau, KFVS-TV (12) 324 Broad-  
way. Edgewater 5-5511. AA hr \$600, m  
\$120, ID \$60. Oscar C. Hirsch p & gm;  
Robert O. Hirsch mgr tv ops; Headley-  
Reed rep.  
Columbia, KOMU-TV (8) Hwy 63 S. Gib-  
son 2-1122. AA hr \$330, m \$75, ID \$33.  
Glenn G. Griswold gm; John O. Conwell  
cm; H-R rep.  
Hannibal, Quincy, Ill., KHQA-TV (7) WCU  
Bldg., Quincy. Baldwin 2-6200. A hr \$400,  
m \$80, ID \$40. Walter J. Rothschild gm  
& nat sls m; Branham rep.  
Jefferson City, KRCC-TV (13) Callaway  
Hills Farms, Hwy 54 N. 6-6188. AA hr  
\$330, m \$75, ID \$33. Robert Blosser gm;  
Ron Maxwell sls m; Blair Television  
Assoc. rep.  
Joplin, KODE-TV (12) 1928 W. 13th. May-

fair 3-7260. A hr \$300. m \$67.50. ID \$30.  
D. T. Knight gm; Avery-Knodel rep.  
**Kansas City, KCMO-TV (5)** 125 E. 31st St.  
zn 8. Jefferson 1-6789. AA hr \$1,350. m  
\$330. 20-sec \$300. ID \$150. vtr. E. K.  
Hartenbower vp & gm; S. B. Tremble  
st m; Katz rep.  
**Kansas City, KMBC-TV (9)** KMBC Bldg.  
11th & Central. Harrison 1-2650. AA ½  
hr \$660. m \$300. ID \$150. vtr. Donald D.  
Davis p & cm; John T. Schilling exec  
vp & gm; PGW rep.  
**Kansas City, WDAF-TV (4)** Signal Hill.  
zn 8. Plaza 3-4567. A hr \$1,300. m \$350.  
ID \$163. vtr. William A. Bates vp & gm;  
E. Manne Russo g sls m; HRP rep.  
**Kirksville, Ottumwa, Ia., KTVO (3)** 211 E.  
Second St., Ottumwa. Murray 2-4535. A  
hr \$300. m \$60. ID \$30. James J. Conroy  
p & gm; Lloyd Wm. King sls m; Hol-  
lingbery rep.  
**St. Joseph, KFEQ (2)** 40th & Faraon.  
Adams 3-2528. AA hr \$500. m \$100. ID  
\$50. Theodore M. Nelson exec vp; E.  
Carleton Schirmer sls m; Blair Tele-  
vision Assoc. rep.  
**St. Louis, KMOX-TV (4)** 1215 Cole. zn 6.  
Main 1-9100. AAA hr \$1,900. B m \$375.  
AA 20-sec \$350. ID \$175. vtr. Gene  
Wilkey gm; Charles McAbee g sls m;  
CBS-TV Spot Sales rep.  
**St. Louis, KPLI-TV (11)** Chase-Park Plaza  
Hotels. zn. 8. Forest 1-4423. A hr \$1,000.  
m \$240. ID \$120. vtr. James L. Caddigan  
exec vp & gm; James E. Goldsmith sls  
d; PGW rep.  
**St. Louis, KSD-TV (5)** 1111 Olive St. zn 1.  
Main 1-1111. AAA hr \$1,750. m \$380. ID  
\$175. vtr. Harold Grams gm; Guy E.  
Yeldell g sls m; NBC Spot Sales rep.  
**St. Louis, KTVI (2)** 5915 Berthold Ave.  
zn 10. Mission 7-3600. AA hr \$1,150. m  
\$287. ID \$145. J. J. Bernard vp & gm;  
Shaun Murphy nat sls m; Paul R. Litt  
loc sls m; Blair-TV rep.  
**Sedalia, KMOS-TV (6)** 2100 W. Broadway.  
Taylor 6-1651. AA hr \$200. m \$40. ID \$20.  
John Garner vp & gm; Harry Trotman  
sls m; Pearson rep.  
**Springfield, KTTS-TV (10)** Box 1716 SSS  
zn 4. University 2-7474. A hr \$350. AA m  
\$96.25. ID \$43.75. G. Pearson Ward vp &  
gm; Jack Lloyd sls m; Weed rep.  
**Springfield, KYTV (3)** 999 W. Sunshine.  
University 6-2766. A hr \$375. AA min  
\$103.13. ID \$46.88. vtr. Carl Fox and  
R. L. Stufflebam co-managers; R. L.  
Stufflebam cm; Hollingbery rep.

#### MONTANA

**Billings, KGHL-TV (8)** 214 N. 30th. 2-4641.  
A hr \$200. m \$45. ID \$22.50. Jeff Kiichli  
gm; Warren Marshall sls m; Devney rep.  
**Billings, KOOK-TV (2)** 3203 3rd Ave. N.  
Alpine 2-5611. A hr \$250. m \$75. ID  
\$37.50. Joseph S. Sample gm; John H.  
Conner cm; Hollingbery rep.  
**Butte, KNLF-TV (4)** 1003 S. Montana.  
2-9111. A hr \$250. m \$75. ID \$37.50. E. B.  
Crancy p & gm; Jim Manning st m;  
Skyline rep.  
**Glendive, KXGN-TV (5)** 122 S. Merrill  
Ave. Empire 5-3377. AA hr \$125. m \$25.  
ID \$12.50. Daniel C. Palen gm; Bart  
Rockwell sls d.  
**Great Falls, KFBB-TV (5)** Box 1139. Glen-  
dale 3-4377. A hr \$250. m \$75. ID \$37.50.  
W. C. Blanchette st m & cm; Holling-  
bery rep.  
**Great Falls, KRTV (3)** 15th St. N. Glen-  
dale 3-2433. A hr \$200. m \$40. ID \$20.  
Dan Snyder p, gm & sls m; Forjoe rep.  
**Helena, KXLI-TV (12)** Montana Ave. &  
Cherry St. Hickory 2-6620. Barclay Craig-  
head res m. Satellite of KXLF-TV Butte.  
**Missoula, KMSO-TV (13)** 340 W. Main zn  
1. Li 9-4169. AA hr \$200. m \$40. ID \$20.  
A. J. Mosby p & gm; Robert Young sls  
m; Forjoe rep.

#### NEBRASKA

**Hastings, KHAS-TV (5)** Box 476. 3-1321.  
A hr \$300. m \$60. ID \$30. Duane L.  
Watts gm; Robert E. Schnuelle sls m &  
opertms m; Weed rep.  
**Hay Springs, KDUH-TV (4)** Highway 87.  
Melrose 8-2741. John Ludwig res m.  
Satellite of KOTA-TV Rapid City, S. D.  
**Hayes Center, KHPL-TV (6)** 414 East Ave.,  
Holdrege. Wy 5-5952. Satellite of KHOL-  
TV Kearney.  
**Kearney, KHOL-TV (13)** 414 East Ave.,  
Holdrege. Wyman 5-5952. A hr \$350. m  
\$70. ID \$35. Jack Gilbert st m; Paul  
Freygang rgnl sls m; Meeker rep.  
**Lincoln, KOEN-TV (10)** 40th & W Sts.  
In 6-2367. AA hr \$450. m \$100. ID \$45. A.  
James Ebel vp & gm; Lester C. Rau sls  
m; Avery-Knodel rep.  
**McCook, KQMC (8)** Satellite of KCKT  
Great Bend, Kan.  
**North Platte, KNOP-TV (2)** Box 756. Len-  
nox 2-2222. A hr \$150. m \$36. ID \$18.  
Bob Riedy gm. Hal Holman rep.  
**Omaha, KETV (7)** 27th & Douglas Sts.

zn 31. Harney 7777. AA hr \$900. m \$225.  
ID \$112.50. Eugene S. Thomas vp & gm;  
Robert O. Paxson sls m; H-R rep.  
**Omaha, KMTV (3)** 2615 Farnam St.  
Harney 3333. AA hr \$900. m \$225. ID  
\$115. Owen Sessler exec vp & gm; Arden  
E. Swisher g sls m; Petry rep.  
**Omaha, WOW-TV (6)** Insurance Bldg. zn  
2. Webster 3400. AA hr \$1,000. m \$245.  
CB \$225. ID \$112.50. vtr. Frank P.  
Fogarty vp & gm; Fred Ebener sls m;  
Blair-TV rep.  
**Scottsbluff, KSTF (10)** Satellite of KFBC-  
TV Cheyenne, Wyo.

#### NEVADA

**Las Vegas, KLAS-TV (8)** 250 E. Desert Inn  
Rd. Dudley 2-6138. A hr \$250. m \$50. ID  
\$25. Howard Kalmenson gm; Richard  
Jacobson nat sls m; Norm White sls m;  
Weed rep.  
**Las Vegas, KLRJ-TV (2)** 4850 Boulder  
Hwy. Dudley 2-1760. AA hr \$275. m \$60.  
ID \$40. William D. Stiles gm; Allen W.  
Dunn nat sls m; Headley-Reed rep.  
**Las Vegas, KSHO-TV (13)** El Rancho  
Vegas Hotel. Dudley 2-8010. AA hr \$200.  
m \$40. ID \$20. Alex Gold gm; Walt  
Shull sls m; Forjoe rep.  
**Reno, KOLO-TV (8)** 770 E. 5th St. Fair-  
view 3-0721. AA hr \$400. m \$80. ID \$40.  
Lee D. Hirschland gm; Don S. Thompson  
sls m; Headley-Reed rep.

#### NEW HAMPSHIRE

**Keene, WRLP (see Greenfield Mass.)**  
**Manchester, WMUR-TV (9)** 1819 Elm St.  
National 3-8061. AA hr \$500. m \$100. ID  
\$50. David O'Shea gm; Weed rep.  
**Mt. Washington, WMTW (see Portland,  
Me.)**

#### NEW JERSEY

**Newark, WNTA-TV (13)** 1020 Broad St.  
zn. 1. Barclay 7-3260. AA hr \$2,000. m  
\$500. ID \$200. vtr. Malcolm C. Klein vp  
& gm; Donald J. Quinn g sls m; Young  
rep.

#### NEW MEXICO

**Albuquerque, KGGM-TV (13)** 1414 Coal  
Ave. SW. Chapel 3-2285. AA hr \$400. m  
\$85. ID \$45. vtr. A. R. Hebenstreit p &  
gm; R. C. "Dusty" Rhoads cm; Bran-  
ham rep.  
**Albuquerque, KOAT-TV (7)** 122 Tulane  
SE. Alpine 5-8716. AA hr \$425. m \$75.  
ID \$38. Max A. Sklower st m & sls m;  
Bolling rep.  
**Albuquerque, KOB-TV (4)** 1430 Coal Ave.  
SW. Chapel 3-4411. A hr \$450. m \$85.  
ID \$45. George S. Johnson gm; Robert  
Williams sls m; Petry rep.  
**Carlsbad, KAYE-TV (6)** 2907 W. Church  
St. Tuxedo 5-4101. A hr \$150. m \$30. ID  
\$15. Tom Wiseheart gm & sls m; Bolling  
rep.  
**Clovis, KICA-TV (12)** 1000 Sycamore St.  
Porter 3-5511. A hr \$150. AA m \$30. ID  
\$15. J. H. Morris gm; Jim Wilkes sls  
m; Branham rep.  
**Roswell, KSWV-TV (8)** 1717 W. Second  
St. Main 2-6450. A hr \$250. m \$60. ID  
\$30. John A. Barnett o & gm; Paul E.  
McEvoy sls m; Meeker, Melville reps.

#### NEW YORK

**Albany, WAST (13)** 15 N. Pearl St.  
Menands. Albany 5-5291. A hr \$800. m  
\$160. ID \$80. William A. Ripple gm; Dom  
Tovino sls m; H-R rep.  
**Albany, W-TEW (10)** Box 10 zn 1. Hobart  
3-2225. A hr \$900. AA m \$175. ID \$87.50.  
Thomas S. Murphy gm; William Lewis  
sls m; Blair-TV rep.  
**Albany, Schenectady, Troy, WRGB (6)**  
1400 Balltown Rd. zn 9. Schenectady.  
Franklin 7-2261. AAA hr \$1,250. m \$250.  
ID \$120. vtr. J. Milton Lang gm; George  
Spring sls m; NBC Spot Sales rep.  
**Binghamton, WINR-TV (40)** 70 Henry St.  
3-8251. A hr \$300. m \$60. ID \$30. David  
F. Milligan gm; Robert Trevitt loc sls  
m; Everett-McKinney rep.  
**Binghamton, WNEF-TV (12)** Box 48. Ray-  
mond 3-7311. AA hr \$1,000. m \$225. ID  
\$100. George R. Dunham gm; E. M.  
Scala tv sls m; Blair-TV rep.  
**Buffalo, WBEN-TV (4)** Statler-Hilton Ho-  
tel zn 2. Mohawk 0930. AA hr \$1,250. m  
\$250. ID \$125. George R. Torge st m;  
Nicholas J. Malter sls m; HRP rep.  
**Buffalo, WGR-TV (2)** 184 Barton St. zn  
13. Summer 7115. AA hr \$1,300. m \$300.  
ID \$150. vtr. Van Beuren v. DeVries  
vp & gm; W. P. Dix Jr. asst m & sls d;  
G. Paschal Swift sls m; Petry rep.  
**Buffalo, WKBW-TV (7)** 1420 Main St.  
Garfield 0770. AA hr \$1,300. m \$280. ID  
\$130. Clinton H. Churchill vp & st m;  
Anthony C. Rocco sls m; Avery-Knodel  
rep.  
**Carthage-Watertown, WCNY-TV (7)** Box  
211. Watertown. Sunset 2-1800. A hr \$300.  
m \$60. ID \$30. James W. Higgins tv d;

Alfred M. Tauroney sls m; Weed rep.  
**Elmira, WSYE-TV (18)** Hawley Hill. Re-  
gent 3-5536. Paul Abbott m. Satellite of  
WSYR-TV Syracuse. vtr.  
**New York, WABC-TV (7)** 7 W. 66th St.  
zn 23. Susquehanna 7-5000. AA hr \$4,250.  
m \$1,100. ID \$550. vtr. Joseph Stamler vp  
& gm; James E. Szabo g sls m; Blair-TV  
rep.  
**New York, WCBS-TV (2)** 485 Madison Ave.  
zn 22. Plaza 1-2345. AA hr \$8,250. AAA  
\$2,100. AAA ID \$1,050. vtr. Frank J.  
Shakespeare Jr. gm; Norman Wait Jr.  
g sls m; CBS-TV Spot Sales rep.  
**New York, WNEW-TV (5)** 205 E. 67th St.  
zn 21. Lehigh 5-1000. A hr \$3,000. m  
\$578. ID \$210. vtr. Bennet H. Korn exec  
vp; Petry rep.  
**New York, WNTA-TV (see Newark, N. J.)**  
**New York, WOR-TV (9)** 1440 Broadway.  
Longacre 4-8000. A hr \$2,000. m \$200. ID  
\$75. vtr. Robert Leder gm; Burt Lam-  
bert g sls m; WOR-TV Sales, H-R rep.  
**New York, WPX (11)** 220 E. 42nd St. zn  
17. Murray Hill 2-6500. A hr \$2,000. m  
\$550. ID \$200. vtr. Fred M. Thrower vp  
& gm; John A. Patterson vp & sls m;  
PGW rep.  
**New York, WRCA-TV (4)** 30 Rockefeller  
Plaza zn 20. Circle 7-8300. AAA hr \$9,200.  
m \$2,300. ID \$1,100. vtr. William N.  
Davidson vp & gm; Max E. Buck st m;  
NBC Spot Sales rep.  
**Plattsburgh, WPTZ (5)** 357 Cornelia St.  
Jordan 1-5555. AA hr \$400. m \$80. ID \$40.  
George Baren Bregge vp & gm; Lincoln  
Mayo sls m; Blair Television Assoc. rep.  
**Rochester, WHEC-TV (10)** 191 East Ave.  
zn 4. Baker 5-3050. A hr \$900. AA m \$220.  
ID \$100. Lowell H. MacMillan vp & gm;  
Lemoine C. Wheeler g sls m; Everett-  
McKinney rep.  
**Rochester, WROC-TV (5)** 201 Humboldt  
St. zn 3. Butler 8-8400. A hr \$800. m \$220.  
ID \$100. Gunnar O. Wiig gm; John W.  
Kennedy Jr. g sls m; Petry rep.  
**Rochester, WVET-TV (10)** 17 S. Clinton  
Ave. zn 4. Hamilton 6-4820. A hr \$900.  
AA m \$220. ID \$100. Ervin F. Lyke p &  
gm; Arthur Murrellwright g sls m;  
Bolling rep.  
**Syracuse, WHEN-TV (8)** 101 Court St. zn  
8. Granite 4-8511. AA hr \$1,000. m \$300.  
ID \$137.50. Paul Adanti vp & gm; Fred  
Menzies cm; Katz rep.  
**Syracuse, WSYR-TV (3)** 1030 James St.  
Granite 4-3911. A hr \$1,100. m \$300. ID  
\$125. vtr. E. R. Vadeboncoeur p & gm;  
William R. Alford Jr. cm; HRP rep.  
**Utica-Rome, WKTV (2)** Smith Hill Rd.  
Redwood 3-0404. A hr \$550. m \$140. ID  
\$62.50. Gordon Gray p & gm; David D.  
Kuyk loc sls m; H-R rep.

#### NORTH CAROLINA

**Asheville, WISE-TV (62)** 92 Haywood St.  
Alpine 4-4448. A hr \$150. m \$30. ID \$15.  
Harold H. Thoms p; Broadcast Time  
Sales rep.  
**Asheville, WLOS-TV (13)** 288 Macon Ave.  
Alpine 4-4321. AA hr \$700. m \$160. cb  
\$140. ID \$70. Ted Eiland vp & gm; Saul  
Rosenzweig vp. g sls m; PGW rep.  
**Charlotte, WBTV (3)** 1 Jefferson Pl. zn 8.  
Edison 3-8833. AA hr \$1,250. m \$250. ID  
\$125. vtr. Kenneth I. Tredwell Jr. vp &  
mng d; Wallace J. Jorgenson asst mng d  
sls; CBS-TV Spot Sales rep.  
**Charlotte, WSOC-TV (9)** 1901-25 N. Tryon  
St. Franklin 6-8401. AA hr \$900. m \$275.  
ID \$112.50. Larry Walker vp & gm; C.  
George Henderson g sls m; H-R rep.  
**Durham, WTVD (11)** 2410 Broad St. 2-2111.  
A hr \$750. m \$150. cb \$130. ID \$75.  
Harmon L. Duncan & Floyd Fletcher,  
gms; Mike Thompson sls m; Petry rep.  
**Greensboro, WFMY-TV (2)** Phillips Ave. at  
White St. Broadway 4-0114. A hr \$900.  
AA m \$200. ID \$92.50. vtr. Gaines Kelley  
gm; Richard W. Holloway sls m; HRP  
rep.  
**Greenville, WNCT (9)** Evans St. extension.  
Pl 2-6181. AA hr \$400. m \$100. ID \$40.  
A. Hartwell Campbell gm; John G. Clark  
Jr. cm; Hollingbery rep.  
**Raleigh, WRAL-TV (5)** 2619 Western Blvd.  
Vance 8-2511. A hr \$750. m \$150. ID \$75.  
vtr. Fred Fletcher vp & gm; Fletcher  
Turner nat sls m; H-R rep.  
**Washington, WITN (7)** Box 468. Whitney  
6-3131. A hr \$350. m \$70. ID \$35. W. R.  
Roberson Jr. p & gm; T. H. Patterson  
exec vp; Headley-Reed rep.  
**Wilmington, WECT (6)** 205 W. Shipyard  
Blvd. Roger 3-4666. AA hr \$425. m \$85.  
ID \$35. Claud O'Shields gm & sls m;  
Weed rep.  
**Winston-Salem-Greensboro, WSJS-TV (12)**  
419-21 N. Spruce St. Park 5-2311. A hr  
\$700. m \$140. ID \$70. Harold Essex p &  
gm; Harry B. Shaw vp for sls; Headley-  
Reed rep.

#### NORTH DAKOTA

**Bismarck, KBMB-TV (12)** Box 358. Howard  
Morris m; W. L. Hurley vp chg sls.

Satellite of KXJB-TV Valley City.  
**Bismarck, KFYR-TV (5)** 200½ 4th St. Capital 3-0900. AA hr \$350, m \$75, ID \$37.50. William Ekberg p & gm; Cal Culver st m; A. L. Anderson g sls m; Blair Television Assoc. rep.  
**Dickinson, KDIX-TV (2)** 119 2nd Ave. W. 5133 AA hr \$175, m \$35, ID \$17.50. Stanley T. Deck gm; Mel Hallock nat sls m; Bob Weiler loc sls m; Hal Holman rep.  
**Fargo, KXGO (11)** 400 W. Main St. AA hr \$300. John W. Boler o & st m; Weed rep.  
**Fargo, WDAY-TV (6)** 207 N. Fifth. Adams 2-3371. AA hr \$600, m \$130, ID \$60. Tom Barnes gm; PGW rep.  
**Grand Forks, KNON-TV (10)** Box 1110, State Mill Rd. 4-4611. A hr \$200, m \$40, ID \$15. Robert C. Lukkason gm; Jack French c sls m; Rambeau, Vance, Hopple rep.  
**Minot, KMOT (10)** 200½ 4th St., Bismarck. Capitol 3-0900. Curt Sorbo res m; A. L. Anderson g sls m; Blair Television Assoc. rep. Satellite of KFYR-TV Bismarck.  
**Minot, KXMC-TV (13)** Hwy 83 S. Temple 82-104. AA hr \$250, m \$50, ID \$25. Chester Rieten p & gm; Henry Beuchler loc sls m; William L. Hurley nat sls m; Weed rep.  
**Valley City, KXJB-TV (4)** Box 32, Fargo. Adams 5-4611. AA hr \$550, m \$150, ID \$75. vtr. John W. Boler p & gm; Orville Burda, cm; Weed rep.  
**Williston, KUMV-TV (8)** 200½ 4th St. Capitol 3-0900. Les Kleven st m; A. L. Anderson g sls m; Blair Television Assoc. rep. Satellite of KFYR-TV Bismarck.

#### OHIO

**Akron, WAKR-TV (49)** Television Center, 853 Copley. Portage 2-8811. A hr \$300, m \$60, ID \$30. Roger G. Berk vp & gm; Kenneth M. Keegan vp sls; McGavren rep.  
**Cincinnati, WCPO-TV (9)** 2345 Symmes St. zn 6. University 1-9000. A hr \$1,140, m \$340, cb \$310, ID \$155. M. C. Watters vp & gm; Mrs. Marian Finney nat sls m; Blair-TV rep.  
**Cincinnati, WKRC-TV (12)** 1906 Highland Ave. zn 19. Garfield 1-1750. AA hr \$1,300, m \$350, ID \$165. J. W. McGough, gm; Charles Dwyer, asst gm; Katz rep.  
**Cincinnati, WLW-TV (5)** 140 W. 9th St. zn 2. Cherry 1-1822. AA hr \$1,500, m \$360, ID \$180. vtr. John T. Murphy, vp chg tv; James T. "Steve" Crane sls m; Bomar Lowrance, WLW Sales and NBC Spot Sales reps.  
**Cleveland, KYW-TV (3)** 815 Superior Ave. NE, zn 14. Cherry 1-0942. AA hr \$2,200, 20 sec \$575. ID \$285. vtr. George H. Mathieson gm; Albert P. Krivin sls m; TVAR rep.  
**Cleveland, WEWS (5)** 3001 Euclid Ave. zn 15. Henderson 2-1500. AA hr \$1,700, m \$575, ID \$275. vtr. James C. Hanrahan vp & gm; Jay S. Kerekes nat adv m; Blair-TV rep.  
**Cleveland, WJW-TV (8)** 1630 Euclid Ave. zn 15. Tower 1-6080. AA hr \$2,000, m \$600, ID \$275. vtr. Ben Wickman mng d; Frank Barron g sls m; Katz rep.  
**Columbus, WBNS-TV (10)** 770 Twin Rivers Dr. Capitol 8-3538. AA hr \$1,200, m \$200, ID \$100. Richard A. Borel tv d; Robert D. Thomas sls m; Blair-TV rep.  
**Columbus, WLW-C (4)** 3165 Olentangy River Rd. zn 2. Amherst 3-5441. AA hr \$1,100, m \$250, ID \$125. James Leonard vp & gm; Walter Bartlett sls m; Bomar Lowrance, WLW Sales and NBC Spot Sales reps.  
**Columbus, WTVN-TV (6)** 753 Harmon Ave. zn 23. Capital 8-5801. AA hr \$1,000, m \$250, ID \$110. S. T. Johnston, gm; F. Von Stade, nat sls m; Katz rep.  
**Dayton, WHO-TV (7)** 1414 Wilmington Ave. zn 1. Clearwater 4-5311. AA hr \$850, m \$230, ID \$100. Robert H. Moody exec vp & gm; Stan Mouse retail sls m; Hollingbery rep.  
**Dayton, WLW-D (2)** 4595 S. Dixie Hwy. Axminster 3-2101. AAA hr \$1,100, m \$250, ID \$125. George Gray gm; Dale A. Smith sls m; Crosley rep.  
**Lima, WIMA-TV (35)** 1424 Rice Ave. Capital 5-3010. A hr \$200, m \$40, ID \$20. R. W. Mack gm; J. L. Spring st m & sls m; H-R rep.  
**Steubenville, WSTV-TV (9)** Exchange Realty Bldg. Atlantic 2-6265. AA hr \$550, m \$140, ID \$65. John J. Laux exec vp & gm; Joseph M. Troesch asst gm; Avery-Knodel rep.  
**Toledo, WSPD-TV (13)** 136 Huron St. zn 4. Cherry 8-6201. AA hr \$1,000, m \$255, ID \$113. Peter Storer mng d; Floyd E. Beaton g sls m; Katz rep.  
**Toledo, WTOL-TV (11)** 604 Jackson St. zn 4. Cherry 4-7411. AA hr \$1,000, m \$250, ID \$125. Thomas S. Bretherton gm; George J. Kapel, g sls m; H-R rep.

**Youngstown, WFMY-TV (21)** 101 W. Boardman St. Riverside 4-8611. A hr \$400, m \$90, ID \$40. Mitchell F. Stanley st m & sls m; Headley-Reed rep.  
**Youngstown, WKBN-TV (27)** 3930 Sunset Blvd. zn 1. Sterling 2-1145. A hr \$450, m \$90, ID \$45. Warren P. Williamson Jr. p & gm; David V. Stewart, sls d; Raymer rep.  
**Youngstown, WKST-TV (33)** 3800 Shady Run Rd. zn 7. Sterling 8-2424. A hr \$400, m \$80, ID \$40. Sam Townsend p & gm; Robert C. Harnack sls m; Weed rep.  
**Zanesville, WHIZ-TV (18)** Lind Arcade Bldg. N. 5th St. Gladstone 2-5431. A hr \$150, m \$30, ID \$15. Allan Land nng d; Nate Milder mng d; Pearson rep.

#### OKLAHOMA

**Ada, KTEN (10)** Box 10. Federal 2-2211. A hr \$225, m \$30, ID \$15. vtr. Bill Hoover p & gm; Brown Morris vp & st m; Venard, Rintoul & McConnell rep.  
**Ardmore, Sherman, Tex. KXII (12)** Box 1003, Sherman. Tw 2-8123. A hr \$200, m \$50, ID \$20. C. L. Hinkle gm; Pearson rep.  
**Lawton, KSWO-TV (7)** Box 699, Elgin 5-7000. A hr \$280, m \$70, ID \$45. Bob King gm; Robert H. Scott loc sls m; McGavren rep.  
**Oklahoma City, KOCO-TV (5)** 63rd & Portland. Victor 2-6633. AA hr \$800, m \$200, ID \$100. Charlie Keys gm; Alex Kolensky sls m; Blair Television Assoc. rep.  
**Oklahoma City, KWTU (9)** 7401 N. Kelley. zn 14. Victor 3-6641. AA hr \$950, m \$250, ID \$120. vtr. Edgar T. Bell exec vp & gm; R. J. DeLier sls m & asst st m; Petry rep.  
**Oklahoma City, WKY-TV (4)** 500 E. Britton Rd. zn 14. Trinity 8-2161. AA hr \$950, m \$240, ID \$120. vtr. Norman P. Bagwell vp & st m; Tom Farrington nat sls m; Katz rep.  
**Tulsa, KOTV (6)** 302 S. Frankfort. zn 20. Luther 2-9233. AA hr \$825, m \$220, ID \$110. vtr. George A. Stevens vp & gm; Ed Pfeiffer cm; H-R rep.  
**Tulsa, KTUL-TV (8)** Box 9697, Hickory 8-6185. A hr \$650, m \$135, ID \$65. Bill Swanson vp & gm; Jim Black nat sls m; Avery-Knodel rep.  
**Tulsa, KVOO-TV (2)** 3701 S. Peoria zn 5. Riverside 2-5561. AA hr \$750, m \$192.50, ID \$87.50. vtr. C. B. Akers exec vp & gm; John Devine cm; Blair Television Assoc. rep.

#### OREGON

**Eugene, KVAL-TV (13)** Box 548, Blanton Hts. Diamond 3-2551. A hr \$360, m \$86, ID \$36. S. W. McCreedy gm; Glenn E. Nickell sls m; Hollingbery rep.  
**Klamath Falls, KOTI-TV (2)** Box 732, Tuxedo 4-8131. AA hr \$200, m \$56, ID \$24. Walter R. Richartz st m; Jerrold Poulos nat sls m; R. W. Green, loc sls m; Hollingbery rep.  
**Medford, KBES-TV (5)** 2000 Crater Lake Hwy. Spring 3-4581. AA hr \$250, m \$70, ID \$30. Edward P. Barnett m; Robert O. Lindstrom sls m; Hollingbery rep.  
**Portland, KGW-TV (8)** 1139 SW 13th Ave. zn 5. Capital 3-6364. AA hr \$900, m \$315, ID \$125. vtr. Walter E. Wagstaff st m; John H. Pindell sls m; Blair-TV rep.  
**Portland, KOIN-TV (6)** 140 SW Columbia St. zn 1. Capitol 8-3333. AA hr \$900, m \$312.50, ID \$125. vtr. C. Howard Lane vp & mng d; John L. Palmer nat sls m; Frank H. Coffin, loc sls m; CBS-TV Spot Sales rep.  
**Portland, KPTV (12)** 735 SW 20th Pl. zn 9. Capitol 2-9921. AA hr \$800, m \$315, ID \$125. John S. Hansen st m; Donald Tykeson sls m; Petry rep.  
**Roseburg, KPIC (4)** Box 670, Orchard 2-1721. A hr \$150, m \$30, ID \$15. Aaron Boe st m & sls m; Hollingbery rep. Optional affiliate of KVAL-TV Eugene.

#### PENNSYLVANIA

**Altoona, WFBG-TV (10)** 5000 Sixth Ave., Commerce Park. Windsor 4-2031. AA hr \$900, m \$200, ID \$100. vtr. Frank Palmer gm; Robert Miller sls m; Blair-TV rep.  
**Erie, WICU-TV (12)** 3514 State St. Glendale 4-5201. A hr \$700, m \$150, ID \$75. Ben McLaughlin vp & gm; Bob Lundquist cm; Blair Television Assoc. rep.  
**Erie, WSEE-TV (35)** 1220 Peach St. Glendale 5-7575. AA hr \$300, m \$60, ID \$30. Donald M. Boyce gm; Young rep.  
**Harrisburg, WHP-TV (55)** 216 Locust St. Cedar 4-3211. A hr \$325, m \$65, ID \$32.50. Cecil M. Sansbury gm; George Gottschalk loc sls m; Bolling rep.  
**Harrisburg, WTPA (27)** 3235 Hoffman St. Cedar 8-7171. A hr \$425, m \$90, ID \$45. Donald D. Wear gm; Allen P. Solada sls m; HRP rep.  
**Johnstown, WARD-TV (56)** 235 Franklin St. 7-0761. A hr \$200, m \$37.50 ID \$15. William D. Confer, gm; Weed rep.

**Johnstown, WJAC-TV (6)** 329 Main St. 7-8711. AA hr \$1,000, m \$250, ID \$125. Alvin D. Schrott exec vp & gm; John Hepburn sls m; HRP rep.  
**Lancaster, WGAL-TV (8)** Lincoln Hwy W. & Abbeyville Rd. Express 3-5851. AA hr \$1,200, m \$325, ID \$120. vtr. Clair R. McCollough p & gm; Harold E. Miller st m; J. Robert Gulick asst gm chg sls; Meeker rep.  
**Lebanon, WLYH-TV (15)** R. C. N. 5 Television Hill. Crestview 3-4551. A hr \$300, m \$50, ID \$20. Joe Zimmerman gm; Victor Ludington sls m; Blair Television Assoc. rep.  
**New Castle, WKST-TV (see Youngstown, O.)**  
**Philadelphia, WCAU-TV (10)** City & Monument Aves. zn 31. Greenwood 7-8300. AAA hr \$3,800, 30-sec \$1,200, 20-sec \$850, ID \$425. vtr. John A. Schneider vp & gm; James E. Conley g sls m; CBS-TV Spot Sales rep.  
**Philadelphia, WFIL-TV (6)** 46th & Market Sts. zn 39. Evergreen 2-4700. AA hr \$4,000, m \$950, ID \$475. vtr. Roger W. Clipp gm; George A. Koehler st m; Kenneth W. Stowman g sls m; Blair-TV rep.  
**Philadelphia, WRCV-TV (3)** 1619 Walnut St. zn 3. Locust 4-3700. AAA hr \$3,700, m \$550, ID \$415. vtr. Theodore Walworth m & sls d; NBC Spot Sales rep.  
**Pittsburgh, KDKA-TV (2)** 1 Gateway Center zn 22. Express 1-3000. AA hr \$2,400, m \$600, ID \$300. vtr. Jerome R. Reeves gm; Henry V. Greene Jr. sls m; TVAR rep.  
**Pittsburgh, WHIC (11)** 341 Rising Main Ave. zn 14. Fairfax 1-8700. AA hr \$2,000, m \$500, ID \$225. vtr. Robert A. Mortensen exec vp & gm; Roger D. Rice sls m; Blair-TV rep.  
**Pittsburgh, WTAE (4)** 400 Ardmore Blvd. zn 30. Churchill 2-4300. AA hr \$1,800, m \$500, ID \$225. vtr. Franklin C. Snyder vp & gm; Alan Trench sls m; Katz rep.  
**Scranton, WDAU-TV (22)** 1000 Wyoming Ave. zn 9. Diamond 2-7634. AA hr \$600, m \$135, ID \$125. Vance L. Eckersley vp & gm; Francis H. Conway g sls m; H-R rep.  
**Scranton, WNEP-TV (16)** 333 Madison Ave. Diamond 3-1245. AA hr \$575, m \$125, ID \$57.50. Thomas P. Sheibourne exec vp & gm; Malcolm W. Dale g sls m; Petry rep.  
**Wilkes-Barre, WBRE-TV (28)** 62 S. Franklin. Valley 3-3101. AA hr \$600, m \$130, 20-sec \$120. David M. Baltimore vp & gm; Ernest Lewis sls m; Headley-Reed rep.  
**York, WSBA-TV (43)** S. Queen St. Extd. York 25-531. A hr \$200, m \$37.50, ID \$20. Louis J. Appell Jr. p; Robert M. Stough sls m; Jack Masla rep.

#### RHODE ISLAND

**Providence, WJAR-TV (10)** 176 Weybosset St. zn 2. Gaspee 1-8255. AA hr \$1,300, m \$325, ID \$150. vtr. J. S. "Dody" Sinclair st m; Ed Boghosian nat sls m; Petry rep.  
**Providence, WPRO-TV (12)** 24 Mason St. zn 2. Plantations 1-9776. A hr \$1,400, AA min \$350, ID \$175. vtr. Joseph P. Dougherty gm; Eugene W. Wilkin sls m; Blair-TV rep.

#### SOUTH CAROLINA

**Anderson, WAIM-TV (40)** 321 Kingsley Rd. Canal 6-1511. A hr \$150, m \$30, ID \$18.75. Glenn P. Warnock gm; John McCallum sls d; Devney rep.  
**Charleston, WCSC-TV (5)** 485 E. Bay. Raymond 3-8371. AA hr \$400, m \$100, ID \$40. Roland Weeks st m; Charles E. Cady nat sls m; PGW rep.  
**Charleston, WTMA (4)** 1960.  
**Charleston, WUSN-TV (2)** Box 879, Tulip 4-4141. A hr \$350, m \$80, ID \$40. vtr. J. Drayton Hastie p & gm; Grange Cuthbert sls m; Bolling rep.  
**Columbia, WIS-TV (10)** 1111 Bull St. Alpine 3-8356. AA hr \$575, m \$175, ID \$70. Charles A. Batson mng d; Law Epps sls m; PGW rep.  
**Columbia, WNOX-TV (67)** 1811 Main St. Box 5307. Alpine 2-7737. A hr \$200, m \$40, ID \$20. H. Moody McElveen Jr. vp & gm; David C. Phillips sls m; Raymer rep.  
**Florence, WBTW (8)** New Cashua Ferry Rd. Mohawk 2-1566. AA hr \$375, m \$85, ID \$42.50. J. William Quinn mng d; John H. Brock sls m; CBS-TV Spot Sales rep.  
**Greenville, WFBC-TV (4)** 505 Rutherford St. Cedar 9-1321. AA hr \$650, m \$135, ID \$68. vtr. Kenneth Beachboard m; Robert Q. Glass Jr. cm; Weed rep.  
**Spartanburg, WSPA-TV (7)** 224 E. Main St. 3-3621. AA hr \$500, m \$125, ID \$62.50. Walter J. Brown p & gm; Roger Shaffer nat sls m; Hollingbery rep.

## SOUTH DAKOTA

**Aberdeen, KXAB-TV (9)** Country Club Rd. Baldwin 5-4350. AA hr \$150, m \$30, ID \$15. Neal Edwards st m & s; Weed rep. Affiliate of KXJB-TV Valley City, N. Dak.

**Florence, KDLO-TV (3)** Satellite of KELO-TV Sioux Falls.

**Lead, KIDSJ-TV (5)** Satellite of KRSD-TV Rapid City.

**Rapid City, KOTA-TV (3)** Dunhamel Bldg. Box 1752. Fillmore 2-2000. A hr \$200, m \$40, ID \$20. Helen S. Duhamel p & gm; William F. Turner bus & cm; Headley-Reed rep.

**Rapid City, KRSB-TV (7)** 1438 Mountain View Rd. Fillmore 2-6050. A hr \$150, m \$25, ID \$13.75. Truman H. Walrod st m; Bruce Twerrel sls m; Meeker rep.

**Reliance, KPLD-TV (6)** C. J. Johnson st m. Satellite of KELO-TV Sioux Falls.

**Sioux Falls, KELO-TV (11)** Phillips at 13th Ed 8-9631. AA hr \$600, m \$162.50, ID \$81.25. Evans A. Nord gm & sls m; H-R rep.

## TENNESSEE

**Chattanooga, WDEF-TV (12)** 3300 Broad. Amherst 7-3392. A hr \$450, m \$100, ID \$50. Otis H. Segler gm; Sue Johnson, nat sls sec; Branham rep.

**Chattanooga, WRGP-TV (3)** 1214 McCallie Ave. zn 4. Oxford 8-1505. A hr \$450, m \$100, ID \$50. Harry D. Burke vp & gm; George P. Moore g sls m; H-R rep.

**Chattanooga, WTVG (9)** Box 1150. Amherst 6-4151. A hr \$400, m \$80, ID \$40. Reeve Owen gm; J. V. Windsor cm; Young rep.

**Jackson, WDXI-TV (7)** Box 309 7-9611. A hr \$250, m \$50, ID \$25. John E. North vp & gm; Venard, Rintoul & McConnell rep.

**Johnson City-Kingsport-Bristol, WJHL-TV (11)** Box 1080, 145 W. Main St., Johnson City. Walnut 6-2151. A hr \$300, m \$60, ID \$30. W. H. Lancaster Jr. gm; J. Will Hall sls m; Pearson rep.

**Knoxville, WATB-TV (6)** 612 Gay St. SW. 4-4651. AA hr \$650, m \$140, ID \$60. W. H. Linebaugh vp & gm; J. T. McCloud sls d; Avery-Knodel rep.

**Knoxville, WBIR-TV (10)** 1513 Hutchison Ave. 5-8101. AA hr \$600, m \$140, ID \$60. John P. Hart gm & nat sls m; R. S. Quinn loc sls m; Katz rep.

**Knoxville, WTVK (26)** Sharp's Ridge Memorial Park Rd. zn 17. Mutual 7-2312. AA hr \$300, m \$60, ID \$30. John A. Engelbrecht p & gm; William E. Eckstein sls-pgm m; Pearson rep.

**Memphis, WHBQ-TV (13)** 1381 Madison Ave. zn 4. Broadway 2-3441. AA hr \$900, m \$225, ID \$113. D. A. Noel gm; Gorden Lawhead nat sls m; Alex Bonner loc sls m; H-R rep.

**Memphis, WMCT (5)** 1960 Union Ave. Broadway 2-0552. AA hr \$900, m \$250, ID \$100. H. W. Slavick gm; Earl Moreland st m; Blair-TV rep.

**Memphis, WREC-TV (3)** Hotel Peabody Bldg. Jackson 5-1313. AA hr \$1,000, m \$240, ID \$113. Hoyt B. Wooten gm; Charles Brakefield cm; Katz rep.

**Nashville, WLAC-TV (5)** 159 4th Ave. N. Chapel 2-4331. AA hr \$950, m \$200, ID \$110. T. B. Baker Jr. exec vp & gm; Bob Reuschle g sls m; Katz rep.

**Nashville, WSIX-TV (8)** Nashville Trust Bldg. zn 3. Alpine 5-5431. AA hr \$760, m \$160, 20-sec \$148, ID \$88. E. S. Tanner exec vp & gm; James Murray sls m; PGW rep.

**Nashville, WSM-TV (4)** 301 Seventh Ave. N. zn 3. Alpine 4-5656. AA hr \$900, m \$180, ID \$85. Irving C. Waugh gm; Hi Branham cm; Petry rep.

## TEXAS

**Abilene-Sweetwater, KPAR-TV (12)** 7400 College Ave., Box 1475 Lubbock, Sherwood 4-2345. AA hr \$200, m \$40, ID \$20. vtr. at parent station KDUB-TV, Jimmie Isaacs vp & st m; R. S. "Bud" Nielsen g sls m; John Henry, nat sls m; Branham rep.

**Abilene, KIRB-TV (9)** 4510 S. 14th St. Ow 2-4242. AA hr \$247.50, m \$48, ID \$24. George C. Breeding Jr. st m; Dan C. Guthrie cm; Raymer rep.

**Amarillo, KFDA-TV (10)** Box 1400. Evergreen 3-2226. AA hr \$340, m \$85, ID \$42.50. vtr. Ed Moore gm & sls m; Blair Television Assoc. rep.

**Amarillo, KGNC-TV (4)** 2000 N. Polk St. Evergreen 3-3321. AA hr \$370, m \$95, ID \$45. Jack Liston gm; Bob Watson, st m; Bill Clarke cm; Katz rep.

**Amarillo, KVII-TV (7)** Box 925, Hwy. 287. Fleetwood 6-5241. A hr \$300, m \$60, ID \$30. C. R. Watts vp & gm; John Conboye rgnl sls m; Bolling rep.

**Austin, KTBC-TV (7)** Box 1155 zn 63. Greenwood 2-2424. AA hr \$255, m \$120, ID \$60. J. C. Kellam p & gm; O. P.

"Bob" Bobbitt vp & g sls m; Raymer rep.

**Beaumont, KFDM-TV (6)** 1420 Calder Ave. Terminal 8-4731. A hr \$400, m \$90, ID \$54. C. B. Locke exec vp & gm; Mott M. Johnson opertns m & cm; David Russell loc sls m; PGW rep.

**Beaumont-Port Arthur, KPAC-TV (4)** Box 1059. Port Arthur. Yukon 5-5557. A hr \$400, m \$80, ID \$48. Julius M. Gordon p & gm; Mack Newberry cm; Headley-Reed rep.

**Big Spring, KEDY-TV (4)** 7400 College Ave., Box 1475. Lubbock, Sherwood 4-2345. AA hr \$150, m \$30, ID \$15. vtr. at parent station KDUB-TV. Jack Wallace st m; R. S. "Bud" Nielsen g sls m; John Henry nat sls m; Branham rep.

**Bryan, KIBX-TV (3)** 29th near Villa Maria Rd. Victor 6-7777. M. N. Bostick gm; Harry Lee Gilliam st m; Partial satellite of KWTX-TV Waco.

**Corpus Christi, KRIS-TV (6)** 409 S. Staples. Tulip 3-6511. AA hr \$350, 20-sec \$85, ID \$42.50. T. Frank Smith p & gm; W. M. Eikner vp chg sls; PGW rep.

**Corpus Christi, KZTV (10)** Show Room Bldg. Tulip 4-1616. AA hr \$350, m \$85, ID \$42.50. Vann M. Kennedy p & gm; Harry Mooradian cm; Branham rep.

**Dallas, KRLD-TV (4)** Herald Sq. zn 2. Riverside 2-6811. AA hr \$1,200, m \$325, ID \$275. vtr. Roy M. Flynn vp & gm; Gene Cuny g sls m; Branham rep.

**Dallas, WFAA-TV (8)** 3000 Harry Hines Blvd. Riverside 1-3315. AA hr \$1,200, m \$325, ID \$200. vtr. Mike Shapiro m; Dick Drummy g sls m; Petry rep.

**El Paso, KELP-TV (13)** 4530 Delta St. Box 105. Keystone 3-5911. A hr \$300, m \$60, ID \$30. Gene Roth gm; Ira Hartsfield sls m; Young rep.

**El Paso, KRDD-TV (4)** 2201 Wyoming St. Keystone 2-6551. A hr \$495, m \$109, ID \$49.50. Cecil L. Trigg p; George Collier nat sls m; Larry Daniels loc sls m; Bolling rep.

**El Paso, KTSM-TV (9)** 801 N. Oregon St. Keystone 2-5423. A hr \$450, m \$100, ID \$45. Karl O. Wyler Sr. p & gm; Roy T. Chapman vp chg sls; Hollingbery rep.

**Ft. Worth, KFJZ-TV (11)** 4801 W. Freeway. zn 1. Pershing 7-6631. AA hr \$1,000, m \$180, ID \$90. vtr. Gene Cagle p; Stan Wilson vp & gm; John Hopkins asst gm; Blair-TV rep.

**Ft. Worth, WBAP-TV (5)** 3900 Barnett St. zn 3. Jefferson 6-1981. Ft. Worth; Riverside 2-6003. Dallas. AA hr \$1,100, m \$300, ID \$150. vtr. Roy Bacus st m; Jack Rogers cm; PGW rep.

**Harlingen, KGBT-TV (4)** 1521 W. Harrison. Garfield 3-4890. AA hr \$300, m \$60, ID \$35. vtr. Troy McDaniel gm; Joe Yowell nat sls m; Venard, Rintoul & McConnell rep.

**Houston, KHOU-TV (11)** 1900 Prudential Bldg. zn 25. Jackson 9-4811. AA hr \$1,200, m \$275, ID \$175. vtr. James C. Richdale Jr. vp & gm; Robert S. Wilson g sls m; CBS-TV Spot Sales rep.

**Houston, KPRC-TV (2)** 3014 S. Post Oak Rd. Madison 3-9271. AA hr \$1,200, m \$275, ID \$175. vtr. Jack Harris vp & gm; Jack McGrew st m; Petry rep.

**Houston, KTRK-TV (13)** 4513 Cullen Blvd. zn 1. Jackson 6-1313. A hr \$1,100, m \$275, ID \$165. vtr. Willard E. Walbridge exec vp & gm; William Bennett cm; Hollingbery rep.

**Laredo, KGNS-TV (8)** 820 Convent Ave. Randolph 3-3674. AA hr \$200, m \$50, ID \$25. Roy J. Bowman gm & sls m; Headley-Reed rep.

**Laredo, KLTV (see Tyler)**

**Lubbock, KCBD-TV (11)** Box 1507, 5600 Ave. A. Sherwood 4-1414. AA hr \$400, m \$100, ID \$50. Joe H. Bryant p & gm; George L. Tarter vp; Ray Poindexter nat sls m; Raymer rep.

**Lubbock, KDUB-TV (13)** 7400 College Ave. Box 1475. Sherwood 4-2345. AA hr \$400, m \$100, ID \$50. vtr. W. D. "Dub" Rogers p & gm; R. S. "Bud" Nielsen g sls m; John Henry nat sls m; Branham rep.

**Lufkin, KTRF-TV (9)** 114½ N. First. Neptune 4-7771. A hr \$250, m \$60, ID \$25. Richman Lewin vp & gm; Royce Christenson sls m; Venard, Rintoul & McConnell rep.

**Midland, KMID-TV (2)** Box 2758. Mutual 2-7321. A hr \$350, m \$80, ID \$42. Ray Herndon gm; H. C. Evans sls m; Venard, Rintoul & McConnell rep.

**Monahans, KVKM-TV (9)** Drawer K, Kermit Highway. Wilson 3-3231. A hr \$200, m \$40, ID \$25. J. Ross Rucker p & gm; R. W. Tamplin sls m; Masla rep.

**Nacogdoches, KTES (19)** Box 248. Lo 4-4181. A hr \$75, m \$10, ID \$5. Lee Scarborough p & gm. Affiliated with KTRK-TV Houston.

**Odessa, KOSA-TV (7)** 1211 N. Whitaker. Federal 7-8301. A hr \$400, m \$90, ID \$48. John Vacca st m; Ed Costello sls m; Bolling rep.

**San Angelo, KCTV (8)** 1011 E. 28 St. 7183. A hr \$200, m \$34, ID \$19. J. H. Hubbard gm; Jerry Burns cm; Venard, Rintoul & McConnell rep.

**San Antonio, KCOR-TV (41)** 111 Martinez St. zn 4. Capitol 5-2751. AA hr \$200, m \$35, ID \$20. Nathan Saifir exec vp & gm; Bill Lamar cm; Richard O'Connell rep.

**San Antonio, KFNS-TV (5)** Ave. E & 4th St. zn 6. Capitol 5-7411. AA hr \$700, m \$175, ID \$105. vtr. Wayne Kearl st m; Bill Lydle nat sls m; PGW rep.

**San Antonio, KONO-TV (12)** 1408 N. St. Mary's St. zn 6. Capitol 6-7611. AA hr \$700, m \$190, ID \$105. vtr. James M. Brown vp & gm; Bob Roth cm; Katz rep.

**San Antonio, WOAI-TV (4)** 1031 Navarro St. zn 6. Capitol 7-4221. AA hr \$700, m \$185, ID \$105. vtr. James M. Gaines p & gm; Edward V. Chevlot st m; Petry rep.

**Sweetwater, KPAR-TV (see Abilene-Sweetwater)**

**Temple-Waco, KCEN-TV (6)** 17 S. 3rd St. Temple. Prospect 3-6868. Temple; Plaza 3-1846. Waco. A hr \$400, m \$80, ID \$40. Burton Bishop gm; Doug Thompson asst m; Jim Gregg rgnl sls m; Blair Television Assoc. rep.

**Texarkana, KCMC-TV (6)** Summerhill Rd. 33-1133. A hr \$350, m \$70, ID \$35. Walter M. Windsor gm & cm; Venard, Rintoul & McConnell rep.

**Tyler, KLTV (7)** Box 957, Kilgore Hwy. E. Lyric 2-3875. AA hr \$300, m \$60, ID \$35. Marshall H. Pengra gm; John Lenox cm; H-R rep.

**Waco, KCEN-TV (see Temple)**

**Waco, KWTX-TV (10)** 4520 Bosque Blvd., Box 7128. Triangle Station. Plaza 6-4451. A hr \$375, m \$75, ID \$37.50. M. N. "Buddy" Bostick gm; Pete McNee nat-rgnl sls m; Raymer rep.

**Weslaco, KRGV-TV (5)** 309 S. Missouri Ave. Woodlawn 8-3131. AA hr \$300, m \$60, ID \$30. Charles L. Brooks st m; T. Marshall Weaver sls m; Raymer rep.

**Wichita Falls, KFDX-TV (3)** Seymour Rd., Box 2040. 692-4530. A hr \$350, m \$100, ID \$60. vtr. Darrold Cannan p; Howard H. Fry vp; Raymer rep.

**Wichita Falls, KSYD-TV (6)** Box 2130. 322-6957. A hr \$400, m \$100, ID \$60. vtr. Syd Grayson p & gm; Lambert Cain cm; Blair Television Assoc. rep.

## UTAH

**Ogden, KVOG-TV (9)** 1538 Gibson Ave., Ex 2-7535. AA hr \$325, m \$75, ID \$37.50. Arch G. Webb gm; David B. Affleck sls m; Webb rep. On air spring 1960.

**Provo-Salt Lake City, KLOB-TV (11)** Box 44. Franklin 3-2951. A hr \$350, m \$90, ID \$45. vtr. Samuel E. Nissley gm; John A. Drum rgnl sls m; Raymer rep.

**Salt Lake City, KCPX-TV (4)** 130 Social Hall Ave. zn 11. Davis 2-5681. AA hr \$650, m \$180, ID \$90. vtr. Norman Louvan gm; Harold Wooley sls d; Katz rep.

**Salt Lake City, KSL-TV (5)** 145 Social Hall Ave. zn 11. Elgin 5-4641. AA hr \$600, m \$180, ID \$75. vtr. D. Lennox Murdoch vp & gm; Lloyd E. Cooney g sls m; CBS-TV Spot Sales rep.

**Salt Lake City, KUTV (2)** 179 Social Hall Ave. zn 11. Davis 2-2505. AA hr \$650, m \$200, ID \$100. vtr. Brent H. Kirk g sls m & st m; Robert Smith nat sls m; Avery-Knodel rep.

## VERMONT

**Brattleboro, WRLP (see Greenfield, Mass.)**

**Burlington, WCAX-TV (3)** 100 Market Sq. University 2-7611. AA hr \$450, m \$90, ID \$45. Stuart T. Martin p; John A. Dobson sls m; Weed rep.

## VIRGINIA

**Bristol, WCYB-TV (5)** Cumberland St. North 9-4161. A hr \$300, m \$60, ID \$30. Robert H. Smith p & gm; J. Fey Rogers vp & g sls m; Headley-Reed rep.

**Hampton, WVEC-TV (see Norfolk)**

**Harrisonburg, WSVA-TV (3)** Rawley Pike. 4-4431. A hr \$300, m \$70, ID \$35. Hamilton Shea p & gm; Richard H. Johnson sls m; H-R rep.

**Lynchburg, WLVA-TV (13)** 2320 Langhorne Rd. Victor 5-1242. A hr \$300, m \$60, ID \$30. Phillip P. Allen p & gm; Thomas L. Turner cm; Hollingbery rep.

**Norfolk-Portsmouth-Newport News, WAVY-TV (10)** 201 Middle St., Portsmouth. Export 3-7331. 214 W. York St., Norfolk. Madison 7-2345. AA hr \$850, m \$200, ID \$85. vtr. J. Glen Taylor p & gm; Edward J. Hennessy g sls m; H-R rep.

**Norfolk, WTAZ-TV (3)** 720 Boush St. zn 10. Madison 5-6711. AA hr \$875, m \$220, ID \$110. vtr. Robert M. Lambe Jr. p & gm; John C. Peffer vp chg opertns; Petry rep.

**Norfolk, WVEC-TV (13)** 110 3rd St. Madison 7-7774. AA hr \$750, m \$180, ID \$80.

# Television Age

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Thomas P. Chisman p & gm; Harrol A. Brauer Jr. vp & sls d; Avery-Knodel rep.

**Petersburg-Richmond WXEX-TV (8)** 124 W. Tabb St., Petersburg, Regent 3-7876. AA hr \$750, m \$140, ID \$70. Irvin G. Abeloff vp, mng d & nat sls m; Lawrence Slon loc sls m; Young rep.

**Richmond, WRVA-TV (12)** 5221 Midlothian Pike, Belmont 3-5461, AA hr \$700, m \$175, ID \$70. vtr. Barron Howard vp & gm; James D. Clark Jr. sls m; HRP rep.

**Richmond, WTVR (6)** 3301 W. Broad St. Box 5229, Elgin 5-8611. AA ½ hr \$525, m \$160, ID \$80. vtr. Wilbur M. Havens p & gm; William Kemple nat sls coordinator; Blair Television Assoc. rep.

**Roanoke, WDBJ-TV (7)** 201 W. Campbell Ave. Diamond 3-8031, AA hr \$700, m \$190, ID \$80. vtr. John Harkrader gm; Blake Brown cm; PGW rep.

**Roanoke, WSLS-TV (10)** Church Ave. & 3rd St. Sw. Diamond 4-9226. AA hr \$725, m \$190, ID \$95. vtr. Horace Fitzpatrick vp & m; A. S. Trevilian Jr. cm; Blair Television Assoc. rep.

## WASHINGTON

**Bellingham, KVOX-TV (12)** 1151 Ellis. Regent 3-4567. AA hr \$725, m \$181.25, ID \$72.50. Dave Mintz exec vp; Fred Elsethagen sls m; Forjoe rep.

**Ephrata, KBAS-TV (16)** Box 306. Moses Lake. Rockwell 5-7843. James Schroeder m; Associated with KIMA-TV Yakima.

**Pasco, KEPR-TV (19)** 3619 W. Clearwater Ave. Sold in combination with KIMA-TV Yakima. Bill Grogan m; Weed rep.

**Seattle, KING-TV (5)** 320 Aurora Ave. zn 9. Mutual 2-3555. AA hr \$1,200, m \$330, ID \$150. vtr. Otto P. Brandt vp & st m; James D. Neidigh sls m; Blair-TV rep.

**Seattle, KIRO-TV (7)** 1530 Queen Anne Ave. zn 9. Atwater 3-9800. AA hr \$1,200, m \$300, ID \$125. vtr. Saul Haas gm; William A. Exline sls m; PGW rep.

**Seattle, KOMO-TV (4)** 100 Fourth Ave. N. zn 9. Main 4-6000. AA hr \$1,200, m \$350, ID \$150. vtr. W. W. Warren exec vp & gm; Bill Hubbach g sls m; Katz rep.

**Seattle-Tacoma, KTNT-TV (11)** 137 Dexter. Seattle. Mutual 2-0550. A hr \$625, m \$130, ID \$52. vtr. Max Bice st m; Herschel Cary sls m; Weed rep.

**Seattle-Tacoma, KTWV (13)** 230 8th Ave. N., Seattle. zn 9. Main 4-3113. A hr \$425, m \$85, ID \$42.50. James J. Hawkins gm; O'Connell rep.

**Spokane, KHQ-TV (6)** Radio Central Bldg. zn 4. Madison 4-5131. AA hr \$625, m \$210, ID \$100. vtr. R. O. Dunning p & gm; J. Birney Blair cm; Katz rep.

**Spokane, KREM-TV (2)** 4103 S. Regal. zn 34. Keystone 4-0466. AA hr \$675, m \$190, 20-sec \$180. ID \$100. vtr. Louis Wasmer p & gm; Robert Temple st m; Petry rep.

**Spokane, KXLY-TV (4)** 315 W. Sprague. Main 4-4291. AA hr \$625, m \$165, ID \$75. vtr. James R. Agostino gm; Robert V. Weitze sls m; H-R rep.

**Walla Walla, KNBS (22)** AA hr \$250. Walla Walla. L. Gray p & gm.

**Yakima, KIMA-TV (29)** Box 702. Glen-court 2-9111. AA hr \$600, m \$150, ID \$75. Thomas C. Bostic gm; William F. Grogan tvd; Hollingbery rep.

**Yakima, KNDQ-TV (23)** 4211 Richey Rd. Hugh Davis st m; Gene Adams sls m; Weed rep.

## WEST VIRGINIA

**Bluefield, WHIS-TV (6)** Municipal Bldg. Davenport 7-7115. A hr \$250, m \$75, ID \$30. John Shott st m & sls m; Katz rep.

**Charleston, WCHS-TV (8)** 1111 Virginia St. E. zn 1. Dickens 2-8131. AA hr \$800, m \$175, ID \$87.50. vtr. John T. Gelder Jr. vp & gm; C. E. Wheeler, g sls m; PGW rep.

**Charleston, WHTN-TV (see Huntington)**

**Charleston, WSAZ-TV (see Huntington)**

**Clarksburg, WBOY-TV (12)** 912 W. Pike St. Main 4-7573. AA hr \$250, m \$50, ID \$25. vtr. Roger Garrett gm; Bob Connolly loc sls m; Headley-Reed rep.

**Fairmont-Weston-Clarksburg, WJPB (5)** 400 Quincy St., Fairmont. J. Patrick Beacom p & gm; Numa Fabre Jr. mng d & cm; Gill-Perna rep. On air March 31, 1960.

**Huntington, WCHS-TV (see Charleston)**

**Huntington, WHTN-TV (13)** 625 4th Ave. Jackson 5-7661. AA hr \$1,000, m \$160, ID \$80. Robert R. Tinchin vp & gm; O. W. Myers nat sls m; Blair Tv Assoc. rep.

**Huntington-Charleston, WSAZ-TV (3)** 201 9th St. Huntington zn 18. Jackson 9-4127. AA hr \$1,000, m \$160, ID \$80. vtr. C. T. Garten vp & gm; Katz rep.

**Oak Hill-Beckley, WOAY-TV (4)** Box 251, Oak Hill. Hobart 9-3361. A hr \$200, m \$40, ID \$20. Robert R. Thomas Jr. o &

gm; Robert Brown st & sls m; Pearson, rep.

**Parkersburg, WTAP-TV (15)** 123 W. 7th St. Hudson 5-4589. A hr \$150, m \$30, ID \$15. Milton Komito st m & sls m; Pearson rep.

**Wheeling, WTRF-TV (7)** 1329 Market St. Cedar 2-7777. AA hr \$700, m \$155, ID \$65. vtr. Robert W. Ferguson exec vp & gm; H. Needham Smith, sls m; Hollingbery rep.

## WISCONSIN

**Eau Claire, WEAU-TV (13)** 2415 S. Hastings Way Temple 2-3474. A hr \$300, m \$60, ID \$30. Leo Howard gm; Wayne F. McNulty asst m; Hollingbery rep.

**Green Bay, WBAY-TV (2)** 115 S. Jefferson. Hemlock 2-3331. AA hr \$600, m \$120, ID \$60. Haydn R. Evans gm; Earl Huth nat sls m; Katz rep.

**Green Bay, WFRV (5)** Mason & Roosevelt Sts. Hemlock 7-5411. AA hr \$650, m \$130, ID \$52. Soren H. Munkhof exec vp & gm; Jack Gennaro st m; Headley-Reed rep.

**Green Bay, WMBV-TV (see Marinette)**

**La Crosse, WKBT (8)** 141 S. 6th St. 2-4678. AA hr \$400, m \$80, ID \$40. Howard Dahl p & gm; Robert Morrison sls m; H-R rep.

**Madison, WISN-TV (3)** 4901 W. Beltline Hwy. zn 5. Cedar 3-9791. AA hr \$550, m \$110, ID \$55. Ralph O'Connor gm; Richard Nickeson sls m; PGW rep.

**Madison, WKOW-TV (27)** 215 W. Washington Ave. zn 3. Alpine 7-2261. AA hr \$300, m \$60, ID \$30. Ben F. Hovel gm; Headley-Reed rep.

**Madison, WMTV (33)** W. Beltline Hwy. Cedar 3-5381. A hr \$325, m \$65, ID \$33. Merritt Milligan gm; Donald G. Harrer asst m; Branham rep.

**Marinette-Green Bay, WLCK-TV (11)** 400 Wells St., Marinette. Redwood 5-6631; 126 N. Madison. Green Bay. Hemlock 2-6468. AA hr \$500, m \$120, ID \$50. Joseph D. Mackin gm; Forster Cooper sls m; Hollingbery rep.

**Milwaukee, WISN-TV (12)** 759 N. 19th St. zn 3. Division 2-3000. AA hr \$1,200, m \$280, ID \$140. vtr. William C. Goodnow vp & gm; Richard Foerster sls m; Petry rep.

**Milwaukee, WITI-TV (6)** 5445 N. 27th St. zn 9. Uptown 3-1919. AA hr \$1,400, m \$350, ID \$145. vtr. Joe Evans mng d; E. A. Hassett g sls m; Blair Television Assoc. rep.

**Milwaukee, WTMJ-TV (4)** 333 W. State St. zn 1. Broadway 1-6000. AA hr \$1,450, m \$300, ID \$150. vtr. George Comte gm; William Klumb. nat sls m; HRP rep.

**Milwaukee, WXIX (18)** Schroeder Hotel. 509 W. Wisconsin Ave. Broadway 2-1818. hr \$395, m \$60, ID \$35. Lawrence Turet st m; Lew Breyer sls m; Gill-Perna rep.

**Superior, KDAL-TV (see Duluth, Minn.)**

**Superior, WDSM-TV (see Duluth, Minn.)**

**Wausau, WSAU-TV (7)** 714 5th St. 2-1021. AA hr \$385, m \$70, ID \$35. Richard D. Dudley gm & cm; Meeker rep.

## WYOMING

**Casper, KTWO-TV (2)** 3900 E. Second. 3-3711. A hr \$150, m \$40, ID \$20. Lawrence S. Berger gm & sls m; Meeker rep.

**Cheyenne, KFBC-TV (5)** 2923 E. Lincolnway. 4-4461. A hr \$225, m \$50, ID \$22.50. William C. Grove vp & gm; Charles P. Cahill cm; Hollingbery rep.

**Thermopolis-Riverton-World, KWRB-TV (10)** 500 Broadway. Un 4-2351. A hr \$150, m \$30, ID \$15. Mildred V. Ernst co-o & sls m; J. P. Ernst co-o; Gill-Perna rep.

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25c each, 20c in lots of 10 or more.

Address Reader's Service, TELEVISION AGE, 444 Madison Avenue, New York 22, N. Y.

## Toy (Continued from page 35)

this year." It has been indicated that future Marx campaigns will stress spot rather than network buys.

Mattel, Inc., the west-coast toy manufacturer, is one of the true pioneers of around-the-calendar use of television for selling playthings. The company originally signed for sponsorship of a quarter-hour of ABC-TV's *Mickey Mouse Club* and continued the sponsorship for four years. Since last October Mattel has had its own half-hour on ABC-TV, *Matty's Funday Funnies*, carried on Sundays at 5-5:30 p.m.

In addition to the weekly program, scheduled to run throughout 1960, Mattel used spots on ABC-TV's *Cheyenne* in approximately 125 markets last fall and early winter. How well this firm's continued utilization of television has paid off is indicated by the 315-per-cent increase in its gross sales over the past five years—from a gross in 1954 of \$5.3 million to a gross last year of \$22 million.

According to Cliff Jacobs, Mattel's vice president of marketing, the toy business is in the throes of a revolution which is generating new buying habits, a new selling philosophy and a new concept of advertising.

"To expose our product to the youngster," says Mr. Jacobs, "the best medium is television, a concept which we pioneered in a real large way. Two-or-three-year-olds cannot read a newspaper or a magazine, but identification on the television screen of a toy or a product of a brand name is very easily accomplished."

Remco Industries went into television initially in 1955 with a traditional end-of-the-year campaign. Following a five-market test in the spring of 1958, the company switched last year from the customary 13-week pre-Christmas concept of toy manufacturers to a 39-week cycle in all markets.

Remco executives have become convinced that the selling power of tv will move youngsters—and their parents—to buy toys in large numbers throughout the year. The company has also found that by building a strong identity over a number of



*A goal of February 1961 has been set for the new \$2-million WFAA-TV-AM facilities in Dallas. The new building will be located next door to the Dallas Morning News and will include 68,000 square feet of space. There will be three television studios—45 x 70, 45 x 45 and 25 x 35 feet—three radio studios and vastly larger office, engineering and storage space for both stations. According to Alex Keese, managing director for the newspaper-owned stations, complete new technical facilities will be installed for WFAA-TV, new recording studios for the radio station and new office furniture and equipment. The new building will be mostly of one-story construction, with operations and section rooms 25 feet high. An innovation is a folded plate roof of concrete. Lee & Emmert Engineers of Dallas are the contractors.*

months the public will buy in greater numbers during the Christmas season. Remco puts 90 per cent of its total advertising budget into television, usually buying five-a-week participations in one or more top local children's shows.

The extent to which year-round use of spot and network tv has grown in the toy field is indicated by a comparison of gross time billings among toy and game makers for each of the first three quarters of 1958 and 1959.

Spot billings in the toy category for the initial three months of 1958 were \$216,000; a year later they had jumped to \$547,000. During the second '58 quarter the spot total was \$284,000, compared to \$732,000 for the same period in '59. Third-quarter figures for the two years were, respectively, \$311,000 and \$457,000.

Network totals for the same periods were hardly comparable in size, yet they nevertheless also reflect the growing use of television by toy-makers during the so-called off-season. Gross time charges were \$3.014 in the first quarter of 1958, and leaped to \$17.630 during the first three months of the following year. Second-quarter '58 figure was \$135.555, which went up to \$306.195 for the same '59 period, while

\$178,530 was spent for network by toy firms in the third quarter of 1958, compared to \$211,905 during the comparable months last year.

## YOU CAN'T TOP THIS ARB!

KTRE-TV, Lufkin, Texas, latest ARB reveals a 98.5% share of audience Monday through Sunday.

The Lufkin-Nacogdoches Market is yours completely wrapped up when you buy KTRE-TV—your direct route to 65,000 tv families.

This is a vital market in East Texas.

### KTRE-TV

Lufkin, Texas  
Channel 9



**RICHMAN LEWIN**

Vice President & General Manager

Represented by

Venard, Rintaul & McCannell, Inc.  
Southwest: Clyde Melville Co., Dallas

## Westerns (Continued from page 29)

Johnny Ringo	19.5	17
Law of the Plainsman	19.2	23
Bonanza	17.3	33
The Deputy Man from	17.3	30
Black Hawk	15.9	16
Wichita Town	15.2	24
—	—	—
Avg.	21.3	23

Only one of the established shows scored lower than 20, while four of the new programs fell below that mark. Does this mean the new westerns are of inferior quality?

### Difference of Opinion

The point is debatable. For one thing, the top-rated new show, *Hotel De Paree*, is shown to have the lowest TV-Q score, while *Bonanza* and *The Deputy* are evidently viewed by smaller audiences, but better liked by larger percentages of those audiences. As many factors (length of time on air, lead-in program, stars) influence the rating of a particular program, it must be remembered that similar factors go to make a program a "favorite." Familiarity itself influences viewer choice and would tend to raise a show's TV-Q score in some cases. It was stated earlier that ratings appear to have little effect on westerns' longevity; a similar point must be made about how much viewers like one show in relation to another.

Spending huge sums of money in almost any field of entertainment has never produced a guaranteed "smash hit." The same holds true in the western field, where quality among programs appears to most viewers to be fairly equal from the standpoints of photography, settings, acting, etc. Top-ranked shows such as *Gunsmoke* and *Have Gun, Will Travel* have talent costs of about \$40,000 per episode and head the Nielsens. *Wells Fargo* costs \$47,000 and gets a much lower rating.

Except for *Law of the Plainsman*, with a talent cost of only \$30,000, most half-hour westerns cost anywhere from \$36,000 to \$43,000. The average cost is about \$10,000. In the

hour-long field, talent costs range from *Laramie's* \$60,000 to *Cheyenne's* \$82,500. Although beaten by the last-named program in the Nielsens, *Laramie's* Nov. rating of 20.2 beat the 19.5 of *Bronco* and the 17.3 of *Bonanza*, an established show and a new one that have talent costs roughly \$20,000 higher.

Most advertisers, however, are not as concerned with time-and-talent costs as they are with a program's cost-per-thousand viewers. Early this season the average c.p.m. for a half-hour western was \$3.37. By Nov. 1, as the new and old shows built audiences, the average had dropped to \$3.15. Some older favorites lost viewers to new programs and noted higher figures. As with programming in almost any category, it is the show costing well above the average that often gets sponsor re-appraisal. The bare figures themselves—which show a brand-new *Hotel De Paree* at a November c.p.m. 10 cents below the average—illustrates there is nothing wrong with western programming as such, but that some shows "hit" quickly, while others build more slowly, and some that don't succeed at all may find their successors immediate popular favorites.

### What is High?

Time and again since the western influx, agency and industry people alike have protested that violence and unwholesome characters do not pay off in high sponsor identification. As can be noted from the accompanying tables, these spokesmen are generally correct—but the word "high" is open to interpretation.

Both Norman B. Norman, president of Norman, Craig & Kummel, Inc., and more recently Robert Foreman, creative vice president of BBDO, among others, have made detailed presentations showing that "warm, good-natured" tv programs invariably have higher percentages of viewers who know the sponsors than do westerns, mysteries, etc. Still, nearly half of *Gunsmoke's* viewers know its sponsors, says Trendex. And percentages of correct identification on other half-hour shows vary from 12.8 to

42.3, with the average for 17 shows being 26.1 per cent of those queried able correctly to name one or more sponsors.

Advertisers today are aware of the value of strong sponsor identification, as they are aware of methods of obtaining it—staying with one program season after season, getting the company name in the show title, displaying the product name throughout the program (as on most panel shows), purchasing an entire program rather than a shared sponsorship, etc.

### Risky Business

For many advertisers, though, economics rule against putting all their eggs into one basket. Few want to risk full sponsorship of unproven, possibly quick-to-fade shows; they prefer to lose some measure of identification by splitting the budget among several participation-type programs. Doing this, they assure themselves of wide exposure. Other "blue-chip" advertisers with large budgets often carry the full burden of a western show, but as part of a program stable already comprised of panel shows, dramas, and variety programs. Again, an amount of sponsor identification is given up for the extra exposure to the western audience.

In conclusion, the western format is one popular in American entertainment since the earliest rodeos and "wild west" shows before the turn of the century. As can be judged by the TV AGE "efficiency rankings" which average such factors as homes reached, cost-per-thousand and sponsor identification, some tv westerns of today represent better values than others to their advertisers. But the field as a whole continues to be thriving.

BBDO's Robert Foreman predicted in 1960 a return of the good-humored, situation comedy to tv at the expense of westerns and mysteries. This opinion was echoed as the year began by a trade-magazine survey. And NBC-TV promptly canceled *Love and Marriage*, a good-humored situation comedy, to make way for *Overland Trail*, a new hour-long western.

Far from goin' thataway, the westerns are comin' thisaway!



all the details—writing copy, arranging for props and backgrounds and conducting weekly rehearsals. There is no extra cost for this service, which is included as part of the 15-per-cent agency commission in the rate billed by the station.

"In addition to our spot schedule, we sponsor a half-hour program on another Washington station, WTOP-TV, called *The 25th Hour*. This is produced by the Junior League of Washington for the benefit of their trust fund and features hobbies and leisure-time activities of interesting people in the area.

"This is the total picture of our tv activities, which we plan to continue based on the satisfactory results achieved to date."

Another object lesson for retailers in what television can accomplish for them is supplied by the well-known Salt Lake City department store, ZCMI (Zion's Cooperative Mercantile Institution), which has employed the medium on a year-round basis since 1949 in order to maintain a well-rounded advertising campaign.

### Veteran Telecaster

As a forward-looking retailer, ZCMI decided in the early days of video to experiment with the new medium. The basic purpose was to find out whether television could bring in new customers who were either not reached or not influenced by the store's other advertising efforts. "Almost from the start," says Arthur S. Anderson of David W. Evans & Associates, ZCMI's advertising agency, "television reached many people who were not habitual ZCMI shoppers."

For the past five years the focal point of ZCMI's tv campaign has been a 15-minute news show, *Today in Pictures*, aired at 10 p.m. Monday through Friday. The program consists of film clips of local, national and foreign events, with at least 25 per cent devoted to close-to-home stories.

The program opens with a 45-second film introduction incorporating mention of a ZCMI store service. The dateline slide which precedes each

### Rivals Merge

The traditional rivalry between a television station news staff and that of the local newspaper has been ended in Grand Junction, Colo., with the merger of the KREX-TV-AM-FM news department with that of the *Grand Junction Daily Sentinel*, dominant newspaper in the area.

The station's news department has moved into the newspaper building, with Bill Cleary, news director, in charge of the broadcast service. The station service will have the advantage of the services of the newspaper reporters and feature writers, as well as of some 70 correspondents who serve the daily paper.

Business and editorial policies of neither medium will be affected, according to a joint announcement of station owner Rex Howell and publisher Preston Walker. Decision to work cooperatively came as a result of several months' study of the possibility of improved service to the public and economies in operation.

news item also includes the store's name and shows the title, *ZCMI Today in Pictures*. Two live commercials inside the newscast carry the direct-sell items, prices are often superimposed over the items being offered for sale, and the items are demonstrated by professional models.

Near the end of the quarter-hour the announcer refers to the two items advertised during the program, and this is followed by a filmed closing, again with strong store-name identification.

### Spot Saturation

The news program, supplemented with spot saturation schedules for special features and events, has, according to Ted Bushman, ZCMI's sales promotion manager, "resulted in the most productive tv advertising so far." The outlet for ZCMI's tv efforts originally was KTVT Salt Lake City, but about a year ago the store

switched over to KSL-TV.

Asked specifically what items he uses on television, Mr. Bushman says: "The items we use on our newscast are about as varied as the number of departments in the store. We have utilized the demonstration advantages of tv to the fullest, and we have had success with almost every type of item. Specifically, we have had excellent results from men's clothing, sportswear and furnishings: houseware items; domestic and piece goods; summer furniture; women's shoes and sportswear; silver, lamps and china; occasional furniture, and carpets.

"We have found also that whenever there is a personable vendor's representative who can go on the show for an interview or demonstration, we always get good traffic response. Included have been representatives for dresses, cosmetics, neckwear and accessories, stationery and notions, bras and corsets.

"From this one can assume that we have had success in almost every classification of merchandise—which is really true."

A Part of Every  
Community Project \*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that *must* be reflected in audience response to advertising carried.

\* Five full 1/2 hours of local public service programming each week.

**WTHI-TV**  
CHANNEL 10 CBS - ABC  
**TERRE HAUTE**  
INDIANA

Represented Nationally by Bellini Co.

find a way to lift their cereals out of the also-ran class. Bob Eskridge puts it this way: "In the cereal field some of our competitors had the jump on us. They had widespread prestige. We had good products, but they weren't too well known. There are 40-odd nationally advertised cereals, most of which get a one-to-four-per-cent share of the market. Our Wheat and Rice Chex fell into that class and we wanted to up them."

The San Francisco agency proceeded to do the unheard-of thing of selling cereals to adults. The premiums were removed from the packages and, what's more, the cereals were advertised with the slogan, "Look Ma, no premiums." The packages were printed with off-beat copy to "give the women something to read while their husbands were deep in the morning newspapers." Then a large part of the campaign was consigned to nighttime tv, making Purina the first cereal producer to use this segment of advertising time.

Nighttime network television did its job. Ralston's cereal sales have risen 88 per cent since then.

### **Bold Journey**

The show that can claim most of the credit was Jack Douglas's production, *Bold Journey*. A slow starter that never went too far up the rating ladder, it kept the client happy for three full seasons. During that period ratings of 14 to 16 were considered spectacular, but sales increases kept piling up.

*Bold Journey* met another requirement which Purina thinks a television program should have. It provided the compatible climate which the company wanted surrounding its commercials. A working arrangement with the National Education Association was formed, and Purina provided schedules and backgrounds of the programs to teachers, along with questions and answers, reading material and reference lists. Not only does this sort of tie-in meet what Mr. Eskridge calls, "our community opportunity to use the medium to help education." it is also good business. It helps the pro-



*Russ Severin has been named station and sales manager for WLOS-TV Asheville's new Greenville, S. C., studios, it has been announced by Theodore A. Eiland, vice president and general manager of the station. Mr. Severin has been southern field representative of the National Association of Broadcasters for the past three years.*

gram reach children, a desired result of cereal advertising, without the need of resorting to "silly kid shows."

*Bold Journey* was replaced in the fall of 1959 by a program of similar character and quality—*John Gunther's High Road*, produced by Jerry Stagg and written and narrated by Mr. Gunther. Slotted on Saturday nights opposite *Bonanza* and *Perry Mason*, it pulled November ARB ratings of about 8 to 12 in most markets. Ralston Purina ad execs have, however, shown no signs of panic. For one thing, the ratings are beginning to show a rising curve; for another, they are too aware of what *Bold Journey* did for them to feel that ratings are the end-all in judging a successful vehicle.

In addition to *High Road*, Purina has retained two-thirds of *Leave It to Beaver* and one-fourth of *The Rifleman* and has added one-sixth of *Cheyenne*. It is felt that *High Road* and *Beaver*, the two shows with which Ralston Purina is most closely identified, provide ideal surroundings for ad messages as well as purveying the desired company image. The other two programs give added circulation and exposure. *Broken Arrow*, a former Ralston nighttime buy, played an important part in one of the greatest new-product introductions in ad-

history.

Ralston had a product called Dog Chow which had been developed for Admiral Byrd to feed to his sled dogs during the exploration of the North Pole. It had been on sale for many years in feed stores and was sold and merchandised as part of the Chows Division. Three years ago Purina decided to incorporate some product improvements and then make a strong bid for grocery-store sales. At the beginning of the campaign Ralston Purina Dog Chow was 16th in national sales. It is now first and outsells the second and third place brands combined.

Other programs used by Purina in the past have included *Ethel and Albert* and *Grand Ol' Opry*. The last-named program was the vehicle of Ralston's try at selling its farm products via national tv.

It is freely admitted that this was not too successful. The main problem was that the majority of feed sales are made in bulk to a relatively small group of people, and print advertising in farm publications proved to be a less wasteful means of reaching them. Out of this experience has come Purina's number-one rule for using network tv: television is not the answer to all advertising problems, but if used with discrimination it can be an unmatched sales booster.

### **Good Salesman**

Ralston has also been extremely fortunate in the man selected to be its television salesman. GB&B discovered Lee Goodman doing a nightclub act and picked up his option. He has done commercials for the company for four years, and there have been times when he has received more fan mail than the programs. "Lee can do anything," says Bob Eskridge. "Sing, dance, be funny and sell the products. He has fit perfectly into our advertising plans."

Ralston cereal commercials represent the school of "soft-hard" sell. Often very off-beat, they are remarkable for their low-pressure product claims. "We simply make no exaggerated claims," says Mr. Eskridge. "None of this low-calorie, high-protein, good-for-what-ails-you stuff."

There are, we feel, good reasons why people should buy our cereals, and we try to present these reasons in a forceful but pleasing and entertaining manner.

"We also think," he goes on, "that the advertiser and agency can and should make contribution to the programs they buy, since it is terribly important to us what kind of show our commercial message is a part of. However, it is not part of our policy to make impossible demands on the shows' producers or to threaten them constantly with non-renewal.

"In *Bearer* we have a successful, award-winning program with which we are satisfied. *High Road* has been spotty so far. We can't pretend that all of the episodes have been exciting or memorable, but the show is improving. Mr. Gunther is writing all of the scripts himself now. I can't make any predictions about next year, of course, but the show has been renewed."

### Chicken Challenge

Ralston found another use for television during the recent Government alarm on the use of the hormone diethylstilbesterol to fatten chickens. Gardner Advertising, agency for the Chows Division, quickly prepared spots for insertion into regular Purina commercial time explaining the true situation. This quick campaign, backed up with print, without doubt did much to avert a panic similar to the cranberry scare of a few months earlier.

The obvious advantage of having as much commercial time available as Ralston has is the variety of uses to which it can be put. New products can be merchandised heavily as has been done with Corn Chex, just now reaching full national distribution; established-product advertising can be increased or decreased to meet existing market conditions; special campaigns such as the February coupon push for Dog Chow can be emphasized, and all within a program framework which provides good sponsor identification. The arrangement is limited only by the time required to prepare a commercial, and Gardner proved in the case of the chicken crisis that a week

### Memo (Continued from page 46)

for the acquisition of several other properties. It has obtained a nine-month option on all the assets of Antennavision, Inc., and Merrill CTV, which own and operate 10 antenna systems in Arizona and California and make special equipment for these systems and closed-circuit tv in general. TP also would acquire under the

can be enough time when that's all the time there is.

Chairman Donald Danforth says that his company's greatest asset is its people and the opportunities a growing company represents for its people. Since the war Ralston has grown at about five times the rate of its respective industries. Its use of advertising is also growing, up from \$5,683,471 for the entire company in 1958 to close to \$10 million for the Ralston Division alone estimated for 1960.

The discriminating use of television has without doubt helped to raise Purina to its present enviable position; Purina's enormous expenditure is no small boon to television. This company's ability to look at television not as a magic lamp to be rubbed but as an advertising force which is successful in proportion to the skill with which it is used has created a strong climate of good will for the company and a sales picture in which there is every right to take pride.



Bob Villar has been appointed commercial manager of WSFA-TV Montgomery, it has been announced by managing director Carter Hardwick. Mr. Villar was formerly local-regional sales manager. He has been with the station since 1956.

option Antennavision Service Co., a microwave common carrier, licensed by the FCC to service seven of the community antenna systems. If the option is exercised it would cost \$2 million to purchase these assets.

**INCOME INCREASE.** TelePrompTer's income over the past five years rose from \$622,885 in 1951 to \$3.4 million in 1958 and slightly under that figure in 1959. Over the same period the company's earnings went from a loss in 1954 to a profit of 58 cents per share in 1956, a loss in 1957 and 12 cents per share profit in 1958. In 1959 the company had an unaudited loss of about \$50,000.

TelePrompTer started in 1951, when its primary business was supplying speech-prompting equipment to tv stations. Today, however, only eight per cent of the company's volume comes from the leasing of such equipment, and another 15 per cent of its revenue comes from the sale of conference equipment, including prompting and lighting equipment.

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cerned only with the community interest or betterment. The old crotchet, that a public-service show is one that is unsponsored, was a definition agreed to by 12.8 per cent of the respondents.

### **Time Period**

Surprisingly, not too many of the respondents identify informational programs with the wee hours of the morning or with the Sunday-afternoon intellectual ghetto. Only 6.4 per cent of the sample respondents voted for this suggested definition. The rest of the votes were shared by the 10 per cent who thought a public-service program is one having to do solely with local and national politics and the 2.6 per cent who had no opinion at all.

In question 4, Pulse interviewers attempted to determine reasons for viewing informational programs. Specifically, an attempt was made to see if they are watched for themselves (because they are public service in nature), or whether they are watched because there is nothing much else to watch at the time they are on the air. It will be seen, from responses recorded in question 4, that the great majority (82 per cent) of those who watch public-service programming watch because they have an abiding interest in that type of presentation. On the other hand, 11.6 per cent view these shows simply because there is nothing else on at the time—a touching display of loyalty, if nothing else, to the television set. The remaining 6.4 per cent stated no reason; presumably, they can be lumped with the minority who like to see receivers in action, no matter what the program is.

### **Are There Enough?**

Pulse next asked respondents who view public-service shows whether they would like to see more of them (question 5). Of these, 68 per cent want to see an increase in informational programming, while 30.6 per cent had a completely negative attitude on the subject. The remaining 1.4 per cent had no opinion at all. However, this 68 per cent again can



*Edward Kenefick has been named general sales manager of WBBM-TV Chicago. It has been announced by Clark B. George, vice president and general manager of the station. Mr. Kenefick was with the sales staff of WCBS-TV New York and before that was an account executive with NBC Spot Sales.*

be considered a healthy figure, in that it represents almost half of the total sample of 1,000. If a projection could be justified from New York City to the rest of the nation (and it probably cannot be justified), it could be suggested that almost half of the country's viewers, some 75 million, want more public-service programming.

### **Prime Time Programs**

The crucial question as to whether viewers want public-service shows in prime time was asked of those who want to see more of this type of programming (question 6). It should be noted that the base, or total respondents, diminished to 480 from 706. Of these, 82.5 per cent want to see public-service programming during prime evening time between 7:30-10:30 p.m. This means that of the entire sample of 1,000, 39.6 per cent want to view informational material in peak viewing hours. Another 17.1 per cent of those who want to see more public-service programs do not especially want to see them in prime evening time. Only 0.4 per cent had no opinion on this question.

In question 3, respondents were asked to identify specific public-service programs they have watched. The list is significant in that almost all of the programs are uncompromisingly

informational in nature—few make an attempt to entertain. In fact, the entire survey assumes (even in its definitions in question 1) that public service is a serious matter, far removed from the world of show business. Responses should be interpreted in this light.

### **Most Popular**

The two leaders on the list are discussion programs—*Youth Wants To Know* (46.1 per cent) and *Open Mind* (34.6 per cent). *Eye On New York*, which contains interviews as well as feature material, followed in third place with 29.2 per cent of the votes. Three more discussion programs followed: *American Forum of the Air* (28 per cent), *New York Forum* (24.6 per cent) and *N. Y. Times Youth Forum* (24.2 per cent). *Camera Three* (17.6 per cent) is the first program on the list which makes an attempt to entertain (with dramatizations, poetry readings and music). It should be noted that all of these programs are Sunday offerings. *Sunrise Semester*, which received 9.6 per cent of the total, is shown Monday through Friday from 6:30-7 a.m. in the New York area. It is certainly uncompromisingly informational in nature—viewers who enroll with New York University can receive college credits, if they pass the final examinations.

The Pulse survey seems to establish five important points relative to any discussion of public-service programming:

There is an audience for such material.

By and large, that audience has a particular interest in what is presented.

The majority of public-service viewers want to see more of that kind of material.

Over four-fifths of that majority want to see public-service programming in prime time.

But this figure is only 39.6 per cent of the entire sample, indicating that the demand for such material is substantially less on the part of the general viewer than it is on the part of the professional reviewer. One possible conclusion: there is room for expansion, but not nearly as much as is generally suggested.

# In the picture



With his election to the presidency of William Esty Co., **John Peace** at 37 becomes one of the youngest agency toppers in the advertising field. Prior to his recent election to the number-one spot he had been first vice president of the agency, assuming that position in December 1958. In his more than 15 years with Esty, Mr. Peace's assignments have been mainly in management operations. In 1952 he was made vice president and media director, and four years later he was elected a member of the board of directors. An Army veteran, he served in the Signal Corps in the Pacific during World War II. He now resides in Scarsdale, N. Y., with his wife, the former Agnes Cross, and their five children. In the 28-year history of Esty Mr. Peace is only the third man to hold the presidency. The others were James J. Houlihan and founder William Esty.

**Stanley A. Bogan** (l.) and **Charles P. Hirth Jr.** (r.) have joined Ted Bates & Co., Inc., as vice presidents, it has been announced by Rudolph Montgelas, president of the agency. Mr. Bogan has been associated with Batten, Barton, Durstine & Osborn, Inc., for the past three and a half years, most recently as an account supervisor. Mr. Hirth, before joining Bates, was with Joseph E. Seagram & Sons, Inc., serving as marketing coordinator. During the three-year period prior to 1958 he was associated with the North Advertising Agency in Chicago in the post of vice president and group supervisor.



Henry Kastor Kahn, chairman of the board of Kastor, Hilton, Chesley, Clifford & Atherton, Inc., has announced that **Edmund F. Johnstone** is joining the agency in the capacity of vice chairman of the executive committee and a member of the board of directors. Mr. Johnstone was formerly senior vice president of Fletcher Richards, Calkins & Holden, and prior to that he had been a partner in the firm of Dowd, Redfield & Johnstone. In making his announcement, Mr. Kahn stated: "Mr. Johnstone has long been recognized as one of the outstanding advertising men in the drug, cosmetic and proprietary fields, and we are very pleased to have him join Kastor, Hilton, Chesley, Clifford & Atherton. The drug field is among the diversified-product areas in which we have successfully operated, and we believe that our past experience here will be supplemented by Mr. Johnstone."

**Wilson H. Kierstead** has been appointed director of the merchandising department at Young & Rubicam, Inc., president George Gribbin has announced. At the same time Hadley P. Atlass has been named manager of the department. Both are vice presidents of the agency, a title now also bestowed on Eugene M. Skinner, associate director in merchandising. Mr. Kierstead came to Young & Rubicam in 1948 and was attached to the merchandising department. Four years later he moved to the contact department, and in 1953 he was named a supervisor and vice president. A resident of New York City, he served in the Navy for three years and was discharged as a lieutenant in 1945. His current promotion was occasioned by new assignments to be assumed by Eldon Smith, who has been vice president in charge of merchandising, and by Earl Angstadt, vice president and manager.



**Jack K. Lipson** has been appointed director of advertising of Helene Curtis Industries, Inc., it has been announced by George M. Factor, vice president of the cosmetics company. Although Mr. Lipson has been advertising manager of the firm for some years, the new appointment points up the expansion of the advertising activities at Helene Curtis and the departmentalization of the advertising effort. Aside from the normal advertising functions and departments which will report to Mr. Lipson, the newly established package-design department will fall under his jurisdiction, as well as all product-publicity affairs. Other new Curtis appointments are Donald H. Hall, named assistant to the director of advertising, and Irving Koppel, designated new-products manager. The latter has been associated with Helene Curtis in various merchandising capacities for several years.



The news is getting around fast among those happy advertisers who recognize that Rochester, Minnesota is the fastest growing metropolitan area in the State.

Good news always travels fast and the best news of all is you can saturate this market with KROC-TV which delivers 70% share of audience sign-on to sign-off.

You get plenty for your money because Rochester, Minnesota has a consumer spendable income of \$886 million!

Get the hep figures on how KROC-TV moves merchandise by calling any one of the Meeker offices.



**KROC-TV**

CHANNEL 10

Rochester, Minnesota

National Representative:  
The Meeker Co., Inc.

Minneapolis: Harry S. Hyett Co.

Network Representative: Elisabeth Beckjorden

It has been said that one of the best uses of television is as an extension of vision. Charley Holland of London is one who would heartily subscribe to such a notion after what happened to him.

Charley sat himself down one night to take in a bit of tv. But since Charley had had a hard day, it was not long before he was enjoying a snooze instead of the program. However, it cannot be said that Charley was caught napping.

For, as he testified later in court, when he awoke he saw his wife, Eileen, and their guest, Edward Chad, holding hands and "looking significantly into each other's eyes."

Charley had seen enough of life and tv to know that there was something more going on than met his drowsy eyes. But being a gentleman, he finished his viewing. Next morning, however, his wife confessed she was having an affair with Chad, an insurance salesman—obviously specializing in fire and theft.

Charley was given a divorce, and so was Chad's wife. And now when Charley looks at his tv set, he can't help but wonder what he would hear about that evening if "that bloody receiver could only talk!"

\* \* \*

Playerola: *When another Charley—Charles M. Tremaine—was vice president of a player-piano company at the turn of the century, he spent a lot of money advertising the virtues of his product.*

*"I spent \$350,000 a year telling people it was a waste of time to learn to play the piano, the player piano could do it better," Charley, who is now 88 years old, said recently. "I've been making amends ever since."*

*He went on to explain how he repented. In 1924 he founded National Music Week, which has as its purpose the promotion of do-it-yourself kinds of music.*

*But to this day, Charley himself cannot play a note.*

\* \* \*

*Those who are left behind sometimes also serve: It was snowing up a*

storm when Ray Carpenter of Ryan-Carpenter Studios flew out of the home base of Minneapolis together with crew and equipment to shoot a series of tv commercials on the Toro mower in Phoenix. And, as expected, it was warm and sunny when Ray and company landed in their Phoenix location spot.

But the heat soon was really on Ray and his crew when they came to filming a sequence showing the mower bagging fallen leaves. The Arizona leaves were not falling, and when they could be shaken loose they turned out to be too small.

There was only one thing to do, and Ray did it. He called his partner George Ryan, who was back in still snowbound Minneapolis. There was only one thing for George to do, and he did it. He went out and began digging under a foot of snow in a neighbor's mulch pile, and he piled the wet, soggy, giant-sized Minnesota leaves into two cartons and sent them on the first plane to Phoenix.

The sequence was shot on time, and it all ended happily for everyone. And the Ryan-Carpenter firm is seriously considering adopting the motto: "Have leaves, will travel."

\* \* \*

*It won't be too long before tv is in Israel. And from travel expert Dick Joseph we get an idea that Westerns will go over big in Israel.*

*Dick tells that one of the most picturesque occupants of this new nation is the sabra, or homegrown Israeli citizen. Taking his name from the sour fruit of a desert cactus, the sabra is a hard-bitten frontiersman, often a big, ham-handed, rawboned type with sun-bleached hair. And, according to Dick, he wears blue jeans and carries a heavy rifle or carbine. What's more, Texas wranglers were imported to teach the new Israeli cowboys their trade.*

*It would not, therefore, surprise us at all if one of the most popular tv programs in Israel is a horse opera all about the boys on the old Bar Mitzvah ranch.*

**D**  **NUTS TO**



**D** **OLLARS**

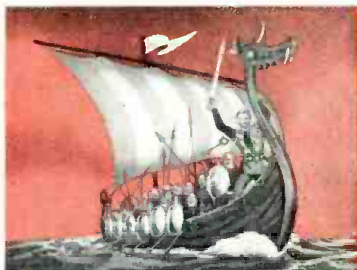
**HERE'S THE HIT SHOW THAT GETS RESULTS FOR ALL PRODUCTS...ALL SPONSORS!**

**"DONUT SALES INCREASED BETTER THAN 50% IN 24 HOURS! UA KNOWS WHAT THEY ARE DOING!"**

—William Izzard, Adv. Mgr., Royal Castle System, Inc., (77 Coffee Shops), Miami, Florida

**"A WINNER!"**

— J. T. Loehnert, Vice President, Dollar Federal Savings And Loan Bank, Columbus, Ohio



**TALES OF THE VIKINGS**

**A BOOMING 23.1 RATING**

"...and we expect the rating to go even higher!"

—Jack Atwood, Station Mgr., WCHS-TV, Portland, Maine

**"TREMENDOUSLY PLEASED!"**

—Walter E. Sickles, Program Director for Television—WDBO, Orlando, Florida

Already sold in 110 markets, "Tales of the Vikings" is ringing up phenomenal sales for sponsors coast to coast! There are some good markets left—snap it up now!

**AMONG TOP TEN** in Los Angeles! Miami! St. Louis! Seattle!

**"FIRST PLACE AND CLOSE SECOND PLACE RATINGS! ALL AUDIENCE APPEAL!"**

—Dave Crockett, Manager of Programming —KOMO-TV Seattle, Washington

**The Biggest, Most Spectacular "All-Family" Sea Adventure Series Ever Brought To Television!**

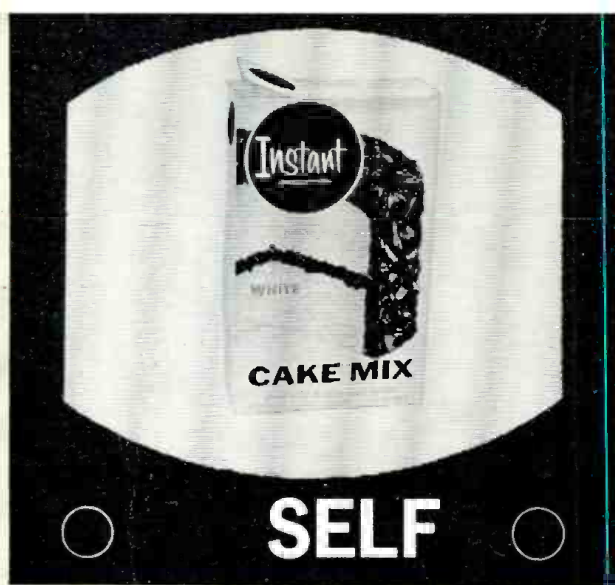


**TALES OF THE VIKINGS**

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