

SPONSOR'S AIR MEDIA

BASICS

Your customers have
Storz Stations in their
fall plans...shouldn't you?

WDGY
Minneapolis - St. Paul

WHB
Kansas City

WTIX
New Orleans

WQAM
Miami

KOMA
Oklahoma City

Each preferred in its own market

The
STORZ
Stations

*today's Radi
for today's sellin*

Todd Storz, President
Home Office, Omaha

WDGY, WHB, KOMA, WQAM
represented by John Blair & Co
WTIX represented by Adam Young Inc

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RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

For all your FM needs call your nearest RCA Broadcast Representative or write to RCA, Dept. FF-261, Building 15-1, Camden, N. J.

IN CANADA:

RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator



RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

Tmk(s) ®



KEEP SALES UP
IN BALTIMORE . . .
Schedule the PREFERRED
Radio Station . . .

To get the most from your radio dollar you must reach the *adult* spending audience. That means WCBM in Baltimore . . . where month after month surveys* show the greatest percentage of *adult* radio listeners PREFER WCBM programming! Get all the facts and you will see why agencies, too . . . PREFER WCBM!

**Nielsen Adult Listenership Surveys*

A **CBS** Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

AIR MEDIA BASICS INDEX



1 TIMEBUYING BASICS

TIMEBUYING BASICS starts on.....page 9

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What's in Timebuying Basics

Ratings Basics starts onpage 14

This section on ratings provides easy-to-absorb information for the beginner as well as the more advanced timebuyer. It includes explanations of cumulative audience, share and other terms

Coverage Basics starts on.....page 20

This will give you a simple way to estimate distances of both radio and tv signal coverage. The charts take into account station power, frequency and terrain. Uhf map is also included

Timebuyer's Tools starts on.....page 24

Here is some handy material to make a timebuyer's life easier. Includes a seldom-found chart showing sunset times by hours so you can check what regions of the U.S are in darkness

Cost Basics starts on.....page 27

Want to get a quick idea of what a spot radio or tv campaign will cost? Here are two estimators to do the job. Included is material taking into account campaign length, discounts

Timebuying Tips starts on.....page 29

Eight tips on common timebuying problems are given here. They cover such areas as total vs. metro station audience, seasonal viewing patterns, audience composition and other problems

Audience Basics starts on.....page 31

Included in this section is an audience composition table that will enable you to do some calculations not possible with the usual audience composition data of rating services



2 RADIO BASICS

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What's in Radio Basics

Listening Habits starts on.....page 38

Mostly in-home radio listening facts are listed in this part. The audience is viewed from various angles: by hours of the day, by seasons, by parts of the day, by local and N. Y. time

Out-of-Home Listening starts on.....page 44

The important extra of out-of-home listening is given separate treatment. The emphasis here is how out-of-home listening varies by seasons but other kinds of data are also available

Spot Radio's Cumulative Audience starts..page 52

Since cumulative audiences are the only real measure of radio's audience, a special section is devoted to this category. Bulk of the charts cover rate at which audiences accumulate

Spending and Costs starts on.....page 56

The basic facts about advertiser expenditures and rates are collected here for the convenience of buyers and researchers. Included is a listing of the top radio agencies in the business

Network Patterns is on.....page 62

Three items of interest to network buyers are charted in this section. They include the popularity of various program lengths among buyers, audience reach and the top network shows

Dimensions starts on.....page 64

By "dimensions" is meant the basic data on the number of radio homes, radio stations, radio sets and where the sets and homes are located. This is the broad view of the medium

Set Production is on.....page 68

Shown here is a picture of radio set production through the years as well as the types of sets that are popular. The figures generally testify to radio's strong hold in the U.S.

RADIO STATIONS AND REPS starts on..page 70

Here is a compilation of stations and their reps especially tailored for the timebuyer who has to buy a lot of stations in a hurry—and what timebuyer doesn't have to do that?



3 TELEVISION BASICS

TELEVISION BASICS starts on.....page 93

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What's in Television Basics

Viewing Habits starts on.....page 96

In addition to hour-by-hour viewing information, there's some interesting quintile figures about tv's daytime and nighttime audience as well as detailed audience composition facts

Spending and Costs starts on.....page 106

Here are figures on tv spending through the years and how the advertisers divide their money among network, spot and local media. Also shown are spending by industries and top tv clients

Network Program Trends starts on.....page 116

A number of breakdowns compare audiences to the various show categories. There are also facts and figures on network lineups and trends on network program lengths and type of sponsorship

Color Tv starts on.....page 122

A summary of color tv's status is followed by a listing (as complete as is practical) of stations equipped for color. Also there's a listing of advertisers who have used color and how

BARTELL FAMILY RADIO

NOW IN ITS 13th YEAR

Consistency... the mark of Professionalism

AND SOON SERVING OVER

TWENTY MILLION AMERICANS

IS PROUD TO PRESENT

“THE CRITICAL YEARS”

A bold, roazor-edged documentary on juvenile delinquency.

Told by “Tommy”, a seventeen-year old who reveals the twisted code of America’s misguided youth. His story — his personal crusode

toward good citizenship is breathtaking in its direct simplicity. Already opplauded by government

agencies ond distinguished community

leoders, this will be the most widely

discussed broodcasting ochievement of

1959. Another in the continuing series of

community services by Bortell Family Radio,

coost to coost.

... about “THE
CRITICAL
YEARS”



Hon. RICHARD M. NIXON
*Vice President
of the United States*

“I want to... congratulate
... Bartell Family Radio
... this, in truth, represents
a very real public service”.



Hon. EDMUND G. BROWN
*Governor,
State of California*

“In the finest tradition
of Public Service
Broadcasting”.

UPON REQUEST — FREE FOR BROADCASTING —
FROM DOCUMENTARY PRODUCTIONS DIVISION
OF BARTELL FAMILY RADIO

“The Critical Years”
“The Narcotics Story”
“The Mental Health Story”

WRITE BARTELL FAMILY RADIO, P.O. BOX 1629, SAN DIEGO



WOKY Milwaukee, KYA San Francisco, WAKE Atlanta, WYDE Birmingham, KCBQ San Diego,

WOV New York City (pending)

Dimensions starts on.....page 128

These are the base figures of tv advertising—the saturation of tv and where the homes are located. There's also other data showing the rate of tv's growth and its current dimensions

Set Production is on.....page 131

Besides the basic set production figures (including a yearly summary of the uhf picture), there are other useful data here on sets, including an eye-opening chart on spending by the public

TV STATIONS AND REPS starts on.....page 132

Like the radio listing above, this station compilation is confined to call letters and names of reps, arranged by state and market for the timebuyer who doesn't have time on his hands

TV HOMES BY COUNTY starts on.....page 137

This is the updated county-by-county listing put out recently by A. C. Nielsen with 1959 estimates of the number of homes and the percent of homes having tv. A handy list to have around



FILM & TAPE BASICS

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What's in Film & Tape Basics

Syndication Basics starts on.....page 166

Contained here is real useful data on both time and program costs for syndication in a number of the top tv markets. You may also be interested in what the big syndication boys buy

Commercials Basics starts on.....page 168

Figures on commercial costs and a couple of handy tools are given in this section. The latter include a brace of timing charts for admen closely involved in commercial production

Tape Basics starts on.....page 171

The relatively new field of tape is highlighted here in terms of tape coverage of the U.S. and a listing of tape shows now or soon to be in syndication. Useful for both tyro and expert

Glossary starts on.....page 174

Of special interest here is a separate section on the new language of tape. The film glossary covers not only production terms but words used in the day-to-day routine of buying



MARKETING BASICS

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What's in Marketing Basics

"100 million more consumers in 20 years"

starts on.....page 182

Here's a brief article on what the coming U.S. population explosion means to radio and tv. This is a fact of marketing life seldom interpreted in terms of the broadcasting industry

Population Basics starts on.....page 186

Not only the current population picture but a Census-eye view of what the future will bring. Other charts cover the Negro market, trends in family size, age breakdowns and other data

Consumer Spending Basics starts on.....page 194

Detailed breakdowns on how much consumer spends on various products are presented here. A fundamental group of figures for the radio and tv man who wants to bone up on marketing

Retailing Basics starts on.....page 198

A knowledge of retailing is getting to be a must for the buyer aiming at the executive level. Here are some key data on spending by consumers and trends in the food and drug fields

5-CITY DIRECTORY

5-City Directory starts on.....page 205

SPONSOR's popular listing of the important addresses and phone numbers in the advertising business is reproduced here to make Air Media Basics even more useful. This is an updated version—brand new as of July 1959 and published in advance of the regular booklet. It includes not only advertisers, agencies and representatives, but film distributors, research sources, music makers, promotion outfits and even hotels and restaurants. You'll be referring to this daily

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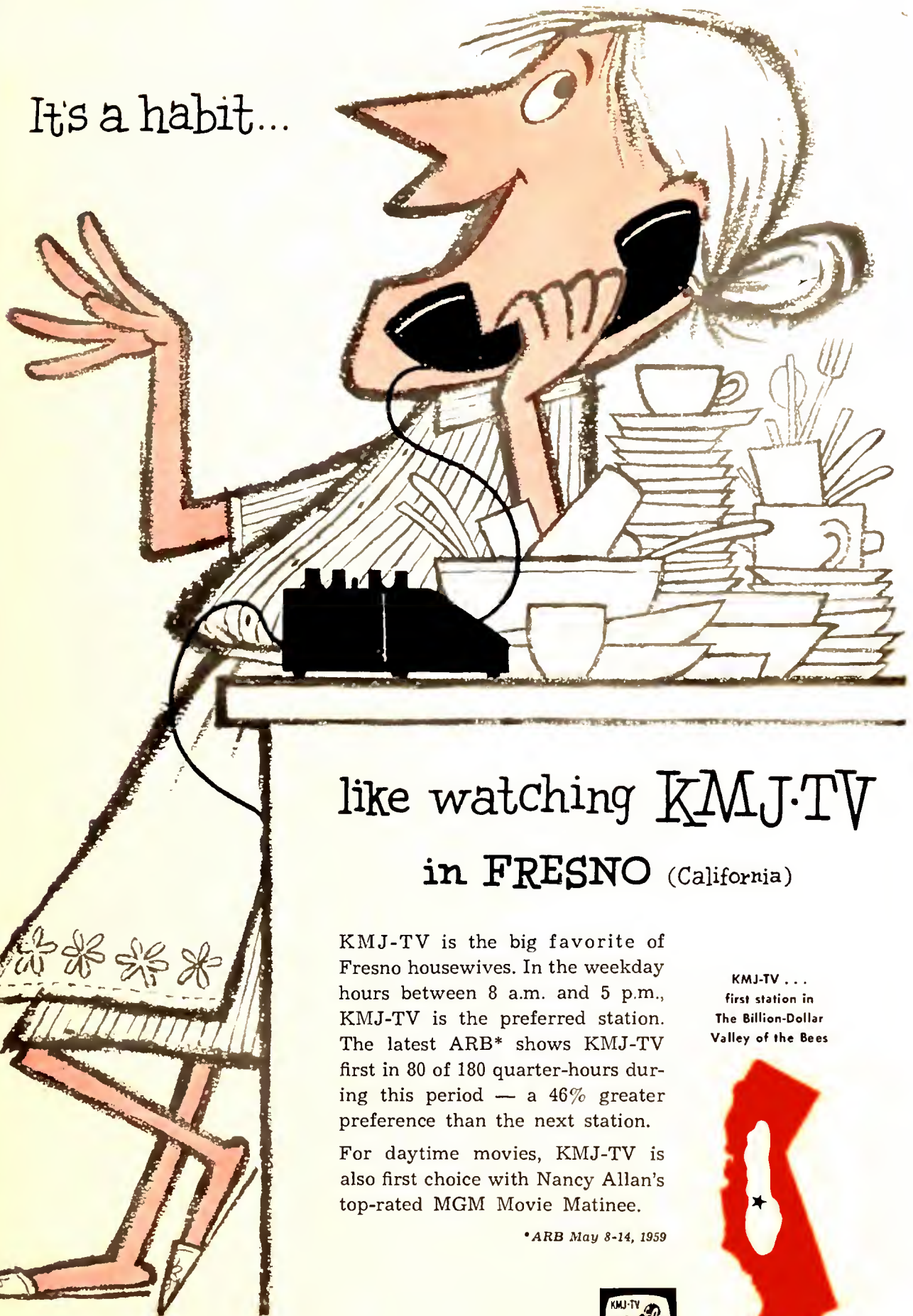
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It's a habit...



like watching **KMJ-TV** in **FRESNO** (California)

KMJ-TV is the big favorite of Fresno housewives. In the weekday hours between 8 a.m. and 5 p.m., KMJ-TV is the preferred station. The latest ARB* shows KMJ-TV first in 80 of 180 quarter-hours during this period — a 46% greater preference than the next station.

For daytime movies, KMJ-TV is also first choice with Nancy Allan's top-rated MGM Movie Matinee.

*ARB May 8-14, 1959

KMJ-TV . . .
first station in
The Billion-Dollar
Valley of the Bees



THE KATZ AGENCY, NATIONAL REPRESENTATIVE

LAUGH

THINK

SCARE

CRY



IT TAKES ALL KINDS OF SHOWS...TO SELL ALL KINDS OF PRODUCTS.

THRILL EXCITE MYSTIFY

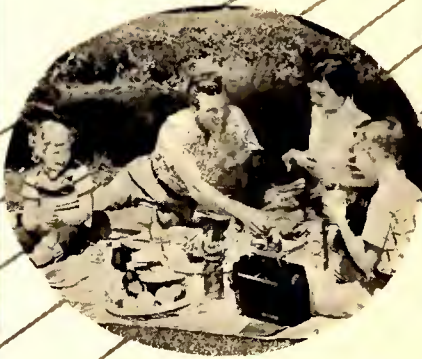


CALL KINDS OF PEOPLE...AND MCGANN-ERICKSON TV COVERS THEM ALL!



WHEREVER THERE'S

MUSIC



.....THERE'S

BMI

BROADCAST MUSIC INC. 589 FIFTH AVENUE, NEW YORK 17, N.Y.

TIMEBUYING BASICS

SECTION

1

effectiveness

sets-in-use

PERSONAL SELLING

40,000

NIGHTTIME

TOP 50 MARKETS

\$150,000

Cost-per-1,000

9-10 p.m.

7:30 a.m.

15%

STATIONS

cumulative audience

Tools & Tips: Here is a handy compendium of useful facts for the tv/radio buyer, including easy-to-understand charts on ratings, coverage, spot costs and audience data plus other material to make the timebuyer's life easier

50,000 more watts
FOR **YOUNG** PRESENTATION

KDAY

LOS ANGELES announces
the appointment, effective
July 1, of ADAM YOUNG, INC.
as **national representatives**

Now the Adam Young man is 50,000 watts more
valuable to you when he comes calling . . . or when you
call *him* about your Los Angeles marketing plans.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK
3 East 54th St.
New York 22, N.Y.
Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOLlywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

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AUDIENCE BASICS

U.S. population according to Nielsen audience composition..... page 31
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NOW...

**STORIES THAT
UNMASK
THE MEN
WHO RUN
ORGANIZED
CRIME!**

"THIS MAN

**An entirely
NEW KIND OF
LAW ENFORCEMENT
AGENCY . . .
pledged to destroy
those who prey upon
the weak, helpless,
ignorant and poor!**

"HIRE ME! FIRE ME!

**But don't tell me how to
run this police force!"**



DAWSON"

starring

**KEITH
ANDES**

as Col. Frank Dawson
Chief of Law Enforcement.

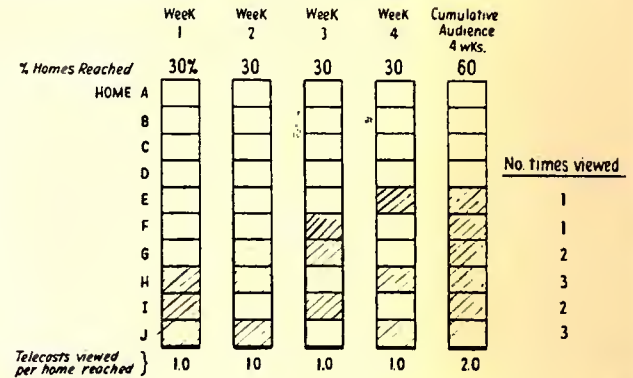


RATINGS BASICS

How to understand the cumulative audience concept

Illustration of four-week cumulative audience

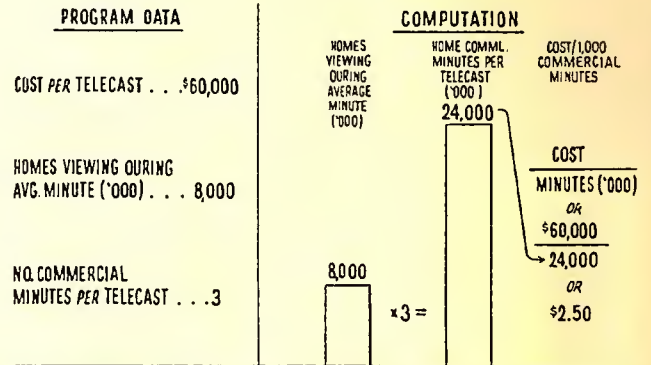
This Nielsen chart shows an example of a program which reaches three out of 10 homes (30 rating) each week for four weeks. A total of six out of 10 different homes tunes the show at one time or another during this period. Thus, the cumulative audience is 60%. Gross rating points (not the same thing) total 120 in this case (30 rating times four). The number of times each home tunes during four weeks varies from one to three times but the average episodes comes to two



How to calculate cost-per-1,000 homes for a commercial

Computation of cost-per-1,000 commercial minutes for half-hour show

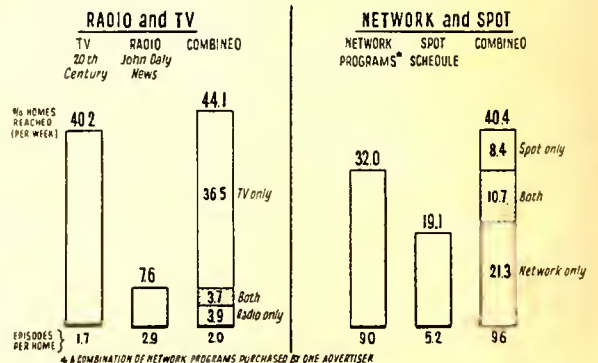
Three figures are needed to calculate CPMHPCM: (1) cost of show and time, (2) homes viewing during average minute—which Nielsen calls average audience and (3) no. of commercial minutes per telecast. Note last three zeroes of homes total is dropped. This is to avoid dividing by 1,000 later on. First, multiply homes times no. of commercial minutes. This gives commercial minute impressions total, or home commercial minutes. Cost of show is divided by home commercial minutes total (minus three zeroes)



Duplication analyses: what they are

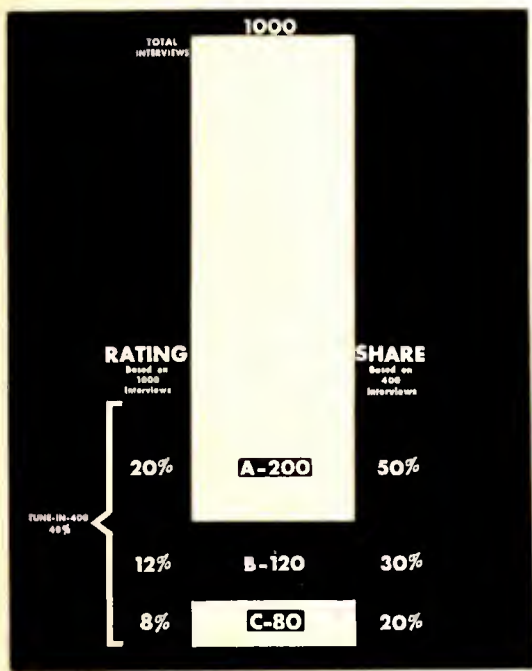
Typical duplication analyses—total U.S. radio homes basis

Duplication analyses are made by advertisers to find out how much overlapping in audiences he gets with two or more different media. Two kinds are shown in the Nielsen chart at right. Both represent audiences reached by one advertiser in each case. Left side of the chart shows client reaches 40.2% of U. S. radio homes with tv and 7.6% of radio homes with radio. Half of homes reached with radio are also reached by tv. The combined reach of both media comes to 44.1%, which is an unduplicated homes total



The difference between a rating and a share

Explanation of how a rating differs from share of audience

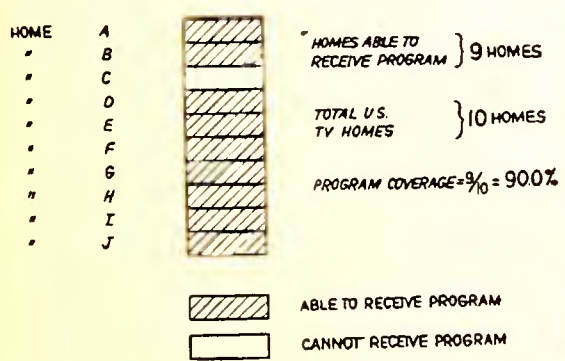


Part of a Katz Agency presentation to familiarize salesmen with a fundamental bit of information on ratings, the chart at left covers a single broadcast period in which 1,000 homes were sampled. Program A was seen (or heard) by 200 sample homes or 20% of the entire sample, Program "B" by 120 sample homes or 12% of the sample, etc. The rating refers to a percent of the sample, while the share refers to a percent of the homes watching (or listening). In this case 1,000 homes equals 100% for the purpose of calculating the rating, while 400 homes equals 100% for purpose of figuring share.

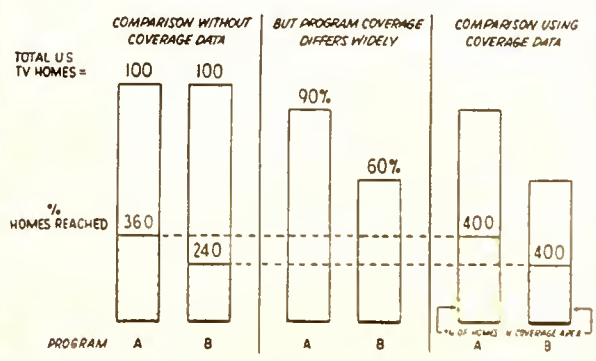
How program coverage affects ratings

How two network shows with same rating can reach different-size audiences

Computation of program coverage



Comparing ratings of programs with different coverage

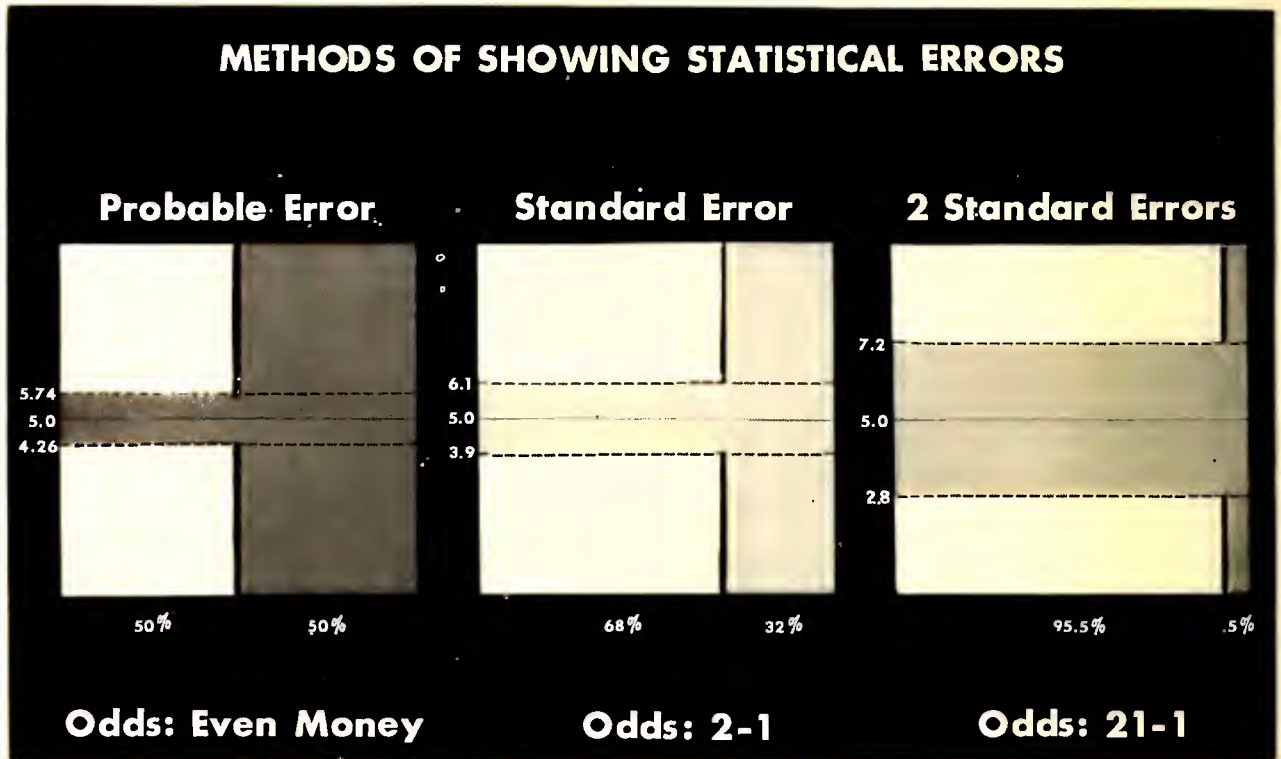


To show actual program popularity, Nielsen reports ratings on Program Service Basis (PSB). This means the base on which the rating is calculated covers only those homes able to receive the program rather than entire U.S. Chart

at right shows two hypothetical cases in which program "A" reaches 36% of U.S. homes and program "B" reaches 24%. However program "B" is beamed to only 60% of U.S. tv homes so its rating figures out as high as program "A."

How to figure out the accuracy of a radio or tv rating

There are a number of ways to quote odds on the accuracy of a rating



Statistical error for tv and radio ratings (at 95% probability level)

RATING	SAMPLE SIZE										
	100	150	200	300	400	500	800	1,000	2,000	5,000	10,000
1	2.0	1.6	1.4	1.1	1.0	0.9	0.7	0.6	0.4	0.3	0.2
2	2.8	2.3	2.0	1.6	1.4	1.2	1.0	0.9	0.6	0.4	0.3
5	4.3	3.5	3.0	2.5	2.2	1.9	1.5	1.4	0.9	0.6	0.4
10	6.0	4.9	4.2	3.4	2.9	2.6	2.1	1.9	1.3	0.8	0.6
20	7.9	6.4	5.6	4.5	3.9	3.5	2.7	2.5	1.8	1.1	0.8
30	9.0	7.4	6.4	5.1	4.5	4.0	3.1	2.8	2.0	1.3	0.9
40	9.6	7.8	6.8	5.5	4.7	4.2	3.4	3.0	2.2	1.3	0.9
50	9.8	8.0	7.0	5.6	4.9	4.4	3.4	3.1	2.2	1.4	1.0

Sampling homes to get a rating is something like shooting dice or playing horses. You can quote odds. Unlike dice or horse-racing, sampling (assuming its probability sampling) gives you a choice of odds. The lower the odds the greater the range of error you can figure on. The higher the odds the less the range of error—or range of confidence, as some people describe it.

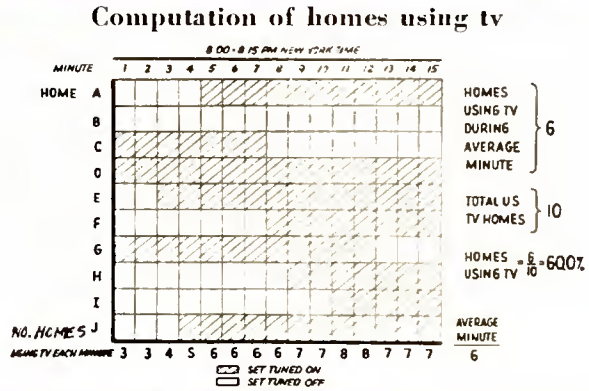
At the top of the page are three examples of quoting odds for a given rating, in this case, a 5. Take the "probable error" or even money example. This says, "the chances are 50-50 that if a sample of homes shows a rating of 5, a complete count of the homes would show the actual rating to be between 4.26 and 5.74 (plus or minus .74 rating points)." Most tv and radio researchers prefer tougher odds—specifically

by the "2 standard errors" or 21-to-1 odds—since they feel it reduces the chance element (the dark area on the right side of each box above) to a reasonable level.

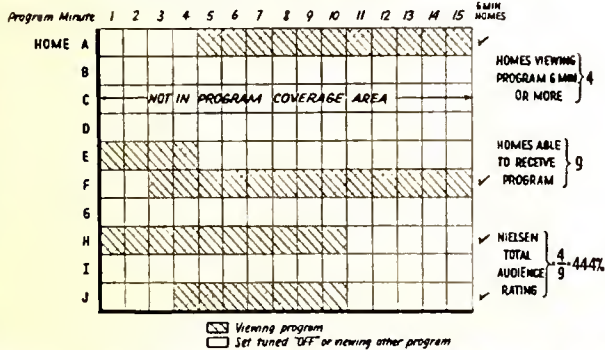
The table above shows the confidence range for the 21-to-1 odds level. Each figure refers to a plus or minus the given rating. Note that this plus or minus differs according to rating and sample size. (In the top chart, the confidence range is for a sample of 400.) A rating of 60 has the same range as a rating of 40; ratings of 70 and 30 also have identical figures, etc. The table, of course, cannot take into account errors due to poor sampling procedures, badly-designed questionnaires, dishonest interviewers, reluctant respondents, etc. Top chart courtesy of the Katz Agency, table courtesy of John Blair and Co.

How to understand some basic Nielsen terminology

The Nielsen phrase, "homes using tv," shows the percent or number of homes in the area measured tuned in to all programs during a specific period of time. It is commonly computed on an average minute basis. Chart at right shows the computation for a 15-minute period. Note how the varying home totals for each minute (at bottom of chart) are averaged for the quarter-hour—in this case six homes. Since the hypothetical total homes is 10, figure is 60% of total tv homes using television



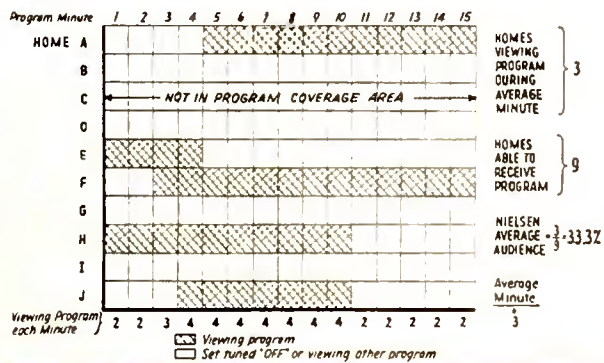
Computation of total audience



"Total audience" is a program rating. Note that Nielsen excludes homes not able to receive the program from the base on which the rating is calculated. Note also that homes viewing less than six minutes are excluded from the total audience figure. This is done on the theory that idle dial twirling will result in some homes viewing the program for short periods—homes the advertiser is really not interested in. Since nine homes were able to tune the program and four did so, the TA rating is 44.4% (and a very good rating, too). The advertiser can, if he wishes, use the total tv home base, in which case the total audience rating would be 40%

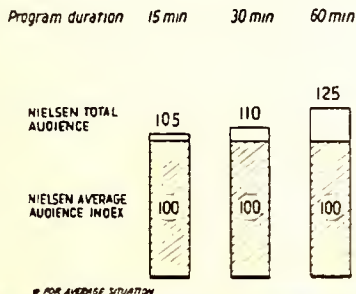
This is the identical situation represented in the total audience chart. However, in calculating the average audience (AA), homes viewing less than six minutes are included. Like the homes-using-tv figure, this is an average minute calculation, except that homes not in coverage area are excluded in this particular measurement

Computation of average audience



Relationship of average audience to total audience

For programs of different durations *



In comparing the program popularity of shows of different lengths, the average audience rather than the total audience is used. The chart at left shows why. An hour show usually has a larger TA rating because it has more time to attract an audience. Figures shown in the chart represent average situations. In calculating homes per commercial minute AA is used with the actual number of homes to indicate the likely audience to a commercial in the show. Note AA is average for period

famous on the local scene



Storer Broadcasting Company

WVVA **WIBG** **WSPD** **WJW** **WJBK** **WBSB**
Wheeling Philadelphia Toledo Cleveland Detroit Miami

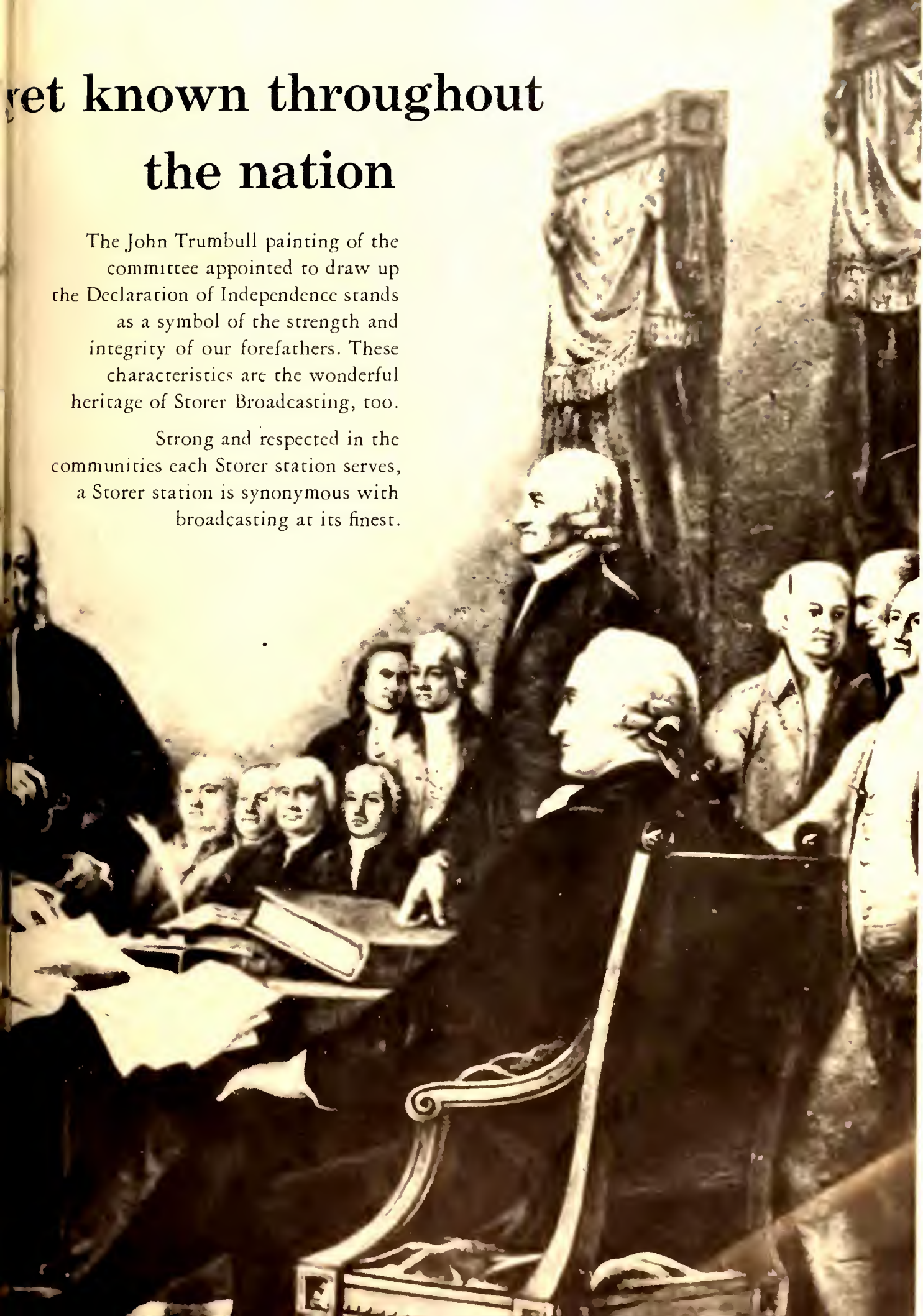
WAGA-TV **WSPD-TV** **WJW-TV** **WJBK-TV** **WITI-TV**
Atlanta Toledo Cleveland Detroit Milwaukee

National Sales Office: 625 Madison Ave., N.Y. 22, Plaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 5-6988

get known throughout the nation

The John Trumbull painting of the committee appointed to draw up the Declaration of Independence stands as a symbol of the strength and integrity of our forefathers. These characteristics are the wonderful heritage of Storer Broadcasting, too.

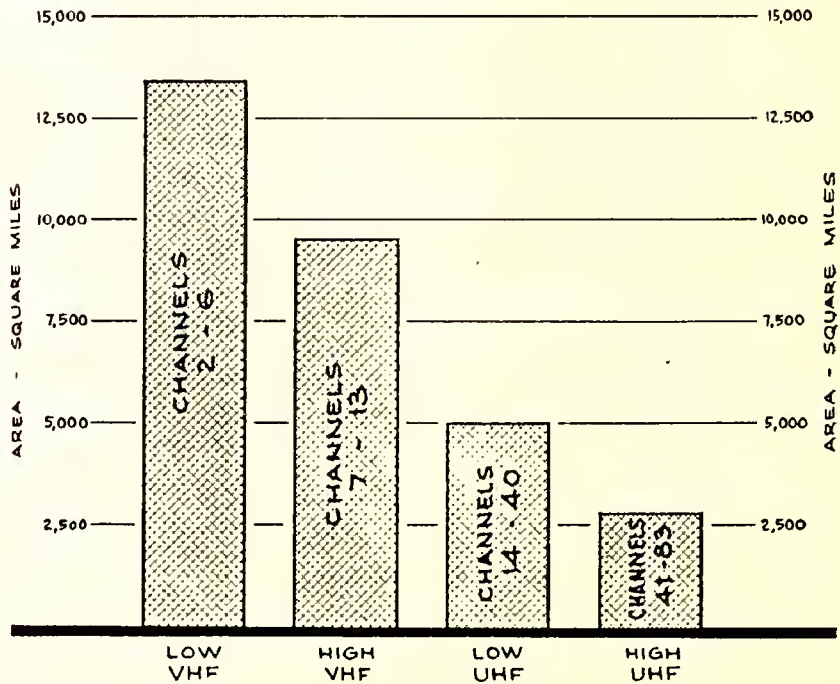
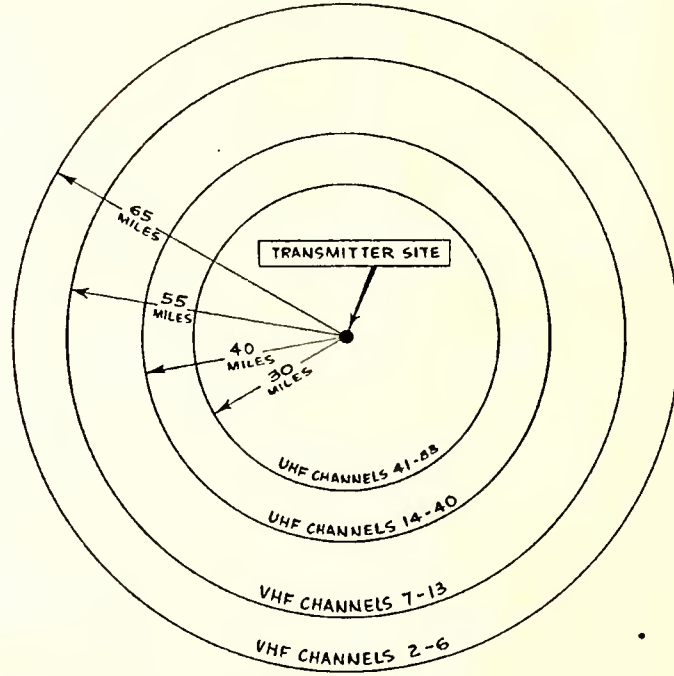
Strong and respected in the communities each Storer station serves, a Storer station is synonymous with broadcasting at its finest.



COVERAGE BASICS

The distances covered by good quality tv signals

How vhf coverages compares with uhf



Using material from Television Allocations Study Organization (TASO), AMST chart shows that low-band vhf stations get out twice as far as high-band uhf outlets and cover, in terms of square miles, about five times as much territory



**news...
with
interest**

*"For over a decade we have sponsored
the World News Roundup on WRC Radio.
The results have been most gratifying
and are convincing evidence
that 'The Sound of Quality' on WRC
creates the believability and prestige
which is so important in selling
our savings and loan services to prospective customers."
(signed) Edward Baltz, President,
Perpetual Building Association, Washington, D. C.*

*Further proof that the image of quality
for your products and services
is enhanced when you use
the "Sound of Quality" on*

WRC NBC Owned

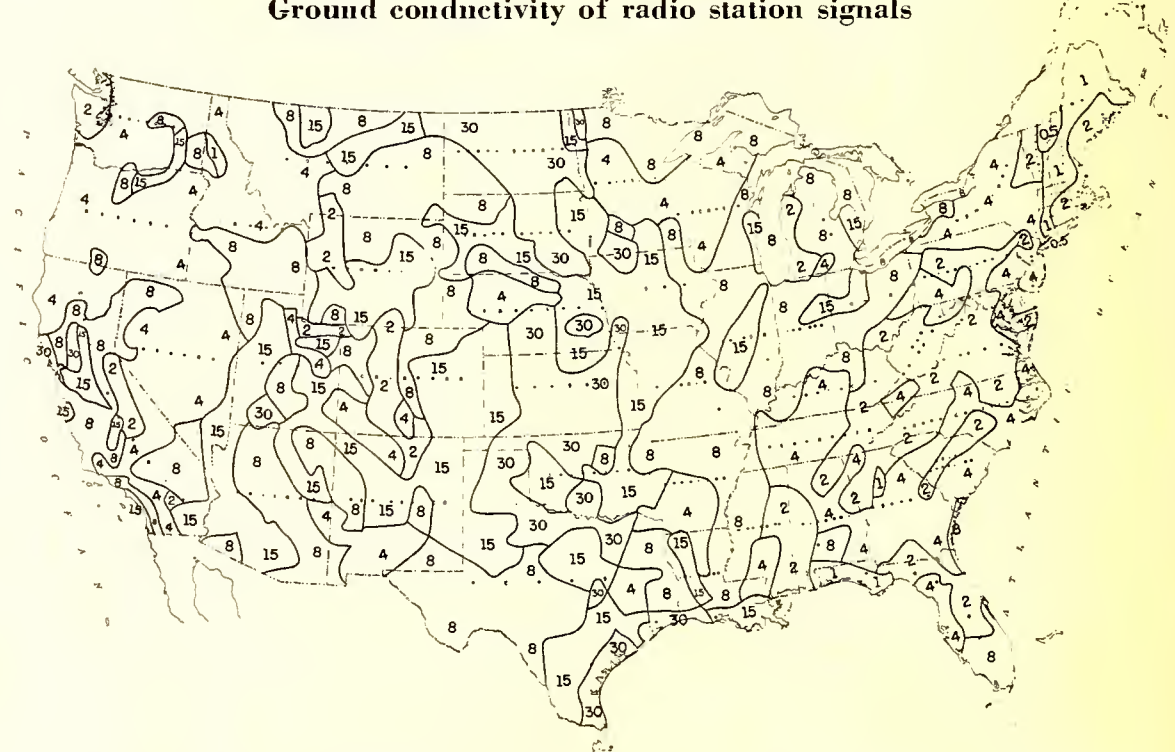
980 in Washington, D. C. Sold by NBC Spot Sales

The reach of radio station signals (during the day)

Radio station coverage in miles by power, frequency and ground conductivity
(0.5 millivolt contour only)

Ground conductivity	Kilocycles 1000			Kilocycles 550		
	1500	1000	550	1500	1000	550
	250 watts			500 watts		
<i>Very poor</i>	7 miles	10 miles	20 miles	9 miles	12 miles	23 miles
<i>Fair</i>	18	27	52	20	32	62
<i>Excellent</i>	43	63	99	50	77	122
	1,000 watts			5,000 watts		
<i>Very poor</i>	9	14	27	14	22	40
<i>Fair</i>	24	38	73	37	58	111
<i>Excellent</i>	60	92	143	90	140	225
	10,000 watts			50,000 watts		
<i>Very poor</i>	19	28	51	27	40	75
<i>Fair</i>	46	72	138	68	103	190
<i>Excellent</i>	112	170	270	150	220	340

Ground conductivity of radio station signals



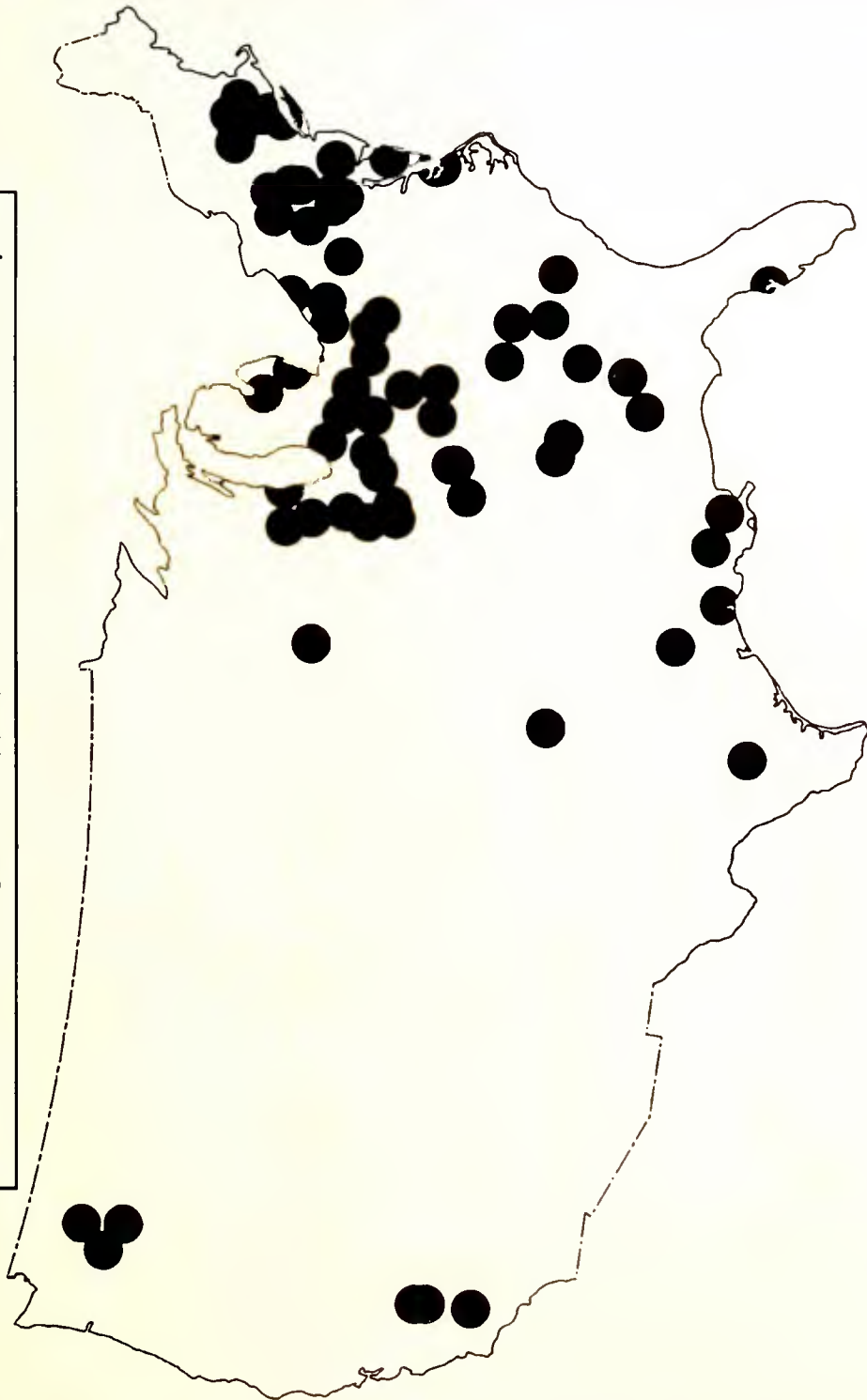
How to read the numbers in the map above:
 0.5-2 means very poor ground conductivity
 4 means poor ground conductivity

8 means fair ground conductivity
 15 means good ground conductivity
 30 means excellent ground conductivity

The reach of radio signals is determined primarily by power, position on the dial and ground conductivity. More power means greater reach. Lower frequencies mean more reach than higher frequencies. Some types of land, particularly flat, moist prairie land, help signals get more reach than other types of land. The 0.5 millivolt contour is the practical limit to usable daytime reception, though, under certain circumstances, a 0.1 millivolt contour can be used as the "outer ring" of signal coverage. With 30 meaning excellent ground conductivity, seawater conductivity is estimated at 5,000.

Uhf stations are concentrated in the northeastern U. S.

AREAS WITHIN "CRITICAL DISTANCE" OF OPERATING UHF TELEVISION STATIONS. (EXCLUDING TRANSLATORS)



This map was prepared for the Association of Maximum Service Telecasters by A. D. Ring & Associates, consulting radio engineers. "Critical distance" is defined as the average distance out to which "service of consistently good quality" may be expected. This distance is in accordance with the findings of the TV Allocations Study Organization, video industry group

TIMEBUYER'S TOOLS

The Daylight Saving Time picture in the top markets

How the top 100 metropolitan markets are affected by Daylight Saving Time changes

Market rank	Winter time	Summer time	MARKET	Hours behind EDST	Market rank	Winter time	Summer time	MARKET	Hours behind EDST
49	EST	EDST	Akron	0	41	CST	CST	Memphis	2
40	EST	EDST	Albany-Schenectady-Troy	0	25	EST	EST	Miami	1
51	EST	EDST	Allentown-Bethlehem-Easton	0	16	CST	CDST	Milwaukee	1
20	EST	EST	Atlanta	1	13	CST	CDST	Minneapolis-St. Paul	1
86	EST	EST	Augusta	1	82	CST	CST	Mobile	2
83	PST	PDST	Bakersfield	3	63	CST	CST	Nashville	2
12	EST	EDST	Baltimore	0	34	EST	EDST	New Haven-Waterbury	0
33	CST	CST	Birmingham	2	22	CST	CST	New Orleans	2
6	EST	EDST	Boston	0	1	EST	EDST	New York-N. E. New Jersey	0
35	EST	EDST	Bridgeport-Stamford-Norwalk	0	43	EST	EST	Norfolk-Portsmouth	1
60	CST	CST	Brownsville-Harlingen-McAllen	2	56	CST	CST	Oklahoma City	2
14	EST	EDST	Buffalo	0	53	CST	CST	Omaha	2
73	EST	EDST	Canton	0	81	CST	CDST	Peoria	1
68	EST	EST	Charleston, W. Va.	1	4	EST	EDST	Philadelphia	0
99	EST	EST	Charlotte	1	46	MST	MST	Phoenix	3
80	EST	EST	Chattanooga	1	8	EST	EDST	Pittsburgh	0
2	CST	CDST	Chicago	1	23	PST	PST	Portland, Ore.	4
17	EST	EST	Cincinnati	1	75	EST	EDST	Poughkeepsie-Newburgh-Beacon	0
11	EST	EDST	Cleveland	0	27	EST	EDST	Providence-Pawtucket	0
100	EST	EST	Columbus, Ga.	1	90	EST	EDST	Reading	0
32	EST	EST	Columbus, Ohio	1	61	EST	EST	Richmond	1
94	CST	CST	Corpus Christi	2	42	EST	EDST	Rochester	0
21	CST	CST	Dallas	2	54	PST	PDST	Sacramento	3
88	CST	CDST	Davenport-Rock Island-Moline	1	67	MST	MST	Salt Lake City	3
44	EST	EST	Dayton	1	36	CST	CST	San Antonio	2
26	MST	MST	Denver	3	29	PST	PDST	San Bernardino-Riverside-Ontario	3
92	CST	CST	Des Moines	2	19	PST	PDST	San Diego	3
5	EST	EST	Detroit	1	7	PST	PDST	San Francisco-Oakland	3
85	CST	CDST	Duluth-Superior	1	47	PST	PDST	San Jose	3
79	MST	MST	El Paso	3	93	EST	EDST	Scranton	0
98	EST	EDST	Erie	0	24	PST	PST	Seattle	4
57	EST	EDST	Fall River-New Bedford	0	91	CST	CST	Shreveport	2
65	EST	EST	Flint	1	95	CST	CDST	South Bend	1
45	CST	CST	Fort Worth	2	84	PST	PST	Spokane	4
70	PST	PDST	Fresno	3	48	EST	EDST	Springfield-Holyoke	0
66	EST	EST	Grand Rapids	1	9	CST	CDST	St. Louis	1
72	EST	EDST	Harrisburg	0	58	EST	EDST	Syracuse	0
30	EST	EDST	Hartford-New Britain	0	76	PST	PST	Tacoma	4
52	HST	HST	Honolulu	6	37	EST	EST	Tampa-St. Petersburg	1
15	CST	CST	Houston	2	50	EST	EST	Toledo	1
87	EST	EST	Huntington-Ashland	1	89	EST	EDST	Trenton	0
31	EST	EST	Indianapolis	1	71	CST	CST	Tulsa	2
55	EST	EST	Jacksonville	1	77	EST	EDST	Utica-Rome	0
78	EST	EDST	Johnstown	0	10	EST	EDST	Washington, D. C.	0
18	CST	CST	Kansas City	2	64	EST	EDST	Wheeling-Steubenville	0
62	EST	EST	Knoxville	1	74	CST	CST	Wichita	2
96	EST	EDST	Lancaster	0	59	EST	EDST	Wilkes-Barre-Hazleton	0
97	CST	CST	Little Rock-North Little Rock	2	69	EST	EDST	Wilmington	0
3	PST	PDST	Los Angeles-Long Beach	3	38	EST	EDST	Worcester	0
28	CST	CDST	Louisville	1	39	EST	EDST	Youngstown	0

*SOURCE: NBC Spot Sales, market rank estimated by "Sales Management," 1958, information as of April 1959



How to figure expiration and renewal dates fast

CALENDAR FOR RAPID CALCULATION OF EXPIRATIONS, RENEWALS

STARTING DATE	EXPIRATION OR RENEWAL DATE			
	13 Weeks	26 Weeks	39 Weeks	52 Weeks
1958 S M T W T F S	1959 S M T W T F S	1959 S M T W T F S	1959 S M T W T F S	1959 S M T W T F S
DEC. 28 29 30 31 1 2 3	MAR. 22 23 24 25 26 27 28	JUNE 21 22 23 24 25 26 27	SEPT. 20 21 22 23 24 25 26	DEC. 20 21 22 23 24 25 26
1959 4 5 6 7 8 9 10	APR. 29 30 31 1 2 3 4	JULY 28 29 30 1 2 3 4	OCT. 27 28 29 30 1 2 3	1960 27 28 29 30 31 1 2
JAN. 11 12 13 14 15 16 17	5 6 7 8 9 10 11	5 6 7 8 9 10 11	4 5 6 7 8 9 10	JAN. 3 4 5 6 7 8 9
18 19 20 21 22 23 24	12 13 14 15 16 17 18	12 13 14 15 16 17 18	11 12 13 14 15 16 17	10 11 12 13 14 15 16
25 26 27 28 29 30 31	19 20 21 22 23 24 25	19 20 21 22 23 24 25	18 19 20 21 22 23 24	17 18 19 20 21 22 23
FEB. 1 2 3 4 5 6 7	MAY 26 27 28 29 30 1 2	AUG. 26 27 28 29 30 31 1	25 26 27 28 29 30 31	24 25 26 27 28 29 30
8 9 10 11 12 13 14	3 4 5 6 7 8 9	2 3 4 5 6 7 8	Nov. 1 2 3 4 5 6 7	FEB. 31 1 2 3 4 5 6
15 16 17 18 19 20 21	10 11 12 13 14 15 16	9 10 11 12 13 14 15	8 9 10 11 12 13 14	7 8 9 10 11 12 13
22 23 24 25 26 27 28	17 18 19 20 21 22 23	16 17 18 19 20 21 22	15 16 17 18 19 20 21	14 15 16 17 18 19 20
MAR. 1 2 3 4 5 6 7	24 25 26 27 28 29 30	23 24 25 26 27 28 29	22 23 24 25 26 27 28	21 22 23 24 25 26 27
8 9 10 11 12 13 14	JUNE 31 1 2 3 4 5 6	SEPT. 30 31 1 2 3 4 5	DEC. 29 30 1 2 3 4 5	MAR. 28 29 1 2 3 4 5
15 16 17 18 19 20 21	7 8 9 10 11 12 13	6 7 8 9 10 11 12	6 7 8 9 10 11 12	6 7 8 9 10 11 12
22 23 24 25 26 27 28	14 15 16 17 18 19 20	13 14 15 16 17 18 19	13 14 15 16 17 18 19	13 14 15 16 17 18 19
APR. 29 30 31 1 2 3 4	21 22 23 24 25 26 27	20 21 22 23 24 25 26	1960 20 21 22 23 24 25 26	20 21 22 23 24 25 26
5 6 7 8 9 10 11	JULY 28 29 30 1 2 3 4	OCT. 27 28 29 30 1 2 3	JAN. 27 28 29 30 31 1 2	APR. 27 28 29 30 31 1 2
12 13 14 15 16 17 18	5 6 7 8 9 10 11	4 5 6 7 8 9 10	3 4 5 6 7 8 9	3 4 5 6 7 8 9
19 20 21 22 23 24 25	12 13 14 15 16 17 18	11 12 13 14 15 16 17	10 11 12 13 14 15 16	10 11 12 13 14 15 16
MAY 26 27 28 29 30 1 2	19 20 21 22 23 24 25	18 19 20 21 22 23 24	17 18 19 20 21 22 23	17 18 19 20 21 22 23
3 4 5 6 7 8 9	AUG. 26 27 28 29 30 31 1	25 26 27 28 29 30 31	24 25 26 27 28 29 30	24 25 26 27 28 29 30
10 11 12 13 14 15 16	2 3 4 5 6 7 8	Nov. 1 2 3 4 5 6 7	FEB. 31 1 2 3 4 5 6	MAY 1 2 3 4 5 6 7
17 18 19 20 21 22 23	9 10 11 12 13 14 15	8 9 10 11 12 13 14	7 8 9 10 11 12 13	8 9 10 11 12 13 14
24 25 26 27 28 29 30	16 17 18 19 20 21 22	15 16 17 18 19 20 21	14 15 16 17 18 19 20	15 16 17 18 19 20 21
JUNE 31 1 2 3 4 5 6	23 24 25 26 27 28 29	22 23 24 25 26 27 28	21 22 23 24 25 26 27	22 23 24 25 26 27 28
7 8 9 10 11 12 13	SEPT. 30 31 1 2 3 4 5	DEC. 29 30 1 2 3 4 5	MAR. 28 29 1 2 3 4 5	JUNE 29 30 31 1 2 3 4
14 15 16 17 18 19 20	6 7 8 9 10 11 12	6 7 8 9 10 11 12	6 7 8 9 10 11 12	5 6 7 8 9 10 11
21 22 23 24 25 26 27	13 14 15 16 17 18 19	13 14 15 16 17 18 19	13 14 15 16 17 18 19	12 13 14 15 16 17 18
JULY 28 29 30 1 2 3 4	20 21 22 23 24 25 26	1960 20 21 22 23 24 25 26	20 21 22 23 24 25 26	19 20 21 22 23 24 25
5 6 7 8 9 10 11	OCT. 27 28 29 30 1 2 3	JAN. 27 28 29 30 31 1 2	APR. 27 28 29 30 31 1 2	JULY 26 27 28 29 30 1 2
12 13 14 15 16 17 18	4 5 6 7 8 9 10	3 4 5 6 7 8 9	3 4 5 6 7 8 9	3 4 5 6 7 8 9
19 20 21 22 23 24 25	11 12 13 14 15 16 17	10 11 12 13 14 15 16	10 11 12 13 14 15 16	10 11 12 13 14 15 16
MAY 26 27 28 29 30 31 1	18 19 20 21 22 23 24	17 18 19 20 21 22 23	17 18 19 20 21 22 23	17 18 19 20 21 22 23
2 3 4 5 6 7 8	25 26 27 28 29 30 31	24 25 26 27 28 29 30	24 25 26 27 28 29 30	24 25 26 27 28 29 30
9 10 11 12 13 14 15	Nov. 1 2 3 4 5 6 7	FEB. 31 1 2 3 4 5 6	MAY 1 2 3 4 5 6 7	AUG. 31 1 2 3 4 5 6
16 17 18 19 20 21 22	8 9 10 11 12 13 14	7 8 9 10 11 12 13	8 9 10 11 12 13 14	7 8 9 10 11 12 13
23 24 25 26 27 28 29	15 16 17 18 19 20 21	14 15 16 17 18 19 20	15 16 17 18 19 20 21	14 15 16 17 18 19 20
SEPT. 30 31 1 2 3 4 5	22 23 24 25 26 27 28	21 22 23 24 25 26 27	22 23 24 25 26 27 28	21 22 23 24 25 26 27
6 7 8 9 10 11 12	DEC. 29 30 1 2 3 4 5	MAR. 28 29 1 2 3 4 5	JUNE 29 30 31 1 2 3 4	SEPT. 28 29 30 31 1 2 3
13 14 15 16 17 18 19	6 7 8 9 10 11 12	6 7 8 9 10 11 12	5 6 7 8 9 10 11	4 5 6 7 8 9 10
20 21 22 23 24 25 26	13 14 15 16 17 18 19	13 14 15 16 17 18 19	12 13 14 15 16 17 18	11 12 13 14 15 16 17
27 28 29 30 1 2 3	1960 20 21 22 23 24 25 26	20 21 22 23 24 25 26	19 20 21 22 23 24 25	18 19 20 21 22 23 24
OCT. 4 5 6 7 8 9 10	JAN. 27 28 29 30 31 1 2	APR. 27 28 29 30 31 1 2	JULY 26 27 28 29 30 1 2	OCT. 25 26 27 28 29 30 1
11 12 13 14 15 16 17	3 4 5 6 7 8 9	3 4 5 6 7 8 9	3 4 5 6 7 8 9	2 3 4 5 6 7 8
18 19 20 21 22 23 24	10 11 12 13 14 15 16	10 11 12 13 14 15 16	10 11 12 13 14 15 16	9 10 11 12 13 14 15
25 26 27 28 29 30 31	17 18 19 20 21 22 23	17 18 19 20 21 22 23	17 18 19 20 21 22 23	16 17 18 19 20 21 22
Nov. 1 2 3 4 5 6 7	24 25 26 27 28 29 30	24 25 26 27 28 29 30	24 25 26 27 28 29 30	23 24 25 26 27 28 29
8 9 10 11 12 13 14	FEB. 31 1 2 3 4 5 6	MAY 1 2 3 4 5 6 7	AUG. 31 1 2 3 4 5 6	Nov. 30 31 1 2 3 4 5
15 16 17 18 19 20 21	7 8 9 10 11 12 13	8 9 10 11 12 13 14	7 8 9 10 11 12 13	6 7 8 9 10 11 12
22 23 24 25 26 27 28	14 15 16 17 18 19 20	15 16 17 18 19 20 21	14 15 16 17 18 19 20	13 14 15 16 17 18 19
DEC. 29 30 1 2 3 4 5	21 22 23 24 25 26 27	22 23 24 25 26 27 28	21 22 23 24 25 26 27	20 21 22 23 24 25 26
6 7 8 9 10 11 12	MAR. 28 29 1 2 3 4 5	JUNE 29 30 31 1 2 3 4	SEPT. 28 29 30 31 1 2 3	DEC. 27 28 29 30 1 2 3
13 14 15 16 17 18 19	6 7 8 9 10 11 12	5 6 7 8 9 10 11	4 5 6 7 8 9 10	4 5 6 7 8 9 10
1960 20 21 22 23 24 25 26	13 14 15 16 17 18 19	12 13 14 15 16 17 18	11 12 13 14 15 16 17	11 12 13 14 15 16 17
JAN. 27 28 29 30 31 1 2	20 21 22 23 24 25 26	19 20 21 22 23 24 25	18 19 20 21 22 23 24	18 19 20 21 22 23 24

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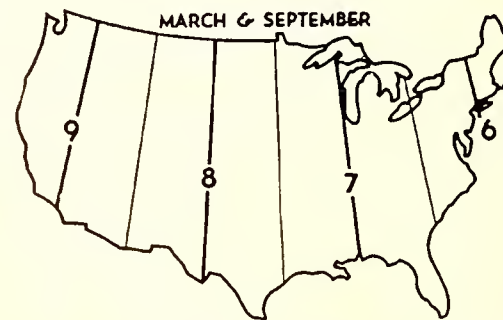
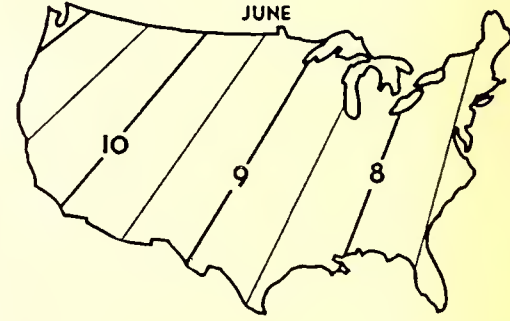
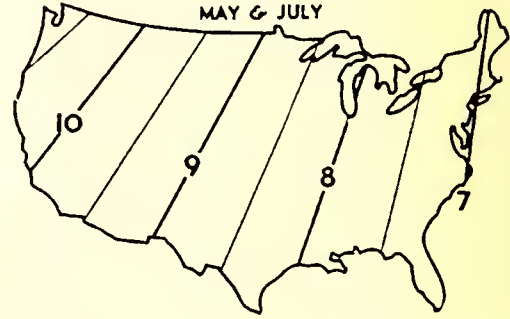
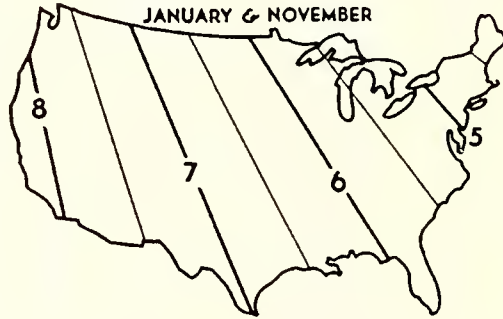
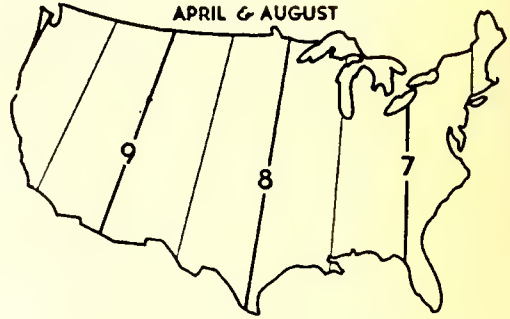
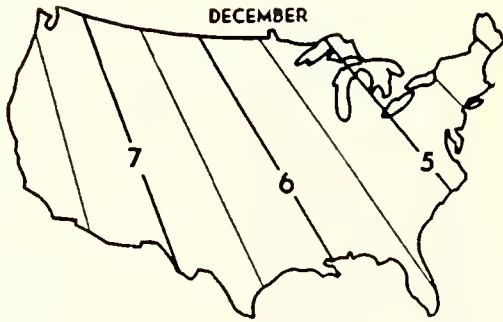
To calculate expiration date: Under starting date, use the day of the broadcast that ends the first week's cycle of your schedule. The date of final broadcast will be the same day of the week, on the same horizontal line under 13, 26, 39 or 52 weeks

To calculate renewal date: Under starting date, use the day of the broadcast that begins the second week's cycle of your schedule. The renewal date will be the same day of the week, on the same horizontal line under either 13, 26, 39 or 52 weeks

The above calendar is published courtesy of The Katz Agency, Inc., New York City

How network show buyers can figure out what part of the U. S. is in darkness (or not in darkness) when their program is aired

Sunset lines by months of the year



These NBC maps show what part of the country is in darkness at the start of and during your network program for each month of the year, based on New York Standard Time. For example: If your program starts at 8 p.m., N.Y.T., in April all stations to the east of the 8 p.m. line are in darkness. As the program progresses the sunset line moves westward. During Daylight Saving Time use the 7 p.m. line for your 8 o'clock program

COST BASICS

How to figure the cost of a spot radio campaign

A. Cost per minute announcement for spot radio campaigns in 150 markets or less

(Based on a weekday schedule of 12 one-minute announcements per week for 13 weeks)

No. of markets	Early morning-late afternoon	Daytime	Evening	One-time rate Daytime
1st 10 markets	\$ 697.56	\$ 578.68	\$ 501.68	\$ 798.00
1st 20 markets	1,093.01	916.50	836.00	1,249.50
1st 30 markets	1,468.19	1,239.05	1,124.55	1,657.75
1st 40 markets	1,713.76	1,445.55	1,254.55	1,947.50
1st 50 markets	1,962.94	1,664.38	1,437.38	2,225.50
1st 60 markets	2,146.87	1,816.23	1,569.13	2,427.50
1st 70 markets	2,287.20	1,930.86	1,671.51	2,595.00
1st 80 markets	2,421.06	2,052.91	1,773.91	2,755.50
1st 90 markets	2,520.28	2,141.78	1,847.28	2,880.70
1st 100 markets	2,626.34	2,243.19	1,943.04	3,017.40
1st 110 markets	2,719.94	2,331.69	2,017.19	3,132.90
1st 120 markets	2,809.29	2,415.80	2,084.26	3,242.65
1st 130 markets	2,900.32	2,494.58	2,161.29	3,361.15
1st 140 markets	2,980.02	2,568.93	2,206.89	3,464.65
1st 150 markets	3,060.67	2,634.29	2,272.25	3,564.65

B. How to calculate spot radio costs for campaigns of various lengths

SPOT RADIO ESTIMATING FORMULA

(Based on one-minute announcement rates—100% = one-time daytime rate)

COST PER ANNOUNCEMENT

One-time rate	Daytime 100%	Early morning-late afternoon 111%	Evening 92%
12 anncts. per week			
13 weeks	75%	88%	66%
26 weeks	71	83	62
39 weeks	70	82	62
52 weeks	69	80	60
24 anncts. per week			
13 weeks	64%	78%	56%
26 weeks	62	75	54
39 weeks	62	75	54
52 weeks	61	73	53

The dollar figures above were put together by the Katz Agency. Rates, from November 1958 SRDS, are based on the use of one station in each market. The market list is ranked in order of the largest daytime weekly circulation shown by NCS No. 2. Early morning-late afternoon column is the average of rates between 7 & 9 a.m. and 4 & 6 p.m. Daytime refers to the rate in effect for most hours between 6 and 11 p.m. Estimating formula shows percentages for calculating 12- and 24-announcement campaigns of various lengths compared with the one-time daytime rate (the right-hand

column in the top chart). In other words the one-time daytime rate is used as an index of 100 and costs of other campaigns are shown in relation to it. Example: The top 10 markets cost \$798 for 13 weeks of 12 one-minute announcements per market. A 12-announcement weekly campaign at night for 52 weeks would cost 60% of that or \$478.80. These figures cover minute announcements only. Costs cover plans offered by stations except that run-of-schedule and "fixed but pre-emptible" discounts are not counted in prime time (except where they clearly apply to prime time).

How to figure the cost of a spot tv campaign

A. Cost per announcement for spot tv campaigns in 150 markets or less

MARKETS	NIGHTTIME RATES		DAYTIME RATES		LATE NIGHT RATES	
	20-Second 1 Time	announcement 260 Times	1-Minute announcement 1 Time	Maximum discount including plans	1-Minute announcement 1 Time	Maximum discount including plans
1st 10 Markets	\$ 8,180.00	\$ 7,167.00	\$ 2,632.50	\$ 1,199.99	\$ 5,055.00	\$ 2,862.50
1st 20 Markets	11,510.00	9,990.50	3,762.50	1,654.79	6,560.00	3,782.65
1st 30 Markets	13,875.00	11,963.00	4,747.50	2,174.89	7,680.00	4,432.50
1st 40 Markets	16,095.00	13,904.50	5,582.50	2,671.39	8,630.00	4,953.50
1st 50 Markets	18,235.00	15,641.13	6,385.00	3,075.49	9,545.50	5,469.10
1st 60 Markets	20,015.00	17,066.38	7,075.00	3,390.89	10,325.50	5,910.85
1st 70 Markets	21,710.00	18,466.53	7,712.00	3,704.59	10,988.50	6,276.40
1st 80 Markets	22,875.00	19,362.28	8,162.00	3,969.47	11,518.50	6,573.40
1st 90 Markets	24,075.00	20,314.03	8,642.00	4,252.85	11,998.50	6,851.78
1st 100 Markets	24,925.25	20,934.91	9,049.10	4,474.34	12,415.50	7,084.85
1st 110 Markets	25,935.25	21,736.16	9,468.10	4,710.51	12,932.00	7,371.89
1st 120 Markets	26,850.25	22,444.66	9,878.10	4,934.37	13,374.50	7,648.33
1st 130 Markets	27,580.25	22,997.66	10,255.10	5,162.72	13,751.50	7,876.68
1st 140 Markets	28,284.00	23,538.54	10,598.35	5,362.83	14,119.75	8,097.46
1st 150 Markets	29,141.00	24,185.29	10,974.35	5,574.93	14,520.75	8,325.06

B. Formulas for estimating spot tv budgets

FREQUENCY DISCOUNTS

	13 Times	26 Times	52 Times	104 Times	156 Times	260 Times
Nighttime (20 sec.)	1%	3 %	6½%	8%	10 %	11½%
Daytime (minutes)	1%	5½%	12 %	14%	16½%	18½%

WEEKLY PLANS

Minute/20-second announcements	Average Discount From Open Rate—Daytime			
	1 Week	13 Weeks	26 Weeks	52 Weeks
6 announcements per week	22 %	24½%	28 %	32 %
12 announcements per week	42 %	44 %	45½%	47½%
ID's				
15 ID's per week	49½%	51 %	52½%	54 %

C. Announcement cost ratios

	Nighttime	Daytime	
Nighttime:	100%	Minute:	100%
Daytime:	32	20-seconds:	95
Late night:	36	10-seconds:	48
			47

Part of a regular survey of spot tv costs by the Katz Agency, the dollar figures at top are based on one station per market. Highest rates per market are used for the one-time figures along with the discount prices on the same station. Rates are per SRDS, March 1959. To calculate costs for more than one announcement, two formulas are shown below the dollar figures. The frequency discount figures are based on total units used within a contract year, the weekly plan figures for units used within a week. Shown at bottom are ratios comparing daytime and late night announcements with nighttime announcements (index: 100) and comparing 20- and 10-second announcements both night and day with minutes (index: 100).

TIMEBUYING TIPS

8 tips for timebuyers on the use of ratings information

1. Use total area ratings instead of metro area ratings.

ANALYSIS: In this chart, Station "A," with more coverage, gets bigger total audience even though it gets a smaller percent of homes in its area than Station "B" is able to capture in its area

	STATION "A"	STATION "B"
Tv households in metro area	100,000	100,000
Metro area rating	20.0	25.0
Households reached in metro area	20,000	25,000
Tv households in total station area	300,000	200,000
Total station area rating	17.0	23.0
Households reached in total station area	51,000	46,000

2. Don't buy on basis of the rating points only. Meet the coverage and frequency objectives of the campaign.

ANALYSIS: Schedule I is 10 participations in two daytime strips. Schedule II is 5 participations in same strips plus 5 in late movie. Scattering buys results in more coverage but less frequency per home. Best buy depends on ad objectives

	SCHEDULE I	SCHEDULE II
TOTAL RATING POINTS		
1 week	82.0	78.0
4 weeks	328.0	312.0
CUMULATIVE AUDIENCE		
1 week	25%	40%
4 weeks	40	60
Average frequency of exposure per household reached	8.2	5.2

3. Make sure that the audience is right for the product.

ANALYSIS: Though female audience is equal in size for all three shows, age composition varies considerably. Quiz show is best for client after older women, comedy is right for client after the household with the young housewife

	QUIZ SHOW	VARIETY SHOW	SITUATION COMEDY
U.S. Rating	29.5	29.1	28.9
Women viewers per set	1.05	1.05	1.03
RATINGS BY AGE OF HOUSEWIFE			
16-34 years	18.3	29.8	35.7
35-49 years	28.1	29.6	30.3
50 years and over	43.7	30.9	23.5

4. Use current ratings data for relative shares of audience, but use the estimates of sets-in-use for the actual period of the campaign.

ANALYSIS: By using older ratings, buyer can judge correctly that 8 p.m. spot will lose more audience from hot weather drop-off, so that spot "B" is really the better buy for an advertiser

Example: Buying in March, latest report from January, April-June campaign

	If January 1958 sets-in-use are used		If average April-June 1957 sets-in-use are used	
	Spot "A" (8 p.m. Thursday)	Spot "B" (10 p.m. Monday)	Spot "A" (8 p.m. Thursday)	Spot "B" (10 p.m. Monday)
Sets-in-use	62.0	65.0	50.0	64.0
Share	45%	42%	45%	42%
Rating	<u>28.0</u>	27.0	22.5	<u>26.9</u>

SOURCE: Charts are from Bud Sherak, v.p., research director, K&E. Analysis is SPONSOR'S.

8 tips for timebuyers (Cont'd)

5. Watch the trends as new competition comes to the fore.

ANALYSIS: New program competition affects not only rating of continuing show but audience composition, too. In this example, continuing show lost many of its young housewives (16-34)

	1954	1955	1956	1957
Show's rating—all households	32.3	27.1	26.6	23.3
By age of housewife				
16-34 years	31.0	25.4	21.4	19.4
35-49 years	30.7	30.2	25.1	23.0
50 years and over	21.4	30.7	31.9	28.4
Share of audience	47.0	43.8	40.0	34.8
Major competition	variety	variety	adventure	western

6. Don't always judge a program by its initial rating.

ANALYSIS: Opinions differ as to how soon admen can tell how well a show will do, but as these figures show, two months can make a whale of a difference in the ratings of a network show

	Rating	Share
	15.9	25.1
OCTOBER (WK. 2)	19.9	30.9
	21.9	32.8
	20.0	31.5
NOVEMBER	25.8	37.1
	26.2	36.8
	26.3	37.8
DECEMBER	25.3	41.6
	27.9	39.8

7. Study the seasonal variation in sets-in-use by time of day.

ANALYSIS: This example covers a parent company with two tv properties. Product, with slight sales peak in summer, can be used only in one. Though properties are equal on year-round basis, later time period for program "B" gives it the edge because it is affected less by hot weather dip in viewing

Year-round averages	Program "A" 8-8:30 p.m.	Program "B" 10-10:30 p.m.
Average sets-in-use	58.3	57.7
Average share	40%	40%
Average rating	23.3	23.1
Average sets-in-use		
January	69.1	63.8
February	71.9	64.5
March	68.5	61.4
April	66.8	60.3
May	54.1	58.4
June	47.1	54.5
July	40.2	50.2
August	39.7	51.1
September	50.2	51.7
October	60.6	55.1
November	64.5	58.8
December	66.9	63.0

8. Watch for variations in the urban and rural audiences.

ANALYSIS: Two schedules, reported by the Nielsen Co., show how a smaller homes-reached audience might be preferable to a larger audience evenly-divided among the various county sizes. Schedule "A" gets a heavy audience in "A" counties, which are urban and a light audience in the "C" and "D" counties, which are the rural and farm areas

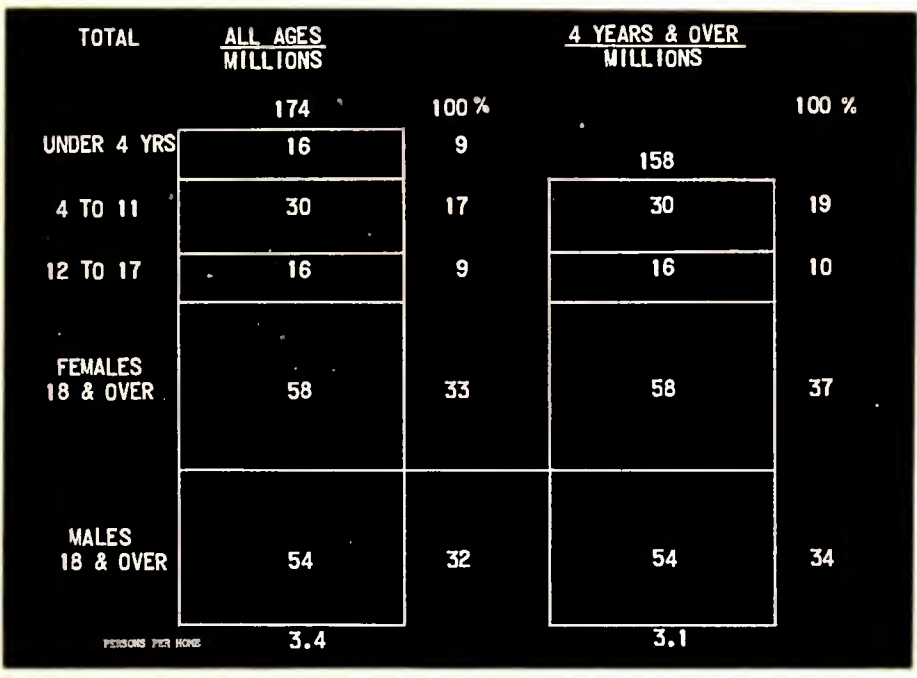
County size	Homes reached	
	Schedule A	Schedule B
"A" COUNTIES	40%	25%
"B" COUNTIES	31	30
"C" COUNTIES	15	21
"D" COUNTIES	14	24
TOTAL U.S.	3.9 million	4.2 million

Source: Charts are from Bud Sherak, r.p., research director, K&E, except for No. 8, which is from A. C. Nielsen Co. Analysis is SPONSOR's.

AUDIENCE BASICS

How to find share of population segment reached

Distribution of population corresponding to NTI-NRI sample



Population by millions in relation to total homes



Richard Dunne, marketing and media coordinator for SSCB, prepared the above chart to help the agency's researchers in calculating an important but seldom available statistic. Audience composition figures commonly show the percent of men, women and children in the audience to a specific time period or program. Or, these figures may show the actual number of each population segment reached. But

they do not show the percent of *all* men, women, etc., in the U. S.—a useful marketing measure. In the chart above, Dunne took population figures as of 1 July 1958 and broke them down into the four population categories tallied by Nielsen. Figures at top show this breakdown with and without children under four. Nielsen audience composition figures do not include this youngest age group.

There's more to network programming than a rating

SOME EXAMPLES OF PULSE NETWORK TV QUALITATIVE DATA

A. Top 10 shows and the market for hair products

Top 10	Rating	No. Of Female Viewers 13 & Over. Per 100 Homes	% Of Females Who Bought		
			Hair Shampoo	Home Permanent	Hair Spray
	Norm	127	51%	10%	15%
Gunsmoke	33.3	100	76	16	24
Perry Como	32.2	107	63	19	19
Wagon Train	32.0	103	49	11	14
Maverick	29.2	87	47	10	11
Danny Thomas	28.3	105	53	12	17
Playhouse 90	28.0	96	54	11	20
Loretta Young	27.5	99	53	10	11
Have Gun, Will Travel	27.1	104	54	12	16
Rifleman	26.5	100	50	14	16
Alfred Hitchcock	26.2	99	47	8	10

B. How viewers of Sterling Drug's show spend their money

WEEKLY EXPENDITURES FOR DRUGS, TOILETRIES AND COSMETICS

Program	Rating	% of Viewers		
		None	Under \$3	\$3 And Over
	Norm	26.9%	29.0%	44.3%
Detective's Diary	5.0	22.9	31.6	45.5
Saber of London	7.2	27.4	32.2	40.4
True Story	5.8	23.9	35.3	40.8
Restless Gun	24.1	28.4	26.5	45.1
As The World Turns	8.2	26.0	28.3	45.7
County Fair	5.9	22.4	30.1	47.5
Edge of Night	7.1	28.4	26.7	44.9
Price Is Right (Daytime)	10.3	21.4	30.7	47.9
Queen For A Day	7.3	19.9	32.9	47.2
Today Is Ours	3.9	28.7	33.4	37.9
Treasure Hunt	7.7	28.4	29.8	41.8

C. Smoking habits of viewers to Brown & Williamson shows

Program	Rating	% of Viewers	
		% non-smokers	% smokers
	Norm	29%	71%
County Music Jubilee	6.0	32	68
Queen For A Day	7.9	30	70
Top Dollar	14.1	26	74
Undercurrent	20.2	25	75
It Could Be You	6.1	17	83

SOURCE: Above studies all come from monthly Pulse network tv reports. Hair products chart is from Spring 1959, Sterling Drug chart is from winter 1959, Brown & Williamson chart is from summer 1958.

In the first six months of 1959, WMAQ Radio's local sales were 33.6% ahead of the same period last year. And the month of June not only proved to be 57.3% greater than June of last year, but the biggest month in WMAQ's entire 37-year history! Big talk like this is possible because WMAQ Radio gets action for its advertisers . . . buying action from Chicago's adult audiences. For your authoritative voice in Chicago, talk big on . . .

NBC Owned 670 in Chicago Sold by NBC Spot Sales

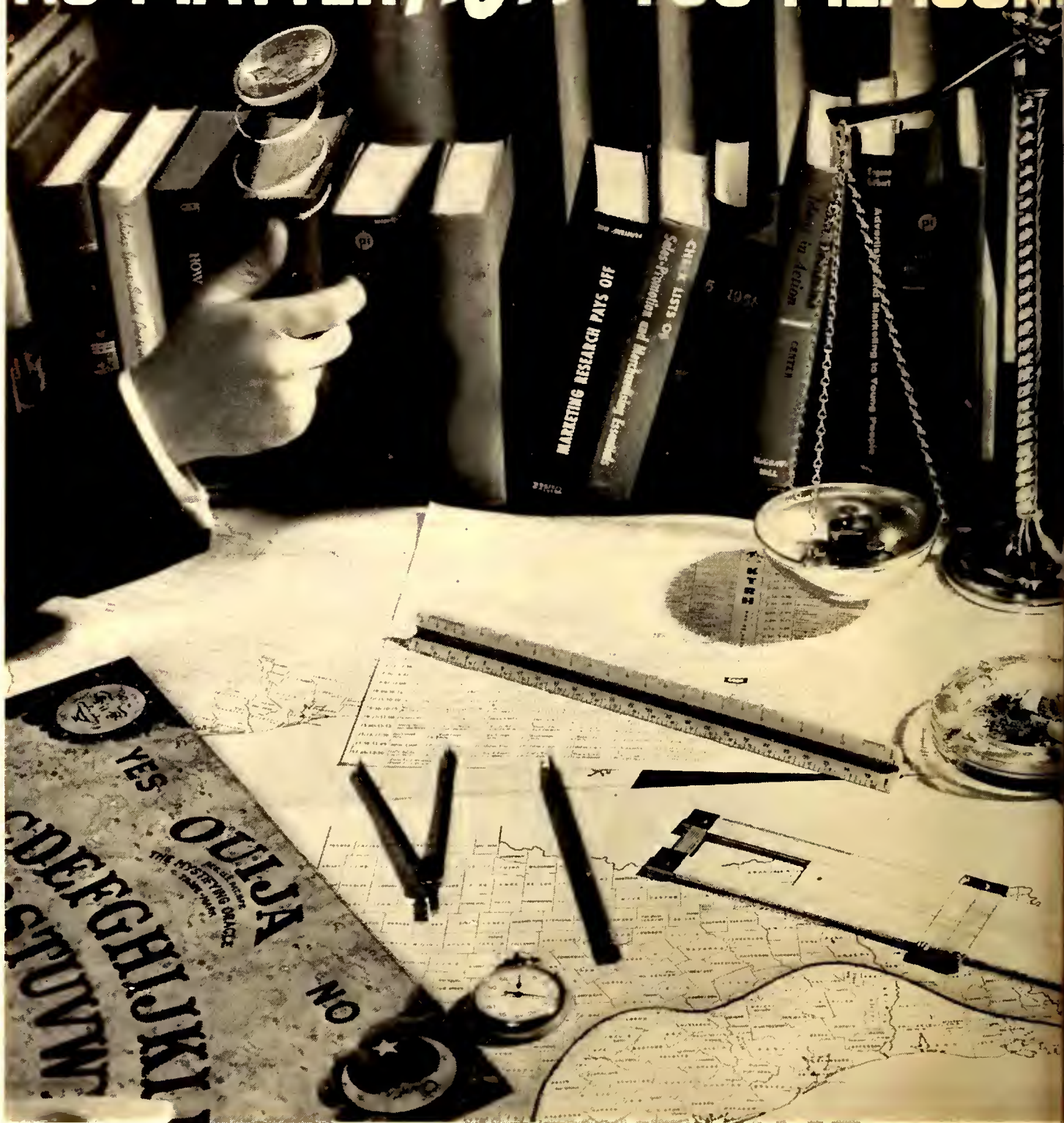
WMAQ



big

talk!

NO MATTER HOW YOU MEASURE



KTRH

THE **AREA** STATION FOR SHARP TIME BUYERS*

THE STATION ASSIGNED THE NEW TRIPLE AAA BROADCASTS OF THE HOUSTON BUFF BASEBALL GAMES

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES
represented Nationally by PETERS, GRIFFIN, WOODWARD, INC. *See ANY Area Survey

RADIO BASICS

SECTION

2

Facts & Figures: *Here are the in- and out-of-home and the cumulative audiences to radio. Also covered are spending data, some network facts and radio's dimensions*

Stations & Reps: *Here is a list of both am and fm stations in major and medium markets with their national representatives compiled for the timebuyer's convenience*

Only a few
Proceedings
of the IRE
special issues

are still available Each issue of *PROCEEDINGS OF THE IRE* is the result of the most advanced thinking in the field of radio-electronics. Based on exacting research, and written by men who are foremost in their specialty, these issues are invaluable works of reference. This is also material not available from any other source. As the official publication of *The Institute of Radio Engineers*, *PROCEEDINGS* presents the years-ahead ideas on which new advances are based. These history-making issues, originally over-printed for reserves are rapidly being exhausted and will not be reprinted.

YOU CAN STILL GET:

VERY LOW FREQUENCY, *June, 1957* — New research in the very low frequency band, below 30 kc., opens up greater portions of the radio spectrum for communication purposes. VLF has many new and important uses. A reference work you'll need for years.

SINGLE SIDEBAND, *December, 1956* — A round-up of recent technical discoveries as presented by the Joint Technical Advisory Committee through its sub committee on Single Sideband techniques. This special study for the FCC points up the many advantages of single sideband.

FERRITES, *October, 1956* — This new group of solid state materials outmodes the intermittent "pulse" system of World War II radar. The ferrites allow simultaneous sending and receiving on a single microwave antenna; as well as full-power transmission in microwave ranges with reduced power loss and interference.

SOLID STATE ELECTRONICS, *December, 1955* — This issue heralds the arrival of a new epoch in radio electronics — the solid state electronics era. Defined and named with the birth of the transistor, this concerns the control and utilization of the electric magnetic and photic properties of solids. There are now whole new classes of electronic devices due to discoveries in this field.

SCATTER PROPAGATION, *October, 1955* — Here's radio history in the making. This issue presents practical application of a new principle in the fields of broadcasting and electronics. Thirty-five papers lay the foundation of a new means of communicating over long distances.



The Institute of Radio Engineers
® 1 East 79th Street, New York 21, N. Y.

Please send me the following issues of *PROCEEDINGS OF THE IRE*:

Enclosed is my check for \$ _____

Enclosed is Company Purchase Order

Name _____

Company _____

Address _____

City _____ State _____

*One copy at \$1.25 to IRE members, domestic and foreign. \$3.00 to non-members; \$2.40 to public libraries, colleges and subscription agencies; postage prepaid to U. S. and Canada; 25c additional per copy to other countries.

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LISTENING HABITS

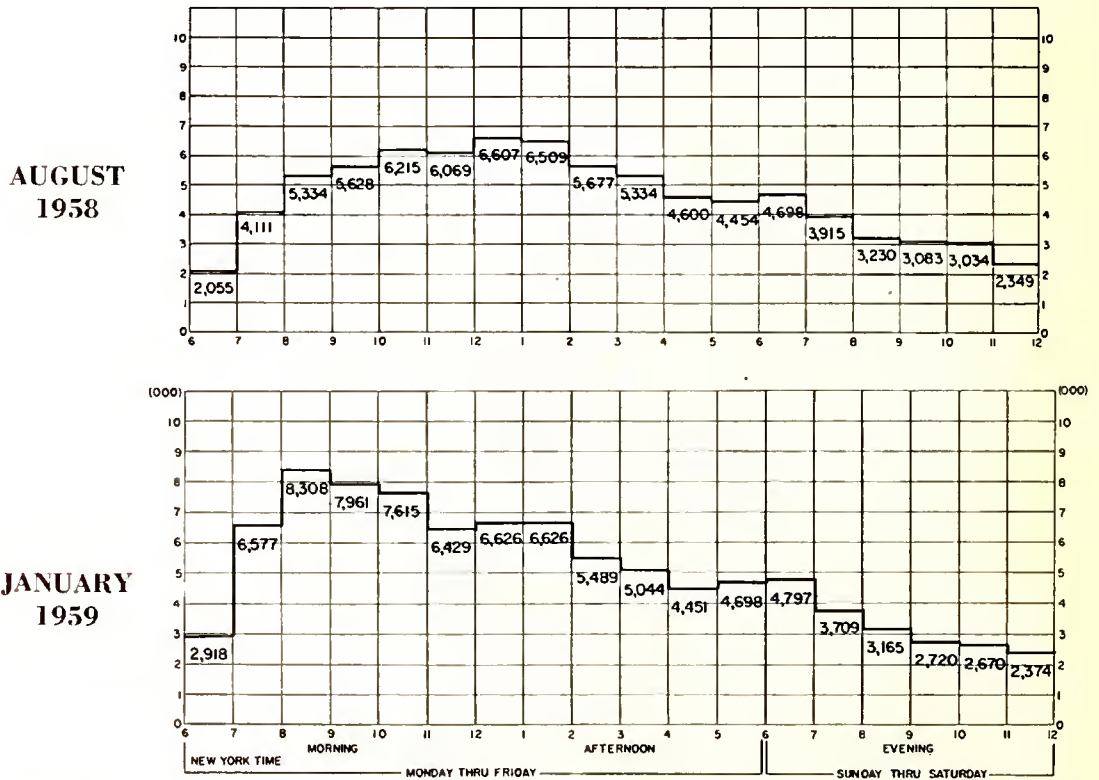
Radio's hour-by-hour in-home audience winter and summer

A. The hour-by-hour picture for spot advertisers

SUMMER 1958			WINTER 1959	
6-7 am	3,622	} MON.- FRI.	6-7 am	4,945
7-8	6,020		7-8	9,593
8-9	6,362		8-9	9,148
9-10	6,362		9-10	7,665
10-11	6,313		10-11	6,478
11-12 n	6,118		11-12 n	6,132
12-1 pm	6,705		12-1 pm	6,725
1-2	5,775		1-2	5,143
2-3	5,188		2-3	4,599
3-4	4,845		3-4	4,401
4-5	4,405		4-5	4,500
5-6	4,894		5-6	5,192
6-7 pm	4,502	} SUN.- SAT.	6-7 pm	4,302
7-8	3,230		7-8	2,918
8-9	2,741		8-9	2,473
9-10	2,790		9-10	2,423
10-11	2,692		10-11	2,423
11-12 m	1,909		11-12 m	1,929

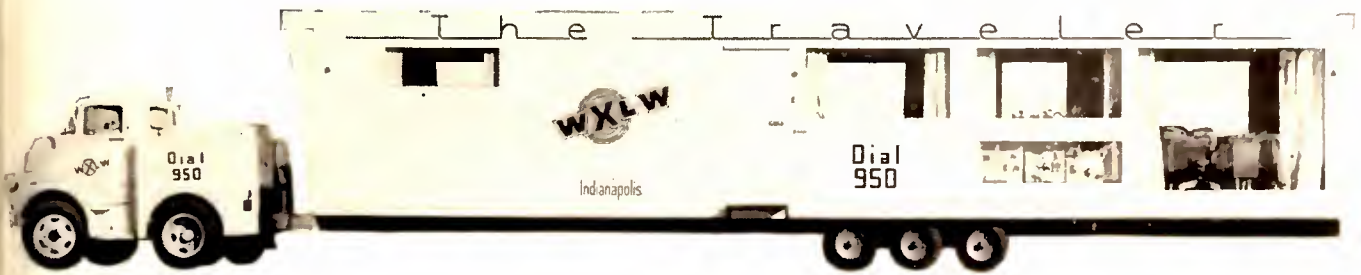
These national Nielsen figures adjusted by time zone provide local time figures in terms of thousands of homes per average minute. The summer data is for July-August, the winter figures are January-February.

B. The hour-by-hour picture for network advertisers



Figures in the graphs above are in thousands of homes per average minute. Each hour is current New York time. Note the summer in-home peak is around lunch time while the winter peak is around breakfast time.

Hoosiers Are "Sold" On The Good Buy That Says Hello!



In Just Four Months, Over Fifty Thousand People Made It A Point To Visit "The Traveler" WXLW INDIANAPOLIS RADIO-MOBILITY

WXLW INDIANAPOLIS RADIO-MOBILITY

Here's the secret to increasing your sales in this area through the wide public appeal and acceptance of RADIO-MOBILITY from WXLW, the only radio station in Central Indiana that takes its programming right to its listeners! Since WXLW's "Traveler" swung into operation a few short months ago, thousands of people flocked to see this 60-foot-long complete radio station on wheels, that visited every major shopping center in Central Indiana. This new concept in radio brings added impact to your announcements with on-the-spot broadcasting of regular programs, interviews, and special events, from the number one station in the market.

1st to feature true hi-fidelity sound.

1st to feature live on-the-spot news coverage.

1st to offer on-the-air editorials.

1st to offer adult programming.

1st with RADIO-MOBILITY!

Send your sales messages along on these good-will tours, and enjoy the benefits only personal appearances can give . . . product loyalty through station loyalty . . . and capture more of the Indianapolis audience. Put your product where Hoosiers are "sold", on the good buy that says hello —WXLW!

950 ON YOUR DIAL



RADIO INDIANAPOLIS
5,000 WATTS DAYTIME



The Traveler's completely equipped studio



Interviews are conducted in The Traveler's modern lounge



Dozens of advertisers utilize the Traveler's merchandising display windows

CONTACT YOUR NEAREST JOHN E. PEARSON REPRESENTATIVE

In-home radio listening level shows little change through year

Average daily hours listening per home by months of the year

2.5													2.5
2.0													2.0
1.5	1.92	1.90	1.97	1.88	1.81	1.74	1.98	1.93	1.90	1.82	1.92	1.85	1.5
1.0													1.0
0.5													0.5
	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.	

Source: NRI, 1958-59.

Some radio listening trends in recent years and comparisons with a decade ago

Three charts at right nail down some key trends in radio listening. Top chart is from Nielsen, shows daily listening hours per home during the January-February period each year. The second chart is based on Hooper data. Since there are more homes in these markets than 10 years ago total number of homes listening in 1958 is larger than the percentage figures indicate. The third and bottom chart comes from Cunningham & Walsh's annual study

A. Daily in-home listening hours have leveled off

Year	Average hrs. per home
1954	2.7
1956	2.3
1958	1.9
1959	1.9

B. Listening level in morning is same as a decade ago

Market	Percent homes listening during morning 1948	1958
New York	17.1%	15.7%
Philadelphia	11.2	15.4
Boston	16.5	17.5
Cleveland	14.4	12.3
Dallas	16.0	15.6

C. Videotown study shows housewives love radio

Average Hours of Listening Monday Thru Friday*

	All people		Housewives	
	1958	1957	1958	1957
Morning	1.45	1.25	5.80	2.78
Afternoon	.50	.57	1.30	1.12
Evening	.50	.89	.80	1.01
All Day	2.45	2.71	7.90	4.91

*Five day (weekdays) total per average person.

SAME OLD STORY

...but new and exciting every day!

WSGN zoomed into first place almost three years ago. Today, it's the same story — *rating-wise* — but the excitement of personality programming, instant, accurate news coverage, and sparkling promotions daily keep WSGN *consistently in first place*.

Nielsen told the WSGN success story first, and Hooper began telling the WSGN leadership trend in 1957. The April-May 1959 Hooper places WSGN head and shoulders above all other full-time stations. Pulse 1959 confirms the WSGN *first-with-the-finest* story.

Awards tell why WSGN enjoys undisputed popularity in the Birmingham

market. For *two consecutive years*, WSGN has won Birmingham Ad Club awards for the best musical disc jockey, best public service, and the best station promotion. WSGN holds the 1959 UPI certificate of merit and sixteen other major awards.

Promotion is tops at WSGN, with genuine excitement created daily by the Miss Universe contest, Radio Press, The Big Sound, Pacemaker jingles, News Hawk coverage of local happenings and on-the-air interviews with such celebrities as Casey Stengel, Ray Anthony, Liberace, George Montgomery, Dear Abby, Roberta Sherwood, Taina Elg, Colonel "Pappy" Boyington, Travis and Bob and The Four Coins.

Still First

WSGN Birmingham, Ala.

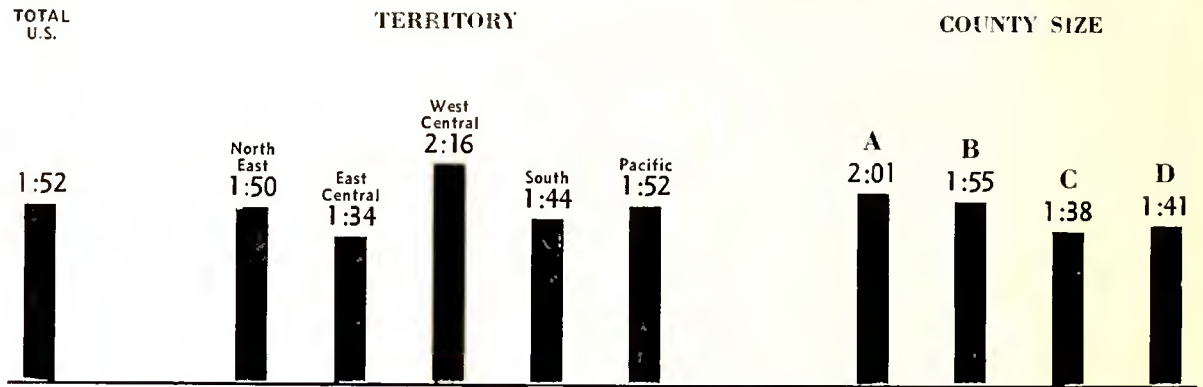
5000 Watts at 61 on the Dial

Personality Programming of Music and News
24 Hours a Day

National Representative: *Venard, Riutoul & McConnell, Inc.*
Southern Representative: *James S. Ayers Company*

How radio listening differs by region and county size

Average hours radio usage per home per day



Source: Nielsen Radio Index, in-home only, November-December 1958.

How listening differs morning, afternoon and evening

Average daily hours of radio usage per home by day part

October 1958

Morning		Afternoon		Evening	
6-9 a.m.	.34 hrs. or 20 min.	Noon-3 p.m.	.37 hrs. or 22 min.	6-9 p.m.	.24 hrs. or 14 min.
9 a.m.-Noon	.42 hrs. or 25 min.	3-6 p.m.	.29 hrs. or 17 min.	9 p.m.-Mid.	.15 hrs. or 9 min.
6 a.m.-Noon	.75 hrs. or 45 min.	Noon-6 p.m.	.65 hrs. or 39 min.	6 p.m.-Mid.	.39 hrs. or 23 min.

January-February 1957

Morning		Afternoon		Evening	
6 a.m.-Noon	.85 hrs. or 51 min.	Noon-6 p.m.	.77 hrs. or 46 min.	6 p.m.-6 a.m.	.65 hrs. or 39 min.

The material above is based on Nielsen Radio Index, covers in-home listening only. Morning and afternoon figures are for Monday through Friday. Nighttime figures are for Sunday

through Saturday. The totals for October 1958 are comparable to the January-February 1957 figures except that the latter also covers post-midnight listening. Times are Eastern zone.

Radio's audience composition, morning, afternoon and evening

Listeners per average quarter hour

	Morning Mon.-Fri. (Million)	Afternoon Mon.-Fri. (Million)	Evening 7 Days (Million)
Men	2.6	1.9	2.1
Women	7.3	5.5	3.3
Teens	1.0	0.7	1.1
Children	1.7	1.1	0.9
Total	12.6	9.2	7.4

Source: NRI, Nov.-Dec. 1958, N. Y. time.

IN...

Listener **S**ervice

Listener **S**ize

Listener **S**atisfaction

Listener **S**upport

in all the wide midwest there's only one...

WWLS

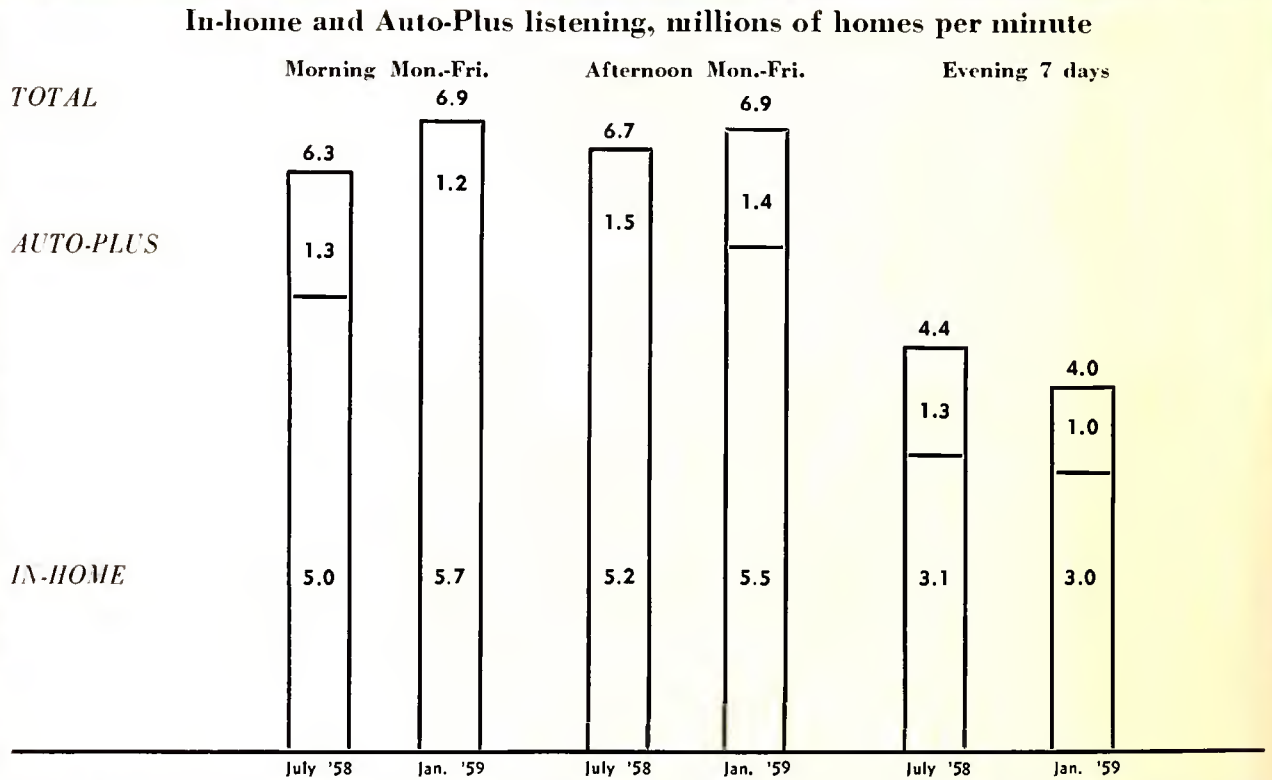
different... because it lives with its listeners

the Prairie Farmer Station, 1230 Washington Blvd., Chicago—Monroe 6-9700— 50,000 watts—ABC

ask BLAIR

OUT-OF-HOME LISTENING

Evening shows biggest jump in summer auto listening



Homes figures above, taken from Nielsen data, average listening per minute during each of the six-hour day parts indicated. Note that auto listening is up morning, afternoon and evening during the summer and that the evening increase is fully 30% above winter

Some examples of peak auto listening times

Nielsen Auto-Plus during selected peak periods

	New York		Chicago		Dallas		Los Angeles	
	% in-home	% in auto	% in-home	% in auto	% in-home	% in auto	% in-home	% in auto
(Mon.-Fri.)								
7-7:15 a.m.	18.5	3.3	28.5	4.8	25.1	4.5	14.2	5.5
8-8:15 a.m.	21.6	3.4	30.6	3.4	21.6	3.0	15.6	2.0
4-4:15 p.m.	8.8	3.7	13.0	3.9	12.1	3.8	13.7	5.3
5-5:15 p.m.	10.6	3.9	13.9	4.4	13.8	4.4	14.5	4.8
(Sat.)								
1-1:30 p.m.	18.7	3.6	14.2	3.7	14.4	3.6	15.3	3.2
(Sun.)								
3-3:30 p.m.	13.1	3.4	14.9	3.0	8.7	2.9	12.1	3.5

Source: A. C. Nielsen Co. Percent total households in each market tuned to radio at home and in autos. Los Angeles, Jan. 1959; New York and Dallas, Feb. 1959; Chicago, Mar. 1959.

FIRST
IN AUDIENCE
IN
HUNTINGTON, W.VA.

FIRST
IN AUDIENCE
IN ASHLAND, KY.

FIRST
IN AUDIENCE
IN
IRONTON, OHIO

WCM1

THE QUALITY STATION THAT IS LOCAL Ask John Pearson Reps for information on how you always reach more than 30% of the nation's 82d market with WCM1 Radio . . . or, better still, call Hank Grad in Huntington-Ashland direct, and he'll help you save money by buying a combination of Wheeling's finest local station, WOMP Radio, and **WCM1 RADIO**

Some facts about automobiles and automobile radios

1. 86% of new autos are radio-equipped

Year	% new cars radio-equipped
1954	81.0
1955	83.0
1956	86.2
1957	87.5
1958	86.0

2. Cars on the road have doubled since 1940

Year	Total registrations (Millions)
1940	32.0
1945	30.6
1950	48.6
1958	68.4

3. Highway travel is high in summer

Month	Million miles	Month	Million miles
Jan.	540	July	830
Feb.	540	Aug.	880
Mar.	580	Sept.	725
Apr.	650	Oct.	700
May	675	Nov.	650
June	770	Dec.	630

Source: Peters, Griffin & Woodward study on summer radio.

About 60% of out-of-home listening is in autos

Where out-of-home listening takes place

Place	NEW YORK			
	**1949 Summer	1957	**1949 Winter	1958
Automobile	35%	69%	41%	57%
At Work	21	15	25	19
Visiting Others	21	9	24	17
Outdoors (portable)	8	9	3	1
Restaurants & Bars	9	3	10	4
Retail, service, clubs, etc.	8	7	9	9
Total	*102	*112	*112	*107

LOS ANGELES	
Summer 1957	Winter 1958
73%	65%
11	14
4	10
10	2
2	3
7	9
*107	*103

Place	CHICAGO		
	Summer 1957	**1950 Winter	1958
Automobile	65%	40%	59%
At Work	14	17	17
Visiting Others	7	24	18
Outdoors (portable)	12	---	---
Restaurants & Bars	6	11	2
Retail, service, clubs, etc.	8	8	12
Total	*112	100	*108

DALLAS	
Summer 1957	Winter 1958
71%	64%
13	14
4	13
10	2
4	3
6	9
*108	*105

Place	KANSAS CITY	
	Summer 1957	Winter 1958
Automobile	69%	57%
At Work	11	13
Visiting Others	8	19
Outdoors (portable)	10	---
Restaurants & Bars	5	5
Retail, service, clubs, etc.	7	13
Total	*110	*107

22-MARKET AVERAGE	
Summer 1957	Winter 1958
63%	58%
12	15
6	14
10	1
} 9	} 12
100	100

*Total over 100% because of multiple impressions. **Only markets for which comparable past reports available. Source: Pulse.

Monkeys may monkey with the dial in Miami . . .

but not *people*



So WQAM remains first in 240 out of 240 Area Pulse quarter-hours. (Covering South & Central Florida.)

Other WQAM Firsts:

Hooper — morning, afternoon, all day. First 250 of 264 daytime $\frac{1}{4}$ hours.

Metro Pulse — 280 first place daytime $\frac{1}{4}$ hours out of 280.

Trendex — First a.m., afternoon, all day.

First Miami Radio Station to be awarded a plaque by the Miami Opera Guild. Four consecutive annual National Safety Council Awards. 41,000 public service announcements over a 12-month period.

Chat with Blair . . . or WQAM G. M. Jack Sandler

WQAM — Serving all of Southern Florida with 5,000 watts on 560 kc. **Miami**

one
of the
STORZ
Stations

Todd Storz, President
Home Office: Omaha
WOGY Minneapolis-St. Paul
WHB Kansas City
KOMA Oklahoma City
WTIX New Orleans
WQAM Miami

How out-of-home compares to in-home listening

Percent out-of-home listening adds to in-home in 28 markets

MARKET	TOTAL AUDIENCE	IN HOME	+	OUT OF HOME	=	OUT OF HOME PLUS
ATLANTA	20.5%	16.4%		4.1%		25.0%
BALTIMORE	17.7	13.9		3.8		27.3
BIRMINGHAM	19.8	15.7		4.1		26.0
BOSTON	21.7	16.7		5.0		29.9
BUFFALO	20.7	16.3		4.4		27.0
CHICAGO	23.0	18.6		4.4		23.6
CINCINNATI	18.4	14.3		4.1		28.7
CLEVELAND	18.9	14.9		4.0		26.8
COLUMBUS	20.5	16.3		4.2		25.8
DALLAS	21.7	17.0		4.7		27.6
DETROIT	18.7	14.7		4.0		27.2
FORT WORTH	19.9	15.6		4.3		27.5
HOUSTON	21.3	17.2		4.1		23.8
KANSAS CITY	21.0	16.4		4.6		28.0
LOS ANGELES	22.5	17.5		5.0		28.5
MIAMI	23.3	18.5		4.8		26.0
MILWAUKEE	21.6	17.0		4.6		27.1
MINNEAPOLIS-ST. PAUL	21.0	16.9		4.1		24.3
NEW ORLEANS	20.0	16.1		3.9		24.2
NEW YORK	22.7	17.7		5.0		28.3
PHILADELPHIA	21.9	18.0		3.9		21.7
PITTSBURGH	20.8	16.8		4.0		23.8
RICHMOND	19.4	15.1		4.3		28.5
ST. LOUIS	21.0	16.6		4.4		26.5
SAN DIEGO	21.5	17.0		4.5		26.5
SAN FRANCISCO	22.7	17.8		4.9		27.5
SEATTLE	22.3	17.8		4.5		25.2
WASHINGTON	19.8	15.6		4.2		26.9
Median Average	20.8	16.6		4.2		25.3
28 Market Weighted Average	21.6	17.1		4.5		26.3

SOURCE: Pulse, Jan.-Feb.-Mar. 1959.



ABOVE ALL . . .

WGY DELIVERS

YOUR SALES MESSAGE
MORE EFFECTIVELY

WGY will deliver your sales message more effectively in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christalman or call WGY, Schenectady, New York.

50,000 Watts • NBC Affiliate • 810 Kilocycles
A GENERAL ELECTRIC STATION

The trend in out-of-home listening is upward

Per cent homes listening out-of-home, winter and summer, 1953-1959

	1953		1954		1955		1956		1957		1958		1959 W
	W	S	W	S	W	S	W	S	W	S	W	S	
Atlanta	3.3	3.6	3.2	3.6	3.2		3.4	4.0	4.1	4.1	4.0	4.5	4.1
Baltimore	3.2	3.5	3.2	3.6	3.2		3.4	4.1	3.8	4.1	3.7	4.6	3.8
Birmingham	3.2	3.5	3.6	3.8	3.3	3.6	4.1	4.4	4.3	4.4	4.1	4.4	4.1
Boston	3.8	4.2	4.4	4.6	4.2	4.6	4.8	5.1	4.7	4.8	4.4	5.3	5.0
Buffalo		3.5	3.6	3.7	3.2	3.4	3.2	3.8	3.6	3.7	3.9	4.5	4.4
Chicago	3.1	3.7	3.9	4.3	4.1	4.2	4.0	4.6	4.3	4.6	4.5	5.2	4.4
Cincinnati	3.1	3.6	3.6	3.9	3.6	3.9	3.8	4.2	4.0	4.2	3.9	4.6	4.1
Columbus		3.1		3.2	3.1	3.3	3.4	4.0	3.5	3.8	4.3	4.6	4.2
Dallas		3.9			3.6	4.0	4.5	4.7	4.6	5.5	4.7	4.6	4.7
Detroit	3.0	3.8	3.9	4.2	3.9	4.2	3.8	4.3	4.2	4.4	3.8	4.4	4.0
Fort Worth							4.0		4.0	5.3	4.5	4.2	4.3
Houston		3.8	3.6	4.1	4.0	4.3	4.3	4.6	4.4	4.5	4.0	4.5	4.1
Kansas City		3.2		3.7	3.4		3.8	4.1	3.9	4.3	4.0	4.9	4.6
Los Angeles	4.2	4.4	4.5	4.8	4.5	4.7	4.4	4.7	4.7	5.0	4.7	5.3	5.0
Miami	2.9		3.1		3.3	3.7	4.4	4.6	4.7	4.7	4.8	4.9	4.8
Milwaukee			3.3	3.8	3.3	3.8	3.5	4.3	4.3	4.4	4.0	4.2	4.6
Mpls.-St. Paul	3.1	3.4	3.4	3.8	3.7	3.9	3.7	4.2	4.2	4.4	4.1	4.8	4.1
New Orleans		3.2		3.7	3.3	3.4	4.4	4.6	4.4	4.6	3.7	4.1	3.9
New York	4.0	4.4	4.4	4.8	4.4	4.4	4.6	5.0	5.1	4.8	5.1	5.4	5.0
Philadelphia	3.5	3.8	3.6	3.9	3.9	4.0	3.8	4.4	3.7	4.6	4.0	4.2	3.9
Pittsburgh			3.4		3.5	3.9	3.6	3.9	3.9	4.1	3.9	4.2	4.0
Portland, Ore.					3.6		3.4		4.4				
Richmond		2.9	3.1	3.2	2.9	3.0	3.1	4.3	3.7	4.1	3.9	4.5	4.3
St. Louis		3.4	3.5	3.8	3.8	4.2	3.9	4.3	4.2	4.4	3.8	4.6	4.4
San Diego		3.2		3.5	3.5	3.8	3.6	4.1	4.0	4.2	4.4	4.5	4.5
San Francisco	3.9	4.4	4.1	4.2	4.2		4.5	4.7	4.6	4.6	4.4	5.2	4.9
Seattle	2.8	3.2	3.2	3.5	4.4	4.2	4.1	4.1	4.2	4.4	4.5	4.7	4.5
Washington	3.2	3.6	3.7	4.0	3.7	3.9	3.7	4.1	4.1	4.3	3.9	4.5	4.2
Median	3.2	3.6	3.6	3.8	3.6	3.9	3.8	4.3	4.2	4.4	4.1	4.6	4.2

This broad look at out-of-home listening in 28 markets discloses a winter hike of 31% over the six-year 1953-59 span and a summer jump of 28% over the five-year 1953-58 span. Reasons for this increase include more portable radios, more auto radios, more auto driving and more programing aimed at the auto audience

Take Your Cue!



As you look to the conductor in the podium for the tempo, the pacing and the ultimate greatness of a musical performance . . . so you look to Good Music Broadcasters, Inc. for the facts on the delivery power and economy of Good Music Advertising. Good Music Broadcasters, Inc. are national representatives for the leading Good Music Stations in the major markets from coast to coast.

GOOD MUSIC BROADCASTERS, Inc.,

52 VANDERBILT AVENUE, NEW YORK 17, N. Y. MU 3-2295

PHILADELPHIA'S FIRST STATION FOR FINE MUSIC

WFLN-AM-FM, Philadelphia, is the one radio station in the Delaware Valley which, for ten years, has consistently presented fine music exclusively; much of it stereophonically. This fact has made WFLN the first choice of that loyal mass audience whose income accounts for two thirds of the Philadelphia area's buying power.



Single AM-FM Programming

WFLN

95.7 | 900

FM | AM

PHILADELPHIA

WFLN-AM-FM, 8200 RIDGE AVENUE, PHILADELPHIA 28, PENNSYLVANIA

Represented nationally by Good Music Broadcasters, Inc., 52 Vanderbilt Avenue, New York 17

SPOT RADIO'S CUMULATIVE AUDIENCE

Two ways to look at station cumulative audiences

A. Average station reaches half the homes in a market weekly

	Albany-Troy-Schenectady (7 Stations)		Buffalo (8 Stations)		Baltimore (10 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
<i>AVERAGE</i>	27.77	52.65	27.66	49.78	21.48	41.52
<i>HIGH</i>	45.7	75.7	58.3	80.3	41.7	72.9
<i>LOW</i>	7.1	16.8	9.6	21.3	3.0	8.1

	Chattanooga (6 Stations)		Cleveland (8 Stations)		Columbus (7 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
<i>AVERAGE</i>	30.7	48.33	27.48	52.0	15.6	30.2
<i>HIGH</i>	44.2	86.2	45.9	78.6	29.72	55.07
<i>LOW</i>	15.6	30.2	8.1	19.7	9.8	25.9

	Dallas (8 Stations)		Denver (11 Stations)		Sacramento (6 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
<i>AVERAGE</i>	28.95	49.7	24.07	48.33	32.55	62.38
<i>HIGH</i>	67.9	85.2	50.3	77.2	43.7	77.4
<i>LOW</i>	3.8	8.2	6.9	15.8	20.3	37.6

These Pulse figures, taken from surveys during the October 1958 through January 1959 period, show percent of homes reached in market area surveyed during average day and week. Stations can hit 80% of homes weekly

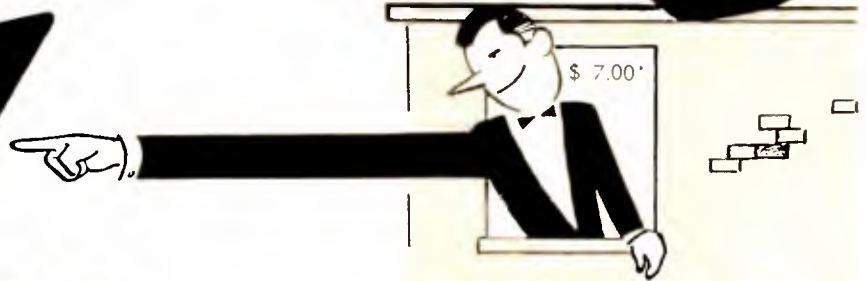
B. Stations reach about 10% of market weekly during three-hour day-part

	Rating per broadcast	3-hr. cume	Weekly cume	4-week cume	Episodes per home
New York network station	2.7	7.0	6-9 a.m. 11.1	18.4	34.6
Columbus independent station	2.6	5.2	9 a.m.-Noon 11.4	25.2	25.0
Birmingham network station	2.0	5.6	Noon-3 p.m. 10.5	21.6	22.3
San Diego independent station	1.1	4.4	3-6 p.m. 8.6	17.5	14.5

Source: NSI, December 1958, except San Diego, which is November 1958; in-home Monday through Friday only. Per broadcast ratings are by 15-minute periods. Cumulative homes are unduplicated. Episodes per home are averages for four-week period. Stations were picked at random, are not necessarily representative of audience levels in each market.

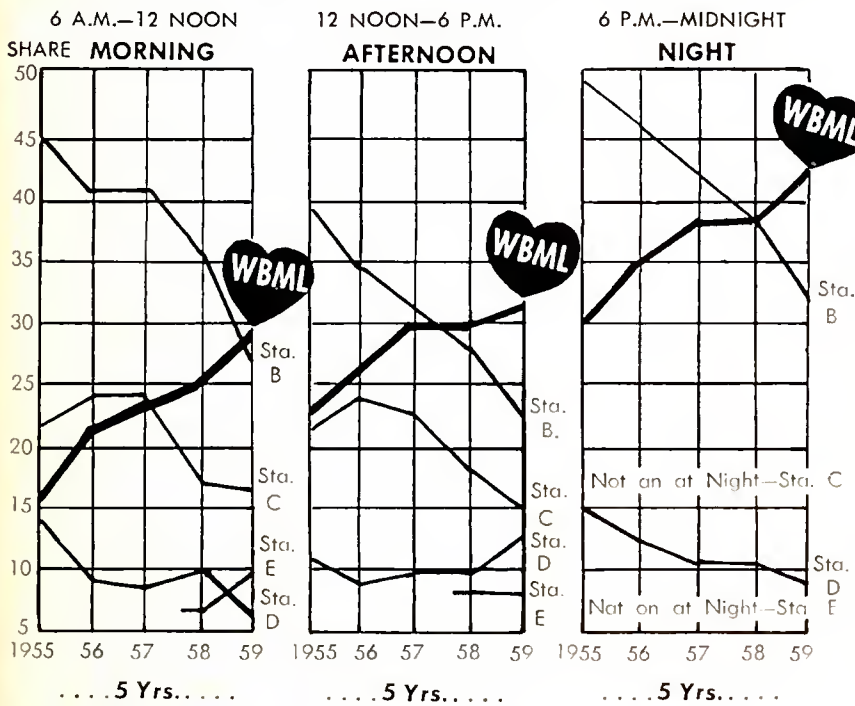
The two studies above look at the same thing in two different ways. The top chart shows the total unduplicated audience of stations during an entire day and an entire week. The bottom study measures unduplicated audience only within a specified three-hour block, but shows station audience in terms of weekly and four-week totals

A STEADY FIVE YEAR CLIMB TO ...



in **MACON, GA.**

DECISIVELY ... YOUR BEST BUY!



STA. B \$18.00

STA. C \$6.60*

STA. D \$5.00*

STA. E \$7.50*

When **Buying Macon** Look to the
No. 1 Station in Hooper and Pulse!



MACON'S 24-HOUR MOBILE NEWS STATION

See FORJOE, Nat'l Rep.

* ONE MINUTE CLASS A

Stations reach practically their entire audience in a week

Station circulation (homes reached) in six markets

Market	Rank	Daily		Weekly	Monthly
		Day	Night		
New York	Top station	1,287,530	763,830	1,840,200	1,966,580
	Median station	614,090	432,220	948,540	1,003,270
Chicago	Top station	826,580	465,440	1,497,710	1,663,050
	Median station	521,170	307,490	935,190	1,031,100
Houston	Top station	125,960	59,420	214,730	234,140
	Median station	45,610	21,010	94,330	104,750
New Orleans	Top station	249,120	241,750	525,700	596,110
	Median station	45,970	21,700	84,590	91,700
San Diego	Top station	46,150	22,950	81,600	94,350
	Median station	36,970	11,730	72,680	81,350
Dayton	Top station	87,750	29,710	151,410	170,640
	Median station	42,620	19,260	83,190	95,400

Data above come from NCS No. 2 (Spring 1956), shows different homes reached over various periods of time. Stations are ranked according to weekly circulation. Note that weekly figures range about 90% of monthly reach. Nielsen 12-week figures indicate slight additions but for all practical purposes stations generally reach total audience in a week

How schedule switch can boost cumulative audience

Sunday spots lift reach of prime time buys

6-9 AM 5 Weekdays	Description of schedule	4 WEEK CUMULATIVE AUDIENCE			
		Percent of homes	Number of homes	Episodes per home	Home impressions
Station total	60¼ hours weekly	20.9%	891,760	12.2	10,879,470
Schedule A	10 spots weekly	15.4	657,100	3.0	1,971,300
Schedule B	A plus 10 spots weekly	18.0	768,000	4.9	3,763,200
Schedule C	B plus 20 spots weekly	19.7	840,600	8.5	7,145,100
6-9 AM 4 Weekdays & Sun.					
Schedule D	10 spots weekly	20.2	861,900	2.5	2,154,750
Schedule E	D plus 10 spots weekly	21.2	904,600	4.7	4,251,620
Schedule F	E plus 20 spots weekly	24.8	1,058,200	8.4	8,888,880

NSI FIGURES above are taken from one radio station in a major market. Top line shows station's total audience in early morning block. First three schedules show audience for 10, 20 and 40 15-minute periods weekly over four week Monday through Friday. Second three schedules show two, four, eight Sunday periods substituted for Wednesday periods

National Spot Radio

*today offers advertisers big opportunities
to sell their products and services to
millions of potential customers
selectively, frequently and
economically.*



Radio
Division

Edward Petry & Co., Inc.

The Original Station Representative

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

SPENDING AND COSTS

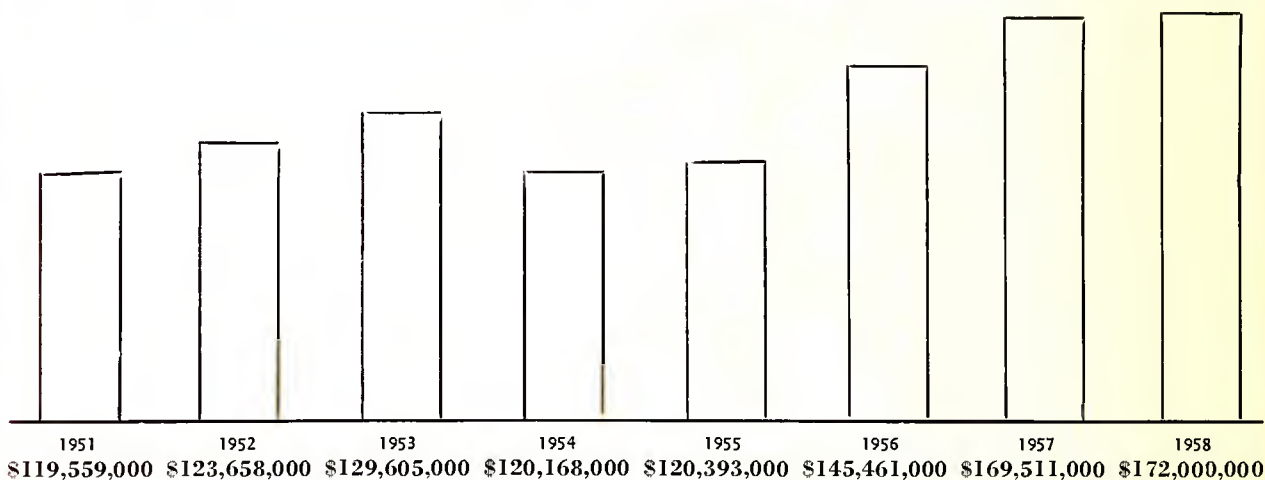
What advertisers spent on radio during the past two years

Total radio expenditures by clients dipped almost imperceptibly last year, primarily because of network radio, according to estimates by McCann-Erickson as published in *Printers' Ink*. The 1958 figures were calculated before FCC release of 1958 am financial data which showed network time sales at \$46.5 million (down 8.1%), spot time sales at \$172 million (up 1.5%—see chart below) and local time sales at \$320.2 million (up 1.1%). The 1958 FCC report also corrected 1957 radio financial data, viz: network time sales revised down a little, spot sales up a little

Total ad investment in radio, 1957-58

	1958		1957		Per cent change '58 vs. '57
	Millions	Per cent of all advertising	Millions	Per cent of all advertising	
Total	\$616.0	6.0	\$618.9	6.0	-0.6
Network	61.0	0.6	64.7	0.6	-5.7
Spot	185.0	1.8	187.1	1.8	-1.1
Local	370.0	3.6	367.1	3.6	+0.8

Spot radio time sales were up 1.5% in 1958



Source: Figures above relate to station income from time sales only, after rate discounts but before commissions to reps, agencies. Source of all figures is FCC.

The trends in spot radio rates, day and night

Prepared under the direction of Dan Denenholz, Katz Agency research chief, the charts above are based on the rep firm's "Spot Radio Budget Estimator." One station in each market—in most cases the highest cost station—was used in tabulating rates from SRDS. Rate used was that for 12 one-minute announcements per week for 13 weeks. The early morning-late afternoon rate was the average cost for the 7-9 a.m. and 4-6 p.m. periods. Daytime rate was that in effect for most hours between 9 a.m. and 4 p.m. Evening rate was that in effect for most hours between 6 and 11 p.m.

Rate changes in top 150 markets, Dec. 1957 and 1958

1958 rates as percent of 1957	Ratio of prime time and night rates to other daytime rates	
	1957	1958
Index: 1957 = 100	Index: daytime = 100	Index: daytime = 100
1st 150 markets		
early morn.-late after.	101.8	113.8
daytime	99.7	116.2
evening	93.6	91.9
		86.3

EXPLOSION!

That sound you're hearing from the lower left hand corner of America isn't caused by nuclear fission. It's the 19th market . . . bursting wide open. San Diego. Working, playing and buying at a furious pace. And KFMB Radio echoes the healthy, vibrant sounds. CBS speaks from around the world. Our own reporters know this market intimately — and vice versa. Happy music, nice personalities. Variety. Overall, San Diego's own bounce, pace and life captured by the station with the biggest audiences in the better part of Southern California. We have a corner on this corner of the country and it will throw open its pockets and purses for you through us. Touch our fuse and —stand back!



KFMB RADIO  **SAN DIEGO**

REPRESENTED BY EDWARD PETRY & CO., INC.

These were spot radio's 51 leading spenders in 1958

Net expenditures in spot radio

RANK	COMPANY	RAB-ESTIMATED EXPENDITURES	RANK	COMPANY	RAB-ESTIMATED EXPENDITURES
1.	General Motors Corp.	\$5,400,000		Miles Laboratories, Inc.	\$1,100,000
2.	Ford Motor Co.	5,000,000		Northwest Orient Airlines ..	1,100,000
3.	R. J. Reynolds Tobacco Co.	4,700,000	18.	American Airlines, Inc.	1,000,000
4.	American Tobacco Co.	4,600,000		Gulf Oil Corp.	1,000,000
5.	Liggett & Myers Tobacco Co.	2,700,000		Metropolitan Life Insurance Co.	1,000,000
6.	Texas Co.	2,600,000		The Quaker Oats Company	1,000,000
7.	Chrysler Corp.	2,300,000	19.	Tetley Tea Co., Inc.	960,000
8.	Sinclair Oil Corp.	2,200,000	20.	American Home Products Corp.	925,000
9.	Thomas Leeming & Co., Inc.	2,000,000	21.	Household Finance Corp.	900,000
10.	Lever Bros. Co.	1,900,000		Joseph Schlitz Brewing Co.	900,000
	Standard Brands, Inc.	1,900,000	22.	Campbell Soup Co.	840,000
11.	Anheuser-Busch, Inc.	1,800,000	23.	National Carbon Co.	800,000
	Carling Brewing Co., Inc.	1,800,000	24.	Associated Sepian Products	780,000
12.	Bristol-Myers Co.	1,700,000		Liebmann Breweries, Inc.	780,000
	Fels & Co.	1,700,000	25.	Colgate-Palmolive Co.	750,000
	Shell Oil Co.	1,700,000	26.	Revlon, Inc.	750,000
13.	Continental Baking Co., Inc.	1,600,000	27.	Sun Oil Co.	730,000
	Sterling Drug, Inc.	1,600,000	28.	Robert Hall Clothes, Inc.	725,000
14.	B. C. Remedy Co.	1,500,000	29.	Falstaff Brewing Corp.	720,000
	Beneficial Finance Co.	1,500,000	30.	Beech-Nut Life Savers, Inc.	715,000
15.	Plough, Inc.	1,400,000	31.	Seaboard Finacc Co.	700,000
16.	P. Lorillard Co.	1,200,000	32.	P. Ballantine & Sons	650,000
	Standard Oil Co. (New Jersey)	1,200,000		General Mills, Inc.	650,000
17.	Alenite Div. of Stewart-Warner Corp.	1,100,000		Theo Hamm Brewing Co.	650,000
	Bcst Foods, Inc.	1,100,000		Trans World Airlines, Inc.	650,000
	Cities Service Co.	1,100,000			

SOURCE: Radio Advertising Bureau estimates. Net spending after discounts

These are the top spenders in spot radio this year measured by time used

Expenditures of various industries in spot radio during one 1958 quarter

Top 20 clients, first quarter, 1959

RANK	COMPANY
1	Liggett & Myers Tobacco Co.
2	Thomas Leeming & Co., Inc.
3	R. J. Reynolds Tobacco Co.
4	Ford Motor Co.
5	P. Lorillard Co.
6	American Tobacco Co.
7	Pharmaco, Inc.
8	Campbell Soup Co.
9	Beneficial Finacc Co.
10	Philip Morris, Inc.
11	The Borden Co.
12	Plough, Inc.
13	Bristol-Myers Co.
14	Sinclair Oil Corp.
15	B. C. Remedy Co.
16	The Chattanooga Medicine Co.
17	Miles Laboratories, Inc.
18	Tetley Tea Co., Inc.
19	Standard Oil Co. (New Jersey)
20	Sterling Drug, Inc.

SOURCE: RAB ranking based on amount of time used.

3d quarter '58, by category

RANK	CATEGORY	% OF TOTAL
1	Food and grocery	18.9
2	Gasoline, lubricants	18.3
3	Tobacco products	13.3
4	Ale, beer, wine	9.0
5	Cleansers	6.8
6	Automotive	6.0
	Drugs	6.0
8	Toilet requisites	4.6
9	Finance	3.4
10	Agriculture	3.0
11	Transportation, travel	2.0
12	Miscellaneous	1.9
13	Confections, soft drinks	1.6
14	Consumer Services	1.0
15	Household, General	.7
	Pet products	.7
17	Building material	.6
	Clothing, apparel, accessories	.6
	Publications	.6
	Amusements	.6
21	Watches, jewelry, silverware	.4

SOURCE: The RAB estimates above are based on the amount of time purchased by clients in these categories. Religious and political sponsorship are not included. Note that top three categories account for 50% of buys. This was latest material available.

WDGY

firmly in

FIRST PLACE ON HOOPER (all-day average)

...plus MORE THAN HALF THE FIRST PLACE

PULSE QUARTER HOURS (266 of 504

quarter-hours, Monday-Sunday, 6 a.m.-midnight)

WDGY

MINNEAPOLIS — ST. PAUL

"The 50,000 Watt Station... with the 50,000 Watt Personalities"

General Manager: C. B. Clarke, Jr. Represented by: John Blair & Co.

one

of the

STORZ

Stations

Todd Storz, President

Home Office: Omaha

WDGY Minneapolis - St. Paul

WHB Kansas City

KOMA Oklahoma City

WTIX New Orleans

WQAM Miami

These are the top billing radio agencies

How top 50 air agencies rank in total radio billings

Rank	Agency	Total radio (million \$)
1	J. Walter Thompson*	\$16.3
2	McCann-Erickson	15
2	BBDO*	15
4	Y & R*	13.2
5	Ayer*	13
6	Esty*	12.5
7	D-F-S*	8
8	F C & B	6.5
9	Ted Bates	6.3
10	SSC&B	6
10	C & W*	6
12	Grey	5.4
13	K & E	5.3
14	D'Arcy	5
15	N C & K	4.1
16	Lennen & Newell	4
17	Gardner	3.45
18	Cohen & Aleshire	3.4
19	Burnett	3.05
20	Campbell-Ewald*	3
21	Needham, Louis & B.	2.9
22	Grant	2.8
23	Campbell Mithun	2.5
24	Ogilvy, Benson & M.	2.4
25	Compton	2.25

Rank	Agency	Total radio (million \$)
26	EWR&R	\$2
26	F S & R	2
26	Mogul	2
29	Donahue & Coe	1.6
30	B & B	1.5
30	Wade	1.5
30	Warwick & Legler	1.5
33	Guild, Bascom & B.	1.47
34	DCSS	1.3
35	Best	1.1
36	Maxon	1
36	D. P. Brother*	1
36	Honig Cooper, H & M	1
36	Geyer*	1
36	Kudner	1
41	McM-J & A	0.8
42	E. H. Weiss	0.7
43	Keyes, Madden & J.	0.575
44	Tatham-Laird	0.5
44	Bryan Houston	0.5
46	Doyle, Dane & B.	0.4
47	Reach-McClinton	0.3
47	LaRoche	0.3
49	Parkson	0.2
50	North	0.1

Top 10 spot radio agencies

Rank	Agency	Total spot (million \$)
1	McCann-Erickson	\$13
1	BBDO*	13
3	J. Walter Thompson*	11.8
4	Ayer*	10
5	Y & R*	9.4
6	Esty*	9
7	D-F-S*	7
8	D'Arcy	5
9	SSC&B	5.8
10	Grey	4.4

Top 10 network radio agencies

Rank	Agency	Total network (million \$)
1	J. Walter Thompson	\$4.5
2	F C & B	3.9
3	Young & Rubicam	3.8
4	Esty	3.5
5	Ayer	3
6	Campbell-Ewald	2.5
7	McCann-Erickson	2
7	BBDO	2
7	Ted Bates	2
7	C & W*	2

Figures cover U.S. billings only. *Indicates SPONSOR estimate for all or part of figures.



RCA THESAURUS TURNS TIME INTO PROFITS FOR YOU

Here are just a few examples of the way RCA THESAURUS COMMERCIAL LIBRARY FEATURES build bigger profits for radio stations throughout the country:

"We billed \$12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors delighted . . . a great campaign." **Dale Woods, Manager, KUEN, Wenatchee, Washington**

"Sold SUPERMARKET CAMPAIGN, 9,464 spots on firm year contract to Stater Bros. markets . . . terrific sales results for sponsor. Nearly all of 100 new accounts sold in past few months were closed by using Thesaurus jingles." **Joe Klaas, Sales Manager, KITO, San Bernardino, California**

"Piggly Wiggly stores bought 52-week, 42 spots weekly schedule SUPERMARKET RADIO CAMPAIGN . . . 2,184 spots annually . . . we're charging a premium fee." **H. G. Parise, Manager, WMFG, Hibbing, Minnesota**

"1,000 SUPERMARKET CAMPAIGN JINGLES sold to Peerson Bros. Shopping Center . . . Superior Federal Savings bought 365 spots, DATELINES AND SELL-LINES SALES BOOSTERS." **James Fesperman, Commercial Manager, KSFA, Fort Smith, Arkansas**

"Sold DEPARTMENT STORE CAMPAIGN to Sears Roebuck, 50 announcements weekly, 52 weeks." Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts that we never have been able to sell." **D. Pebbles, Commercial Manager, KDBS, Alexandria, La.**

"Sold England Brothers 1,000 spots, 52 weeks DEPARTMENT STORE CAMPAIGN . . . charging a premium fee! Jingles sold the sponsor, who kept humming them all the way through the tape demo—very pleased!" **Paul Edwards, Program Director, WBEC, Pittsfield, Massachusetts**

"Two SALES BOOSTER CAMPAIGNS sold on 2 calls! "What's the Meaning of This Name?" to savings and loan. "Little Known Facts" to furniture store. \$3,300 new revenue in first two weeks with Thesaurus." **Robert Z. Morrison, Jr., Sales Manager, WKBH, La Crosse, Wisconsin**

"Sold 1,800 announcements to Royal Crown Cola Bottling with Thesaurus SOFT DRINK JINGLE . . . sponsor pleased . . . so are we." **Ed Morgan, Manager, WETU, Wetumpka, Alabama**

"Thesaurus LUMBER JINGLE increased account \$1,700 a year." **Hank Behre, Commercial Manager, WMTR, Morristown, New Jersey**

RCA THESAURUS can do as much for you, and more! Wait till you hear about the many other sure-selling COMMERCIAL LIBRARY FEATURES we haven't even mentioned. Unsold time means lost income for you, so don't let another minute slip by. Call your nearest RCA THESAURUS representative now, and get the full low-cost high-profit story!



RECORDED PROGRAM SERVICES

155 EAST 21st STREET, NEW YORK 10, N. Y., MURRAY HILL 9-7200
115 N. LAKE SHORE DRIVE, CHICAGO 11, ILL., WHITEHALL 4-3530
1121 RHODES-HAVERY BLDG., ATLANTA, GA., JACKSON 4-7703
7901 EMPIRE FREEWAY, DALLAS 35, TEXAS, FLEETWOOD 2-3911
1016 N. SYCAMORE AVE., HOLLYWOOD 38, CAL., OLDFIELD 4-1660
800 SEVENTEENTH AVE. SO., NASHVILLE, TENN., ALPINE 5-6691

NETWORK PATTERNS

The 5-minute show is the most popular network program buy

Total minutes sold by program length and network

Program length	NBC minutes	CBS minutes	ABC minutes
1 Hour	0	0	60
30 Minutes	150	0	300
25 Minutes	50	0	0
15 Minutes	165	390	75
10 Minutes	0	100	0
5 Minutes	845	290	220
TOTAL	1,210	780	655

Source: NBC Radio, typical week, winter 1958.

Typical buys on network radio: their reach and exposure frequency over four weeks

What size audience can an advertiser accumulate . . .

A. With a daytime music and a nighttime news strip?

Cumulative rating	Unduplicated homes	Average frequency
9.9%	4,882,000	4.4

B. With a typical morning five minute segment?

	Percent	Number homes	Avg. episodes
Cume Audience	11.7	5,774,000	3.9
Avg. per-broadcast rating	2.1	1,063,000	

Source: NRI, Jan. Feb. 1959, 4-week cumulative data.

The top 10 radio network shows and their ratings

Top 10 Pulse network radio shows, February, 1959

Program	Network	Highest rating
World News Roundup	CBS	4.3
Lowell Thomas, Sports	CBS	4.2
Arthur Godfrey	CBS	4.1
News-Ned Calmer (7:45 A.M.)	CBS	4.1
Edward R. Murrow	CBS	4.0
Ma Perkins	CBS	4.0
News-D. Townsend (10:00 A.M.)	CBS	4.0
News-Ned Calmer (11:00 A.M.)	CBS	3.9
Whispering Streets	CBS	3.9
Young Dr. Malone	CBS	3.9



GOOD MUSIC rings up sales in Los Angeles...
and registers continuous renewals such as these:

SLAVICK JEWELRY CO.	<i>15th year</i>	REPUBLIC VAN & STORAGE CO.	<i>6th year</i>
UNION PACIFIC RAILROAD	<i>10th year</i>	THE PRUDENTIAL INSURANCE CO.	<i>6th year</i>
BARBARA ANN BREAD	<i>10th year</i>	MARTIN MOTORS	<i>6th year</i>
HAR OMAR RESTAURANT	<i>8th year</i>	CINERAMA	<i>6th year</i>
KIP OINTMENT	<i>7th year</i>	BERLITZ SCHOOLS OF LANGUAGES	<i>5th year</i>
WALLICHS MUSIC CITY	<i>7th year</i>	PEPSI-COLA	<i>3rd year</i>
YELLOW CAB CO.	<i>6th year</i>	RCA-WHIRLPOOL	<i>3rd year</i>



KFAC
PRUDENTIAL SQUARE • LOS ANGELES

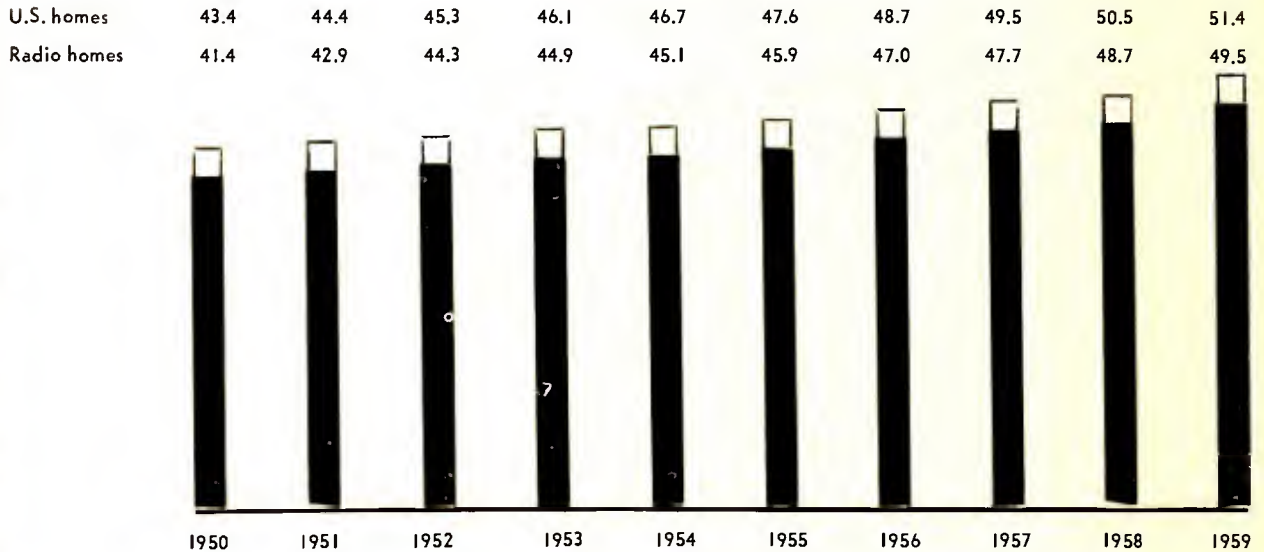
...more than 40 sponsors in their 2nd to 19th year!

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Co., Inc.

DIMENSIONS

Here's how U. S. radio homes have grown

Millions of U.S. homes with radios, March 1950-1959

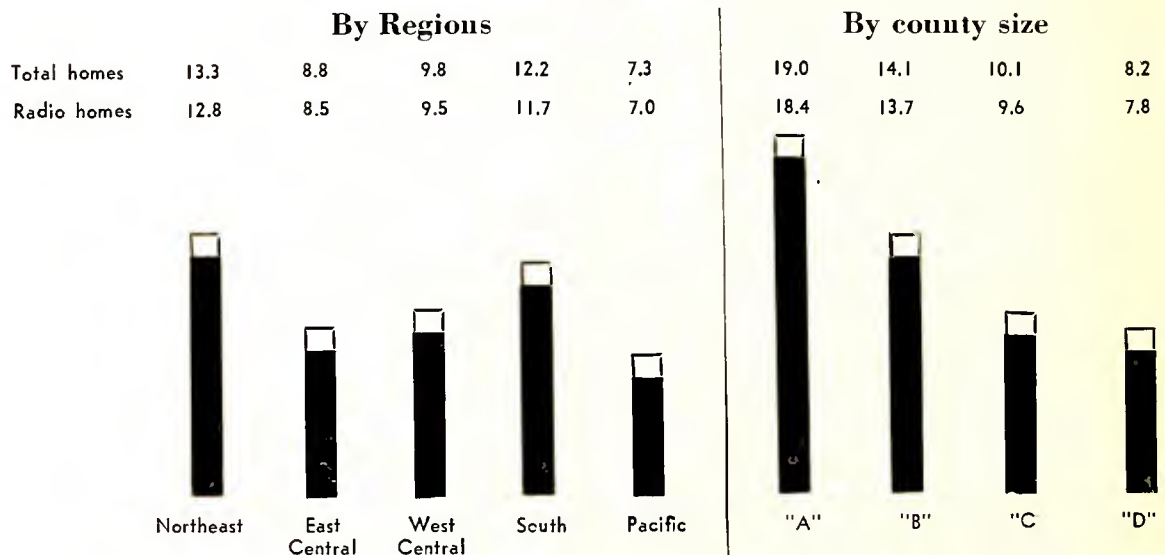


At the rate the U.S. population is growing, there will be 50 million radio homes by end of year. Latest Nielsen

saturation figure is 96.3% (for all practical purposes, 100%), just about the same level it has been for years

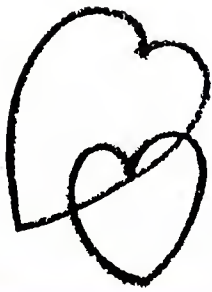
Radio home ownership by region and county size

Millions of radio homes, March 1959



The South and Pacific regions had the biggest growth in numbers of radio homes since last year, Nielsen data

show. On the county size level, "C" and "D" counties show no radio home growth; rural population is on decline



IN ROANOKE
KROGER
 LOVES
WROV



THE Kroger co

2240 BRENANDON AVENUE, N. W.
 ROANOKE, VIRGINIA

CHARLES W. CONNER
 SALES PROMOTION AND
 ADVERTISING MANAGER
 ROANOKE DIVISION

November 25, 1958

Mr. Burt Levine
 General Manager
 Radio Station WROV
 Roanoke, Virginia

Dear Burt:

It is our policy here at Kroger to reappraise media at four-month intervals.

During this period, we have conducted many tests of which you were unaware. To determine the ability of each of the personalities to sell for Kroger, we selected particular items and assigned these during test weeks to the different personalities. We were careful that the items were not promoted in any other way. At the end of each week a survey of movement was made.

Your personalities came through for us beyond our expectations.

For example--we intended to run a group of household items for a two-week period. We scheduled the items on WROV for the first week of the promotion. At the end of five days, our merchandise supply was exhausted. At another time we gave Jackson a particular assignment to sell a Packer Label Corned Beef. Over the three-day weekend period our usual sales volume doubled. Jackson's show was the only promotion put behind the item. This proved to us that Jackson's appeal is not just to teenagers, but to all age groups.

These are just two instances among many to illustrate the job that the personalities have done for Kroger.

Please pass along our appreciation to all of your staff for the fine way in which they have handled Kroger shows.

Very truly yours,

Charles W. Conner

Charles W. Conner, Manager
 Advertising & Sales Promotion

CWC/gc

Use these WROV personalities and ROANOKE will love you!

KEN TANNER • BARBARA FELTON
 JERRY JOYNES • JACK FISHER
 JIVIN' JACKSON

WROV
 ROANOKE, VIRGINIA
Burt Levine, President

U.S. radio sets now total 146 million including 48 million for out-of-home use

Set location	Number of sets	Percent
IN HOMES	87,800,000	60.1
PORTABLES	10,500,000	7.2
IN AUTOS	37,900,000	25.9
IN PUBLIC PLACES	10,000,000	6.8
TOTAL SETS	146,200,000	100.0

Source: RAB, sets in working order.

End of May 1959

	Stations on air	CPs not on air	New station requests	New station* bids in hearing
AM	3,366	118	526	159
FM	612	147	53	21

End of May 1958

	Stations on air	CPs not on air	New station requests	New station* bids in hearing
AM	3,248	92	406	107
FM	541	87	40	14

Source: FCC monthly reports, commercial stations. *April each year.

Number of radio stations are up 189 over 1958, total almost 4,000

Few new radios now end up in the living room

Location of new radios in "Telurbia"

In house					Outside house
Bedroom	Kitchen	Portable	Living room	Other	Auto, etc.
38.7%	21.0%	13.3%	12.0%	3.3%	11.7%

Source: RAB, from study of densely-saturated tv area (Long Island, N. Y.).

Frequency loading of standard broadcast stations

Year	Number of on-air and authorized stations	Increase in stations over previous year	Average frequency loading
1952	2420	+ 35	23
1953	2584	+164	24
1954	2697	+113	25
1955	2840	+143	25
1956	3020	+180	28
1957	3238	+218	30
1958	3353	+115	31

Source: Federal Radio Commission, 7th Annual Report, p. 18; Federal Communications Commission, Annual Reports; All figures are as of 30 June.

Number of radio stations per channel (frequency) has climbed steadily

W H B

WHB dominates KANSAS CITY radio just about the way it does this ad

For 5 years . . . on all surveys . . . in all time periods . . . in all seasons . . . WHB has dominated radio listening in Kansas City and environs. Naturally advertisers have followed audience . . . they've gotten results . . . they've renewed. Do you want to dominate Kansas City, too? Let Blair or G.M. George W. Armstrong fill you in.

W H B

WHB
10,000 watts
—710 kc
KANSAS CITY,
MISSOURI

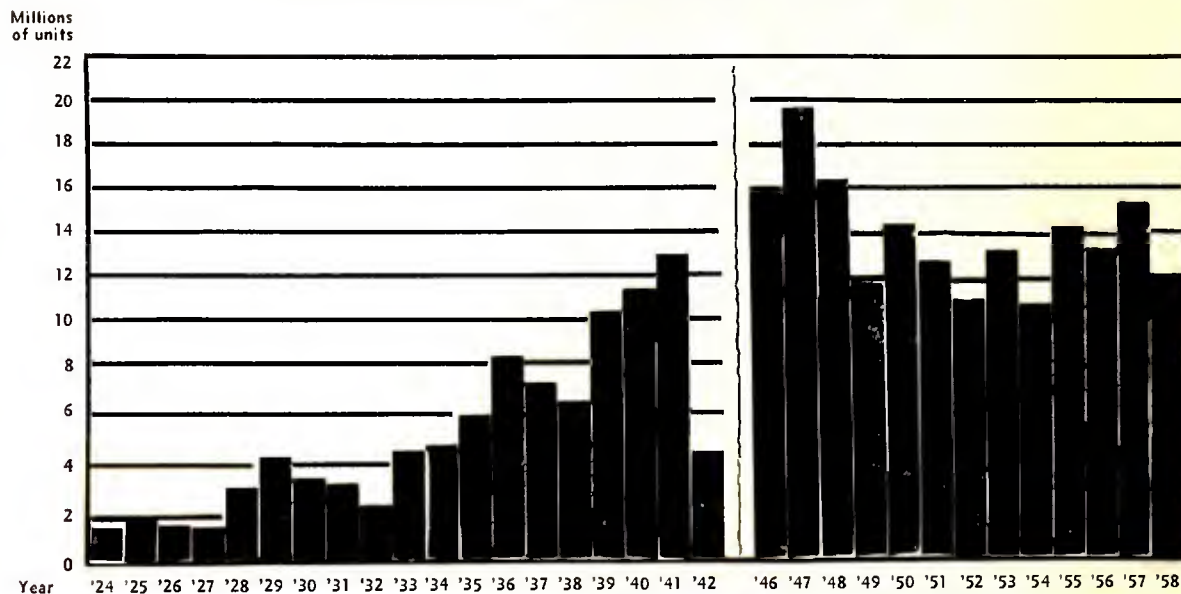
one
of the
STORZ
Stations

Todd Storz, President
Home Office: Omaha
WDGY Minneapolis - St. Paul
WHB Kansas City
KOMA Oklahoma City
WTIX New Orleans
WQAM Miami

SET PRODUCTION

How radio set production varies year by year

Total U.S. radio set production, 1924-58



Portable radio set sales hold up strongly

Radio set sales by type, 1947-58

YEAR	HOME	CLOCK	PORTABLE	AUTO	TOTAL
1947	14,972,000	—	2,388,000	3,459,000	20,819,000
1948	10,325,000	—	2,585,000	4,240,000	17,150,000
1949	5,127,000	—	1,799,000	3,596,000	10,522,000
1950	7,818,000	—	1,593,000	4,740,000	14,151,000
1951	5,358,000	727,000	1,200,000	4,543,000	11,828,000
1952	4,394,000	1,666,000	1,528,000	3,243,000	10,831,000
1953	3,309,000	1,714,000	1,503,000	5,183,000	11,709,000
1954	2,701,000	1,897,000	1,449,000	4,124,000	10,170,000
1955	2,659,000	2,035,000	1,879,000	6,864,000	13,437,000
1956	3,007,000	2,223,000	2,683,000	5,057,000	12,970,000
1957	3,193,000	2,439,000	3,205,000	5,496,000	14,333,000
1958	2,669,000	2,205,000	3,115,000	3,715,000	11,704,000

Source: EIA. Auto figures are factory production, all others are retail sales. Does not include radio-photograph combinations.

Beginning August 25, WANN with 10,000 Watts, becomes metropolitan Baltimore's most powerful Negro Program Station!

With WANN you'll get the metropolitan Baltimore Negro market AND the rich, responsive Negro Market of the entire Chesapeake Bay area! WANN, with 10,000 watts, becomes the most powerful and the largest Negro program station in the East!

WANN

Our 12th Year of Successful Broadcasting

Maryland's Capital Station

ESTABLISHED IN 1947

1190 ON YOUR DIAL

10,000 WATTS

represented by

Walker-Rawalt, Inc.

47 Madison Ave., N.Y. 17, N.Y.

P.O. Box 631, Annapolis, Maryland

Telephone: Colonial 3-2500

RADIO STATIONS AND THEIR REPRESENTATIVES

Here's a handy list of reps for spot radio's am and fm stations

For the timebuyer who wants to get in touch with a lot of stations in a hurry (and what timebuyer doesn't at one time or another), here's a handy list.

It contains am and fm stations with no information other than the state, city, call letters and name of the station's national representative.

The listing does not contain all radio stations in the U.S. In the first place, stations with no national repre-

sentative were excluded. What the list does is concentrate on stations used by spot advertisers. This meant the further exclusion of many small market stations which live on local advertising. For the fm list, a more generous definition of spot radio's "universe" was made because of the relatively small number of fm outlets.

Because of the complexity of such a listing, a few stations may be omitted—for which SPONSOR apologizes.

AM & FM STATIONS AND THEIR NATIONAL REPS, 1 JULY 1959

AM Stations

ALABAMA

Anniston

WANA mcgillvra
WHMA walker-rawalt

Birmingham

WABT christal
WATV bernard
WBRC katz
WERT weed
WEDR bob dore
WENN pearson
WEZB sears & ayer
WJLD forjoe
WSON v. r. & m.
WYOK radio-tv
WYDE young

Decatur

WHOS clark
WMSL masla

Dothan

WAGF sears & ayer
WDIG best
WOPF clark

Godsden

WCAS r. v. h.
WETO mcgillvra
WGAD walker-rawalt

Mobile

WABB branham
WABP walker-rawalt
WALA h-r
WGOK howard
WKAB v. r. & m.
WKRG avery-knode
WMOZ bob dore

Montgomery

WAPX bolling
WBAM radio-tv
WCOY v. r. & m.
WHHY masla
WMOY stars national
WRMA everett-mckinney

Muscle Shoals

WLAY walker-rawalt

Selma

WGWC holman
WRWJ clark

Tuscaloosa

WACT grant webb
WJRD bob dore
WNPT r. v. h.

WTBC
WTUG

sears & ayer
national time sls.

Jonesboro

KBTM burn-smith
KNEA gill-perna

ARIZONA

Flogstiff

KVNA radio-tv

Nagales

KNOG best
XEHF national time sls.; oakes

Phoenix

KBUZ young
KHAT w. s. grant
KIFN national time sls.
KOOL am radio sls.
KOY blair
KPHO katz
KPOK forjoe
KRIZ radio-tv
KRUX mcgavren
KTAR avery-knode

Prescott

KNOT masla
KYCA avery-knode

Saffard

KGLU raymer

Tucson

KAIR branham
KCEE forjoe
KCNA gill-perna
KCUB young
KEVT national time sls.
KMOP w. s. grant
KOLD am radio sls.
KTCT mcgavren
KTUC radio-tv

Yumo

KVOY radio-tv
KYUM avery-knode

ARKANSAS

Foyetteville

KFAY bob dore
KHOG walker-rawalt

Fart Smith

KFPW gill-perna
KPSA v. r. & m.
KTCS bob dore
KWHN r. v. h.

Hot Springs

KBHS clark
KBLO r. v. h.
KWFC v. r. & m.

Little Rock

KARK petry
KGHI weed
KLRA h-r
KNLR w. s. grant
KOKY pearson
KTHS christal
KVLC o'connell
KXLR bolling

Pine Bluff

KCLA best
KOTN walker-rawalt
KPBA reilly (midw.)

Texarkona

KCMC v. r. & m.
KOSY pearson
KTFS walker-rawalt

CALIFORNIA

Avolon

KBIG weed

Bakersfield

KAFY mcgavren
KBIS weed
KERN raymer
KGEE o'connell
KIKK bolling
KLYD w. s. grant
KMAP forjoe
KPMC burn-smith

Chico

KHSL avery-knode
KPAY hollingber

El Centro

KAMP oake
KXO rayme

Eureka

KENL w. s. grant
KIEM hollingber
KINS weed

Fresno

KARM hollingber
KBIF weed
KEAP mcgavre
KFRE blair
KGST national time sls.
KMAK meeké
KMJ rayme
KYNO headley-ree

For the beginning of the fm list, see page 88

Radio Buying is
NOT a Toss-up!



Little Rock
and
Central
Arkansas



Join the ranks of
successful advertisers on:

KVLC
where:

1. Imaginative programming,
2. Top personalities, and
3. Instant News coverage . . .
combine to satisfy listeners
and advertisers year after year!

NATIONAL REPS.:

- New York City
Richard O'Connell, Inc.
- Chicago
William J. Reilly
- Kansas City — St. Louis
Jack Hetherington



. . . and in nearby
LAKE CHARLES, LA.

it's



Reaching a booming market of 250,000.
Annual retail sales \$200,000,000.

NOW Special 15% discount on this
potent combination . . .
KVLC, Little Rock + KIKS, Lake Charles

Los Angeles

KABC	katz
KABL	o'connell
KDAY	young
KPAC	bolting
KPI	christal
KPWV	blair
KGIL	branham
KHJ	h-r
KLAC	eastman
KMPU	am radio sls.
KNX	cbs spot
KPOL	forjoe
KPOP	broadcast time sls.
KTYM	w. s. grant
KWKW	national time sls.
KXLA	cooke

Madesta

KBEE	raymer
KFIV	hollingbery
KTRB	mcgavren

Pala Alta

KTBE	good music brdstrs.
------	-------	---------------------

Pasadena

KWKW	national time sls.
KXLA	broadcast time sls.

Redding

KPAP	w. s. grant
KVOV	avery-knodel
KVIP	hollingbery

Riverside

KACE	walker-rawalt
KPRO	pearson

Sacramento

KCRA	petry
KFBK	raymer
KGMS	forjoe
KROY	hollingbery
KXOA	mcgavren

Salinas

KDON	pearson
KSBW	mcgavren

San Bernardino

KOKC	grant webb
KFXM	mcgavren
KITO	hollingbery
KRNO	bolting

San Diego—Tijuana, Mex.

KCBQ	young
KDEO	eastman
KFMB	petry
KFSD	katz
RGB	h-r
KSDO	mcgavren
KSON	headley-reed
XEAK	hollingbery; p. g. w.
XEGM	o'connell
XEXX	national time sls.

San Fernando

KGIL	branham
------	-------	---------

San Francisco—Oakland—Berkeley

KABL	mcgavren
KCBS	cbs spot
KEWB	katz
KFRC	h-r
KGO	blair
KJBS	bolting
KLX	weed
KNBC	nbc spot
KOBY	petry
KOFY	forjoe
KRE	w. s. grant
KSAN	howard
KSAY	raymer
KSFO	am radio sls.
KWBR	walker-rawalt
KYA	young

San Jase

KEEN	hollingbery
KLOK	clark
KSJO	pearson
KXRN	mcgavren

San Luis Obispo

KATY	meeker
KVEC	mcgavren

Santa Barbara

KDB	mcgavren
KIST	hollingbery
KTMS	raymer

Santa Monica

KDAY	mcgavren
------	-------	----------

KWKW

17 YEARS

OF

LEADERSHIP

in the

LOS ANGELES

SPANISH

MARKET

**ONLY
24 HOUR
SPANISH STATION
IN THE U.S.A.**

**With KWKW you
can reach nearly
700,000**

**LOYAL LISTENERS
SPENDING OVER
\$60,000,000 monthly
BUY THE NO. 1 STATION***

*Spanish Pulse, April 1959



S.F.—Theo. B. Hall

N.Y.—Nat'l Time Sales

WHEN YOU BUY HARTFORD

Consider good sound radio

Consider **WINF** for

- Quality
- Cost
- Results

Buy the station that delivers a quality audience because it provides quality programming more than 18 hours daily.

WINF

the information station covering one of America's important markets from Manchester, Connecticut.

Represented nationally by Chas. Bernard

AM STATIONS

(continued from page 71)

Santa Rosa

KSRO mcgavren

Stockton

KJOY mcgavren
KRAK headley-reed
KSTN hollingbery
KWG w. s. grant

Tulare

KCOK pearson
KGEN forjoe

Ventura

KUDU continental radio sls.
KVEN grant webb

Visalia

KONG hollingbery

COLORADO

Colorado Springs

KPIK bernard
KRDO pearson
KVOR v. r. & m.
KWBY radio-tv
KYSN avery-knodel

Denver

KDEN breen & ward
KFML meeker
KFSC national time sls.
KGMG radio-tv
KHOW p. g. w.
KIMN avery-knodel
KLAJ bernard
KLIR best
KLZ katz
KMYR young
KOA christal
KOSI petry
KTLN blair
KUDY w. s. grant

Pueblo

KCSJ meeker
KDZA devney
KFEL continental radio sls.; w. s. grant
KGIF gill-perna

CONNECTICUT

Bridgeport

WICC young
WNAB mcgavren

Hartford

WCCC walker-rawalt
WDRC raymer
WINF (Manchester) bernard
WPOP young
WTIC christal

New Britain

WHAY pearson
WKNB mcgavren

New Haven

WAVZ hollingbery
WELI h-r
WNHC mcgavren

New London

WNLC reilly
WSUB walker-rawalt

Norwich

WICH everett-mckinney

Stamford

WSTC everett-mckinney

Tarrington

WBZY breen & ward
WTOR r. v. h.

Waterbury

WATR mcgavren
WBRY o'connell
WWCO masla

DELAWARE

Georgetown

WJWL continental brdcstg.

Wilmington

WAMS eastman
WDEL meeker
WILM bolling
WJBR fine music hi-fi brdcstrs.
WTUX walker-rawalt

DISTRICT OF COLUMBIA

WARL (Arlington) bernard
WEAM (Arlington) broadcast time sls.
WGMS avery-knodel
WMAL h-r
WOL headley-reed
WOOK united
WPGC forjoe
WRC nbc spot
WTOP cbs spot
WUST pearson
WWDC blair

FLORIDA

Cypress Gardens

WGTO petry

Daytona Beach

WMFJ masla
WNDB clark
WROD pearson

Fort Lauderdale

WFTL masla
WWFL r. v. h.

Ft Myers

WINK walker-rawalt

Gainesville

WDVH everett-mckinney
WGGG best
WRUF burn-smith

Jacksonville

WAPE radio-tv
WIVY masla
WJAX headley-reed
WMBR blair
WOBBS gill-perna
WPDQ v. r. & m.
WQIK forjoe
WRIC wootton
WTTT raymer
WZOK eastman

Lakeland

WLAK pearson
WONN cooke
WYSE clark

Miami—Miami Beach

WAME mcgavren
WCKR christal
WFEC bob dore
WGBS katz
WINZ petry
WKAT masla
WMBM pearson
WMET forjoe
WNIE bernard
WQAM blair
WSKP h-r
WVCC good music brdcstrs.; clark

Orlando

WABR gill-perna
WDBO blair
WHY pearson
WHOO v. r. & m.
WLOF stars national

Panama City

WDLP hollingbery
WPCF walker-rawalt

Pensacola

WBOP r. v. h.
WBSR v. r. & m.
WCOA hollingbery
WPFA bob dore

Sanford

WIOD masla

Sarasota—Bradenton

WBRD meeker
WKXY clark
WSPB pearson
WTRL best

Tallahassee

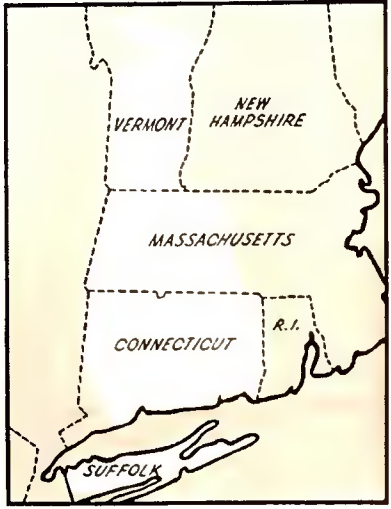
WMEN weed

(Please turn to page 74)

WTIC MEANS GREATEST COVERAGE

TOP PERSONALITY
ADULT ACCEPTANCE
DEDICATED SERVICE

IN RICH, RICH SOUTHERN NEW ENGLAND



WTIC 50,000 watts

HARTFORD 15, CONNECTICUT Tel: JACKSON 5-0801

REPRESENTED NATIONALLY BY HENRY I. CRISTAL COMPANY

AM STATIONS

(continued from page 72)

WTAL	meeker
WTNT	devney
Tampa—St. Petersburg	
WALT	avery-knodel
WDAE	katz
WFLA	blair
WILBO	bernard
WILZ	masla
WPIN	walker-rawalt
WSUN	v. r. & m.
WTAN	devney
WTMP	pearson
WTSP	weed
West Palm Beach	
WEAT	weed
WTRK	clark
WJNO	meeker
WQXT	stars national
GEORGIA	
Albany	
WALB	burn-smith
WGPC	hollingbery
WJAZ	clark
Athens	
WDOL	clark
WGAU	pearson
WRFC	bob dore
Atlanta	
WAGA	katz
WAKE	young
WAKO	mcgavren
WEAS	stars national
WERD	woofon
WGKA	good music brdcstrs.
WGST	branham
WIIN	weed
WPLO	radio-tv
WQXI	gill-perna
WSE	petry
WYZE	r. v. h.
Augusto	
WAUG	r. v. h.
WBBQ	everett-mckinney

WBIA	walker-rawalt
WGAC	avery-knodel
WGUS	clark
WRDW	branham
Columbus	
WCLS	walker-rawalt
WDAK	headley-reed
WGBA	bob dore
WPXX	clark
WRBL	hollingbery
Goinsville	
WDUN	clark
WGGA	r. v. h.
WLBA	walker-rawalt
La Grange	
WLAG	indie sls.
WTRP	devney
Macon	
WBML	forjoe
WCRY	stars national
WIBB	walker-rawalt
WMAZ	avery-knodel
WNEX	branham
Rome	
WRGA	walker-rawalt
WROM	devney
Savannah	
WCCP	walker-rawalt
WJIV	stars national
WSAV	eastman
WSGA	hollingbery
WSOK	walker-rawalt
WTOC	avery-knodel
Valdosta	
WGAJ	pearson
WGOV	stars national
IDAHO	
Boise	
KBOI	p. g. w.

KFXD	pearson
KGEM	avery-knodel
KIDO	weed
KYME	meeker
Idaho Falls	
KID	walker-rawalt
KIFI	avery-knodel
KUPI	w. s. grant
Lewiston	
KOZE	gill-perna
KRLC	united
Pocatello	
KSEI	weed
KWIK	avery-knodel
KYTE	continental radio sls.
Twin Falls	
KLIX	avery-knodel
KTFI	weed
ILLINOIS	
Chompoign—Urbono	
WDWS	meeker
WKID	pearson
Chicago	
WAAF	forjoe
WAIT	avery-knodel
WBBM	cbs spot
WBEE	continental brdcng.
WCFL	mcgavren
WEAV	good music brdcstrs.
WGN	petry
WJND	am radio sls
WJJD	radio-tv
WLS	blair
WMAQ	nbc spot
WSBC	devney
Danville	
WDAN	everett-mckinney
WITY	burn-smith



How to sell New York's CAPTIVATED audience

What makes a radio audience responsive? For one thing, the way listeners *listen*. WQXR's good music format compels active, attentive listening, captivates more than one million families, makes sales for over 400 advertisers. For listeners and advertisers alike, WQXR is America's Number One Good Music Station. Ask us to send you some case histories.

WQXR AM 50,000 watts and FM
Radio Station of The New York Times

Decatur
 WDZ p. g. w.
 WSOY weed

Evanston
 WEAW good music brdcstrs.; grant webb
 WNMP devney

Goesburg
 WGIL r. v. h.
 WQUB hollingbery

Joliet
 WJOL pearson

Lo Gronge
 WTAQ bernard

Moline
 WQUA hollingbery

Ook Pork
 WOPA howard

Pcorio
 WEEK headley-reed
 WIRL h-r
 WMBD p. g. w.
 WPEO young

Quincy
 WGEM young
 WTAD weed

Rockford
 WROK h-r
 WRRR radio-tv

Rock Island
 WHBF avery-knodel

Springfield
 WCVS weed
 WMAY pearson
 WTAX gill-perna

INDIANA

Elkhort
 WCMR best; grant webb
 WTRC h-r

Evanville
 WEOA gill-perna
 WGBF weed
 WKY pearson
 WJPS bolling

Fort Wayne
 WANE petry
 WGL headley-reed
 WKJG h-r
 WOWO am radio sls.

Gory
 WGRY grant webb
 WWCA pearson

Indionopolis
 WFBM katz
 WGEE continental brdcstg.
 WIBC blair
 WIRE p. g. w.
 WISH petry
 WXLW pearson

Kokomo
 W10U weed

Muncie
 WLBC holman
 WMUN walker-rawalt

South Bend
 WJVA r. v. h.
 WNDU petry
 WSBT raymer

Terre Houte
 WBOW weed
 WMFT burn-smith
 WTHI bolling

IOWA

Cedar Rapids
 KCRG branham
 KPIG devney
 WMT katz

Davenport
 KSTT forjoe
 WOC p. g. w.

Des Moines
 KCBC devncy
 K10A young
 KRNT katz
 KSO h-r
 W110 p. g. w.

Dubuque
 KDTH pearson
 WDBQ walker-rawalt

Fort Dodge
 KVFD pearson
 KWMT everett-mckinney

Moson City
 KGLO weed
 KRIB gill-perna
 KSMN best

Ottumwa
 KBIZ avery-knodel
 KLEE walker-rawalt

Shenondoo
 KPNF h-r
 KMA petry

Sioux City
 KANS raymer
 KSCJ hollingbery
 KTRI everett-mckinney

Waterloo
 KWWL avery-knodel
 KXEL bolling

KANSAS

Coffeyville
 KGGE hollingbery

Colby
 KXXX h-r

Concordia
 KFRM p. g. w.

Dodge City
 KGNO v. r. & m.

Great Bend
 KVGB hollingbery

Hutchinson
 KBBW devney
 KWIK everett-mckinney

Pittsburg
 KOAM hollingbery
 KSEK avery-knodel

Topeka
 KJAY gill-perna
 KTOP mcgavren
 W1BW avery-knodel
 WREN hollingbery

Wichito
 KAKE v. r. & m.
 KFBI avery-knodel
 KFII blair
 KLEO castman
 KSIR pearson
 KWBB hollingbery

KENTUCKY

Ashlond
 WCMH pearson
 WTCR bernard

Frankfort
 WFKY hollingbery

Hopkinsville
 WHOP masla
 WKOA hopewell

Lexington
 WBLG mecker
 WLAP pearson
 WVLK hollingbery

k-TOP
 IN THE

OF KANSAS

NO. 1

BIGGEST SHARE OF AUDIENCE

in the rich 22 county Northeast Kansas Market

LOWEST COST per 1000 homes 64¢ (avg.)

40.4 MORNING

42.3 EVENING

Latest Hooper

41 QUARTER HOURS 1STS

MORE THAN

ALL OTHER STATIONS COMBINED

Latest Pulse

ON **k-TOP** YOU'RE ON TOP!

1490 ON THE DIAL



**KSO
ON
THE
GO!**

Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Central Iowa! Now topping three network stations — and most quarter-hour gains of all stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I'

(Mon. thru Fri.—Pulse May 1958 — March 1959)

Hooper up, too, 68%

And you still get that low, low cost per mmmmmmmmm!

In DES MOINES and CENTRAL IOWA, BUY

KSO 

RADIO ON THE GO!

PHONE TONY MOE AT KSO
or contact H-R REPS

LARRY BENTSON President TONY MOE Vice-Pres., Gen. Mgr. JOE FLOYD Vice-Pres.

AM STATIONS

(continued from page 75)

Louisville

WAKY	blair
WAVE	ncb spot
WHAS	christal
WINN	avery-knodel
WKLO	eastman
WKYW	pearson
WLOU	pearson
WTMT	meecker

Poducoh

WDXR	reilly
WKYB	bolting
WPAD	howard

LOUISIANA

Alexandria

KALB	weed
KSYL	everett-mckinney

Baton Rouge

WAIL	weed
WIBR	forjoe
WJBO	hollingbery
WLCS	masla
WXOK	howard

Lofoyette

KPEL	o'connell
KVOL	meecker

Lake Charles

KAOK	howard
KIKS	o'connell
KLOU	united
KPLC	weed

Monroe

KMLB	pearson
KNOE	h-r
KUZN	r. v. h.

New Orleans

WBOK	howard
WDSU	blair
WJBW	o'connell
WJMR	forjoe
WNOE	avery-knodel
WSMB	hollingbery
WTIX	young
WWL	katz
WYFE	bolting
WYLD	pearson

Shreveport

KANB	bob wittig; oakes
KBCL	hopewell
KCLJ	bernard
KEEL	blair
KENT	walker-rawalt
KJOE	o'connell
KOKA	pearson
KRMD	weed
KWKH	christal

MAINE

Augusta

WFAU	o'connell
WRDO	weed

Bongar

WABI	hollingbery
WGUY	o'connell
WLBZ	weed

Portland

WCSH	weed
WGAN	avery-knodel
WLOB	o'connell
WPOR	hollingbery

Presque Isle

WAGM	hollingbery
------	-------------

MARYLAND

Annapolis

WABW	bernard
WNAV	headley-reed

Baltimore

WANN	walker-rawalt
WAQE	(Annapolis) forjoe
WAYE	pearson
WBAL	christal
WBMD	bernard
WCAO	radio-tv
WCBM	p. g. w.
WEBB	howard

WFBR	blair
WTHI	select
WSID	united
WWIN	bob dore

Cumberland

WCUM	clark
WTBO	branham

Frederick

WFMD	gill-perna
------	------------

Salisbury

WBOC	burn-smith
WICO	united
WJDY	clark

MASSACHUSETTS

Boston

WBZ	am radio sls.
WCOP	radio-tv
WCRB	broadcast time sls.
WEEI	cbs spot
WEZE	hollingbery
WHDH	blair
WHIL	grant webb
WILD	bob dore
WLYN	walker-rawalt
WMEX	young
WNAC	h-r
WORL	headley-reed
WTAO	o'connell

Fitchburg

WEIM	walker-rawalt
WFGM	everett-mckinney

New Bedford

WBSM	bolting
WNBH	walker-rawalt

Pittsfield

WBEC	everett-mckinney
WBRK	walker-rawalt

Springfield—Holyoke—Chicapee

WBZA	am radio sls.
WHYN	branham
WMAS	bolting
WSPR	hollingbery
WTXL	walker-rawalt
WTYM	avery-knodel

Worcester

WAAB	eastman
WNEB	bolting
WORC	avery-knodel
WTAG	christal

MICHIGAN

Ann Arbor

WHRV	devney
WPAG	everett-mckinney

Bottle Creek

WBCK	hollingbery
WELL	mcgavren

Bay City

WBCM	hollingbery
WWBC	masla

Detroit

CKLW	eastman
WCAR	am radio sls.
WJBK	katz
WJLB	pearson
WJR	christal
WKMH	petry
WWJ	p. g. w.
WXYZ	blair

Esconoba

WDBC	bob dore
------	----------

Flint

WAMM	gill-perna
WBBC	weed
WFDF	katz
WKMF	mcgavren
WMRP	sears & ayer
WTAC	hollingbery

Grand Rapids

WGRD	gill-perna
WJEF	avery-knodel
WLAV	mcgavren
WMAX	radio-tv
WOOD	katz

(Please turn to page 78)

ARE WE "SELLING" FOR YOU?

OUR STORY

- The "COUNTRY MUSIC NETWORK" is available from Coast-to-Coast!
- This Spot Network is flexible, and can be tailored to suit your needs . . .
- Many Stations can be bought with a single purchase-order, payable with just one monthly check . . .
- The much-desired single package-rate is in effect . . .
- Our first Success Story, is our best Success Story — SINCLAIR REFINING CO. recently renewed the COUNTRY MUSIC NETWORK for a second 52-week cycle . . .
- Selling to over half the Nation's population!!!
- All of our stations specialize in merchandising and promotion.

OUR NETWORK

KCUJ . . . Ft. Worth-Dallas
KRCT . . . Houston
KDAV . . . Lubbock
KZIP . . . Amarillo
KHAT . . . Phoenix
KMOP . . . Tucson
KPIK . . . Colorado Springs
KLAK . . . Denver
KSOP . . . Salt Lake City
KKEY . . . Portland, Ore.
WEAS . . . Atlanta
WPNX . . . Columbus, Ga.
WJIV . . . Savannah, Ga.
WATV . . . Birmingham

WABB . . . Mobile
KCIJ . . . Shreveport
WMIE . . . Miami
WHBO . . . Tampa
WOOO . . . Daytona Beach-DeLand
WQIK . . . Jacksonville
WPFA . . . Pensacola
KEVE . . . Minneapolis-St. Paul
KOOO . . . Omaha
KCKN . . . Kansas City
WEW . . . St. Louis
KLRA . . . Little Rock
WXV . . . Knoxville
WFSC . . . Franklin, N. C.

KWAM . . . Memphis
WENO . . . Nashville
WTAQ . . . Chicago
WEXL . . . Detroit-Royal Oak
WREM . . . Utica-Rame-Remsen, N. Y.
WCBG . . . Chambersburg, Pa.
WAVL . . . Pittsburgh-Apalla
WLDB . . . Atlantic City
WBMD . . . Baltimore
WABW . . . Annapolis, Md.
WARL . . . Washington, D. C.
WCMS . . . Norfolk
WTCR . . . Huntington, W. Va.-Ashland, Ky.
WMPM . . . Smithfield, N. C.

. . . and still growing . . .

OUR CLIENTS**

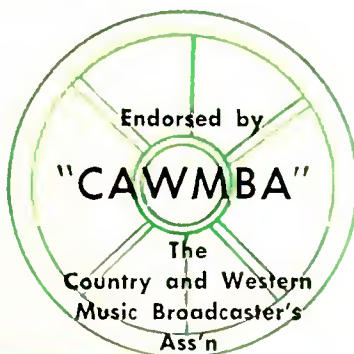
SINCLAIR
FORD
DELCO
POST CEREALS
UNITED FRUIT
MILLER'S HIGH LIFE
FOLGER'S COFFEE
READER'S DIGEST
AMERICAN CYANAMID

QUAKER OATS
PET MILK
AMOCO
BORDEN'S
GENERAL FOODS
ROI-TAN
PITTSBURGH PAINT
AMERICAN MOLASSES
REGIMEN

LEVER BROTHERS
PHILIP MORRIS
LINCOLN-MERCURY
DuPONT
KENT CIGARETTES
C & P TELEPHONE
GENERAL CIGAR
LYDIA PINKHAM
CONTINENTAL BAKING
NOXZEMA

LIFE MAGAZINE
BEECH-NUT GUM
GULF
LIPTON'S TEA
GREYHOUND
ROBERT HALL
MAXWELL HOUSE COFFEE
STERLING-WARNER
UNION CARBIDE CHEMICALS
ESSO

**The above is a partial list of clients, that purchased campaigns on one or more of the above stations . . .



Charles Bernard Company, Inc.

STATION REPRESENTATIVES

730 FIFTH AVENUE, NEW YORK 19
CIRCLE 6-7242

AM STATIONS

(continued from page 76)

Inkster
WCIB bob dore

Jackson
WIBM weed
WKHM mcgavren

Kolomozoo
WKLZ radio-tv
WKMI broadcast time sls.
WKZO avery-knodel

Lansing
WLS v. r. & m.
WJIM p. g. w.

Muskegon
WKBZ mcgavren
WMUS r. v. h.
WTRU gill-perna

Saginow
WKNX gill-perna
WSAM mcgavren
WSGW pearson

MINNESOTA

Duluth
KDAL avery-knodel
WEBC hollingbery

Monkoto
KTOE pearson
KYSM meeker

Minneapolis-St. Paul
KEVE weed
KRST radio-tv
KSTP petry
WCCO cbs spot
WDGY blair
WISK bolling
WLOL am radio sls.
WMIN gill-perna
WPBC mcgavren
WTCN katz

Rochester
KROC meeker
KWEB avery-knodel

St. Cloud
KFAM pearson
WJON r. v. h.

MISSISSIPPI

Biloxi—Gulfport
WLOX holman
WVMT national time sls.; sears & ayer

Greenville
WDDT everett-mckinney
WGVM devney
WJPR bogner & martin

Hattiesburg
WBKH devney
WFOR r. v. h.
WHSY clark

Jackson
WJDX hollingbery
WJQS devney
WJXN masla
WOKJ pearson
WRBC r. v. h.
WSLI weed

Lourel
WAML hollingbery
WLAU devney
WNSL grant webb

Meridion
WDAL indie sls.
WMOX everett-mckinney
WOKK grant webb
WQIC united

MISSOURI

Cope Girardeau
KGMO grant webb
KFVS headley-reed

Columbia
KBIA best
KFRU grant webb

Fulton
KFAL pearson

Hannibal
KIMO hollingbery

Jefferson City
KLIK hollingbery
KWOS grant webb

Joplin
KFSE meeker
KODE r. v. h.
WMBH sears & ayer

Konsos City
KANS branham
KBKN grant webb
KCMO katz
KMBC p. g. w.
KPRS pearson
KUDL young
WDAP christal
WIB blair

St. Joseph
KFEQ v. r. & m.
KRES clark
KUSN pearson

St. Louis
KADY broadcast time sls.
KATZ continental brdcstg.

KMOX cbs spot
KSD nbc spot
KSTL forjoe
KWK headley-reed
KXLW stars national
KXOK blair
WAMV weed
WEW bolling
WIL eastman

Sedolio

KDRO pearson
KSIS clark

Springfield

KG BX v. r. & m.
KTTS weed
KWTO pearson

MONTANA

Billings
KBYM avery-knodel
KGIL katz
KOOK walker-rawalt
KOYN united

Bozeman

KBMN gill-perna
KXNL walker-rawalt

Butte

KBOW cooke
KOPR avery-knodel
KXLF walker-rawalt

Great Falls

KFBB bolling
KMON avery-knodel
KUDI united
KXLK walker-rawalt

Helena

KCAP grant webb
KXLJ walker-rawalt

Missoula

KGVO gill-perna
KXLL walker-rawalt

NEBRASKA

Grand Island

KMMJ h-r
KRGJ gill-perna

Kearney

KGPW holman
KRNK pearson

Lincoln

KFOR raymer
KLN everett-mckinney
KLMS burn-smith

Omaha

KBON mcgavren
KFAB petry

ST. LOUIS' NUMBER ONE NEWS AND PERSONALITY STATION

delivers *top sales results* with . . .

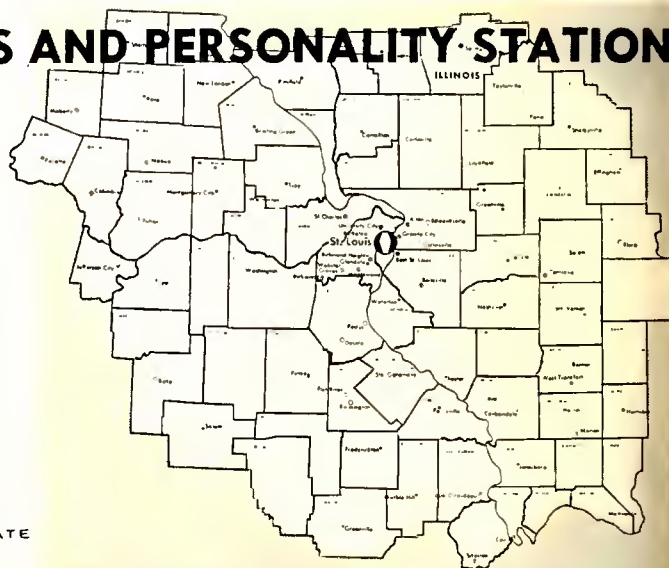
1. St. Louis' largest news staff—nine experienced news men equipped with the best and largest available selection of news-gathering facilities.
2. KSD-RADIO's roster of popular LOCAL programs.
3. St. Louis' top air sales personalities—Ed Wilson, Russ David and Bill Crable.
4. NBC's outstanding variety programs and famous "News-on-the-Hour".
5. KSD's live audience, most merchandisable program—Russ David's "Playhouse Party".
6. The largest consistent coverage—serving 72 counties—with KSD's 550 spot on the dial.

ST. LOUIS POST-DISPATCH RADIO STATION



KSD-RADIO

REPRESENTED NATIONALLY BY NBC SPOT SALES



550 on every dial

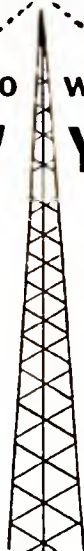
- KOIL avery-knodel
 - KOOO everett-mckinney
 - KOWH young
 - WOW blair
- Scattsbuff**
- KNEB holman
 - KOLT gill-perna
- NEVADA**
- Henderson**
- KBMT forjoe
 - KTOO pearson
- Las Vegas**
- KENO r. v. h.; blair; forjoe
 - KLAS weed
 - KORK avery-knodel
 - KRAM o'connell; reilly
 - KRBO holman
- Rena**
- KATO walker-rawalt; broadcast time-sls.
 - KOH raymer
 - KOLO headley-reed
 - KONE pearson
- NEW HAMPSHIRE**
- Hanover**
- WDOR breen & ward
 - WTSL radio-tv
- Keene**
- WKNE meeker
- Lacania**
- WLNH walker-rawalt
- Manchester**
- WFEA raymer
 - WGIR o'connell
 - WKBR radio-tv
- NEW JERSEY**
- Atlantic City**
- WFPG walker-rawalt
 - WLDB bernard
 - WMD stars national
 - WOND forjoe
- Newark**
- WNJR continental brdcstg.
 - WNTA mcgavren
 - WVNJ broadcast time sls.
- New Brunswick**
- WCTC grant webb
- Paterson**
- WPAT weed
- Trenton**
- WBUD bob wittig
 - WTNJ forjoe
 - WTTM hollingbery
- NEW MEXICO**
- Albuquerque**
- KABO national time sls.; oakes
 - KDEF bolling
 - KGGM branham
 - KILAM continental radio sls.
 - KLDS bob dore
 - KOB petry
 - KQEO castman
- Carlsbad**
- KAVE branham
 - KPBM devney
- Roswell**
- KBIM clark
 - KGFL branham
 - KSW5 meeker
- Santa Fe**
- KTRC devney
 - KVSF branham
- NEW YORK**
- Albany—Schenectady—Tray**
- WABY forjoe
 - WGY christal

The station for whirl-wind sales action!

WWRL

THE FAMILY STATION

5000 WATTS
NEW YORK



On the air 24 hours
DE 5-1600

W W R L
beamed to sell
New York's
2,455,000
Negroes
&
Puerto Ricans

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy WWRL.

MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

FREE REPORT
NEGRO MARKET IN NEW YORK
POPULATION STUDY

*"You heard me! I said,
change my
spots to
WILK"*



Here's a wise buyer. He's checked every survey and found in the WILKES-BARRE MARKET more people listen to WILK in the morning than any other station.

He asked why, and found this—

- * Outstanding station personalities.
- * Top ABC network programming.
- * Local programming that meets the community need.



WILKES-BARRE, PA. Call Avery-Knodel for details.
The only A.B.N. Affiliate in Northeastern Pennsylvania

WBBF

is Basic in Rochester

Always First

350 out of
350 weekly
quarter hours.

WBBF has 34% more
MULT listeners than
any other station.

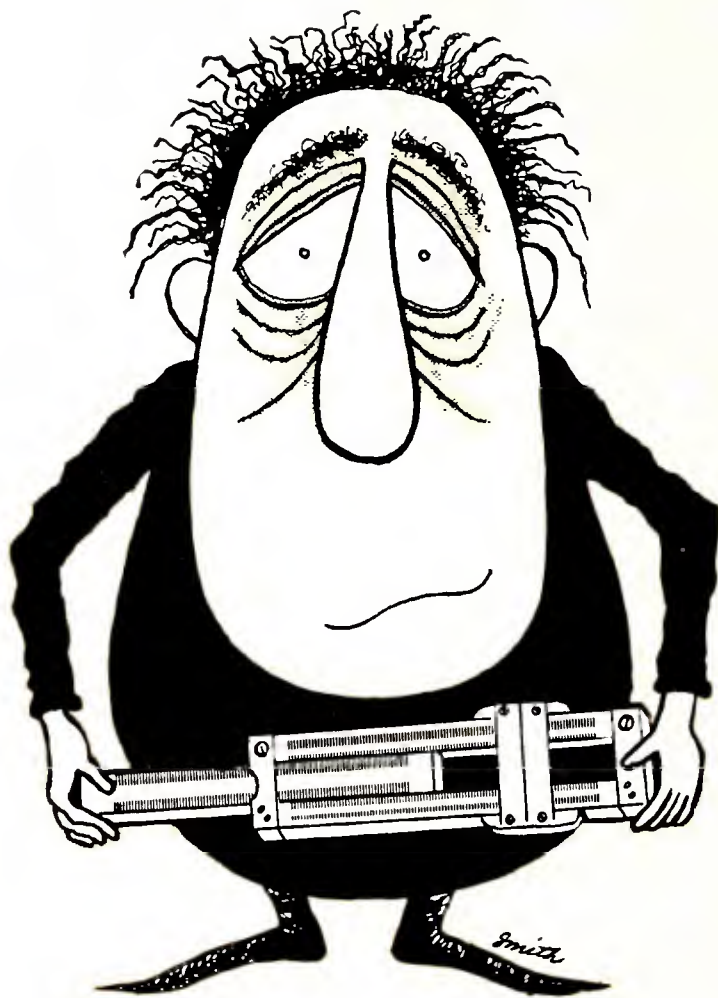
First Call IN ROCHESTER

WBBF

Edward Rintoul McConnell

6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM	7:45 AM
WBBF 2.4	WBBF 3.0	WBBF 3.4	WBBF 4.4	WBBF 6.2	WBBF 7.0	WBBF 7.8	WBBF 7.6
STA. C 2.2	STA. C 2.6	STA. B 3.0	STA. C 4.0	STA. C 5.6	STA. C 5.8	STA. B 6.2	STA. B 6.4
STA. B 1.4	STA. B 1.8	STA. C 3.0	STA. B 3.6	STA. B 5.0	STA. B 5.0	STA. C 6.0	STA. C 6.2
STA. D .6	STA. E 1.0	STA. E 1.4	STA. E 1.8	STA. D 2.4	STA. E 2.4	STA. D 2.6	STA. D 2.6
STA. E .6	STA. D .8	STA. D 1.2	STA. D 1.4	STA. E 2.0	STA. D 2.2	STA. E 2.2	STA. E 2.4
STA. F .2	STA. F .4	STA. F .4	STA. F .8	STA. F .8	STA. F 1.2	STA. F 1.0	STA. F 1.2
8:00 AM	8:15 AM	8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM
WBBF 8.4	WBBF 8.0	WBBF 7.4	WBBF 7.0	WBBF 6.8	WBBF 7.0	WBBF 7.2	WBBF 7.2
STA. B 7.0	STA. B 6.8	STA. B 6.6	STA. B 7.0	STA. B 6.2	STA. B 6.0	STA. B 5.4	STA. C 5.0
STA. C 6.4	STA. C 6.0	STA. C 6.2	STA. C 5.6	STA. C 6.0	STA. C 5.6	STA. C 5.2	STA. C 4.8
STA. D 2.8	STA. D 3.0	STA. D 2.6	STA. E 2.6	STA. E 2.8	STA. E 3.0	STA. E 3.2	STA. E 2.8
STA. E 2.8	STA. E 2.6	STA. E 2.4	STA. D 2.4	STA. D 2.2	STA. D 2.4	STA. D 3.0	STA. D 2.6
STA. F 1.0	STA. F 1.0	STA. F .8	STA. F .8	STA. F 1.0	STA. F 1.2	STA. F 1.2	STA. F 1.4
10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
WBBF 7.4	WBBF 7.0	WBBF 7.2	WBBF 7.0	WBBF 7.4	WBBF 7.4	WBBF 7.6	WBBF 7.4
STA. B 4.6	STA. B 4.4	STA. B 4.8	STA. B 4.6	STA. B 4.0	STA. B 3.8	STA. B 3.6	STA. B 3.6
STA. C 4.6	STA. C 4.4	STA. C 3.8	STA. C 4.0	STA. C 3.6	STA. C 3.2	STA. C 3.4	STA. C 3.2
STA. E 3.0	STA. D 3.2	STA. E 3.0	STA. D 3.0	STA. D 3.2	STA. D 3.0	STA. D 3.2	STA. D 3.0
STA. D 2.8	STA. E 2.8	STA. D 2.8	STA. E 2.8	STA. E 2.6	STA. E 2.8	STA. E 3.0	STA. E 2.8
STA. F 1.6	STA. F 1.8	STA. F 1.6	STA. F 1.4	STA. F 1.8	STA. F 1.6	STA. F 2.0	STA. F 2.0
12:00 PM	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
WBBF 7.0	WBBF 6.8	WBBF 6.4	WBBF 6.8	WBBF 6.6	WBBF 7.0	WBBF 6.6	WBBF 6.8
STA. C 5.6	STA. B 5.4	STA. B 4.6	STA. B 4.4	STA. B 4.8	STA. B 5.0	STA. B 4.6	STA. B 4.8
STA. B 4.6	STA. C 4.8	STA. C 4.0	STA. C 3.6	STA. C 3.0	STA. C 2.8	STA. D 3.0	STA. C 3.0
STA. E 3.0	STA. E 3.2	STA. D 3.2	STA. D 3.0	STA. D 2.8	STA. D 2.8	STA. C 2.8	STA. D 2.8
STA. D 2.8	STA. D 2.6	STA. E 2.8	STA. E 2.6	STA. E 2.4	STA. E 2.4	STA. E 2.6	STA. E 2.6
STA. F 2.2	STA. F 1.8	STA. F 1.4	STA. F 1.6	STA. F 1.8	STA. F 1.8	STA. F 2.0	STA. F 1.6
2:00 PM	2:15 PM	2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM
WBBF 7.0	WBBF 7.2	WBBF 6.8	WBBF 7.0	WBBF 7.4	WBBF 7.6	WBBF 8.4	WBBF 8.6
STA. B 4.4	STA. B 4.2	STA. B 4.6	STA. B 4.2	STA. C 3.8	STA. C 3.6	STA. C 4.0	STA. C 4.2
STA. C 3.0	STA. D 3.0	STA. D 2.8	STA. C 3.0	STA. B 3.6	STA. B 3.2	STA. B 3.4	STA. B 3.4
STA. D 2.6	STA. E 2.8	STA. C 2.6	STA. D 3.0	STA. D 3.4	STA. D 3.2	STA. D 3.4	STA. D 3.0
STA. E 2.4	STA. C 2.6	STA. E 2.6	STA. E 2.8	STA. E 3.0	STA. E 2.8	STA. E 2.6	STA. E 3.0
STA. F 1.4	STA. F 1.6	STA. F 1.4	STA. F 1.6	STA. F 1.8	STA. F 1.8	STA. F 1.4	STA. F 1.6
4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM
WBBF 9.0	WBBF 9.2	WBBF 9.0	WBBF 8.8	WBBF 8.2	WBBF 8.0	WBBF 8.0	WBBF 7.6
STA. B 3.6	STA. C 3.4	STA. C 4.0	STA. C 3.8	STA. C 4.2	STA. C 4.2	STA. B 4.0	STA. C 4.4
STA. C 3.6	STA. B 3.2	STA. B 3.6	STA. D 3.6	STA. B 3.6	STA. B 3.8	STA. C 3.6	STA. B 3.6
STA. D 3.4	STA. D 3.2	STA. D 3.6	STA. B 3.4	STA. D 3.0	STA. D 2.8	STA. D 2.6	STA. D 2.4
STA. E 2.6	STA. E 2.6	STA. E 2.8	STA. E 2.8	STA. E 2.6	STA. E 2.4	STA. E 2.2	STA. E 2.4
STA. F 1.4	STA. F 1.6	STA. F 1.6	STA. F 1.6	STA. F 1.4	STA. F 1.6	STA. F 1.8	STA. F 1.6
6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
WBBF 7.2	WBBF 7.2	WBBF 7.6	WBBF 7.8	WBBF 7.2	WBBF 6.8	WBBF 7.0	WBBF 6.6
STA. C 6.6	STA. C 6.0	STA. B 4.8	STA. B 4.8	STA. B 4.2	STA. B 4.0	STA. B 4.0	STA. B 4.4
STA. B 5.0	STA. B 4.6	STA. C 4.2	STA. C 4.6	STA. F 2.8	STA. F 2.6	STA. C 3.0	STA. C 2.8
STA. D 2.6	STA. D 2.4	STA. D 2.4	STA. D 2.6	STA. C 2.6	STA. C 2.2	STA. D 2.4	STA. D 2.0
STA. E 2.0	STA. F 1.6	STA. F 1.4	STA. F 1.0	STA. D 2.0	STA. D 2.2	STA. F 1.8	STA. F 1.6
STA. F 1.4							
8:00 PM	8:15 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM
WBBF 6.2	WBBF 5.6	WBBF 5.8	WBBF 5.2	WBBF 5.4	WBBF 5.4	WBBF 5.6	WBBF 5.0
STA. B 3.8	STA. B 3.2	STA. B 2.8	STA. B 2.8	STA. B 3.0	STA. B 2.6	STA. B 3.2	STA. B 3.0
STA. C 2.6	STA. C 2.2	STA. D 2.4	STA. D 2.4	STA. C 2.4	STA. C 2.6	STA. C 2.6	STA. C 2.8
STA. D 2.4	STA. D 2.2	STA. C 2.0	STA. C 2.2	STA. D 2.2	STA. D 2.0	STA. D 1.8	STA. D 2.0
STA. F 1.4	STA. F 1.6	STA. F 1.8	STA. F 1.6	STA. F 1.4	STA. F 1.6	STA. F 1.6	STA. F 1.6
10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM
WBBF 4.8	WBBF 4.6	WBBF 4.4	WBBF 4.4	WBBF 3.6	WBBF 3.2	WBBF 2.6	WBBF 2.4
STA. B 3.2	STA. B 2.8	STA. B 3.0	STA. B 2.8	STA. B 3.4	STA. B 2.8	STA. C 2.0	STA. C 1.8
STA. C 2.6	STA. C 2.4	STA. C 2.8	STA. C 2.4	STA. C 3.4	STA. C 2.6	STA. B 1.8	STA. B 1.6
STA. D 2.2	STA. D 2.0	STA. D 1.8	STA. D 1.8	STA. D 1.6	STA. D 1.4	STA. D 1.2	STA. D 1.0
STA. F 1.4	STA. F 1.2	STA. F .8	STA. F .6	STA. F .8	STA. F .8	STA. F .6	STA. F .4

SOURCE: Pulse Inc. Mon.-Fri.-Mar. '59



anyone For Statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

In the morning, WBT's audience lead over its nearest competitor is 92%.*

In the afternoon, WBT's audience lead over its nearest competitor is 69%.*

At night, WBT's audience lead over its nearest competitor is 123%.*

Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.

*Pulse 25 county area March 1959

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

AM STATIONS

(continued from page 80)

WSKY everett-mckinney
WWNC h-r

Charlotte

WAYS broadcast time sls.
WBT cbs spot
WGIY forjoe
WIST p. g. w.
WKTC masla
WSOC h-r
WWOK o'connell

Clinton

WRRZ walker-rawatt

Durham

WDNC raymer
WSRC bob dore
WSSB gill-perna
WTK pearson; grant webb

Edentan

WCDJ best

Elizabeth City

WCNC bogner & martin

Elizabethtown

WBLA best

Fayetteville

WFAI clark
WFLB burn-smith
WFNC grant webb

Fuquay Springs

WFVG continental radio sls.

Gastonia

WGNC continental radio sls.
WLTC clark

Greensboro

WBIG hollingbery
WCOG broadcast time sls.
WGBG burn-smith

Greenville

WGTC devney

Henderson

WHVH best; grant webb

Hendersanville

WIKP best

Hickory

WIRC pearson

Roleigh

WKIX hollingbery; grant webb
WMSN forjoe
WPTF p. g. w.
WRAL h-r
WSHE meeker

Wilmington

WONI grant webb
WKLM broadcast time sls.
WMFD burn-smith

Wilson

WGTM r. v. h.
WVOT devney

Winston-Solem

WAAA bob dore
WAIR burn-smith
WSJS headley-reed
WTOB v. r. & m.

NORTH DAKOTA

Bismarck

KBOM gill-perna
KFYR blair
KQDI united

Farga (N.D.)—Maarehead (Minn.)

KVOX devney
KXGO gill-perna
WDAY p. g. w.

Grand Forks

KILO everett-mckinney
KNOX r. v. h.

Minat
 KCJB weed
 KLPB walker-rawalt
 KQDY united

OHIO

Akron
 WADC hollingbery
 WAKR mcgavren
 WCUE gill-perna
 WHKK forjoe

Canton
 WAND breen & ward
 WCMW masla
 WHBC v. r. & m.

Cincinnati
 WCIX pearson
 WCKY am radio sls.
 WCPO blair
 WKRC katz
 WNOP devney
 WSAI young
 WZIF mcgavren

Cleveland
 KYW am radio sls.
 WDOK broadcast time sls.
 WERE v. r. & m.
 WGAR christal
 WHK blair
 WJMO united
 WJW katz

Columbus
 WBNS blair
 WCOL eastman
 WMNI broadcast time sls.
 WRFD gill-perna
 WTVN katz
 WYKO v. r. & m.

Dayton
 WAVI broadcast time sls.
 WHIO hollingbery
 WING eastman
 WONE headley-reed

Mansfield
 WCLW devney
 WMAN v. r. & m.

Partsmauth
 WNXT everett-mckinney
 WPAY breen & ward

Springfield
 WBLY clark
 WIZE o'connell

Steubenville
 WSTV avery-knodel

Taleda
 WOHO pearson
 WSPD katz
 WTD weed
 WTOL gill-perna

Youngstown
 WBBW weed
 WFMJ headley-reed
 WHOT hollingbery
 WKBN raymer

Zanesville
 WHIZ pearson

OKLAHOMA

Enid
 KCRC pearson
 KGWA v. r. & m.

Oklahoma City
 KLPR weed
 KOCY pearson
 KOMA blair
 KTOK eastman
 KTOW raymer
 KYFM best
 WKY katz

Shawnee
 KGFF avery-knodel

Tulsa
 KAKC young
 KFMJ masla
 KRMG blair
 KTUL avery-knodel
 KVOO petry

OREGON

Bend
 KBND meeker

Coas Bay—Narth Bend
 KFIR w. s. grant
 KOOS grant webb
 KYNG pearson

Carvallis
 KFLY everett-mckinney
 KLOO mcgillvra

Eugene
 KASH cooke
 KEED pearson
 KERG weed
 KORE everett-mckinney
 KUGN meeker

Klamath Falls
 KFJI meeker
 KFLW weed
 KLAD w. s. grant

Medford
 KBOY w. s. grant
 KMED meeker
 KWIN pearson
 KYJC grant webb

Portland
 KEX am radio sls.
 KGON broadcast time sls.
 KGW blair
 KISN young
 KKEY bernard
 KLIQ raymer
 KOIN cbs spot
 KPAM meeker
 KPOJ petry
 KWJJ forjoe
 KNL eastman

Roseburg
 KRNR meeker
 KRNL oakes
 KYES pearson

Salem
 KBZY meeker
 KGAY holman; pearson
 KSLM everett-mckinney

PENNSYLVANIA

Allentawn
 WAEB radio-tv
 WHOL raymer
 WKAP weed
 WSN h-r

Altaana
 WFBG mcgavren
 WRTA clark
 WVAM weed

Erie
 WERC weed; v. r. & m.
 WICU mcgavren
 WJET forjoe
 WLEU radio-tv

Farrell
 WFA united

Harrisburg
 WCMB gill-perna
 WHGB mcgavren
 WHP bolling
 WKBO meeker

Hazletan
 WAZL raymer

Hamestead
 WAMO forjoe

Jahnstawn
 WARD weed
 WORO forjoe
 WJAC o'connell

Lancaster
 WGAL meeker
 WLAN headley-reed

New Castle
 WKST everett-mckinney

**tops*
 in
 quantity**

WIS delivers 33% more
 than its nearest competitor
 . . . as much as 4 Columbia
 stations combined.

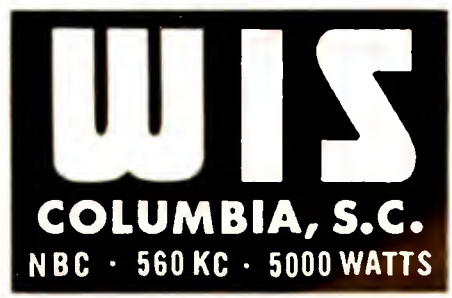
*12 county Pulse, March 1959

tops
 in
 quality**

Read the facts on our quality
 audience in a recent qualitative
 survey made by the University
 of S. C. Marketing Division.

All this—PLUS established
 personalities, award winning
 news staff, and merchandising.
 **Check with your PGW Colonel
 for the full story an your

best buy



G. Richard Shafta, Exec. Vice President
 W. Frank Harden, Managing Director



My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! So... whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB... first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
 ROBERT M. PURCELL, President and Gen. Manager
 JAMES F. SIMONS, Gen. Sales Manager
 Represented nationally by JOHN BLAIR & CO.

AM STATIONS

(continued from page 83)

Philadelphia

WCAU	cbs spot
WDAS	howard
WFIL	blair
WFUN	good music brdcstrs.
WHAT	pearson
WIBG	katz
WIP	petry
WJMJ	broadcast time sls.
WPEN	gill-perna
WRCV	nbc spot

Pittsburgh

KDKA	am radio sls.
KQV	young
WAMO	forjoe
WAMP	nbc spot
WCAE	katz
WEEP	eastman
WEDO	weed
WLOA	good music brdcstrs.
WWSW	blair

Reading

WEUU	headley-reed
WHUM	weed
WRAW	meeker

Scranton

WARM	eastman
WEJL	meeker
WGBI	h-r
WICK	walker-rawalt
WSCR	headley-reed

Wilkes-Barre

WBAX	burn-smith
WBRE	headley-reed
WILK	avery-knodel

Williamsport

WLYC	cooke
WMPT	hopewell
WRAC	meeker
WWPA	burn-smith

York

WNOW	radio-tv
WORK	meeker
WSBA	eastman

RHODE ISLAND

Providence—Pawtucket

WEAN	v. r. & m.
WHIM	headley-reed
WICE	avery-knodel
WJAR	petry
WPAW	walker-rawalt
WPRO	blair
WRIB	indie sls.

SOUTH CAROLINA

Bamberg

WWBD	bob dore
------	----------

Charleston

WOKE	clark
WCSC	p. g. w.
WPAL	bob dore
WQSN	radio-tv
WTMA	branham

Columbia

WCOS	meeker
WIS	p. g. w.
WMSC	h-r
WNOC	raymer
WOIC	bob dore

Florence

WJMX	walker-rawalt
WOLS	bob dore
WYNN	bob dore

Fountain Inn

WFIS	best
------	------

Greenville

WESC	headley-reed
WFBC	avery-knodel
WMRB	burn-smith
WQOK	howard

Orangeburg

WDIX	devney; forjoe
WTND	clark

Spartanburg

WORD	avery-knodel
------	--------------

WSPA	hollingbery
WTHE	masla

SOUTH DAKOTA

Aberdeen

KABR	bob dore
KSDN	weed

Rapid City

KOTA	headley-reed
KRSD	meeker

Sioux Falls

KELO	h-r
KIHO	gill-perna
KISD	cooke
KSOO	avery-knodel

Yankton

KYNT	bob dore
WNAX	katz

TENNESSEE

Bristol

WCYB	weed
WFHG	walker
WOPI	burn-smith

Chattanooga

WAGC	burn-smith
WAPO	gill-perna
WDEF	branham
WDOD	raymer
WDXB	h-r
WMFS	pearson

Clarksville

WDXN	v. r. & m.
WJZM	masla

Columbia

WKRM	walker-rawalt
WMCP	best

Jackson

WDXI	v. r. & m.
WTJS	branham

Johnson City

WETB	devney
WJHL	pearson
WJSO	raymer

Knoxville

WATE	avery-knodel
WBIR	gill-perna
WIVK	howard
WKGK	o'connell
WKXV	bernard
WNOX	blair

Memphis

KWAM	bernard
WDIA	bolling
WHBQ	eastman
WHER	bob dore
WHHM	grant webt
WLOK	howard
WMC	blair
WMPS	radio-tv
WREC	katz

Nashville

WENO	bernard
WKDA	howard
WLAC	katz
WMAK	broadcast time sls
WNAH	bes
WSIX	h-r
WSM	blair
WYOL	pearson

Oak Ridge

WATO	bes
------	-----

TEXAS

Abilene

KNIT	pearson
KRBC	rayme
KWKC	v. r. & m.

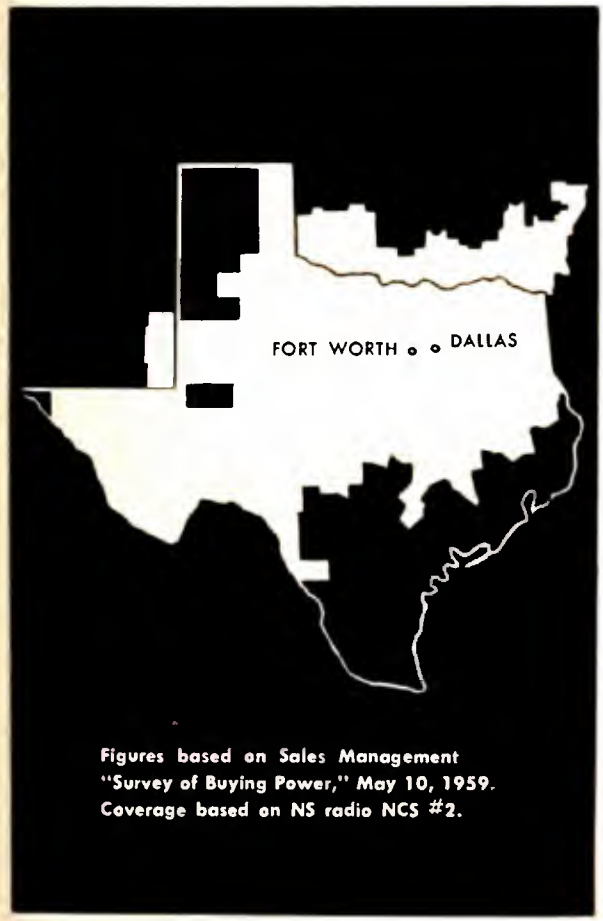
Amarillo

KAMQ	wee
KFDA	rayme
KGNC	katz

KINZ KRAY KZIP	bollling w. s. grant bernard	WFAA WRR	petry avery-knodel	KXYZ KYOX	h-r howard
Austin KNOW KOKE KTBC KYET	pearson bollling raymcr forjoe	El Paso KELP KHBY KOYE KROD KSET WTSM NEJ XELO	young bollling grant webb branham mcgavren hollingbery national time sls.; oakes o'connell	Longview KPRO KRTI	cooke pearson
Beaumont KFDM KJET KRIC KTRM	p. g. w. forjoe branham o'connell	Fort Worth KCUL KFJZ KINT KJIM KNOK KNOL WBAP	bernard blair pearson raymer howard eastman p. g. w.	Lubbock KCBM KDAY KDUB KFYO KLLL KSEL	raymer bernard branham katz indie sls. weed
Big Spring KBST KBYG KHEM	pearson best clark	Galveston KGBC KILE	pearson o'connell	Lufkin KRBA KTRF	continental radio sls. v. r. & m.
Corpus Christi KATR KCTT KEYS KRYS KSIX KUND	weed national time sls.; oakes avery-knodel p. g. w. forjoe o'connell	Houston KCOH KHLT KLVL KNUZ KPRC KRCT KREL KTHT KTRH	pearson blair national time sls.; oakes katz petry bernard best young p. g. w.	Odessa KECK KOSA KOYL KRIG	united bollling r. v. h. clark
Dallas KBOX KIXL KLIF KRLD	eastman broadcast time sls. blair branham			San Angelo KGGK KPEP KTNL KWFR	pearson broadcast time sls. indie sls. clark
				San Antonio KCOR KENS	o'connell p. g. w.

*

no other 50,000 watt radio station
in DALLAS (or all North Texas)
delivers so much!



Population:	5,057,400
Families:	1,464,100
Effective Buying Income:	\$7,758,126,000
Retail Sales:	\$5,707,316,000
Food Sales:	\$1,362,898,000
General Mdse.:	\$ 721,615,000
Apparel:	\$ 281,079,000
Furn. H-H, App.:	\$ 237,144,000
Automotive:	\$1,253,716,000
Gasoline S S:	\$ 515,966,000
Drugs	\$ 198,070,000

*820KC — NBC
Dallas
50,000 watts

570KC — ABC
5,000 watts

Edward Petry & Co.
National Rep.



Broadcast Services of The Dallas Morning News

In Houston...

UNANIMOUSLY

HOOPER
May-June, 1959

NIELSEN
Jan.-Feb., 1959

PULSE
Jan.-Feb., 1959

Agree

K-NUZ

is NO. 1 in

**TOTAL RATED
TIME PERIODS**



CONCLUSIVELY

Kay-News

K-NUZ

Radio Center

Houston's 24-Hour
Music and News

National Reps.:

THE KATZ AGENCY, Inc.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JACKSON 3-2581

AM STATIONS

(continued from page 85)

KEXX mcgillvra
KITE bolling
KJAC broadcast time sls.
KONO katz
KTSA blair
KUBO national time sls.
WOAI petry

Sherman

KRRV pearson
KTNO bogner & martin

Texarkana

KCMC v. r. & m.
KOSY pearson
KTFS walker

Tyler

KDOK devney
KGKB reilly
KTBB v. r. & m.

Waco

KWTX raymer
WACO weed

Weslaco—Rio Bravo, Mex.

KRGV raymer
XEPD all-star radio-tv

Wichita Falls

KSVD eastman
KTRN bolling
KWFT h-r

UTAH

Ogden

KKOG radio-tv
KLO avery-knodel
KVOG grant webb

Prava

KIXX grant webb
KOVO avery-knodel

Salt Lake City

KALL avery-knodel
KDYL katz
KLUB hollingbery
KNAK forjoe
KSL cbs spot
KSOP bernard
KWHO w. s. grant

Vernal

KVEL united

VERMONT

Burlington

WCAX weed
WDOT walker-rawalt
WJOY everett-mckinney

Rutland

WHWB gill-perna
WSYB devney

VIRGINIA

Bristol

WCYB weed
WFHG walker-rawalt
WOPI burn-smith

Charlottesville

WCHV clark
WELK gill-perna
WINA walker-rawalt

Danville

WBTM gill-perna
WDVA kellei
WTLA walker-rawalt

Lynchburg

WBRG clark
WLVA hollingbery
WWOD burn-smith

Narfolk—Partsmouth—Hampton—Newport News

WAVY h-r
WCMS bernard; grant webb
WGH blair
WLOW headley-reed
WNOR weed
WRAP continental brdcstg.


WTAR	petry	KOMO	katz	WJMS	stars national
WVEC	avery-knodel	KTIX	grant webb	WKAZ	Katz
WYOU	united	KTWV	o'connell	WTIP	r. v. h.
		KVI	h-r		
		KNA	mecker		
Richmond		Spokane		Clarksburg	
WANT	united	KGA		WBOY	branham
WEZL	avery-knodel	KHQ	hollingbery	WJAR	burn-smith
WLEE	select; mcgavren	KLYK	katz	WPDN	pearson
WLLY	masla	KNEAW	bolling		
WMBG	bolling	KREM	eastman	Fairmont	
WRNL	petry	KXLY	petry	WMAN	hollingbery
WRVA	p. g. w.	KZUN	avery-knodel	WTOS	gill-perna
WXGI	grant webb		r. v. h.		
Roanoke		Tacoma		Huntington	
WDBJ	p. g. w.	KFHA	continental radio sls.	WHTN	gill-perna
WHYE	o'connell	KMO	avery-knodel	WPLH	branham
WRIS	burn-smith	KTAC	pearson	WSAZ	katz
WSLS	blair	KTNT	weed	WTCR	bolling
WASHINGTON		Walla Walla		Parkersburg	
Aberdeen		KHIT	w. s. grant	WCEP	r. v. h.; broadcast time sls.
KBKW	devney	KTEL	r. v. h.	WCOM	devney
KXRO	walker-rawalt	KUJ	united	WPAR	branham
Bellingham		Wenatchee		Wheeling	
KENY	w. s. grant	KMEL	pearson	WHLL	gill-perna
KPUG	pearson	KPQ	forjoe	WKWK	bob dore
KVOS	forjoe	KUEN	w. s. grant	WOMP	burn-smith
Longview		Yakima		WVVA	blair
KBAM	holman; w. s. grant	KIMA	hollingbery		
KEDO	pearson	KIT	mcgavren	WISCONSIN	
Moses Lake		KLOQ	pearson	Appleton	
KSEM	pearson	KUTI	united	WAPL	walker-rawalt
KWIQ	hollingbery			WIBY	burn-smith
Olympia		WEST VIRGINIA		Beloit	
KGY	walker-rawalt	Beckley		WBEL	gill-perna
KITN	w. s. grant	WJLS	burn-smith	WGEZ	everett-mckinney
Seattle		WWNR	weed	Eau Claire—Chippewa Falls	
KAYO	young	Bluefield		WAXX	masla
KING	blair	WHIS	katz	WBIZ	pearson
KIRO	p. g. w.	WKOY	devney	WEAU	hollingbery
KJR	eastman	Charleston		WECL	avery-knodel
KOL	bolling	WCAW	bob dore		
		WCHS	branham		

IN TIDEWATER, VA.

WGH RADIO

rates FIRST


according to all surveys.
PULSE - HOOPER - TRENDEX



WGH

RADIO
Color Channel 131

Norfolk, Newport News, Portsmouth
and Hampton, Virginia



represented nationally by The JOHN BLAIR & Company

AM STATIONS

(continued from page 87)

- Green Bay**
WBAY katz
WDUZ mcgavren
WJPG gill-perna
- La Crosse**
WKBH h-r
WKTY everett-mckinney
- Ladysmith**
WLDY continental radio sls.
- Madison**
WIBA avery-knode
WISC p. g. w.
WKOW headlev-reed
WMFM continental radio sls.
- Manitowoc**
WCUB radio-tv
WOMT holman
- Marinette**
WMAM hollingbery
- Milwaukee**
WEMP headley-reed
WFOJ pearson
WISN petry
WMIL gill-perna
WOKY young
WRIT eastman
WTMJ christal
- Racine**
WRAC devney
WRJN walker-rawall
- Superior**
WDSM p. g. w.
WQMN clark

WYOMING

- Casper**
KATI continental radio sls.
KSPR walker-rawall
KVOC devney
- Cheyenne**
KFBC avery-knode
KWVO pearson

FM Stations

- ARIZONA**
- Phoenix**
KTYL young
- CALIFORNIA**
- Atherton**
KPEN fine music hi-fi brdcstrs.
fm unlt. (midw.)
- Fresno**
KRFM blair
- Long Beach**
KNOB grant
- Los Angeles**
KBCA fine music hi-fi brdcstrs.
fm unlt. (midw.)
KDFO fm unlt. (midw.)
KFMU good music brdcstrs.
KGLA best
KMLA fm unlt. (midw.)
KRHM pearson
- San Diego**
KFSD-FM katz
- San Francisco**
KDFC walker-rawall
KSPR-FM good music brdcstrs.; grant;
fm unlt. (midw.)

COLORADO

- Denver**
KDEN-FM breen & ward
KTOM fine music hi-fi brdcstrs.



**RESULTS
ARE
2 TO 1
IN KPQ'S
CAPTIVE MARKET**

KPQ'S 12 COUNTY
INLAND WASHINGTON MARKET
IS A CAPTIVE MARKET
COMPLETELY SURROUNDED BY MOUNTAINS
AND ISOLATED
FROM BOTH SEATTLE
AND SPOKANE!

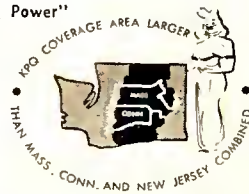
KPQ gets RESULTS 2 TO 1!
and CHALLENGES all other
INLAND WASHINGTON MEDIA
TO DISPROVE THEM!

HOW DO YOU LIKE THOSE APPLES?
WE'LL BACK OUR CLAIMS WITH MONEY WHERE
OUR MOUTHS ARE!

POPULATION: 448,300—
EFFECTIVE BUYING INCOME \$780,120,000.*

*May 10, 1959 Sales Management "Survey of Buying Power"

5000 W
560 KC **KPQ**
WENATCHEE, WASHINGTON



Seattle & Portland Reps.
Art Maare & Associates

National Reps.
Weed & Co.

CONNECTICUT

Hartford
 WHCN fm unlt'd. (midw.)
 WTIC-FM henry i. christal

Meriden
 WMMW-FM thos. f. clark

DISTRICT OF COLUMBIA

Washington
 WASH good music brdcstrs.
 WFAN united brdcstg.
 WWDC-FM blair

FLORIDA

Coral Gables
 WVCG-FM thos. f. clark;
 good music brdcstrs.

Gainesville
 WRUF-FM burn-smith

Miami
 WWPB fine music hi-fi brdcstrs.

GEORGIA

Atlanta
 WGKA-FM good music brdcstrs.

Augusta
 WATG FM r. v. h.
 WBBQ FM everett-mckinney; forjoe

ILLINOIS

Anno
 WRAJ-FM stars national

Bloomington
 WJBC-FM pearson

Chicago
 WEAW-FM good music brdcstrs.; grant webb
 WEMF fine music hi-fi brdcstrs.
 WFMQ fm unlt'd. (midw.)
 WNTB fm unlt'd. (midw.)

Decatur
 WSOY-FM weed

Evonston
 WEAW-FM good music brdcstrs.;
 walker-rawalt; grant webb

Mottron
 WLBI-FM hal holman

INDIANA

Connersville
 WCNB-FM gill-perna

Indianapolis
 WFMS fm unlt'd. (midw.);
 good music brdcstrs.

Madison
 WORX-FM best

Muncie
 WMUN walker-rawalt; hal holman

Washington
 WFML best

IOWA

Muscotine
 KWPC-FM pearson

KENTUCKY

Fulton
 WFUL-FM geo. t. hopewell

Henderson
 WSON-FM bogner & martin

Madisonville
 WFMW-FM best

Moyfield
 WNGO-FM indie sls.

MAINE

Coribou
 WFST rich. o'connell

MARYLAND

Baltimore
 WFDS fine music hi-fi brdcstrs.
 WTHI-FM good music brdcstrs.;
 select; mcgavren

MASSACHUSETTS

Boston
 WBCN fm unlt'd. (midw.)
 WBZ-FM am radio sls.
 WNAC-FM h-r
 WXII-FM walker-rawalt

Brockton
 WBET-FM walker-rawalt

MICHIGAN

Benton Harbor
 WHFB-FM everett-mckinney

Detroit
 WLDN good music brdcstrs.
 WMZK fine music hi-fi brdcstrs.

Grand Rapids
 WLAJ-FM mcgavren

Jackson
 WMKZ fine music hi-fi brdcstrs.

MINNESOTA

Monkato
 KYSM-FM mecker

Minneapolis-St. Paul
 KWFM walker-rawalt
 WLOL-FM good music brdcstrs.;
 fine music hi-fi brdcstrs.

MISSOURI

Kansas City
 KCMO-FM katz

St. Louis
 KCFM good music brdcstrs.

Springfield
 KTTS-FM wood

West Plains
 KWPM-FM best

NEW HAMPSHIRE

Berlin
 WKCQ oreen & ward; walker-rawalt

Nashua
 WOTW-FM walker-rawalt

NEW MEXICO

Albuquerque
 KHFH best

NEW YORK

Bobylon
 WBAB-FM r. v. h.

**“Radio One”
 in
 Sacramento**

Looking for “Spending Power”?

You'll find it on KCRA! The first Audience Composition Radio Pulse ever taken in the Sacramento area shows a very high adult audience to KCRA in all time periods . . . number one in the 6 A.M. to 12 Mid-night average. Ask your Petry Man for a look at this Audience Composition Survey.

More Unduplicated Homes, Too!

The last Pulse Cumulative Audience Report also shows KCRA with the most unduplicated homes reached in the Sacramento area, both daily and weekly. Low CPM, too. Wise buy for your clients' dollars!

KCRA Ask your Petry Man

—Sacramento— 

BEST SPOT BUY

IN SAN ANTONIO!

The unchallenged
market leader
... by PULSE
... by HOOPER
... and used by the
following advertisers:

Air Transport Assn., Alemite, Alko Seltzer, American Machine & Foundry, B-C, Bayer Aspirin, Bayer Nasal Spray, Ben Gay, Bexel Vitamins, Blandex, Blue Bannet Margarine, Borden's, Bowman Biscuit, Bristol Meyers, Budweiser, Busch-Bavarian, Camel, Campho-Phenique, Cannon Mills, Cardui, Chompion Spark Plugs, Chef Boy-Ar-Dee, Chevrolet, Chrysler, Coca Cola, Coldene, Canoca, Coppertane, Cudahy, Eastern Airlines, Edsel, Energine, Eveready Batteries, Falstaff, Florists Tel. Del. Assn., Ford, Greyhound Bus, Gulf Oil, Hamilton Watches, Hit Parade, Hormel, Italian Swiss Colony, Kent, L & M, Lance Products, Lever Bras., Lucky Strike, Magnolio Petroleum, Mercury, Mexsana, Mistol, Mum, Murine, My-T-Fine, National Biscuit, Newport, Oasis, Old Gald, Oldsmobile, One-A-Day, Pall Moll, Pacquins, Penetro, Pepsi Cola, Peter Paul Condy, Plough Inc., Portland Cement, Praise, Prestone, RCA Victor, R-C Cola, Ralston Purina, Rayco, Readers' Digest, Revlon, Rama Wine, Schlitz, Seafarth, Sears Raebuck & Co., Silk-N-Satin, Sinclair, Silver Dust, Silversmiths Guild, Sioux Bee Honey, Saltice, Squirt, Sterling Drugs, St. Joseph's Aspirin, Texaca, Time Magazine, Top Value Stamps, Treesweet, Trig, United Fruit, Wildroot Cream Oil, Winstan, Winter Pears, Wolf Brand Chili and others.

How about YOUR next schedule?

See your

KATZ AGENCY

REPRESENTATIVE

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

FM STATIONS

(continued from page 89)

Buffalo	WBNY-FM	masla
Cortland	WKRT-FM	gill-perna
Hempstead	WHLI-FM	gill perna
Hornell	WWHG-FM	r. v. h.
New York	WBAI	fm unlt'd. (midw.)
	WBFM	fine music hi-fi brdcstrs.
	WNCN	fm unlt'd. (midw.)
Olean	WHDL-FM	everett mckinney
Patchogue	WALK-FM	grant webb
	WPAC-FM	thos. f. clark
Syracuse	WONO	fine music hi-fi brdcstrs.
Troy	WFLY	gill-perna
Utica	WRUN-FM	avery-knodel

NORTH CAROLINA

Asheboro	WGWR-FM	henry i. christal
Burlington	WBBB-FM	thos. f. clark
Charlotte	WMIT	grant webb
Lexington	WBUY-FM	henry i. christal
Rocky Mount	WFMA	fine music hi-fi brdcstrs.
Thomasville	WTNC-FM	continental radio sls.

OHIO

Alliance	WFAH-FM	grant webb
Cincinnati	WKRC-FM	good music brdcstrs.; katz
Cleveland	KYW-FM	am radio sls.
	WDOK-FM	brdcst. time sls.
Columbus	WVKO-FM	v. r. m.
Fremont	WFRO-FM	best
Newark	WLCT-FM	meeker
Toledo	WSPD-FM	katz
	WTRT	fine music hi-fi brdcstrs.
Wooster	WWST-FM	robt. s. keller

OKLAHOMA

Oklahoma City	KYFM	
Stillwater	KSPI-FM	thos. f. clark

OREGON

Portland	KEX-FM	am radio sls.
	KPFM	meeker

PENNSYLVANIA

Butler	WBUT-FM	gill-perna
Lancaster	WLAN-FM	headley-reed
Philadelphia	WFLN-FM	good music brdcstrs.
	WHAT-FM	bob dore
	WJBR-FM	fine music hi-fi brdcstrs.
	WPEN-FM	gill-perna
Pittsburgh	KDKA-FM	am radio sls.
Williamsport	WLYC-FM	donald cooke

RHODE ISLAND

Providence	WPFM	walker-rawalt
	WXCN	fm unlt'd. (midw.)

SOUTH CAROLINA

Greenville	WESC-FM	headley-reed
	WFBC-FM	avery-knodel

TENNESSEE

Nashville	WFMB	fm unlt'd. (midw.)
------------------	------	--------------------

TEXAS

Beaumont	KRIC-FM	branham
Cleburne	KCLE-FM	best
Dallas	KIXL-FM	broadcast time sls.
	WRR-FM	avery-knodel
Fort Worth	WBAP-FM	p. g. w.
Houston	KHGM	good music brdcstrs.
San Antonio	KONO-FM	h-r

VIRGINIA

Newport News—Norfolk—Portsmouth	WGH-FM	blair
Staunton	WAFB-FM	thos. f. clark

WASHINGTON

Seattle	KING-FM	blair
	KISW	fine music hi-fi brdcstrs.

WEST VIRGINIA

Oak Hill	WOAY-FM	pearson
Wheeling	WKWK-FM	walker-rawalt

WISCONSIN

Madison	WIBA-FM	avery-knodel
	WJFM	continental radio sls.
Milwaukee	WFMR	fm unlt'd. (midw.)
	WQFM	fm unlt'd. (midw.)
West Bend	WBKV-FM	thos. f. clark; fm unlt'd. (midw.)

K O B Y



.....gets action in San Francisco!

**Think it over
with your
PETRY man**



Audiences respond to KOBY's musical formula beamed to San Francisco families. From New York to San Francisco, advertisers know that KOBY motivates the market!

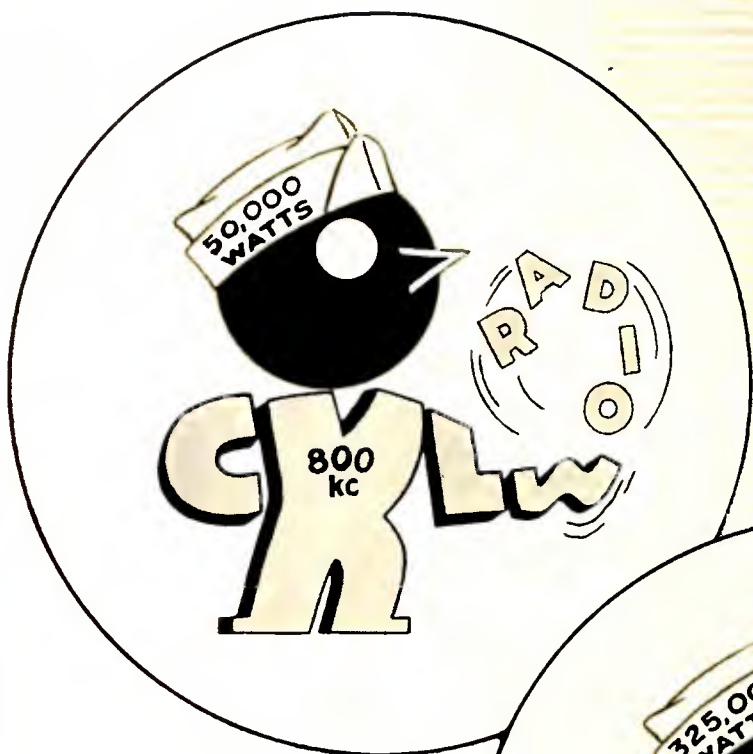
If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY 10,000 watts • San Francisco is KOBY-land

KOSI IN DENVER — WGVM IN GREENVILLE, MISS.

Mid-America Broadcasting Co.

The Only Full Power TWIN



DELIVERED
More Prime Time
More Impressions
More Homes per Dollar
on



The Million Dollar Stations
featuring
Million Dollar Music
on **CKLW Radio**
Million Dollar Movies
on **CKLW-TV**

in the
Market!

CKLW • CKLW-TV

GUARDIAN BLDG. DETROIT

ROBERT E. EASTMAN & CO., INC.
Nat'l Radio Rep.

YOUNG TELEVISION CORP.
Nat'l TV Rep.

J. E. CAMPEAU
President



TELEVISION BASICS

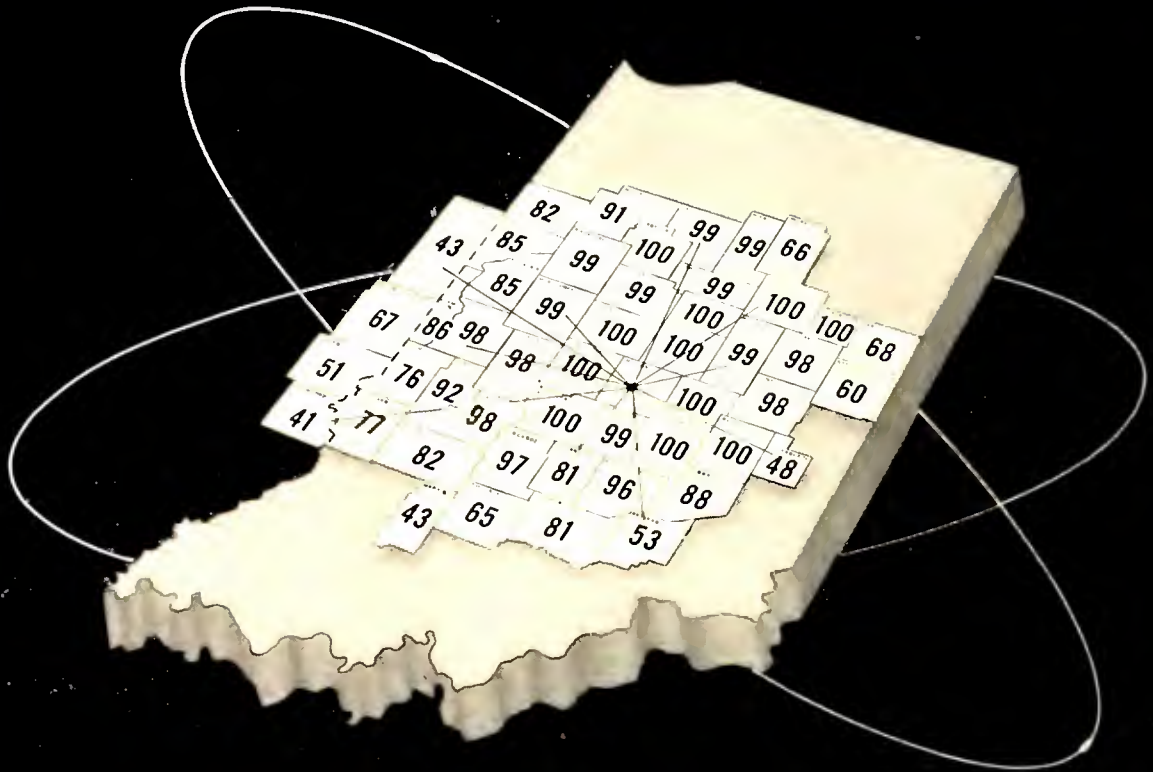
SECTION

3

Facts & Figures: *Here are data on viewing habits, spending and programs, etc.*

Stations & Reps: *Here is a list of tv stations and their sales representatives*

Tv Homes by Counties:
Nielsen's 1959 estimates of tv homes in all U.S. counties



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration, because it is the only basic NBC outlet. *Map shows county percentages measured by Nielsen Coverage Study No. 3.*

where else...

- will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?
- does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?
- do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Let us show you how to test regional marketing ideas here with amazing results.

The Nation's 13th Television Market
 ...with the only basic NBC coverage
 of 760,000 TV set owning families.

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

11 Satellites—Each a recognized marketing area and well within WFBM-TV's basic area of influence—*totaling more than 440,000 additional TV homes.* Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ Agency**



OUR 10TH
ANNIVERSARY

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VIEWING HABITS

The daily U. S. viewing profile by hours of the day

A. Summer and winter viewing facts for spot users—by local time

(Homes using tv, average per minute)

DAYTIME, MONDAY-FRIDAY

July-Aug. 1958

Jan.-Feb. 1959

	%	(000)	%	(000)
6-7 a.m.	0.5	215	0.8	352
7-8	4.4	1,892	6.6	2,904
8-9	8.9	3,827	13.1	5,764
9-10	12.7	5,461	15.6	6,864
10-11	14.8	6,364	19.4	8,536
11-12 noon	17.4	7,482	23.4	10,296
12 n-1 p.m.	20.4	8,772	25.8	11,352
1-2	18.0	7,740	21.7	9,548
2-3	16.9	7,267	20.7	9,108
3-4	19.0	8,170	22.8	10,032
4-5	21.6	9,288	32.5	14,300
5-6	23.8	10,234	42.4	18,656
EVENING, SUNDAY-SATURDAY				
6-7 p.m.	28.6	12,298	56.1	24,684
7-8	35.8	15,394	65.4	28,776
8-9	45.4	19,522	69.7	30,668
9-10	50.0	21,500	65.3	28,732
10-11	39.5	16,985	46.9	20,636
11-12 mid.	21.9	9,417	24.5	10,780

B. Summer and winter viewing facts for network users—by New York time

(Homes using tv, average per minute)

DAYTIME, MONDAY-FRIDAY

July-Aug. 1958

Jan.-Feb. 1959

	%	(000)	%	(000)
6-7 a.m.	0.3	129	0.4	176
7-8	2.3	989	3.9	1,716
8-9	6.4	2,752	10.0	4,400
9-10	10.1	4,343	12.3	5,412
10-11	12.5	5,375	16.1	7,084
11-12 noon	15.6	6,708	21.7	9,548
12 n-1 p.m.	18.7	8,041	24.5	10,780
1-2	18.5	7,955	22.0	9,680
2-3	16.7	7,181	20.8	9,152
3-4	17.1	7,353	21.7	9,548
4-5	20.8	8,914	28.3	12,452
5-6	22.8	9,804	35.3	15,532
EVENING, SUNDAY-SATURDAY				
6-7 p.m.	24.0	10,320	44.2	19,448
7-8	29.9	12,857	56.3	24,772
8-9	38.5	16,555	64.8	28,512
9-10	46.8	20,124	67.0	29,480
10-11	46.0	19,780	58.7	25,828
11-12 mid.	31.1	13,373	38.2	16,808

SOURCE: A. C. Nielsen.

Interview: *Al Strietmann*

Strietmann Biscuit Company Advertising Manager tells why he selects
 WLW-TV and WLW Radio for Zesta Crackers

"In the Strietmann area, the combined wide coverage of the WLW-TV Stations and WLW Radio is that powerful advertising plus."



"This wide coverage matches a product's wide distribution—in our case, Zesta Crackers in the new 8 Pak."



"So this perfect coverage-distribution combination assures 8 times the lasting freshness for advertisers' commercial messages!"



The dynamic WLW group

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

WLW-T
 Television
 Cincinnati

WLW-C
 Television
 Columbus

WLW-D
 Television
 Dayton

WLW-A
 Television
 Atlanta

WLW-I
 Television
 Indianapolis



Crosley Broadcasting Corporation, a division of **Arco**

Television's audience composition at night

Nighttime audience composition by half hours

N. Y. Time	Total viewers (000)	Population segment				
		Men (18 and over)	Women (18 and over)	Teens (12-17)	Children (4-11)	
7:30-8	62,205	Audience composition by:				
		% total viewers	27	33	12	28
		number viewers (000)	16,795	20,528	7,465	17,417
		% total population segment	31.1	35.3	46.7	58
8-8:30	67,408	% total viewers	28	34	12	26
		number viewers (000)	18,874	22,919	8,089	17,526
		% total population segment	35	39.5	50.6	58.3
		% total viewers	29	35	12	24
8:30-9	68,513	number viewers (000)	19,869	23,979	8,222	16,443
		% total population segment	36.9	41.4	51.3	54.7
		% total viewers	32	38	12	18
		number viewers (000)	21,593	26,642	8,097	12,146
9-9:30	67,478	% total population segment	40	45.9	50.6	40.5
		% total viewers	33	40	12	15
		number viewers (000)	21,705	26,309	7,892	9,866
		% total population segment	40.2	45.3	49.3	32.9
9:30-10	65,772	% total viewers	36	43	10	11
		number viewers (000)	20,327	24,279	5,646	6,211
		% total population segment	37.6	41.9	35.3	20.7
		% total viewers	37	44	9	10
10-10:30	56,463	number viewers (000)	18,519	22,033	4,505	5,005
		% total population segment	34.3	37.9	28.2	16.7
		% total viewers	37	44	9	10
		number viewers (000)	18,519	22,033	4,505	5,005
10:30-11	50,052	% total population segment	34.3	37.9	28.2	16.7

Audience composition figures above add another dimension to the usual data. In addition to showing the number of viewers rather than homes, the figures go beyond the practice of showing what percent of viewers in each time period are men, etc. Using the total number of men, etc., in the U.S. population as a base, the chart also shows what percent of each population segment (men, women, etc.) is reached

during the time period—a useful marketing statistic. Number of viewers per time period and the usual audience composition breakdown comes from Nielsen (November-December 1958, Monday through Friday). Percent of total population segment reached was calculated by SPONSOR on the basis of population data worked out by Richard Dunne of SSCB and based on population as of 1 July 1958



Watching WRGB, of course!

(Along with over half the
TV families in the area)

Better than half the viewing families—52.6%—watch WRGB. The May, 1959 ARB total area survey shows Channel 6 delivers more homes than the other two stations combined in the Northeastern New York and Western New England market. Contact your NBC Spot Sales representative for the complete story.

STATION SHARE OF AUDIENCE*
SUNDAY THROUGH SATURDAY

SIGN-ON
TO
SIGN-OFF

WRGB	STATION B	STATION C
52.6%	31.2%	18.2%

*Source: Total Area ARB, May, 1959

WRGB CHANNEL 6 . . . A GENERAL ELECTRIC STATION . . . ALBANY-SCHENECTADY-TROY

Television's audience composition during the day

Daytime audience composition by hours

N. Y. Time	Total viewers (000)	Population segment				
		Men (18 and over)	Women (18 and over)	Teens (12-17)	Children (4-11)	
9-10 a.m.	9,222	Audience composition by:				
		% total viewers	9	35	6	50
		number viewers (000)	830	3,228	553	4,611
10-11	10,956	% total viewers	12	49	5	34
		number viewers (000)	1,315	5,368	548	3,725
		% total population segment	2.4	9.3	3.4	12.3
11-N	15,910	% total viewers	15	54	5	26
		number viewers (000)	2,387	8,591	795	4,137
		% total population segment	4.4	14.8	5	13.8
N-1 p.m.	18,234	% total viewers	16	56	4	24
		number viewers (000)	2,918	10,211	729	4,376
		% total population segment	5.4	17.6	4.6	14.7
1-2	15,418	% total viewers	16	56	6	22
		number viewers (000)	2,467	8,634	925	3,392
		% total population segment	4.6	14.8	5.8	11.3
2-3	13,134	% total viewers	14	59	6	21
		number viewers (000)	1,839	7,749	788	2,758
		% total population segment	3.3	13.4	4.9	9.2
3-4	14,784	% total viewers	16	54	7	23
		number viewers (000)	2,366	7,983	1,035	3,400
		% total population segment	4.4	13.8	6.5	11.3
4-5	20,909	% total viewers	15	46	11	28
		number viewers (000)	3,136	9,618	2,300	5,855
		% total population segment	5.8	16.6	14.4	19.5
5-6	29,845	% total viewers	16	31	15	38
		number viewers (000)	4,775	9,252	4,477	11,341
		% total population segment	8.9	15.9	28	37.7
6-7	38,623	% total viewers	21	30	14	35
		number viewers (000)	8,111	11,587	5,407	13,518
		% total population segment	15	20	33.8	45

Audience composition figures above add another dimension to the usual data. In addition to showing the number of viewers rather than homes, the figures go beyond the practice of showing what percent of viewers in each time period are men, etc. Using the total number of men, etc., in the U.S. population as a base, the chart also shows what percent of each population segment (men, women,

etc.) is reached during the time period—a useful marketing statistic. Number of viewers per time period and the usual audience composition breakdown comes from Nielsen (March 1958, Monday through Friday). Percent of total population segment reached was calculated by SPONSOR on the basis of population data worked out by Richard Dunne, media coordinator of SSCB as of 1 July 1958.



**THEIR
TIME
IS YOUR
TIME
IN DETROIT!**

with WJBK-TV's **EARLY SHOW** movie!

Busy day behind them . . . Time to relax. Now's the highlight of their day with a *topflight* movie—WJBK-TV's "Early Show," Monday through Friday, 5:00 to 6:30 PM – begins June 29. Team up with PARAMOUNT, UNITED ARTISTS, SCREEN GEMS, NTA and RKO to tap the 9-billion-dollar sales potential in the nation's fifth market—at a strategically receptive time!

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan.

"Famous on the local scene"

WJBK-TV

CHANNEL  DETROIT

Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Television

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



How tv usage varies by months of the year

MONTH	DAILY HRS.	Percent tv homes watching per avg. minute	
		6 AM-6 PM (M-F)	6 PM-MID. (ALL DAYS)
May 1958	4 hrs. 14 min.	11.9	41.4
June 1958	4 hrs. 17 min.	12.5	40.2
July 1958	4 hrs. 10 min.	13.7	36.6
Aug. 1958	4 hrs. 3 min.	13.3	35.6
Sept. 1958	4 hrs. 23 min.	12.2	42.2
Oct. 1958	4 hrs. 58 min.	14.3	47.4
Nov. 1958	5 hrs. 23 min.	14.8	51.8
Dec. 1958	5 hrs. 47 min.	16.9	54.0
Jan. 1959	5 hrs. 55 min.	18.2	55.0
Feb. 1959	5 hrs. 52 min.	18.0	54.7
Mar. 1959	5 hrs. 40 min.	18.0	52.6
Apr. 1959	5 hrs. 23 min.	17.4	51.4

SOURCE: A. C. Nielsen

How viewing differs in three time zones

Viewing habits by hours vary greatly in different time zones, as shown by ARB figures at right and below. This is particularly noticeable during the morning and late evening. Percent-of-homes figures cover hour beginning at time shown top of column

Percent homes using tv by zones, Dec., 1958, Sun. thru Sat. eve.

ZONE	6 P.M.	7	8	9	10	11	MID.
Eastern	42.5	55.4	66.7	63.9	52.1	24.4	12.9
Central	54.9	66.9	68.0	61.7	35.6	17.2	4.2
Pacific	48.5	62.3	68.9	63.5	38.5	15.7	5.0

Percent homes using tv by zones, December 1958, Monday thru Friday daytime

ZONE	7 A.M.	8	9	10	11	N	1 P.M.	2	3	4	5
Eastern	7.8	15.0	13.5	14.0	19.9	22.0	16.6	15.3	14.4	26.7	35.3
Central	10.6	16.4	16.2	20.1	18.2	18.5	15.5	13.2	17.5	26.8	36.6
Pacific	4.5	7.8	9.9	11.6	12.9	11.2	11.7	12.9	13.1	19.8	33.2

Average viewing time morning, afternoon and evening

Average hours viewing per home per day by day part

	NIGHT	AFTERNOON	MORNING	TOTAL DAY
Mon.-Fri.	3 hrs. 39 min.	1 hr. 32 min.	39 min.	5 hrs. 50 min.
Saturday	4 hrs. 3 min.	1 hr. 31 min.	48 min.	6 hrs. 22 min.
Sunday	3 hrs. 43 min.	1 hr. 44 min.	16 min.	5 hrs. 43 min.
All Days	3 hrs. 43 min.	1 hr. 33 min.	37 min.	5 hrs. 53 min.

SOURCE: NTI, Jan.-Feb. 1959



limelight medium

The spot medium is now more than ever in the spotlight as astute advertisers continue to discover that when spot is used as a primary medium, it kindles its most spectacular successes . . . moves unprecedented mountains of merchandise.

Equally in the limelight is H-R's total service policy which assures represented stations that continued research, promotion and programming services vitally contribute to all their areas of operation. Another facet of its **Working Partnership** credo, total service implements H-R's basic sales function.

"We always send a man to do a man's job"



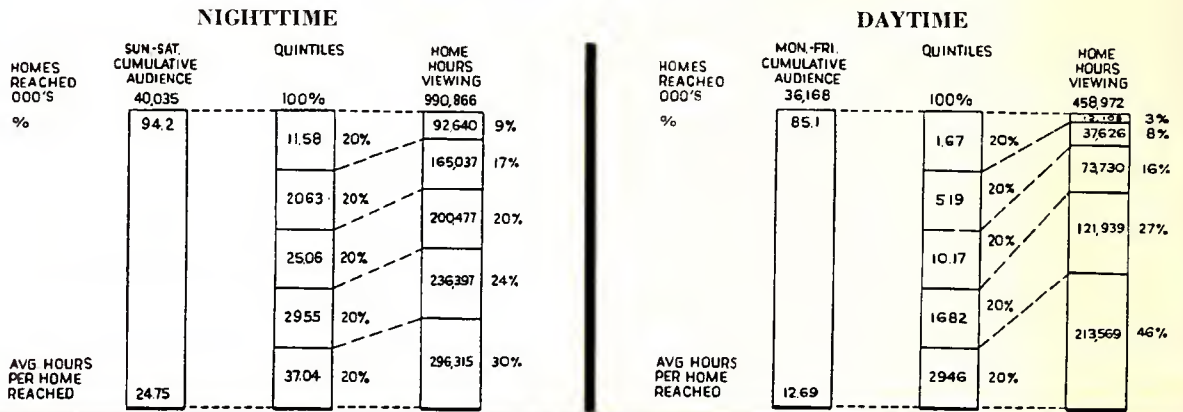
H-R Television, Inc.
Representatives

New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines

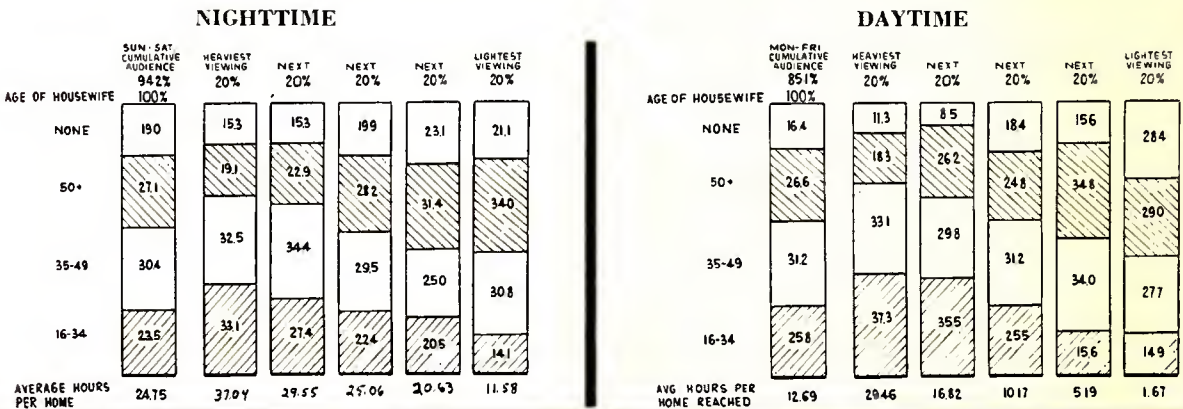
How tv's daytime and nighttime audiences differ

THE TV AUDIENCE (BY FIFTHS) ACCORDING TO WEEKLY HOURS OF VIEWING

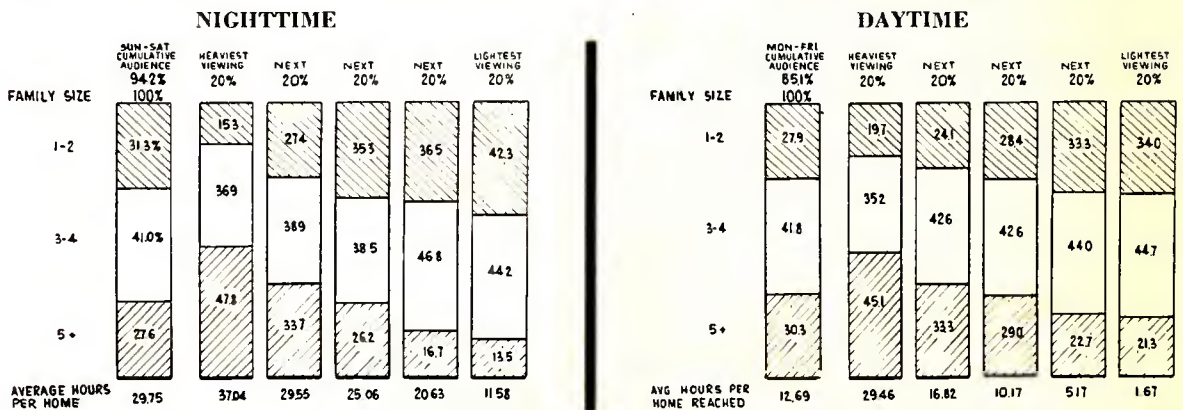
A. The total weekly audience



B. Weekly audience by age of housewife

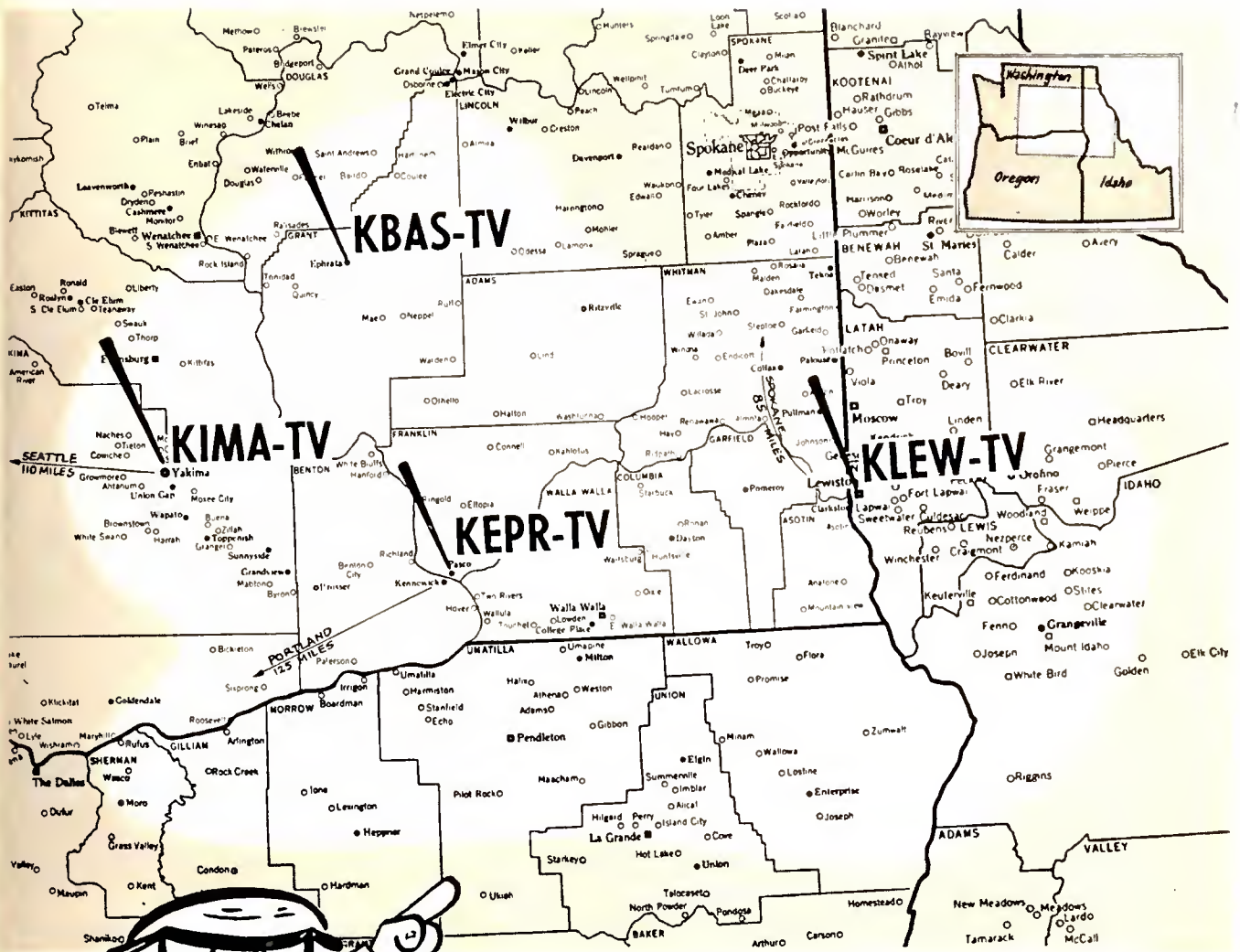


C. Weekly audience by size of family



The charts above, produced from A. C. Nielsen material, profile viewing by listing all sample homes in terms of weekly hours of viewing, starting with the heaviest and proceeding down to the lightest viewing home. The list is then divided into five (hence, quintile) equal parts and the average from each group of 20% is used in the charts. The

quintiles shown in the top charts are used in the age-of-housewife and size-of-family breakdowns. Charts show, among other things, that daytime viewing homes vary more in level of viewing than nighttime viewing homes and that heavy viewing, both day and night, is greatest among homes with young housewives. Data is based on 2-8 March 1958



"Smidley, you bug me!"

"Over a BILLION DOLLARS* layin' there like one big single-station market and it zipped right by ya, Smid. Why, any other time buyer would have grabbed it—zowie! So simple, Smidley. One order, four stations and you've got it. The Cascade network alone reaches it all—sells it all.

*E.B.I. \$1,013,982,500. Source: Sales Management 1959 "Survey of Buying Power."



KIMA-TV
YAKIMA
KEPR-TV
PASCO
KLEW-TV
LEWISTON
KBAS-TV
EPHRATA

CASCADE TELEVISION

NATIONAL REPRESENTATIVES: George P. Hollingbery • PACIFIC NORTHWEST: Moore & Associates

SPENDING AND COSTS

Tv ad expenditures have doubled in five years

McCann-Erickson figures prepared for *Printers Ink* is the source of chart at right. Besides tv, media include radio, newspapers, magazines, outdoor, business papers, direct mail, miscellaneous. Tv figures include all client spending: time, talent, production and commercials. TvB preliminary estimates for 1959: \$1,469,000,000

Tv advertising and share of all advertising, 1949-58

Year	Total advertising	Total tv advertising	Percent tv is of total
1958	\$10,196,000,000	\$1,360,000,000	13.3%
1957	10,310,600,000	1,273,400,000	12.4%
1956	9,901,700,000	1,206,700,000	12.2%
1955	9,194,400,000	1,025,360,000	11.2%
1954	8,161,100,000	809,200,000	9.9%
1953	7,755,300,000	606,100,000	7.8%
1952	7,156,200,000	453,900,000	6.3%
1951	6,426,100,000	332,300,000	5.2%
1950	5,710,000,000	170,800,000	3.0%
1949	5,202,200,000	57,800,000	1.1%

Networks take 54% of all tv ad dollars

NETWORK: \$735,000,000 SPOT: \$365,000,000 LOCAL: \$260,000,000

SOURCE: McCann-Erickson, "Printers Ink" preliminary estimates, time, talent and production, 1958.

Tv broadcast revenues hit \$1 billion in 1957

Tv has become a billion dollar business in 10 years. Figures are from FCC, cover networks and stations. Note leveling off in rate of increase of both revenues and expenses in recent years. These are latest figures available from the government

Tv industry revenue and expense, 1948-57

Year	Total broadcast revenues (000)	Percent increase	Total broadcast expenses (000)	Percent increase
1957	\$943,200	5.2%	\$783,200	10.7%
1956	896,900	20.4%	707,300	19.0%
1955	744,700	25.6%	591,500	18.3%
1954	592,937	37.3%	502,637	39.4%
1953	431,777	33.4%	360,511	31.6%
1952	323,594	37.3%	267,902	38.0%
1951	235,681	122.5%	194,086	68.6%
1950	105,914	208.5%	115,123	93.2%
1949	34,329	294.6%	59,591	152.5%
1948	6,700	358.8%	23,600	-----

Some facts and figures on network tv expenditures

Network billings by network

Network	1957	1958	% Change
ABC	\$ 83,071,284	\$103,016,938	+24.0
CBS	239,284,899	247,782,734	+ 3.6
NBC	193,845,383	215,790,729	+11.3
	\$516,201,566	\$566,590,401	+ 9.8

Network billings by months, 1958

January	\$ 49,606,735
February	44,638,074
March	49,488,074
April	47,651,346
May	47,918,145
June	43,769,105
July	41,118,509
August	41,509,492
September	42,417,190
October	52,526,147
November	52,008,793
December	53,938,821
Total	\$566,590,401

1st quarter 1958	1st quarter 1959	% Change
\$ 27,013,001	\$ 32,236,569	+19.3
62,715,826	66,161,853	+ 5.5
54,004,023	58,081,996	+ 7.6
\$143,732,853	\$156,480,418	+ 8.9

Network billings by day parts

	1st quarter 1958	1st quarter 1959	% Change
Daytime	\$ 42,184,408	\$ 53,325,550	+26.4
Mon.-Fri.	35,397,145	44,903,974	+26.9
Sat. & Sun.	6,787,263	8,421,576	+24.1
Nighttime	101,548,445	103,151,868	+ 1.6
Total	\$143,732,853	\$156,480,418	+ 8.9

Expenditure figures shown here are from LNA-BAR, cover gross time expenditures by advertisers. Note that most of the current increase in web billings is during the day. Note also that summer billings are 20% below the winter levels.

Some facts and figures on spot tv expenditures

Spot tv spending by time of day and type of buy

	1958 \$ (add 000)	1958 %	1957 %
Day	\$182,712	35.7	32.3
Night	273,111	53.4	57.8
Late Night	55,881	10.9	9.9
Total	\$511,704	100.0	100.0
Announcements & Participations	371,934	72.7	69.6
ID's	56,804	11.1	10.9
Programs	82,966	16.2	19.5
Total	511,704	100.0	100.0

Number of advertisers using spot tv 1956-58

Parent company users of television spot	1956	1957	1958
Spending under \$20,000	3,193	2,867	2,925
Spending over \$20,000	1,206	1,287	1,341
Total	4,399	4,154	4,266

Greater emphasis on daytime spot tv, shown here in these TVB figures collected by N. C. Rorabaugh, is continuing in 1959. Though nighttime share is down, total dollars are up. Some of daytime figures are result of spillover of nighttime business unable to find availabilities. Data are gross time

Washington

HAMPTON

James River

JAMES RIVER BRIDGE

NEWPORT NEWS

TUNNEL
2 1/4 mi.

Hampton Roads

PORTSMOUTH

WTAR-TV TOWER



← LESS THAN

Slipped Here!

Tidewater Virginia

Chesapeake Bay

VIRGINIA BEACH ◦

NORFOLK

SOUTH NORFOLK

Tidewater, Va., is NOT 2 separate metro areas (Norfolk, Newport News) as the U.S. Gov't list has it, but ONE compact interurbia closely linked, literally and figuratively, by custom, income, sales, bridges and tunnels.

With 779,814* people in the metro area, Tidewater is 27th in the nation, and 3rd in the entire southeast—equaled only by Atlanta and Miami.

TIDEWTAR is a better way to spell it...and sell it; for WTAR-TV dominates this must-buy market, and always has—in every survey ever taken. AND, within this area, you get *no* duplication, and no competition from *any* outside station!

**Bureau of Population & Economic Research,
State of Va., Feb. 1959*

WTAR-TV

CBS
TELEVISION

Norfolk, Va.
Channel 3

Represented by Edward Petry & Co.

29 MILES →

One of three tv dollars advertises grocery products

Tv expenditures by product classification, 1958

	TOTAL TV	SPOT TV	NETWORK TV
Agriculture	\$ 1,378,154	\$ 1,350,000	\$ 28,154
Ale, beer & wine	50,502,987	44,214,000	6,288,987
Amusements, entertainment	771,616	559,000	212,616
Automotive	58,840,855	7,376,000	51,464,855
Building material, fixtures, paints	17,675,494	2,789,000	14,886,494
Chemicals, institutional	404,969	404,969
Clothing & accessories	17,215,439	13,241,000	3,974,439
Confections & soft drinks	40,254,724	28,237,000	12,017,724
Consumer services	26,325,054	14,605,000	11,720,054
Cosmetics & toiletries	126,107,799	46,749,000	79,358,799
Dental products	34,330,671	14,467,000	19,863,671
Drug products	98,224,639	44,626,000	53,598,639
Food & grocery products	243,515,420	135,687,000	107,828,420
Garden supplies & equipment	880,638	661,000	219,638
Gasoline & lubricants	27,979,209	24,479,000	3,500,209
Hotels, resorts, restaurants	521,705	423,000	98,705
Household cleaners, polishes, waxes	46,093,594	29,650,000	16,443,594
Household appliances	18,996,479	4,621,000	14,375,479
Household furnishings	5,353,509	2,926,000	2,427,509
Household laundry products	76,237,980	29,940,000	46,297,980
Household paper products	15,153,884	5,163,000	9,990,884
Household, general	10,257,185	4,101,000	6,156,185
Notions	415,720	384,000	31,720
Pet products	11,665,699	4,411,000	7,254,699
Publications	1,559,069	757,000	802,069
Sporting goods, bicycles, toys	5,209,243	3,045,000	2,164,243
Stationery, office equipment	2,834,817	149,000	2,685,817
Tv, radio, phono, musical instr.	11,495,606	1,501,000	9,994,606
Tobacco products & supplies	93,443,822	31,119,000	62,324,822
Transportation & travel	5,641,358	2,937,000	2,704,358
Watches, jewelry, cameras	20,550,151	4,459,000	16,091,151
Miscellaneous	8,517,912	7,144,000	1,373,912
TOTAL	\$1,078,360,401	\$511,770,000	\$566,590,401

SOURCE: TVB via N. C. Rorabaugh (spot), LNA-BAR (network), gross time expenditures.



FOUR TIMES YOUR MONEY'S WORTH

In Shreveport, one of America's fastest growing markets, you get a lot more for your money when you specify KTBS-TV, Channel 3.

All Nielson surveys show KTBS-TV the dominant station in a market over four times larger than Shreveport's metropolitan area in population and income. Here is coverage that really counts—1,318,600 people with \$1,661,784,000 to spend.

Ask your Petry man for the story on the **FULL** Shreveport market. You'll find **KTBS-TV** not only gives you your money's worth, but more, lots more.



NBC

E. Newton Wray, Pres. & Gen. Mgr.

ABC

These are the big television spenders

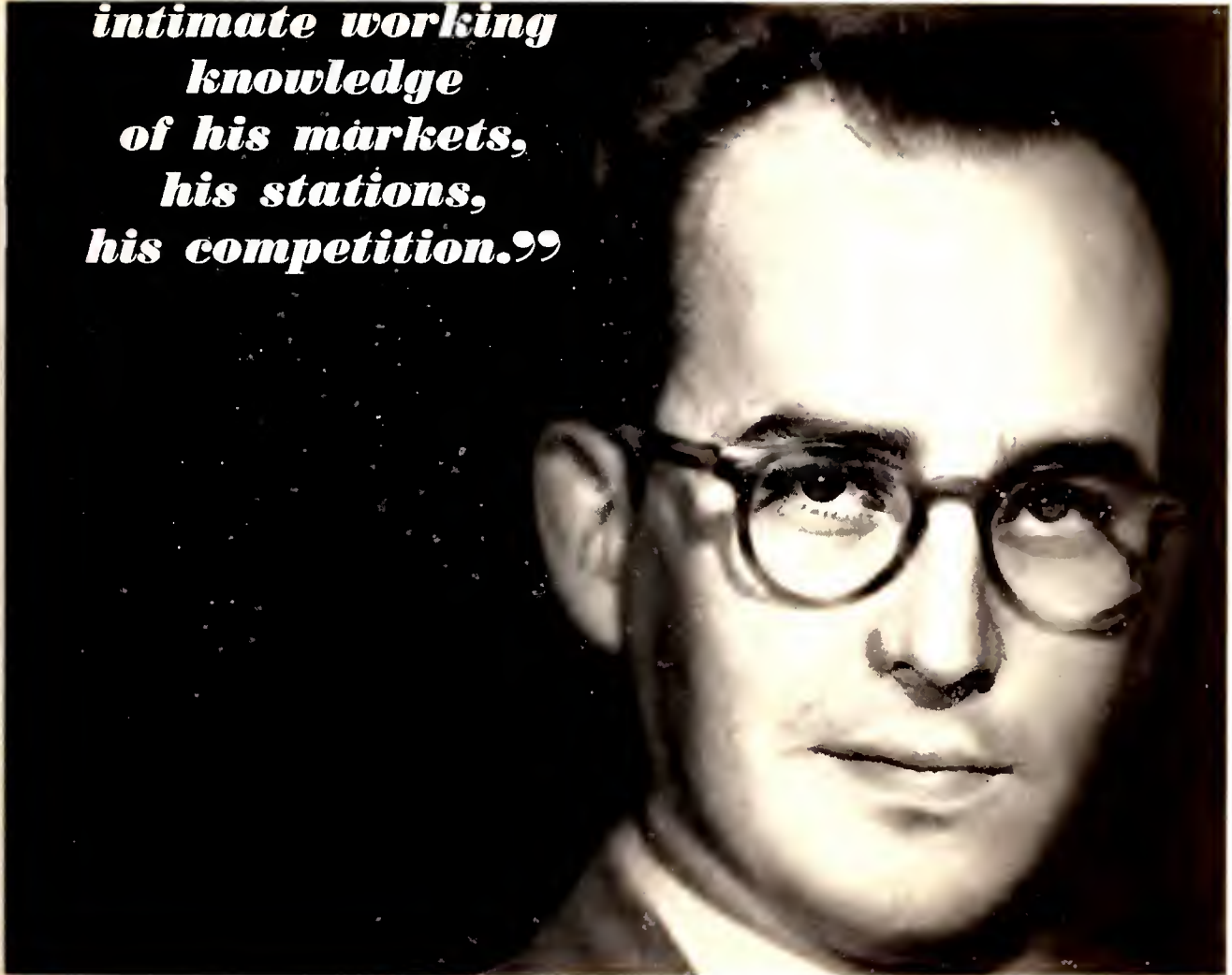
The top 50 television advertisers, 1958

ADVERTISER	TOTAL TV	SPOT TV	NETWORK TV
1. Procter & Gamble Company	\$84,471,710	\$33,833,060	\$50,638,650
2. Lever Brothers Company	38,537,230	16,578,860	21,958,370
3. Colgate-Palmolive Company	33,855,990	10,998,490	22,857,500
4. General Foods Corporation	31,753,900	11,020,780	20,733,120
5. American Home Products Corp.	27,783,360	7,275,680	20,507,680
6. General Motors Corporation	22,115,440	1,522,070	20,593,370
7. Bristol-Myers Company	18,918,690	2,845,890	16,072,800
8. R. J. Reynolds Tobacco Co.	18,436,470	2,434,260	16,002,210
9. Gillette Company	18,076,740	1,944,380	16,132,360
10. Brown & Williamson Tobacco Co.	17,664,000	9,413,530	8,250,470
11. P. Lorillard & Company	16,508,680	6,717,450	9,791,230
12. Chrysler Corporation	14,732,210	390,740	14,341,470
13. American Tobacco Company	14,270,330	3,018,150	11,252,180
14. General Mills, Inc.	13,777,090	2,986,970	10,790,120
15. Ford Motor Company	13,601,550	1,041,430	12,561,120
16. Sterling Drug, Inc.	13,565,080	3,645,220	9,919,860
17. Kellogg Company	12,840,330	2,549,440	10,290,890
18. Liggett & Myers Tobacco Co.	12,715,810	1,865,830	10,849,980
19. Miles Laboratories, Inc.	12,681,340	7,895,950	4,785,390
20. Adell Chemical Company	12,339,090	12,339,090
21. Warner-Lambert Pharma. Co.	11,725,590	8,832,990	2,892,600
22. Standard Brands, Inc.	10,513,270	4,368,290	6,144,980
23. Pharmaceuticals, Inc.	10,376,000	202,440	10,173,560
24. Continental Baking Company	9,964,170	9,223,910	740,260
25. Philip Morris & Company	9,033,720	4,066,710	4,967,010
26. Corn Products Co.	8,119,030	3,191,790	4,927,240
27. National Dairy Products Corp.	7,672,430	962,920	6,709,510
28. National Biscuit Company	7,619,780	4,022,960	3,596,820
29. Carter Products, Inc.	7,542,400	5,202,300	2,340,100
30. Revlon, Inc.	7,156,890	847,850	6,309,040
31. S. C. Johnson & Son, Inc.	7,055,840	1,813,560	5,242,280
32. Radio Corp. of America	6,458,130	6,458,130
33. Quaker Oats Company	6,373,420	1,679,690	4,693,730
34. Eastman Kodak Company	6,194,880	257,520	5,937,360
35. Pillsbury Mills, Inc.	5,730,740	525,160	5,205,580
36. General Electric Company	5,687,210	391,210	5,296,000
37. International Latex Corp.	5,678,510	5,678,510
38. American Chicle Company	5,324,670	2,355,040	2,969,630
39. Nestle Company, Inc.	5,219,220	1,681,800	3,537,420
40. Westinghouse Electric Corp.	4,724,610	85,380	4,639,230
41. Texize Chemical Company	4,704,170	4,704,170
42. Chesebrough-Ponds, Inc.	4,689,770	1,591,690	3,098,080
43. Campbell Soup Company	4,506,260	272,520	4,233,740
44. Jos. E. Schlitz Brewing Co.	4,503,060	1,778,680	2,724,380
45. Armour & Company	4,271,090	738,350	3,532,740
46. Swift & Company	4,163,240	1,209,590	2,953,650
47. Robert Hall Clothes	3,993,850	3,993,850
48. Scott Paper Company	3,906,370	488,270	3,418,100
49. Prudential Insurance Co. of Amer.	3,849,960	22,200	3,826,760
50. Ralston-Purina Company	3,753,550	377,510	3,376,040

SOURCE: TSB via N. C. Rorabaugh (spot), LNA-BAR (network), gross time expenditures.

Ted Kelly
media account supervisor
at McCann-Erickson, says:

*“The station
representative
we enjoy
working with has an
intimate working
knowledge
of his markets,
his stations,
his competition.”*



At FORJOE, our basic sales philosophy makes it essential to pick men of proven ability—mature men, trained in research, development, & creative sales. These characteristics are basic with every FORJOE man in our seven offices coast-to-coast. Armed with a keen, thorough working knowledge of markets and stations, each FORJOE man applies this know-how to the objectives of the specific account.

21 years of experience prove the value of this sales strategy.

580 Fifth Avenue NYC
Forjoe-TV

New York/Chicago/Detroit/Los Angeles/San Francisco/Philadelphia/Atlanta

These are the top billing tv agencies

How top 50 air agencies rank in total tv billings

Rank	Agency	Total tv (million \$)	Rank	Agency	Total tv (million \$)
1	J. Walter Thompson*	\$109.5	26	C&W*	\$11
2	McCann-Erickson	87	27	D'Arcy	10.5
3	Young & Rubicam*	82	27	N C & K	10.5
4	Ted Bates	78.1	27	Tatham-Laird	10.5
5	BBDO*	73	30	Bryan Houston	10.3
6	B & B	65	31	North	8.3
7	Burnett	51.2	32	Gardner	8.05
8	Compton	45	33	D. P. Brother*	8
9	D-F-S*	44	34	Ogilvy, Benson & M.	7.7
10	Kenyon & Eckhardt	35.2	34	McM-J & A	7.7
11	Ayer*	35	36	Doyle, D. & B.	7.4
12	Esty*	34.5	37	Keyes, Madison & J.	7.13
13	Lennen & Newell	31.4	38	F & S & R	7
14	F C & B	29	39	Guild, Bascom & B.	6.86
15	SSC&B	22.35	40	Reach-McClinton	6.6
16	Campbell-Ewald*	22	41	Honig-Cooper, H & M	5.9
17	Grant	18.2	42	Best	5.7
18	Wade	17.1	43	Mogul	5.6
19	Parkson	15.6	43	Donahue & Coe	5.6
20	EWR&R	14.5	45	Warwick & Legler	5.5
21	Needham, Louis & B.	13.9	46	Geyer*	5
22	Campbell-Mithun	13	46	E. H. Weiss	5
23	DCSS	12.2	46	LaRoche	5
24	Maxon	12	49	Kudner	4.3
25	Grey	11.1	50	Cohen & Aleshire	3.6

Top 10 network tv agencies

Rank	Agency	Net tv (million \$)
1	J. Walter Thompson*	\$85.5
2	Young & Rubicam*	62.5
3	McCann-Erickson	61
4	BBDO*	47
5	B & B	40
6	Burnett	39.3
7	Ted Bates	35.7
8	D-F-S*	35
9	K & E	29.8
10	F C & B	26.1

Top 10 tv spot agencies

Rank	Agency	Spot tv (million \$)
1	Ted Bates	\$42.4
2	McCann-Erickson	26
2	BBDO*	26
4	B & B	25
5	J. Walter Thompson*	24
6	Esty*	23
7	Ayer*	21
8	Compton	20
9	Young & Rubicam*	19.5
10	Burnett	11.9

U. S. billings only. *Indicates SPONSOR estimates for all or part of figures.

NOW...over

ONE

MILLION*

people in the
DALLAS metro area!

metro area: 1,031,900 people!
WFAA-TV coverage area:

POPULATION	2,697,100
FAMILIES	808,800
EFFECTIVE BUYING INCOME	\$4,405,428,000
RETAIL SALES	\$3,279,612,000
FOOD SALES	\$ 764,385,000
GENERAL MERCHANDISE	\$ 504,999,000
APPAREL	\$ 167,529,000
AUTOMOTIVE	\$ 715,240,000
DRUGS	\$ 117,234,000
TV SET COUNT	676,500

**Source: Sales Management "Survey of Buying Power," May 10, 1959.*



NETWORK PROGRAMING TRENDS

How audiences divide their time among network show types

Per cent of all viewing time average home spends watching network show types

	GENERAL 30 min.	DRAMA 60-90 min.	VARIETY 30 min.	VARIETY 60 min.	WESTERN 30 min.	WESTERN 60 min.	ADVENTURE	SITUATION COMEDY	QUIZ & AUD.	SUSPENSE DRAMA	INFORMATION	MISC.
Winter 1955-'56	9%	13%	8%	16%	4%	1%	4%	16%	11%	5%	5%	9%
Winter 1956-'57	7	15	6	18	6	1	6	15	11	5	4	6
Winter 1957-'58	5	8	7	16	10	5	6	15	10	10	3	5
Winter 1958-'59	5	7	8	13	14	10	5	12	7	8	6	5

Figures are from Nielsen Tv Index, cover sponsored shows at night, result from two factors: (1) total number of hours for each type of programing on the air, (2) total amount of time spent by average home in viewing each type of show.

Note that last season audiences spent fully 25% of their time watching westerns, about 60% more time than they did during the previous season. Other categories do not show much change from the percentage shares of 1957-58

Share of all viewing time going to tv network sponsors

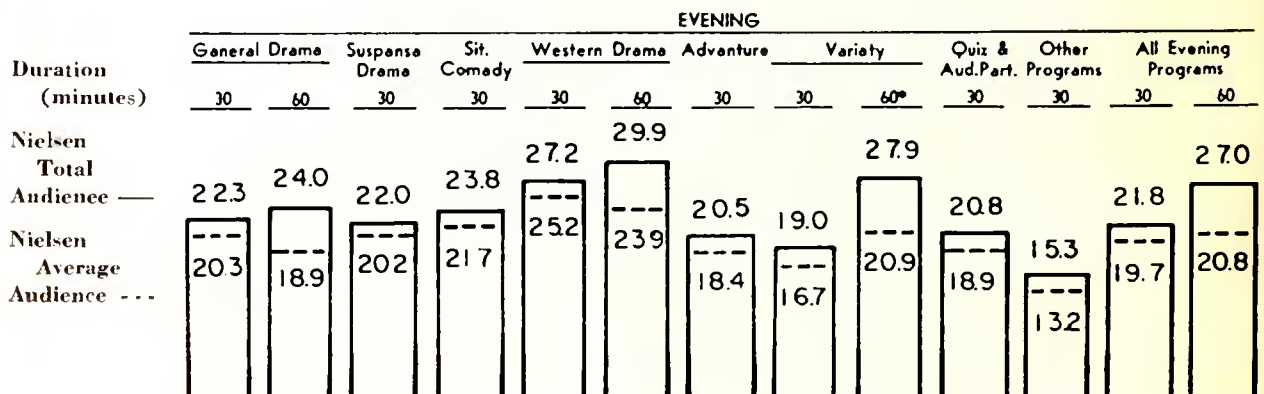
1959: 49.0% to web sponsored programs: 51.0% to all others

1958: 49.5% to web sponsored programs: 50.5% to all others

Source: NTI, February, each year.


Rating levels for network program categories

Total and average audience figures for nighttime shows



Source: NTI, two weeks ending 18 October, 1958.

from the heart of Pittsburgh to the entire tri-state area!



WIIC



CHANNEL

11

REPRESENTED BY
BLAIR-TV

BASIC
NBC
AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16

Network station lineups showed slight increase last season

Average number of stations, night and day, January 1958 vs. 1959

DAYTIME

Quarter Hour Shows						Half Hour Shows					
ABC		CBS		NBC		ABC		CBS		NBC	
1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959
none	none	131	138	none	none	103	84	120	137	104	116
1958 average: 131						1959 average: 138					
1958 average: 109						1959 average: 112					

NIGHTTIME

Half Hour Shows						Hour Shows					
ABC		CBS		NBC		ABC		CBS		NBC	
1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959
110	112	140	146	121	128	137	134	142	134	137	156
1958 average: 124						1959 average: 129					
1958 average: 139						1959 average: 141					

Source: Station lineup data are from ARB reports of sponsored shows as supplied by the networks. Daytime notes: Arthur Godfrey show is included in CBS' quarter-hour figures by quarter hours. Nighttime notes: NBC' half-hour average includes "Tonight" in 1958 and "Jack Paar Show" in 1959. CBS hour average includes following "Wagon Train" figures for 1958—200 stations for first half hour, 119 stations for second half hour.

Network show trends by type of sponsorship

Sponsorship patterns on network tv have pretty well stabilized in recent years, these Nielsen figures show. Data does not include the Jack Paar show in the participating and co-sponsor category shown at bottom

Percent evening hours monthly

TYPE OF SPONSORSHIP	Winter '58	Spring '58	Spring '57
Full	51.1%	48.7%	52.8%
Alternating	27.9	30.5	27.3
Participating and co-sponsor	21.0	20.8	19.9

Network show trends by length of program

An increase in amount of time devoted to hour-long shows (many of them westerns) and a decrease in half-hour shows were the highlights of this Nielsen study on length-of-program trends for three seasons

No. evening hrs. monthly

SHOW TYPE	1959	1958	1957
15-min.	8½	7	16¾
30-min.	155	172	150½
60-min.	95	86	96
90-min.	9	9	21
Total hours:	267½	274	284¼

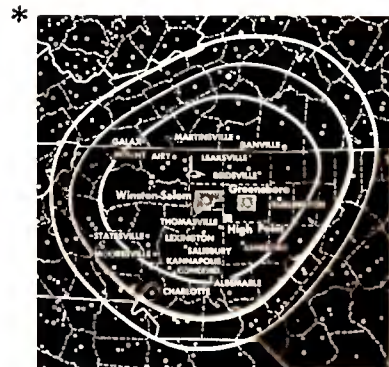
**WSJS TELEVISION
 DELIVERS
 GRADE A COVERAGE*
 OF MORE PEOPLE
 Than any other
 North Carolina
 Station**



THIS FACT FACES YOU!

PROOF:

In North Carolina's biggest metropolitan market, WSJS Television has maximum power of 316,000 watts and transmits from the area's highest tower, 2000 feet above average terrain. WSJS Television's extra strong signal provides Grade A Coverage for 1,410,700 people in the rich industrial Piedmont—the best coverage for more people than by any other North Carolina station.



WSJS television
 Winston-Salem / Greensboro



CHANNEL 12

Call Headley-Reed, Repr.

Popularity of show types in competitive markets

Average ratings in 20 markets

Program type	1959 Rating	1958 Rating	Program type	1959 Rating	1958 Rating
News shows and special features	6.8	**	Mystery, crime, police drama	17.1	17.0
Drama, half hour	19.7	18.5	Sports spectacles	12.5	10.1
Drama, hour or more	20.3	18.3	Western drama	20.8	22.2
Special programs	**	27.3	Quiz and panel shows	20.7	19.8
Variety shows, comedy, music	16.8	15.9	Children's shows	17.6	15.4
Situation comedies	19.2	17.0	Interview shows	25.8	14.0
Adventure series	16.3	13.8			

*SOURCE: Trendex, Inc., (average ratings include only those programs which appear in both February and March 1958 and 1959 reports).

** Unable to report because of insufficient data.

Audience composition of show types in competitive markets

Viewers per set in 20 markets

	Drama ½ hr.	Drama hr.-more	Variety, comedy, music	Sit. comedy	Adven- ture	Myst., crime, police	Sports	Westerns	Quiz, panel	Child. shows	Inter- view
MEN	0.89	0.84	0.80	0.63	0.79	0.82	1.15	0.86	0.77	0.58	0.88
WOMEN	1.07	1.03	1.11	0.97	0.67	0.98	0.72	0.92	1.07	0.70	1.09
CHILDREN	0.54	0.31	0.58	1.01	1.14	0.53	0.22	0.80	0.36	1.46	0.32
TOTAL	2.50	2.18	2.49	2.61	2.60	2.33	2.09	2.58	2.20	2.74	2.29

SOURCE: Trendex, February-March 1959. Children include all below 18.

Television football audiences are increasing

Football audiences for major games

Game	Network	1958-59 homes	1957-58 homes
Rose Bowl	NBC TV	21,956,000	20,528,000
Sugar Bowl	NBC TV	17,776,000	13,515,000
Pro Championship	NBC TV	15,488,000*	16,023,000
Orange Bowl	CBS TV	15,048,000	17,043,000
East-West	NBC TV	14,573,000	13,060,000
Cotton Bowl	CBS TV	14,168,000	12,198,000
Senior Bowl	NBC TV	10,736,000	9,265,000
Total		109,745,000**	101,632,000

SOURCE: NFL. *New York, which broadly accounts for 10% of the audience, was blacked out. **The increase in audiences for all games was around 8%.

Some interesting facts about westerns

A. Western audiences are stable

No. viewers per 100 tv homes

	OCTOBER 1957	OCTOBER 1958
Men	92	90
Women	93	93
ADULTS	185	183
Children	82	79
TOTAL	267	262

B. Growing western audiences top the critics favorite

	NO. ^a	1956 AA RATING	NO.	1957 AA RATING	NO.	1958 AA RATING
Avg. Eve. Show	135	19.9	127	20.4	129	20.1
Hour Drama	11	20.8	10	19.5	6	18.9
Western	7	20.9	10	25.1	18	27.9

No. denotes half-hour periods.

C. Westerns tend to be less popular among better-educated households

EDUCATIONAL STATUS OF HOUSEHOLD HEAD	WESTERNS (10)	HOUR VARIETY (11)	HOUR DRAMATIC (6)
<i>3 yrs. of high or less</i>	30.2	23.1	17.6
<i>High school graduate</i>	32.2	24.1	19.5
<i>Attended college</i>	25.6	24.1	21.2
<i>National rating avg.</i>	29.6	23.8	19.4

D. But westerns get stiff competition from other kid daytime shows

PROGRAM TYPE	LENGTH	HOMES	MEN	In millions			TOTAL
				WOMEN	TEENS	CHILDREN	
Western	30 min.	4.1	2.2	2.4	1.5	4.0	10.1
Other programs	15 min.	3.2	.5	1.1	.7	4.3	6.6
Other programs	30 min.	4.7	.7	1.4	1.3	6.6	10.0

All the charts above are based on Nielsen figures, and appeared at various times during the past year in SPONSOR-SCOPE. First three charts were worked up by NBC. The top chart shows audience composition for nine westerns that were on the air during both dates. The second chart, using the January-June period each year as a base, shows a jump in western audiences of 33% and a decline in the hour drama of 9% during two-year period. Chart No. 3 is based on Jan.-Feb. 1958 data. Bottom chart, covering daytime children's programs, shows millions of homes and viewers per average minute during two periods: 9-22 November and 7-20 December 1958.

COLOR TV

COLOR TELEVISION STATUS REPORT

1. There are an estimated 435,000 color sets in circulation, and NBC estimates 20% of these are in the New York City area. (Neither RCA, Sylvania nor the Electronics Industries Assn. releases actual color tv set production figures. RCA reportedly produces 90% of them.) Average price of a color set is \$500.
2. NBC TV is the most enthusiastic broadcast supporter of color. Last year, for example, it telecast 668 hours of color programming. CBS TV carried only six and one-half hours, ABC TV none. NBC TV's color hours have grown from 68 in 1954, 216 in 1955, 486 in 1956 and 647 in 1957. CBS plans to add more color shows next season but ABC has no color equipment and has no starting date set for its color debut. Color shows far outnumber color movies.
3. Of 520 tv stations in operation, 350 or some 67% have color equipment for transmission. Of these, an estimated 154, or about half, are NBC affiliates.

4.

COLOR TV STATIONS*

By state and city, with network affiliation (if any)

State — City	NBC	CBS	ABC	Ind.	State — City	NBC	CBS	ABC	Ind.
ALABAMA					COLORADO				
Birmingham	WABT	WBRC	WABT		Denver	KOA	KLZ		KTVR
Dothan		WTYY	WTYY		CONNECTICUT				
Mobile	WALA	WKRG	WALA		Hartford				WTIC
Montgomery	WSFA	WCOV			New Britain	WNBC			
ARIZONA					New Haven			WNHC	
Mesa	KVAR				D.C.				
Phoenix		KOOL	KTVK	KPHO	Washington	WRC	WTOP		WTTG
Tucson	KVOA	KOLD	KGUN		FLORIDA				
ARKANSAS					Daytona Beach	WESH			
El Dorado	KTVE				Jacksonville	WFGA	WJXT	WJXT	
Little Rock	KARK	KTHV	KATV		Miami	WCKT	WTVJ	WPST	
CALIFORNIA					Orlando		WDBO		
Bakersfield	KERO				Tampa	WFLA	WTVT		
Cbico		KHSL	KHSL		W. Palm Beach	WPTV	WPTV		
Fresno	KMJ	KFRE	KJEO		GEORGIA				
Los Angeles	KRCA	KNXT		KTLA	Albany	WALB		WALB	
				KHJ	Atlanta	WSB	WAGA	WLWA	
				KITV	Augusta	WJBF	WRDW	WJBF	
				KCOP	Columbus	WTVM	WRBL	WRBL	
Redding	KVIP		KVIP		Macon	WMAZ	WMAZ	WMAZ	
Sacramento	KRCA	KBET			Savannah	WSAY	WTOC	WSAY	WTOC
Salinas	KSBW	KSBW	KSBW		Thomasville	WCTV	WCTV	WCTV	
San Diego	KFSD	KFMB							
San Diego	KFSD	KFMB							
San Francisco	KRON	KPIX		KTVU					
San Jose				KNTV					
Santa Barbara	KEYT	KEYT	KEYT						

(Continued)

*Number of tv stations which have a transmitter equipped for color. Of 520 tv stations in the U.S., 350 are color-equipped, according to NBC in a report issued in May 1959.

COLOR TV STATIONS (Continued)

State — City	NBC	CBS	ABC	Ind.	State — City	NBC	CBS	ABC	Ind.
ILLINOIS					Kalamazoo				
Champaign	WCIA	WCIA			Lansing	WJIM	WJIM	WJIM	
Chicago	WNBQ	WBBM		WGN WTTW	Traverse City	WPBN			
INDIANA					MINNESOTA				
Peoria	WEEK	WMBD	WTVH		Alexandria	KCMT	KCMT	KCMT	
Quincy	WGEM		WGEM		Duluth	WDSM	KDAL	KDAL WDSM	
Rockford	WTVO	WREX	WREX		Minneapolis	KSTP	WCCO		KTCA KMSP
Rock Island		WHBF	WHBF		Rochester	KROC			
Springfield	WICS		WICS		MISSISSIPPI				
INDIANA					Hattiesburg				
Elkhart			WSJV		Jackson	WDAM		WDAM	
Evansville	WFIE	WEHT	WTVW		Meridian	WTOK	WTOK	WTOK	
St. Wayne	WKJG	WANE			MISSOURI				
Indianapolis	WFBM	WISH	WLWI		Cape Girardeau		KFVS		
Luncie	WLBC	WLBC	WLBC		Hannibal		KHQA		
South Bend	WNDU	WSBT			Joplin		KODE	KODE	
Terre Haute	WTHI	WTHI	WTHI		Kansas City	WDAF	KCMO	KMBC	
IOWA					Kirksville				
AMES			WOI		Springfield	KYTV	KTTS	KYTV	
Cedar Rapids		WMT			St. Louis	KSD	KMOX	KTVI	
Davenport	WOC				NEBRASKA				
Des Moines	WHO	KRNT			Hastings	KHAS			
St. Dodge	KQTV				Kearney		KHOL	KHOL	
SiouX City	KTIV	KTIV	KTIV		Omaha	KMTV	WOW		
Waterloo	KWWL				NEVADA				
KANSAS					Henderson				
Great Bend	KCKT		KCKT		Las Vegas		KLAS		
Hutchinson		KTVH			Reno	KOLO	KOLO	KOLO	
Pittsburg	KOAM		KOAM		NEW MEXICO				
Topeka		WIBW	WIBW		Albuquerque	KOB	KGGM		
Wichita	KARD				Rosewell	KSWs	KSWs	KSWs	
KENTUCKY					NEW YORK				
Alexington	WLEX		WLEX		Albany-Schenectady-Troy	WRGB	WTEN		
Louisville	WAVE	WHAS	WAVE		Binghamton	WINR WNBF	WNBF	WNBF	
Paducah	WPSD				Buffalo	WGR	WBEN	WKBW	
LOUISIANA					Lake Placid				
Baton Rouge	WBRZ		WBRZ		New York	WPTZ		WPTZ	
Cafayette		KLFY				WRCA	WCBS		WABD WOR WPIX WNTA
Monroe	KNOE	KNOE	KNOE		Rochester				
New Orleans	WDSU	WWL			Syracuse	WSYR	WHEN	WHEN	
Shreveport	KTBS	KSLA	KSLA		Utica-Rome	WKTV	WKTV	WKTV	
MAINE					NORTH CAROLINA				
Bangor		WABI	WABI		Chapel Hill				WUNC
Portland	WCBS	WGAN	WCBS		Charlotte	WSOC	WBTW		
Presque Isle		WAGM	WAGM		Durham		WTVD		
MARYLAND					Greensboro				
Baltimore	WBAL	WMAR	WJZ		Greenville		WFMY	WFMY	
MASSACHUSETTS					Raleigh				
Boston	WBZ	WNAC	WHDH		Washington	WRAL			
Springfield	WWLP	WHYN	WWLP		Wilmington	WITN			
MICHIGAN					Winston-Salem				
Lansing	WWJ	WJBK				WECT			
Grand Rapids	WOOD		WOOD			WSJS			
Jackson	WILX								

COLOR TV STATIONS (Continued)

State — City	NBC	CBS	ABC	Ind.	State — City	NBC	CBS	ABC	Ind.
NORTH DAKOTA									
Bismarck	KFYR		KFYR		Jackson		WDXI		
Fargo	WDAY		WDAY		Johnson City		WJHL	WJHL	
Grand Forks	KNOX				Knoxville	WATE	WBIR	WTVK	
Minot	KCJB	KCJB	KCJB		Memphis	WMCT	WREC	WHBQ	
Valley City		KXJB			Nashville	WSM	WLAC		
OHIO					TEXAS				
Cincinnati	WLWT	WKRC	WCPO		Amarillo	KGNC			
Cleveland	KYW	WJW	WEWS		Austin	KTBC	KTBC	KTBC	
Columbus	WLWC	WBNS			Beaumont-Port Arthur	KPAC	KFDM	KFDM	
Dayton	WLWD	WHIO	WLWD		Corpus Christi	KRIS		KRIS	
Lima	WIMA	WIMA	WIMA		Dallas		KRLD	WFAA	
Toledo	WSPD/ WTOL	WSPD/ WTOL	WSPD		El Paso	KTSM	KROD		
Youngstown	WFMJ	WKBN	WKST		Ft. Worth	WBAP			
Steubenville		WSTV			Houston	WPRC	KGUL	KTRK	
Zanesville	WHIZ	WHIZ	WHIZ		Lubbock	KCBD	KDUB	KCBD	
OKLAHOMA					Midland				
Ada	KTEN	KTEN	KTEN		San Antonio	WOAI	KENS	KONO	
Ardmore	KVSO				Sweetwater		KPAR		
Enid			KOCO		Temple	KCEN			
Oklahoma City	WKY	KWTV			Texarkana		KCMC	KCMC	
Tulsa	KVOO	KOTV	KTUL		Tyler	KLTV	KLTV	KLTV	
OREGON					Waco				
Eugene	KVAL				Wichita Falls	KFDX	KSYD	KFDX	
Medford	KBES	KBES	KBES		UTAH				
Portland	KPTV	KOIN	KGW		Provo				KLOR
PENNSYLVANIA					Salt Lake City				
Altoona		WFBG	WFBG			KTUV	KSL	KUTV	
Erie	WICU	WSEE	WICU WSEE		VIRGINIA				
Harrisburg		WHP	WTPA		Lynchburg			WLVA	
Johnstown	WJAC				Norfolk		WTAR	WAVY	
Lancaster	WGAL	WGAL			Petersburg	WXEX			
Lebanon			WLBR		Richmond		WRVA	WTVR	
Philadelphia	WRCV	WCAU	WFIL		Roanoke	WSLS	WDBJ	WSLS	
Pittsburgh	WIIC	KDKA	WTAE		WASHINGTON				
Scranton		WDAU			Seattle	KOMO	KIRO	KING	
Wilkes-Barre	WBRE	WILK			Spokane	KHQ	KXLY	KREM	
RHODE ISLAND					Tacoma				
Providence	WJAR	WPRO	WJAR		Yakima	KIMA	KIMA	KIMA	
SOUTH CAROLINA					WEST VIRGINIA				
Anderson		WAIM	WAIM		Bluefield	WHIS			
Charleston	WUSN	WCSC	WCSC		Charleston			WGHS	
Columbia	WIS	WNOK			Clarksburg	WBOY	WBOY	WBOY	
Florence	WBTW	WBTW	WBTW		Huntington	WSAZ	WHTN		
Greenville	WFBC				Parkersburg	WTAP	WTAP	WTAP	
Spartanburg		WSPA			Wheeling	WTRF		WTRF	
SOUTH DAKOTA					WISCONSIN				
Aberdeen	KXAB	KXAB			Eau Claire	WEAU		WEAU	
Sioux Falls	KELO	KELO	KELO		Green Bay		WBAY		
Watertown	KDLO	KDLO	KDLO		Madison	WMTV	WISC	WKOW	
TENNESSEE					Marinette				
Bristol	WCYB		WCYB		Milwaukee	WTMJ	WXIX	WISN	WITI
Chattanooga	WRGP	WDEF	WDEF		Wausau	WSAU	WSAU	WSAU	
					WYOMING				
					Cheyenne				
					Hawaii				
					Honolulu				



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NEW ENGLAND

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HARRINGTON, RIGHTER
AND PARSONS INC.

WTIC-TV
HARTFORD, CONN.



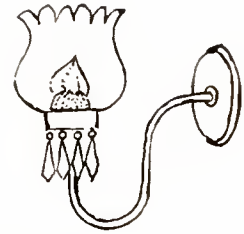
Here's a list of advertisers who have used color on network tv

Network advertisers with color tv experience

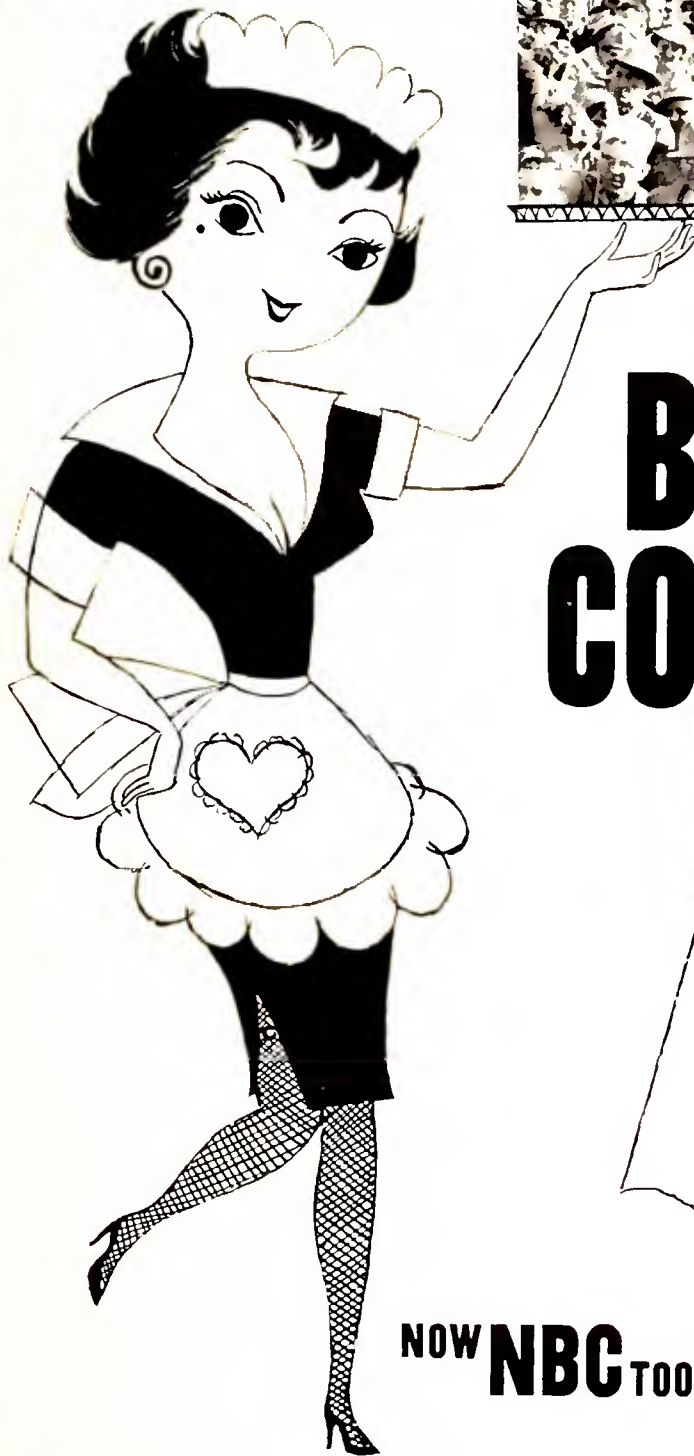
Company	Years when color used	Handling of commercials*	Company	Years when color used	Handling of commercials*
AUTOMOTIVE, OIL			HOUSEHOLD APPLIANCES, INDUSTRIAL- INSTITUTIONAL, ETC.		
Chrysler	1955-1958	LC-FC-TC	Aluminum Ltd.	1958	FC
General Motors	1956-1959	LC-FC	Aluminum Co. of Am.	1955-1957	FC
Ford	1956-1957	LC-FC	AT&T	1956-1958	LC-FC
Standard Oil, N. J.	1957	LC-FC	Bulova	1957	LC
Texas Co.	1957-1958	LC	DuPont	1957-1959	LC-FC
CIGARETTE COMPANIES			Eastman Kodak	1955	FC
American Tobacco	1956-1958	FB	Florists' Telegraph Service	1957-1958	LC
Liggett & Myers	1957-1958	LC-FB	Goodyear	1956-1957	FC
Lorillard	1957	LC	Greyhound	1958-1959	FB
R. J. Reynolds	1957	LC-FB	Hallmark	1954-1959	LC-FC
FOOD PRODUCTS, SOAPS & CLEANERS			Kaiser	1956-1957	N.A.
American Dairy	1957-1959	LC-FC	Polaroid	1957-1958	LC-FB
Armour & Co.	1957	LC-FB	RCA	1956-1959	LC-FC
Breck	1957-1958	FB	Reynolds Aluminum	1954	LC
Brillo	1957-1959	FB	Sunbeam	1954-1959	LC-FC
Carnation	1955-1956	LC	Timken	1957	FC
Colgate	1955	FC	Union Carbide	1958	FC
Corn Products	1957-1958	FB	U. S. Steel	1957	FC
General Mills	1955	FC-LB	U. S. Time	1957-1958	LC-FB-LB
Hills Bros.	1958	FB	Westinghouse	N.A.	LC
Kellogg	1957	LC-FC	Whirlpool	1956-1958	FC
Knomark	1957-1958	LC-FC	TOILETRIES, DRUGS AND PROPRIETARY MEDICINES		
Lever Bros.	1957-1959	LC-FB	Alberto-Culver	1958	FB
Libby, McNeill, Libby	1958	LC	Chesebrough-Ponds	1957-1959	FB
Minute Maid	1957-1958	LC	Gillette	1957-1958	FB
National Dairy	1954-1959	LC	Helene Curtis	1956	FB
Pepsi-Cola	1957	LC-FC	Kimberley-Clark	1956-1959	FB
Pet Milk	1956-1958	LC-FC	Max Factor	1956-1957	FB
Pillsbury	1957	LC-FB	Mennen	1957	FB
Procter & Gamble	1958	LC-FB	Miles Labs	1956	LC-FB
Purex	1956-1957	FB	Noxzema	1957-1959	FC-FB
S. C. Johnson	1956-1958	FC-BiC-LB	Pharmacraft	1957-1958	LC-FB
Swift & Co.	1957	LC-FC	Revlon	1955-1958	FB
Van Camp	1958	N.A.	Scott Paper	1955	FC
			Smith, Kline & French	1956-1958	FC
			Warner-Lambert	1956-1958	FB

SOURCE: From NBC TV, The top 100 National Advertisers' Attitude Toward Color Television, preliminary report, January 1959. * Commercial coding: LC, live color; FC, film color; N.A., no answer; TC, tape color; FB, film, black and white; FBo, film, both black and white and color; Bi-C, billboard with color; LB, live, black and white.

WFRV-TV



Green Bay
Channel **5**



delivers

BEST COST PER MILLION

Actually WFRV-TV Channel 5
Green Bay, Wisconsin
delivers 6,000,000 eyes and ears.

NOW NBC TOO!

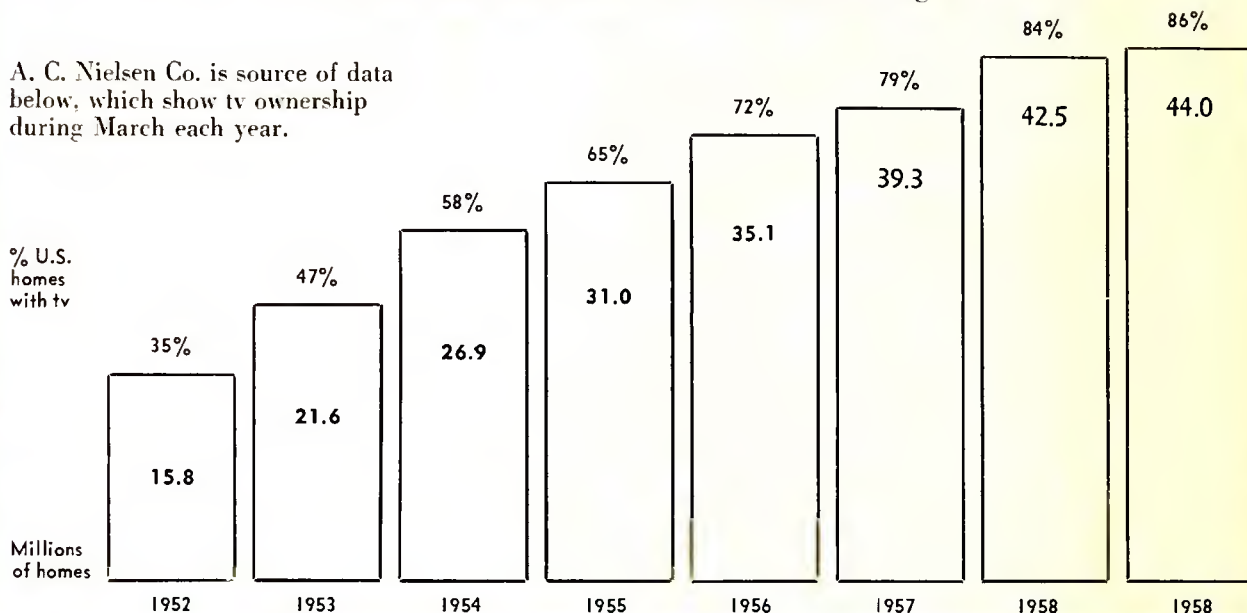


DIMENSIONS

Television homes have passed the 44 million mark

Per cent and number of U. S. homes owning tv

A. C. Nielsen Co. is source of data below, which show tv ownership during March each year.



Urban counties average 92% television saturation

Figures at right are from A. C. Nielsen, show tv homes and set saturation figures as of 1 March this year. Though West Central and Pacific regions show the same saturation, the latter shows faster growth.

Tv saturation by region and county size

Region	Homes	Saturation	County Size	Homes	Saturation
Northeast	12,102,000	(91%)	"A"	17,423,000	(92%)
East Central	7,815,000	(89%)	"B"	12,623,000	(89%)
West Central	8,432,000	(86%)	"C"	8,148,000	(81%)
South	9,390,000	(77%)	"D"	5,797,000	(71%)
Pacific	6,261,000	(86%)			

About \$600 million is invested in television broadcast property

Original cost of tangible tv broadcast property

Year	Original cost	Year	Original cost
1958	\$600,000,000 (est.)	1953	\$233,134,000
1957	546,406,000	1952	124,129,000
1956	429,680,000	1951	92,982,000
1955	364,748,000	1950	70,260,000
1954	315,009,000	1949	55,875,000

FCC annual summaries up through 1957 are the source of figures at right. The 1958 figure is an AMST estimate. Excluded are costs of translators. Replacement value of broadcast property is much higher.

this is growth

THE TAFT STATIONS . . . in only ten years, have experienced tremendous growth. At present, nine Taft Radio and television stations are reaching over 8,000,000 people in rich Mid-West and Southern markets. This growth is a result of community acceptance gained through integrity of programming and management . . . through gainful results produced for an ever increasing number of advertisers.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.



WKRC-TV
Cincinnati, O.

WKRC- RADIO and FM
Cincinnati, O.

WTVN-TV
Columbus, O.

WTVN- RADIO and FM
Columbus, O.

WBIR-TV
Knoxville, Tenn.

WBIR- RADIO and FM
Knoxville, Tenn.

WBRC-TV
Birmingham, Ala.

WBRC- RADIO and FM
Birmingham, Ala.

WKYT-TV
Lexington, Ky.

TAFT the radio and television stations

								
WKRC-TV Cincinnati, O.	W K R C	WTVN-TV Columbus, O.	W T V N	WBIR-TV Knoxville, Tenn.	W B I R	WBRC-TV Birmingham, Ala.	W B R C	WKYT-TV* Lexington, Ky.
	RADIO and FM		RADIO and FM		RADIO and FM		RADIO and FM	

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

**Nearly 1,000
video stations
of all types
are authorized**

Tv station growth has been fast, figures gathered by Association of Maximum Service Telecasters show. After 14 years there are 11 authorized tv stations per channel. It took standard broadcasting 26 years to reach that high level of frequency loading

Number of tv stations as of 21 February, 1959

	Channels 2-13	Channels 14-83	Total
Stations On the Air:			
Commercial	414	68	482
Educational	29	8	37
Commercial Satellite	20	7	27
Translator	0	162	162
Total On the Air.....	463	245	708
Authorized, Not on Air:			
Commercial	32	111	143
Educational	8	16	24
Commercial Satellite	6	2	8
Translator	0	41	41
Total Authorized	46	170	216
Total	509	415	924

**At least 38,000
people work in the
television industry
at the latest count**

Television broadcast employment, 1952-1957

Year	Full-Time Employees	Part-Time Employees	Total Employees
1957	32,639	5,519	37,797
1956	30,169	5,541	35,710
1954	25,324	4,088	29,412
1953	16,108	2,103	18,211
1952	12,412	1,687	14,099

SOURCE: Association of Maximum Service Telecasters via FCC. Includes both networks and stations. 1955 data not available. 1957 is latest year available.

4 out of 5 homes can view 4 or more stations

Per cent tv homes which can receive

1 station
2%

2-3 stations
17%

4 or more
81%

Source: A. C. Nielsen, fall 1958.

1959 began with nearly 500 commercial stations

Number of stations	1950	1952	1954	1956	1958	1959
	98	109	357	428	481	491

Source: A. C. Nielsen, January, each year.

SET PRODUCTION

50 million television sets are now in use in the U. S.

Television set production and use—1946-1959

YEAR ENDING	NO. OF SETS PRODUCED	CUMULATIVE NO. OF SETS PRODUCED	TOTAL SETS IN USE
1958	4,920,428	64,130,789	50,300,000
1957	6,399,345	59,210,361	47,000,000
1956	7,387,029	52,811,016	42,700,000
1955	7,756,521	45,423,987	37,600,000
1954	7,346,715	37,667,466	32,500,000
1953	7,215,827	30,320,751	27,300,000
1952	6,096,279	23,104,924	21,200,000
1951	5,384,798	17,008,645	15,800,000
1950	7,463,800	11,623,847	10,600,000
1949	3,000,000	4,160,047	4,000,000
1948	975,000	1,160,047	1,000,000
1947	178,571	185,047	190,000
1946	6,476	6,476	16,000

SOURCE: Sets produced and cumulative number of sets produced from EIA, sets in use estimated by NBC.

Vhf set production keeps declining

Set production figures at right are from EIA (Electronic Industries Association), do not cover converted vhf tv sets

Production of factory-equipped vhf sets

YEAR	NUMBER OF SETS
1954	1,383,000
1955	1,182,000
1956	1,035,236
1957	779,800
1958	418,256

SOURCE: EIA

Public has invested \$25 billion in tv sets and servicing

Consumer spending data for tv receivers, parts and repairs includes sets of all kinds, including color. Sources of data include *Electrical Merchandising*, *Tv Digest* and Sylvania Electric's F. W. Mansfield

Estimated public expenditure for tv

Year	Retail value of receivers (000)	Antennas, components, servicing, etc. (000)	Total public expenditures (000)
1946-54	\$10,684,500	\$4,453,500	\$15,138,000
1955	1,788,800	1,050,000	2,838,800
1956	1,457,100	1,200,000	2,657,100
1957	1,304,100	1,300,000	2,604,100
1958	1,150,300	1,350,000	2,500,300
Total			
1946-1958	\$16,384,800	\$9,353,500	\$25,738,300

TELEVISION STATIONS AND REPRESENTATIVES

Timebuyers will find useful this list of video outlets and their reps

Like the list in the preceding Radio Basics section, this roster of video stations with their national representatives was designed to aid the timebuyer who has to place a lot of time in a hurry. It is, of course, just as useful for looking up one station.

In designing these lists, it was decided to trim the information they would contain down to bare essentials so that no time would be wasted by buyers in using it. For

this reason only four kinds of information are in them: (1) state, (2) city, (3) call letters, (4) name of rep.

Practically all U.S. tv stations are included here, ulh and vhf. For obvious reasons satellites and the like are not included. Because of the complexity of the job in assembling such a list and because of such problems as reps not answering or an unreported switch in reps, there may be a few errors—for which SPONSOR apologizes.

U. S. TV STATIONS AND THEIR NATIONAL REPS, 1 JULY 1959

ALABAMA

Birmingham	
WAPI-TV	h. r. & p.
WBRC-TV	katz
Decatur	
WMNL-TV	masla
Dathan	
WTUV	o'connell
Florence	
WOWL-TV	r. v. h.
Mobile	
WALA-TV	h-r
WKRQ-TV	avery-knodel
Mantgomery	
WCOV-TV	young
WSFA-TV	katz

ARIZONA

Phoenix	
KOOL-TV	hollingbery
KPHO-TV	katz
KTVK	blair
KVAR	avery-knodel
Tucson	
KGUN-TV	headley-reed
KOLD-TV	hollingbery
KVOA-TV	branham
Yuma	
KIVA	hollingbery

ARKANSAS

El Darada	
KTVE	weed
Fart Smith	
KNAC-TV	v. r. & m.
Little Rock	
KARK-TV	vetry
KATV	avery-knodel
KTHV	branham
Texarkana	
KCMC-TV	v. r. & m.

CALIFORNIA

Bakersfield	
KBAK-TV	weed
KERO-TV	petry
KICU	hollingbery

Chica	
KHSL-TV	avery-knodel
El Centra (Mexicali, Mex.)	
XEM-TV	national time sls.
Eureka	
KIEM-TV	hollingbery
KVIQ-TV	mcgavren
Fresno	
KFRE-TV	blair
KJEO-TV	h-r
KMJ-TV	katz
Las Angeles	
KABC-TV	katz
KCOP	petry
KHJ-TV	h-r
KNXT	cbs tv spot
KRCA	nbc spot
KTLA	p. g. w.
KTTV	blair
Oakland	
KTVU	h-r
Redding	
KVIP-TV	hollingbery
Sacramento	
KCCC-TV	gill-perna
KCRA-TV	petry
KXTV	h-r
Salinas	
KSBW-TV	h-r
San Diego (Tijuana, Mex.)	
KFMB-TV	petry
KESD-TV	katz
XETV	blair
San Francisco	
KGO-TV	blair
KPIX	TvAR
KRON-TV	p. g. w.
San Jase	
KNTV	weed
San Luis Obispo	
KSBY-TV	h-r
Santa Barbara	
KEY-T	headley-reed
Stacktan	
KOVR-TV	blair
COLORADO	
Calarada Springs	
KKTU	boling
KRDO-TV	pearson

Denver	
KBTU	p. g. w.
KLZ-TV	kat
KOA-TV	nbc spo
KTVR	blair
Grand Junction	
KREX-TV	holma
Puebla	
KCSJ-TV	pearson; mecke

CONNECTICUT

Bridgeport	
WICC-TV	young
Hartford	
WHCT	young
WTIC-TV	h. r. & j
New Britain	
WNBC	nbc spo
New Haven	
WNHC-TV	bla
Waterbury	
WATR-TV	mcgavren

DISTRICT OF COLUMBIA

WMAL-TV	h
WRCTV	nbc spo
WTOP-TV	cbs tv spo
WTTG	p. g. w.

FLORIDA

Daytana Beach	
WESH-TV	avery-knodel
Fart Myers	
WINK-TV	walker-rawa
Jacksonville	
WFGA-TV	p. g. w.
WJXT	cbs tv spo
Miami	
WCKT	nbc spo
WPST-TV	pet
WTVJ	p. g. w.
Orlando	
WDBO-TV	bl
WLOP-TV	you

onoma City
WJDM-TV hollingbery

ensocolo
WEAR-TV hollingbery; blair

t. Petersburg
WSUN-TV v. r. & m.

ollohossee
WCTV blair

ompo
WFLA-TV blair
WTVT katz

Vest Palm Beach
WEAT-TV weed
WPTV blair

GEORGIA

Albony
WALB-TV v. r. & m.

Atlanta
WAGA-TV katz
WLW-A crosley
WSB-TV petry

Augusto
WJBF hollingbery
WRDW-TV branham

Columbus
WRBL-TV hollingbery
WTVM young

Mocon
WMAZ-TV avery-knodel

Savonnoh
WSAV-TV blair
WTOG-TV avery-knodel

IDAHO

Boise
KBOL-TV p. g. w.
KTVB blair

Idoho Falls
KID-TV gill-perna

Lewiston
KLEW-TV hollingbery

Nompo
KCIX-TV weed

Pocotello
KTLE forjoe

Twin Falls
KLIX-TV gill-perna

ILLINOIS

Chompoign
WCIA hollingbery

Chicago
WBBM-TV cbs tv spot
WBKB blair
WGN-TV petry
WNBQ nbc spot

Donville
WDAN-TV everett-mckinney

Decotur
WTVP gill-perna

Horrisburg
WSIL-TV walker-rawalt

Peorio
WEEK-TV headley-reed
WMBD-TV p. g. w.
WTVH petry

Quincy
WGEM-TV young

Rockford
WREX-TV h-r
WTVO headley-reed

Rock Island
WHBF-TV avery-knodel

Springfield
WICS young

INDIANA

Bloomington
WTTV meeker

Evonsville
WFIE-TV raymer
WTVW hollingbery

Fort Woynce
WANE-TV petry
WKJG-TV h-r
WPTA young

Indionopolis
WFBI-TV katz
WISH-TV bolling
WLW-I crosley

Lofoyette
WFAM-TV r. v. h.

Muncie
WLBC-TV holman

South Bend
WNDU-TV petry
WSBT-TV raymer
WSJV-TV h-r

Terre Houte
WTHH-TV bolling

IOWA

Ames
WOI-TV h-r

Cedor Ropids
KCRG-TV branham; weed
WMT-TV katz

Davenport
WOC-TV p. g. w.

Des Moines
KRNT-TV katz
WHO-TV p. g. w.

Fort Dodge
KQTV pearson

Moson City
KGLO-TV weed

Ottumwo
KTVO hollingbery

Sioux City
KTIV hollingbery
KRTV katz

Waterloo
KWVL-TV avery-knodel

KANSAS

Ensign
KTVC katz

Great Bend
KCKT-TV bolling

Hoys
KAYS-TV katz

Hutchinson
KTVH blair

Pittsburg
KOAM-TV katz

Topeka
WIBW-TV avery-knodel

Wichito
KAKE-TV katz
KARD-TV petry

KENTUCKY

Henderson
WEHT-TV young

Lexington
WKYT young
WLEX-TV bolling

Louisville
WAVE-TV nbc spot
WHAS-TV h. r. & p.

Poducoh
WPSD-TV pearson

LOUISIANA

Alexondrio
KALB-TV weed

Baton Rouge
WAFB-TV blair
WBRZ hollingbery

Lofoyette
KLFY-TV o'connell

Lake Charles
KPLC-TV weed
KTAG-TV pearson

Monroe
KNOE-TV h-r

New Orleans
WDSU-TV blair
WVUE weed
WWL-TV katz

Shreveport
KSLA-TV h. r. & p.
KTBS-TV petry

MAINE

Bongor
WABI-TV hollingbery
WLBZ-TV weed

Polond Spring
WMTW-TV h. r. & p.

Portlond
WCSH-TV weed
WGAN-TV avery-knodel

Presque Isle
WAGM-TV hollingbery

MARYLAND

Boltimore
WRAL-TV petry
WJZ-TV TvAR
WMAR-TV katz

Solisbury
WBOC-TV headley-reed

MASSACHUSETTS

Boston
WBZ-TV p. g. w.
WHDH-TV blair
WNAC-TV h-r

Greenfield
WRLP hollingbery

Springfield—Holyoke
WHYN-TV branham
WWLP hollingbery

TV STATIONS & REPS

(continued from page 133)

Warcester
WWOR hollingbery

MICHIGAN

Bay City
WNEM-TV petry

Cadillac
WWTW hollingbery

Chebaygan
WTON-TV beckjorden

Detroit
CKLW-TV young
WJBK-TV katz
WWJ-TV p. g. w.
WXYZ-TV blair

Flint
WJRT h. r. & p.

Grand Rapids
WOOD-TV katz

Kalamazoo
WKZO-TV avery-knodel

Lansing
WJIM-TV p. g. w.

Onandaga
WILX-TV v. r. & m.

Marquette
WDMJ-TV weed

Saginaw
WKNX-TV gill-perna

Traverse City
WPBN-TV bckjorden

MINNESOTA

Alexandria
KCMT avery-knodel

Austin
KMMT avery-knodel

Duluth
KDAL-TV avery-knodel

Minneapolis
KMSP-TV young
WCCO-TV p. g. w.
WTCN-TV katz

Rachester
KROC-TV meeker; beckjorden

St. Paul
KSTP-TV petry

MISSISSIPPI

Calumbus
WCBI-TV everett-mckinney

Hattiesburg
WDAM-TV pearson

Jackson
WJTV katz
WBBT hollingbery

Meridian
WTOK-TV headley-reed

Tupela
WTWV masla

MISSOURI

Cape Girardeau
KFVS-TV headley-reed

Columbia
KOMU-TV h-r

Hannibal
KHQA-TV weed

Jefferson City
KRCG-TV blair

Japlin
KODE-TV avery-knodel

Kansas City
KCMO-TV katz
KMBC-TV p. g. w.
WDAF-TV h. r. & p.

St. Joseph
KFEQ-TV blair

St. Louis
KMOX-TV cbs tv spot
KPLR-TV p. g. w.
KSD-TV nbc spot
KTVI blair

Sedalia
KMOS-TV pearson

Springfield
KTTS-TV weed
KYTV hollingbery

MONTANA

Billings
KGHL-TV young
KOOK-TV gill-perna

Butte
KXLF-TV gill-perna

Glendive
KXGN-TV forjoe

Great Falls
KFBB-TV gill-perna
KRTV forjoe

Helena
KXLJ-TV gill-perna

Kalispell
KULR cooke

Missoula
KMSO-TV forjoe

NEBRASKA

Hastings
KHAS-TV weed

Kearney
KHOL-TV meeker

Lincaln
KOLN-TV avery-knodel

Narth Platte
KNOP-TV halman

Omaha
KETV h-r
KMTV petry
WOW-TV blair

NEVADA

Hendersan
KLRJ-TV avery-knodel

Las Vegas
KLAS-TV weed
KSHO-TV forjoe

Rena
KOLO-TV headley-reed

NEW HAMPSHIRE

Manchester
WMUR-TV weed

NEW MEXICO

Albuquerque
KGGM-TV branham
KOAT-TV bolling
KOB-TV petry

Carlsbad
KAVE-TV branham

Clavis
KICA-TV branham

Raswell
KSWS-TV meeker

NEW YORK

Albany
WAST v. r. & m.
W-TEN blair

Binghamtpan
WINR-TV everett-mckinney
WNBF-TV blair

Buffala
WBEN-TV h. r. & p.
WGR-TV petry
WKBW-TV avery-knodel

Carthage
WCON-TV weed

New York City
WABC-TV blair
WCBS-TV cbs tv spot
WNEW-TV weed
WNTA-TV young
WOR-TV wor-tv
WPIX p. g. w.
WRCA-TV nbc spot

Plattsburgh
WPTZ-TV blair

Rachester
WHEC-TV everett-mckinney; bolling
WROC-TV petry
WVET-TV bolling; everett-mckinney

Schenectady
WRGB nbc spot

Syracuse
WHEN-TV katz
WSYR-TV h. r. & p.

Utica
WKTU h-r

NORTH CAROLINA

Asheville
WISE-TV broadcast time sls.
WLOS-TV p. g. w.

Charlotte
WBTV cbs tv spot
WSOC-TV h-r

Durham
WTVD petry

Greensbara
WFMY-TV h. r. & p.

Greenville
WNCT hollingbery

Raleigh
WRAL-TV h-r

Washington
WITN headley-reed

Wilmington
WECT weed

Winstan-Salem
WSJS-TV headley-reed

NORTH DAKOTA

Bismarck	
KBMB-TV	weed
KFYR-TV	blair
Dickinson	
KDIX-TV	holman
Forgo	
WDAY-TV	p. g. w.
Grand Forks	
KNOX-TV	r. v. h.
Minot	
KXMC-TV	weed
Valley City	
KXJB-TV	weed

OHIO

Akron	
WAKR-TV	mcgavren
Cincinnati	
WCPO-TV	blair
WKRC-TV	katz
WLWT	crosley
Cleveland	
KYW-TV	TvAR
WEWS	blair
WJW-TV	katz
Columbus	
WBNS-TV	blair
WLW-C	crosley
WTVN-TV	katz
Dayton	
WHIO-TV	hollingbery
WLW-D	crosley
Lima	
WIMA-TV	beckjorden
Steubenville	
WSTV	avery-knodel
Toledo	
WSPD-TV	katz
WTOL-TV	h-r
Youngstown	
WFMY-TV	headley-reed
WKBN-TV	raymer
Zonesville	
WHIZ-TV	pearson

OKLAHOMA

Ado	
KTEN	v. r. & m.
Ardmore	
KXII	pearson
Enid	
KOCO-TV	blair
Lawton	
KSWO-TV	pearson
Oklahoma City	
KWTW	petry
WKY-TV	katz
Tulsa	
KOTV	petry
KTUL-TV	avery-knodel
KYOO-TV	blair

OREGON

Eugene	
KVAL-TV	hollingbery
Klamath Falls	
KOTI	hollingbery

Medford	
KBES-TV	hollingbery
Portland	
KGW-TV	blair
KOIN-TV	cbs tv spot
KPTV	katz
Roseburg	
KPIC-TV	hollingbery

PENNSYLVANIA

Altoono	
WFBG-TV	blair
Erie	
WICU-TV	blair
WSEE-TV	young
Harrisburg	
WHP-TV	boling
WTPA	h. r. & p.
Johnstown	
WARD-TV	weed
WJAC-TV	h. r. & p.
Lancaster	
WGAL-TV	meeker
Lebonon	
WLYH-TV	blair
Lock Hoven	
WBPZ-TV	devney
New Costle	
WKST-TV	weed
Philadelphio	
WCAU-TV	cbs tv spot
WFIL-TV	blair
WRCV-TV	nbc spot
Pittsburgh	
KDKA-TV	TvAR
WHIC	blair
WTAE	katz
Scranton	
WDAU-TV	h-r
Wilkes-Barre	
WBRE-TV	headley-reed
WNEP-TV	avery-knodel; petry
York	
WSBA-TV	masla

RHODE ISLAND

Providence	
WJAR-TV	petry
WPRO-TV	blair

SOUTH CAROLINA

Anderson	
WAIM-TV	devney; headley-reed
Charleston	
WCSC-TV	p. g. w.
WUSN-TV	select
Columbia	
WIS-TV	p. g. w.
WNOK-TV	raymer
Florence	
WBTW	cbs tv spot
Greenville	
WFBC-TV	weed
Spartonburg	
WSPA-TV	hollingbery

SOUTH DAKOTA

Aberdeen	
KNAB-TV	weed

LOOSE
END?

If you haven't tied up the biggest TV coverage in Oklahoma's richest market, your Advertising Campaign has a loose end!

Tie up that loose end with KOCO-TV's perfect advertising package . . . the greatest coverage in Oklahoma at the lowest cost per thousand!

KOCO-TV CHANNEL
abc 5

OKLAHOMA CITY

Charlie Keys, General Manager

BLAIR TELEVISION ASSOCIATES
National Representatives

TV STATIONS & REPS

(continued from page 135)

Florence
KDLO-TV h-r

Rapid City
KOTA-TV headley-reed
KRSD-TV meeker

Reliance
KPLO-TV h-r

Siaux Falls
KELO-TV beckjorden

TENNESSEE

Chattanooga
WDEF-TV branham
WRGP-TV h-r
WTVG young

Jackson
WDXI-TV v. r. & m.

Jahnsen City
WJHL-TV peason

Knoxville
WATE-TV avery-knodel
WBIR-TV katz
WTVK pearson

Memphis
WHBQ-TV h-r
WMCT blair
WREC-TV katz

Nashville
WLAC-TV katz
WSIX-TV h-r
WSM-TV petry

TEXAS

Abilene
KRBC-TV raymer

Amarilla
KFDA-TV blair
KGNC-TV katz
KVII-TV bolling

Austin
KTBC-TV raymer

Beaumont
KFDM-TV p. g. w.

Big Spring
KEDY-TV branham

Bryan
KBTX-TV raymer

Carpus Christi
KRIS-TV p. g. w.
KZTV branham

Dallas
KRLD-TV branham
WFAA-TV petry

El Paso (Ciudad Juarez, Mex.)
KELP-TV young
KROD-TV branham
KTSM-TV hollingbery
XEJ-TV national time sls.

Fart Warth
KFJZ-TV blair
WBAP-TV p. g. w.

Harlingen
KGBT-TV h-r

Houston
KHOU-TV cbs tv spot
KPRC-TV petry
KTRK-TV hollingbery

Lareda
KGNS-TV v. r. & m.

Lubbock
KCBD-TV raymer
KDUB-TV branham

Lufkin
KTRE-TV v. r. & m.

Midland
KMDI-TV v. r. & m.

Manahans
KVKM-TV everett-mckinney

Odessa
KOSA-TV bolling

Part Arthur
KPAC-TV raymer; headley-reed

San Angela
KCTV v. r. & m.

San Antania
KCOR-TV o'connell
KENS-TV p. g. w.
KONO-TV katz
WOAI-TV petry

Sweetwater
KPAR-TV branham

Temple
KCEN-TV blair

Texarkana
KCMC-TV v. r. & m.

Tyler
KLTU h-r

Waca
KWTX-TV raymer

Weslaco
KRGV-TV raymer

Wichita Falls
KFDX-TV raymer
KSYD-TV blair

UTAH

Prava
KLOR-TV raymer

Salt Lake City
KSL-TV cbs tv spot
KTUT katz
KUTV avery-knodel

VERMONT

Burlington
WCAX-TV weed

VIRGINIA

Bristol
WCYB-TV weed; headley-reed

Hampton
WVEC-TV avery-knodel

Harrisburg
WSVA-TV petry

Lynchburg
WLVA-TV hollingbery

Narfolk
WTAR-TV petry

Partsmouth
WAVY-TV h-r
WTOV-TV mcgavren

Richmand
WRVA-TV h. r. & p.
WTVR blair
WXEN-TV (Petersburg) select; mcgavren

Raanake
WDBJ-TV p. g. w.
WSLS-TV blair

WASHINGTON

Bellingham
KVOS-TV forjoe

Ephrata
KBAS-TV hollingbery

Pasco
KEPR-TV hollingbery

Seattle
KING-TV blair
KIRO-TV p. g. w.
KOMO-TV katz

Spakane
KHQ-TV katz
KREM-TV petry
KXLY-TV h-r

Tacama
KTNT-TV weed
KTWW hollingbery

Yakima
KIMA-TV hollingbery

WEST VIRGINIA

Bluefield
WHIS-TV katz

Charleston
WCHS-TV branham

Clarksburg
WBOY-TV avery-knodel

Fairmant
WJPB-TV gill-perna

Huntingtan
WHTN-TV petry
WSAZ-TV katz

Oak Hill
WOAY-TV pearson

Parkersburg
WTAP pearson

Wheeling
WTRF-TV hollingbery

WISCONSIN

Eau Claire
WEAU-TV hollingbery

Green Bay
WBAY-TV weed; katz
WFRV headley-reed

La Crasse
WKBT h-r

Madison
WISC-TV p. g. w.
WKOW-TV headley-reed
WMTV weed

Marinette
WMBV-TV hollingbery

Milwaukee
WISN-TV petry
WTMJ-TV h. r. & p.

Superior
WDSM-TV p. g. w.

Wausau
WSAU-TV meeker

Whitefish Bay
WITI-TV blair

WYOMING

Casper
KSPR-TV walker-rawalt
KTWO-TV meeker

Cheyenne
KFBC-TV hollingbery

Rivertan
KWRB-TV gill-perna

U. S. HOMES WITH TELEVISION, BY COUNTY, 1959

Nielsen estimates of number, percent of tv homes are updated from 1958

Below are Nielsen's estimates of the number and percent of tv homes in each U.S. county as of this Spring.

The figures are updated from those of Spring 1958. The latter were put out under the auspices of Nielsen—which at that time supplied data gathered for NCS No. 3—and the Advertising Research Foundation.

Unlike last year's county totals, based on field work by both Nielsen and the Census Bureau, the Spring 1959 data are "practical estimates" based on average growth rates for counties of similar characteristics. In listing the data Nielsen applied saturation percentages against total homes figures supplied by *Sales Management*.

In explaining the method of making the estimates, the

research firm said. "Growth in tv ownership, observed in the maintenance and recruiting of thousands of homes for Nielsen research operations, has been applied to former non-owners of tv, county by county."

The Nielsen totals show a U.S. tv saturation figure of 36%, representing 44 million tv households out of a total of 51,350,000 U.S. households. On a state basis, the saturation ranges from a low of 58% in Wyoming to a high of 92% in Connecticut, Massachusetts, Rhode Island, New Jersey and Ohio.

A dozen states registered a 90%-or-above tv household figure. These are primarily in the northeastern sector of the United States.

NIELSEN TV HOME TOTALS BY COUNTIES AS OF SPRING, 1959

TOTAL TV HOUSEHOLDS		TOTAL TV HOUSEHOLDS		TOTAL TV HOUSEHOLDS		TOTAL TV HOUSEHOLDS	
STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER	STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER
ALABAMA				ARIZONA			
	831,700	74	616,560		331,900	81	270,070
AUTAUGA	4,100	54	2,210	APACHE	6,000	43	2,580
BALDWIN	12,000	80	9,570	COCHISE	12,900	59	7,560
BARBOUR	6,400	52	3,320	COCONINO	8,900	50	4,410
BIBB	3,700	62	2,280	GILA	7,700	63	4,880
BLOUNT	6,500	73	4,770	GRAHAM	3,300	55	1,830
BULLOCK	3,500	57	1,980	GREENLEE	3,500	55	1,940
BUTLER	6,300	58	3,660	MARICOPA	164,100	90	147,450
CALHOUN	24,900	78	19,370	MOHAVE	2,400	43	1,030
CHAMBERS	9,600	67	6,420	NAVAJO	8,600	43	3,740
CHEROKEE	3,600	68	2,460	PIMA	73,700	89	65,500
CHILTON	6,300	63	3,980	PINAL	16,500	85	13,960
CHOCTAW	4,100	51	2,110	CANTA CRUZ	3,200	58	1,870
CLARKE	6,000	53	3,200	YAVAPAI	7,100	50	3,560
CLAY	3,000	59	1,770	YUMA	13,700	71	9,760
CLEBURNE	2,700	68	1,840	ARKANSAS			
COFFEE	7,200	57	4,120		485,800	69	337,020
COLBERT	12,000	55	6,540	ARKANSAS	6,800	72	4,880
CONECUH	4,200	54	2,250	ASHLEY	5,100	63	3,230
COOSA	2,500	59	1,480	BAXTER	2,000	50	990
COVINGTON	9,100	57	5,190	BENTON	9,900	60	5,980
CRENSHAW	4,300	60	2,600	BOONE	3,900	60	2,350
CULLMAN	10,800	86	9,270	BRADLEY	3,300	60	1,980
DALE	5,200	58	3,040	CALHOUN	1,300	60	780
DALLAS	14,800	63	9,370	CARROLL	3,100	56	1,740
DE KALB	10,900	61	6,680	CHICOT	5,300	63	3,350
ELMORE	7,400	66	4,890	CLARK	5,200	64	3,320
ESCAMBIA	7,400	66	4,900	CLAY	5,100	61	3,270
ETOWAH	28,600	77	22,100	CLEBURNE	1,900	50	950
FAYETTE	4,000	60	2,400	CLEVELAND	1,500	60	900
FRANKLIN	5,900	60	3,530	COLUMBIA	6,800	63	4,290
GENEVA	5,800	51	2,930	CONWAY	3,500	64	2,230
GREENE	3,300	49	1,630	CRAIGHEAD	12,500	79	9,880
HALE	4,600	50	2,290	CRAWFORD	5,800	58	3,380
HENRY	3,600	54	1,960	CRITTENDEN	12,900	75	9,680
HOUSTON	13,800	68	9,360	CROSS	5,700	67	3,820
JACKSON	8,500	63	5,340	DALLAS	2,900	61	1,860
JEFFERSON	180,000	89	159,700	ARIZONA			
LAMAR	3,400	64	2,160		331,900	81	270,070
LAUDERDALE	16,400	55	9,070	DESHA	5,900	59	3,470
LAWRENCE	6,000	62	3,710	DREW	3,600	62	2,220
LEE	11,300	66	7,410	FAULKNER	5,800	66	3,810
LIMESTONE	8,400	63	5,320	FRANKLIN	2,300	57	1,300
LOWNDES	3,400	54	1,830	FULTON	1,500	58	870
MACON	6,200	60	3,690	GARLAND	15,600	75	11,750
MADISON	23,200	64	14,890	GRANT	2,200	62	1,360
MARENGO	6,700	55	3,680	GREENE	6,500	60	3,930
MARION	5,800	56	3,270	HEMPSTEAD	5,400	59	3,170
MARSHALL	12,100	67	8,160	HOT SPRING	6,400	62	3,970
MOBILE	77,600	87	67,430	HOWARD	2,300	68	1,560
MONROE	5,300	51	2,720	INDEPENDENCE	5,300	64	3,380
MONTGOMERY	46,100	85	39,330	IZARD	1,400	50	700
MORGAN	15,000	76	11,470	JACKSON	7,300	64	4,650
				JEFFERSON	24,500	71	17,440
				JOHNSON	3,500	57	2,010
				LAFAYETTE	2,700	59	1,590
				LAWRENCE	4,000	66	2,640
				LEE	6,000	66	3,930
				LINCOLN	2,900	61	1,720
				LITTLE RIVER	2,400	68	1,620
				LOGAN	3,700	56	2,090
				LONoke	6,000	72	4,320
				MADISON	2,900	56	1,120
				MARION	1,200	54	650
				MILLER	9,400	80	7,830
				MISSISSIPPI	17,600	77	13,480
				MONROE	4,600	60	3,020
				MONTGOMERY	1,200	59	710
				NEVADA	2,700	64	1,730
				NEWTON	1,300	50	730
				OUACHITA	9,300	64	5,980
				PERRY	900	66	620
				PHILLIPS	12,900	67	8,650
				PIKE	1,700	58	990
				POINSETT	7,500	70	5,670
				POLK	3,000	58	1,750
				POPE	5,100	57	2,920
				PRAIRIE	2,700	72	1,940
				PULASKI	78,400	80	62,940
				RANDOLPH	2,800	58	1,610
				ST. FRANCIS	9,000	71	6,400
				SALINE	6,600	68	4,490
				SCOTT	1,400	56	790
				SEARCY	2,300	53	1,220
				SEBASTIAN	18,300	83	15,160
				SEVIER	2,000	68	1,350
				SHARP	1,500	50	750
				STONE	1,300	50	650
				TNION	14,800	70	10,430
				VAN BUREN	1,600	63	1,010
				WASHINGTON	14,900	65	9,730
				WHITE	9,500	67	6,350
				WOODRUFF	3,600	67	2,410
				YELL	2,800	56	1,580

TV SET COUNT (continued from page 137)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
CALIFORNIA	4,929,000	89	4,368,640	
ALAMEDA	305,500	89	271,040	
ALPINE	100	60	60	
AMADOR	2,900	69	1,990	
BUTTE	25,600	79	20,280	
CALAVERAS	3,100	69	2,140	
COLUSA	3,300	69	2,290	
CONTRA COSTA	112,100	90	100,980	
DEL NORTE	5,900	59	3,480	
ELDORADO	7,000	69	4,820	
FRESNO	104,600	85	89,210	
GLENN	4,700	69	3,250	
HUMBOLDT	30,800	83	25,460	
IMPERIAL	19,100	72	13,820	
INYO	4,100	52	2,150	
KERN	84,700	87	73,370	
KINGS	14,000	88	12,340	
LAKE	4,100	69	2,840	
LASSEN	4,700	54	2,550	
LOS ANGELES	2,040,100	91	1,866,460	
MADERA	11,500	87	10,020	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
MARIN	41,300	87	36,030	
MARIPOSA	1,300	69	900	
MENDOCINO	15,900	63	10,050	
MERCED	25,300	82	20,620	
MODOC	2,600	54	1,410	
MONO	700	69	480	
MONTEREY	57,000	85	48,660	
NAPA	19,200	70	13,350	
NEVADA	6,000	66	3,940	
ORANGE	214,100	91	194,620	
PLACER	15,400	81	12,490	
PLUMAS	3,500	69	2,460	
RIVERSIDE	91,700	84	76,800	
SACRAMENTO	143,000	88	126,140	
SAN BENITO	4,300	75	3,210	
SAN BERNARDINO	153,400	88	134,260	
SAN DIEGO	281,300	90	253,850	
SAN FRANCISCO	284,300	89	253,850	
SAN JOAQUIN	74,500	87	64,950	
SAN LUIS OBISPO	22,400	75	16,810	
SAN MATEO	129,000	91	117,260	
SANTA BARBARA	47,500	85	40,370	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
SANTA CLARA	176,800	88	156,290	
SANTA CRUZ	28,400	85	24,220	
SIESTA	17,100	67	11,410	
SIERRA	600	65	390	
SISKIYOU	9,300	61	5,660	
SOLANO	35,900	87	31,250	
SONOMA	48,200	85	40,900	
STANISLAUS	46,500	82	38,330	
SUTTER	9,700	71	6,850	
TEHAMA	7,200	73	5,250	
TRINITY	3,400	73	2,480	
TULARE	44,000	86	37,920	
TUOLUMNE	4,200	69	2,890	
VENTURA	51,700	90	46,450	
YOLO	17,200	73	12,530	
YUBA	7,200	67	4,820	

COLORADO

	511,900	81	412,690
ADAMS	19,200	93	17,920
ALAMOSA	2,900	44	1,290
ARAPAHOE	27,700	88	24,430
ARCHULETA	700	50	350
BACA	2,400	48	1,150
BENT	2,300	48	1,100
BOULDER	17,800	89	15,820
CHAFFEE	2,400	60	1,450
CHEYENNE	1,100	47	520
CLEAR CREEK	1,000	68	680
CONEJOS	2,500	44	1,110
COSTILLA	1,200	51	610
CROWLEY	1,300	68	890
CUSTER	400	63	250
DELTA	5,500	58	3,210
DENVER	173,600	92	159,020
DOLORES	500	52	260
DOUGLAS	1,100	64	700
EAGLE	1,300	57	740
ELBERT	1,100	63	690
EL PASO	35,900	82	29,350
FREMONT	5,500	64	3,510
GARFIELD	3,800	42	1,600
GILPIN	200	70	140
GRAND	1,300	57	740
GUNNISON	1,700	44	750
HINSDALE	100	50	50
HUERFANO	2,900	51	1,470
JACKSON	700	57	400
JEFFERSON	29,400	91	26,620
KIOWA	800	48	380
KIT CARSON	2,500	47	1,180
LAKE	2,500	61	1,520
LA PLATA	5,300	51	2,710
LARIMER	15,700	86	13,450
LAS ANIMAS	7,700	51	3,930
LINCOLN	1,800	63	1,130
LOGAN	6,200	73	4,510
MESA	15,900	72	11,520
MINERAL	200	50	100
MOFFAT	2,000	45	890
MONTEZUMA	3,400	51	1,740
MONTROSE	5,000	56	2,820
MORGAN	6,400	75	4,830
OTERO	8,000	68	5,450
OURAY	700	57	400
PARK	500	60	300
PHILLIPS	1,300	48	630
PITKIN	700	44	310
PROWERS	4,400	48	2,120
PUEBLO	33,000	82	26,980
RIO BLANCO	1,600	42	670
RIO GRANDE	3,100	45	1,380
ROUTT	2,700	44	1,200
SAGUACHE	1,400	45	630
SAN JUAN	400	53	210
SAN MIGUEL	800	58	460
SEDGWICK	1,500	49	730
SUMMIT	400	58	230
TELLER	900	61	550
WASHINGTON	2,300	70	1,610
WELD	21,900	90	19,650
YUMA	3,400	49	1,650

CONNECTICUT

	699,900	92	642,330
FAIRFIELD	179,700	92	165,020
HARTFORD	189,100	92	173,350
LITCHFIELD	34,600	92	31,760
MIDDLESEX	22,800	92	20,920
NEW HAVEN	185,700	92	170,830
NEW LONDON	50,400	91	46,040
TOLLAND	16,200	91	14,820
WINDHAM	21,400	92	19,590

DELAWARE

	128,700	91	117,290
KENT	19,600	90	17,620
NEW CASTLE	84,200	92	77,210
SUSSEX	24,900	90	22,460

DIST. OF COLUMBIA

	241,600	91	219,640
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- Dinah Shore
- Wagon Train
- Loretta Young

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WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
FLORIDA	1,344,700	80	1,074,160	
ALACHUA	18,100	66	11,980	
BAKER	1,400	78	1,090	
BAY	16,700	71	12,430	
BRADFORD	2,900	78	2,250	
BREVARD	26,200	71	18,590	
BROWARD	92,000	89	81,840	
CALHOUN	1,800	59	1,070	
CHARLOTTE	2,900	70	1,390	
CITRUS	1,700	55	940	
CLAY	4,600	76	3,480	
COLLIER	4,600	70	3,220	
COLUMBIA	5,200	62	3,220	
DADE	271,500	90	243,050	
DE SOTO	2,500	56	1,400	
DIXIE	900	59	530	
DUVAL	125,200	86	107,680	
ESCAMBIA	41,700	81	36,010	
FLAGLER	1,400	71	990	
FRANKLIN	1,500	43	650	
GADSDEN	8,700	56	4,910	
GILCHRIST	600	60	360	
GLADES	700	61	430	
GULF	2,700	60	1,610	
HAMILTON	2,200	62	1,360	
HARDEE	3,500	56	1,960	
HENDRY	1,800	61	1,090	
HERNANDO	2,600	56	1,450	
HIGHLANDS	5,200	60	3,140	
HILLSBOROUGH	116,100	87	100,510	
HOLMES	2,800	54	1,520	
INDIAN RIVER	5,600	58	3,270	
JACKSON	8,700	55	4,780	
JEFFERSON	2,400	51	1,290	
LA FAYETTE	700	60	420	
LAKE	14,300	71	10,130	
LEE	12,200	70	8,490	
LEON	16,000	53	8,440	
LEVY	2,500	56	1,390	
LIBERTY	700	41	290	
MADISON	3,400	51	1,850	
MANATEE	16,600	78	12,950	
MARION	14,000	64	8,900	
MARTIN	4,100	59	2,400	
MONROE	16,000	73	11,680	
NASSAU	4,000	79	3,160	
OKALOOSA	15,900	67	10,640	
OKEECHOBEE	1,200	67	800	
ORANGE	76,800	84	64,710	
OSCEOLA	5,100	66	3,360	
PALM BEACH	67,300	84	56,730	
PASCO	8,900	59	5,250	
PINELLAS	102,400	83	85,380	
POLK	54,500	76	41,670	
PUTNAM	9,500	71	6,700	
ST. JOHNS	9,800	75	7,390	
ST. LUCIE	8,800	59	5,160	
SANTA ROSA	5,900	67	3,950	
SARASOTA	20,300	64	12,920	
SEMINOLE	11,500	63	7,200	
SUMTER	3,000	59	1,760	
SUWANNEE	3,700	62	2,280	
TAYLOR	3,600	54	1,950	
UNION	900	78	700	
VOLUNSA	35,100	63	22,230	
WAKULLA	1,200	44	530	
WALTON	3,700	54	2,000	
WASHINGTON	2,600	48	1,260	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
GEORGIA	1,011,600	77	780,990	
APPLING	3,000	54	1,610	
ATKINSON	1,700	54	920	
BACON	2,200	72	1,580	
BAKER	1,100	54	590	
BALDWIN	5,600	59	3,330	
BANKS	1,400	73	1,020	
BARROW	3,400	74	2,510	
BARTOW	7,100	87	6,210	
BEN HILL	3,800	54	2,040	
BERRIEN	3,000	55	1,640	
RIBB	40,000	77	30,930	
BLECKLEY	2,100	64	1,340	
BRANTLEY	1,400	56	780	
BROOKS	3,500	46	1,600	
BRYAN	1,400	61	860	
BULLOCH	5,800	58	3,370	
BURKE	5,300	58	3,060	
BUTTS	2,200	79	1,740	
CALHOUN	2,000	55	1,090	
CAMDEN	2,500	70	1,760	
CANDLER	1,800	57	1,020	
CARROLL	8,400	86	7,210	
CATOOSA	4,600	79	3,620	
CHARLTON	1,100	71	780	
CHATTAHAM	53,100	85	45,200	
CHATTAHOOCHEE	2,700	73	1,970	
CHATTOOGA	5,400	77	4,170	
CHEROKEE	5,200	82	4,250	
CLARKE	11,400	75	8,560	
CLAY	1,300	60	780	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
CLAYTON	9,000	89	8,030	
CLINCH	1,500	58	870	
COBB	27,100	91	24,980	
COFFE	6,200	55	3,380	
COLQUITT	9,400	62	5,820	
COLUMBIA	2,200	78	1,710	
COOK	2,900	46	1,320	
COWETA	7,900	75	5,910	
CRAWFORD	1,200	65	780	
CRISP	4,700	64	3,010	
DADE	1,700	77	1,310	
DAWSON	700	80	560	
DECATUR	7,400	51	3,760	
DE KALB	59,500	90	53,690	
DODGE	3,700	61	2,370	
DOOLY	3,000	61	1,920	
DOUGHERTY	16,800	76	12,730	
DOUGLAS	3,100	86	2,680	
EARLY	4,000	51	2,030	
ECHOLS	500	58	290	
EFFINGHAM	2,200	58	1,280	
ELBERT	4,200	73	3,070	
EMANUEL	4,100	52	2,140	
EVANS	1,400	61	860	
FANNIN	3,500	61	2,130	
FAYETTE	1,900	89	1,700	
FLOYD	19,000	80	15,270	
FORSYTH	2,700	81	2,200	
FRANKLIN	3,000	73	2,180	
FULTON	159,700	90	143,470	
GILMER	2,200	79	1,730	
GLASCOCK	600	70	420	
GLYNN	11,800	73	8,590	
GORDON	4,700	79	3,700	
GRADY	4,600	51	2,330	
GREENE	2,900	62	1,790	
GWINNETT	8,500	79	6,710	
HABERSHAM	4,200	70	2,920	
HALL	12,200	90	10,950	
HANCOCK	2,100	60	1,250	
HARALSON	3,700	86	3,200	
HARRIS	2,700	70	1,890	
HART	3,200	73	2,350	
HEARD	1,500	75	1,130	
HENRY	3,800	85	3,230	
HOUTSON	7,000	77	5,370	
IRWIN	2,300	54	1,250	
JACKSON	4,200	74	3,100	
JASPER	1,600	73	1,160	
JEFF DAVIS	2,400	53	1,280	
JEFFERSON	4,200	70	2,920	
JENKINS	2,300	58	1,330	
JOHNSON	2,100	56	1,170	
JONES	1,600	59	950	
LAMAR	2,400	79	1,900	
LANTIER	1,300	58	750	
LAURENS	7,600	71	5,390	
LEE	1,400	61	860	
LIBERTY	2,200	62	1,360	
LINCOLN	1,300	72	930	
LONG	900	54	490	
LOWNDES	12,800	59	7,580	
LUMPKIN	1,500	61	910	
McDUFFIE	3,000	77	2,320	
McINTOSH	1,600	62	990	
MACON	3,100	64	1,990	
MADISON	2,500	73	1,820	
MARION	1,400	61	900	
MERIWETHER	5,100	72	3,670	
MILLER	2,000	51	1,010	
MITCHELL	5,200	51	2,640	
MONROE	2,500	79	1,980	
MONTGOMERY	1,600	53	840	
MORGAN	2,500	72	1,800	
MURRAY	2,500	79	1,970	
MUSCOGEE	43,800	89	39,120	
NEWTON	5,000	85	4,260	
OCONEE	1,600	73	1,160	
OGLETHORPE	2,100	62	1,300	
PAULDING	2,700	86	2,330	
PEACH	3,000	64	1,930	
PICKENS	2,100	81	1,710	
PIEBCE	2,400	55	1,330	
PIKE	1,800	72	1,300	
POLK	8,300	86	7,170	
PULASKI	2,000	61	1,280	
PUTNAM	1,600	59	950	
QUITMAN	700	61	430	
RABUN	1,700	70	1,190	
RANDOLPH	2,800	60	1,680	
RICHMOND	44,400	82	36,400	
ROCKDALE	2,200	85	1,880	
SCHLEY	800	65	520	
SCREVEN	4,100	58	2,360	
SEMINOLE	1,900	51	970	
SPAULDING	8,900	90	8,050	
STEPHENS	5,000	70	3,490	
STEWART	2,100	64	1,350	
SUMTER	6,200	62	3,840	
TALBOT	1,800	70	1,260	
TALIAFERRO	900	71	640	
TATNALL	3,400	56	1,920	
TAYLOR	2,100	64	1,350	
TELFER	2,600	54	1,400	

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100 to 500	20c
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Name _____

Address _____

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
FULTON	5,100	88	4,480
GIBSON	10,300	84	8,660
GRANT	23,200	91	21,150
GREENE	8,700	90	7,850
HAMILTON	11,100	92	10,240
HANCOCK	8,100	91	7,640
HARRISON	5,400	85	4,570
HENDRICKS	10,700	90	9,600
HENRY	15,800	88	13,890
HOWARD	20,100	92	18,560
HUNTINGTON	11,100	85	9,480
JACKSON	9,300	84	7,850
JASPER	5,300	89	4,710
JAY	7,400	82	6,100
JEFFERSON	6,800	90	6,120
JENNINGS	4,700	89	4,190
JOHNSON	12,000	90	10,850
KNOX	13,500	91	12,350
KOSCIUSKO	12,100	86	10,430
LAGRANGE	4,500	83	3,750
LAKE	143,000	93	134,210
LA PORTE	27,100	92	24,880
LAWRENCE	11,300	91	10,300
MADISON	38,700	93	36,010
MARION	208,800	93	194,290
MARSHALL	9,800	88	8,600
MARTIN	3,200	84	2,680
MIAMI	11,900	83	9,990
MONROE	15,200	91	13,870
MONTGOMERY	10,300	92	9,430
MORGAN	10,600	92	9,730
NEWTON	3,400	89	3,010
NOBLE	8,600	91	7,800
OHIO	1,100	93	1,020
ORANGE	5,100	82	4,190
OWEN	3,400	90	3,070
PARKE	4,700	87	4,070
PERRY	5,200	82	4,270
PIKE	4,500	81	3,660
PORTER	15,500	93	14,420
POSEY	5,800	83	5,130
PI LASKI	3,800	88	3,330
PI TNAM	7,800	83	6,480
RANDOLPH	9,500	90	8,550
RIPLEY	6,400	89	5,710
RUSH	6,400	89	5,680
ST. JOSEPH	72,300	92	66,570
SCOTT	4,700	90	4,220
SHELBY	10,700	91	9,750
SPENCER	4,400	81	3,570
STARKE	5,900	88	5,170
STEBEN	5,300	83	4,420
SULLIVAN	6,700	86	5,740
SWITZERLAND	2,200	93	2,040
TIPPECANOE	25,300	87	21,910
TIPTON	5,300	86	4,580
UNION	1,700	88	1,500
VANDERBURGH	56,100	88	49,470
VERMILLION	5,700	87	4,940
VIGO	34,500	92	31,870
WABASH	9,900	82	8,140
WARREN	2,600	87	2,270
WARRICK	7,500	81	6,100
WASHINGTON	5,300	85	4,490
WAYNE	23,400	89	20,820
WELLS	6,300	87	5,490
WHITE	6,100	84	5,150
WHITLEY	6,700	91	6,080

IOWA

843,200 89 753,940

ADAIR	3,600	78	2,790
ADAMS	2,300	78	1,790
ALLAMAKEE	4,400	74	3,260
APPANOOSE	5,900	73	4,300
AUDUBON	3,400	94	3,190
BENTON	7,000	94	6,560
BLACK HAWK	37,200	96	35,530
BOONE	7,800	91	7,060
BREMER	5,700	86	4,900
BUCHANAN	6,000	96	5,730
BUENA VISTA	7,200	79	5,690
BUTLER	5,200	85	4,410
CALHOUN	5,100	76	3,890
CARROLL	6,500	92	5,980
CASS	6,100	93	5,700
CEDAR	5,500	96	5,300
CERRO GORDO	16,600	95	15,810
CHEROKEE	5,200	93	4,810
CHICKASAW	4,300	78	3,340
CLARKE	3,000	66	1,990
CLAY	6,100	74	4,510
CLAYTON	6,100	74	4,510
CLINTON	17,600	97	17,020
CRAWFORD	5,400	92	4,970
DALLAS	7,400	91	6,730
DAVIS	2,800	80	2,240
DECATUR	3,600	71	2,570
DELAWARE	4,900	96	4,690
DES MOINES	15,600	95	14,850
DICKINSON	4,000	74	2,960
DIBUQUE	22,000	92	20,290
EMMET	4,300	67	2,880
FAYETTE	7,900	80	6,320



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Setting the Pace

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Programming

Ratings

Results

WREX-TV IS KING IN THE RICH AGRICULTURAL AND INDUSTRIAL HEARTLAND OF MID-AMERICA

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WREX-TV
CHANNEL 13 ROCKFORD





Agriculture is big business in the market on the move!
TAMPA - ST. PETERSBURG

Plump, juicy, red-ripe symbols of Florida productivity—60,200 acres of tomatoes grown last season and valued at \$45,984,000! Hub of the tomato belt is the Tampa Bay area, where growers harvested thousands of acres, worth millions of dollars, in the same period.

Out of this rich agricultural area continues to come the market figures that establish Tampa-

St. Petersburg as this nation's MARKET ON THE MOVE . . . now 26th in retail sales, 26th in automotive sales, 27th in drug sales.

Dynamically productive . . . dynamically profitable as a buy for you . . . is the STATION ON THE MOVE, WTVT. WTVT—first in total share of audience* with 38 of the top 50 programs . . . with highest rated CBS and local shows.

*Latest ARB

station on the move . . .

WTVT

TAMPA - ST. PETERSBURG



Channel 13

THE WKY TELEVISION SYSTEM, INC.

WKY-TV Oklahoma City

WKY-RADIO Oklahoma City

WSFA-TV Montgomery

Represented by the Katz Agency

TV SET COUNT (continued from page 111)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
FLOYD	7,200	78	5,580
FRANKLIN	6,000	87	4,340
FREMONT	3,200	93	2,980
GREENE	4,500	90	4,070
GRUNDY	4,200	90	3,760
GUTHRIE	4,100	91	3,730
HAMILTON	6,400	95	6,070
HANCOCK	4,100	82	3,360
HARDIN	7,300	95	6,920
HARRISON	5,100	90	4,900
HENRY	5,600	81	4,530
HOWARD	3,700	71	2,630
HUMBOLDT	3,800	72	2,750
IDA	3,200	92	2,950
IOWA	4,600	83	3,800
JACKSON	5,400	91	4,930
JASPER	10,200	95	9,730
JEFFERSON	5,500	81	4,440
JOHNSON	14,300	84	11,960
JONES	5,600	91	5,110
KEOKUK	5,200	83	4,290
KOSSUTH	7,400	73	5,370
LEE	13,600	81	10,980
LINN	40,900	96	39,420
LOUISA	3,200	83	2,640
LUCAS	3,300	66	2,190
LYON	4,000	92	3,680
MADISON	3,800	90	3,410
MAHASKA	7,700	78	5,970
MARION	7,200	94	6,760
MARSHALL	11,700	95	11,070
MILLS	3,300	91	3,010
MITCHELL	4,000	84	3,360
MONONA	4,700	96	4,520
MONROE	2,800	73	2,030
MONTGOMERY	5,100	91	4,660
MUSCATINE	10,500	97	10,140
O'BRIEN	5,900	80	4,710
OSCEOLA	2,800	80	2,240
PAGE	7,400	93	6,890
PALO ALTO	4,100	67	2,730
PLYMOUTH	6,900	92	6,340
POCAHONTAS	4,200	71	2,980
POLK	85,900	96	82,420
POTTAWATTAMIE	23,000	95	21,780
POWESHINK	5,700	78	4,420
RINGGOLD	2,700	79	2,140
SAC	5,200	79	4,100
SCOTT	36,900	97	35,690
SHIELBY	4,400	94	4,140
SIoux	6,800	92	6,250
STORY	13,900	95	13,150
TAMA	6,500	89	5,800
TAYLOR	3,700	79	2,930
UNION	5,600	78	4,340
VAN BUREN	3,400	80	2,710
WAPELLO	16,500	80	13,250
WARREN	5,400	90	4,860
WASHINGTON	6,400	83	5,290
WAYNE	3,600	72	2,580
WEBSTER	14,100	96	13,540
WINNEBAGO	3,700	82	3,030
WINNESHIEK	6,300	71	4,490
WOODBURY	35,900	96	34,610
WORTH	3,100	84	2,610
WRIGHT	6,100	87	5,310

KANSAS

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ALLEN	5,400	71	3,840
ANDERSON	3,100	64	1,990
ATCHISON	6,400	87	5,570
BARBER	2,800	75	2,100
BARTON	10,800	93	10,070
BOURBON	6,000	71	4,270
BROWN	4,900	78	3,810
BUTLER	12,800	83	10,640
CHASE	1,300	74	960
CHAUTAQUA	2,100	63	1,320
CHEROKEE	7,500	73	5,490
CHEYENNE	1,400	45	630
CLARK	1,100	64	700
CLAY	3,600	61	2,310
CLOUD	4,800	58	2,780
COFFEY	2,600	65	1,680
COMANCHE	1,000	76	760
COWLEY	12,500	79	9,910
CRAWFORD	14,200	79	11,260
DECATUR	2,000	59	1,170
DICKINSON	7,300	58	4,260
DONIPHAN	3,300	87	2,870
DOUGLAS	10,300	76	7,830
EDWARDS	1,800	81	1,450
ELK	1,800	63	1,130
ELLIS	5,300	73	3,860
ELLSWORTH	2,500	67	1,680
FINNEY	4,300	57	2,440
FORD	6,300	64	4,060
FRANKLIN	6,600	82	5,390
GEARY	7,200	58	4,200
GOVE	1,000	53	530
GRAHAM	1,300	58	750
GRANT	1,400	49	680

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
GRAY	1,200	65	780
GREELEY	5,000	47	280
GREENWOOD	3,700	75	2,760
HAMILTON	800	49	320
HARPER	3,000	75	2,240
HARVEY	7,900	81	6,380
HASKELL	700	49	340
HODGEMAN	900	80	720
JACKSON	3,300	78	2,570
JEFFERSON	3,600	78	2,790
JEWELL	2,500	58	1,450
JOHNSON	41,900	95	39,610
KEARNY	900	49	440
KINGMAN	3,300	75	2,470
KIOWA	1,400	75	1,050
LABETTE	9,200	67	6,170
LANE	900	53	480
LEAVENWORTH	11,300	95	10,750
LINCOLN	1,900	68	1,290
LINN	2,800	80	2,240
LOGAN	1,100	41	480
LYON	7,900	66	5,190
McPHERSON	7,500	79	5,930

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MARION	5,000	71	3,710
MARSHALL	5,200	62	3,220
MEADE	1,600	64	1,030
MIAMI	6,200	80	4,950
MITCHELL	2,700	58	1,560
MONTGOMERY	10,700	74	13,030
MORRIS	2,400	71	1,780
MORTON	1,000	40	400
NEMAHA	4,000	78	3,110
NEOSHIO	6,500	73	4,770
NESS	1,700	53	900
NORTON	2,700	58	1,570
OSAGE	4,400	82	3,590
OSBORNE	2,300	62	1,420
OTTAWA	2,300	67	1,550
PAWNEE	2,800	80	2,250
PHILLIPS	3,400	62	2,110
POTTAWATOMIE	3,700	62	2,300
PRATT	3,900	75	2,930
RAWLINS	1,500	44	660
RENO	19,800	91	18,620
REPUBLIC	3,500	64	2,250
RICE	4,600	79	3,640
RILEY	6,400	65	4,160



and WOC-TV FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa - Rock Island - Moline, Illinois)

A comparison of coverage of TV stations in or overlapping the Davenport - Rock Island market area as reported in the Nielson Coverage Service No. 3 - Spring, 1958.

Station	TV Homes	Monthly Coverage	Weekly Circulation	
			Daytime	Nighttime
WOC-TV	438,480	308,150	263,430	288,750
Station A	398,600	278,900	226,020	258,860
Station B	340,240	275,160	229,710	260,190
Station C	274,990	208,300	153,540	191,010
Station D	229,260	156,340	127,240	146,620



Col. B. J. Palmer
President
Ernest C. Sanders
Resident Manager
Pax Shaffer
Sales Manager
Peterson, Griffin, Woodward,
Inc., Exclusive National
Representatives

THE QUINT CITIES
DAVENPORT } IOWA
BETTENDORF }

ROCK ISLAND } ILL
MOLINE }
EAST MOLINE }



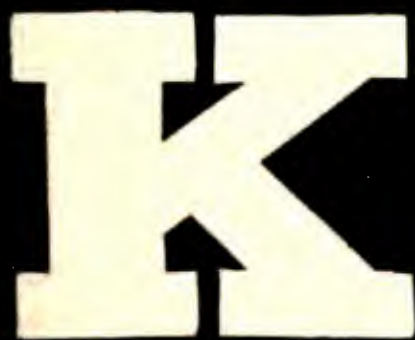
WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!



WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

KAKE-TV, WICHITA and the golden K network serves 70% of the TV homes in Kansas

the golden



network



Represented by The Katz Agency



KAKE-TV: CENTRAL AND SOUTH KANSAS
KTVC: SOUTHWEST KANSAS
KAYS-TV: NORTHWEST KANSAS
PLUS BONUS COVERAGE IN NORTHERN OKLAHOMA

KJEO-TV . . .
Home of 6 of
the top 11 shows
in this 3 sta-
tion market
(Source: Cur-
rent ARB)



KJEO-TV . . .
Home of the
best spot buys
with daily quar-
ter hour lead-
ership noon
to sign off
(Source: Cur-
rent Nielsen)



FRESNO, California

Top of the lad-
der way to reach
this nation's No.
2 retail sales
market among
150,000 popula-
tion cities
(Source: Sales
Management)

KJEO-TV . . .
Home of the
lowest base
rates in Cen-
tral California
(Source: your
SRDS!)



The top of the ladder station in
Fresno, California is

KJEO
channel **(47)**



J. E. O'Neill — President
Joe Drilling — Vice President
and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative **H-R**

(continued from page 144)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
UNION	4,700	64	3,010
VERMILION	10,200	62	6,360
VERNON	6,200	57	3,540
WASHINGTON	11,300	81	9,100
WEBSTER	10,400	76	7,930
WEST BATON ROUGE	3,200	62	1,980
WEST CARROLL	3,600	77	2,780
WEST FELICIANA	1,600*	60	960
WINN	4,300	68	2,920

MAINE

	259,300	89	230,540
ANDROSCOGGIN	24,400	92	22,480
AROSTOOK	24,200	80	19,300
CUMBERLAND	51,500	91	46,660
FRANKLIN	5,400	86	4,630
HANCOCK	10,000	87	8,700
KENNEBEC	23,700	92	21,690
KNOX	8,700	88	7,640
LINCOLN	5,400	90	4,880
OXFORD	11,400	90	10,220
PENOBSCOT	30,900	91	28,090
PISCATAQUIS	4,700	87	4,070
SAGADAHOC	5,700	90	5,150
SOMERSET	11,000	83	9,090
WALDO	5,900	88	5,180
WASHINGTON	9,200	86	7,940
YORK	27,200	91	24,820

MARYLAND

	845,900	89	748,920
ALLEGANY	27,200	75	20,330
ANNE ARUNDEL	47,300	91	42,810
BALTIMORE	412,000	90	370,350
CALVERT	3,600	85	3,060
CAROLINE	5,600	87	4,890
CARROLL	14,400	91	13,070
CECIL	11,900	87	10,390
CHARLES	7,100	85	6,040
DORCHESTER	8,200	86	7,040
FREDERICK	18,400	88	16,130
GARRETT	4,700	61	2,890
HARFORD	18,500	90	16,610
HOWARD	7,700	87	6,680
KENT	4,400	87	3,830
MONTGOMERY	88,000	92	80,720
PRINCE GEORGES	94,500	91	86,340
QUEEN ANNES	4,300	87	3,740
ST. MARYS	8,800	85	7,460
SOMERSET	5,700	58	3,330
TALBOT	6,100	86	5,240
WASHINGTON	25,500	83	21,090
WICOMICO	14,600	86	12,570
WORCESTER	7,400	58	4,310

MASSACHUSETTS

	1,455,600	92	1,339,770
BARNSTABLE	16,600	91	15,170
BERKSHIRE	41,900	92	38,420
BRISTOL	120,700	92	111,380
DUKES	1,800	89	1,610
ESSEX	169,800	92	156,810
FRANKLIN	17,400	89	15,490
HAMPDEN	119,300	93	110,450
HAMPSHIRE	23,000	90	20,590
MIDDLESEX	328,000	92	301,330
NANTUCKET	1,000	90	900
NORFOLK	135,900	92	125,260
PLYMOUTH	68,700	92	63,440
SUFFOLK	239,100	92	220,590
WORCESTER	171,800	92	158,330

MICHIGAN

	2,296,400	91	2,095,690
ALCONA	900	83	750
ALGER	2,600	73	1,900
ALLEGAN	15,400	91	14,080
ALPENA	7,300	70	5,110
ANTRIM	2,900	80	2,320
ARENAC	2,700	86	2,310
BARAGA	1,800	74	1,340
BARRY	10,200	90	9,220
BAY	29,400	92	27,020
BENZIE	2,300	81	1,870
BERRIEN	46,700	92	42,990
BRANCH	11,500	86	9,910
CALHOUN	41,400	92	38,060
CASS	11,400	89	10,180
CHARLEVOIX	3,900	75	2,920
CHEBOYGAN	3,600	75	2,700
CHIPPEWA	9,100	75	6,830
CLARE	3,500	88	3,070
CLINTON	9,800	92	9,000
CRAWFORD	1,100	83	910
DELTA	9,300	80	7,440
DICKINSON	7,000	83	5,840
EATON	14,900	90	13,370
EMMET	4,100	75	3,300



TO WHIP
UP
A
SALES
STORM
IN
THE
UPPER
MIDWEST
BUY
JOE FLOYD'S

KELO-LAND TV

Sioux Falls and boosters HOOKUP

THE FERTILE
TEST MARKET
OF MAJOR
INDUSTRIES

Represented nationally by H-R



**IN RICH
MONROE
MARKET**



AS
REPORTED
IN ARB
APRIL
1959

JUST LOOK AT THIS MARKET DATA!

And you get more impact and circulation per dollar in radio on

WNOE-Radio 50,000 watts
New Orleans 1060 KC

KNOE-Radio 5,000 watts
Monroe 1390 KC

Edd Rountt, Vice-Pres. & Gen. Mgr.

Population	1,520,100
Households	423,600
Consumer Spendable Income	\$1,761,169,000
Food Sales	\$ 300,486,000
Drug Sales	\$ 40,355,000
Automotive Sales	\$ 299,539,000
General Merchandise	\$ 148,789,000
Total Retail Sales	\$1,286,255,000

KNOE-TV

Noe Enterprises, Inc.

James A. Noe, Jr., President

**Channel 8 • Monroe, La.
A James A. Noe Station
CBS • ABC**

Paul H. Goldman—Executive Vice President
and General Manager
Represented by H-R Television, Inc.

OUR BASIC POLICIES FOR INVESTORS

The customer's interest *must* come first.

We make no service charges of any kind.

We charge only the standard commissions of the New York Stock Exchange, or those of any other exchange on which an order is executed.

Our account executives are compensated on a salary and bonus basis rather than commission.

We are prepared to help investors, large and small. We welcome their requests for opinion or advice, and we offer the help of our Research Department, without cost.

Our officers and managers are available for consultation with all customers.

If the firm or its officers have an interest in the securities of a company, we disclose that interest and indicate its general size in any printed report we issue on that company.

No officer or employee is permitted to gain personal benefit from advance knowledge of any information that we publish about securities.

Before we sell a security owned by the firm, we disclose to the buyer that we are acting as a principal and not as a broker or agent.

Whenever we have a public offering of securities, no officer or employee can buy until customers' orders are filled.

To assure financial soundness, our capital will always exceed any requirements imposed on the firm.

We publish an annual report in which the facts about our operation are made public.

We aim to provide the most efficient physical facilities possible to assure fast and accurate handling of all orders.

Because we believe it is in the public interest for more people to own securities, we maintain a broad program of public education about share-ownership.

Merrill Lynch, Pierce, Fenner & Smith Inc.

Members New York Stock Exchange and all other Principal Exchanges

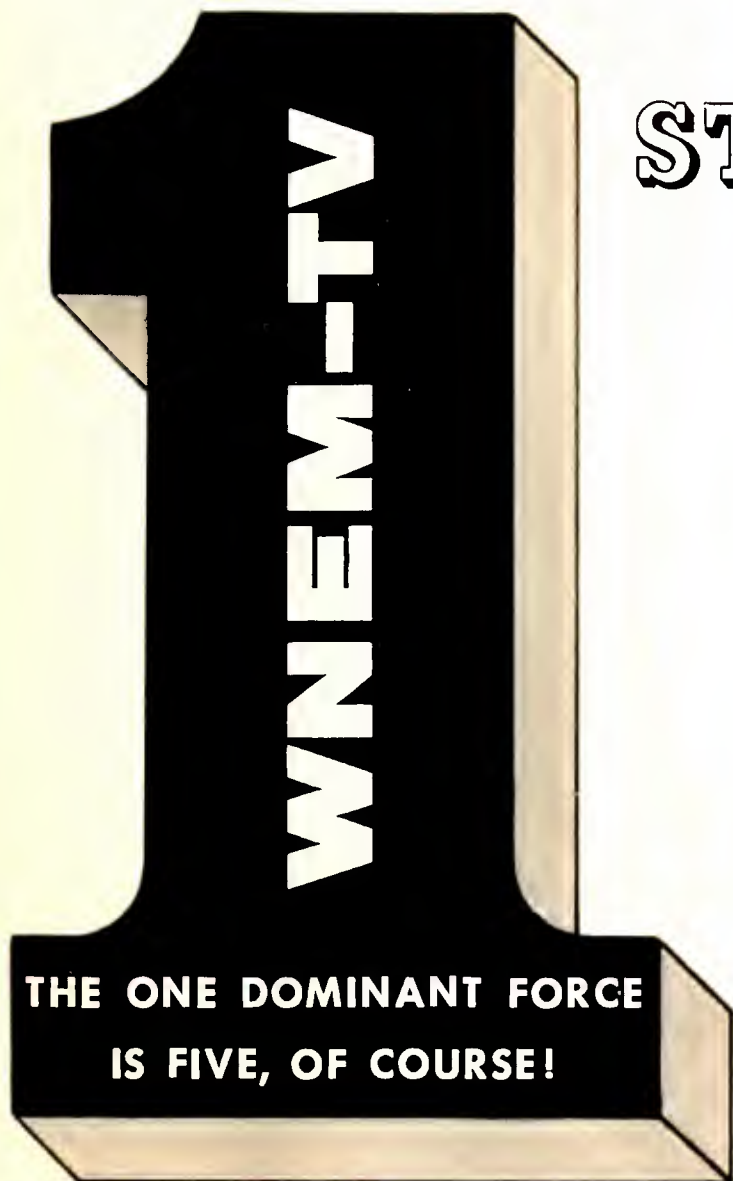
70 Pine Street, New York 5, N. Y.

Offices in 112 Cities

(continued from page 146)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
GENESEE	108,400	90	98,060
GLADWIN	2,600	88	2,290
GOGEBIC	7,900	76	6,020
GRAND TRAVERSE	9,100	81	7,370
GRATIOT	10,300	91	9,410
HILLSDALE	10,000	84	8,410
Houghton	9,900	71	7,020
HURON	9,500	91	8,660
INGHAM	64,800	92	59,690
IONIA	11,700	91	10,680
IOSCO	4,600	86	3,950
IRON	5,700	74	4,220
ISABELLA	8,200	88	7,220
JACKSON	38,400	92	35,290
KALAMAZOO	48,200	93	44,720
KALKASKA	1,100	81	890
KENT	106,500	92	98,050
KEWEENAW	600	73	440
LAKE	1,400	88	1,230
LAPEER	12,200	91	11,130
LEELLANAU	2,500	81	2,020
LENAWEE	24,900	92	22,820
LIVINGSTON	10,400	91	9,450
LUCE	1,500	73	1,100
MACKINAC	2,700	76	2,040
MACOMB	103,600	94	97,060
MANISTEE	6,100	82	4,990
MARQUETTE	14,600	75	11,000
MASON	6,900	81	5,580
MECOSTA	5,500	90	4,940
MENOMINEE	7,500	84	6,270
MIDLAND	13,200	89	11,710
MISSAUKEE	1,900	80	1,520
MONROE	27,800	93	25,720
MONTCALM	11,500	92	10,580
MONTMORENCY	1,100	70	770
MUSKEGON	44,000	93	40,960
NEWAYGO	7,300	88	6,410
OAKLAND	186,300	93	172,740
OCEANA	4,500	81	3,630
OGEMAW	2,500	83	2,080
ONTONAGON	3,000	76	2,280
OSCEOLA	3,600	90	3,230
OSCODA	800	84	670
OTSEGO	1,800	83	1,500
OTTAWA	27,800	91	25,400
PRESQUE ISLE	2,900	70	2,030
ROSCOMMON	2,200	83	1,820
SAGINAW	54,100	92	49,680
ST. CLAIR	30,300	92	27,850
ST. JOSEPH	15,600	92	14,310
SANILAC	9,700	88	8,580
SCHOOLCRAFT	2,300	73	1,680
SHIAWASSEE	16,600	92	15,270
TUSCOLA	13,100	90	11,850
VAN BUREN	17,900	91	16,370
WASHTENAW	43,500	92	39,980
WAYNE	835,300	93	778,250
WEXFORD	5,400	82	4,420
MINNESOTA			
	967,900	86	830,820
AITKIN	3,600	76	2,720
ANOKA	16,200	97	15,690
BECKER	6,400	67	4,290
BELTRAMI	6,800	45	3,060
BENTON	4,600	64	2,950
BIG STONE	2,400	61	1,460
BLUE EARTH	12,000	92	11,090
BROWN	8,200	83	6,820
CARLTON	7,100	75	5,320
CARVER	5,400	94	5,050
CASS	4,900	50	2,430
CHIPPewa	4,800	59	2,810
CHISAGO	4,200	93	3,890
CLAY	10,300	90	9,220
CLEARWATER	2,700	45	1,210
COOK	1,200	72	860
COTTONWOOD	4,800	75	3,580
CROW WING	9,600	63	6,040
DAKOTA	18,500	96	17,730
DODGE	3,600	83	2,990
DOUGLAS	6,600	55	3,640
FARIBAULT	7,400	75	5,570
FILLMORE	7,300	75	5,470
FREEBORN	10,800	90	9,770
GODHUE	10,300	95	9,740
GRANT	2,700	57	1,540
HENNEPIN	247,700	97	239,580
HOUSTON	4,500	75	3,370
HUBBARD	2,800	50	1,390
ISANTI	2,800	92	2,580
ITASCA	11,300	77	8,650
JACKSON	4,400	84	3,700
KANABEC	2,300	76	1,740
KANDIYOHI	8,400	80	6,700
KITTSOON	2,600	56	1,450
KOOCHICING	4,900	47	2,310
LAC QUI PARLE	3,900	62	2,420
LAKE	4,900	72	3,510
LAKE OF THE WOODS	1,200	48	570

Survey Proven!



ST

**THE ONE DOMINANT FORCE
IS FIVE, OF COURSE!**

NIELSEN gives WNEM-TV 76% of all quarter-hours measured! 3 out of every 4 competitive quarter-hours go to WNEM-TV hands down!

WNEM-TV	355
Station "F"	69
Station "L"	42
Competitive quarter-hours	466

* NSI, February, 1959

WNEM-TV Covers* and SELLS a 25-County Eastern Michigan Market.

Population	1,144,200
Families	327,000
TV Homes	299,600**
Effective Buying Income	\$1,861,366,000

Gross Farm Income	253,424,000
Retail Sales	1,274,732,000
Food Sales	309,480,000
Drug Sales	47,554,000
Automotive Sales	276,727,000
Gas Station Sales	123,816,000

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** Television Magazine, May, 1959

In the Great Saginaw Valley and the Metropolitan Hub of Flint-Saginaw-Bay City-Midland



WNEM-TV

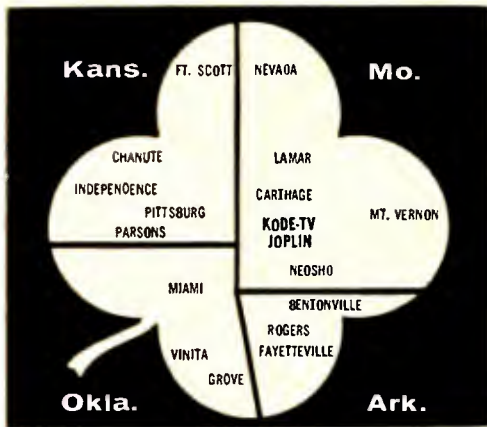
See your Petryman



CENTRAL STUDIOS & OFFICES
5700 Becker • Saginaw, Mich.

NATIONAL SALES OFFICE & STUDIOS
Bishop Airport • Flint, Mich.

This four-leaf clover
is worth looking over!



Missouri's 3rd TV Market

151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo.,
is 28% taller, 29% more pow-
erful than the nearest competi-
tion. And KODE-TV covers: •
a 4 state area • 151,400 TV
Homes • 669,800 people with
\$776,919,000 buying power.

KODE-TV
JOPLIN, MISSOURI
CHANNEL 12
CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group

FK6

*TV Mag., June '59

TV SET COUNT (continued from page 148)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
LE SUEUR	6,000	81	4,870	NONUBEE	3,900	55	2,140
LINCOLN	3,000	67	2,000	OKTIBBEHA	5,900	50	2,950
LYON	6,700	63	4,240	PANOLA	7,900	70	5,530
NICLEOD	7,500	88	6,600	PEARL RIVER	5,600	78	4,368
MAHOMEN	1,500	67	1,010	PERRY	2,100	53	1,113
MARSHALL	4,000	56	2,220	PIKE	8,900	58	5,162
MARTIN	8,300	75	6,240	PONTOTOC	4,700	54	2,538
MEEKER	5,500	80	4,390	PRENTISS	4,700	56	2,622
MILLE LACS	5,100	64	3,280	QUITMAN	6,000	58	3,480
MORRISON	7,200	58	4,150	RANKIN	5,900	55	3,245
MOWER	13,600	91	12,340	SCOTT	4,900	55	2,705
MURRAY	3,900	78	3,040	SHARKEY	2,700	58	1,566
NICOLLET	5,600	83	4,650	SIMPSON	5,100	55	2,805
NOBLES	6,600	81	5,340	SMITH	3,500	55	1,925
NORMAN	3,000	67	2,000	STONE	1,600	54	864
OLMSTED	14,200	95	13,520	SUNFLOWER	12,900	47	6,051
OTTER TAIL	13,000	05	8,490	TALLAHATCHIE	6,900	56	3,864
PENNINGTON	3,700	63	2,320	TATE	4,200	68	2,856
PINE	4,800	75	3,590	TIPPAH	4,000	58	2,320
PIPESTONE	4,200	78	3,270	TISHOMINGO	3,500	57	2,000
POLK	10,600	66	7,020	TUNICA	5,700	57	3,249
POPE	3,600	55	1,990	UNION	5,400	54	2,916
RAMSEY	126,700	96	121,730	WALTHALL	3,300	52	1,716
RED LAKE	1,400	63	880	WARREN	12,800	66	8,448
REDWOOD	0,500	76	4,940	WASHINGTON	20,600	57	11,742
RENVILLE	7,200	76	5,480	WAYNE	3,600	57	2,052
RICE	9,600	94	9,070	WEBSTER	2,600	53	1,378
ROCK	3,000	78	2,340	WILKINSON	3,000	47	1,410
ROSEAU	3,700	55	2,050	WINSTON	5,100	55	2,805
ST. LOUIS	71,100	90	64,190	YALOBUSHA	3,500	48	1,680
SCOTT	5,000	93	4,670	YAZOO	8,600	63	5,418
SHERBURNE	2,700	87	2,350				
SIBLEY	3,800	88	3,350	MISSOURI	1,342,300	88	1,175,111
STEARNS	20,200	89	17,910	ADAIR	6,700	64	4,288
STEELE	7,200	83	5,990	ANDREW	3,500	81	2,835
STEVENS	2,800	61	1,710	ATCHISON	2,900	68	1,972
SWIFT	4,400	62	2,730	AUDRAIN	8,500	75	6,375
TODD	6,800	58	3,920	BARRY	0,400	66	264
TRAVERSE	2,000	61	1,220	BARTON	3,700	65	2,405
WABASHA	5,500	87	4,810	BATES	5,800	72	4,176
WADENA	3,900	50	1,940	BENTON	2,700	77	2,079
WANEA	4,900	81	3,970	BOLLINGER	2,500	73	1,825
WASHINGTON	11,700	96	11,190	BOONE	13,700	81	11,193
WATONWAN	4,300	74	3,200	BUCHANAN	32,500	92	29,900
WILKIN	2,600	90	2,330	BUTLER	10,700	67	7,169
WINONA	11,600	71	8,290	CALDWELL	3,200	81	2,592
WRIGHT	8,800	87	7,680	CALLAWAY	6,100	75	4,575
YELLOW MEDICINE	4,800	67	3,200	CAMDEN	2,000	74	1,480
MISSISSIPPI	557,600	61	339,340	CAPE GIRARDEAU	11,500	82	9,430
ADAMS	10,300	57	5,910	CARROLL	4,600	75	3,450
ALCORN	7,200	57	4,110	CARTER	1,300	55	715
AMITE	4,200	47	1,970	CASS	6,500	78	5,070
ATTALA	5,800	56	3,220	CEDAR	3,200	65	2,080
BENTON	1,900	57	1,090	CHARITON	4,400	61	2,684
BOLIVAR	15,400	53	8,220	CHRISTIAN	3,600	71	2,556
CALHOUN	3,900	47	1,820	CLARK	2,600	78	2,028
CARROLL	2,900	48	1,400	CLAY	26,900	96	25,824
CHICKASAW	4,200	47	1,980	CLAYTON	3,600	90	3,240
CHOCTAW	2,300	43	990	COLE	11,300	87	9,831
CLAIBORNE	2,700	56	1,520	COOPER	4,700	73	3,431
CLARKE	4,300	57	2,450	CRAWFORD	3,000	61	1,830
CLAY	4,100	50	2,040	DADE	2,600	66	1,716
COAHOMA	13,800	55	7,610	DALLAS	2,700	74	2,000
COPIAH	7,400	59	4,390	DAVISS	3,200	81	2,592
COVINGTON	3,600	59	2,120	DE KALB	2,300	80	1,840
DE SOTO	5,700	68	3,880	DENT	3,100	68	2,108
FORREST	13,700	57	7,830	DOUGLAS	2,700	64	1,728
FRANKLIN	2,400	57	1,370	DUNKLIN	10,900	73	7,953
GEORGE	2,500	54	1,340	FRANKLIN	11,900	82	9,762
GREENE	1,800	53	960	GASCONADE	4,000	73	2,920
GRAND	4,700	48	2,270	GENTRY	3,100	74	2,294
HANCOCK	3,100	77	2,400	GREENE	40,400	95	38,380
HARRISON	29,300	73	21,520	GRUNDY	4,000	78	3,120
HINDS	46,800	81	37,350	HARRISON	4,100	73	2,993
HOLMES	7,000	60	4,180	HENRY	6,400	77	4,928
HUMPHREYS	4,900	58	2,830	HICKORY	1,600	78	1,248
ISSAQUENA	1,000	58	580	HOLT	2,500	68	1,700
ITAWAMBA	3,700	56	2,060	HOWARD	3,400	72	2,448
JACKSON	12,200	85	10,330	HOWELL	5,400	51	2,754
JASPER	4,100	64	2,620	IRON	1,900	61	1,159
JEFFERSON	2,600	57	1,480	JACKSON	204,800	96	197,632
JEFFERSON DAVIS	3,600	55	1,970	JASPER	28,500	87	24,795
JONES	16,400	65	10,660	JEFFERSON	20,100	94	18,894
KEMPER	2,900	51	1,580	JOHNSON	8,000	79	6,320
LAFAYETTE	4,700	48	2,270	KNOX	2,600	78	2,028
LAMAR	3,300	50	1,640	LACLEDE	5,900	74	4,366
LAUDERDALE	19,600	76	14,840	LAFAYETTE	7,900	83	6,557
LAWRENCE	2,800	55	1,530	LAWRENCE	7,100	66	4,686
LEAKE	4,600	55	2,550	LEWIS	3,400	78	2,652
LEE	10,700	66	7,090	LINCOLN	5,700	86	4,902
LEFLORE	12,500	52	6,540	LINN	6,200	61	3,782
LINCOLN	7,200	56	4,020	LIVINGSTON	5,100	78	3,978
LOWNDES	10,300	47	4,830	MCDONALD	4,100	73	2,993
MADISON	7,100	62	4,410	MACON	7,000	75	5,250
MARION	5,900	51	3,030	MADISON	2,800	73	2,044
MARSHALL	5,200	54	2,790	MARIES	2,000	73	1,460
MONROE	8,600	55	4,700	MARION	9,700	93	9,021
MONTGOMERY	3,500	48	1,680	MERCER	1,900	74	1,404
NESHOBA	5,600	54	3,050	MILLER	4,300	73	3,139
NEWTON	5,000	64	3,190	MISSISSIPPI	5,400	61	3,294
				MONTEAU	3,200	73	2,336
				MONROE	3,000	81	2,430

All television is good in Minneapolis-St. Paul. Four sharp stations fight for every viewer. Competition is keen and constant. ● But the difference between good and great shows up like this: Of the 50 station breaks with the most viewers on all Twin City television*, WCCO Television has 50% more than all the three competing stations combined. Of the top 100 spots, WCCO Television again has more than all competition put together. ©

THE DIFFERENCE
BETWEEN GOOD & GREAT
IN MINNEAPOLIS-ST. PAUL
TELEVISION IS...

WCCO
NEWS

*Nielsen Station Total Audience, April, 1959

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

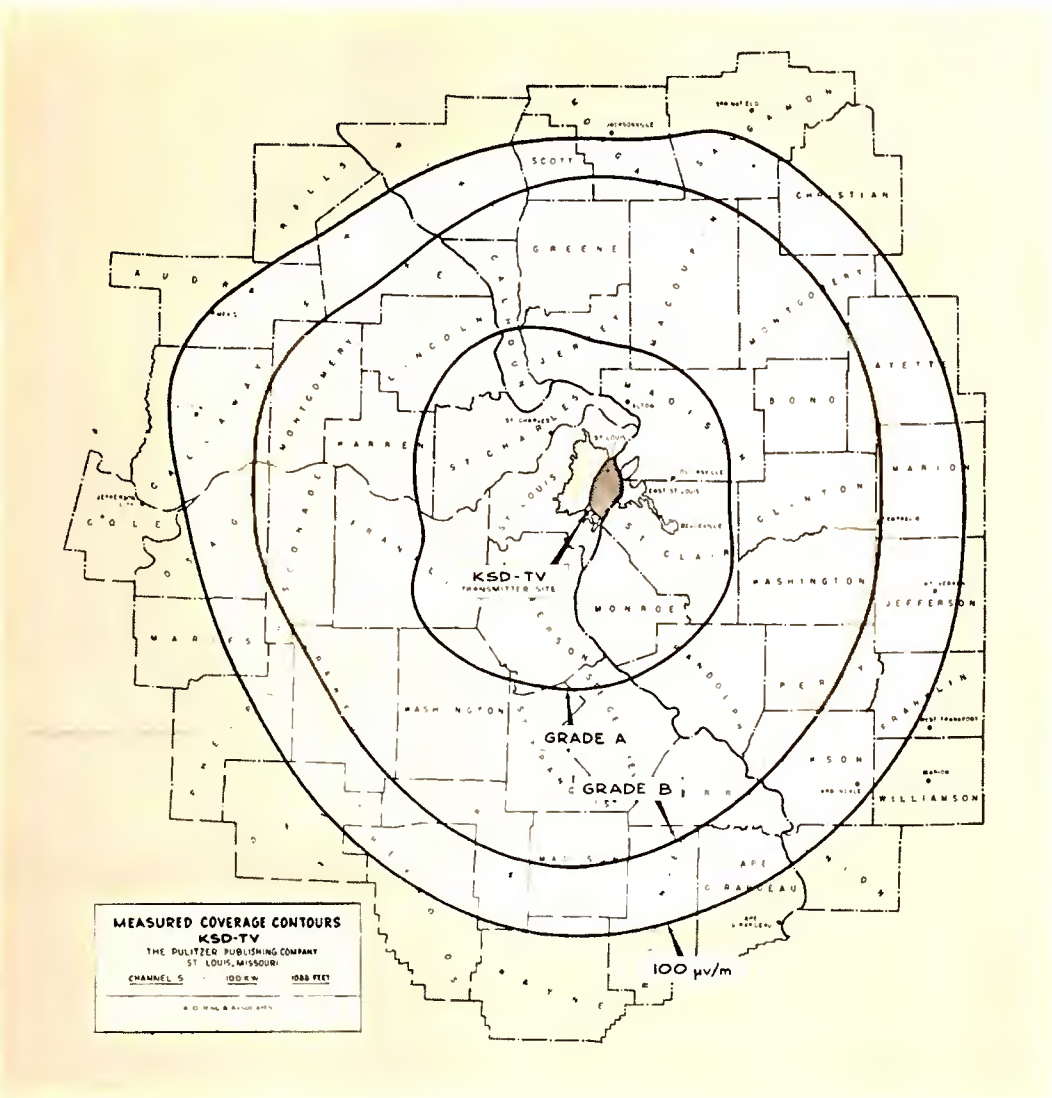
TV SET COUNT *(continued from page 150)*

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
MONTGOMERY	3,300	86	2,840
MORGAN	2,800	73	2,040
NEW MADRID	8,800	70	6,140
NEWTON	9,100	73	6,670
NODAWAY	7,100	68	5,030
OREGON	2,800	46	1,300
OSAGE	2,900	72	2,100
OZARK	2,000	64	1,280
PEMISCOT	11,300	78	8,790
PERRY	3,300	80	2,650
PETTIS	12,700	81	10,310
PHELPS	7,500	68	5,090
PIKE	5,900	81	4,790
PLATTE	6,700	90	6,010
POLK	4,700	74	3,470
PULASKI	4,200	76	3,200
PUTNAM	2,600	64	1,670
RALLS	2,200	82	1,800
RANDOLPH	7,900	72	5,680
RAY	5,100	83	4,470
REYNOLDS	1,100	51	760
RIPLEY	2,900	51	1,580
ST. CHARLES	11,300	93	10,560
ST. CLAIR	2,900	77	2,240
ST. FRANCOIS	11,200	85	9,500
ST. LOUIS	460,800	97	444,990
STE. GENEVIEVE	3,100	81	2,500
SALINE	7,900	74	5,870
SCHUYLER	1,500	64	960
SCOTLAND	2,100	78	1,880
SCOTT	8,800	77	6,800
SHANNON	1,600	46	730
SHELBY	3,100	75	2,330
STODDARD	8,200	78	6,370
STONE	2,500	71	1,780
SULLIVAN	3,200	64	2,060
TANNEY	2,900	71	2,060
TEXAS	5,400	51	2,750
VERNON	6,500	72	4,670
WARREN	2,300	86	1,980
WASHINGTON	3,700	61	2,260
WAYNE	2,100	73	1,760
WEBSTER	4,200	74	3,090
WORTH	1,500	73	1,100
WRIGHT	4,100	63	2,600
MONTANA	212,100	62	131,280
BEAVERHEAD	2,700	51	1,380
BIG HORN	2,400	48	1,140
BLAINE	2,500	48	1,190
BROADWATER	800	51	410
CARBON	2,600	57	1,470
CARTER	700	41	290
CHOCALDO	22,100	75	16,530
CHOUTEAU	2,500	64	1,600
CUSTER	4,200	41	1,740
DANIELS	900	42	380
DAWSON	3,500	49	1,720
DEER LODGE	5,900	50	2,970
FALLON	1,000	42	420
FERGUS	4,900	51	2,480
FLATHEAD	10,800	65	6,990
GALLATIN	7,800	47	3,670
GARFIELD	600	42	250
GLACIER	3,000	55	1,660
GOLDEN VALLEY	300	53	160
GRANITE	1,000	50	506
HILL	5,100	48	2,440
JEFFERSON	1,000	48	480
JUDITH BASIN	700	51	360
LAKE	3,300	59	1,940
LEWIS AND CLARK	10,100	51	5,160
LIBERTY	500	48	240
LINCOLN	3,600	57	2,040
MCONE	1,000	50	500
MADISON	1,800	47	840
MEAGHER	800	51	410
MINERAL	900	51	460
MISSOULA	14,400	67	9,640
MUSSELSHELL	1,600	51	820
PARK	4,500	57	2,550
PETROLEUM	300	53	160
PHILLIPS	1,700	42	710
PONDERA	1,900	66	1,260
POWDER RIVER	800	41	330
POWELL	2,000	50	1,000
PRAIRIE	700	49	340
RAVALLI	3,700	51	1,890
RICHLAND	2,700	50	1,350
ROOSEVELT	3,200	50	1,610
ROSEBUD	2,000	48	950
SANDERS	2,500	51	1,270
SHERIDAN	1,900	50	950
SILVER BOW	21,500	84	17,980
STILLWATER	1,700	57	970
SWEET GRASS	900	56	500
TETON	2,100	67	1,400
TOOLE	2,500	49	1,220
TREASURE	300	50	150
VALLEY	3,300	42	1,370
WHEATLAND	900	51	460
WYBAUX	400	50	200
YELLOWSTONE	25,600	80	20,380

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
NEBRASKA	437,700	83	362,120
ADAMS	9,600	85	8,190
ANTELOPE	3,300	67	2,200
ARTHUR	200	45	90
BANNER	400	60	240
BLAINE	200	55	110
BOONE	2,900	62	1,790
BOX BUTTE	3,700	49	1,820
BOYD	1,400	45	630
BROWN	1,000	45	720
BUFFALO	8,200	80	6,580
BURT	3,300	86	2,830
BUTLER	3,400	81	2,740
CASS	5,600	93	5,230
CEDAR	3,600	93	3,360
CHASE	1,400	53	740
CHERRY	2,500	48	1,200
CHEYENNE	5,200	57	2,940
CLAY	3,100	75	2,320
COLFAX	3,400	80	2,730
CUMING	3,600	86	3,090
CUSTER	5,400	61	3,320
DAKOTA	3,500	94	3,280
DAWES	2,700	42	1,130
DAWSON	6,500	80	5,230
DEUEL	1,000	52	520
DIXON	2,700	93	2,510
DODGE	9,800	95	9,340
DOUGLAS	102,000	97	98,500
DUNDY	1,100	54	590
FILLMORE	3,000	75	2,240
FRANKLIN	2,000	83	1,650
FRONTIER	1,400	61	850
FURNAS	3,000	82	2,470
GAGE	8,000	86	6,870
GARDEN	1,100	55	610
GARFIELD	800	55	440
GOSPER	700	83	580
GRANT	200	50	100
GREENEY	1,600	64	1,020
HALL	12,300	88	10,770
HAMILTON	2,900	82	2,380
HARLAN	1,700	82	1,400
HAYES	500	60	300
HITCHCOCK	1,500	53	790
HOLT	4,200	45	1,890
HOOKER	300	43	130
HOWARD	2,200	64	1,400
JEFFERSON	4,400	77	3,400
JOHNSON	1,900	86	1,630
KEARNEY	2,000	83	1,650
KEITH	2,600	60	1,550
KEYA PAHA	400	50	200
KIMBALL	1,700	61	1,030
KNOX	4,200	67	2,810
LANCASTER	46,300	94	43,400
LINCOLN	9,400	60	5,650
LOGAN	400	43	170
LOUP	400	58	230
MCIPHERSON	200	45	90
MADISON	8,000	90	7,200
MERRICK	2,600	62	1,600
MORRILL	2,200	60	1,330
NANCE	1,700	62	1,050
NEMAHIA	3,300	80	2,640
NECKOLLS	2,800	75	2,090
OTOE	5,700	93	5,310
PAWNEE	2,000	80	1,600
PERKINS	1,200	59	710
PHELPS	3,200	82	2,610
PIERCE	2,600	67	1,740
PLATTE	7,200	90	6,480
POLK	2,600	83	2,150
REDWILLOW	4,000	61	2,420
RICHARDSON	4,800	79	3,780
ROCK	900	46	410
SALINE	4,500	77	3,480
SARPY	6,800	96	6,500
SAUNDERS	5,500	96	5,280
SCOTT'S BLUFF	10,600	63	6,690
SEWARD	4,100	78	3,180
SHERIDAN	2,800	49	1,380
SHERMAN	1,800	61	1,100
SIOUX	800	50	400
STANTON	1,800	81	1,450
THAYER	3,000	75	2,240
THOMAS	400	43	170
THURSTON	2,400	86	2,060
VALLEY	2,000	62	1,230
WASHINGTON	3,700	95	3,530
WAYNE	2,900	91	2,720
WEBSTER	2,200	85	1,880
WHEELER	300	53	160
YORK	4,700	83	3,860
NEVADA	88,400	75	66,400
CHURCHILL	1,900	41	780
CLARK	40,900	81	33,060
DOUGLAS	500	58	290
ELKO	4,000	45	1,790
ESMERALDA	200	45	90

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
EUREKA	200	40	80
HUMBOLDT	1,300	43	560
LANDER	400	45	180
LINCOLN	900	46	410
LYON	1,000	58	580
MINERAL	1,800	41	740
NYE	800	46	370
ORMSBY	1,700	59	1,000
PERSHING	1,000	41	410
STOREY	100	50	50
WASHOE	27,600	88	24,170
WHITE PINE	4,100	45	1,840
NEW HAMPSHIRE	166,800	90	150,420
BELKNAP	8,500	89	7,530
CARROLL	4,900	90	4,400
CHESHIRE	13,000	90	11,740
COOS	10,500	88	9,280
GRAFTON	12,900	86	11,100
HILLSBORO	49,700	91	45,410
MERRIMACK	18,900	90	17,060
ROCKINGHAM	24,200	92	22,190
STRAFFORD	15,500	91	14,100
SULLIVAN	8,700	87	7,610
NEW JERSEY	1,723,600	92	1,587,620
ATLANTIC	47,600	93	44,350
BERGEN	227,800	92	208,640
BURLINGTON	47,900	92	44,170
CAMDEN	106,500	92	97,970
CAPE MAY	14,500	92	13,320
CUMBERLAND	31,800	92	29,160
ESSEX	298,700	91	272,740
GLOUCESTER	36,000	92	33,030
HUDSON	196,800	93	183,160
HUNTERDON	14,500	92	13,400
MERCER	72,900	93	67,540
MIDDLESEX	102,800	92	94,210
MONMOUTH	98,200	94	91,930
MORRIS	60,500	92	55,650
OCEAN	24,700	92	22,770
PASSAIC	117,100	92	107,870
SALEM	17,500	93	16,190
SOMERSET	35,000	91	31,930
SUSSEX	11,800	91	10,730
UNION	142,400	93	131,930
WARREN	18,600	91	16,930
NEW MEXICO	234,100	72	168,790
BERNALILLO	67,500	91	61,240
CATRON	500	60	300
CHAVES	15,700	79	12,450
COLFAX	3,400	45	1,540
CURRY	8,000	60	4,810
DE BACA	800	58	460
DONA ANA	10,200	85	8,670
EDDY	14,000	72	10,130
GRANT	5,400	59	3,210
GUADALUPE	1,300	65	840
HARDING	300	47	140
HIDALGO	1,400	59	830
LEA	16,400	62	10,160
LINCOLN	2,000	63	1,250
LOS ALAMOS	3,600	77	2,770
LUNA	3,200	63	2,020
MC KINLEY	8,300	49	4,060
MORA	1,400	51	710
OTERO	10,200	66	6,730
QUAY	3,700	60	2,220
RIO ARRIBA	5,700	56	3,210
ROOSEVELT	4,300	57	2,450
SANDOVAL	2,400	61	1,470
SAN JUAN	12,300	51	6,590
SAN MIGUEL	5,100	50	2,550
SANTA FE	10,700	72	7,740
SIERRA	1,600	65	1,040
SOCORRO	2,300	61	1,400
TAOS	3,000	56	1,690
TORRANCE	1,400	66	920
UNION	1,700	45	760
VALENCIA	6,300	70	4,430
NEW YORK	5,079,900	91	4,643,920
ALBANY	90,000	92	82,580
ALLEGANY	13,700	80	10,920
BRONX	434,100	91	393,250
BROOME	62,400	91	56,550
CATTARAUGUS	25,200	92	23,130
CAYUGA	22,000	92	20,190
CHAUTAUQUA	47,700	91	43,330
CHEMUNG	31,300	88	27,520
CHENANGO	12,700	89	11,360
CLINTON	14,500	92	13,400
COLUMBIA	14,300	92	13,210

ST. LOUIS' TOP TELEVISION BUY...



Now better than ever...

KSD-TV has added 7,000 square miles to its service area and an increased potential of 100,000 television homes with its new million dollar tower and transmitter. The tower, 1152 feet above ground (1649 feet above sea level) went on the air April 21, 1958.

St. Louis' FIRST* Television Station has many FIRSTS** audience-wise; is FIRST † choice in St. Louis among most National Advertisers, has now added a PLUS that puts it far out front as St. Louis' Top Television Value.

NOTE: KSD-TV CONTINUES the SINGLE RATE policy it has had since the station began in 1947.

*On the air February 8, 1947.

**ARB reports, 1958, 1959.

†Rorabaugh Reports, 1958, 1959.



KSD-TV

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ST. LOUIS POST-DISPATCH TELEVISION STATION
 REPRESENTED NATIONALLY BY NBC SPOT SALES

TV SET COUNT *(continued from page 152)*

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
CORTLAND	12,900	91	11,730	
DELAWARE	11,400	84	12,090	
DUTCHESS	45,600	90	41,260	
ERIE	327,100	92	302,240	
ESSEX	10,800	81	8,730	
FRANKLIN	12,700	77	9,720	
FULTON	17,900	89	16,040	
GENESEE	15,100	93	14,070	
GREENE	9,200	89	8,160	
HAMILTON	1,300	90	1,170	
HERKIMER	19,800	92	18,120	
JEFFERSON	27,300	82	22,270	
KINGS	784,300	93	729,630	
LEWIS	6,700	84	5,610	
LIVINGSTON	11,600	89	10,300	
MADISON	15,200	91	13,820	
MONROE	183,900	92	169,000	
MONTGOMERY	19,300	90	17,360	
NASSAU	392,700	94	368,230	
NEW YORK	589,100	89	526,710	
NIAGARA	68,000	93	63,270	
ONEIDA	72,300	93	67,330	
ONONDAGA	122,100	92	112,520	
ONTARIO	18,700	90	16,920	
ORANGE	53,500	91	48,810	
ORLEANS	10,100	91	9,200	
OSWEGO	24,600	92	22,710	
OTSEGO	17,300	90	15,550	
PITNAM	7,100	86	6,130	
QUEENS	567,800	92	522,660	
RENSSELAER	44,100	92	40,460	
RICHMOND	61,000	93	56,490	
ROCKLAND	30,600	93	28,370	
ST. LAWRENCE	32,300	77	24,930	
SARATOGA	25,800	90	23,290	
SCHENECTADY	52,900	91	48,300	
SCHOHARIE	7,500	87	6,540	
SCHUYLER	4,700	89	4,190	
SENECA	6,900	90	6,190	
STEUEN	29,700	83	24,660	
SUFFOLK	185,500	91	149,930	
SULLIVAN	13,700	90	12,390	
TIOGA	10,900	90	9,840	
TOMPKINS	19,800	86	16,990	
ULSTER	34,600	90	31,240	
WARREN	13,500	90	12,210	
WASHINGTON	14,100	91	12,770	
WAYNE	18,000	91	16,410	
WESTCHESTER	232,700	94	218,200	
WYOMING	9,200	91	8,340	
YATES	6,100	89	5,410	

NORTH CAROLINA

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
ALAMANCE	1,107,200	77	850,300	
ALEXANDER	21,600	90	19,370	
ALLEGHANY	3,500	86	3,010	
ANSON	2,100	69	1,440	
ASHE	6,000	72	4,320	
ASHE	5,000	69	3,440	
AVERY	3,100	65	2,000	
BEAUFORT	9,500	86	8,160	
BERTIE	5,900	70	4,130	
BLADEN	6,600	53	3,530	
BRUNSWICK	4,500	59	2,640	
BUENCOMBE	36,700	75	27,390	
BURKE	11,900	80	9,570	
CABARRUS	18,100	90	16,210	
CALDWELL	11,300	78	8,780	
CAMDEN	1,400	75	1,050	
CARTERET	6,900	62	4,260	
CASWELL	4,300	72	3,090	
CATAWBA	18,700	89	16,680	
CHATHAM	6,100	67	4,070	
CHEROKEE	4,200	48	2,030	
CHOWAN	2,900	63	1,820	
CLAY	1,300	48	630	
CLEVELAND	16,400	78	12,830	
COLUMBUS	12,600	57	7,130	
CRAVEN	14,300	81	11,550	
CUMBERLAND	30,500	60	18,340	
CURRITUCK	1,800	74	1,340	
DARE	1,300	63	820	
DAVIDSON	17,200	87	15,010	
DAVIE	3,900	79	3,070	
DUPLIN	9,600	62	5,910	
DURHAM	29,900	84	25,240	
EDGECOMBE	12,200	79	9,590	
FORSYTH	49,600	88	43,630	
FRANKLIN	7,000	58	4,040	
GASTON	33,200	81	27,050	
GATES	2,300	73	1,690	
GRAHAM	1,700	49	830	
GRANVILLE	6,800	70	4,760	
GREENE	3,600	69	2,500	
GUILFORD	61,500	89	54,730	
HALIFAX	13,200	68	9,010	
HARNETT	13,200	59	7,730	
HAYWOOD	10,300	66	6,800	
HENDERSON	9,600	66	6,360	
HERTFORD	4,800	73	3,510	
HOKE	3,300	58	1,920	
HYDE	1,400	62	870	
IREDELL	15,600	80	12,550	

NORTH DAKOTA

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
JACKSON	4,300	60	2,570	
JOHNSTON	15,700	66	10,300	
JONES	2,300	62	1,420	
LEE	6,600	67	4,410	
LENOIR	13,500	74	10,040	
LINCOLN	6,900	74	5,140	
MCDOWELL	6,900	71	4,900	
MACON	3,900	60	2,330	
MADISON	4,300	57	2,440	
MARTIN	1,100	70	4,260	
MECKLENBURG	74,100	88	65,040	
MITCHELL	3,400	61	2,080	
MONTGOMERY	4,300	73	3,140	
MOORE	8,200	67	5,530	
NASH	14,400	68	9,760	
NEW HANOVER	21,500	75	16,090	
NORTHAMPTON	5,900	73	4,320	
ONSLOW	6,000	68	4,070	
ORANGE	9,200	82	7,550	
PAMLICO	2,500	62	1,540	
PANSHOTANK	7,100	75	5,290	
PENDER	4,300	59	2,540	
PERQUIMANS	2,500	74	1,860	
PERSON	5,400	72	3,870	
PITT	14,700	88	12,940	
POLK	3,000	83	2,500	
RANDOLPH	14,100	83	11,760	
RICHMOND	10,100	82	8,290	
ROBESON	20,100	67	13,510	
ROCKINGHAM	17,800	86	15,220	
ROWAN	22,400	83	18,640	
RUTHERFORD	11,300	81	9,160	
SAMPSON	11,500	63	7,190	
SCOTLAND	6,200	58	3,620	
STANLY	10,900	90	9,760	
STOKES	4,800	78	3,730	
SURRY	12,000	83	9,960	
SWAIN	2,100	48	1,010	
TRANSYLVANIA	3,800	60	2,270	
TYRRELL	1,200	63	760	
UNION	10,900	77	8,340	
VANCE	8,500	73	6,240	
WAKE	41,100	81	33,140	
WARREN	4,900	58	2,820	
WASHINGTON	3,000	63	1,880	
WATAUGA	4,100	64	2,640	
WAYNE	16,900	78	13,140	
WILKES	10,900	69	7,560	
WILSON	14,100	77	10,910	
YADKIN	5,600	79	4,400	
YANCEY	3,500	57	1,990	
ADAMS	1,200	53	640	
BARNES	4,800	88	4,220	
BENSON	2,100	64	1,350	
BILLINGS	500	48	240	
BOTTINEAU	2,700	62	1,680	
BOWMAN	1,000	49	490	
BURKE	1,700	66	1,120	
RURLEIGH	9,800	80	7,840	
CASS	19,900	91	18,080	
CAVALIER	2,400	55	1,310	
DICKEY	2,500	67	1,680	
DIVIDE	1,300	48	620	
DUNN	1,600	61	980	
EDDY	1,200	64	770	
EMMONS	2,000	76	1,520	
FOSTER	1,500	61	960	
GOLDEN VALLEY	800	49	390	
GRAND FORKS	13,200	79	10,410	
GRANT	1,600	81	1,310	
GRIGGS	1,300	88	1,140	
HETTINGER	1,800	54	980	
KIDDER	1,500	76	1,140	
LA MOURE	2,000	67	1,340	
LOGAN	1,200	68	810	
McHENRY	2,700	82	1,680	
McINTOSH	1,700	66	1,130	
McKENZIE	1,800	48	860	
McLEAN	5,200	58	2,990	
MERCER	2,000	61	1,220	
MORTON	5,600	83	4,670	
MOUNTRAIL	2,500	18	1,190	
NELSON	1,600	81	1,300	
OLIVER	500	58	290	
PEMUNA	3,400	60	2,040	
PERCE	1,900	63	1,200	
RAMSEY	3,100	54	1,680	
RANSON	1,900	77	1,460	
RENVILLE	1,400	63	880	
RICHLAND	5,500	77	4,230	
ROLETTE	2,200	54	1,190	
SARGENT	1,800	77	1,390	
SHERIDAN	1,100	63	690	
SIOUX	600	83	500	
SLOPE	500	48	240	
STARK	4,000	51	2,170	
STEELE	1,200	88	1,060	
STUTSMAN	6,800	74	5,040	
TOWNER	1,200	55	660	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
TRAILL	2,800	88	2,470	
WALSHE	4,600	60	2,740	
WARD	12,300	80	9,790	
WELLS	2,600	63	1,640	
WILLIAMS	10,400	48	4,960	

OHIO

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
ADAMS	6,600	89	5,890	
ALLEN	31,100	91	28,180	
ASHLAND	11,900	92	10,940	
ASHTABULA	29,300	92	26,990	
ATHENS	12,800	88	11,300	
AUGLAIZE	10,500	92	9,620	
BELMONT	26,400	92	24,180	
BROWN	7,300	89	6,520	
RUTLER	53,100	93	49,290	
CARROLL	5,600	90	5,040	
CHAMPAIGN	9,200	92	8,440	
CLARK	39,600	92	36,580	
CLERMONT	20,800	92	19,230	
CLINTON	9,200	90	8,310	
COLUMBIANA	32,800	92	30,120	
COSHOCTON	10,000	87	8,670	
CRAWFORD	14,200	91	12,890	
CUYAHOGA	491,900	93	458,700	
DARKE	13,400	91	12,240	
DEPLANCE	9,000	91	8,180	
DELAWARE	9,500	93	8,840	
ERIE	19,600	91	17,800	
FAIRFIELD	18,700	93	17,380	
FAYETTE	7,800	89	6,920	
FRANKLIN	196,800	94	184,600	
FULTON	8,700	90	7,810	
GALLIA	7,200	88	6,340	
GEauga	10,200	91	9,310	
GREENE	22,500	93	20,940	
GUERNSEY	11,500	87	10,050	
HAMILTON	269,200	92	248,930	
HANCOCK	17,000	91	15,430	
HARDIN	9,400	91	8,570	
HARRISON	5,800	90	5,230	
HENRY	7,000	91	6,370	
HIGHLAND	9,600	89	8,500	
HOCKING	5,700	91	5,190	
HOLMES	5,200	89	4,640	
HUKON	13,400	92	12,320	
JACKSON	9,100	90	8,160	
JEFFERSON	29,000	92	26,570	
KNOX	12,500	92	11,490	
LAKE	38,200	93	35,580	
LAWRENCE	15,200	92	13,990	
LICKING	25,400	91	23,080	
LOGAN	11,000	91	10,060	
LORAIN	58,400	93	54,330	
LUCAS	145,000	93	134,920	
MADISON	7,800	90	7,050	
MAHONING	82,400	93	76,440	
MARION	18,100	92	16,670	
MEDINA	16,100	94	15,070	
MEIGS	6,800	89	6,070	
MERCER	9,200	90	8,280	
MIAMI	21,800			

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
EAYER	1,800	56	1,010
ECKHAM	5,800	59	3,420
LAINÉ	3,600	79	2,830
RYAN	7,500	70	5,260
ADDO	7,600	78	5,940
ANADIAN	6,700	81	5,640
ARTER	14,500	71	10,360
HEROKEE	3,300	71	2,340
HOCFAW	3,800	51	1,920
MARRON	1,100	52	570
LEVELAND	11,500	86	9,940
OAL	1,400	71	990
OMANCHE	18,800	81	15,830
OTTON	2,600	71	1,930
RAIG	4,100	75	3,060
REEK	12,500	86	10,740
STER	5,400	66	3,590
ELAWARE	2,900	75	2,170
EWY	1,700	67	1,140
LLIS	2,100	61	1,290
ARFIELD	15,300	81	12,410
ARVIN	9,400	78	7,290
RADY	9,500	84	8,000
RANT	2,200	73	1,610
REER	2,400	61	1,460
ARMON	1,600	61	970
ARPER	1,300	65	840
ASKELL	2,500	57	1,420
UGHES	4,300	67	2,880
ACKSON	8,000	61	4,860
JEFFERSON	2,500	74	1,860
OHNSTON	2,200	71	1,570
AY	15,800	82	12,990
INGFISHER	2,900	79	2,280
IOWA	4,200	73	3,070
ATIMER	1,800	57	1,020
E FLORE	6,900	61	4,190
INCOLN	5,500	81	4,470
OGAN	5,600	74	4,120
OVE	1,600	70	1,120
McLAIN	4,100	76	3,100
McCURTAIN	5,200	63	3,260
McINTOSH	3,100	67	2,070
MAJOR	2,400	73	1,750
MARSHALL	1,900	70	1,330
MAYES	4,800	75	3,580
MURRAY	3,300	71	2,350

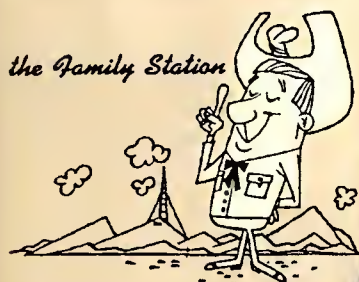
STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MUSKOGEE	17,000	84	14,350
NOBLE	2,900	78	2,260
NOWATA	3,400	82	2,780
OKPUSKEE	3,600	71	2,550
OKLAHOMA	136,100	87	118,930
OKMULGEE	11,000	79	8,660
OSAGE	10,100	86	8,690
OTTAWA	8,600	78	6,700
PAWNEE	3,700	78	2,880
PAYNE	11,900	75	8,940
PITTSBURG	9,100	71	6,490
PONTOTOC	9,600	81	7,760
POTTAWATOMIE	14,200	76	10,850
PUSHMATAHA	2,400	59	1,210
ROGER MILLS	1,400	66	930
ROGERS	4,900	82	4,000
SEMINOLE	11,500	78	8,960
SEQUOYAH	3,900	63	2,460
STEPHENS	11,800	79	9,350
TEXAS	3,500	51	1,780
TILLMAN	4,300	71	3,200
TULSA	108,500	91	99,220
WAGONER	3,700	71	2,630
WASHINGTON	12,400	85	10,490
WASHITA	4,000	73	2,910
WOODS	3,800	61	2,330
WOODWARD	3,600	61	2,210
OREGON			
	579,800	78	449,580
BAKER	5,700	58	3,300
BENTON	11,500	68	7,840
CLACKAMAS	34,900	85	29,590
CLATSOP	9,500	69	6,580
COLUMBIA	6,600	66	4,370
COOS	20,400	60	12,230
CROOK	2,400	54	1,290
CUBBY	6,400	60	3,810
DESCHUTES	6,700	54	3,590
DOUGLAS	20,700	67	13,770
GILLIAM	1,100	63	690
GRANT	2,400	51	1,220
HARNEY	1,900	48	920
HOOD RIVER	3,400	61	2,090
JACKSON	23,500	78	18,330

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
JEFFERSON	2,500	62	1,550
JOSEPHINE	10,300	67	6,910
KLAMATH	14,700	65	9,570
LAKE	2,000	55	1,090
LANE	47,300	83	39,470
LINCOLN	8,700	61	5,320
LINN	17,000	69	11,680
MAHEUR	6,200	70	4,340
MARION	34,000	80	28,810
MORROW	1,200	64	770
MULTNOMAH	194,800	88	170,980
POLK	6,900	71	4,870
SHERMAN	700	63	440
TILLAMOOK	6,100	65	3,950
UMATILLA	11,200	66	9,360
UNION	4,900	58	2,830
WALLOWA	2,100	58	1,220
WASCO	8,200	62	5,050
WASHINGTON	29,200	87	25,300
WHEELER	800	51	410
YAMHILL	8,900	68	6,040

PENNSYLVANIA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
	3,211,300	91	2,938,400
ADAMS	12,700	85	10,830
ALLEGHENY	476,600	03	443,670
ARMSTRONG	22,400	92	20,550
BEAVER	57,200	93	53,220
BEDFORD	10,700	92	9,830
BERKS	80,600	91	73,200
BLAIR	39,900	91	36,440
BRADFORD	15,400	89	13,700
BUCKS	86,800	93	80,850
BUTLER	27,900	93	25,980
CAMBRIA	56,900	92	52,210
CAMERON	1,900	72	1,370
CARBON	14,900	89	13,320
CENTRE	16,500	89	14,690
CHESTER	52,500	93	48,640
CLARION	10,200	91	9,250
CLEARFIELD	22,000	92	20,300
CLINTON	10,800	78	8,450
COLUMBIA	15,400	81	12,450
CRAWFORD	23,200	88	20,320

THE NUMBER 1 NEWS STORY IN DENVER



- RIFLEMAN 1
- NAKED CITY 2
- MAVERICK 3
- LEAVE IT TO BEAVER 6
- LAWMAN 7
- ALCOA PRESENTS 9

KBTU CHANNEL



PLACES SIX IN TOP TEN

SAYS NIELSEN FOR MAY

According to the Nielsen Station Index . . . Denver's ABC affiliate is tied for first place in total homes reached during the vital 6-midnite time segment!

So, with 6 of the top 10 and a tie for most homes reached . . . how can you cover the Denver Market without KBTU?

JOHN C. MULLINS
President

JOE HEROLD
Station Mgr.

SEE YOUR
P G W COLONEL

TV SET COUNT (continued from page 155)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CUMBERLAND	33,300	86	28,750	MERCER	33,400	91	30,340
DAUPHIN	66,400	91	60,300	MIFFLIN	11,600	90	10,480
DELAWARE	154,900	93	143,440	MONROE	10,300	90	9,250
ELK	9,100	74	6,970	MONTGOMERY	134,200	93	125,260
ERIE	69,400	93	64,220	MONTOUR	3,500	81	2,940
FAYETTE	49,800	93	46,150	NORTHAMPTON	54,200	93	50,500
FOREST	1,100	71	780	NORTHUMBERLAND	31,700	76	24,200
FRANKLIN	29,200	88	19,530	PERRY	6,500	69	4,500
FULTON	2,500	78	1,960	PHILADELPHIA	645,700	91	584,946
GREENE	12,000	85	10,180	PIKE	3,000	79	2,360
HUNTINGDON	10,800	90	9,700	POTTER	4,500	72	3,220
INDIANA	20,200	91	18,340	SCHUYLKILL	52,900	89	46,930
JEFFERSON	13,500	91	12,280	SNYDER	6,000	70	4,200
JUNIATA	4,000	69	2,770	SOMERSET	21,200	84	17,810
LACKAWANNA	72,300	90	65,290	SULLIVAN	1,500	85	1,270
LANCASTER	69,700	92	63,970	SUSQUEHANNA	8,100	89	7,210
LAWRENCE	30,800	91	28,150	TIOGA	10,400	83	8,610
LEBANON	24,400	91	22,240	UNION	5,900	70	4,130
LEHIGH	59,300	93	55,250	VENANGO	18,600	79	14,670
LUZERNE	102,800	89	91,910	WARREN	12,000	82	9,810
LYCOMING	31,200	75	23,510	WASHINGTON	63,200	94	59,120
McKEAN	15,900	79	12,646	WAYNE	7,100	79	5,620

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
WESTMORELAND	95,000	94	89,350
WYOMING	4,600	85	3,900
YORK	65,800	92	60,360

RHODE ISLAND

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
246,900	92	228,150	
BRISTOL	9,100	93	8,420
KENT	26,300	93	24,340
NEWPORT	18,800	92	17,330
PROVIDENCE	176,400	92	163,080
WASHINGTON	16,300	92	14,980

SOUTH CAROLINA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
583,700	75	438,780	
ABBEVILLE	5,600	73	4,070
AIKEN	21,700	73	15,790
ALLENDALE	3,800	57	2,180
ANDERSON	23,800	76	18,150
BAMBERG	4,000	57	2,290

BARNWELL	6,700	57	3,840
BEAUFORT	7,100	71	5,060
BERKELEY	7,100	76	5,430
CALHOUN	3,300	61	2,010
CHARLESTON	55,500	86	47,500

CHEROKEE	9,900	79	7,840
CHESTER	8,100	76	6,170
CHESTERFIELD	8,100	70	5,630
CLARENDON	6,600	64	4,200
COLLETON	7,200	73	5,230

DARLINGTON	12,600	69	8,720
DILLON	6,700	71	4,750
DORCHESTER	5,600	77	4,310
EDGEFIELD	3,700	64	2,360
FAIRFIELD	4,800	72	3,440

FLORENCE	21,100	79	16,670
GEORGETOWN	8,200	76	6,210
GREENVILLE	56,800	84	47,860
GREENWOOD	13,300	77	10,280
HAMPTON	4,400	71	3,140

HORRY	16,500	55	9,060
JASPER	2,600	71	1,840
KERSHAW	7,500	77	5,750
LANCASTER	9,400	76	7,140
LAURENS	11,700	63	7,360

LEE	4,700	74	3,490
LEXINGTON	13,200	75	9,890
McCORMICK	2,100	72	1,520
MARION	8,000	71	5,680
MARLBORO	6,900	70	4,820

NEWBERRY	8,200	69	5,670
OCONEE	9,200	61	5,560
ORANGEBURG	16,700	87	11,110
PICKENS	10,300	86	6,750
RICHLAND	41,900	84	35,070

SALUDA	3,700	64	2,360
SPARTANBURG	42,600	79	33,490
SUMTER	14,000	69	9,710
UNION	7,600	71	5,390
WILLIAMSBURG	9,100	76	6,960
YORK	92,100	76	16,730

SOUTH DAKOTA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
200,200	66	132,750	
AURORA	1,200	48	570
BEADLE	6,800	54	3,670
BENNETT	800	51	410
BON HOMME	2,200	75	1,660
BROOKINGS	5,500	70	3,870

BROWN	10,600	65	6,860
BRULE	1,900	53	1,010
BUFFALO	400	58	230
BUTTE	2,300	45	1,030
CAMPBELL	800	45	360

CHARLES MIX	3,500	53	1,870
CLARK	2,200	65	1,420
CLAY	3,000	87	2,620
CODINGTON	6,100	64	3,910
CORSON	1,500	44	660

CUSTER	1,600	44	710
DAVISON	5,600	63	3,510
DAY	3,300	65	2,160
DEUEL	1,500	64	960
DEWEY	1,100	45	490

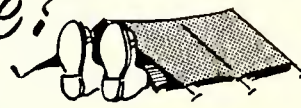
DOUGLAS	1,200	48	570
EDMONDS	1,700	45	760
FALL RIVER	3,300	51	1,690
FAULK	1,200	53	630
GRANT	2,800	66	1,840

GREGORY	2,300	50	1,140
HAAKON	700	41	290
HAMLIN	1,900	64	1,220
HAND	1,800	54	970
HANSON	1,300	63	820

HARDING	500	44	220
HUGHES	3,500	60	2,090
HUTCHINSON	3,400	75	2,550
HYDE	700	59	410
JACKSON	500	40	200

JERAULD	1,000	53	530
JONES	600	50	300

Why take a little?



Get full Coverage with **WJAC-TV**

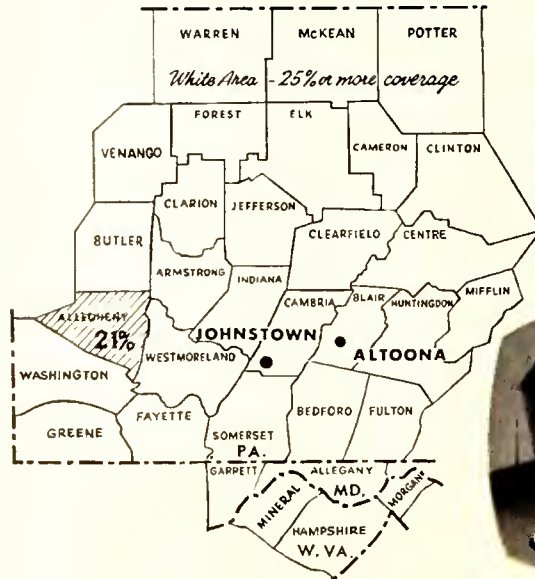
in the Johnstown-Altoona area

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

Figures from ARB, November, 1958

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



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



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

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
INGSBURY	2,900	70	2,040
LAKE	3,000	81	2,420
LAWRENCE	5,600	43	2,420
INCOLN	3,700	87	3,220
LYMAN	1,100	55	610
COOK	2,100	80	1,930
OPHERSON	1,700	44	750
MARSHALL	2,100	66	1,390
EADE	2,300	43	990
ELLETTE	600	52	310
INNER	1,700	66	1,120
INNERHAHA	27,400	94	25,750
OODY	2,700	80	2,170
ENNINGTON	20,000	64	12,810
ERKINS	1,700	45	760
OTTER	1,300	44	570
OBERTS	3,400	66	2,240
ANBORN	1,400	64	890
HANNON	1,800	51	920
PINK	3,100	51	1,680
TANLEY	800	49	390
ULLY	700	41	310
ODD	1,300	51	880
RIPP	2,700	56	1,510
URNER	3,300	87	2,860
NION	3,200	87	2,780
ALWORTH	2,400	45	1,080
ASHBAUGH	200	45	90
ANKTON	4,800	75	3,610
IEBACH	600	43	260

ENNESSEE

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ANDERSON	15,500	78	12,080
EDFORD	6,000	73	4,350
ENTON	2,500	53	1,320
LEDSON	1,500	69	1,040
LOUNT	16,400	85	13,930
RADLEY	9,100	75	7,050
AMPBELL	7,500	64	4,810
LANNON	2,900	74	1,470
ARROLL	6,900	57	3,910
ARTER	11,200	74	8,340
HEATHAM	2,100	77	1,620
BESTER	2,100	57	1,200
LAIBORNE	4,700	52	2,430
LAY	1,700	56	960

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
COCKE	5,300	75	2,930
COFFEE	8,500	73	6,230
CROCKETT	4,700	69	3,230
CUMBERLAND	4,700	50	2,370
DAVIDSON	107,000	89	94,740
DECATUR	1,500	53	790
DE KALB	2,300	69	1,580
DICKSON	4,700	69	3,220
DYER	7,900	77	6,100
FAYETTE	6,100	72	4,380
FENTRESS	3,000	52	1,550
FRANKLIN	6,100	48	2,930
GIBSON	11,500	65	9,410
GILES	6,700	52	3,500
GRAINGER	2,900	51	1,490
GREENE	11,100	60	6,680
GRUNDY	2,400	59	1,410
HAMBLEN	8,200	55	4,530
HAMILTON	74,000	84	62,090
HANCOCK	1,900	51	970
HARDEMAN	4,900	64	3,140
HARDIN	4,100	57	2,330
HAWKINS	8,000	55	4,380
HAYWOOD	5,900	69	4,050
HENDERSON	3,200	53	1,680
HENRY	5,700	54	3,100
HICKMAN	2,700	89	1,850
HUGHSON	1,100	72	790
HUMPHREYS	2,700	71	1,920
JACKSON	2,100	56	1,180
JEFFERSON	5,100	56	2,860
JOHNSON	2,700	61	1,640
KNOX	68,800	89	61,220
LAKE	3,100	58	1,810
LAUDERDALE	6,100	72	4,400
LAWRENCE	6,400	56	3,610
LEWIS	1,500	68	1,020
LINCOLN	6,300	48	3,020
LOUDON	6,500	70	4,580
MEMPHIS	8,800	59	5,230
MENAIRY	4,700	57	2,680
MACON	3,000	68	2,050
MADISON	17,800	71	12,560
MARION	5,000	69	3,470
MARSHALL	4,600	72	3,330
MAURY	11,700	74	8,620
MEIGS	1,300	60	780
MONROE	5,900	72	4,220
MONTGOMERY	10,600	81	8,590

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MOORE	1,000	48	480
MORGAN	2,600	52	1,340
OHIO	7,500	58	4,370
OVERTON	3,400	56	1,920
PERRY	1,200	18	580
PICKETT	1,000	52	520
POLK	3,000	72	2,150
PITTMAN	7,500	61	4,560
RHEA	4,200	60	2,510
ROANE	10,600	78	8,250
ROBERTSON	7,400	77	5,680
RUTHERFORD	11,800	81	9,520
SCOTT	3,800	52	1,970
SEQUATCHIE	1,300	69	900
SEVIER	6,300	56	3,550
SHELBY	162,800	90	145,880
SMITH	2,600	68	1,780
STEWART	1,800	72	1,290
SULLIVAN	29,300	74	21,600
SUMNER	8,900	88	7,820
TIPTON	7,600	74	5,630
TROUSDALE	1,000	68	680
UNICOI	3,700	56	2,070
UNION	2,100	52	1,090
VAN BUREN	8,000	70	420
WARREN	6,900	59	4,040
WASHINGTON	16,900	79	13,340
WAYNE	2,800	49	1,360
WEAVER	5,800	53	3,090
WHITE	3,700	51	1,870
WILLIAMSON	8,100	84	5,140
WILSON	7,600	71	5,400

TEXAS

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ANDERSON	7,900	64	5,040
ANDREWS	3,100	67	2,080
ANGELINA	11,500	67	7,700
ARKANSAS	1,100	58	640
ARCHER	1,700	73	1,240
ARMSTRONG	400	80	320
ATASCOSA	4,700	76	3,590
AUSTIN	3,800	67	2,560
BAILEY	2,200	80	1,750
BANDERA	1,200	78	930
BASTROP	4,800	63	3,040
BAYLOR	1,600	73	1,170

NOW ... get Columbia and Florence with ... ONE BUY

PROOF:

February, 1959, Florence, S. C. ARB "A-Z" shows these WIS-TV percentages:

- 89% able to receive
- 75% view more than 3 times per week
- 51% average daily circulation before 6 p. m.
- 69% average daily circulation after 6 p. m.

A NEW 1526' TALL TOWER

Represented Nationally by—
PETERS, GRIFFIN & WOODWARD, INC.

THE
Major Selling Force
IN SOUTH CAROLINA

channel 10
WIS-TV



TV SET COUNT *(continued from page 157)*

TOTAL TV HOUSEHOLDS			TOTAL TV HOUSEHOLDS			TOTAL TV HOUSEHOLDS					
STATE & COUNTY	HOUSEHOLDS	PERCENT NUMBER	STATE & COUNTY	HOUSEHOLDS	PERCENT NUMBER	STATE & COUNTY	HOUSEHOLDS	PERCENT NUMBER			
BEE	6,000	67	3,990	IRION	300	67	200	TERRELL	800	53	420
BELL	25,200	80	20,040	JACK	1,800	79	1,420	TERRY	4,300	76	3,640
BEXAR	176,100	86	151,210	JACKSON	3,600	67	2,410	THROCKMORTON	800	73	580
BLANCO	1,100	73	800	JASPER	5,300	61	3,210	TTUS	5,100	57	2,930
BORDEN	200	75	150	JEFF DAVIS	300	60	180	TOM GREEN	22,200	76	16,890
BOSQUE	2,800	67	1,870	JEFFERSON	70,000	83	58,290	TRAVIS	59,200	81	47,920
BOWIE	20,200	76	15,320	JIM HOGG	1,100	53	580	TRINITY	2,200	67	1,480
BRAZORIA	18,300	86	15,790	JIM WELLS	7,900	59	4,680	TYLER	2,800	61	1,780
BRAZOS	13,000	66	8,550	JOHNSON	11,300	86	9,690	UPSHUR	4,700	63	2,980
BREWSTER	1,600	49	780	JONES	5,800	71	4,110	UPTON	1,600	65	1,040
BRISCOE	900	59	530	KARNES	3,900	66	2,590	UVALDE	4,900	60	2,920
BROOKS	2,500	61	1,520	KAUFMAN	7,000	80	5,620	VAL VERDE	5,000	50	2,490
BROWN	8,800	63	5,530	KENDALL	1,600	78	1,240	VAN ZANDT	5,000	80	4,020
BURLESON	2,800	66	1,850	KENEDY	100	60	60	VICTORIA	16,200	62	10,080
BURNET	2,700	73	1,970	KENT	400	60	240	WALKER	4,100	72	2,970
CALDWELL	1,500	72	3,250	KERR	4,300	60	2,590	WALLER	3,000	78	2,330
CALHOUN	3,300	59	1,940	KIMBLE	1,200	60	720	WARD	4,500	62	2,770
CALLAHAN	2,100	65	1,360	KING	200	60	120	WASHINGTON	4,900	70	3,420
CAMERON	41,700	70	29,010	KINNEY	500	56	280	WEBB	15,800	60	9,550
CAMP	2,300	63	1,460	KLERERG	7,100	60	4,260	WHARTON	9,800	75	7,390
CARSON	1,800	79	1,430	KNOX	2,100	66	1,390	WHEELER	2,200	56	1,240
CASS	5,800	73	4,210	LAMAR	12,900	51	6,550	WICHITA	35,500	83	29,290
CASTRO	1,400	69	960	LAMB	6,000	79	4,760	WILBARGER	5,400	73	3,940
CHAMBERS	2,200	84	1,840	LAMPASAS	2,900	73	2,120	WILLACY	5,400	61	3,270
CHEROKEE	9,300	64	5,930	LA SALLE	1,800	62	1,120	WILLIAMSON	10,500	78	8,170
CHILDRESS	2,900	57	1,640	LAVACA	5,300	65	3,470	WILSON	3,100	79	2,440
CLAY	2,200	80	1,770	LEE	2,200	64	1,400	WINKLER	3,500	61	2,150
COCHRAN	1,400	79	1,110	LEON	2,500	63	1,580	WISE	4,100	78	3,210
COKE	1,000	71	710	LIBERTY	7,900	83	6,590	WOOD	4,800	63	3,040
COLEMAN	3,300	68	2,240	LIMESTONE	5,300	66	3,490	YOAKUM	1,000	76	760
COLLIN	13,000	84	10,910	LIPSCOMB	1,000	58	580	YOUNG	4,500	72	3,240
COLLINGSWORTH	2,100	57	1,190	LIVE OAK	1,900	62	1,180	ZAFATA	1,000	54	540
COLORADO	4,900	64	3,140	LLANO	1,600	56	890	ZAVALA	2,800	60	1,670
COMAL	6,100	73	4,440	LOVING	100	50	50				
COMANCHE	3,500	58	2,030	LUBBOCK	49,800	81	40,170				
CONCHO	1,200	59	710	LYNN	2,800	74	2,060				
COOKE	7,100	80	5,700	McCULLOCH	2,600	59	1,540				
CORYELL	4,100	74	3,030	McCLENNAN	43,300	84	36,550				
COTTLE	1,300	55	720	McGULLEN	300	60	180				
CRANE	1,700	61	1,040	MADISON	1,600	63	1,000				
CROCKETT	1,200	53	630	MARION	2,200	73	1,600				
CROSBY	2,500	76	1,910	MARTIN	1,400	67	940				
CYLBERSON	500	66	330	MANON	1,300	55	720				
DALLAM	2,300	82	1,880	MATAGORDA	7,600	67	5,090				
DALLAS	277,700	90	248,960	MAYERICK	3,000	57	1,700				
DAWSON	4,700	67	3,140	MEDINA	4,700	77	3,640				
DEAF SMITH	3,800	68	2,580	MENARD	1,000	59	590				
DELTA	1,700	61	1,030	MIDLAND	18,000	82	14,790				
DENTON	12,700	84	10,730	MILAM	6,600	64	4,240				
DE WITT	6,100	65	3,990	MILLS	1,400	73	1,020				
DICKENS	1,700	61	1,040	MITCHELL	3,900	72	2,810				
DIMMIT	2,400	57	1,360	MONTAGUE	4,400	80	3,530				
DONLEY	1,500	73	1,100	MONTGOMERY	7,000	77	5,420				
DUVAL	2,900	62	1,810	MOORE	5,400	82	4,410				
EASTLAND	6,400	65	4,150	MORRIS	2,400	72	1,730				
ECTOR	24,600	78	19,110	MOTLEY	1,000	57	570				
EDWARDS	800	50	400	NACOGDOCHES	7,900	62	4,890				
ELLIS	12,400	81	10,090	NAVARRO	10,600	82	8,720				
EL PASO	79,900	84	67,160	NEWTON	2,300	60	1,390				
ERATH	4,700	67	3,140	NOLAN	6,000	71	4,250				
FALLS	6,400	66	4,210	NUECES	69,100	79	54,910				
FANNIN	7,100	65	4,590	OCHILTREE	2,000	60	1,190				
FAYETTE	5,600	64	3,580	OLDHAM	400	68	270				
FISHER	2,200	71	1,560	ORANGE	17,400	77	13,470				
FLOYD	2,800	76	2,120	PALO PINTO	7,000	79	5,560				
FOARD	900	66	590	PANOLA	4,100	52	2,140				
FORT BEND	8,700	82	7,130	PARKER	7,500	79	5,950				
FRANKLIN	1,200	61	730	PARMER	1,800	68	1,220				
FREESTONE	3,400	60	2,050	PECOS	2,700	52	1,400				
FRIO	2,700	76	2,060	POLK	3,600	68	2,430				
GAINES	2,400	67	1,610	POTTER	42,100	88	37,000				
GALVESTON	38,800	84	32,700	PRESIDIO	1,400	48	670				
GARZA	1,800	73	1,320	RAINS	600	80	480				
GILLESPIE	3,100	60	1,870	RANDALL	7,200	82	5,870				
GLASSCOCK	200	70	140	REAGAN	900	64	580				
GOLIAD	1,300	67	870	REAL	700	61	430				
GONZALES	5,400	72	3,910	RED RIVER	4,900	57	2,810				
GRAY	9,300	74	6,850	REEVES	4,900	57	2,800				
GRAYSON	25,400	78	19,820	REFUGIO	2,600	59	1,530				
GREGG	22,200	75	16,730	ROBERTS	300	60	180				
GRIMES	3,300	72	2,380	ROBERTSON	4,600	61	2,950				
GUADALUPE	7,400	79	5,850	ROCKWALL	1,400	78	1,090				
HALE	11,000	78	8,570	RUNNELS	4,200	68	2,850				
HALL	2,800	60	1,670	RUSK	12,100	68	8,210				
HAMILTON	2,700	67	1,810	SABINE	1,700	60	1,020				
HANSFORD	1,200	83	1,000	SAN AUGUSTINE	1,600	57	910				
HARDEMAN	2,900	67	1,930	SAN JACINTO	1,800	68	1,080				
HARDIN	5,800	62	3,620	SAN PATRICIO	10,100	72	7,290				
HARRIS	367,600	89	325,580	SAN SABA	2,200	55	1,220				
HARRISON	14,000	70	9,860	SCHLEICHER	700	53	370				
HARTLEY	500	82	410	SCURRY	8,000	70	5,580				
HASKELL	3,000	72	2,170	SHACKELFORD	1,100	63	720				
HAYS	5,200	73	3,790	SHELBY	5,300	53	2,790				
HEMIHILL	1,200	59	710	SHERMAN	700	80	560				
HENDERSON	5,600	59	3,300	SMITH	24,200	75	18,230				
HIDALGO	47,200	72	33,890	SOMERVELL	800	68	540				
HILL	7,900	87	6,890	STARR	3,100	54	1,670				
HOCKLEY	6,100	80	4,850	STEPHENS	3,100	65	2,010				
HOOD	1,300	79	1,030	STERLING	200	65	130				
HOPKINS	5,900	61	3,600	STONEWALL	900	70	630				
HOUSTON	5,000	59	2,960	SUTTON	900	53	480				
HOWARD	9,800	74	7,240	SWISHER	2,400	68	1,640				
HUDSPETH	700	63	440	TARRANT	178,900	88	156,540				
HUNT	12,900	85	10,910	TAYLOR	23,300	79	20,030				
HITCHINSON	10,800	89	9,630								

UTAH

241,500 88 211,830

BEAVER	1,000	43	430
BOX ELDER	6,000	91	5,450
CACHE	10,000	88	8,840
CARBON	7,400	59	4,340
DAGGETT	100	40	40
DAVIS	14,800	93	13,790
DUCHESSNE	1,700	49	830
EMERY	1,400	59	820
GARFIELD	700	43	300
GRAND	1,600	63	1,000
IRON	2,800	41	1,160
JUAR	1,400	65	910
KANE	700	41	290
MILLARD	2,100	65	1,360
MORGAN	700	80	560
PIUTE	300	43	130
RICH	400	80	320
SALT LAKE	108,200	95	102,520
SAN JUAN	1,400	49	690
SANPETE	3,200	64	2,060
SEVIER	2,900	61	1,870
SUMMIT	1,400	81	1,130
TOOELE	5,100	85	4,330
UINTAH	2,600	48	1,260
UTAH	27,500	93	25,470
WASATCH	1,300	81	1,050
WASHINGTON	2,700	42	1,110
WAYNE	300	43	130
WEBER	31,800	93	29,620

VERMONT

105,000 86 90,810

ADDISON	4,900	86	4,190
BENNINGTON	7,300	88	6,460
CALEDONIA	6,700	83	5,570
CHITTENDEN	18,200	92	16,670
ESSEX	1,500	89	1,330
FRANKLIN	8,100	87	7,070
GRAND ISLE	800	88	710
LAMOILLE	2,800	87	2,440
ORANGE	4,300	83	3,510
ORLEANS	5,300	88	4,610
RUTLAND	12,700	88	11,110
WASHINGTON	12,100	89	10,770
WINDHAM	8,300	78	6,440
WINDSOR	12,000	82	9,880

VIRGINIA

1,016,400 80 816,240

ACCOMACK	10,000	66	6,510
ALBEMARLE	14,900	66	

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
AMPELLE	22,800	80	18,210
AROLINE	2,800	78	2,170
ARROLL	7,800	58	4,550
HARLOTTE	3,600	70	2,520
HARLES CITY	1,000	78	780
HESTERFIELD	14,700	88	12,900
LABKE	1,000	77	1,470
RAIG	800	76	610
ULPEPER	3,500	72	2,530
UMBERLAND	1,600	63	1,010
ICKENSON	5,100	57	2,920
INWIDDIE	14,100	89	12,550
ISSEX	1,600	78	1,240
AIRFAX	57,700	92	53,270
AUQUIER	6,100	77	4,720
LOYD	2,600	58	1,510
LAVANNA	1,900	64	1,220
RANKLIN	6,400	65	4,190
REDFRICK	10,100	83	8,420
HILES	4,800	76	3,650
LOUCESTER	3,100	79	2,440
OOCHLAND	1,800	76	1,370
RAYSON	4,600	63	2,910
REENE	1,200	64	770
REENSVILLE	4,100	70	2,860
ALIFAX	9,800	77	7,550
ANOVER	6,600	76	5,040
ENRICO	94,800	89	84,220
ENRY	13,900	78	10,850
HIGHLAND	800	61	490
LE OF WIGHT	4,000	66	2,630
AMES CITY	2,900	79	2,280
ING AND QUEEN	1,500	78	1,170
ING GEORGE	1,600	74	1,180
ING WILLIAM	1,900	78	1,480
ANCASTER	2,500	74	1,860
EE	6,600	61	4,040
ODDOUN	5,800	88	5,080
OTISA	3,400	76	2,590
INENBURG	3,500	61	2,120
LADINSON	2,100	64	1,340
LATHEWS	1,800	79	1,420
LECKLENBURG	7,900	69	5,490
IDDLESEX	1,900	78	1,490
ONTGOMERY	10,500	87	9,130
ANSEMOMD	11,000	80	8,800
ELSON	3,300	73	2,410
EW KENT	1,100	77	850
EWPORT NEWS	50,000	89	44,700
ORFOLK	138,000	90	123,920
ORTHAMPTON	4,600	65	3,000
ORTHUMRERLAND	2,500	74	1,850
OTTOWAY	3,800	70	2,650
ORANGE	3,400	72	2,450
PAGE	3,900	69	2,700
PATRICK	3,800	58	2,220
PITTSYLVANIA	27,900	74	20,540
OWHATAN	1,200	76	910
PRINCE EDWARD	3,800	70	2,660
PRINCE GEORGE	13,000	78	10,080
PRINCESS ANNE	26,100	84	21,910
PRINCE WILLIAM	7,800	87	6,820
PULASKI	7,700	76	5,850
RAPPAHANNOCK	1,300	64	830
RICHMOND	1,500	74	1,110
ROANOKE	43,000	89	38,130
ROCKBRIDGE	7,700	60	4,630
ROCKINGHAM	13,700	76	10,450
RUSSELL	6,400	57	3,670
SCOTT	6,800	62	4,240
HENANDOAH	5,800	69	4,020
SMYTH	7,100	63	4,490
SOUTHAMPTON	6,300	63	4,120
SPOTSYLVANIA	7,900	76	5,300
STAFFORD	3,700	76	2,810
SURRY	1,500	79	1,180
SUSSEX	3,000	70	2,100
TAZEWELL	11,400	62	7,030
VARRREN	4,000	78	3,100
VASHINGTON	13,200	60	7,950
VESTMORELAND	2,700	74	2,010
VISE	12,300	63	7,730
VYTHE	5,500	61	3,360
YORK	5,200	79	4,090

WASHINGTON

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADAMS	3,500	80	2,790
ASOTIN	4,200	70	2,940
BENTON	22,800	68	15,460
HELAN	14,600	69	10,020
LALLAM	9,600	82	7,890
LARK	26,900	86	23,200
LIMBIA	1,600	69	1,110
OWLITZ	19,100	73	13,860
DOUGLAS	4,600	61	2,810
FERRY	1,100	69	760
RANKLIN	6,400	72	4,610
ARFIELD	900	70	630
FRANT	15,100	69	10,380
FRAYS HARBOR	19,300	71	13,790
SLAND	5,000	85	4,260
EFFERSON	2,200	83	1,830

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
KING	300,200	88	263,370
KITSAP	26,300	90	23,620
KITTITAS	6,100	64	3,880
KLICKITAT	4,200	63	2,640
LEWIS	11,400	75	10,800
LINCOLN	3,500	79	2,780
MASON	5,000	83	4,170
OKANOGAN	8,800	61	5,400
PACIFIC	5,400	65	3,490
PEND OREILLE	2,300	70	1,600
PIERCE	95,600	89	85,360
SAN JUAN	1,100	85	930
SKAGIT	16,600	77	12,770
SKAMANIA	1,800	76	1,370
SNOHOMISH	47,500	89	42,220
SPOKANE	93,900	89	83,710
STEVENS	6,400	69	4,440
THURSTON	16,500	85	13,960
WAHKIACUM	1,000	64	640
WALLA WALLA	13,300	68	9,020
WILATCOM	24,600	76	18,580

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	
WHITMAN	9,100	73	6,610	
YAKIMA	46,700	85	39,490	
WEST VIRGINIA				
		512,300	77	391,890
BARBOUR	4,100	59	2,580	
BERKELEY	7,800	81	6,340	
BOONE	7,600	77	5,870	
BRAXTON	3,500	55	1,910	
BROOKE	6,700	93	6,230	
CABELL	31,400	92	31,540	
CALHOUN	1,900	63	1,200	
CLAY	3,200	65	2,080	
DODDRIDGE	1,900	50	1,070	
PAYETTE	20,100	75	15,120	
GILMER	1,800	52	930	
GRANT	2,000	58	1,150	
GREENRRIER	8,900	75	6,660	
HAMPSHIRE	2,800	59	1,640	
HANCOCK	10,100	91	9,240	



BIG THINGS

ARE HAPPENING IN THE
SEATTLE-TACOMA
TV PICTURE

Before you firm fall and winter
schedules, get the story from
your KATZ man!

KOMO-TV CHANNEL 4

Represented Nationally by the KATZ AGENCY, Inc.

TV SET COUNT (continued from page 159)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
HARDY	2,000	58	1,150	PENDLETON	2,000	58	1,150
HARRISON	22,000	63	13,830	PLEASANTS	1,300	72	930
JACKSON	3,300	63	2,090	POCAHONTAS	2,600	57	1,490
JEFFERSON	4,200	86	3,610	PRESTON	7,400	67	4,960
KANAWHA	70,900	89	62,750	PUTNAM	5,000	84	4,220
LEWIS	4,400	58	2,560	RALEIGH	23,100	69	15,900
LINCOLN	4,600	85	3,890	RANDOLPH	7,100	60	4,250
LOGAN	17,800	80	14,310	RITCHIE	2,700	52	1,400
MCDOWELL	20,000	76	15,250	ROANE	3,600	63	2,270
MARION	19,600	80	15,770	SUMMERS	4,100	64	2,620
MARSHALL	8,800	89	7,800	TAYLOR	4,200	67	2,810
MASON	5,900	84	4,980	TUCKER	2,100	58	1,210
MERCER	20,300	75	15,310	TYLER	2,300	71	1,640
MINERAL	5,500	59	3,240	UPSHUR	4,700	59	2,760
MINGO	11,000	81	8,870	WAYNE	8,500	81	6,880
MONONGALIA	16,200	83	13,490	WEBSTER	3,800	58	2,190
MONROE	2,900	64	1,850	WETZEL	4,500	71	3,210
MORGAN	2,000	59	1,180	WIRT	1,100	65	710
NICHOLAS	6,500	65	4,220	WOOD	25,300	68	17,250
OHIO	22,700	92	20,890	WYOMING	9,200	70	6,440

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
WISCONSIN			
		1,134,900	89 1,008,620
ADAMS	2,200	72	1,580
ASHLAND	5,400	80	4,320
BAIRON	10,300	83	8,570
BAYFIELD	3,300	75	2,480
BROWN	32,400	92	29,810
BUFFALO	3,700	81	3,100
BURNETT	2,100	77	1,610
CALUMET	4,900	90	4,400
CHIPPewa	13,400	84	10,450
CLARK	8,900	79	7,010
COLUMBIA	12,200	83	10,130
CRAWFORD	4,200	76	3,180
DANE	60,700	88	53,530
DODGE	17,200	92	15,740
DOOR	6,100	90	5,500
DOUGLAS	14,400	86	12,350
DUNN	7,100	81	5,990
EAU CLAIRE	17,900	90	16,180
FLORENCE	800	75	600
FOND DU LAC	21,200	90	19,030
FOREST	1,500	76	1,140
GRANT	12,500	83	10,330
GREEN	7,400	82	6,050
GREEN LAKE	4,800	76	3,670
IOWA	5,500	76	4,160
IRON	2,500	80	2,010
JACKSON	4,100	81	3,330
JEFFERSON	16,200	92	14,840
JUNEAU	5,000	72	3,580
KENOSHA	30,500	92	28,150
KEWAUNEE	4,900	90	4,410
LA CROSSE	21,200	85	18,110
LAFAYETTE	5,400	82	4,410
LANGLADE	6,100	81	4,920
LINCOLN	6,700	81	5,400
MANITOWOC	21,200	92	19,480
MARATHON	24,700	84	20,860
MARINETTE	10,500	86	9,000
MARQUETTE	2,400	77	1,850
MILWAUKEE	311,100	93	290,380
MONROE	8,700	83	7,230
OCONTO	6,500	90	5,830
ONEIDA	6,700	75	5,000
OUTAGAMIE	26,300	92	24,160
OZAUKEE	9,400	92	8,640
PEPIN	2,500	84	2,100
PIERCE	6,600	84	5,540
POLK	7,700	90	6,930
PORTAGE	9,100	84	7,870
PRICE	3,000	75	2,250
RACINE	39,500	93	36,640
RICHLAND	5,200	75	3,920
ROCK	35,700	87	31,230
RUSK	4,300	75	3,230
ST. CROIX	7,200	91	6,520
SAUK	11,100	85	9,700
SAWYER	3,000	76	2,270
SHAWANO	9,000	86	7,730
SHEBOYGAN	28,200	92	25,830
TAYLOR	4,600	75	3,450
TREMPEALEAU	7,400	81	6,010
VERNON	7,300	76	5,540
VILAS	2,300	75	1,720
WALWORTH	15,800	91	14,450
WASHBURN	3,300	77	2,540
WASHINGTON	12,000	93	11,150
WAUKESHA	38,700	92	35,650
WAUPACA	11,200	91	10,190
WAUSHARA	3,700	76	2,830
WINNEBAGO	30,900	90	27,660
WOOD	15,800	83	13,170

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
WYOMING			
		100,000	58 57,960
ALBANY	7,000	56	3,900
BIG HORN	3,700	49	1,820
CAMPBELL	1,300	43	560
CARBON	5,200	60	3,110
CONVERSE	1,600	58	920
CROOK	1,200	43	520
FREMONT	6,300	50	3,120
GOSIEN	3,700	56	2,090
HOT SPRINGS	1,800	49	880
JOHNSON	1,400	46	640
LARAMIE	17,200	81	14,400
LINCOLN	2,300	56	1,290
NATRONA	13,400	58	8,980
NIobrARA	1,200	51	610
PARK	7,000	51	3,590
PLATTE	2,100	50	1,200
SHERIDAN	6,300	50	3,120
SUBLETTE	900	42	380
SWEETWATER	6,600	49	3,240
TETON	800	51	410
UINTA	1,700	56	960
WASHAKIE	2,600	46	1,190
WESTON	2,300	43	980
VEL. NATL. PARK	100	50	50

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Not only $\frac{3}{4}$ million people but 2 million cows.

WEAU-TV

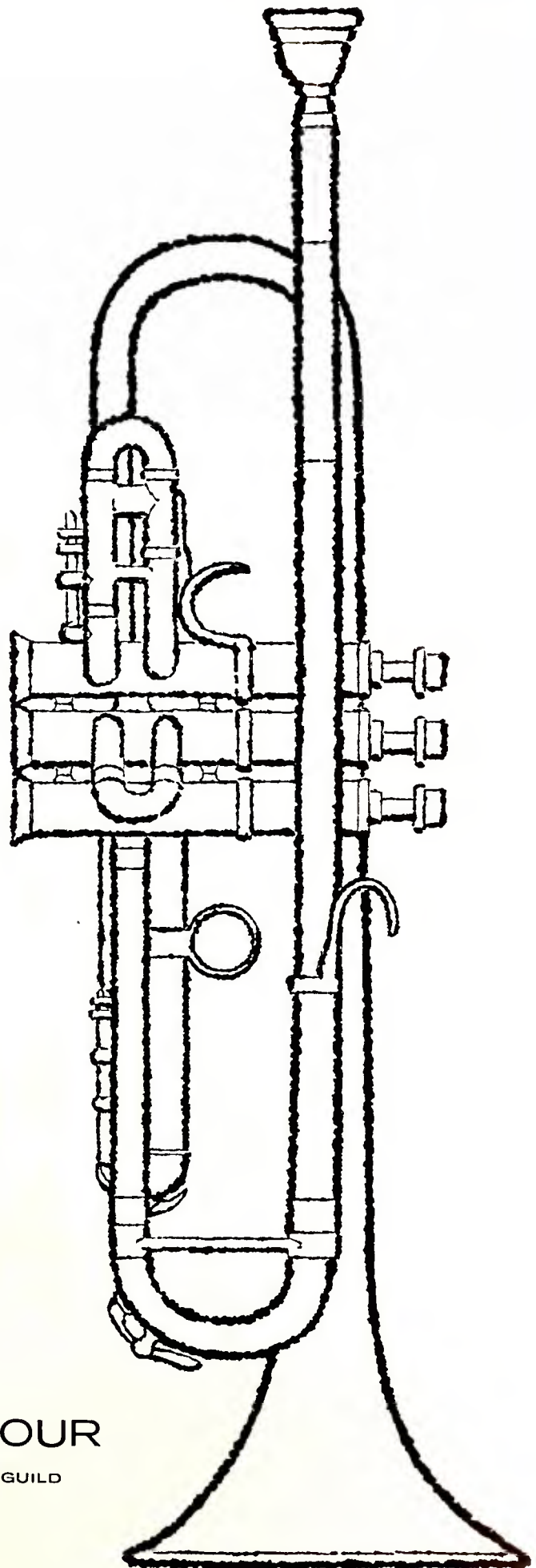
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Philadelphia, Pa. |
| KGGM-TV
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Galveston, Tex. | KOOL-TV ..Phoenix, Ariz. |
| WFBG-TV ..Altoona, Pa. | WHTN-TV .. Huntington-
Charleston, W. Va. | KDKA-TV Pittsburgh, Pa. |
| KFDA-TV ..Amarillo, Tex. | WISH-TV
Indianapolis, Ind. | WGAN-TV
Portland, Maine |
| WAGA-TV ..Atlanta, Ga. | WJTV ... Jackson, Miss. | KOIN-TV ..Portland, Ore. |
| KTBC-TV ..Austin, Tex. | WJXT .. Jacksonville, Fla. | WPRO-TV
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Kansas City, Mo. | WDBJ-TV ..Roanoke, Va. |
| WBRC-TV
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| WNAC-TV ..Boston, Mass. | WJIM-TV ..Lansing, Mich. | KXTV Sacramento, Calif. |
| WBEN-TV ..Buffalo, N. Y. | KLAS-TV Las Vegas, Nev. | WKNX-TV Saginaw, Mich. |
| WCAX-TV Burlington, Vt. | KOLN-TV ..Lincoln, Neb. | KMOX-TV St. Louis, Mo. |
| WWTW .. Cadillac, Mich. | KTHV ... Little Rock-
Pine Bluff, Ark. | KSL-TV
Salt Lake City, Utah |
| KFVS-TV
Cape Girardeau, Mo. | KNXT Los Angeles, Calif. | KENS-TV
San Antonio, Tex. |
| WMT-TV
Cedar Rapids, Iowa | WHAS-TV Louisville, Ky. | KFMB-TV
San Diego, Calif. |
| WCIA .. Champaign, Ill. | KDUB-TV ..Lubbock, Tex. | KPIX
San Francisco, Calif. |
| WCSC-TV
Charleston, S. C. | WMAZ-TV ... Macon, Ga. | WTOC-TV ..Savannah, Ga. |
| WBTV ..Charlotte, N. C. | WISC-TV Madison, Wisc. | KSTF ..Scottsbluff, Neb. |
| WDEF-TV
Chattanooga, Tenn. | WDMJ-TV
Marquette, Mich. | WDAU-TV ..Scranton, Pa. |
| KFBC-TV
Cheyenne, Wyo. | KGLO-TV
Mason City, Iowa | KIRO-TV ..Seattle, Wash. |
| WBBM-TV ..Chicago, Ill. | KBES-TV ..Medford, Ore. | KELO-TV
Sioux Falls, S. D. |
| WKRC-TV
Cincinnati, Ohio | WREC-TV Memphis, Tenn. | KSLA-TV Shreveport, La. |
| WJW-TV Cleveland, Ohio | WTVJMiami, Fla. | WSBT-TV
South Bend, Ind. |
| WRBL-TV Columbus, Ga. | WITI-TV
Milwaukee, Wisc. | WSPA-TV ..Spartanburg-
Greenville, S. C. |
| WBNS-TV Columbus, Ohio | WCCO-TV
Minneapolis, Minn. | KXLY-TV. Spokane, Wash. |
| KRLD-TV ... Dallas, Tex. | KMSO-TV
Missoula, Mont. | KTTS-TV. Springfield, Mo. |
| WHIO-TV ..Dayton, Ohio | WKRG-TV ..Mobile, Ala. | KPAR-TV .. Sweetwater-
Abilene, Tex. |
| KLZ-TV ... Denver, Colo. | KNOE-TV ..Monroe, La. | WHEN-TV Syracuse, N. Y. |
| KRNT-TV
Des Moines, Iowa | WCOV-TV
Montgomery, Ala. | WTVTTampa, Fla. |
| WJBK-TV ..Detroit, Mich. | WLAC-TV
Nashville, Tenn. | KCMC-TV Texarkana, Tex. |
| WTVYDothan, Ala. | WWL-TV
New Orleans, La. | WTOL-TV ..Toledo, Ohio |
| KDAL-TV ..Duluth, Minn. | WCBS-TV New York, N. Y. | KOLD-TV ..Tucson, Ariz. |
| WTVDDurham, N. C. | WTAR-TV ..Norfolk, Va. | KOTVTulsa, Okla. |
| KROD-TV ..El Paso, Tex. | KOSA-TV ..Odessa, Tex. | KXJB-TV
Valley City, N. D. |
| KIEM-TV ..Eureka, Calif. | KWTW
Oklahoma City, Okla. | WTOP-TV
Washington, D. C. |
| KDLO-TV Florence, S. D. | WOW-TV ..Omaha, Neb. | KTVH Wichita-
Hutchinson, Kans. |
| WANE-TV
Fort Wayne, Ind. | KTVO ... Ottumwa, Iowa | WKBN-TV
Youngstown, Ohio |
| KFRE-TV ..Fresno, Calif. | | |
| WBAY-TV
Green Bay, Wisc. | | |
| WFMY-TV ..Greensboro-
Winston-Salem, N. C. | | |
| WHP-TV Harrisburg, Pa. | | |



U. S. STEEL HOUR

produced by THE THEATRE GUILD



A WORLD OF DIFFERENCE

that makes for superior programming

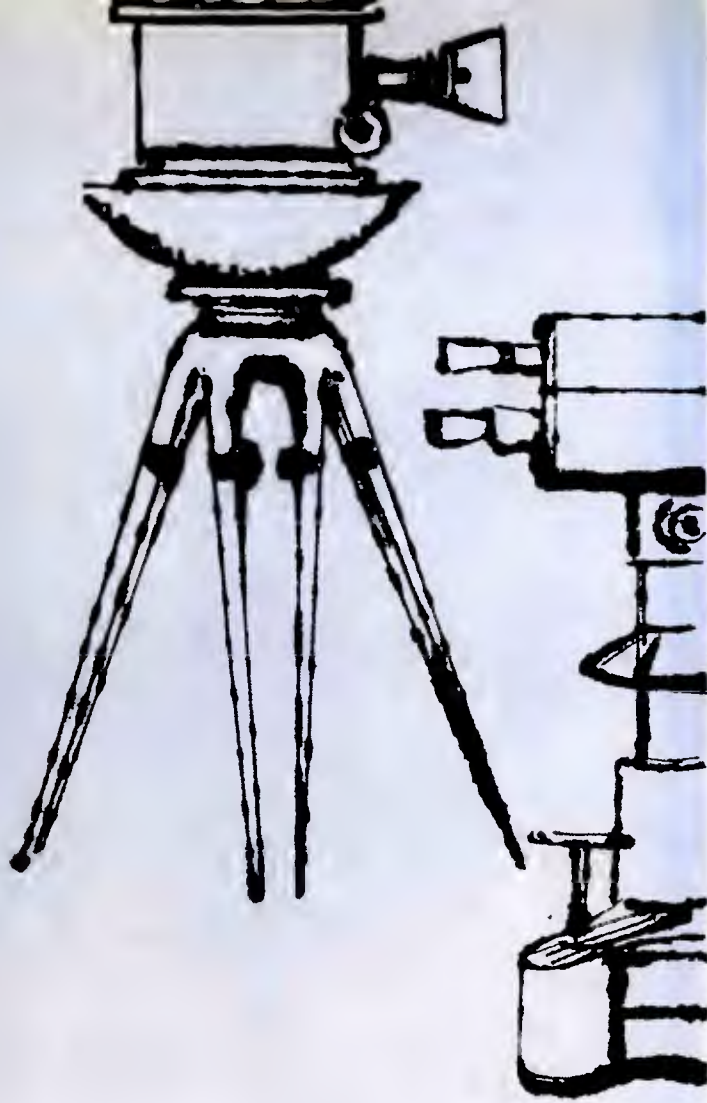
International Detective
 The Adventures of Robin Hood
 Police Station
 What Are the Odds?
 The Invisible Man
 The Adventures of Sir Lancelot
 Decoy
 The Big Story
 Trouble With Father
 The Buccaneers
 My Little Margie
 Willy
 Star Performance
 The Hunter
 My Hero
 The American Legend
 Overseas Adventure
 Dateline Europe
 Cross Current
 The Star and The Story
 Rocky Jones, Space Ranger
 The Adventures of the Scarlet Pimpernel
 Colonel March of Scotland Yard
 Sword of Freedom
 Cartoon Library



F

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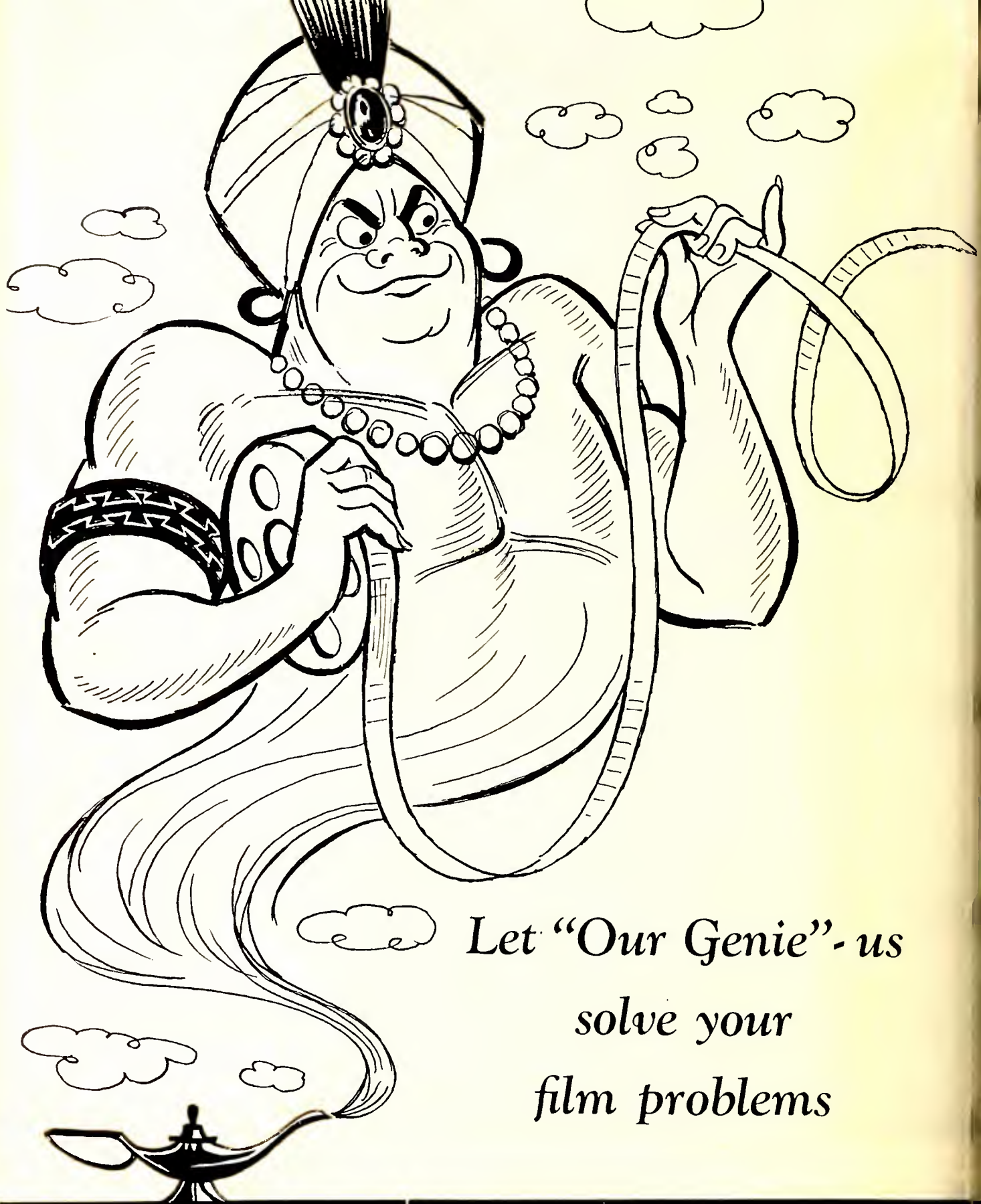


Facts & Figures: *This section comes in three parts: syndication, commercials and tape. Cost and program data are here and some tools, too*

Glossary: *Here are terms, technical and otherwise, used in the film and tape fields. The new language of tape is handled in a separate listing*

FILM & TAPE BASICS

4
SECTION



Let "Our Genie"- us
solve your
film problems

Klaeyer

FILM PRODUCTIONS, INC.

1600 Broadway, NEW YORK 19, N. Y. JUdson 2-5730

LIVE AND
ANIMATED

films

INDEX

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GLOSSARY

A list of film terms; the new language of tape, starts on..... page 174

SYNDICATION BASICS

High and low time and program costs in 50 top markets

Half-hour nighttime costs and gross first-run syndication prices

Market	Time Cost		Program Cost	
	High	Low	High	Low
Albany-Schenectady-Troy, N. Y.	\$ 750	\$ 660	\$ 400	\$ 275
Atlanta, Ga.	660	480	415	235
Baltimore, Md.	900	480	600	350
Birmingham, Ala.	510	195	250	175
Boston, Mass.-Manchester, N. H.	1,800	1,320	900	650
Buffalo, N. Y.	750	660	475	300
Champaign-Urbana, Ill.	600	365	190	135
Charlotte, N. C.	750	450	350	235
Chicago, Ill.	2,700	1,350	2,250	1,400
Cincinnati, Ohio	900	450	700	460
Cleveland, Ohio	1,287	924	700	460
Columbus, Ohio	720	468	400	235
Dallas-Ft. Worth, Tex.	660	315	525	365
Davenport, Iowa-Rock Island-Moline, Ill.	540	240	225	150
Dayton, Ohio	660	360	375	250
Denver, Colorado	480	240	350	235
Detroit, Mich.	1,620	1,080	1,200	825
Flint-Saginaw-Bay City, Mich.	480	408	300	200
Grand Rapids-Kalamazoo, Mich.	780	690	175	115
Greensboro-Winston-Salem, N. C.	480	390	225	150
Greenville, S. C.-Asheville, N. C.	390	250	100	60
Hartford-New Haven-New Britain, Conn.	960	720	300	200
Houston, Tex.	720	360	450	335
Huntington-Charleston, W. Va.	500	360	225	150
Indianapolis-Bloomington, Ind.	780	510	500	350
Johnstown-Altoona, Pa.	600	540	175	90
Kansas City, Mo.	810	450	425	300
Lancaster-York-Harrisburg, Pa.	720	600	350	250
Lansing-Onondaga, Mich.	600	540	170	115
Los Angeles, Calif.	2,280	1,380	2,350	1,900
Louisville, Ky.	660	480	380	260
Memphis, Tenn.	540	315	450	325
Miami, Fla.	720	575	400	275
Milwaukee, Wisc.	870	750	500	380
Minneapolis-St. Paul, Minn.	970	550	600	440
Nashville, Tenn.	500	240	450	235
New Orleans, La.	600	400	450	300
New York, N. Y.-Newark, N. J.	5,520	3,120	4,250	3,000
Philadelphia, Pa.	2,100	1,500	1,500	900
Pittsburgh, Pa.	1,440	1,200	1,200	950
Portland, Ore.	530	360	450	325
Providence, R. I.	780	510	450	300
Sacramento-Stockton, Calif.	660	480	150	100
St. Louis, Mo.	1,140	630	800	500
San Francisco-Oakland, Calif.	1,175	850	850	590
Seattle-Tacoma, Wash.	700	570	450	325
Syracuse-Elmira, N. Y.	660	420	400	280
Toledo, Ohio	600	600	375	300
Washington, D. C.	1,080	450	425	300
Wheeling, W. Va.-Steubenville, O.	375	300	200	130

Note: Time costs are based on card rates listed in SRDS. Film costs given are gross; deduct usual 15% to obtain net price. Film prices fluctuate widely, occasionally exceeding time costs, and sometimes falling 50% under "low" given in

case of sale to station rather than to advertiser. Film prices are based on sampling only and should not be used as guide except for estimating purposes; figures are based on newly produced programs, 39 episodes plus 13 weeks of repeat films.

What the major users of syndicated film buy

A. These are the Big Five national spot film buyers

Advertiser	Agency	Program	No. of Markets	Syndicator
Kellogg's	Burnett	Huckleberry Hound	190	Screen Gems
		Woody Woodpecker	150	Screen Gems
		Quick Draw McGraw	125	Screen Gems
Nabisco	McC-E	Sky King	108	McCann-Erickson
Nestle	McC-E	Roy Rogers	88	Roy Rogers
Borax	McC-E	Death Valley Days	80	McCann-Erickson
Continental Baking	Bates	Annie Oakley	75	CBS Films

B. Regional syndication spenders: four important product categories

BEER

Budweiser	D'Arcy	U. S. Marshall	90	NTA
Falstaff	D-F-S	Coronada 9	72	MCA
Carling	B & B	Phil Silvers	63	CBS Films
Ballantine	Esty	Shotgun Slade	28	MCA
		Bold Venture	22	Ziv
Schlitz	JWT	Flight	20	CNP
		MacKenzie's Raiders	15	Ziv
Olympia	Botsford, Constantine & Gardner	Target	30	Ziv
		New York Confidential	15	ITC
Drewry's	MacFarland, Aveyard & Co.	Rendezvous	5	CBS Films
Rheingold	F, C & B	various*		
Pabst	N, C & K			

GASOLINE

Standard-Chevron	BBDO	Sea Hunt	63	Ziv
Conoco	B & B	Whirlybirds	59	CBS Films
Amoco	Jos. Katz	U. S. Border Patrol	59	CBS Films
D X Sunray	Esty	N. Y. Confidential	45	ITC

TOBACCO

Lucky Strike	BBDO	Lock-Up	25	Ziv
Tareyton	Gumbiner	Secret Agent 7	15	MCA
Raleigh	K, M & J	MacKenzie's Raiders	19	Ziv
Camels	Esty	various*		

FOOD AND SUPERMARKETS

Pillsbury	Burnett	Dial 999	30	Ziv
Blue Plate Foods	Fitzgerald	Glencannon	23	NTA
Colonial Stores	Liller, Neal & Battle	Sgt. Preston	22	ITC
Armour	Ayer	Bold Venture	10	Ziv
Rival Dog Food	McC-E	If You Had A Million	10	MCA
Kroger Stores	C-E; C-M	various*		
A & P Stores	Gardner	various*		

*Indicates advertiser uses several shows or buys only participations.

COMMERCIALS BASICS

Here's how much commercials cost to make

A. What film commercials cost to produce: 1959 and five years ago

	1959	1954
OVERALL RANGE	\$ 3,000-\$15,000	\$2,000-\$12,000
ANIMATION (One character)	\$ 6,500-\$ 7,500	\$6,200-\$ 6,500
SIMPLE LIVE-ACTION (One actor)	\$ 3,000-\$ 4,500	\$2,500-\$ 3,800
MEDIUM LIVE-ACTION	\$ 6,000-\$ 7,500	\$5,000-\$ 6,000
ELABORATE COMMERCIAL (Large scale production)	\$10,000-\$15,000	\$8,000-\$12,000

How much tv tape commercials cost

USUAL RANGE	\$ 1,000-\$ 5,000
"AVERAGE" TAPE COMMERCIAL	\$ 2,000-\$ 2,500

B. Five-year rise in commercials production costs

Item	Percentage increase, 1959 over 1954
Overall budget	15-20%
Animation	5-10
Live-Action	10-25
Processing	20-50
Talent	60-85
Producer profits	0-2
Agency commission	2-3

Source: Trade estimates.

How to calculate time for the spoken word

Timing guide for narration (commercials and programs)

Based on rate of 2 words-per-second

Time: seconds	No. of words
1	2
2	4
3	7
4	9
5	11
6	13
7	16
8	18
9	20
10	22

Time: seconds	No. of words
15	33
20	44
25	55
30	65
35	77
40	88
45	99
50	110
55	120

Minute and More

Time: minutes	No. of words
1	130
1½	195
2	260
3	390
4	520
5	650
10	1300
20	2600
30	3900

Source: Charles W. Curran, Screen Writing and Production Techniques (Hastings House, New York, 1958).

How to convert film minutes to footage (and vice versa)

TABLE CONVERTS FILM FOOTAGE TO TIME OR VICE VERSA

FOOTAGE TO TIME				FOOTAGE TO TIME				TIME TO FOOTAGE in 35mm. in 16mm							
in 35mm				in 16mm						in 35mm		in 16mm			
Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds	Feet	Frames	Feet	Frames	
½	00	00	.33	½	00	00	.80	00	00	.33			8		8
1	00	00	.67	1	00	01	.67	00	00	.50			12		12
2	00	01	.33	2	00	03	.33	00	00	.67			16		16
3	00	02	.00	3	00	05	.00	00	01	.00	1	8			24
4	00	02	.67	4	00	06	.67	00	02	.00	3	0	1	8	
5	00	03	.33	5	00	08	.33	00	03	.00	4	8	1	32	
6	00	04	.00	6	00	10	.00	00	04	.00	6	0	2	16	
7	00	04	.67	7	00	11	.67	00	05	.00	7	8	3	0	
8	00	05	.33	8	00	13	.33	00	06	.00	9	0	3	24	
9	00	06	.00	9	00	15	.00	00	07	.00	10	8	4	8	
10	00	06	.67	10	00	16	.67	00	08	.00	12	0	4	32	
20	00	13	.33	20	00	33	.33	00	09	.00	13	8	5	16	
30	00	20	.00	30	00	50	.00	00	10	.00	15	0	6	0	
40	00	26	.67	40	01	06	.67	00	20	.00	30	0	12	0	
50	00	33	.33	50	01	23	.33	00	30	.00	45	0	18	0	
60	00	40	.00	60	01	40	.00	00	40	.00	60	0	24	0	
70	00	46	.67	70	01	56	.67	00	50	.00	75	0	30	0	
80	00	53	.33	80	02	13	.33	01	00	.00	90	0	36	0	
90	01	00	.00	90	02	30	.00	02	00	.00	180	0	72	0	
100	01	06	.67	100	02	46	.67	03	00	.00	270	0	108	0	
200	02	13	.33	200	05	33	.33	04	00	.00	360	0	144	0	
500	05	33	.33	500	13	53	.33	05	00	.00	450	0	180	0	
600	06	40	.00	600	16	40	.00	06	00	.00	540	0	216	0	
700	07	46	.67	700	19	26	.67	07	00	.00	630	0	252	0	
800	08	53	.33	800	22	13	.33	08	00	.00	720	0	288	0	
900	10	00	.00	900	25	00	.00	09	00	.00	810	0	324	0	
1000	11	06	.67	1000	27	46	.67	10	00	.00	900	0	360	0	
2000	22	13	.33	2000	55	33	.33	20	00	.00	1800	0	720	0	
3000	33	20	.00					30	00	.00	2700	0	1080	0	

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Do you know how much 35 mm. footage a 90 second spot needs? The answer is below

A common problem for men who aren't technical specialists in film editing is to calculate how much 16 or 35 mm. footage will be needed to fill out a given quantity of air time. Equally common is the reverse of this problem, namely, figuring how many minutes and seconds a film of known length will need to play. The basis of all time-footage calculations is this formula: one minute of film measures 36 feet in 16 mm. and 90 feet in 35 mm. But to save you the time of dividing, multiplying and adding, SPONSOR reproduces a chart developed by Peter Keane of Screen

Gems, with the footage units, tens, hundreds and thousands, and the timing seconds and minutes already broken down. To solve time-to-footage questions, see chart at right: 90 seconds of 35 mm. is converted to time by reading the next smallest unit of time (1 minute, 90 feet) and then adding the remainder (30 seconds, 45 feet), giving an answer of 135 feet. Film editors themselves regard footage counts as more accurate guides to timing than stop watches since screening projector speeds often vary enough to cause serious errors in program timings.

TAPE BASICS

List of syndicated shows now or soon to be on tape

TV tape programs in syndication and planned

Title	Producer/Distributor
Theater For A Story	CBS Films
Ding Dong School	ITC
Divorce Court	KTTV, Los Angeles/Guild Films
People's Court	KCOP, Los Angeles/Guild Films
Jai Alai	XETV, Tijuana/Guild Films
Pro Wrestling	WHDH-TV, Boston/Guild Films
Peter Potter Show	KTTV, Los Angeles/NTA
Juke Box Jury	KTTV/NTA
Bishop Sheen	NTA-Telestudios
Alexander King*	NTA-Telestudios
Xavier Cugat	NTA-Telestudios
D. Susskind-Open End	NTA-Telestudios
Mike Wallace Interview	NTA-Telestudios
Henry Morgan	NTA-Telestudios
Paul Coates Show	KTTV, Los Angeles
Town Hall Party*	KTTV

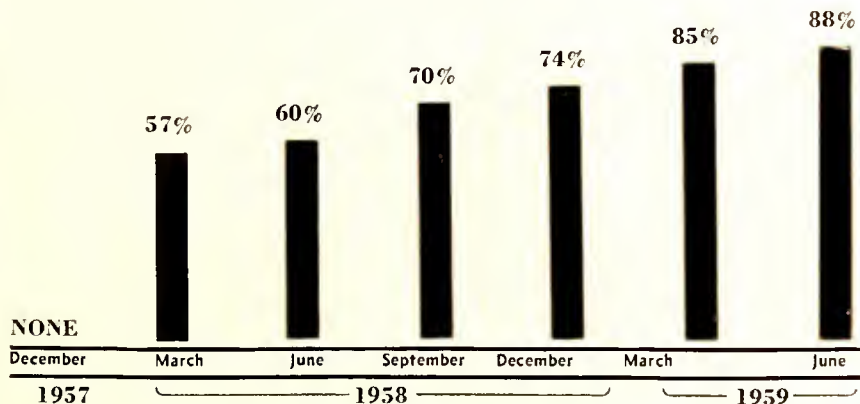
Title	Producer/Distributor
Juvenile Court*	KTTV
Court martial*	KTTV
Mark Brand*	KTLA, Los Angeles
Guy Mitchell Show*	KTLA
Municipal Court*	KTLA
Bill of Indictment*	KTLA
Emergency Ward*	KTLA
The Happy Time*	KTLA
Youth Wants To Know	Westinghouse Broadcasting Co.
Amer. Forum of the Air	Westinghouse Broadcasting Co.
Gourmet Club	WPIX, New York
George Jessel Show*	KCOP, Los Angeles
Traffic Court	KABC-TV, Los Angeles
Winter Baseball	Max Cooper, Chicago
Atomic Submarine*	Jonathan Yost, Hollywood
Out of the West*	Jonathan Yost
Luncheon in Las Vegas*	Jonathan Yost

Note: While this listing includes shows both presently in syndication and those planned for syndication, it does not show many local tv tape programs available from stations on an exchange or sale basis with other stations. *Indicates series is planned.

Here's how many tv homes are covered by tape-equipped video stations

coverage estimates based on 44 million homes and include local station coverage only.* Prototype machines delivered nationwide by January 1958 in New York, Chicago and Hollywood would have accomplished 22% coverage (not shown here) had they been considered local facilities. Source: Ampex Corp.

Growth of local tv tape coverage
U. S. tv homes covered by tape-equipped stations



These are the stations that now have tape facilities

Stations and networks with tv tape facilities as of July 1959

ARIZONA

KOOL-TV, Phoenix

CALIFORNIA

KHJ-TV, Los Angeles: 2
KTTV, Los Angeles: 3
KCOP, Los Angeles: 2
KTLA, Los Angeles: 3
ABC, Los Angeles: 6
CBS, Los Angeles: 11 (2 are C)
NBC, Los Angeles: 14*
KTVU, Oakland: 2
KCRA-TV, Sacramento
KFMB-TV, San Diego
KRON-TV, San Francisco: 2
KPIX, San Francisco
KQED-TV, San Francisco

COLORADO

KLZ-TV, Denver
KOA-TV, Denver

CONNECTICUT

WTIC-TV, Hartford
WNHC-TV, New Haven: 2

FLORIDA

WEAR-TV, Pensacola: 2 (M)
WFLA-TV, Tampa: 2 (M)

GEORGIA

WAGA-TV, Atlanta

HAWAII

KONA-TV, Honolulu
KHVII-TV, Honolulu

ILLINOIS

WBKB-TV, Chicago: 3
WGN-TV, Chicago
ABC, Chicago: 6
WBBM-TV, Chicago: 2 (C)
WNBQ-TV, Chicago: 2 (C)

INDIANA

WISH-TV, Indianapolis

KENTUCKY

WHAS-TV, Louisville

LOUISIANA

WDSU-TV, New Orleans
WWL-TV, New Orleans

MARYLAND

WJZ-TV, Baltimore: 2

MASSACHUSETTS

WHDH-TV, Boston
WBZ-TV, Boston
WGHB-TV, Cambridge

MICHIGAN

WJBK-TV, Detroit: 2
WJRT-TV, Flint
WXYZ-TV, Detroit

MINNESOTA

WCCO-TV, Minneapolis
KMSP-TV, Minneapolis

MISSOURI

KCMO-TV, Kansas City: 2
WDAF-TV, Kansas City: 2
KYTV, Springfield, (M)
KPLR-TV, St. Louis: 2 (M)

NEBRASKA

WOW-TV, Omaha

NEW YORK

WCBS-TV, New York: 2
WOR-TV, New York
WNEW-TV, New York: 2
ABC, New York: 7
CBS, New York: 16
NBC, New York: 15 (C)*
WPIX, New York
WNTA-TV, Newark-New York
WGR-TV, Buffalo
WRGB-TV, Schenectady
WSYR-TV, Syracuse

NORTH CAROLINA

WRAL-TV, Raleigh
WBTV, Charlotte: (C)*

OHIO

WLW-TV, Cincinnati
KYW-TV, Cleveland
WJW-TV, Cleveland
WEWS-TV, Cleveland: 2

OKLAHOMA

KTEN-TV, Ada
WKY-TV, Oklahoma City
KOTV, Tulsa
KVOO-TV, Tulsa

OREGON

KGW-TV, Portland
KOIN-TV, Portland

PENNSYLVANIA

WGAL-TV, Lancaster
WFIL-TV, Philadelphia: 2
WRCV-TV, Philadelphia: 2 (C)
WCAU-TV, Philadelphia
KDKA-TV, Pittsburgh
WHIC-TV, Pittsburgh
WTAE-TV, Pittsburgh

RHODE ISLAND

WJAR-TV, Providence
WPRO-TV, Providence

SOUTH CAROLINA

WUSN-TV, Charleston

TEXAS

KFDA-TV, Amarillo
KRLD-TV, Dallas
WFAA-TV, Dallas
KFJZ-TV, Ft. Worth
KGUL-TV, Galveston
KGBT-TV, Harlingen
KPRC-TV, Houston: 2
KTRK-TV, Houston
KDUB-TV, Lubbock
KENST-TV, San Antonio
WOAI-TV, San Antonio: 2
KONO-TV, San Antonio: 2
KSYD-TV, Wichita Falls

UTAH

KLOR-TV, Provo
KSL-TV, Salt Lake City

VIRGINIA

WTAR-TV, Norfolk: 2
WLSL-TV, Roanoke
WRVA-TV, Richmond

WASHINGTON

KTNT-TV, Tacoma
KING-TV, Seattle
KOMO-TV, Seattle

WEST VIRGINIA

WSAZ-TV, Huntington

WISCONSIN

WITI-TV, Milwaukee

WASHINGTON, D. C.

WTTG-TV

CANADA:

CBC, Calgary, Alberta: 13
CHCH-TV, Hamilton: 2
CKCO-TV, Kitchener

Numerals indicate if more than one recorder is in operation. M denotes mobile equipment and C denotes color. * denotes RCA tape recorder; there are six RCA machines at NBC in New York and Hollywood and one at WBTV, Charlotte, N. C. All other equipment listed here is Ampex.

A NEW INFORMATION SERVICE ON TV TAPE FOR AGENCIES AND ADVERTISERS —FROM AMPEX

To help you keep up-to-date on fast moving Videotape*
Television Recording, Ampex now offers a new Information
Service, ready to answer such questions as . . .

How much does KTTV charge for TV tape production
of commercials?

What stations in Dallas have tape facilities?

What are talent costs on TV tape?

Where are mobile units located?

Whatever you want to know about TV tape, you can find out from
Ampex. Six reports and studies are already available . . .

1. Station rates for TV tape recording
2. TV tape production companies (program and commercials)
3. Stations equipped with TV tape recorders
4. Foreign installations of TV tape recorders
5. Nine companies equipped with mobile TV tape recorders
6. Duplication services (tape to tape, tape to film,
film to tape)

Write for any or all of these now. And if you'd
like to be on our permanent mailing list
to receive the newest reports as they are issued,
just let us know.



Ampex Tape Information Services, Dept. 304-2
934 Charter Street, Redwood City, California

GLOSSARY

A HANDY LIST OF FILM AND TAPE TERMS

Here are some commonly used film terms defined for the non-technical reader, plus a special section of tv tape terms that have newly sprung up to importance along with the magnetic technique.

This simple guide will cover a great number of ordinary situations where basic information on film or tape is required. Technical information has been omitted in most

cases to provide the clearest and most convenient definitions and descriptions.

For those who require more detailed explanations, keep in mind that a surprising number of up-to-date books have been appearing each year to cover new developments as they occur. These are often available at general bookstore and may be loaned from public libraries.

FILM

General nomenclature of tv film, including production, syndication and commercials

Above-the-line: Costs for talent, writer, director and producer, but not including studio, technical and laboratory expenses.

Academy leader: A cueing film that flashes off each second down to three seconds before the start of actual film material.

Acetate: Safety film in common use.

Action: Physical movement filmed by the camera; also, the director's command for actor's movements to begin.

A.D.: Assistant director.

Adaptation: Use of a story originally intended for another medium.

Ad lib: Improvised speeches not written into the script.

Angle shot: A change in camera position to provide variety in long scenes.

Animatic: Inexpensive way of showing stills on film.

Animation: Cartoons and other analyses of motion using drawings for each one or two frames that are photographed.

Audio: The sound portion, called audio track.

Background music: Mood music to establish emotional response. Either specially composed or ordered from stock music libraries.

Back timing: To calculate time from the finish to assure coordination of the close of a commercial or scene.

Barter: The exchange of tv film for

air time. Generally an interested advertiser will pay the distributor to do this, the distributor will give the film containing the commercials to a station on credit, and the station will share proceeds from the unsold spots with the distributor.

Bicycling: A method by which several stations rotate use of the same film print before returning it to the distributor.

Billboard: Identification of sponsors, often at start and finish of film programs. Also refers to talent and production credits.

Blimp: Camera housing to isolate its sound from microphones.

Bloop: Deadening of audio portion to prevent noise from spots where editing is done, or to eliminate a few words from the audio track.

Boom: Mechanical structure to move cameras or to suspend microphones, and to move either in relation to the action.

Bridge: Brief or minor material used in transition between sequences, such as music, visuals or dialogue. In drama, called **transition**.

Business: Actors' motion, pantomime and use of props and sets.

Busy: An overly complicated or distracting background.

Canned music: Music purchased from a library pre-recorded and applied as needed.

Cell: Sheet of transparent plastic; used in multiple layers in animation work, with separate sequences of drawings on each layer.

Clip: A film segment inserted into a program.

Cover shot: Additional photography in anticipation of unforeseen needs.

(Please turn to page 176)

TAPE

The special new terminology of tv tape, plus key facts and specifications of tape

Audio lead: The tape audio signal 9½ inches (3/5ths of a second) ahead of the video signal.

Blips: Indications each ¼ inch on tape to assist in editing.

Field pulse: Gives vertical blanking signal on control tracks.

Glitch: Expression for a momentary picture aberration, such as that occasionally accompanying a splice.

Matte: To divide picture area to receive simultaneous but separate images from different sources. This is done electronically by means of a matting and special effects amplifier.

Mobile unit: Self-contained system of cameras, control center and tv tape recorders mounted on a vehicle.

Operating time: For tv tape to reach operating speeds, 5 seconds from start are needed. Stopping requires 3 inches (1/5th second).

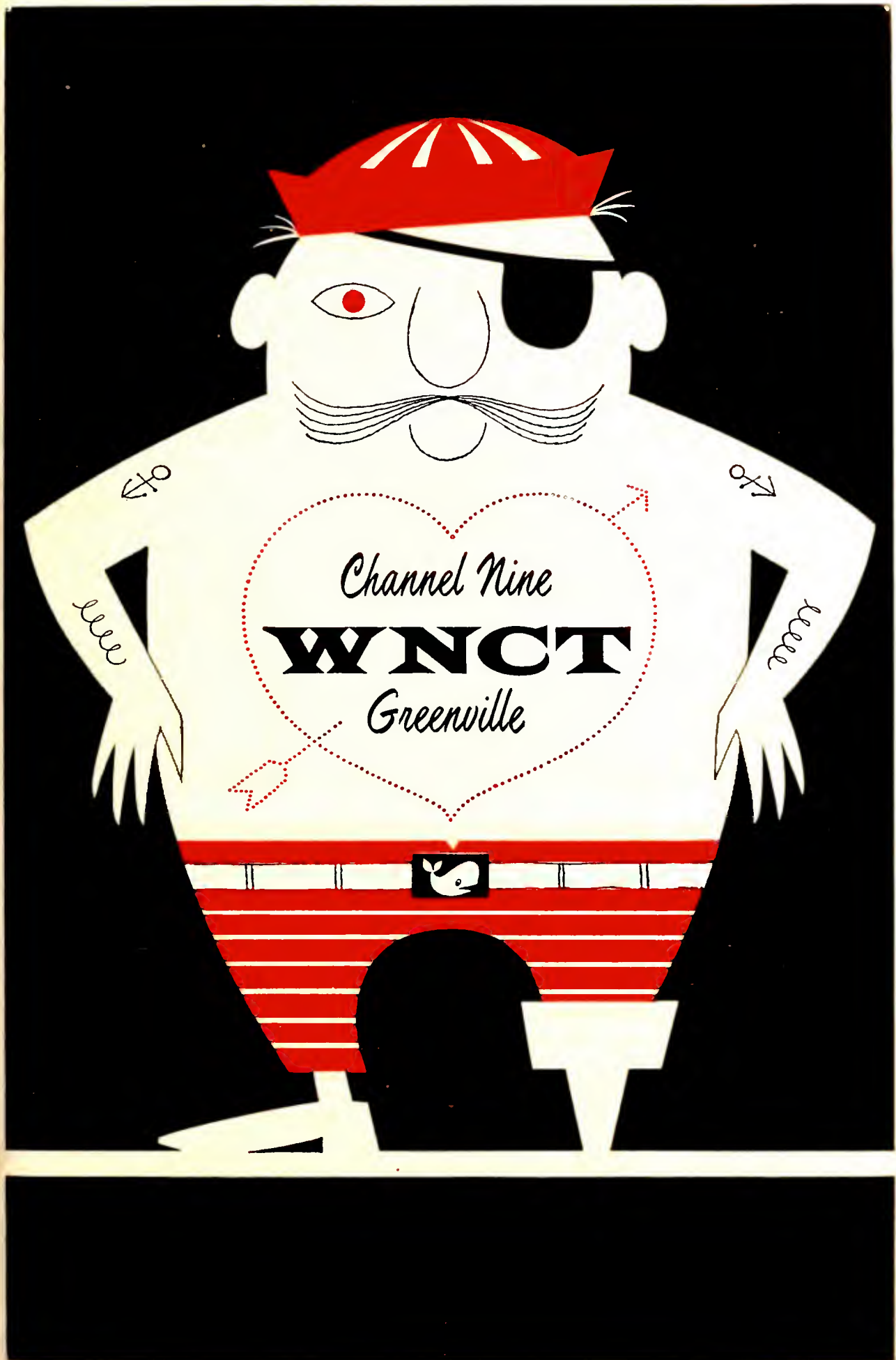
Pigeons: Drop outs from picture.

Playback: Immediately available examination of recorded audio-visual signals.

Reel: A tape reel 12½ inches in diameter holding 4,800 feet of tape records 6½ minutes.

Speed: Tape moves at 15 inches per second, and the four-head Ampex recording disc rotates 14,000 times per minute.

Wipe: Electronic substitution of new picture for old scene in one of several possible geometric movements.



PHIL DAVIS MUSICAL COMMERCIALS

*... have never failed
in building sales for
all kinds of products
from A to Z . . .*

Atlantic Gas
Beneficial Finonce
Corling Block Lobel Beer
Dodge Trucks
Electricity—Columbus & So.
Falstaff Beer
Gillette Razors
Hills Brathers Caffee
Ipana Taathpaste
Jahnsan's Wax
Kellogg's Sugar Frasted Flokes
Lucky Loger Beer
Moolo Doiry Products
Notianwide Auta Insurance
Ohia Bell Telephone
Dast Grape-Nut Flakes
Quaker Campany
Radia Corporation of Americo
Schlitz
Texoco
United Red Feather
V-8 Vegetable Juice
Wilson's Hams
X-tane
Yellow Pages
Zest

*The same creative thinking
and production know-how is
ready to go to work for you.*

PHIL DAVIS
MUSICAL ENTERPRISES
Inc.

Murray Hill 8-3950

59 East 54 Street New York 22

GLOSSARY (continued from page 174)

Cue marks: Usually in the upper right hand portion of the picture, they appear approximately 10 and 2 seconds before the end of a film to alert control personnel.

Definition: The degree of film quality and clarity.

Dissolve: Melting of one scene into another. Also **lap dissolve**.

Double exposure: In syndication, a term referring to two time slots on different stations for the same program during one week.

Double system: The usual method of recording sight and sound separately. A cheaper and quicker method is **single system**, where both go on the same film together.

Dub: To fit recorded sound to lip motions. Also called **lip-sync**. Dubbing also refers to adding recorded sound in other languages.

Dupe negative: Additional negatives made for duplicating purposes.
E.T.: Electrical transcription; any recording disc.

Editing: The process of assembling film and sound sequences into a completed whole. Also, the process of making specific changes or omissions in a film.

Fade: To gradually diminish picture to blackness or sound to silence; also called **fade-out**. A **fade-in** is to build up the image from zero. A **cross-fade** is to do both simultaneously, or to dissolve.

Format: The general structure of a show, usually repeated each week.

Frame: One individual image in a motion picture film. There are 24 frames-per-second in sound film.

Freeze frame: A single frame repeatedly printed to provide a special effect.

Hiatus: A pause in a syndication, telecast schedule.

High key: Brilliant illumination method borrowed from magazine fashion photography. The opposite, **low key**, uses dim illumination for dramatic effects.

Insert: A short film sequence made after the principal photography is over.

Kinescope: A film copy of a live program made by photographing the tv tube image. Also a film copy of a tv tape show made for stations without tv tape facilities.

Location: Site for production other than a film studio.

Loop: Continuous projection of film that has beginning and end spliced together.

Magnetic recording: An electronic sound track on a film. Most film sound tracks use **optical recording**
Mask: Used for multiple exposure and trick photography.

Matte: Method to prevent separate exposures from mixing. Commercial use **infra-red** systems for "automatic" matting and **rotoscope** for manual matting.

Miniature sets: Used to save construction costs and in trick photography.

Mixing: Combining several sound sources on one audio track.

Montage: A juxtaposition of different images either simultaneously or in rapid sequence for special dramatic effect.

Optical printer: A mechanism for special visual effects, which are called **opticals**.

Original: Story written expressly for form in which it appears.

P.D.: Public domain properties not entitled to royalty payments.

Pencil test: In animation, the equivalent of a "rough" in print media.

Pilot film: A sample film to show what the series will be like. Unsold pilot films often end up in anthology programs, and sometimes individual episodes from anthologies are used as pilots of projected series.

Playback: Photography done while previously recorded sound is heard by the performers. Also, a check of recorded sound.

Pre-empt: To remove a regularly scheduled program so that another program may be presented. Syndication contracts allow for pre-emptions
Pre-recording: To produce the sound track first and the video later

Standard practice with jingle-animations and other special commercials.
Quick kine: Rapid film recording of a program for delay broadcast. This process has been largely replaced by tv tape.

Raw stock: Film or tape before it has ever received an image. Tape need not be raw stock, since it can be re-used.

Reduction print: A copy on 16 mm from a 35 mm negative.

Re-recording: Combining several sound sources into a single one.

When The Right Idea

brought to life by the right studio,
pictures get back to the retina and
words get under the skin.

Television Commercial that says
something makes people say:

"we could use it"
"wish I had that"
"I bought it"

It's do.

Work for the following Advertising
Agencies.

McClellan, Fitzgerald & Sample Ted Bates
Company, BBD&O Doherty, Clifford,
Larsen & Shenfield, Street & Finney,
McCormack & Company, Kudner Advertis-
ing, Geyer, Morey, Madden & Ballard,
McCann Kim Advertising, Inc.

Thomas CRAVEN
FILM CORPORATION
30 E. 56 St. NYC 22

JULY 1959

Residuals: Talent repayments for
additional uses of tv film.

Runs: The number of times a film
episode has been telecast in a given
area. Also, the number of plays for
which the buyer leases the film. **Re-
runs** are programs available that
have been telecast before, and also
designate the number of repeats of
such programs. **First-runs** refer to
programs never seen before in a given
area. **First-run off-network** and
off-network re-runs are terms to
describe a program seen before as a
network offering, but never before
telecast in syndication by a local
sponsor or station.

Screening print: A print of a tv
film or tape show designed for small
showings on a 16 mm projector. Such
prints are harsher in contrast than air
prints.

Slide film: A motion picture film
made of stills, without action. A cheap
process still used in some commer-
cials. Can also contain sound, usu-
ally narration.

Special openings: In syndication,
a specially produced set openings
(and closings) which identify the ad-
vertisers with the program.

Squeeze-motion: Commercial tech-
nique which treats specially posed
photographs with animated effects as
though the photographs were draw-
ings.

Star commercials: Commercials
made by the star of a show for use
within the program.

Stop motion: A method of photo-
graphing puppets frame-by-frame to
obtain an animated effect. European
producers have made stop motion
commercials for many U. S. adver-
tisers.


Super: Literally, a superimposition,
generally of titles over a scene.

Sync: Abbreviation of synchroniza-
tion, referring to picture and sound.
Pronounced "sink."

Voice over: Method of narration
where the speaker is not seen.

Wild: Wild sound is recorded with-
out simultaneous photography; wild
picture has no related sound.

XCUC: Extreme close up. One step
beyond big close up.

Zoom: Rapid camera motion to-
wards or away from the subject. The
effect is also accomplished without
camera motion by means of zoomar
lenses. 

ANIMATE ME *

(for big prizes!)



GENE DEITCH
ASSOCIATES, INC.



CIRCLE 7-1970

43 west 61 street New York

*

Actually we'd be happy to
animate you-or anything.

Recognized now in every major world television market...the television productions of the CBC. Unique, exciting, major drama series, specials, all with an enviable record of exposure in the U.S., the United Kingdom as well as Australia.

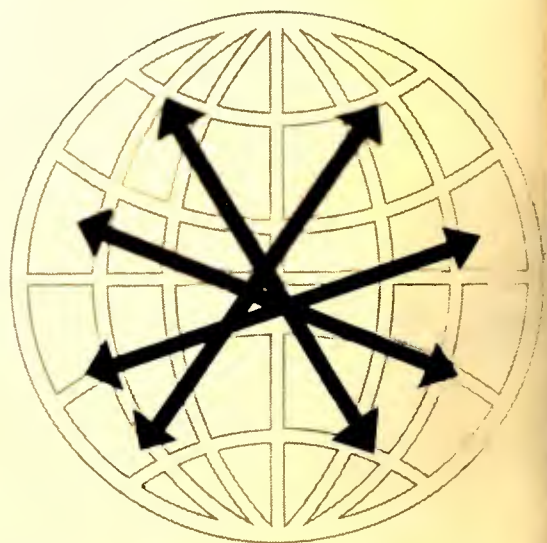
from Canada...

CBC

for the world... quality television programs!

*Here is quality television programming at a reasonable cost that is the talk of the industry!
For all the facts and figures call CBC.*

CANADIAN BROADCASTING CORPORATION
Television Sales — Toronto, Canada



OCIATED
17 Horace
ding Blvd.
0 282

0.49
0.39
0.27
0.39
0.61
0.13
0.25
0.39
0.39

\$ 3.31TL

FL 3-6920
THANK YOU

H. C.
BOHACK
CO., INC.

JUL 3 3566

\$ 0.59GrA
\$ 0.59GrA

*\$ 1.18TLA

THANK YOU
Reg. No. 1194

2.40M
0.29Gr
1.23Pr
0.16Pr
0.45Gr
0.98Pr
0.56Pr
2.58M
0.58Gr
0.25Gr
0.65Gr
1.29Gr
0.87Gr
0.85Gr
4.66M
0.97C
0.97C
0.33Gr
0.87Gr
0.41Gr

*\$ 21.35TL

MU 8-2445
THANK YOU

Facts & Figures: Here is helpful background for the tv/radio buyer. Key sectors in marketing covered include population trends, spending by consumers, some retailing basics. The important field of vending is also touched on

MARKETING BASICS

SECTION

5

...yes, mother....

I'm going to do it...



...yes, mother....



The American people are like small boys: Unless you keep telling them and telling them do nothing—for you.

With SPOT, you can tell them over and over again.

With SPOT, you can tell them and over again... in the market of your choice... at the precise that impact is needed... with the frequency your sales demand.

The KAT Agency, Inc.

STATION REPRESENTATIVE
666 Fifth Avenue, New York 10019

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

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100 MILLION MORE CONSUMERS IN 20 YEARS

Coming population explosion will create vast new markets for today's advertiser.

Here's what this means to broadcast media, a proven mover of goods in the mass

The coming market for consumer goods is staggering to the imagination.

A young man fresh out of college and standing on the brink of an advertising career can look forward—barring a war—to one of the greatest economic surges this country has ever experienced. And it will happen even before he reaches middle age.

Within about two decades he may see another 80 to 100 million more consumers peopling the ad landscape. In anticipating their urges and their dreams, he cannot think in terms of 1959. He must shift his mental gears to think in terms of a mass middle class society—more families with more income than ever before.

If he is ambitious he must start looking ahead even now. For this growth will be gradual (if 100 million additional consumers in 20 years can be called gradual). Some of the symptoms of this affluent society may be close to the surface even now—waiting for him to pounce on.

If his career target is air media, this great burst of population has some special meanings. During the past three decades, first radio, then tv, earned enviable reputations as powerful mass movers of goods. Their effectiveness will likely be relied on as never before in the coming 60's and 70's as the mass market gets bigger and bigger.

What will happen to air media themselves in the next 20 years? Radio stations are already multiplying like rabbits—come boom or recession. The rate at which new am outlets have been popping up have a lot of people worried. Many observers have predicted a level of super station saturation at which, presumably, a great shakeout will take place leaving a trim residue of strong, firmly-established stations.

Maybe. But current signs point in the other direction. The great swaths of interurbia now forming may provide a base for additional swarms of am stations—though it is also possible the concentrations in metropolitan areas may redound to the benefit of existing outlets. At any rate, it is a situation that will bear watching.

As for tv, the problems of channel allocation may have to be looked at differently. For example, areas that cannot support more tv may soon be able to. With the decline of farm and rural populations and the increasing density of suburban populations, efforts to provide sheer coverage may become meaningless. Even uhf may get a new lease on life. Tv stations may yet multiply somewhat like their opposite numbers on the am band.

If the problem of too many radio and tv stations becomes critical, some broadcasters may have to give up the battle whereby everybody goes after the same mass audience. Already, fm is pointing the way.

While consumer tastes are becoming more homogeneous under the impact of mass communications, they may, oddly, become more fickle, too. The rise in discretionary incomes will provide the U.S. family with wider choices. Perhaps, out of this may come numerous, selective markets of semi-luxury goods which can help support sizeable numbers of stations. This is providing, of course, that programing formats are found to attract specific types of audiences.

There are other "ifs" in this picture. Aside from the imponderables of war and economics, maybe, for example, people will decide to have smaller families. Maybe there will be (only) 50 million more people in 20 years. (There certainly won't be less.)

If what's happening during the past few years is any indication, the odds are good that bumper baby crops are on the way. On one of the pages in Marketing Basics is a comparison of population projections made by the Census Bureau in 1955 and 1958. The latter projection was made a scant three years after the first as it became clear that the first was already being outdated.

For example, out of four projected population estimates made in 1955, the one looking toward the biggest increase predicted 179.4 million people in the U.S. as of 1 July 1960. It is almost certain that the actual figure will be nearly a million more.

The maximum population estimated in the 1958 projections comes to 272 million by 1980 or about 95 million more people than at present. This assumes a birth rate 10% above the 1955-57 level. If the 1955-57 birth rate continues through 1980, the increase will be 80 million. While there is no solid reason to assume a rise in the birth rate, remember that the 1955 projections have already turned out to be conservative. Even assuming a steady birth rate, 80 million additional people is no mean increase. It's equivalent to 50% of the U.S. population during the mid-50's.

In addition to the fact that each year presents a higher base of families upon which to turn out more and more babies, there's the fact that bigger families are coming into fashion. A smaller percent of families are having no children or only one child and a larger percentage are having two, three or four or more. The percent of families with three children under 18 at home came to 7.3 in 1948; in 1958 it was 10.4%. The percent of families with four or more children was 6.6; in 1958 it was 9.1%.

All this will naturally affect the age composition of the population. So far as the next decade or so is concerned, the effect will not be merely a matter of more young people. It's a little more complicated than that.

(Please turn to page 184)

You can
profit from
Canada's

"GROWING BOY"

appetite

Although mature in many ways, Canada still has a "growing boy" appetite for goods and services. Total retail sales moved from \$12,128,034,000 in 1953 to \$15,252,003,000 in 1958.

Gross national product—the total value of all goods and services—increased 28.6% in the same five-year period. And with employment, wages and sales all moving upward in 1959, GNP will reach a new peak this year.

Annual imports from the U.S. of more than \$3.5 billion supplement Canada's domestic production, and make her the States' No. 1 customer. OBVIOUSLY, RIGHT NOW IS A GOOD TIME TO EXAMINE THE CANADIAN MARKET . . . and to reach it with the spoken word.

Not only do 96% of all Canadian homes have one or more radio sets, but there are 1,783,000 car radios. TV receivers are in 80% of *all* Canadian homes, and are found in over 90% of the homes in nine of Canada's top fifteen cities.

Using radio and TV, your product is sold by *salesmen* in thousands of places at once, even in the most remote areas.

Whatever *you* wish to sell, investigate the advantages of using some of the 149 C.A.B. member radio stations and 38 member TV stations that reach all Canadians. Give your sales message impact and the warmth of the *SPOKEN* word.



Canadian Association of Broadcasters

108 Sparks St., Ottawa 4, Canada
200 St. Clair West, Toronto, Ontario

WCTV Solves Another Problem for an account executive



Hal was burning.



The competition copied his every move, rode his coattails into every market.



Freeze 'em out in one-station bonanza markets such as that served by WCTV, suggested Blair TV Associates.



Hal moved fast, got choice time, and locked those #*%&*s out!



He's less tense, putts better now.

WCTV Tallahassee
Thomasville
for North Fla. and South Ga.
John H. Phipps
Broadcasting Stations

100 MILLION

(continued from page 182)

Since 1940 there have been increases in percent of young people (below 10) and older people. This will continue but not to the same extent. Also since 1940, there have been declines in percent of adults (between 20 and 61) and in teen-agers. During the next 15 years, the percent of teen-agers will rise back to the 1940 level (13.2% of the population) and percent of adults will continue to fall.

In other words, both young and old will increase percentage-wise while people of working age will decline (in share of population but not in numbers). So that each working person will be supporting more people, either directly or through taxes.

Part of this problem will undoubtedly be met by greater mechanization together with higher wages. In addition, there may be a further increase in the percent of working wives, a trend that has already revolutionized family patterns and marketing strategies.

At any rate, there does not seem to be any reason to worry about

Americans being able to pay for the increasing flow of products from U.S. factories.

Where will the new markets of the 1960's and 1970's pop up? Certainly, the current major categories of broadcast advertisers will continue to enjoy consistent sales boosts—perhaps, even boom sales.

Take food, for example; consumers have already shown a taste for upgrading their diets. They are not following the patterns sociologists predicted two decades ago in saying that once a family gets above subsistence level it does not spend much more money for food.

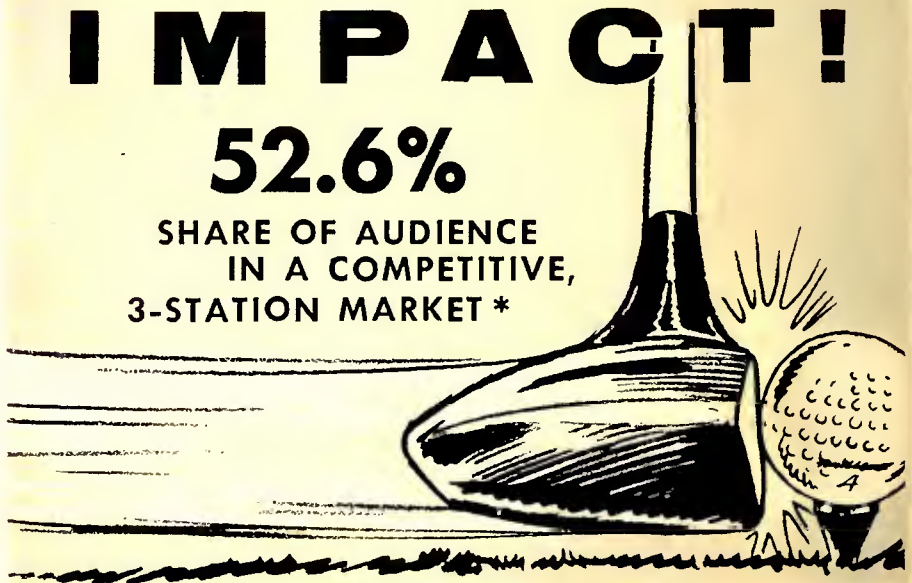
Drugs have a great future with laboratories continuing to turn out new brands, both ethical and proprietary. Cosmetics? There is no reason to believe this category will suffer under the impact of more people and a greater share of teen-agers. Autos? The two-car family may soon be commonplace. There are about 57 million cars now registered and one estimate puts the total in 1968 at more than 73 million.

All in all, there are great opportunities for marketing ahead. And that goes for radio and tv, too.

IMPACT!

52.6%

SHARE OF AUDIENCE
IN A COMPETITIVE,
3-STATION MARKET *



For the fifth consecutive ARB (*February 1959), KROD-TV has captured an overwhelming share of audience in El Paso — Texas' fifth market. See your Branham man for full details

KROD-TV
EL PASO, TEXAS



Dorrance D. Roderick, Pres.
Val Lawrence, V.-Pres. and Gen. Mgr.
REPRESENTED NATIONALLY
BY THE BRANHAM COMPANY



BEELINE[®] RADIO

delivers more for the money

Long famed as the nation's leading agricultural market, the Inland Valley of California has recently grown as an industrial center. Thousands of new families, earning new millions of dollars have added to the economic strength of this already-rich market. For example, effective buying income is more than Maine, Vermont and New Hampshire*. And, all through this area, hundreds of thousands of people are buying the products they hear about on Beeline radio. Shouldn't your message be there?

As a group, the Beeline stations give you more radio homes than any combination of competitors... at by far the lowest cost per thousand. (Nielsen & SR&D)

**Sales Management's 1959 Survey of Buying Power*



Static firing test of a rocket engine at Aerojet-General plant in Sacramento

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

POPULATION BASICS

**Total U. S.
population is
now about
177 million**

Total U. S. population is now about 177 million

	Total	U.S. excluding armed forces overseas	Civilian
1 Mar. 1959	176,213,000	174,844,000*	173,633,000
1 Mar. 1958	173,153,000	172,301,000	170,633,000
1 Apr. 1950	151,132,000	150,697,361	149,634,000

SOURCE: Census Bureau estimates. *1 Jan. 1959.

There may be nearly 100 million more U. S. consumers in 20 years

**Comparison between revised and earlier series of population projections:
1960 to 1980 (In millions)**

Year (July 1)	1958 revised projections of total population				1955 projections of total population			
	Series I	Series II	Series III	Series IV	Series AA	Series A	Series B	Series C
1960	181.2	180.1	179.8	179.4	179.4	177.8	177.8	176.5
1965	199.0	195.7	193.6	191.5	193.3	190.3	190.3	186.3
1970	219.5	213.8	208.2	202.5	209.4	204.6	203.0	196.4
1975	243.9	235.2	225.6	215.8	228.5	221.5	214.6	206.9
1980	272.6	260.0	245.4	230.8	—	—	—	—

SOURCE: Census Bureau. Series I assumes 1958-80 fertility 10% above 1955-57 level. Series II—1955-57 level continues to 1980. Series III—1955-57 level declines to 1949-51 level by 1965-70, continues at that level to 1980. Series IV—1955-57 level declines to 1942-44 level by 1965-70, continues at that level to 1980.

Bigger families are coming into fashion

Families with own children under 18 at home

	1958		1948		10-yr. increase
	No. (millions)	%	No. (millions)	%	
No children	19.2	43.8	18.0	48.3	7%
One child	8.1	18.6	8.1	21.7	—
Two children	7.9	18.0	6.0	16.1	32%
Three children	4.6	10.4	2.7	7.3	70%
Four or more children	4.0	9.1	2.5	6.6	60%
All families	43.7	100.0	37.3	100.0	17%

SOURCE: Census Bureau. 10-year increase refers to numbers of families in each group.

22% of the U. S. population is under 10 years of age

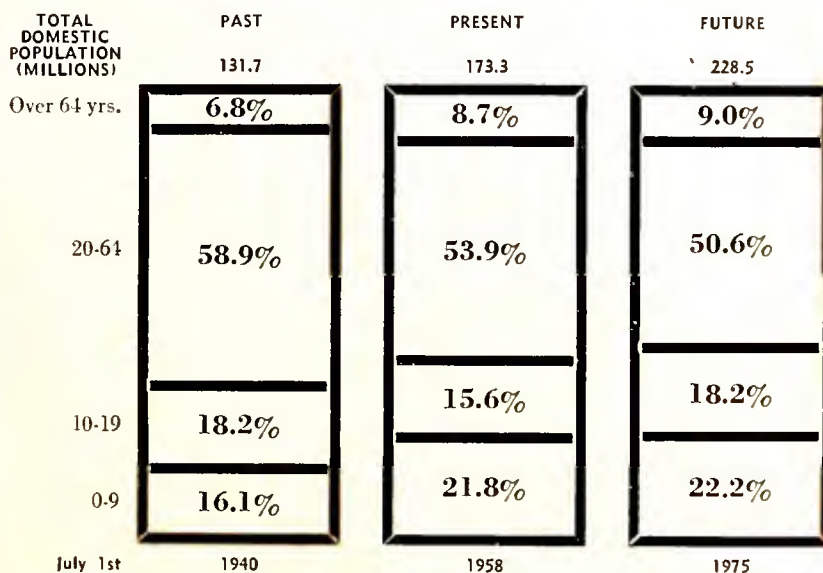
Composition of U. S. population by age groups and sex, 1950 and 1958

AGE GROUP	MALE		FEMALE		TOTAL	
	1958	1950	1958	1950	1958	1950
Percent under 5 years	11.8	11.0	10.9	10.5	11.4	10.7
Percent 5 to 9 years	11.2	9.0	10.2	8.6	10.7	9.8
Percent 10 to 14 years	9.5	7.6	8.7	7.2	9.1	7.1
Percent 15 to 19 years	7.0	7.1	7.0	7.0	7.0	7.1
Percent 20 to 24 years	5.3	7.5	6.2	7.7	5.7	7.6
Percent 25 to 29 years	6.2	8.0	6.4	8.3	6.3	8.1
Percent 30 to 34 years	6.3	7.5	7.1	7.8	7.0	7.6
Percent 35 to 39 years	6.9	7.4	7.1	7.6	7.0	7.5
Percent 40 to 44 years	6.5	6.8	6.6	6.8	6.6	6.8
Percent 45 to 49 years	6.3	6.1	6.2	6.0	6.2	6.0
Percent 50 to 54 years	5.5	5.5	5.4	5.5	5.5	5.5
Percent 55 to 59 years	4.7	4.9	4.8	4.8	4.7	4.8
Percent 60 to 64 years	4.0	4.1	4.2	4.0	4.1	4.1
Percent 65 to 69 years	3.2	3.2	3.4	3.3	3.3	3.3
Percent 70 to 74 years	2.3	2.2	2.6	2.4	2.5	2.3
Percent 75 to 79 years	1.5	1.3	1.8	1.5	1.7	1.4
Percent 80 to 84 years	0.7	0.7	0.9	0.8	0.9	0.8
Percent 85 years and over	0.4	0.3	0.6	0.5	0.5	0.4

SOURCE: Census Bureau. Figures do not add to 100% because of rounding.

Old and young people both are increasing proportionately

Domestic population trends by age groups



The elderly and the children in the U.S. population will increase in share during the next two decades, Census Bureau projections made in 1955 show. Later projections have increased population totals but the percentage figures shown here are still generally applicable



SELL "The Family Board of Directors" With Your Local Meredith Station

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

MEREDITH STATIONS ARE "ONE OF THE FAMILY"

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

THE KATZ AGENCY
THE KATZ AGENCY
THE KATZ AGENCY
JOHN BLAIR & Co.—BLAIR TV
JOHN BLAIR & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

ON T

*52% of all reported sponsored
hours in network radio*

are on the **NBC RADIO
NETWORK**

*... the leadership radio network which,
in the last 18 months, has attracted
137 different national advertisers!*



Here are some up-to-date Negro population figures

Negro population in 30 major markets

Metropolitan Markets	Total (000)	1958 Population		Percent Population Growth, 1950-58	
		Negro (000)	% Negro	White	Negro
N. Y.-NE. New Jersey	14,330	1,400	9.8%	+ 10%	+ 38%
Chicago	6,266	827	13.2	10	41
Philadelphia	4,349	570	13.1	18	19
Los Angeles-Long Beach	6,109	390	6.4	36	78
Detroit	3,843	477	12.4	26	33
Washington, D.C.	1,915	500	26.3	26	48
Baltimore	1,577	334	21.3	16	26
St. Louis	1,965	235	12.0	18	9
San Francisco-Oakland	2,702	240	8.9	15	63
Houston	1,180	218	18.5	46	46
New Orleans	845	243	28.8	24	22
Birmingham	629	233	37.0	13	12
Atlanta	866	200	23.1	32	21
Memphis	550	200	36.4	16	11
Norfolk-Portsmouth	589	145	24.6	37	19
Cleveland	1,720	219	12.8	14	44
Dallas-Ft. Worth	1,419	177	12.5	46	44
Pittsburgh	2,408	161	6.7	8	18
Cincinnati	1,057	125	11.8	15	32
Jacksonville	418	112	26.8	38	37
Kansas City	1,009	105	10.4	24	21
Miami	800	104	13.0	62	60
Mobile	276	101	36.6	13	33
Richmond	381	107	28.1	14	23
Charleston, S. C.	198	78	39	24	15
Jackson, Miss.	168	72	43	16	13
Nashville, Tenn.	370	71	19	23	11
Savannah	187	69	37	27	19
Montgomery	163	65	40	26	7
San Antonio	620	40	19	20	21
TOTALS IN ABOVE MARKETS	58,909	7,818	13.3		
% OF U. S.	34.2				
% OF U. S. NEGRO		43.4			

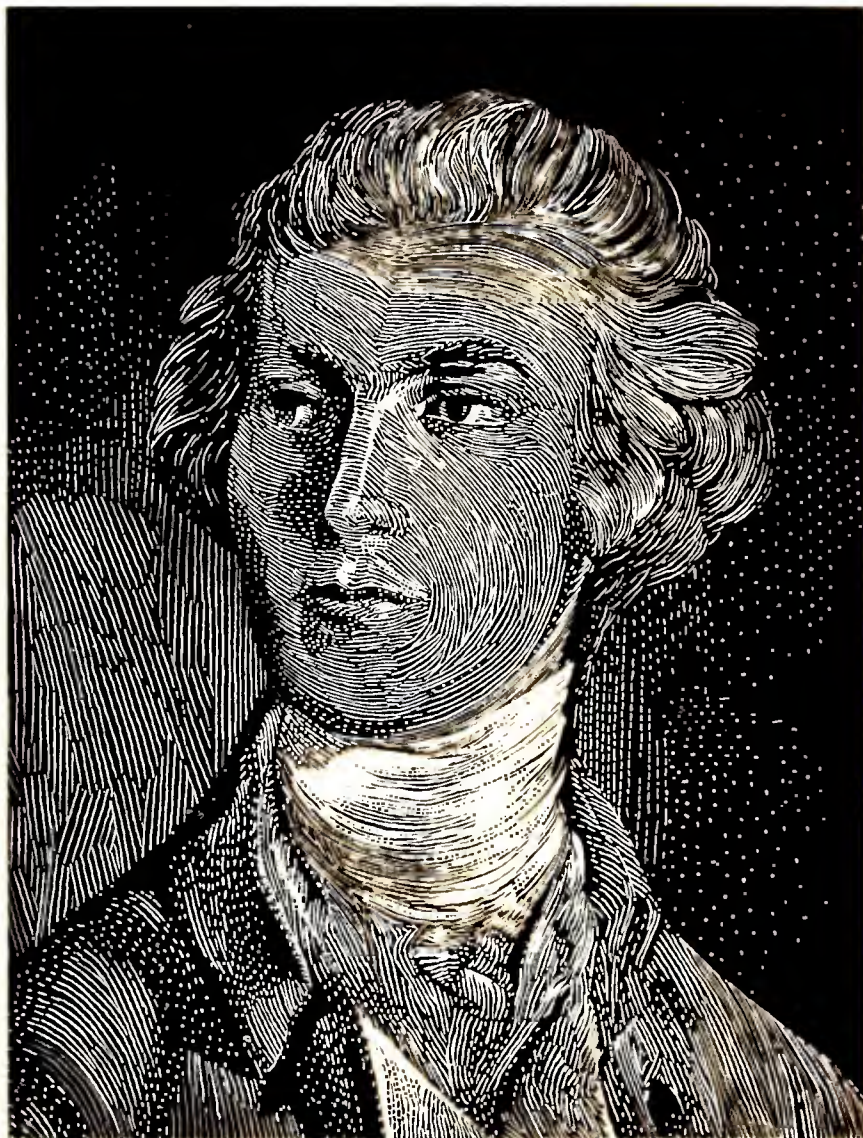
Total population figures for the markets above are based on "Sales Management" data for 1958. The Negro population figures are estimates from federal (Census Bureau) and local governments.

Lasting Impressions

“What makes the difference between man and man is real performance, and not genius or conception.”

Thomas Gainsborough (1727-1788). English painter remembered through the years for his “The Blue Boy.”

At WWJ, it's performance that gives lasting value to your radio schedule—performance born of hard work and follow-through from traffic board to transmitter. Ask your PGW Colonel for the complete WWJ performance story: facilities, coverage, merchandising, and personality roster. It makes good listening—and good buying for lasting impressions.



WWJ AM and FM
RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Washington throwing dollar
across Rappahannock - J. Dunne '59



Nobody could ever make a dollar go farther (until ABC Radio came along)

Perhaps *your* pitch is falling short . . . not enough impressions getting across. Sounds like a good time to reappraise your media lineup . . . find out where you can best add more muscle and momentum—*without* adding more dollars to your budget. And *that* sounds like the ABC Radio Network.

Look what ABC delivers:

1. Millions of additional advertising impressions at one of the lowest costs per thousand available in any media today.
2. Exciting, smart-selling personalities who go all out to help with your merchandising efforts.

3. Thorough coverage of nationwide distributor areas, with more opportunities for dealer-distributor tie-ins on local affiliates.
4. Astounding, continuing growth. More than 2,600,000 homes added to ABC's (and *your*) potential audience since last year—the equivalent of 5 major markets.

Best of all, when you realign your schedule to include ABC (and the many advantages it offers), you can keep your budget at its present level . . . or even reduce it a bit.

And, especially these days, that's an awful lot of distance for a dollar.

ABC RADIO NETWORK

Average annual expenditures by household income

Annual earnings	Under \$2,000	\$2,000- \$2,999	\$3,000- \$3,999	\$4,000- \$4,999	\$5,000- \$6,999	\$7,000- \$9,999	\$10,000 or more
Percent of U.S. households	17.5%	14.4%	15.3%	18.8%	19.7%	9.5%	4.7%
Avg. persons per household	2.7	3.2	3.4	3.4	3.6	3.7	3.8
Food, Tobacco—Total	\$689	\$976	\$1,167	\$1,271	\$1,417	\$1,622	\$1,913
Baby foods	2	3	6	6	6	5	4
Beverages (soft, carbonated)	13	20	24	25	26	25	29
Butter, margarine	14	18	21	22	23	27	25
Cereals	7	8	9	10	9	10	8
Cheese, cheese products	10	14	17	17	19	21	24
Coffee	24	32	32	32	35	38	37
Confections, nuts	9	13	16	20	25	27	25
Desserts, ice cream	11	14	19	18	24	26	29
Fruits, veg., juices (total)	90	119	138	152	167	171	210
Canned, jarred	25	34	38	45	47	42	49
Fresh	53	68	82	85	95	101	124
Frozen	6	11	12	15	18	21	31
Other (unspecified)	6	6	6	7	7	7	6
Ingred. (bak'g, cook'g, salad)	28	27	26	23	22	20	23
Meat, fowl, seafood	159	223	274	287	314	363	390
Meat sauces	2	3	4	5	5	5	6
Prepared mixes	3	4	5	6	5	6	5
Soups	4	6	8	8	10	9	10
Other food, food beverages	230	324	412	465	524	628	818
Beer, ale	10	14	20	27	29	32	29
Wine, liquor	7	30	19	16	29	36	89
Tobacco, tobacco products	66	104	117	132	145	173	152
Automotive—Total	\$206	\$375	\$554	\$621	\$797	\$925	\$1,156
Automobiles	72	171	290	309	417	479	642
Batt'rs, oil filters, spk. plugs	4	7	8	9	10	11	14
Gasoline, oil	79	124	147	168	190	205	236
Passenger car tires, tubes	10	16	22	24	25	30	38
Other automotive	41	57	81	111	155	200	226
Furnish'gs, Equip.—Total	\$132	\$229	\$286	\$354	\$458	\$523	\$809
Appliances (major)	36	61	77	89	106	114	181
Appliances (smaller)	4	9	12	15	16	16	23
Bedding, linens	10	17	21	22	26	37	34
Dining equipment	2	4	8	6	8	11	20
Floor coverings (removable)	7	12	15	25	37	41	156
Furniture	15	40	47	62	85	119	150
Ho'ld waxes, pol., cleaners	2	4	6	6	6	8	8
Laundry soaps & detergents	10	12	15	17	26	17	21
Tools, hardware	12	18	13	21	39	34	32
Other, furnish'gs & equip.	34	52	72	91	109	126	184
Med. & Pers. Care—Total	\$139	\$153	\$209	\$225	\$262	\$286	\$444
Drugs, remedies	40	45	46	48	57	62	78
Medical equip., supplies	5	3	4	4	5	5	7
Cosmetics, beauty aids	6	10	11	10	15	13	21
Dental supplies	2	3	4	4	5	6	6
Hair preparations	3	4	7	6	6	8	10
Shaving supplies, equipment	2	3	5	6	7	10	11
Tissues (toilet, facial)	4	6	8	8	9	10	10
Other med. & personal care	77	79	124	139	158	172	301

Consumers may spend \$8 billion on appliances this year

A. Consumer spending on electrical appliances

Year	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959
Billions of \$	\$7.4	\$6.1	\$6.2	\$7.2	\$7.1	\$8.3	\$8.4	\$8.0	\$7.4	\$8.0

Source: Dollar figures and 1959 estimate by "Electrical Merchandising."

B. Appliance sales and saturation

PRODUCT	% wired homes with appliances	1957		1958	
		NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE
AIR CONDITIONERS, Room	11.7	1,586,000	\$491,660,000	1,550,000	\$472,750,000
BED COVERINGS, Electric	17.9	2,200,000	57,200,000	2,410,000	60,129,000
CLEANERS, VACUUM, Floor Type	70.9	3,190,000	269,140,000	3,200,000	283,520,000
CLOCKS	76.4	8,400,000	54,600,000	8,100,000	53,000,000
COFFEE MAKERS, Automatic	47.7	4,365,000	85,100,000	4,200,000	79,590,000
DEHUMIDIFIERS	2.2	225,000	26,100,000	210,000	22,050,000
DISHWASHERS, Motor-Driven	5.8	390,000	104,250,000	400,000	110,000,000
DRYERS, Clothes, Total	15.6	1,294,000	295,998,000	1,211,000	273,840,000
Electric		894,000	193,998,000	826,000	177,590,000
Gas		400,000	102,000,000	385,000	96,250,000
FOOD WASTE DISPOSERS	8.5	550,000	49,473,000	620,000	55,769,000
FREEZERS, Home	21.0	925,000	346,875,000	1,100,000	385,000,000
FRYPAN—SKILLETS	36.3	5,200,000	98,500,000	3,750,000	71,062,000
HEATERS	27.7				
Fan-Forced & Fan-Htr. Portable		925,000	20,305,000	985,000	21,621,000
Non-Fan Forced Portable		295,000	6,932,000	270,000	6,399,000
HEATING PADS	37.8	2,055,000	12,535,000	1,920,000	11,994,000
IRONERS	8.8	44,000	9,592,000	35,000	7,525,000
AUTOMATIC IRONS	89.1	1,650,000	16,417,000	1,100,000	10,945,000
STEAM IRONS	52.6	5,425,000	91,950,000	3,975,000	71,351,000
MIXERS, Food	50.0				
Standard		1,200,000	52,800,000	770,000	30,415,000
Portable		2,400,000	44,400,000	1,995,000	36,907,000
PHONOGRAPHS—RECORD PLAYERS	56.7				
Single Players		3,717,000	334,620,000	3,300,000	330,000,000
Combination Units		1,048,000	282,960,000	750,000	236,250,000
Record Player Attachments		213,000	8,520,000	100,000	4,000,000
STANDARD RANGES	29.8	940,000	239,700,000	800,000	204,000,000
BUILT-IN RANGES	4.0	425,000	121,975,000	535,000	150,870,000
REFRIGERATORS	97.7	3,350,000	1,072,000,000	3,050,000	976,000,000
SHAVERS	62.8	6,650,000	132,667,000	6,400,000	124,800,000
TOASTERS, Automatic & Non-Auto.	79.9	4,000,000	71,874,000	3,400,000	61,290,000
WAFFLE IRONS—SAND. GRILLS	34.4	895,000	17,855,000	775,000	15,460,000
WASHING MACHINES	90.9				
Automatic & Semi-Automatic		2,814,000	787,920,000	2,744,000	768,320,000
Wringer & Spinner		977,000	151,435,000	948,000	146,940,000
WATER HEATERS, Storage	18.2	800,000	84,000,000	820,000	86,100,000

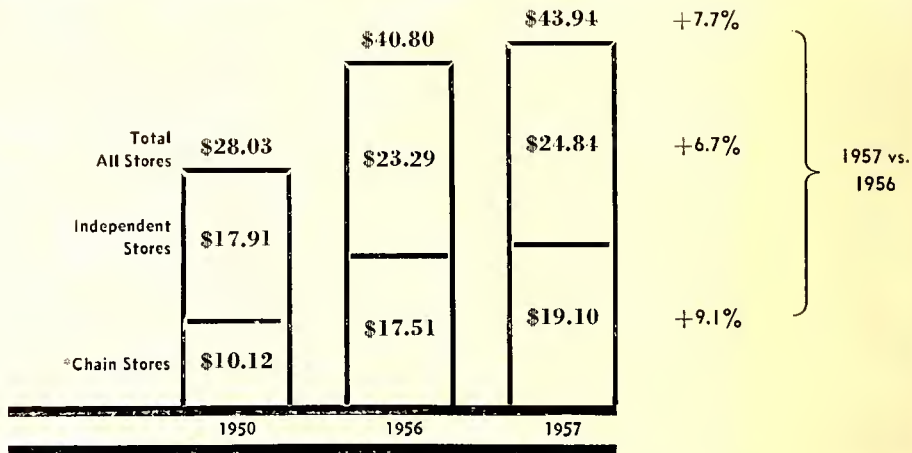
SOURCE: "Electrical Merchandising." Saturation figure is as of 1 Jan. 1959. All appliances listed are electrical except that clothes dryers' total includes gas-heated types. Total includes exports.

RETAILING BASICS

Here are the major food store trends

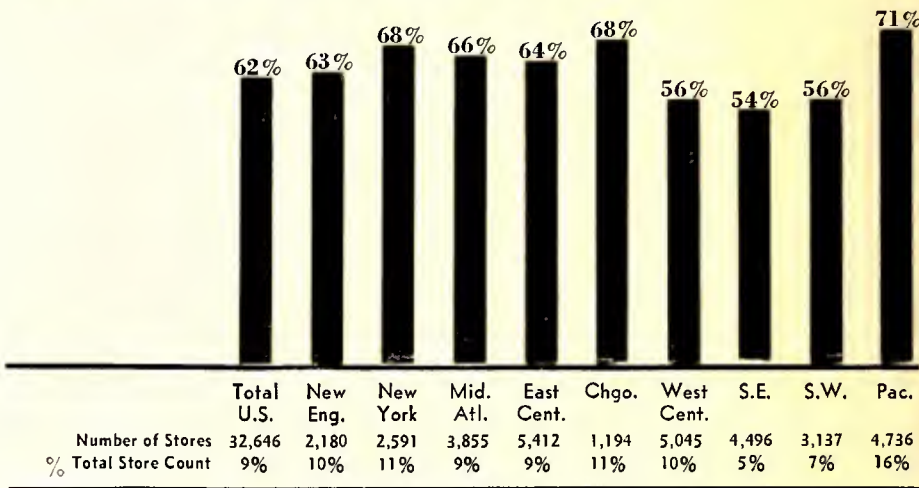
ANNUAL FOOD STORE DOLLAR SALES TRENDS

Billions of dollars
Total U. S.



MARKET SHARES OF CHAINS AND LARGE INDIE SUPERMARKETS

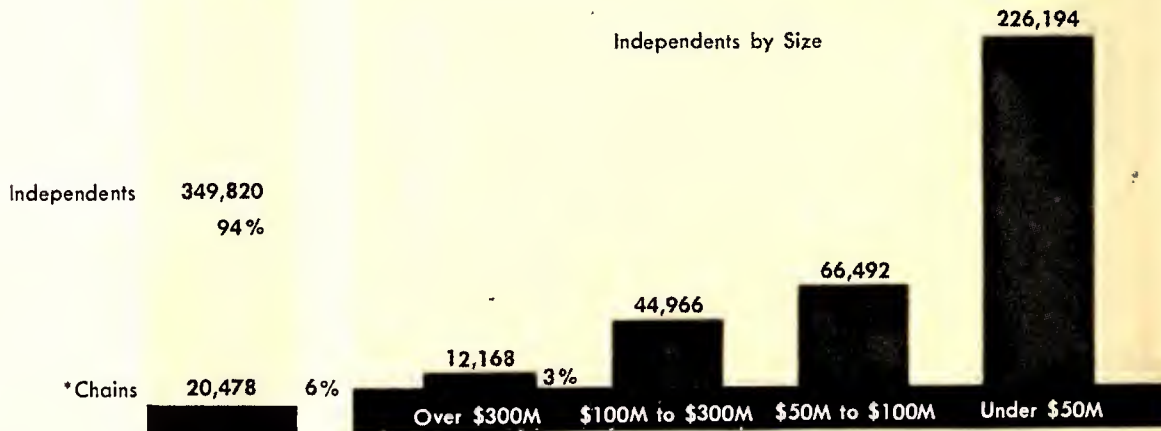
12 months through
April 1958



ESTIMATED FOOD STORE COUNTS BY TYPE AND SIZE

Total U. S. as of April 1958

Total Number 370,298



Nielsen Food Index data charts growing sales, high market shares for chains and indie supers. Middle chart covers stores of \$300,000 volume plus. *Four or more stores



36.4%
OF
FLORIDA'S FOOD
SALES ARE MADE
IN THE LAND* OF

Profitunity

* Includes Tampa-St. Petersburg
Metropolitan Market—Amer-
ica's 28th Food Sales Market
—PLUS 26 counties in Flor-
ida's richest, most heavily
populated trade area.

In the big eight years, 1950-1958, Food Sales in this big 26-county market jumped an amazing 146%! Now, more than a third of Florida's total Food Sales are made in the area delivered by WFLA-TV—the *Land of Profitunity!*

Use the blanket coverage of WFLA-TV to cash in on the sales opportunity—and profit opportunity—in America's 26th Retail Sales Market plus 26 counties packed with year 'round buying power from rocketing industrial and agricultural expansion.

Write us, or consult your BLAIR-TV man for top rated availabilities on WFLA-TV—sales powerhouse in the Land of Profitunity.

Figures from Sales Management 1959 Survey of Buying Power.



wfla-tv 8
CHANNEL
TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

What consumers spend in grocery stores

Share of grocery store sales of items sold in grocery stores

DEPARTMENTS	Value of Total Domestic Consumption (000)	1957 Amount Spent in Grocery Stores (000)	% Groc. to Total Consump.	Value of Total Domestic Consumption (000)	1956 Amount Spent in Grocery Stores (000)	% Groc. to Total Consump.
Food Products						
Fresh & Cured Meat, Fish & Poultry	\$18,796,320	\$10,909,270	58	\$16,954,190	\$ 9,363,550	55
Frozen Foods	2,171,710	1,703,400	78	1,981,490	1,546,850	78
Dairy Products	12,314,070	3,876,810	31	12,297,050	3,837,040	31
Produce	7,741,940	4,864,200	63	7,609,810	4,535,840	60
Baked Goods	6,282,510	3,268,000	52	5,974,290	3,130,500	52
Cereals, Flour, Macaroni	1,540,420	1,251,450	81	1,494,340	1,214,730	81
Baking Supplies	48,240	42,160	87	49,780	43,770	88
Fats & Shortening	1,183,560	747,110	63	1,081,820	676,480	63
Canned Foods	4,438,850	3,467,690	78	4,277,620	3,332,520	78
Dried Foods	967,750	496,390	51	1,007,760	517,830	51
Prepared Beverages	3,048,270	2,015,000	66	2,958,760	1,940,320	66
Soft Drinks	1,862,790	477,380	26	1,794,260	452,920	25
Alcoholic Beverages	10,425,610	841,370	8	10,580,750	809,230	8
Condiments, Dressings, Spreads, Relishes	1,183,210	828,330	70	1,117,070	780,870	70
Sweeteners, Flavors	810,510	604,250	75	766,140	608,810	79
Jams, Jellies, Preserves	230,780	196,160	85	225,580	190,850	85
Desserts	118,440	100,470	85	122,240	103,700	85
Confectionery	2,228,960	481,110	22	2,128,880	453,580	21
Other Foods	919,300	487,280	53	634,370	326,360	51
TOTAL FOODS CONSUMED	\$76,313,240	\$36,657,830	48	\$73,056,200	\$33,865,750	46
Other Grocery Products						
Household Supplies	\$ 2,992,980	\$ 2,106,690	70	\$ 2,789,240	\$ 1,948,220	70
Pet Foods	447,180	325,860	73	415,360	305,070	73
Tobacco Products	5,727,740	1,683,310	29	5,469,520	1,592,940	29
SUB-TOTAL FOR OTHER GROCERY PRODUCTS	\$ 9,167,900	\$ 4,115,860	45	\$ 8,674,120	\$ 3,846,230	44
TOTAL FOODS & GROCERY PRODUCTS	\$85,481,140	\$40,773,690	48	\$81,730,320	\$37,711,980	46
Non-Foods						
Health & Beauty Aids	\$ 4,465,060	\$ 846,500	19	\$ 4,142,300	\$ 735,080	18
Greeting Cards	341,460	9,230	3	316,170	8,700	3
Magazines & Newspapers	1,780,830	55,300	3	1,746,630	53,640	3
Toys	1,487,770	20,070	1	1,293,670	18,670	1
Phonograph Records	400,000	45,500	11	313,000	19,530	6
SUB-TOTAL FOR NON-FOODS INDIVIDUALLY LISTED ABOVE	\$ 8,475,120	\$ 976,600	12	\$ 7,811,770	\$ 835,620	11
Housewares	<i>nd</i>	\$ 231,550	<i>nd</i>	<i>nd</i>	\$ 211,460	<i>nd</i>
Other Non-Foods	<i>nd</i>	1,058,160	<i>nd</i>	<i>nd</i>	581,940	<i>nd</i>
TOTAL NON-FOODS AND OTHER GROCERY PRODUCTS	<i>nd</i>	\$ 6,382,170	<i>nd</i>	<i>nd</i>	\$ 5,475,250	<i>nd</i>
GRAND TOTAL	\$43,040,000	\$43,040,000	48	\$39,341,000	\$39,341,000	46

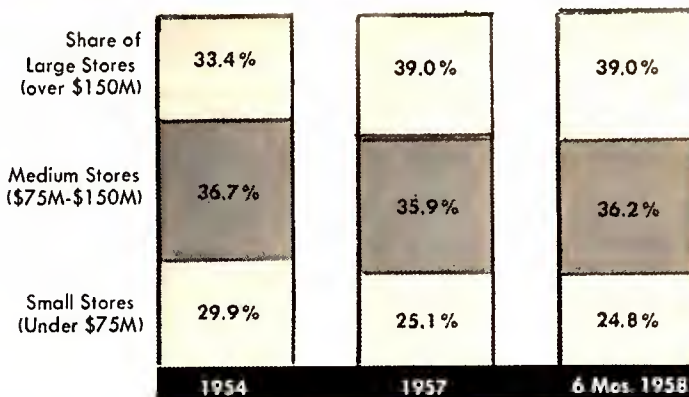
These widely-used figures are prepared by "Food Topics" and "Food Field Reporter" under the supervision of Dr. Paul C. Olsen, market research director. Domestic consumption figures are in terms of retail store valuation no matter how distributed. Grocery store totals exclude specialty food stores. Frozen meat, fish, poultry are included under Frozen Foods.

Olive oil included with salad dressings. Alcoholic beverage figures cover spending in all retail outlets, including restaurants. Total magazine figures cover newsstand sales of weekly and monthly periodicals, comics, etc. Newspaper figures cover newsstand, delivery, subscription sales. Toys exclude sporting goods, bicycles, tricycles. "nd" means no data.

The major drug store trends as charted by Nielsen

DIVISION OF INDEPENDENT DRUG AND PROPRIETARY STORE SALES BY STORE SIZE

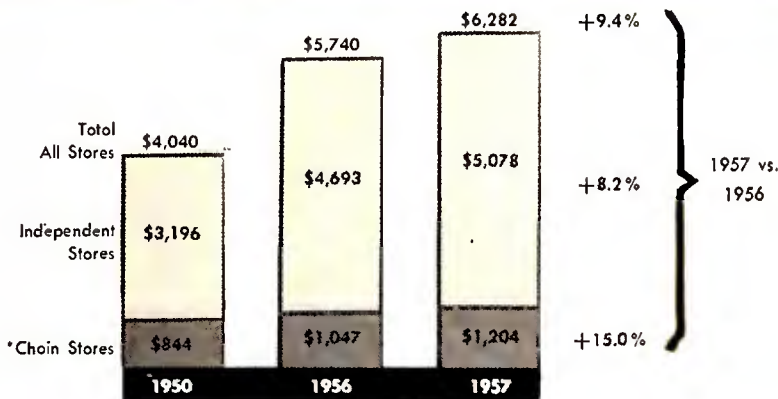
Total U. S.—dollar basis



ANNUAL DRUG AND PROPRIETARY STORE DOLLAR SALES TRENDS

Millions of dollars

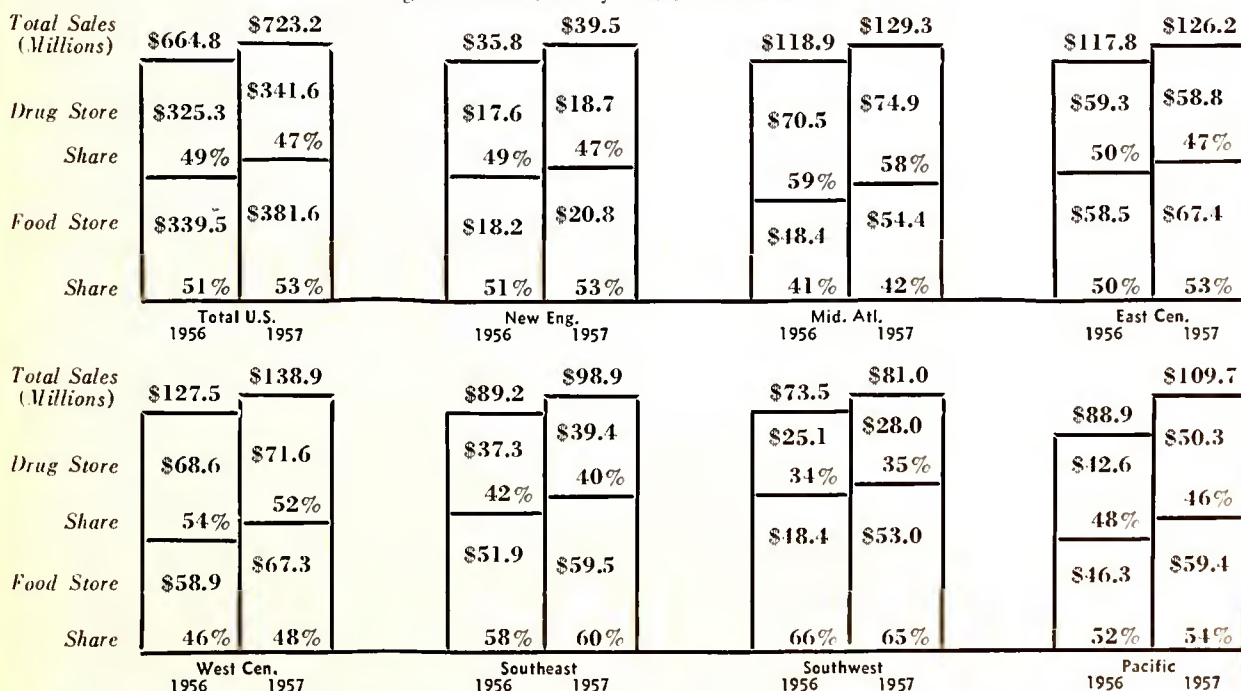
Total U. S.



*4 or more stores.

SALES GROWTH OF 10 HEALTH AND BEAUTY COMMODITIES

Drug and Food Stores by Area in Millions of Dollars



What consumers spend in drug stores

Share of drug stores' sales of items sold in drug stores

DEPARTMENTS	Civilian spending in all outlets	1957 Spending in drug stores only	% Drug store to total spending	Civilian spending in all outlets	1956 Spending in drug stores only	% Drug store to total spending
Drugs; other health aids:						
Prescriptions	\$1,728,000	\$1,693,240	98	\$1,491,000	\$1,461,200	98
Packaged medication	1,487,730	1,015,760	68	1,348,620	925,150	69
Prescription accessories	203,390	89,740	44	194,300	85,580	44
First aid	144,290	89,580	62	140,850	88,710	63
Foot products	50,280	29,420	59	46,000	27,090	59
Baby needs	457,500	110,210	24	428,700	105,580	25
Feminine needs	225,930	89,920	40	217,730	87,130	40
Veterinary	223,590	75,320	34	211,140	72,120	34
Dieting aids	56,370	46,520	83	51,130	42,540	83
Sub-total	\$4,577,080	\$3,239,710	\$4,129,470	\$2,895,100
Duplication	385,000	375,000	416,000	405,000
Sub-total for drugs, other health aids	\$4,192,080	\$2,864,710	68	\$3,713,470	\$2,490,100	67
Toiletries:						
Oral hygiene	344,180	119,350	35	296,450	106,400	36
Hair products	613,710	230,510	38	578,860	220,760	38
Shaving products	410,940	132,780	32	391,740	129,370	33
Hand products	110,240	37,650	34	102,740	35,770	35
Cosmetics	420,590	127,780	30	406,930	123,920	30
Other toiletries	943,720	133,020	14	852,750	127,970	15
Sub-total for toiletries	\$2,843,380	\$ 781,090	27	\$2,629,470	\$ 744,190	28
Total for drugs, other health aids, toiletries	\$7,035,460	\$3,645,800	52	\$6,342,940	\$3,234,290	51
Other products:						
Home sanitation	170,080	38,020	22	162,370	37,470	23
Household supplies	296,400	25,410	9	280,260	24,990	9
Stationery	963,210	157,830	16	921,870	152,440	17
Magazines & newspapers	1,771,420	196,640	11	1,737,080	193,640	11
Photographic	723,040	240,690	33	651,560	210,690	32
Sundries	2,235,760	198,080	9	2,006,310	184,750	9
Sub-total for other products	\$6,159,910	\$ 856,670	14	\$5,759,450	\$ 803,980	14
Fountain & luncheonette	\$1,795,000	\$ 605,000	34	\$1,743,300	\$ 609,400	35
Packaged ice cream	\$ 693,400	\$ 84,110	12	\$ 706,200	\$ 91,810	13
Candy, tobacco:						
Confectionery	\$2,228,960	\$ 177,350	8	\$2,128,880	\$ 172,350	8
Tobacco	5,830,620	606,950	10	5,560,790	578,880	10
Sub-total for confectionery, tobacco	\$8,059,580	\$ 784,300	10	\$7,689,670	\$ 751,230	10
Alcoholic beverages	\$10,425,610	\$ 87,960	1	\$10,580,750	\$ 89,940	1
Sub-total for drug store products and services individually listed above	\$34,168,960	\$6,063,840	18	\$32,822,310	\$5,580,650	17
Unclassified	nd	\$ 396,160	nd	nd	\$ 269,350	nd
GRAND TOTAL	\$6,460,000	\$5,850,000

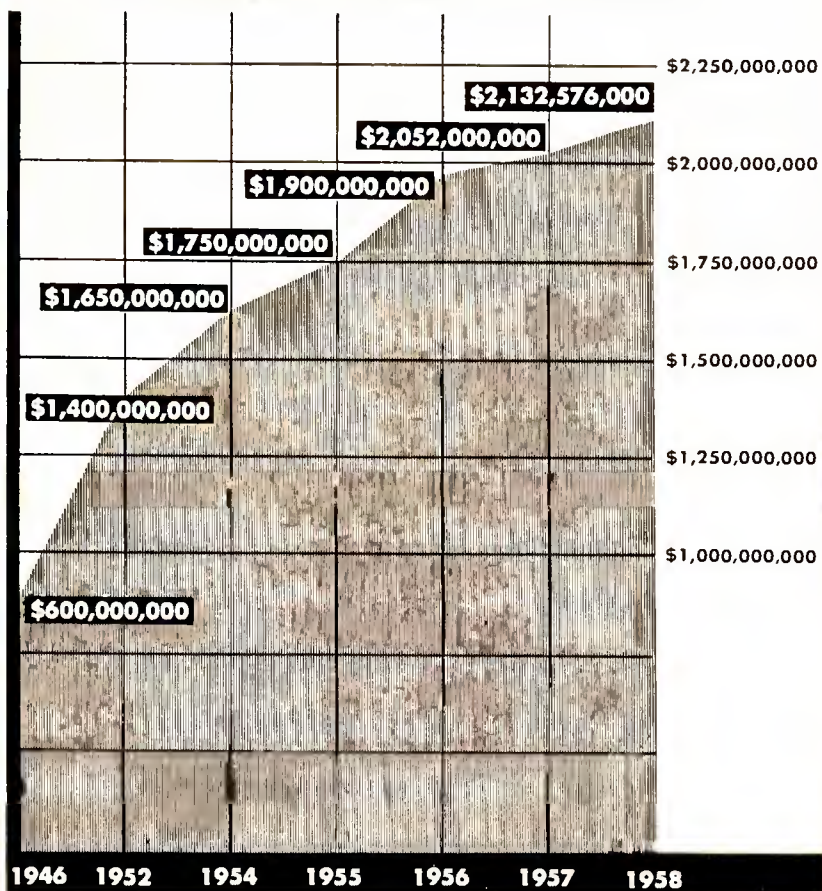
This 11th annual study of drug store and drug product sales is prepared by "Drug Topics" and "Drug Trade News" under the supervision of Dr. Paul C. Olsen, market research director. Packaged medication includes prescription items. "Duplication" is estimated amount for packaged medication and other

health aids supplied as prescriptions. Total magazine figures cover newsstand sales of weekly and monthly periodicals, comics, etc. Newspaper figures cover newsstand, delivery and subscription sales. Alcoholic beverage figures (at the bottom of chart) cover spending in all retail outlets, including restaurants.

Vending machine sales continue their steady rise, are now more than triple the '46 level

Despite the recession and a few soft spots in the industry, vending sales continued rising last year, according to figures from Vend magazine's 1959 data book. The number of new machines moving into the market, however, went down compared with the record level that was hit in 1957

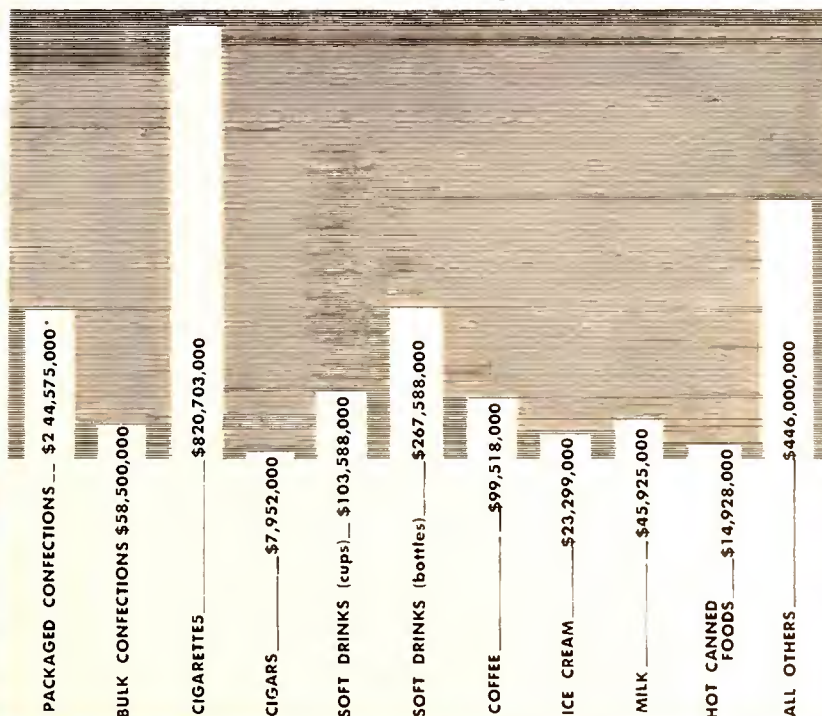
Vended dollar volume: 1946-1958



Cigarettes are the biggest vending item by a wide margin

Cigarettes are not only the top vending item but showed the best progress of all vending items last year, reports Vend magazine's 1959 data book. The share of domestic cigarette sales going to vending machines rose in 1958 as new high-capacity machines appeared to handle the many brands that have appeared on the market

Analysis of 1958 vending sales volume



1959 Air Media Basics Advertisers

ABC Radio	195	KELO-TV	146	WFLA-TV	
Ampex	173	KFAC	63	WFLN	
Audio Productions	169	KFMB	57	WFRV-TV	
Canadian Assoc. Broadcasters	183	KFWB	84	WGH	
Bartell	3	KJEO-TV	146	WGY	
BMI	8	KMBC	BC	WHB	
Charles Bernard	77	KMJ-TV	5	WIBW-TV	
Cascade	105	KNOE-TV	147	WICS-TV	
CBC	178	KNUZ	86	WHIC-TV	
CKLW-TV	92	KOBY	91	WILK	
Craven Film Company	177	KOCO-TV	135	WINF	
Crosley	97	KODE-TV	150	WIS	
Phil Davis	176	KOMO-TV	159	WIS-TV	
Gene Deitch	177	KONO	90	WISC	
Flamingo	217, 228	KPQ	88	WJAC-TV	
Forjoe, Inc.	113	KROD-TV	188	WJBK-TV	
H-R	103	KSD	78	WLIB	
Institute of Radio Engineers	36	KSD-TV	153	WLS	
Katz Agency	180	KSO	76	WMAQ	
Klaeger Film	164	KTBS-TV	111	WMCA	
McCann Erickson	6, 7	KTOP	75	WNCT	
McClatchy Broadcasting	185	KTRII	34	WNEM-TV	
Meredith Publishing Co.	189	KVLC	71	WOC-TV	
Merrill Lynch, Pierce, Fenner & Smith	148	KWKW	71	WQAM	
NBC Radio Network	190, 191	WANN	69	WQXR	
Official Films	162	WBBF	81	WRC	
Petry	55	WBML	53	WREX-TV	
Al Petker	207	WBT	82	WRGB	
RCA	IFC	WCBM	1	WROV	
RCA Thesaurus	61	WCCO-TV	151	WSGN	
Storer	18, 19	WCMJ	45	WSJS-TV	
Storz	FC	WCTV	184	WTAR	108,
Taft	129	WDGY	59	WTIC	
U. S. Steel	161	WEAU-TV	160	WTIC-TV	
Ziv	12, 13	WFAA	85	WTVT	
KAKE-TV	145	WFAA-TV	115	WWJ	
KBTV	155	WFBM-TV	94	WWRL	
KCRA	89	WFGA-TV	138	WXLW	
KDAY	10				

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Networks • Groups

American Broadcasting Co., 7 W. 66th.....	SU 7-5000
Columbia Broadcasting System, 485 Madison at 52nd.....	PL 1-2345
Corinthian Broadcasting Corp., 630 Fifth at 50th.....	PL 7-0500
Crosley Broadcasting Corp., 3 E. 54th.....	PL 1-5353
Founders Corp., 420 Lexington at 43rd.....	MU 6-4686
Keystone Broadcasting System, 527 Madison at 54th.....	EL 5-3720
Metropolitan Broadcasting Corp., 205 E. 67th.....	LE 5-1000
Mutual Broadcasting System, 1440 Bdwy at 40th.....	BR 9-7600
National Broadcasting Co., 30 Rock. Plaza at 49th.....	CI 7-8300
NTA Film Network, 10 Columbus Ci. at 59th.....	JU 2-7300
RKO Teleradio Pictures, 1440 Bdwy at 40th.....	LO 4-8000
Storer Broadcasting Co., 625 Madison at 59th.....	PL 1-3940
Telebroadcasters, Inc., 41 E. 42nd.....	MU 7-8436
TLF Broadcasters Inc., 9 Rock. Plaza.....	JU 8-1212
Transcontinent TV Corp., 15 E. 47th.....	PL 1-3030
Triangle Publ.—Radio & TV Div., 485 Lexington at 46th	OX 7-9736
Westinghouse, 122 E. 42nd.....	MU 7-0808
The Friendly Group, 60 E. 42nd.....	OX 7-0306

Representatives

Alaska Radio Sales, 579 Fifth at 47th.....	PL 9-4700
AM Radio Sales, 666 Fifth at 52nd.....	PL 7-4567
Avery-Knodel, 720 Fifth at 56th.....	JU 6-5536
Elizabeth M. Beckjorden, 235 E. 46th St.....	PL 5-4262
Charles Bernard, 730 Fifth at 56th.....	CI 6-7242
Hil F. Best, 101 Park at 40th.....	LE 2-3783
John Blair, 717 Fifth at 56th.....	PL 2-0400
Blair TV, 717 Fifth at 56th.....	PL 2-0400
Blair Television Associates, 717 Fifth at 56th.....	PL 2-0400
Bogner & Martin, 295 Madison at 41st.....	MU 9-2586
Bolling, 247 Park at 46th.....	YU 6-4545
Branham, 99 Park at 40th.....	MU 2-4606
Broadcast Times Sales, 509 Madison at 53rd.....	MU 8-1910
Burn-Smith, 19 W. 44th.....	MU 2-3124
Caribbean Networks, 200 W. 57th.....	CI 7-8224
CBS Radio Spot Sales, 460 Park at 57th.....	PL 1-2345
CBS TV Spot Sales, 485 Madison at 52nd.....	PL 1-2345
Henry I. Christal, 579 Fifth at 47th.....	MU 8-4414
Thomas F. Clark, 608 Fifth at 49th.....	JU 2-1622
College Radio, 405 Lexington at 42nd.....	OX 7-0890
Continental Radio Sales, 545 Fifth at 45th.....	MU 7-6865
Donald Cooke, 666 Fifth at 52nd.....	JU 2-2727
Devney Incorporated, 535 Fifth at 44th.....	YU 6-4390
Bob Oore Associates, 420 Madison at 49th.....	PL 3-8370
Robt. E. Eastman & Co., Inc., 527 Madison at 54th.....	PL 9-7760
Everett-McKinney, 40 E. 49th.....	PL 3-9332
Fine Music Hi-Fi Brdcstrs. 17 W. 44th.....	MU 7-7040
Forjoe Co., Inc., 580 Fifth at 47th.....	JU 6-3100
Gill-Perna, 654 Madison at 60th.....	TE 8-4740
Good Music Broadcasters, 51 Vanderbilt at 45th.....	MU 3-2295
W. S. Grant, 7 E. 48th.....	PL 3-1433
Melchor Guzman, 9 Rock. Plaza at 51st.....	CI 7-0624
Arthur H. Hagg, 366 Madison at 45th.....	MU 2-8865
Harrington, Righter & Parsons, 589 Fifth at 48th.....	MU 8-7050
Headley-Reed, 750 Third at 46th.....	YU 6-5800
George P. Hollingbery, 500 Fifth at 42nd.....	OX 5-5560
Hal Holman, 366 Madison at 46th.....	MU 7-5365
Geo. T. Hopewell, Inc., 101 Park at 40th.....	LE 2-3783
Bernard Howard & Co., 20 E. 46 St.....	OX 7-3750
H-R Reps, 375 Park at 52nd.....	PL 9-6800
Indie Sales, 60 E. 42nd.....	MU 2-4813
Inter-American Publ., 41 E. 42nd.....	MU 2-0884
Interstate, 545 Fifth at 45th.....	MU 2-5452
Katz Agency, 666 Fifth at 52nd.....	JU 2-9200
Robert S. Keller, 72 Barrow.....	WA 4-6599
Long Island Network 550 Fifth at 45th.....	CI 7-3132
Jack Masla Co., Inc., 40 E. 49th St.....	PL 3-8571
Oaren F. McGavren Co., 60 E. 56th.....	PL 1-4649
Media Representatives, 120 E. 56th.....	MU 8-4777
The Meeker Co., Inc., 521 Fifth at 43rd.....	MU 2-2170
National Time Sales, 122 E. 42nd.....	MU 2-4500
National TV Stations Reps, 375 Park at 52nd.....	PL 3-6216

NBC Spot Sales, 30 Rock. Plaza at 49th.....	CI 7-8300
Richard O'Connell, 527 Madison at 54th.....	PL 5-7161
Pan-American Broadcasting, 370 Lexington at 40th.....	MU 5-1300
John E. Pearson, 405 Park at 54th.....	PL 1-3366
Peters, Griffin, Woodward, Inc., 250 Park at 46th.....	YU 6-7900
Edward Petry, 3 E. 45th.....	MU 8-0200
Radio TV Reps, 7 E. 47th.....	MU 8-4340
Rambeau, Vance, Hopple, Inc., 405 Lexington at 42nd.....	OX 7-0890
Paul H. Raymer, 444 Madison at 49th.....	PL 9-5570
Select Station Reps, 400 Madison at 47th.....	PL 8-1850
Roy V. Smith Associates, 579 Fifth at 47th.....	PL 9-4700
Stars National, 400 Madison at 47th.....	PL 8-0555
Television Advertising Reps, Inc., 666 Fifth at 42nd.....	JU 2-3456
United Broadcasting, 420 Madison at 48th.....	PL 5-9145
Venard, Rintoul & McConnell, 579 Fifth at 47th.....	MU 8-1088
Walker-Rawalt Co., Inc., 347 Madison at 45th.....	MU 3-5830
WCKY, 52 E. 51st.....	EL 5-1127
Grant Webb, 509 Madison at 53rd.....	MU 8-7550
Weed TV Corp., 579 Fifth at 47th.....	PL 9-4700
WGN, WGN-TV, 220 E. 42nd.....	MU 2-7545
Adam Young, Inc., 3 E. 54th.....	PL 1-4848

Agencies

Adams, Burke Dowling, 3 E. 54th.....	PL 1-5630
Advertising Guild, Inc., 258 Fifth at 29th.....	MU 9-7870
Advertising International, Ltd., 1400 Bdwy at 40th.....	LA 4-1887
Robert Allum Co., 34 E. 51st.....	MU 8-6485
Anderson & Cairns, 130 E. 59th.....	MU 8-5800
N. W. Ayer & Son, 30 Rock. Plaza at 49th.....	PL 7-5700
Sydney S. Baron & Co. Inc., 515 Madison at 53rd.....	PL 1-7100
Ted Bates, 666 Fifth at 53rd.....	JU 6-0600
BB00, 383 Madison at 46th.....	EL 5-5800
Victor A. Bennett, 6 E. 45th.....	MU 7-2186
Benton & Bowles, 666 Fifth at 53rd.....	JU 2-6200
Berm'ham, Castlem'n & Pierce, 234 E. 46th.....	JU 6-8220
Blaine-Thompson, 234 W. 44th.....	LO 4-0800
Bozell & Jacobs, 2 W. 45th.....	MU 7-6210
Brooke, Smith, French & Dorrance, 52 Vanderbilt at 44th.....	MU 6-1800
Brown & Butcher, Inc., 630 Fifth at 50th.....	PL 7-4610
Heineman, Kleinfeld, Shaw & Joseph Inc., 1270 Sixth at 50th.....	CI 7-7660
Buchanan, 1501 Bdwy at 43rd.....	BR 9-7900
Leo Burnett, 677 Fifth at 53rd.....	MU 8-9480
Caples, 10 E. 40th.....	MU 4-6800
Campbell-Ewald Co. Inc., 488 Madison at 51st.....	MU 8-3400
Campbell-Mithun, 420 Lexington at 44th.....	OR 9-8744
Cayton Inc., 9 E. 40th.....	LE 2-1711
Frederick Clinton, 545 Fifth at 45th.....	MU 2-7433
Cohen, Oowd & Aleshire, 41 E. 42nd.....	OX 7-0660
Herbert W. Cohon Co., 565 Fifth at 47th.....	OX 7-9277
Compton, 625 Madison at 58th.....	PL 4-1100
Robert Conahay, 261 Madison at 39th.....	MU 2-5645
Cromwell Adv. Agency, 300 W. 43rd.....	PL 7-1900
Cunningham & Walsh, 620 Madison at 39th.....	MU 3-4900
Oancer-Fitzgerald-Sample, 347 Madison at 44th.....	OR 9-0600
D'Arcy, 430 Park at 55th.....	PL 8-2600
OeGarmo Inc., 122 E. 38th.....	OR 9-3885
Herschel Z. Deutsch, 30 E. 60th.....	PL 3-1788
Ooherty, Clifford, Steers & Shenfield, 530 Fifth at 44th	YU 6-6500
Onahue & Coe Inc., 1270 Sixth at 50th.....	CO 5-2772
Oonall & Harman, 666 Fifth at 52nd.....	JU 2-6016
Oorrance & Co., 126 E. 37th.....	MU 3-7851
Oowd, Redfield & Johnstone, 501 Madison at 52nd.....	MU 8-1275
Ooyle Oane Bernbach Inc., 20 W. 43rd.....	LO 5-7878
Ounnan & Jeffrey Adv. Agency, 49 Edison Place, Newark, N. J.....	MA 4-8855
Roy S. Ourstine, 655 Madison at 60th.....	TE 8-4600
Erwin, 535 Fifth at 44th.....	MU 7-4300
Erwin Wasey, Ruthrauff & Ryan Inc., 711 Third at 44th	OX 7-4500
William Esty, 100 E. 42nd.....	OX 7-1600
Foote, Cone & Belding, 247 Park at 46th.....	YU 6-8000
Albert Frank-Guenther Law, 131 Cedar St.....	CO 7-5060
Friend-Reiss Adv., 211 W. 57th.....	PL 7-8030
Fuller & Smith & Ross, 666 Fifth at 52nd.....	JU 2-9000
Galland Advertising, 18 E. 48th.....	PL 5-9141

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Agencies

Gardner Adv. Agency, 9 Rockefeller Plaza.....	CO	5-2000
Fred Gardner Co., 50 E. 42nd.....	MU	7-4784
Gaynor & Ducas Inc., 400 Madison at 47th.....	PL	5-5750
Art Gelb, 19 W. 44th.....	YU	6-5444
Geoffrey Wade Adv., 6 E. 45th St.....	OX	7-9261
Getschal, 342 Madison at 43rd.....	MU	7-2200
Geyer, Morey, Madden & Ballard, Inc., 595 Madison.....	PL	1-3300
Gibraltar, 17 E. 45th.....	MU	7-7896
Gotham Vladimir, 342 Madison at 43rd.....	OX	7-4300
Grant, 711 Third at 44th.....	OX	7-5800
Monroe Greenthal Co. Inc., 595 Madison at 57th.....	PL	9-8640
Grey, 430 Park at 55th.....	PL	1-3500
Lawrence C. Gumbinner, 655 Madison at 60th.....	TE	8-1717
L. H. Hartman Co. Inc., 50 Rock. Plaza at 50th.....	CI	5-4664
Hicks & Greist, 555 Fifth at 46th.....	MU	7-5600
Hilton & Riggio, 400 Madison.....	PL	1-1400
Hockaday Associates, Inc., 201 E. 57th.....	MU	8-9250
Huber Hoge, 565 Fifth at 47th.....	MU	2-5037
Bryan Houston, 730 Fifth at 57th.....	PL	7-6400
Charles W. Hoyt, 380 Madison at 46th.....	MU	2-2000
H. B. Humphrey, Alley & Richards, Inc., 505 Park.....	LE	2-3020
Lawrence Kane & Artley, 405 Park at 54th.....	PL	1-4120
Kastor, Farrel, Chesley, Clifford & Atherton, 575 Lexington at 50th.....	PL	1-1400
Katz Agency, 666 Fifth at 52nd.....	JU	2-9200
Joseph Katz, 555 Fifth at 46th.....	MU	7-0250
Kenyon & Eckhardt, 247 Park at 46th.....	YU	6-9000
Ketchum, McLeod & Grove Inc., 155 E. 44th.....	MU	7-5640
Keyes, Madden & Jones, 1270 Sixth at 50th.....	CO	5-5814
Koehl, Landis & Landon, 17 E. 45th.....	MU	2-6600
Kudner, 575 Madison at 56th.....	MU	8-6700
LaFond, 655 Madison at 60th.....	TE	8-3884
Lambert & Feasley, 430 Park at 55th.....	MU	8-6464
C. J. LaRoche, 575 Lexington at 50th.....	PL	5-7711
Leads Adv. Inc., 19 W. 44th.....	MU	7-4075
Al Paul Lefton, 71 Vanderbilt at 45th.....	MU	9-7470
Lennen & Newell, 380 Madison at 46th.....	MU	2-5400
MacManus, John & Adams, 444 Madison at 49th.....	PL	9-5600
Richard K. Manoff Inc., 40 E. 49th.....	PL	1-1730
Mark, Simeon & Renard, Inc., 330 Fifth at 33rd.....	LO	5-6462
Marschalk & Pratt (Div. of McCann-Erickson), 460 Park at 57th.....	OX	7-4250
J. M. Mathes, 260 Madison at 39th.....	LE	2-7450
Maxon, 12 E. 53rd.....	PL	9-7676
McCann-Erickson, 485 Lexington at 46th.....	OX	7-6000
The McCarty Co., 122 E. 42nd.....	OX	7-6090
Mogul, Lewin, Williams & Saylor, 625 Madison at 59th.....	TE	8-7100
Morey, Humm & Warwick, 595 Madison at 57th.....	PL	1-3300
Morse International, 122 E. 42nd.....	OX	7-2100
Moselle & Eisen, 522 Fifth at 43rd.....	MU	2-4939
Moss Associates, 415 Lexington at 43rd.....	MU	7-7377
Needham, Louis & Brorby, 730 Fifth at 57th.....	PL	7-0333
Norman, Craig & Kummel, 488 Madison at 51st.....	PL	1-0900
North Adv. Inc., 16 E. 40th.....	OR	9-3100
Ogilvy, Benson & Mather, 589 Fifth at 47th.....	MU	8-6100
Oliver, Beckman, Inc., 120 E. 56th.....	PL	3-7820
Paris & Peart, 370 Lexington at 41st.....	MU	9-2424
Parkson Agency, 400 Park at 54th.....	PL	1-6400
Peck, 400 Madison at 47th.....	PL	3-0900
Pike & Becker, Inc., 519 Madison at 53rd.....	PL	3-0310
J. E. Proctor Co. Inc., 250 Park at 46th.....	YU	6-7725
Product Services, 17 E. 45th.....	MU	7-0204
Reach, McClinton & Co. Inc., 505 Park at 59th.....	PL	1-7300

Fletcher D. Richards, Calkins & Holden, 10 Rock. Plaza at 49th.....	JU	6-5400
Ross Roy, Inc., 214 E. 31st.....	MU	5-1439
Ben Sackheim, 2 W. 59th.....	PL	1-2200
St. George & Keyes, Inc., 250 Park at 46th.....	YU	6-7575
Seymour Salzman, Inc., 119 W. 57th.....	JU	6-4188
Frank B. Sawdon, Inc., 60 E. 56th.....	PL	1-4646
Schuyler-Hopper Co., 12 E. 41st.....	LE	2-3135
Silberstein-Goldsmith, 16 E. 40th.....	OR	9-3100
Raymond Spector, 445 Park at 56th.....	MU	8-4407
Street & Finney, 45 W. 45th.....	CI	6-1700
SSC&B, 575 Lexington at 50th.....	MU	8-1600
Thomas & Douglas, 119 W. 57th.....	CI	6-6543
J. Walter Thompson, 420 Lexington at 43rd.....	MU	6-7000
Jay Victor & Assoc., 515 Madison at 53rd.....	BA	7-6474
Geoffrey Wade Adv., 6 E. 45th.....	OX	7-9261
Walker-Rawalt Co., 347 Madison at 44th.....	MU	3-5830
Warren, Jackson & Delaney, 45 W. 45th.....	JU	6-0350
Warwick & Legler, 375 Park at 52nd.....	PL	1-4700
Webb Assocs. Inc., 330 Fifth at 33rd.....	LO	5-6462
Edward Weiss & Co., 460 Park at 57th.....	PL	8-0992
Weiss & Geller, 400 Madison at 47th.....	PL	3-4070
E. Taylor Wertheim, 347 Madison at 44th.....	MU	4-7545
Wesley Associates Inc., 630 Fifth at 50th.....	EL	5-2680
Wexton Co., 444 Madison at 49th.....	MU	8-4050
Young & Rubicam, 285 Madison at 40th.....	MU	9-5000
The Zakin Co., 27 E. 37th.....	MU	4-0630
Pete Zaphir, 565 Fifth at 47th.....	OX	7-6996

Advertisers

American Airlines, 100 Park at 40th.....	MU	3-9000
American Chicle, Long Island City.....	ST	4-8900
American Home Products, 22 E. 40th.....	LE	2-8000
American Safety Razor, 380 Madison at 47th.....	OX	7-3030
American Tel. & Tel., 195 Broadway.....	EX	3-9800
American Tobacco, 150 E. 42nd.....	OX	7-5000
B. T. Babbitt, 625 Madison at 59th.....	PL	3-4266
Bayer Co., 1450 Bdway at 41st.....	LA	4-6400
Benrus Watch Co., 50 W. 44th.....	MU	2-2700
Best Foods, 1 E. 43rd.....	MU	7-8400
Hazel Bishop, 445 Park at 56th.....	MU	8-7370
Bon Ami, 445 Park at 56th.....	PL	1-5757
Bond Stores, 3 W. 35th.....	WI	7-6550
The Borden Co., 350 Madison at 44th.....	VA	6-4100
Breakstone Foods, 111 Fifth at 18th.....	OR	7-1600
Bristol-Myers, 630 Fifth at 50th.....	PL	7-8500
Bulova, 630 Fifth at 50th.....	CI	5-7720
Bymart-Tintair, 15 W. 44th.....	MU	2-3530
Canada Dry Ginger Ale, 100 Park at 40th.....	LE	2-4300
Carter Products, 2 Park at 32nd.....	MU	3-8700
Celanese Corp. of America, 180 Madison at 34th.....	MU	9-6000
Chesebrough, 485 Lexington at 46th.....	OX	7-4900
Cities Service, 70 Pine.....	HA	2-1600
Cluett, Peabody, 2 Park at 32nd.....	MU	3-1730
Coca-Cola, 515 Madison at 53rd.....	EL	5-5475
Colgate-Palmolive, 300 Park at 49th.....	PL	1-1200
Corn Products Refining, 17 Battery Place.....	WH	4-0880
Doeskin, 41 E. 42nd.....	MU	7-8484
Dolcin, 683 Fifth at 54th.....	MU	8-3100
Esso Standard Oil, 15 W. 51st.....	PL	7-1200
Ethyl, 100 Park at 40th.....	OR	9-2000
General Cigar, 485 Lexington at 46th.....	MU	7-7575
General Electric Co., 570 Lexington at 51st.....	PL	1-1311
Hudnut, Morris Plain, N. J.....	JE	9-4400
Hudson Pulp & Paper, 477 Madison at 51st.....	PL	9-7733
International Latex, 350 Fifth at 34th.....	LO	3-5000
International Business Machines, 724 Fifth at 55th.....	PL	3-1900



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Lehn & Fink, 445 Park at 56th.....	PL 5-6100
Lever Bros., 390 Park at 53rd.....	MU 8-6000
Liggett & Myers, 630 Fifth at 50th.....	CI 6-0500
Longines-Wittnauer, 580 Fifth at 47th.....	PL 7-8200
P. Lorillard, 119 W. 40th.....	LO 3-7000
Melville Shoe, 25 W. 43rd.....	LO 5-6500
Minute-Maid, 420 Lexington at 43rd.....	OR 9-8755
Philip Morris, 100 Park at 40th.....	OR 9-1800
National Biscuit, 425 Park at 55th.....	PL 1-5000
National Dairy, 260 Madison at 39th.....	MU 6-6100
National Shoes, 595 Gerard, Bronx.....	MO 5-9000
Oakite, 19 Rector.....	WH 3-0940
Pacific Coast Borax, 50 Rock. Plaza at 50th.....	JU 2-6262
Pan American World Airways, 135 E. 42nd.....	OX 7-6300
Paper-Mate, 303 Fifth at 31st.....	MU 6-7793
Penick & Ford, 750 Third Ave.....	YU 6-4700
Pepsi-Cola, 3 W. 57th.....	MU 8-4500
RCA, 30 Rock. Plaza at 49th.....	CO 5-5900
Revere Copper & Brass, 230 Park at 46th.....	MU 9-6800
Revlon, 666 Fifth at 52nd.....	CI 5-3300
Richfield Oil, 708 Third at 44th.....	YU 6-5353
Ronzoni Macaroni, 50-02 Northern (L. I. C.).....	AS 8-3500
Jacob Ruppert, 1639 Third at 93rd.....	TR 6-5000
Seeman Bros., 40 W. 225th.....	LO 2-8000
Serutan, 711 Fifth at 55th.....	PL 3-1610
Shell Oil, 50 W. 50th.....	JU 6-5000
Sinclair Refining Co., 600 Fifth at 48th.....	CI 6-3600
Singer Sewing, 149 Broadway.....	OI 9-1200
Standard Brands, 625 Madison at 59th.....	PL 9-4400
Standard Oil, 30 Rock. Plaza at 49th.....	PL 7-3000
Sterling Drug, 1450 Bdway at 41st.....	LA 4-6400
Sylvania Electric, 1740 Bdway at 56th.....	JU 6-2424
The Texas Company, 135 E. 42nd.....	OX 7-8000
Tidewater Oil, 17 Battery Place.....	WH 4-6000
United Fruit, Pier 3, North River.....	WH 4-1700
U. S. Rubber, 1230 Sixth at 48th.....	CI 7-5000
Vick Chemical, 122 E. 42nd.....	OX 7-3800
Vitamin Corp. of America, 71 W. 23rd.....	WA 4-8250
Whitehall Pharmacal, 22 E. 40th.....	LE 2-8000

BROOKLYN

Brillo, 60 John St.....	UL 2,4700
Ehler's Coffee, 1300 Flushing Ave.....	EV 6-2000
Ex-Lax, 423 Atlantic Ave.....	TR 5-9040
Fred Fear & Co., Foot of Joralemon St.....	MA 4-7320
Good Humor Corp., 46-81 Metropolitan Ave.....	EV 6-4600
Griffin Shoe Polish, 410 Willoughby Ave.....	UL 5-3232
Howard Clothes, 40 Flatbush Ave. Ext.....	TR 5-5000
La Rosa Macaroni, 473 Kent Ave.....	EV 7-7484
Liebmann Breweries, 36 Forrest St.....	EV 6-6600
Monarch Wine, 4500 Second Ave.....	ST 8-2340
White Rock, Foot of Van Dyke St.....	MA 5-0300

WHITE PLAINS

General Foods, 250 North.....	WH 6-2500
Nestle, 2 William.....	WH 6-6400

HOBOKEN

Lipton Tea, 1500 Hudson.....	BA 7-4050
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JERSEY CITY

Block Drug, 257 Cornelison.....	HE 4-3000
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NEWARK

Ballantine, 57 Freeman.....	MI 3-3000
Pharmaceuticals Inc., 290 Jelliffe.....	BI 8-1005
Ronson Corp., 31 Fulton St.....	MA 2-0608

Film-Tape Commercials

American Film Producers, 1600 Bdway at 48th.....	PL 7-5915
J. Armstrong & Co., 28 W. 44th.....	LO 3-0056
Audio Prodns., 630 Ninth at 44th.....	PL 7-0760
John Bransby Productions, 1860 Broadway.....	JU 6-2600
Lars Calonius Productions, 45 W. 45th.....	PL 7-0350
Caravel Films, 20 West End Ave.....	CI 7-6110
Charter Oak, 423 E. 90th.....	TR 6-6800
Cineffects, 115 W. 45th.....	CI 6-0951
Cousens-Blair, 1600 Bdway at 48th.....	CO 5-7380
Cravens Film Corp., 330 E. 56th.....	MU 8-1585
Robert Davis Productions, 21 E. 63rd.....	JU 6-5704
Gene Oeitch Associates, 43 W. 61st.....	CI 7-1970
Oepicto Films, 254 W. 54th.....	CO 5-7621
Dynamic Films, 405 Park at 54th.....	PL 1-7447
Electra Films, 33 W. 46th.....	JU 2-3606
Peter Elgar, 75 W. 45th.....	JU 6-1870
Elliott, Unger & Elliot (Screen Gems) 414 W. 54th.....	JU 6-5582
Walter Engel Prodns., 20 W. 47th.....	JU 2-3170
Filmways, 18 E. 50th.....	PL 1-2500
FCI Productions, 66 Fifth at 13th.....	CI 6-4127
Fordel Films, 1079 Nelson Ave.....	WY 2-5000
Gerald Productions, 421 W. 54th.....	PL 7-2125
Gifford Animation, 165 W. 46th.....	JU 2-1591
Harry S. Goodman, 19 E. 53rd.....	PL 5-6131
Goulding-Elliott-Graham, 420 Lexington at 46th.....	LE 2-9014
Gray-O'Reilly, 480 Lexington at 46th.....	YU 6-4070
HFH Productions, 38 W. 48th.....	JU 2-5055
Jam Handy, 1775 Bdway at 57th.....	JU 2-4060
Hankinson Studios, 15 W. 46th.....	JU 6-0133
Hartley Productions, 339 E. 48th.....	EL 5-7762
Kenco Film Inc., 621 W. 54th.....	PL 7-8466
Herbert Kerkow, 480 Lexington at 46th.....	YU 6-4266
Klaeger Film Prodns., 1600 Bdwy at 49th.....	JU 2-5730
Robert Lawrence, 418 W. 54th.....	JU 2-5242
McConnachie Productions, 730 Fifth at 56.....	JU 2-0123
Loucks & Norling, 418 W. 54th.....	JU 2-5242
James Love Prodns., 115 W. 45th.....	JU 2-4633
MGM-TV, 1540 Bdwy at 45th.....	JU 2-2000
MPO-TV Films Inc., 15 E. 53rd.....	MU 8-7830
Owen Murphy, 723 Seventh at 48th.....	PL 7-8144
National Screen Svce., 1600 Bdwy at 48th.....	CI 6-5700
National Telefilm Assoc., 10 Columbus Circle.....	JU 2-7300
On Film, Inc., Princeton, N. J.....	WA 1-1700
Pathescope, 10 Columbus Circle.....	PL 7-5200
Pelican Films, 46 W. 46th.....	CI 6-1751
David Piel Productions, 562 Fifth at 47.....	CO 5-3382
Pintoff Productions, 64 E. 55th.....	EL 5-1431
Robert Richie Productions, 666 Fifth at 52nd.....	CI 6-0191
Hal Roach Studios, 729 Seventh at 49th.....	CI 5-4135
Sarra, 200 E. 56th.....	MU 8-0085
Screen Gems, 711 Fifth at 55th.....	PL 1-4432
Fletcher Smith, 319 E. 44th.....	MU 5-9010
Sound Masters, 165 W. 46th.....	PL 7-6600
Storyboard Inc., 10 W. 74th.....	TR 3-7207
Wilbur Streech, 135 W. 52nd.....	JU 2-3816
Bill Sturm Studios, 49 W. 45th.....	JU 6-1650
Telamerica, 527 Madison at 54th.....	EL 5-1422
Telestudios (NTA), 1481 Broadway at 42nd.....	LO 3-1122
Termini Video Tape, 1440 Broadway.....	PE 6-6323
Terrytoons (CBS), 501 Madison at 53rd.....	PL 1-2345
Transfilm, 35 W. 45th.....	JU 2-1400
TV Screen Prodns., 17 E. 45th.....	MU 2-8877
Unifilms, 6 E 46th.....	YU 6-5720
UPA Pictures, Inc., 60 E. 56th.....	PL 8-1405
Van Praag, 1600 Bdway at 48th.....	PL 7-2687
Videotape Productions, 205 W. 58th.....	JU 2-3300

DEADLINE!



PICK-UP! Behind the mask of an affable book salesman was a killer! — The Cheyenne Eagle
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221 WEST 57 ST. • N. Y. 19 • JUDSON 6-7040

NEW YORK

Film-Tape Commercials

VPI Productions, 321 W. 44th.....	JU 2-8082
Roger Wade Productions, 15 W. 46th.....	CI 5-3040
Warner Bros., 666 Fifth at 52nd.....	CI 6-1000
Wilding TV Pictures, 405 Park at 54th.....	PL 9-0854
Wondsel, Carlisle & Dunphy, 1600 Broadway.....	CI 7-1600

TV Film-Tape Program Sources

ABC Film Syndication, 1501 Bdway.....	LA 4-5050
Animated Prods. Inc., 1600 Bdway at 48th.....	CO 5-2942
Arco Film Prodn., 580 Fifth at 47th.....	CO 5-6968
Associated Films, 347 Madison at 43rd.....	MU 5-2242
Associated Program Service, 229 Fourth at 18th.....	OR 4-7400
Atlas Television Films, 225 E. 46th.....	EL 5-7943
Basch Radio & TV Products, Inc., 17 E. 45th.....	MU 2-8877
Zach Baym, 60 E. 42nd.....	MU 2-4813
British Information Svce., 45 Rockefeller Plaza.....	CI 6-5100
CBS-TV Film Sales, 545 Madison at 55th.....	PL 1-2345
C & C Television, 445 Park at 57th.....	PL 1-6800
Cinema Svce., 106 W. End at 46th.....	TR 3-1411
CNP Inc. (Merchandising Div.) NBC 30 Rockefeller Plaza.....	CI 7-8300
Comet TV Films, 60 W. 55th.....	JU 2-7300
Commonwealth Films, 723 Seventh at 48th.....	CI 5-6456
Cousens-Blair, 1600 Bdway at 48th.....	CO 5-7380
Demby Prodn., 1 W. 58th.....	PL 9-2495
Dynamic Films, 405 Park at 54th.....	PL 1-7447
Economee Television, 488 Madison at 51st.....	MU 8-4700
Flamingo Films, 221 W. 57th.....	MU 2-8686
Fortune Features, 1501 Bdway at 43rd.....	LO 4-5592
Allen A. Funt, Mt. Airy Rd., Croton on the Hudson.....	CR 1-8847
General Teleradio, 1440 Bdway at 40th.....	LO 4-8000
Harry S. Goodman, 19 E. 53rd.....	PL 5-6131
Goodson-Todman Prodn., 375 Park at 52nd.....	PL 1-0600
Governor Television Attractions, Inc., 151 W. 46th.....	JU 6-3675
Guild Films Co., Inc., 460 Park at 57th.....	MU 8-5362
Hoffberg Prodn., 362 W. 44th.....	CI 6-9031
Hollywood TV Svce., 10 Columbus Circle.....	JU 6-1700
INS Telenews, 220 E. 42nd.....	MU 2-0400
Interstate TV, 445 Park at 56th.....	MU 8-2545
Bernard E. Karlen, 17 E. 48th.....	PL 9-3107
Lakeside TV, 1465 Bdway at 41st.....	LO 5-4582
Major TV Prodn., 1270 Sixth at 50th.....	PL 7-6990
Marathon TV Newsreel, 10 E. 49th.....	MU 8-6043
MCA-TV, 598 Madison at 57th.....	PL 9-7500
MGM-TV, 1540 Bdway at 45th.....	JU 2-2000
Charles Michelson, 45 W. 45th.....	PL 7-0695
William Morris Agency, 1740 Bdway at 55th.....	JU 6-5100
Motion Pictures for TV, 400 Park at 54th.....	PL 3-5600
MPO Prodn., 15 E. 53rd.....	MU 8-7830
National Telefilm Assoc., 10 Columbus Circle.....	JU 2-7300
NBC-TV Film Division, 30 Rock. Plaza.....	CI 7-8300
Ted Nemeth, 729 Seventh at 49th.....	CI 5-5147
NTA-Telestudios Inc., 1481 Bdway at 42nd.....	LO 3-1122
Official Films, 25 W. 45th.....	PL 7-0100
Paramount TV Prodn., 1501 Bdway at 43rd.....	BR 9-8700
Pintoff Prodn., 64 E. 55th.....	EL 5-1431
RCA Recorded & TV Films, 155 E. 24th.....	MU 9-7200
RKO Teleradio Pictures, 1440 Bdway.....	LO 4-8000
Hal Roach Studios, 729 Seventh at 49th.....	CI 5-4135
Walter Schwimmer, 527 Madison at 54th.....	EL 5-4616
Screen Craft Pictures, Inc., 11 W. 42nd.....	LO 3-6240
Screen Gems, 711 Fifth at 55th.....	PL 1-4432

Station Distributors, 1407 Bdway at 38th.....	WI 7-2055
Sterling, 6 E. 39th.....	MU 3-6300
Telecast Films, 87-28 57th Ave., Elmhurst, L. I.....	BO 8-6570
Telefilm Enterprises, 15 W. 46th.....	PL 7-6105
Teleprompter, 311 W. 43rd.....	JU 2-3800
Telescene, 287 Tenth at 27th.....	CH 4-0122
Terrytoons, 501 Madison at 53rd.....	PL 1-2345
J. Walter Thompson, 420 Lexington at 43rd.....	MU 6-7000
TV-Film Graphics, 369 Lexington at 39th.....	MU 6-5255
TV Programs of America, 488 Madison at 51st.....	PL 5-2101
TV Screen Prodn., 17 E. 45th.....	MU 2-8877
Twentieth Century-Fox TV, 444 W. 56th.....	CO 5-3320
Richard H. Ullman, Inc., 64 E. 80th.....	YU 8-0370
Unifilm, 6 E. 46th.....	YU 6-5720
United Artists Associated, 345 Madison at 43rd.....	MU 6-2323
United Artists TV, 729 Seventh at 49th.....	CI 5-6000
United Press Movietone, 220 E. 42nd.....	MU 2-0400
United World, 10 E. 106th.....	PL 9-8000
Universal Pictures, 445 Park at 56th.....	PL 9-8000
Vitapix, 509 Madison at 53rd.....	PL 8-3013
Winik Film, 250 W. 57th.....	CI 6-7360
Ziv TV Programs, 488 Madison at 51st.....	MU 8-4700
Zouary TV-Film Productions, 333 W. 52nd.....	CI 6-4821

Misc. Film-Tape Services

Bonded TV Film Service, 630 Ninth at 44th.....	JU 6-1030
Filmvideo Releasing Corp., 333 W. 52nd.....	CI 6-4821
Miles Library, 333 W. 52nd.....	CI 6-4821
Modern Teleservice Inc., 219 E. 44th.....	OX 7-2753
Peerless Film Processing Corp., 165 W. 46th.....	PL 7-3630
SOS Cinema Supply Corp., 602 W. 52nd.....	PL 7-0440

FILM EQUIPMENT

E. J. Barnes Company, Inc., 480 Lexington at 46th.....	YU 6-8400
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FILM LABORATORIES

Consolidated Film Industries, 525 W. 57th.....	CI 6-0210
DeLuxe Labs, Inc. (20th Century-Fox) 850 Tenth at 56th.....	CI 7-3220
DU-Art Film Laboratories, Inc., 245 W. 55th.....	PL 7-4580
Mecca Film Laboratories, Inc., 630 Ninth at 43rd.....	CO 5-7676
Movielab Film Laboratories, Inc., 619 W. 54th.....	JU 6-0360
Pathe Laboratories, Inc., 105 E. 106th.....	TR 6-1120
Precision Film Laboratories, 21 W. 46th.....	JU 2-3970
Tri Art Color Corp., 245 W. 55th.....	PL 7-4580

FILM OPTICALS

B & O Film Specialists, 619 W. 54th.....	CI 6-9390
C & G Film Effects Co., 1600 Bdway at 49th.....	PL 7-2098
Cineffects, 115 W. 45th.....	CI 6-0951
Eastern Effects, 333 W. 52nd.....	CI 5-5280
Film Opticals Inc., 421 W. 54th.....	PL 7-7120
K & W Film Service Corp., 1657 Bdway at 51st.....	CI 5-8081
John Lewis Film Service, 619 W. 54th.....	CO 5-4460
Movieoptic Services Inc., 45 W. 45th.....	CI 7-1676

SOUND RECORDING STUDIOS

Audio-Video, 730 Fifth at 56th.....	JU 6-5095
Gotham Recording, 2 W. 46th.....	JU 6-5577
Magno Sound Inc., 723 Seventh at 48th.....	CI 7-2320
Movietone Studio, 460 W. 54th.....	CO 5-7200
Photo Magnetic Sound Studios Inc., 3 E. 57th.....	MU 8-8690
RCA Film Recording, 411 Fifth at 37th.....	MU 3-7611
Reeves Sound Studios Inc., 304 E. 44th.....	OR 9-3550
Regent Sound Studios Inc., 25 W. 56th.....	CI 5-2630
Sound Services Corp., 414 W. 54th.....	PL 7-8716
Titra Sound Corp., 1600 Bdway at 48th.....	PL 7-6682



MASS MURDER! Plane crash kills 44 a "loving son" murders mother for insurance money! — The Denver Post

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MISCELLANEOUS INDUSTRY SERVICES

Community Club Services, Inc., 20 E. 46th.....MU 7-4466
 S Jay Reiner Co., Inc., 155 Mineola Blvd.....PI 7-5300

Music • Radio Services

ASCAP, 575 Madison at 56th.....MU 8-8800
 Associated Program Service, 229 Fourth at 18th.....OR 4-7400
 BMI, 589 Fifth at 48th.....PL 9-1500
 Capitol Records, 1730 Bdway at 55th.....PL 7-7470
 Columbia Transcriptions, 799 Seventh at 52nd.....CI 5-7300
 Harry S. Goodman, 19 E. 53rd.....PL 5-6131
 Lang-Worth Feature Programs, 1755 Brway at 56th.....JU 6-5700
 Charles Michelson, 45 W. 45th.....PL 7-0695
 Muzak, 229 Fourth at 19th.....OR 4-7400
 RCA Recorded Program Svce., 155 E. 24th.....MU 9-7200
 Sesac, Coliseum Tower; 10 Columbus Circle.....JU 6-3450
 World Broadcasting System, 488 Madison at 51st.....MU 8-4700
 Frederic W. Ziv, 488 Madison at 51st.....MU 8-4700

Research • Surveys • Prom.

Advertest Research, New Brunswick, N. J.....CH 7-1564
 Adv. Research Foundation, 3 E. 54th.....PL 1-5656
 American Research Bureau, 400 Park at 54th.....PL 1-5577
 Broadcast Advertisers Reports, Inc., 750 Third.....YU 6-8410
 Dorrance & Co., 126 E. 37th.....MU 3-7851
 Fact Finders Associates, Inc., 247 Park at 47th.....MU 7-0342
 C. E. Hooper, 579 Fifth at 47th.....MU 8-2290
 Leading National Advertisers, 750 Third at 46th.....VA 6-0605
 Richard Manville Research, 230 Park at 46th.....OR 9-2435
 Market Research Corp. of Amer., 122 E. 42nd.....OX 7-3540
 A. C. Nielsen, 575 Lexington at 50th.....MU 8-1020
 Alfred Politz Research, 527 Madison at 54th.....PL 9-5200
 Psychological Corp., 304 E. 45th.....OR 9-7070
 Publishers' Information Bureau, 271 Madison at 40th.....MU 5-2210
 Pulse, 730 Fifth at 57th.....JU 6-3316
 N. C. Rorabaugh, 347 Madison at 44th.....MU 6-2193
 Ross Reports On TV, 551 Fifth at 45th.....MU 2-5910
 Alan C. Russell Mktg. Research, 6 E. 45th.....MU 7-7160
 Schwerin Research, 270 Madison at 40th.....OR 9-5858
 Daniel Starch & Staff, Mamaroneck, N. Y.....OW 8-0800
 Trendex, 535 Fifth at 44th.....MU 2-1182
 Videodex, 342 Madison at 44th.....MU 7-8837
 M. A. Wallach Research Inc., 424 Madison at 49th.....MU 8-5931
 The Wexton Co., 11 E. 47th.....MU 8-4050
 Peter Zanphir, 565 Fifth at 47th.....OX 7-6996

Trade Associations

Amer. Assoc. of Advtsg. Agencies
 420 Lexington at 43rd.....LE 2-7890
 Assoc. of National Advertisers, 155 E. 44th.....OX 7-5950
 Radio Advertising Bureau, 460 Park at 57th.....MU 8-4020
 Radio and Television Executives Society, Inc.
 Madison at 43rd.....MU 9-3480
 Station Representatives Assoc., 366 Madison.....YU 6-9390
 TV Bureau of Advertising, 444 Madison at 49th.....MU 8-0215

Hotels

Algonquin, 59 W. 44th.....MU 7-4400
 Barbizon-Plaza, 106 Central Park S.....CI 7-7000
 Barclay, 111 E. 48th.....PL 5-5900
 Belmont-Plaza, Lexington at 49th.....PL 5-1200
 Berkshire, Madison at 52nd.....PL 3-5800

Biltmore, Madison at 43rd.....MU 7-7000
 Carlton House, 650 Madison at 61st.....TE 8-3000
 Chatham, Vanderbilt at 48th.....EL 5-5400
 Commodore, Lexington at 42nd.....MU 6-6000
 Drake, 440 Park at 54th.....PL 5-0600
 Edison, 228 W. 47th.....CI 6-5000
 Essex House, 160 Central Park S.....CI 7-0300
 Gladstone, 114 E. 52nd.....PL 3-4300
 Gotham, Fifth at 55th.....CI 7-2200
 Hampshire House, 150 Central Park S.....CI 6-7700
 Lexington, Lexington at 48th.....PL 5-4400
 Lombardy, 111 E. 56th.....PL 3-8600
 Madison, Madison at 58th.....EL 5-5000
 New Weston, Madison at 50th.....PL 3-4800
 New Yorker, Eighth at 34th.....LO 3-1000
 Park Lane, 299 Park at 48th.....PL 5-4100
 Park Sheraton, Seventh at 55th.....CI 7-8000
 Pierre, Fifth at 61st.....TE 8-8000
 Plaza, Fifth at 59th.....PL 9-3000
 Roosevelt, Madison at 45th.....MU 6-9200
 St. Moritz, 50 Central Park S.....PL 5-5800
 St. Regis, Fifth at 55th.....PL 3-4500
 Savoy-Hilton, Fifth at 58th.....EL 5-2600
 Shelton, Lexington at 49th.....PL 5-4000
 Sheraton-Astor, Bdway at 44th.....JU 6-3000
 Sheraton East (Ambassador), 341 Park at 51st.....PL 5-1000
 Sheraton McAlpin, Bdway at 34th.....PE 6-5700
 Sheraton Russell, 45 Park at 33rd.....MU 5-7674
 Sherry-Netherland, Fifth at 59th.....EL 5-2800
 Statler-Hilton, Seventh at 33rd.....PE 6-5000
 Taft, Seventh at 50th.....CI 7-4000
 Waldorf-Astoria, Park at 50th.....EL 5-3000
 Warwick, Sixth at 54th.....CI 7-2700

Adman's Eating Directory

34th-59th EAST

Al Schacht, 102 E. 52nd.....PL 9-8570
 Annette's, 928 2nd Ave. at 50th.....EL 5-8509
 Beau Brummel, 65 E. 54th.....PL 5-1792
 Berkshire, 31 E. 52nd.....PL 3-5800
 Bird'N Glass, 13 E. 47th.....MU 8-0778
 Black Angus, 148 E. 50th.....PL 9-7454
 Brussels, 115 E. 54th.....PL 8-0457
 Cafe Nino, 10 E. 52nd.....PL 1-0845
 Chambord, 803 3rd Ave. at 49th.....EL 5-7180
 Chandler's, 49 E. 49th.....PL 1-1960
 Chapeau Rouge, 14 E. 52nd.....MU 8-3023
 Cherio, 46 E. 50th.....MU 8-1190
 Daniel, 53 E. 54th.....PL 9-5941
 Danny's Hide-Away, 151 E. 45th.....PL 9-1277
 Divan Parisien, 33 E. 48th.....EL 5-6726
 Drake Room, 440 Park at 56th.....PL 5-0600
 Eden Roc, 148 E. 48th.....PL 1-3382
 Finland House, 39 E. 50th.....MU 8-0018
 Forum of the 12 Caesars, 57 W. 48th.....PL 7-3450
 Gaston, 48 E. 49th.....PL 5-4285
 Joe & Rosa, 745 3rd Ave. at 46th.....EL 5-8874
 L'Aiglon, 13 E. 55th.....PL 3-7296
 LaCave Henry IV, 210 E. 52nd.....PL 5-6566
 Laurent, 111 E. 56th.....PL 3-2729
 Le Bistro, 814 3rd Ave. at 50th.....EL 5-8766
 Le Chanteclair, 18 E. 49th.....MU 8-8866
 Le Cheval Blanc, 145 E. 45th.....EL 5-9352
 Le Marmiton, 41 E. 49th.....MU 8-1232
 Le Meal, 942 3rd Ave. at 57th.....MU 8-8860
 Le Trianon, 56 E. 56th.....MU 8-0140

DEADLINE!



FIVE DAY CURE! Reporter finds willing witnesses and ends vicious alcoholic "Rest Home" racket! — The Columbus Citizen
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 221 WEST 57 ST. • N. Y. 19 • Judson 6-7040

NEW YORK

Adman's Eating Directory

Louis & Armand, 42 E. 52nd.....	PL 3-3348
Louis XIV Cafe, 15 W. 49th.....	CI 6-5800
Louise, 225 E. 58th.....	EL 5-8133
Maria's Cin Cin, 224 E. 53rd.....	EL 5-0520
Miramar, 10 E. 46th.....	MU 7-1096
Monsignore, 61 E. 55th.....	EL 5-2070
New Weston, Madison at 50th.....	PL 3-4800
Park Lane, 229 Park at 49th.....	PL 5-4100
Pen & Pencil, 205 E. 45th.....	MU 2-8660
Pierre's, 52 E. 53rd.....	EL 5-4074
Plaza, 5th Ave. & 59th.....	PL 9-3000
Press Box, 130 E. 45th.....	PL 3-3352
Rattazzi, 9 E. 48th.....	PL 3-5852
Roosevelt, Madison at 45th.....	MU 6-9200
Saito, 70 W. 55th.....	JU 2-7809
Stork, 3 E. 53rd.....	PL 3-1940
Swiss Pavilion, 38 E. 50th.....	EL 5-8680
Tomaldo's, 812 3rd Ave. at 50th.....	EL 5-8368
Town & Country, 284 Park at 49th.....	PL 1-0230
Versailles, 151 E. 50th.....	PL 8-0310
Waldorf, Park at 49th.....	EL 5-3000
Weylin, 40 E. 54th.....	PL 3-4907

34th-59th WEST

Blair House, 30 W. 56th.....	JU 6-1417
Cafe Louis XIV, 15 W. 49th.....	CI 6-5800
English Grill, Rockefeller Plaza.....	CI 6-5800
Holland House Taverne, 10 Rockefeller Plaza.....	CI 6-5800
Mama Leone, 239 W. 48th.....	JU 6-5151
Maud Chez Elle, 40 W. 53rd.....	CI 5-3350
Mercurio, 53 W. 53rd.....	JU 6-4370
Neptune's Corner, 1217 6th Ave. at 48th.....	CO 5-4430
Penthouse, 30 Central Park S.....	PL 9-3561
Rose, 109 W. 51st.....	CI 7-9418
Toots Shor, 51 W. 51st.....	PL 3-9000
Twenty-One, 21 W. 52nd.....	EL 5-6500

Air Lines • Railroads

American Airlines, 80 E. 42nd.....	LO 4-2000
Capital Airlines, 80 E. 42nd.....	MU 7-8330
Delta, 80 E. 42nd.....	PL 1-6600
Eastern Airlines, 80 E. 42nd.....	MU 8-8000
National Airlines, 37th St. & 1st Ave.....	OX 7-9000
Northwest Airlines, 537 Fifth at 45th.....	MU 7-6360
TWA, 80 E. 42nd.....	OX 5-6000
United Airlines, 80 E. 42nd.....	MU 2-7300

Baltimore & Ohio RR, 122 E.42nd.....	OX 7-3434
Chesapeake & Ohio RR, 500 Fifth at 42nd.....	CH 4-4910
NY Central System, Grand Central Terminal.....	MU 9-8000
NY New Haven & Hartford RR Co., Grand Central Terminal.....	MU 6-9100
Pennsylvania RR, 33rd St. & Eighth Ave.....	PE 6-6000

News Services

Associated Press, 50 Rock. Plaza at 50th.....	PL 7-1111
CBS News Film, 70 E. 45th.....	PL 1-2345
International News Service, 235 E. 45th.....	MU 7-8800
NANA, 229 W. 43rd.....	CH 4-1690
N.E.A., 461 Eighth at 34th.....	LO 3-5160

Radio Press, 18 E. 50th.....	PL 2-0650
Reuters, 229 W. 43rd.....	BR 9-8558
Telenews, 4 W. 58th.....	PL 9-2929
United Press International, 220 E. 42nd.....	MU 2-0400

Trade Publications

Advertising Age, 480 Lexington at 46th.....	YU 6-5050
Billboard, 1564 Bdway at 47th.....	PL 7-2800
Broadcasting, 444 Madison at 49th.....	PL 5-8354
Mediascope, 420 Lexington at 43rd.....	MU 9-6620
Printers' Ink, 635 Madison at 59th.....	MU 3-6500
Radio-TV Daily, 1501 Bdway at 44th.....	WI 7-6336
Sales Management, 386 Fourth at 29th.....	LE 2-1760
SPONSOR, 40 E. 49th Street.....	MU 8-2772
Standard Rate & Oata Service, 420 Lexington at 43rd.....	MU 9-6620
Television Age, 444 Madison at 49th.....	PL 1-1122
Television Magazine, 422 Madison at 48th.....	PL 3-9944
U. S. Radio, 50 W. 57th.....	CI 5-2170
Variety, 154 W. 46th.....	JU 2-2700

CHICAGO

Networks • Group

American Broadcasting Co., 190 N. State.....	AN 3-0800
Columbia Broadcasting System, 630 N. McClurg Ct.....	WH 4-6000
Crosley Broadcasting Corp., 360 N. Michigan.....	ST 2-6693
Keystone Broadcasting System, 111 W. Washington.....	ST 2-8900
Mutual Broadcasting System, 435 N. Michigan.....	WH 4-5060
National Broadcasting Co., Merchandise Mart Plaza.....	SU 7-8300

Representatives

AM Radio Sales, 400 N. Michigan.....	MO 4-6555
Avery-Knodel, Prudential Plaza.....	WH 4-6869
Hil F. Best, 205 W. Wacker.....	ST 2-5096
John Blair & Co., 520 N. Michigan.....	SU 7-2300
Blair Television Assoc., 333 N. Michigan.....	FR 2-3819
Blair-TV, 520 N. Michigan.....	SU 7-2300
Bogner & Martin, 435 N. Michigan.....	SU 7-6048
Bolling Co., 435 N. Michigan.....	WH 3-2040
Branham Co., 360 N. Michigan.....	CE 6-5726
Broadcast Time Sales, 333 N. Michigan.....	ST 2-1405
Burn-Smith, 307 N. Michigan.....	CE 6-4437
CBS Radio and TV Spot Sales, 630 N. McClurg Ct.....	WH 4-6000
Henry I. Christal, 333 N. Michigan.....	CE 6-6357
Thomas F. Clark, 35 E. Wacker.....	ST 2-1663
Continental Radio Sales, 228 N. LaSalle.....	FR 2-2095
Donald Cooke, 205 W. Wacker.....	ST 2-5096
Oevney, Inc., 185 N. Wabash.....	ST 2-5282
Bob Dore Assoc., 360 N. Michigan.....	FI 6-6828
Robt. E. Eastman & Co., 333 N. Michigan Blvd.....	FI 6-7640
Everett-McKinney, 410 N. Michigan.....	SU 7-9052
Forjoe & Co., 435 N. Michigan.....	DE 7-3504
Gill-Perna, 75 E. Wacker.....	FI 6-9393
W. S. Grant, 75 E. Wacker.....	FI 6-9529
Harrington, Righter & Parsons, 435 N. Michigan.....	WH 4-0510
Headley-Reed Co., 230 N. Michigan.....	FR 2-4686
George P. Hollingbery, 307 N. Michigan.....	OE 2-6060
Hal Holman Co., 64 E. Lake.....	FR 2-0016
George T. Hopewell, 205 W. Wacker.....	ST 2-5096
Bernard Howard & Co., 75 E. Wacker.....	FI 6-9227
H-R Representatives, 35 E. Wacker.....	FI 6-6440



HOT STUFF! Woman fashion editor poses as shoplifter and aids police in capture of professional ring. — The Philadelphia Daily News
ONE OF 39 EXCITING EPISODES!

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CHICAGO

Indie Sales, 205 W. Wacker.....	ST 2-5096
Katz Agency, Prudential Plaza.....	MD 4-7150
Robert S. Keller, 205 W. Wacker.....	ST 2-5096
Jack Masla & Co., 435 N. Michigan.....	SU 7-6048
Oaren F. McGavren Co., 35 E. Wacker.....	FR 2-1370
The Meeker Co., 333 N. Michigan.....	CE 6-1742
National Time Sales, 612 N. Michigan.....	SU 7-8177
NBC Spot Sales, Merchandise Mart.....	SU 7-8300
Richard O'Connell, 55 E. Washington.....	AN 3-6137
John E. Pearson, 333 N. Michigan.....	ST 2-7494
Peters, Griffin, Woodward, Inc., Prudential Plaza.....	FR 2-6373
Edward Petry, 400 N. Michigan.....	WH 4-0011
Radio-TV Reps, 75 E. Wacker.....	FI 6-0982
Rambeau, Vance, Hopple, Inc., 185 N. Wabash.....	AN 3-5566
Paul H. Raymer Co., 435 N. Michigan.....	SU 7-4473
Wm. J. Reilly, 55 E. Washington.....	AN 3-6137
Sears & Ayer, 612 N. Michigan.....	SU 7-8177
Stars National, 205 W. Wacker.....	ST 2-5096
Television Advertising Reps., 400 N. Michigan.....	WH 4-4567
Venard, Rintoul & McConnell, 35 E. Wacker.....	ST 2-5260
Walker-Rawalt Co., 360 N. Michigan.....	AN 3-5771
Grant Webb & Co., 25 E. Washington.....	ST 2-3155
Weed & Co., Prudential Plaza.....	WH 4-3434
Adam Young Prudential Plaza.....	MI 2-6190

Agencies

Aubrey, Finlay, Marley & Hodgson, 230 N. Michigan.....	FI 6-1600
N. W. Ayer & Son, 135 S. LaSalle.....	AN 3-7111
A. N. Baker Advertising Agy., 189 W. Madison.....	FR 2-8895
BBDO, 919 N. Michigan.....	SU 7-9200
Beaumont & Hohman, 6 N. Michigan.....	RA 6-6181
Walter F. Bennett & Co., 20 N. Wacker Dr.....	FR 2-1131
Bozell & Jacobs, 205 N. LaSalle.....	CE 6-0870
Burton Browne, 619 N. Michigan.....	SU 7-7700
Buchen Co., 400 W. Madison.....	RA 6-9305
Burlingame-Grossman, 207 S. Wabash.....	WA 2-3383
Leo Burnett, Prudential Plaza.....	CE 6-5959
Campbell-Ewald, 230 N. Michigan.....	CE 6-1946
Campbell-Mithun, 919 N. Michigan.....	DE 7-7553
Caples Co., 216 E. Ontario.....	SU 7-6016
Henry I. Christal, 333 N. Michigan.....	CE 6-6357
Compton Adv., 141 W. Jackson.....	HA 7-6935
Cunningham & Walsh, 6 N. Michigan.....	AN 3-3138
Dancer-Fitzgerald-Sample, 221 N. LaSalle.....	FI 6-4700
D'Arcy Advertising, Prudential Plaza.....	MI 2-5332
W. B. Doner & Co., 35 E. Wacker.....	AN 3-7800
Doremus, 208 S. LaSalle.....	CE 6-9132
Erwin Wasey, Ruthrauff & Ryan, 360 N. Michigan.....	FI 6-1833
M. M. Fisher Assoc., 79 W. Monroe.....	CE 6-6226
Fensholt Adv. Agy., 360 N. Michigan.....	RA 6-1670
Foote, Cone & Belding, 155 E. Superior.....	SU 7-4800
Albert Frank-Guenther Law, 1 N. LaSalle.....	DE 2-6424
Clinton E. Frank, Merchandise Mart.....	WH 4-5900
Fuller & Smith & Ross, 105 W. Adams.....	AN 3-5039
Phil Gordon Agency, 23 E. Jackson.....	HA 7-2103
Gordon Best Co., 228 N. LaSalle.....	ST 2-5060
Gourfain-Loeff, Inc., 205 W. Wacker Dr.....	AN 3-0889
Grant Adv., 919 N. Michigan.....	SU 7-6500
Grant, Schwenck & Baker, 520 N. Michigan.....	WH 3-1033
Grossfeld & Staff, 22 W. Monroe.....	AN 3-6904
Guenther-Bradford Co., 15 E. Huron.....	SU 7-9474
George H. Hartman Co., 307 N. Michigan.....	AN 3-0130
Henry, Hurst & McDonald, 121 W. Wacker.....	FR 2-9180
H. W. Kastor & Sons Adv., 75 E. Wacker.....	CE 6-5331

Kenyon & Eckhardt, 221 N. LaSalle.....	FI 6-4020
Keyes, Madden & Jones, 919 N. Michigan.....	WH 3-2133
Klau-Van Pietersom-Dunlap, Inc., 520 N. Michigan.....	SU 7-3061
W. E. Long Co., 188 W. Randolph.....	RA 6-4606
Lilienfeld and Company, 121 W. Wacker.....	AN 3-7667
Earle Ludgin, 121 W. Wacker.....	AN 3-1888
MacDonald-Cook, 360 N. Michigan.....	AN 3-1224
MacFarland, Aveyard & Co., 333 N. Michigan.....	RA 6-9360
Malcolm-Howard Adv. Agency, 203 N. Wabash.....	AN 3-0022
Maxon, Inc., 664 N. Rush.....	WH 4-1676
McCann-Erickson, 318 S. Michigan.....	WE 9-3700
McCarty Co., 520 N. Michigan.....	MI 2-0300
The Meeker Co., Inc., 333 N. Michigan.....	CE 6-1742
Arthur Meyerhoff & Co., 410 N. Michigan.....	OE 7-7860
Needham, Louis & Brorby, Prudential Bldg.....	WH 4-3400
North Advtsg. Inc., Merchandise Mart.....	WH 4-5030
Olian & Bronner, 35 E. Wacker.....	ST 2-3381
O'Neil, Larson & McMahon, 427 W. Randolph.....	AN 3-4470
Presba, Fellers & Presba, 360 N. Michigan.....	CE 6-7683
L. W. Ramsey Co., 230 N. Michigan.....	FR 2-8155
Reach, McClinton & Pershall, Prudential Plaza.....	SU 7-9722
Reincke, Meyer & Finn, 520 N. Michigan.....	WH 4-7440
Fletcher D. Richards, Calkins & Holden, Prudential Plaza.....	RA 6-3830
Robertson, Buckley & Gotsch, 108 N. State.....	ST 2-5336
Roche, Rickert & Cleary, Inc., 135 S. LaSalle.....	RA 6-9760
R. Jack Scott, Inc., 814 N. Michigan.....	WH 4-6886
John W. Shaw, 51 E. Superior.....	MO 4-6323
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J. Walter Thompson, 410 N. Michigan.....	MO 4-6700
Tobias, O'Neil & Galley, 520 N. Michigan.....	MI 2-3360
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Geoffrey Wade, 20 N. Wacker.....	FI 6-2100
Waldie & Briggs, 221 N. LaSalle.....	FR 2-8422
Edw. H. Weiss Co., 360 N. Michigan.....	CE 6-7252
Western Adv. Agy., 35 E. Wacker.....	AN 3-2545
Young & Rubicam, 333 N. Michigan.....	FI 6-0750

Advertisers

Admiral Corp., 3800 W. Cortland.....	SP 2-0100
American Dairy Assoc., 20 N. Wacker.....	ST 2-4916
American Hair & Felt, Merchandise Mart.....	SU 7-7252
Armour, Union Stock Yards.....	YA 7-4100
Bauer & Black, 309 W. Jackson.....	WE 9-7100
Beatrice Foods, 120 S. LaSalle.....	VI 2-2700
Bell & Howell, 7100 McCormick Rd.....	AM 2-1600
Borg-Warner, 310 S. Michigan.....	WA 2-7700
Bowman Dairy, 140 W. Ontario.....	SU 7-6800
Bresler Ice Cream Co., 4010 W. Belden.....	CA 7-6700
Helene Curtis Industries, 4401 W. North.....	CA 7-6600
Curtiss Candy, 3638 N. Broadway.....	BI 8-6300
Dad's Root Beer, 2800 N. Talman.....	IN 3-4600
Derby Foods, 3327 W. 47th Pl.....	VI 7-4400
Ekco, 1949 N. Cicero.....	BE 7-6000
Florsheim Shoes, 130 S. Canal.....	FR 2-6666
Greyhound Corp., 5600 W. Jarvis (Niles).....	NI 7-6400
Hoover Co., Merchandise Mart Plaza.....	WH 3-1162
Hotpoint, 5600 W. Taylor.....	MA 6-2000
Household Finance Corp., Prudential Plaza.....	W'I 4-7174
Illinois Bell Tel., 212 W. Washington.....	OF 3-9300
Intl. Harvester, 180 N. Michigan.....	AN 3-4200
Jays Foods, 825 E. 99th.....	IN 8-8400
Kraft Foods, 500 N. Peshtigo Court.....	WH 4-7300
Lanolin Plus, 30 W. Hubbard.....	DE 7-7000
Libby, McNeill & Libby, W. Exch. & S. Packers.....	YA 7-0240
Mars Candy, 2019 N. Oak Park.....	ME 7-3000

DEADLINE!



THESIS FOR MURDER! Brilliant but deranged criminology student nearly gets away with perfect crime! — The Arizona Republic
ONE OF 39 EXCITING EPISODES!

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CHICAGO

Advertisers

Maybelline, 5900 N. Ridge.....	LO	1-1645
Oscar Mayer Co., 1241 N. Sedgwick.....	MI	2-1200
Monarch Finer Foods, 2199 W. River Grove.....	TU	9-5000
Motorola, 5445 W. Augusta.....	SP	2-6500
Mystik Adhesive Products, 2635 N. Kildare.....	SP	2-1600
O' Cedar, 2246 W. 49th.....	LA	3-4700
Orange Crush, 2201 Main, Evanston.....	DA	8-8850
Pabst, 221 N. LaSalle.....	ST	2-7600
Peter Hand Brewery, 1000 W. North.....	MO	4-6300
Pure Oil, 35 E. Wacker.....	ST	2-2100
Purity Bakeries, 4504 S. Sacramento.....	YA	7-8556
Quaker Oats, 345 Merchandise Mart.....	WH	4-0600
Simoniz Co., 2100 S. Indiana.....	DA	6-6700
S.O.S., 7123 W. 65th.....	PO	7-7800
Standard Oil of Ind., 910 S. Michigan.....	HA	7-9200
Stewart-Warner Corp., 1826 Diversey Pkwy.....	LA	5-6000
Sunbeam, 5600 W. Roosevelt Rd.....	ES	8-8000
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Toni, Merchandise Mart.....	WH	4-1800
United Airlines, 5959 S. Cicero.....	PO	7-3300
Wilson & Co., Prudential Plaza.....	WH	4-4600
Wine Corp. of Amer., 3737 S. Sacramento.....	CL	4-6300
Wm. Wrigley, 410 N. Michigan.....	SU	7-2121
Zenith, 6001 W. Dickens.....	BE	7-7500

Film-Tape Commercials

Academy Film Productions, Inc., 123 W. Chestnut.....	MI	2-5877
Gilbert Altschul Productions, 2441 W. Peterson.....	UP	8-2595
Atlas Film Corporation, 1111 S. Blvd., Oak Park.....	AU	7-8620
John Colburn Assoc., Inc., 1122 Central, Wilmette.....	BR	3-2310
Colmes-Werrenrath Prod., Inc., 540 N. Lake Shore.....	MI	2-7470
Cal Dunn Studios, 159 E. Chicago.....	WH	3-2424
Fifcka Films, 12 East Grand.....	SU	7-2251
Filmack Studios, 1327 S. Wabash.....	HA	7-3395
Graphic Pictures, Inc., 33 S. Wacker.....	RA	6-7282
Jam Handy Organization, 230 N. Michigan.....	ST	2-6757
Dallas Jones Productions, 1725 N. Michigan.....	MO	4-5525
Lewis & Martin Films, 1431 N. Wells.....	WH	4-7477
Fred A. Niles Productions, 1058 W. Washington.....	WE	8-4181
Pilot Productions, 1819 Ridge, Evanston.....	DA	8-3700
Producers Film Studio, 540 Lake Shore.....	WH	3-1440
Sarra, Inc., 16 E. Ontario.....	WH	4-5151
Sonic Film Recording, 548 Lake Shore.....	WH	3-1440
Telecine Film Studios, 100 S. Northwest Hgwy.....	TA	3-1418
United Film Recording, 301 E. Erie.....	SU	7-9114
Wilding Picture Productions, 1345 Argyle.....	LO	1-8410

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ABC Films, 360 N. Michigan.....	AN	3-0800
Adver/sonic Productions, Inc., 22 E. Huron.....	MI	2-4842
Agency Recording & Film Service, 20 N. Wacker.....	CE	6-3632
April Productions, 5000 W. Quincy.....	MA	6-4522
CBS Film Sales, 630 N. McClurg Ct.....	WH	4-6000
Alan M. Fishburn, 79 W. Monroe.....	DE	2-0657
Jewell Tv & Radio Productions, 540 N. Michigan.....	MO	4-5757
Herbert S. Laufman & Co., 221 N. LaSalle.....	RA	6-4086
MCA TV Ltd., 430 N. Michigan.....	DE	7-1100
MGM-TV, 360 N. Michigan.....	FI	6-8477
NBC TV Films, Merchanoise Mart.....	MO	4-6565

NTA, Inc., 612 N. Michigan.....	MI	2-5561
Allan Newman Productions, 30 W. Washington.....	CE	6-5005
Ross-McElroy Productions, 154 E. Erie.....	MI	2-9550
UPA, Inc., 360 N. Michigan.....	AN	3-7566
Ziv Television Programs, 520 N. Michigan.....	WH	4-1030
Walter Schwimmer, Inc., 75 E. Wacker.....	FR	2-4392

Misc. Film-Tape Services

Bonded TV Film Service, 1301 S. Wabash.....	WA	2-1629
Modern Teleservice, Inc., 237 E. Ontario.....	DE	7-3761

MISCELLANEOUS INDUSTRY SERVICES

Community Club Services Inc., 360 N. Michigan.....	OE	2-2097
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Music • Radio Services

Agency Recording Studios, 20 N. Wacker.....	CE	6-3632
Bry Kinescope Labs, 3518 W. Devon.....	JU	3-1060
Boulevard Recording Studios, 632 N. Dearborn.....	WH	4-2752
Columbia Transcriptions, 630 N. McClurg St.....	WH	4-6000
Globe Transcriptions, 230 N. Michigan.....	RA	6-0126
Muzak, 5226 W. Grand.....	NA	2-5200
Recording Services, 113 W. Hubbard.....	SU	7-0735
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RCA Recording Studios, 445 N. Lake Shore.....	WH	4-3215
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Music • Radio Services

Telecine Film Studios, 1005 N.W. Hkwy., Park Ridge.....	TA	3-1418
United Film & Recording, 301 E. Erie.....	SU	7-9114
Universal Recording Corp., 46 E. Walton.....	MI	2-6465
Webb Recording Co., 55 W. Wacker.....	FI	6-4183
Welding Picture Productions, 1345 Argyle.....	LO	1-8410
WTTW TV Recording Service, 1761 Museum.....	MU	4-3800

Research • Surveys

Advertising Checking Bureau, 18 S. Michigan.....	ST	2-7874
American Research Bureau, Inc., 435 N. Michigan.....	SU	7-3388
Color Research Inst., 105 W. Adams.....	FR	2-8741
Richard D. Crisp & Assocs., 105 W. Adams.....	ST	2-0253
Market Research Corp. of America, 425 N. Michigan.....	MO	4-4600
A. C. Nielsen Co., 2101 Howard.....	HO	5-4400
Pulse Inc., 435 N. Michigan.....	SU	7-7140
Radio Reports, 1550 E. 53rd.....	HY	3-3215
Social Research, 145 E. Ohio.....	MI	2-2664
TV Bureau of Adv., 400 N. Michigan.....	SU	7-1215

Hotels

Allerton, Mich. at Huron.....	SU	7-4200
Ambassador, State & Goethe.....	SU	7-7200
Bismarck, 171 W. Randolph.....	CE	6-0123
Congress, 520 S. Michigan.....	HA	7-3800
Conrad Hilton, 720 S. Michigan.....	WA	2,4400
Croydon Hotel, 616 N. Rush.....	DE	7-6700
Drade, Lake Shore & Michigan.....	SU	7-2200
Edgewater Beach, 5349 N. Sheridan.....	LO	1-6000
Executive House, 71 E. Wacker.....	FI	6-7100
Knickerbocker, 163 E. Walton.....	WH	3-2000
Lake Shore Drice, 181 E. Lake Shore.....	SU	7-8500
Morrison, 79 W. Madison.....	FR	2-9600



CHAIN REACTION! 14 years after Hiroshima mission, guilt-ridden flyer commits crime against society!

— The Fort Worth Star-Telegram
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Palmer House, State & Monroe.....	RA 6-7500
Pearson, 190 E. Pearson.....	SU 7-8200
Sheraton, 505 N. Michigan.....	WH 4,4100
Sheraton-Blackstone, S. Michigan & E. Balbo.....	HA 7-4300
Sherman, Clark & Randolph.....	FR 2-2100

Adman's Eating Directory

Allgauer's Heidelberg, Randolph at State.....	FI 6-8080
Barney's Market Club Tavern, 741 W. Randolph.....	AN 3-9795
Blackhawk, Randolph at Wabash.....	RA 6-2822
The Buttery, Hotel Ambassador West.....	SU 7-7200
Cafe de Paris, 1260 N. Dearborn.....	WH 4-5620
Chez Paree, 610 N. Fairbanks.....	OE 7-3434
Oon the Beachcomber, 101 E. Walton.....	SU 7-8812
Fritzel's, State & Lake.....	AN 3-7100
Jaques, 900 N. Michigan.....	OE 7-9040
L'Aiglon French Restaurant, 22 E. Ontario.....	DE 7-6070
The Ivanhoe, 3000 N. Clark.....	GR 2-2771
The Kungsholm, 100 E. Ontario.....	WH 4-2700
London House, 360 N. Michigan.....	AN 3-6920
The Pump Room, Hotel Ambassador East.....	SU 7-7200
Red Star Inn, 1528 N. Clark.....	WH 4-9637
Riverside Steak House, 59 E. Wacker.....	FI 6-2666
Stockyards Inn, W. 42nd & S. Halstead.....	YA 7-5580
Wrigley Bldg Restaurant, 410 N. Michigan.....	WH 4-7600
Tony Zale's, 744 N. Rush.....	OE 7-5930

Air Lines • Railroads

American Airlines, 55 E. Monroe.....	FR 2-8000
Capital Airlines, 41 S. State.....	ST 2-3030
Continental Air Lines, 61 E. Monroe.....	AN 3-4277
Eastern Airlines, 120 S. Michigan.....	WH 3-2900
Midway Airport, 6200 S. Cicero.....	PO 7-0500
North Central Airlines, 37 S. Wabash.....	OE 2-7522
Northwest Orient Airlines, 100 S. Michigan.....	RA 6-9562
O'Hare International Airport, Bryn Mawr & Wolf, Franklin Park.....	NA 5-6280
TWA, 37 S. Wabash.....	OE 2-7600
United, 35 E. Monroe.....	RA 6-5500

Baltimore & Ohio, S. Wells & Harrison.....	WA 2-2211
Burlington RR, 101 W. Adams.....	WA 2-2345
Chesapeake & Ohio RR, 327 S. LaSalle.....	HA 7-2855
Illinois Central RR, Central Station.....	WA 2-4811
New York Central System, LaSalle St. Station.....	HA 7-4270
Pennsylvania RR, Union Station.....	FI 6-5200
Santa Fe, 238 S. Michigan.....	HA 7-4900

Trade Publications

Advertising Age, 200 E. Illinois.....	OE 7-1336
Advertising Agency Magazine, 122 S. Michigan.....	HA 7-7272
Broadcasting, 360 N. Michigan.....	CE 6-4115
McKittrick Director, 185 N. Wabash.....	ST 2-8911
Media Scope, 1740 Ridge, Evanston.....	HO 5-2400
Printer's Ink, 360 N. Michigan.....	AN 3-1750
Sales Management, 333 N. Michigan.....	ST 2-1266
Sponsor, 612 N. Michigan.....	SU 7-9863
Radio-TV Daily, 54 W. Randolph.....	OE 2-6757
Standard Rate & Data, 1740 Ridge, Evanston.....	HO 5-2400
TV Guide, 230 N. Michigan.....	RA 6-9470
U. S. Radio, 161 E. Grand.....	WH 3-3686
Variety, 612 N. Michigan.....	OE 7-4984

DETROIT

Networks

American Broadcasting Co., 1700 Mutual Building.....	WO 3-8321
Columbia Broadcasting System, Fisher Bldg.....	TR 2-5500
Crosley Broadcasting, Penobscot Bldg.....	WO 1-1610
Keystone Broadcasting System, 612 Penobscot Bldg.....	WO 2-4505
National Broadcasting Co., 622 LaFayette.....	WO 2-2000

Representatives

ABC Spot Sales, Mutual Bldg.....	WO 3-8321
AM Radio Sales, 2161 Penobscot Bldg.....	WO 5-2420
Avery-Knodel, Inc., 1446 National Bank Bldg.....	WO 1-9607
Best, Hil F., 1009 Park Ave. Bldg.....	WO 2-7298
John Blair, 617 Book Bldg.....	WO 1-6030
Blair Television Assoc, Inc., 617 Book Bldg.....	WO 1-6030-31-32
Blair-TV, 617 Book Bldg.....	WO 1-6030-31-32
The Branham Co., 235 General Motors Bldg.....	TR 1-0440
Broadcast Time Sales, Penobscot Bldg.....	WO 5-7618
CBS Spot Sales, 902 Fisher Bldg.....	TR 2-5500
Christal, Henry I. Co., 2107 Book Bldg.....	WO 3-2365
Gill-Perna Inc., 2915 Book Bldg.....	WO 2-7022
Hollingbery, George P., Co., 1967 Guardian Bldg.....	WO 1-3555
H-R Representatives Inc., 1065 Penobscot Bldg.....	WO 1-4148
The Katz Agency, Inc., 3166 Penobscot Bldg.....	WO 3-8420
Oaren F. McGavren, 2338 Oime Bldg.....	WO 1-1675
Michigan Spot Sales, 15001 Michigan.....	TI 6-2362
NBC Spot Sales, 1165 Penobscot Bldg.....	WO 1-1610
Perry, John H. Assoc. 268 General Motors Bldg.....	TR 5-1803
Peters, Griffin, Woodward, Inc., 3470 Penobscot Bldg.....	WO 1-4255
Petry, Edward & Co., Inc., 645 Griswold Street.....	WO 3-0125
Raymer, Paul H., Co., Inc., 2949 Penobscot Bldg.....	WO 3-0764
TV Advertising Reps., 2161 Penobscot Bldg.....	WO 5-6450
Webb, Grant & Co., 1302 Cadillac Tower.....	WO 1-8290
Weed & Company, 1610 Book Bldg.....	WO 1-2685

Agencies

Atherton, Frank W., 312 Fox Bldg.....	WO 2-8407
Bartlett, Burke, Co., 2608 N. Woodward, Royal Oak.....	LI 9-2455
BBDO, 1800 Penobscot Bldg.....	WO 5-0620
Brooke, Smith, French & Dorrance, Inc. 8469 E. Jefferson Ave.....	VA 2-9700
Brother, D. P. & Co., 4th Fl. General Motors Bldg.....	TR 2-8250
Burnett, Leo Co., Inc., 2648 Buhl Bldg.....	WO 1-5959
Campbell-Ewald Co., 4th Fl. General Motors Bldg.....	TR 2-6200
Clark & Roberts, Inc., Fox Bldg.....	WO 1-5500
O'Arcy Advertising Co., 745 Penobscot Bldg.....	WO 1-7881
Oenman & Baker, Inc., 1012 Buhl Bldg.....	WO 5-1474
Ooner, W. B. & Co., 505 Washington Blvd. Bldg.....	WO 5-7400
Foote, Cone & Belding, 1060 National Bank Bldg.....	WO 3-9770
Geyer, Morey, Madden & Ballard, Inc., 14250 Plymouth Rd.....	WE 3-5520
Grant Advertising, Inc., 2900 Guardian Bldg.....	WO 3-9400
Kenyon & Eckhardt, Inc., 1500 Penobscot Bldg.....	WO 5-0300
Kudner Agency, Inc., 707 New Center Bldg.....	TR 5-5315
Luckoff & Wayburn, Inc., 320 W. Lafayette.....	WO 2-0707
MacManus, John & Adams, Inc., Woodward & Long Lake Rd.....	Midwest 6-1000
Maxon, Inc., 2761 E. Jefferson Ave.....	LO 7-5710
McCann-Erickson, Inc., 3500 Penobscot Bldg.....	WO 5-7550
Meldrum & Fewsmith, Inc., 1100 N. Woodward, Birmingham.....	Midwest 6-4000
Roy, Ross, Inc., 2751 E. Jefferson Ave.....	LO 7-3900
Simons-Michelson Co., 11th Fl. Lafayette Bldg.....	WO 3-3000

DEADLINE!



JAIL BREAK! Not a shot was fired as three men stage a fantastic escape from a maximum security prison! — The Houston Press

ONE OF 39 EXCITING EPISODES!

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DETROIT

Agencies

Stout, Charles R., 1028 Penobscot Bldg.....	WO	2-7074
Thompson, J. Walter Co., 2130 Buhl Bldg.....	WO	2-8890
Young & Rubicam, Inc., 1600 Penobscot Bldg.....	WO	1-0067
Zimmer, Keller & Calvert, Inc., 28 W. Adams.....	WO	1-9151

Music • Radio Services

MUZAK, 15401 W. Ten Mile Rd.....	JO	4-5835
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Hotels

Barlum, Cadillac Square & Bates.....	WO	2-5900
Oearborn Inn, 20301 Oakwood.....	LO	5-3000
Detroit-Leland, Cass Avenue at Bagley.....	WO	2-2300
Fort Shelby, 525 West LaFayette.....	WO	3-7100
Park Shelton, 15 E. Kirby.....	TR	5-9500
Pick-Forte Shelby, 525 W. LaFayette.....	WO	3-7100
Sheraton- Cadillac, Washington Blvd. & Michigan.....	WO	1-8000
Statler, Washington Blvd. & Park.....	WO	3-6000
Tuller, Adams & Park.....	WO	3-5200
Whittier, 415 Burns Drive.....	CA	2-9000
Wolverine, Witherell & Elizabeth.....	WO	3-9000

Adman's Eating Directory

Cregar's Pickwick House, Inc., 19335 Grand River.....	KE	1-1810
London Chop House, 153 West Congress.....	WO	2-0278
Pontchartrain Wine Cellars, 234 West Larned.....	WO	3-1785
Yeamans, 516 Howard.....	WO	2-8981

Air Lines • Railroads

American Airlines.....	WO	5-1000
Capital, 1203 Washington Blvd.....	WO	3-8900
Delta, 1205 Washington Blvd.....	WO	5-3000
Eastern.....	WO	5-8200
Mohawk Airlines.....	WO	2-4800
North Central.....	WO	2-8090
Northwest, 1235 Washington Blvd.....	WO	3-3500
Pan American World Airways System.....	WO	3-0800
Tarns-American Airlines.....	WO	5-3456
Trans-Canada Air Lines.....	WO	3-4444
TWA.....	WO	2-8650
United.....	WO	5-5500

Baltimore & Ohio, Michigan & 15th St.....	WO	2-9515
Canadian Pacific Railway.....	WO	5-7070
Chesapeake & Ohio, 312-15 Fort St. Station.....	WO	2-3885
New York Central.....	WO	5-7070
Pennsylvania.....	WO	2-3885

LOS ANGELES

Networks

American Broadcasting Company, 4151 Prospect.....	NO	3-3311
Columbia Broadcasting System (tv), 7800 Beverly.....	OL	1-2345

LOS ANGELES

Columbia Broadcasting System (radio) (also CPRN)

6121 Sunset.....	HO	9-1212
Columbia Pacific Television Network, 1313 Vine.....	OL	1-2345
Crosley Broadcasting Corp., 6381 Hollywood Blvd.....	HO	2-2351
Oon Lee Broadcasting System, 1313 Vine.....	HO	2-2133
Mutual Broadcasting System, 1313 Vine.....	HO	2-1333
National Broadcasting Company 3000 W. Alameda (Burbank).....	TH	5-7000

Representatives

AM Radio Sales, 5939 Sunset.....	HO	5-0695
Avery-Knodel, 3325 Wilshire.....	OU	5-6394
B-N-B Time Sales, 633 S. Westmoreland.....	OU	5-8309
Walter Biddick, 1046 S. Olive.....	RI	9-8800
John Blair, 3460 Wilshire.....	OU	1-3811
Blair TV, 3460 Wilshire.....	OU	1-3811
Bolling, 204 S. Beverly Dr. (Bev. Hills).....	BR	2-0543
Branham, 6399 Wilshire.....	OL	3-6363
Broadcast Time Sales, 1540 N. Highland.....	HO	5-1755
Burn-Smith, 672 S. Lafayette Park Pl.....	OU	2-3200
CBS Radio Spot Sales, 6121 Sunset (Columbia Square).....	HO	9-1212
CBS TV Spot Sales, 1313 N. Vine.....	OL	1-2345
Donald Cooke, 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Oevney, 612 S. Serrano.....	OU	4-7352
Bob Dore Associates, 5880 Hollywood Blvd.....	HO	2-1133
Robt. E. Eastman & Co., Inc., 1680 N. Vine.....	HO	4-7276
Everett-McKinney, 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Forjoe, Forjoe-TV, 451 N. La Cienega (L.A.).....	OL	5-7755
Gill-Perna, 730 S. Western.....	OU	7-4388
W. S. Grant, 6606 Selma.....	HO	3-7194
Headley-Reed, 1680 Vine.....	HO	4-8248
George P. Hollingsbery, 3325 Wilshire.....	OU	5-2071
Hal Holman, 6381 Hollywood.....	HO	2-2351
Bernard Howard & Co., Inc., 6381 Hollywood Blvd.....	HO	2-2351
H-R Repts, 6253 Hollywood.....	HO	2-6453
Intercontinental Services Ltd., 6331 Hollywood.....	HO	2-2289
The Katz Agency, 3325 Wilshire.....	OU	5-6284
J. A. Lucas, 1350 N. Highland.....	HO	2-1460
Oaren F. McGavren 1741 Ivar.....	HO	4-6146
Robert Meeker, 6362 Hollywood Blvd.....	HO	2-6501
Tracy Moore & Assoc., 6381 Hollywood.....	HO	2-2351
National Time Sales, 672 S. Lafayette Park Pl.....	DU	2-3200
NBC Spot Sales, Sunset & Vine.....	TH	5-7000
Harlan G. Oakes, 672 S. Lafayette Park Pl.....	OU	2-3200
Lee F. O'Connell, 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Richard O'Connell, 6381 Hollywood.....	HO	2-2351
Pan-American Broadcasting, 672 S. Lafayette Park Pl.....	OU	2-3200
John E. Pearson, 3242 W. 8th.....	OU	5-5084
John H. Perry, 5800 Hollywood.....	HO	2-1133
Peters, Griffin, Woodward, 1750 Vine.....	HO	9-1688
Edward Petry, 3424 Wilshire Blvd.....	DU	8-1143
Radio-TV Repts., 111 N. La Cienega (Bev. Hills).....	OL	2-1313
Rambeau, Vance & Hopper, 1350 N. Highland.....	HO	4-6017
Paul H. Raymer, 1680 Vine.....	HO	2-2376
Stars National, 6381 Hollywood.....	HO	2-2351
Television Advertising Representatives, 1717 Highland.....	HO	6-1144
Venard, Rintout & McConnell, 1901 W. 8th.....	OU	8-4551
Walker, 672 S. Lafayette Park Pl.....	OU	2-3200
Grant Webb Co., 1350 No. Highland.....	HO	2-1460
Weed, 6331 Hollywood Blvd.....	HO	2-6676
Adam Young, 6331 Hollywood Blvd.....	HO	2-2289
Young Television Corp., 6331 Hollywood Blvd.....	HO	2-2289
Young Canadian Repts, 6331 Hollywood Blvd.....	HO	2-2289

STATE SCANDAL! Illinois State Auditor is proven guilty of fraud and embezzlement!
— The Chicago Daily News
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Agencies

Advertising Agencies, Inc., 12412 Ventura Blvd.....	ST	7-9941
R. H. Alber Co., 439 N. Larchmont.....	HO	9-8273
Robert F. Anderson Co., 6363 Wilshire Blvd.....	OL	3-8120
Anderson-McConnell, 922 No. Vine.....	HO	3-4154
Arkwright Advertising, 1717 N. Highland Ave.....	HO	4-3129
Atherton, Mogge, Privett, 8467 Beverly.....	OL	3-2246
N. W. Ayer & Son, 1680 Vine.....	HO	3-4871
Barnes Chase Co., 3450 Wilshire.....	OU	4-1193
Ted Bates, 1750 Vine.....	HO	9-2161
8800, 6363 Wilshire.....	WE	7-1234
1680 Vine.....	HO	2-6723
Beckman-Koblitz, 915 N. La Cienega.....	OL	5-7850
Benton & Bowles, 6253 Hollywood.....	HO	4-9151
Bozell & Jacobs, Inc., 340 N. Rodeo Dr.....	BR	2-2081
Brooke, Smith, French & Dorrance, 1741 Ivar.....	HO	9-2911
Burke Oowlang Adams, 3440 Wilshire.....	OU	8-9335
Leo Burnett Co., 1680 Vine.....	HO	4-7374
Campbell-Ewald, 3460 Wilshire.....	OU	9-1334
1750 Vine.....	HO	9-2931
Campbell-Mithun, 1680 Vine.....	HO	2-0715
Caples, 301 S. Kingsley Dr.....	DU	7-4255
Carson-Roberts, Inc., 8811 Alden Drive.....	BR	2-8366
Cole, Fischer, Rogow, Inc., 9033 Wilshire.....	CR	5-0135
Compton, 6505 Wilshire.....	OL	3-0100
Cunningham & Walsh, 8721 Sunset.....	OL	2-5690
Dancer-Fitzgerald-Sample, 1680 Vine.....	HO	2-3256
O'Arcy, 3540 Wilshire.....	OU	5-3171
Davis, Johnson, Anderson & Colombatto, Inc. 2301 W. 3rd St.....	OU	8-2111
Oonahue & Coe, 3245 Wilshire.....	OU	1-2221
Douglas Adv. Agency, 7461 Beverly Bldg.....	WE	6-6184
Ooyle Oane Bernbach, Inc., 6399 Wilshire.....	WE	8-3781
Oreyfus & Gardner, 511 N. La Cienega Blvd.....	OL	5-8255
Eisaman-Johns Advertising, 1680 N. Vine.....	HO	4-7265
Erwin Wasey, Ruthrauff & Ryan, 5045 Wilshire.....	WE	1-1211
William Esty, 6331 Hollywood.....	HO	2-6301
Foote, Cone & Belding, 900 Wilshire.....	MA	9-3611
Fuller & Smith & Ross, 8350 Wilshire (Bev. Hills).....	OL	3-0240
Gerth, Brown, Clark & Elkus of LA, 8241 Wilshire.....	OL	3-2320
Glenn Advertising, Inc., 6399 Wilshire.....	WE	3-9369
Grant, 1680 Vine.....	HO	1-9231
Grey, 1750 Vine.....	HO	4-7347
Guild, Bascom & Bonfigli, 1750 Vine.....	HO	9-8217
Harrington, Richards & Morgan, 6233 Hollywood.....	HO	3-4194
Heintz & Co., 611 Wilshire.....	MA	9-3181
Hixson & Jorgensen, 3540 Wilshire.....	OU	8-3121
Honig, Cooper & Miner, 340 S. Kingsley Dr.....	OU	8-3301
Kenyon & Eckhardt, 6253 Hollywood.....	HO	3-2101
Keyes, Madden & Jones, 1680 Vine.....	HO	9-3974
Killingsworth-Moreland Advertising 3723 Wilshire.....	DU	2-7354
Kudner, 3325 Wilshire.....	OU	2-1127
C. J. LaRoche, 6269 Selma.....	HO	9-3656
Lennen & Newell, 9033 Wilshire Blvd.....	CR	1-7221
MacManus, John & Adams, 6399 Wilshire.....	WE	3-5881
McCann-Erickson, 3325 Wilshire.....	OU	5-3301
The McCarty Co., 3576 Wilshire.....	OU	5-4011
Walter McCreery Co., 256 S. La Cienega (Bev. Hills).....	OL	2-4480
Arthur Meyerhoff & Co., 8467 Beverly.....	OL	3-1633
Needham, Louis & Brorby, 9100 Sunset.....	CR	6-2073
North Adv. Inc., 8701 Wilshire (Bev. Hills).....	OL	2-3770
Reach, McClinton & Co., Inc., 6434 Wilshire.....	OL	3-9610
Fletcher O. Richards, Calkins & Holden, 6233 Hollywood Blvd.....	HO	3-4194
Robinson, Jensen, Fenwick & Haynes, 1111 Wilshire.....	HU	2-2050
Roche, Eckhoff & Lee, 8721 Beverly.....	OL	5-7670
Ross, Reisman, Naidich, Inc., 7805 Sunset.....	HO	2-3378

M. 8. Scott & Assoc., 8350 Wilshire.....	OL	3-5330
Stebbins & Cochran Adv., 3142 Wilshire.....	OU	8-8131
Barton A. Stebbins, 3142 Wilshire.....	OU	8-8131
Hal Stebbins, Inc., 714 W. Olympic.....	RI	9-5317
SSC&S, 6253 Hollywood.....	HO	4-2119
Stromberger, LaVene & McKenzie, 3325 Wilshire.....	OU	5-2211
Tatham-Laird, 1680 Vine.....	HO	1-9228
J. Walter Thompson, 6505 Wilshire.....	OL	3-0300
Tilds & Cantz, 8833 Sunset.....	OL	5-9270
The Tullis Co., 6000 Sunset.....	HO	2-6333
Van der Boom, Hunt, McNaughton, Inc. 672 S. Lafayette Park Pl.....	OU	2-6203
Geoffrey Wade Advtg., 6381 Hollywood.....	HO	4-7457
Tom Westwood Adv., 105 E. Lexington, Glendale.....	CH	5-5051
Young & Rubicam, 611 Wilshire.....	MA	6-7641
6253 Hollywood.....	HO	9-2731

Advertisers

Adolph's, Ltd., 1800 W. Magnolia (Burbank).....	VI	9-1421
Albers Milling Co., 5045 Wilshire.....	WE	1-1911
Bekins Van & Storage, 1335 S. Figueroa.....	RI	9-4141
Birley's, 1127 N. Mansfield.....	HO	9-2234
Boyle-Midway, 4820 E. 50th (Vernon).....	LU	8-9124
Capitol Records, 1750 Vine.....	HO	2-6252
Carnation Co., 5045 Wilshire.....	WE	1-1911
Catalina, Inc., 443 So. San Pedro.....	MA	4-8231
Coast Fisheries, 545 S. Fries (Wilmington).....	NE	6-2132
Max Factor, 1655 N. McCadden Pl.....	HO	2-6131
Farmers Insurance Group, 4680 Wilshire.....	WE	1-1961
General Petroleum, 612 S. Flower.....	MA	6-5711
Hunt Foods, 1740 W. Commonwealth (Fullerton).....	TR	1-2100
Lyon Van & Storage, 1950 S. Vermont.....	RE	1-3131
Louis Milani Foods, 12312 W. Olympic.....	8R	2-8521
Mission Pak, 125 E. 33rd.....	AO	2-5194
Pennzoil Co. of Calif., 1630 W. Olympic.....	OU	5-0311
Purex, 9300 Rayo (Southgate).....	LO	4-1841
Reddi-Wip, 8025 Melrose.....	OL	3-2260
Rexall Drug Co., 8480 Beverly.....	OL	3-1300
Richfield Oil Corp., 555 S. Flower.....	MA	9-4111
Santa Fe Wine, 2200 S. Saybrook.....	RA	3-9792
Shell Oil Co. of Calif., 1008 W. 6th.....	MA	5-7341
Signal Oil Co., 3160 W. 6th.....	OU	5-0341
Sleep-Eze Co., 1067 E. Anaheim (Long Beach).....	HE	7-2585
Squirt Co., 4610 Van Nuys (Van Nuys).....	ST	9-8121
Star-Kist Foods, 580 Tuna (Terminal Island).....	TE	3-2411
Sunkist Growers, 707 W. 5th.....	MA	8-7211
Trewax Co., 5631 S. Centinela (Culver City).....	TE	0-6719
Union Oil Co. of California, 461 S. Boylston.....	HU	2-7600
U. S. Borax & Chemical Corp., 630 Shatto Pl.....	DU	7-5151
Van Camp Sea Food Co., 772 Tuna (Terminal Island).....	TE	3-4411

Film-Tape Commercials

Academy Films, 800 N. Seward.....	HO	2-0741
All-Scope Pictures, 1417 N. Western.....	HO	2-6231
Animation, Inc., 736 N. Seward.....	HO	4-1117
Cascade Pictures of Calif., 1027 N. Seward.....	HO	2-6481
Bing Crosby Enterprises, 9028 Sunset.....	CR	1-1171
Desilu, 780 N. Gower.....	HO	9-5911
Jerry Fairbanks Prodns., 1330 N. Vine.....	HO	2-1101
Filmcraft Prodns., 8451 Melrose.....	OL	3-2430
Filmcraft Prodns., 650 N. Bronson.....	HO	2-7141
Gross-Krasne, Inc., 5420 Melrose.....	HO	7-5151
Guild Films, 8255 Sunset.....	OL	6-3770
Jam Handy, 1402 N. Ridgewood Pl.....	HO	3-2321



WETBACK! Reporter posing as Mexican wet-back faces death! — The San Diego Union
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LOS ANGELES

Film-Tape Commercials

Harris-Tuchman Prodns., 751 N. Highland.....	WE 6-7189
MGM-TV, 10202 Washington (Culver City).....	TE 0-3311
National Screen Service Corp., 7026 Santa Monica.....	HO 5-3136
Playhouse Pictures, 1401 N. La Brea.....	HO 5-2193
Polaris Pictures, Inc., 745 N. Highland.....	WE 8-5898
Quartet Films, Inc., 5631 Hollywood.....	HO 4-9225
Roland Reed Prodns., 650 N. Bronson.....	HO 2-7141
Hal Roach Studios, 8822 Washington.....	TE 0-3361
Screen Gems, 1334 N. Beachwood.....	HO 2-3111
Swift-Chaplin, 1136 N. Highland.....	HO 2-0761
TV Spots, Inc., 1037 N. Cole.....	HO 5-5171
Universal-International, Universal City (No. Hywd.).....	ST 7-1211
UPA Pictures, 4440 Lakeside Dr. (Burbank).....	TH 2-7171
Warner Bros., 4000 Warner Blvd. (Burbank).....	HO 9-1251
Wilding Pictures Prodns., 5981 Venice.....	WE 8-0183

TV Film-Tape Program Sources

ABC Film Syndication, 1539 Vine.....	NO 3-3311
Animation, Inc., 736 N. Seward.....	HO 4-1117
George Bagnall, 8827 Olympic (Bev. Hills).....	OL 2-8050
Cavalcade TV Programs, 7904 Santa Monica.....	OL 4-4144
CBS-TV Film Sales, 1313 Vine.....	OL 1-2345
Coronet Films, 3410 S. La Cienega.....	WE 6-6171
Oesilu, 780 N. Gower.....	HO 9-5911
Guild Films, 8255 Sunset.....	OL 6-3770
Hollywood TV Service, 4020 Carpenter (N. Hwd.).....	PO 3-8411
Independent Television Corp., 5420 Melrose.....	HO 2-6525
MCA-TV, 9370 Santa Monica (Bev. Hills).....	CR 4-7711
MGM-TV, 10202 Washington (Culver City).....	TE 0-3311
National Telefilm Assoc., 8721 Sunset.....	OL 2-7222
NBC-TV Film Division, Sunset & Vine.....	TH 5-7000
Fred A. Niles, 5539 Sunset.....	HO 3-8154
Roy Rogers Syndication, 357 N. Canon (Bev. Hills).....	BR 2-8738
Screen Gems, 1334 N. Beechwood Dr.....	HO 2-3111
Trans-Lux TV Corp., 1966 S. Vermont.....	RE 1-2309
Twentieth Century Fox TV, 10201 W. Pico.....	CR 6-2211
United Artists Associated, 9110 Sunset.....	CR 6-5886
United Press Movietone, 6520 Selma.....	HO 2-0706
U P A, 4440 Lakeside Dr. (Burbank).....	TH 2-7171
Warner Bros., Burbank.....	HO 9-1251
Ziv TV Programs, 7324 Santa Monica.....	OL 4-2800

Misc. Film-Tape Services

Bonded TV Film Service, 8290 Santa Monica.....	OL 4-7575
Consolidated Film Industries, 959 Seward.....	HO 9-1441
Modern Teleservice, Inc., 7031 Melrose.....	WE 3-5674
Peerless Film Processing Corp., 959 Seward.....	HO 4-7156
S.O.S. Cinema Supply Corp., 6331 Hollywood.....	HO 7-2124
General Film Lab, 1546 Argyle.....	HO 2-6171

Music • Radio Services

ASCAP, 3440 Wilshire.....	OU 2-1381
Associated Program Service, 315 W. 9th.....	MA 2-0201
BMI, 1549 North Vine.....	HO 4-7447
Capitol Records, 1750 Vine.....	HO 2-6252
Columbia Records, 8723 Aiden Dr.....	OL 5-6733

Muzak, 6906 Santa Monica.....	HO 5-7177
RCA Recorded Program Serv., 1016 N. Sycamore.....	OL 4-1660
World Broadcasting System, 7324 Santa Monica.....	OL 4-2800

Research • Surveys

American Research Bureau, 6223 Selma.....	HO 9-1683
J. H. Coffin & Co., 9157 Las Tunas Dr. (Temple City).....	CU 3-5912
Facts, Consolidated, 8461 Melrose.....	OL 3-3114
C. E. Hooper, 6223 Selma.....	HO 9-1683
PAIR, Inc., 9615 Brighton Way (Beverly Hills).....	CR 5-1010
Pulse Inc., 6399 Wilshire.....	OL 3-7733
Telecensus, 3259 Wilshire.....	OU 8-2201

Hotels

HOLLYWOOD

Hollywood Knickerbocker, 1714 Ivar.....	HO 5-3171
Hollywood Plaza, 1637 Vine.....	HO 5-1131
Hollywood Roosevelt, 7000 Hollywood.....	HO 9-2442

BEVERLY HILLS

Bel-Air, 701 Stone Canyon Road.....	GR 2-1211
Beverly Hills Hotel, 9641 Sunset.....	CR 6-2251
Beverly Hilton, 9876 Wilshire.....	CR 4-7777
Beverly Wilshire, 9514 Wilshire.....	CR 5-4282

WILSHIRE

Ambassador, 3400 Wilshire.....	OU 7-7011
Sheraton-Town House, 2961 Wilshire.....	OU 2-7171

DOWNTOWN

Biltmore, 515 S. Olive.....	MA 4-1011
Statler, 930 Wilshire.....	MA 9-4321

Adman's Eating Directory

HOLLYWOOD AREA

Brown Derby, 1628 Vine.....	HO 9-5151
Brown Derby, 4500 Los Feliz.....	NO 4-2913
Gourmet Hollywood, 6530 Sunset.....	HO 3-6462
Mike Lyman's, 1623 Vine.....	HO 3-3191
Nickodell Argyle, 1600 Argyle.....	HO 7-3557

LA CIENEGA (RESTAURANT ROW)

Bantam Cock, 643 N. La Cienega.....	OL 2-0323
Beefeater Inn, 170 N. La Cienega.....	OL 2-2888
Captain's Table, 301 S. La Cienega.....	OL 5-7555
Red Snapper, 826 N. La Cienega.....	OL 2-1480
Smith Bros. Fish Shanty, 8500 Burton Way.....	BR 2-4241

SUNSET STRIP

Bit of Sweden, 9051 Sunset.....	BR 2-2800
Cock'n Bull, 9170 Sunset.....	BR 2-1397
Imperial Gardens Sukiyaki, 8225 Sunset.....	OL 6-1750
La Rue, 8631 Sunset.....	OL 5-6356
Scandia, 9040 Sunset.....	CR 5-4579

WILSHIRE AREA

Biarney Castle, 623 S. Western.....	OU 7-7524
The Cove, 3191 W. 7th.....	OU 8-6323
Oales, 3401 Wilshire.....	OU 1-3097
Secret Harbor, 3357 Wilshire.....	OU 2-7311



FACE OF A THIEF! Battle of wits between a newspaperman and a brilliant detective proves a man's innocence. — Sharon Herald
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DOWNTOWN

Bull 'n Bush, 3450 W. 6th.....	DU 5-4271
Cap'n Quill (cocktails), 807 W. 7th.....	MA 3-3589

VALLEY

King's Arms, 4323 Riverside Dr. (Burbank).....	TH 5-2664
Smoke House, 4420 Lakeside Dr. (Burbank).....	VI 9-3641
Tail o' the Cock, 12950 Ventura.....	ST 7-1914

BEVERLY HILLS

Chasen's, 9039 Beverly.....	CR 1-2168
Frascati Rotisserie, 9501 Wilshire.....	CR 5-9702
Romanoff's, 140 S. Rodeo Dr.....	CR 4-2105

Air Lines • Railroads

American Airlines, 521 W. 6th.....	MA 6-3811
Continental Airlines, 6th & Grand.....	MA 6-2311
Delta, 530 W. 6th.....	MA 7-9669
Northwest Orient Airlines, 512 W. 6th.....	MA 7-0744
Pan American, 609 S. Grand.....	MA 6-8484
TWA, 620 W. 6th.....	MA 4-8141
United Airlines, 6th & Olive.....	HU 2-2000
Western Airlines, 844 S. Flower.....	MA 6-4242

Santa Fe Railway, 121 E. 6th.....	MA 8-0111
Southern Pacific, 610 S. Main.....	MA 4-6161
Union Pacific RR, Union Station.....	MA 7-9211

SAN FRANCISCO

Networks

American Broadcasting Co., 227 Golden Gate Ave.....	UN 3-0077
Columbia Broadcasting System, Sheraton-Palace.....	YU 2-7000
Crosley Broadcasting Corp., 260 Kearney St.....	EX 2-6444
Don Lee Broadcasting System, 415 Bush.....	YU 2-9200
Keystone Broadcasting System, 57 Post.....	SU 1-7440
Mutual Broadcasting System, 415 Bush.....	YU 2-9200
National Broadcasting Co., 420 Taylor.....	GR 4-8700

Representatives

AM Radio Sales, 950 California.....	GA 1-0716
Avery-Knodel, 235 Montgomery.....	YU 2-2053
William A. Ayers, 233 Sansome.....	YU 6-2981
B-N-B Time Sales, 900 Third St.....	
John Blair, 155 Sansome.....	DO 2-3188
Blair Television Assoc., 155 Sansome.....	YU 2-7068
Blair TV, 155 Sansome.....	YU 2-7068
Bolling, 5-3rd.....	GA 1-6740
Branham, 703 Market.....	YU 2-1582
Broadcast Times Sales, 681 Market.....	SU 1-8656
Burn-Smith, 260 Kearny.....	EX 7-4827
CBS Radio Spot Sales, Sheraton-Palace.....	YU 2-7000
CBS TV Spot Sales, Sheraton-Palace.....	YU 2-7000
Henry I. Christal, Russ Bldg.....	YU 2-1204
Donald Cooke, 166 Geary.....	YU 6-0621
Frank T. Crennan, 2440 Larkin.....	PR 5-2725
Devney, 233 Sansome.....	YU 6-2981
Bob Dore Assoc., 233 Sansome.....	YU 6-2981
Robt. E. Eastman & Co. Inc., 1043 Russ Bldg.....	YU 2-9760
Forjoe, 593 Market.....	SU 1-7569
Gilt-Perna, 57 Post.....	SU 1-5568
Harrington, Righter & Parsons, 235 Montgomery.....	SU 1-4125

SAN FRANCISCO

Headley-Reed, 110 Sutter.....	YU 2-4912
George P. Hollingbery, 417 Montgomery.....	DO 2-2541
Bernard Howard & Co., Inc., 260 Kearney.....	EX 2-6444
H-R Reps, 155 Montgomery.....	YU 2-5837
The Katz Agency, Russ Bldg.....	DO 2-7628
Jack Masla Co. Inc., 110 Sutter.....	GA 1-6936
McClatchy Broadcasting Co., Russ Bldg.....	DO 2-8909
Daren F. McGavren, 110 Sutter.....	YU 6-4112
Robert Meeker Co., Russ Bldg.....	YU 6-4940
Tracy Moore & Assoc., 260 Kearney.....	EX 2-6444
National Time Sales, 235 Montgomery.....	YU 6-5819
NBC Spot Sales, 420 Taylor.....	GR 4-8700
Harlan G. Oakes, 260 Kearney.....	EX 7-4827
Lee F. O'Connell, 166 Geary.....	YU 6-0621
Richard O'Connell, Monadnock Bldg.....	EX 2-6444
John F. Pearson, 58 Sutter.....	DO 2-7159
Peters, Griffin, Woodward, Russ Bldg.....	YU 2-9188
Edward Petry, Russ Bldg.....	YU 2-3631
Radio-TV Reps, 166 Geary.....	YU 6-0621
Rambeau, Vance & Hopple, Inc., Merch. Exch. Bldg.....	EX 2-4073
Paul H. Raymer, Russ Bldg.....	DO 2-8909
Sears & Ayers, 703 Market.....	EX 2-7247
Stars National, 260 Kearney.....	EX 2-6444
Television Advertising Reps., 2655 Van Ness.....	PR 6-9494
Venard, Rintoul & McConnell, 85 Post.....	GA 1-7950
Walker, 260 Kearney.....	EX 7-4827
Grant Webb, 605 Market.....	EX 7-4827
Weed, 625 Market.....	EX 7-0535
Adam Young, Russ Bldg.....	YU 6-6769
Young Television Corp., Russ Bldg.....	YU 6-6769

Agencies

Ad Fried, 160 Santa Clara (Oakland).....	OL 4-3773
Albert Frank-Guenther Law, 425 Bush.....	YU 6-4641
Ayer, N. W. & Son, Russ Bldg.....	SU 1-2534
Barnes-Chase, 700 Montgomery.....	EX 7-0477
BBDO, 120 Montgomery.....	EX 7-1122
Beaumont & Hohman, 1299 Bush.....	GR 4-8446
Boland Associates, 755 Sansome.....	YU 2-2960
Botsford, Constantine & Gardner, 625 Market.....	EX 2-7565
Campbell-Ewald, Russ Bldg.....	EX 2-0145
Compton, 703 Market.....	GA 1-4854
Cunningham & Walsh, 1660 Bush.....	PR 6-2600
Dancer-Fitzgerald & Sample, Russ Bldg.....	DO 2-5107
Durstine, Roy S., 1736 Stockton.....	EX 7-0456
Erwin Wasey, Ruthrauff & Ryan, 140 Montgomery.....	EX 2-4616
Fletcher D. Richards, Calkins & Holden, 58 Sutter.....	YU 6-6836
Foote, Cone & Belding, Russ Bldg.....	SU 1-2355
Fuller & Smith & Ross, 244 Pine.....	YU 6-5955
Garfield, 301 Broadway.....	GA 1-0575
Gerth, Brown, Clark & Elkus, 251 Kearney.....	GA 1-1081
Grant, 405 Montgomery.....	EX 2-6275
Grey, Russ Bldg.....	EX 7-1695
Guild, Bascom & Bonfigli, 130 Kearney.....	YU 2-6040
Heintz & Co., 1736 Stockton.....	EX 7-2854
Hoefer, Dieterich & Brown, 414 Jackson Square.....	YU 2-0575
Honig-Cooper, Harrington & Miner, 1275 Columbus.....	OR 3-4469
Johnson & Lewis, 433 California.....	DO 2-0050
Kenyon & Eckhardt, 620 Market.....	EX 7-0900
Knollin Advertising Agency, 391 Sutter.....	SU 1-6110
Kudner, 681 Market.....	GA 1-5433
Lennen & Newell, 248 Battery.....	YU 2-7878
Long Advertising Inc., 681 Market.....	GA 1-4244
McCann-Erickson, 114 Sansome.....	DO 2-5560

DEADLINE!



MAD BOMBER! An open letter leads to the discovery and capture of the "Mad Bomber"! — The New York Journal American
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SAN FRANCISCO

Agencies

The McCarty Co., 114 Sansome.....	SU 1-8224
Meltzer, Richard N., Russ Bldg.....	YU 2-5877
Thompson, J. Walter, 320 California.....	GA 1-3510
Weiner & Gossage, 149 California.....	YU 2-2700
Young & Rubicam, 120 Montgomery.....	EX 7-1838

Advertisers

Almaden Vineyards, 39 Drumm.....	SU 1-1424
Ampex, 934 Charter St., Redwood City, Calif.....	EM 9-1481
Avostet Co., 661 Geary.....	PR 6-0300
Bank of America, 300 Montgomery.....	DO 2-6112
Bset Foods, Inc., 1890 Bryant.....	MA 1-7200
Burgermeister Brewing Corp., 470 10th.....	MA 1-0505
C & H Sugar Refining Corp., 215 Market.....	EX 2-7400
California Packing Corp., 215 Fremont.....	SU 1-7760
Calo Dog Food Co., 112 Market.....	EX 2-7366
Cling Peach Advisory Board, 350 Sansome.....	YU 2-0970
Coca-Cola Bottling Co. of Calif., 1500 Mission.....	HE 1-7171
Crown-Zellerbach, 343 Sansome.....	YU 6-0822
CVA (Roma Wines), 582 Market.....	YU 6-5544
Del Monte Foods, 215 Fremont.....	SU 1-7760
Falstaff Brewing Corp., 540 Hampshire.....	UN 3-3368
Folger Coffee Co., 101 Howard.....	SU 1-2525
Foremost Dairies, 425 Battery.....	EX 2-5121
Hills Bros. Coffee, 2 Harrison.....	EX 2-1541
Italian Swiss Colony, 615 4th.....	SU 1-0082
Pacific Coast Borax, 260 California.....	YU 6-6077
Pepsi-Cola, 785 Market.....	SU 1-8930
Petri-Wine Co., 601 4th.....	GA 1-3213
Regal Pale Brewing Co., 3250 20th.....	VA 4-8080
Standard Oil Co. of Calif., 225 Bush.....	SU 1-7700

Film-Tape Commercials

Animation, Inc., 46 Kearney.....	UN 3-2600
Motion Picture Service Co., 125 Hyde.....	OR 3-9162
Screen Gems, 995 Market.....	DO 2-1060
Robert B. Selby & Associates, 522 Powell.....	YU 2-6936

TV Film-Tape Program Sources

ABC Film Syndication, 277 Golden Gate Ave.....	UN 3-0077
CBS-TV Film Sales, Sheraton-Palace.....	YU 2-7000
MCA-TV, 105 Montgomery.....	DO 2-4368
Official Films, 150 Font Blvd.....	JU 5-3313
United Press Movietone, 814 Mission.....	YU 6-6100

Music • Radio Services

ASCAP, 111 Sutter.....	SU 1-2141
BMI, 1328 Everett Ave. (Oakland).....	AN 1-0258
Capitol Records, 475 Barneveld Ave.....	VA 6-5454
Muzak, 849 Powell.....	GA 1-1612

Research • Surveys

Facts Consolidated, 26 O'Farrell.....	EX 7-1200
A. C. Nielsen Co., 70 Willlow Road (Menlo Park).....	EN 1-0947

Hotels

Bellevue, 505 Geary.....	GR 4-3600
Chancellor, 433 Powell.....	DD 2-2004
Clift, Geary & Taylor.....	PR 5-4700
Drake-Wiltshire, 340 Stockton.....	GA 1-8011
Fairmont, California & Mason.....	DD 2-8800
Franciscan, 350 Geary.....	DO 2-2200
Mark Hopkins, California & Mason.....	EX 2-3434
Plaza, Post & Stockton.....	SU 1-7200
Sir Francis Drake, Sutter & Powell.....	EX 2-7755
St. Francis, Powell & Geary.....	YU 2-6131
Sheraton-Palace, Market & New Montgomery.....	EX 2-8600

Adman's Eating Directory

Bernstein's Fish Grotto, 123 Powell.....	GA 1-1938
Blue Fox, 659 Merchant.....	DD 2-9316
Cathay House, 718 California.....	YU 2-3388
Delmonico's, 330 Sutter.....	SU 1-4262
Drake's Tavern, Sutter & Powell.....	EX 2-7755
El Prado, Post & Stockton.....	SU 1-7200
Ernie's, 847 Montgomery.....	EX 2-8660
Fior D'Italia, 621 Union.....	YU 6-1886
Fisherman's Grotto, 9 Fisherman's Wharf.....	OR 3-7025
Ginza Sukiyaki, 1693 Post.....	JO 7-9981
Iron Horse, 19 Madison Lane.....	DO 2-1349
Kan's Chinese Restaurant, 708 Grant.....	YU 2-2388
Le Boeuf, 545 Washington.....	GA 1-2914
Old Poodle Dog, 65 Post.....	EX 2-9958
Omar Khayyam's, 196 O'Farrell.....	SU 1-1010
Papagayo Room, Fairmont Hotel.....	DO 2-5650
Paris Louvre, 808 Pacific.....	GA 1-5157
Redwood Room, Clift Hotel.....	PR 5-4700
Tarantino's, Fisherman's Wharf.....	PR 5-5600
Trader Vic's, 20 Cosmo Pl.....	PR 6-2232
Valhalla Inn, 201 Bridgeway (Sausalito).....	ED 2-1792
Yamato Sukiyaki House, 717 California.....	DO 2-2938

Air Lines • Railroads

American Airlines, Post & Powell.....	YU 2-1234
International Airport.....	PL 6-0500
Northwest Airlines, 657 Market.....	YU 2-5255
TWA, 234 Stockton.....	YU 6-1300
United Airlines, Post & Powell.....	EX 7-2100
Western Airlines, 287 Geary.....	GA 1-4000

Santa Fe Railway, 185 Post.....	SU 1-7600
Southern Pacific, 65 Market.....	DO 2-1212
Union Pacific RR, Geary & Powell.....	GA 1-6030
Western Pacific RR, 526 Mission.....	YU 2-2100

