

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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There's an art to the business!



Combine solid-sell knowhow with artistic imagination, and you're likely to have the perfect vehicle for a successful television campaign. To get such a combination, call on Terrytoons *creativity*. Whatever the approach—*way out* or down-to-earth, *arty* or hard-sell—your film commercials will always look better and sell better when they are produced by... © TERRYTOONS
A Division of CBS Films Inc., 485 Madison Ave., New York 22. PL 1-2345

REPS CAUGHT IN THE DUAL RATES WRINGER

Ayer ultimatum asking single rate puts reps in a spot. Is agency spanking wrong people?

Page 35

New Nielsen tv set count: one down, two to go

Page 38

Air Force makes first test of "Instant Airtime"

Page 40

Spot tv shows a 12% increase in first quarter

Page 42

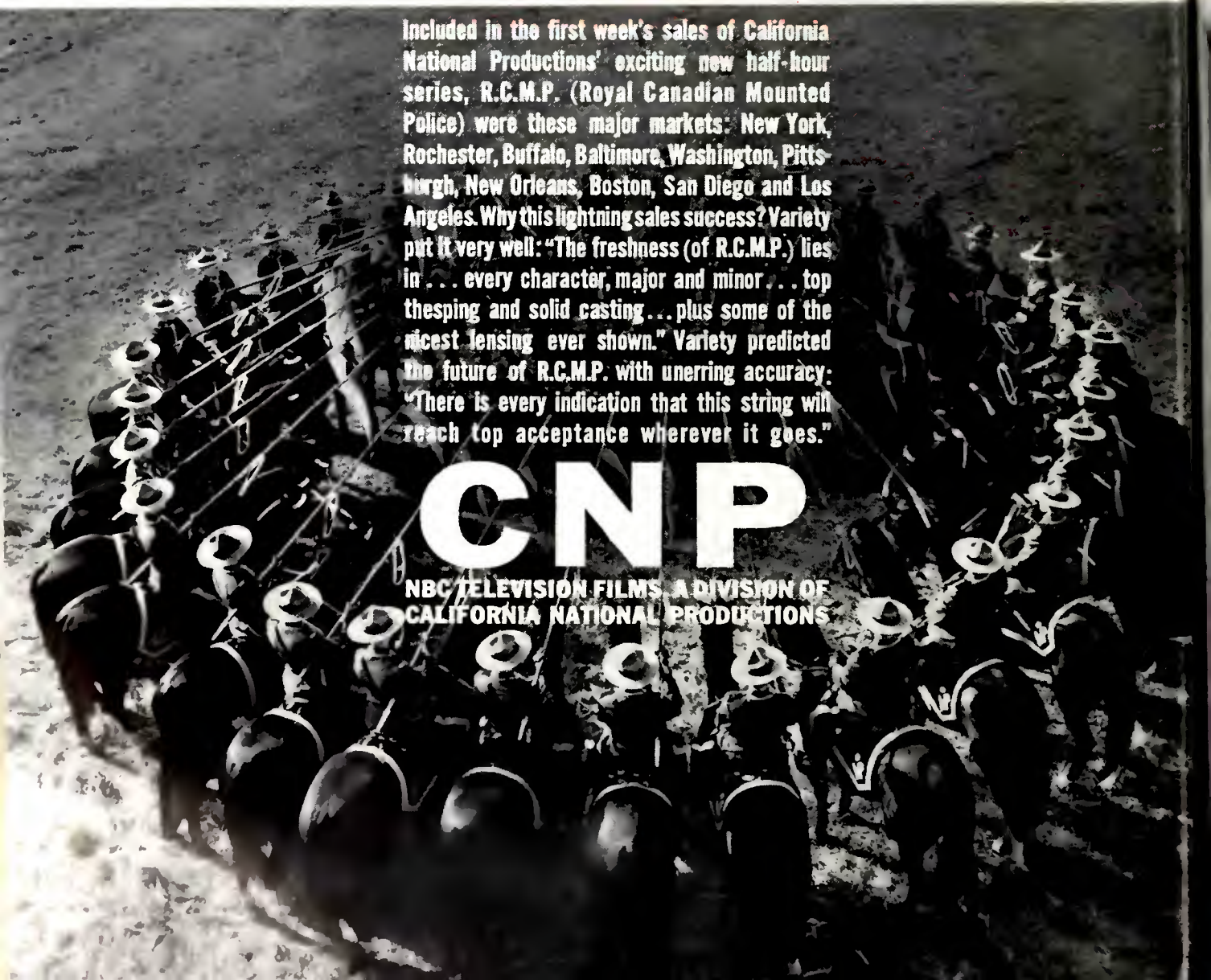
DIGEST ON PAGE 4

R.C.M.P. SOLD IN 10 MAJOR MARKETS IN FIRST WEEK!

Included in the first week's sales of California National Productions' exciting new half-hour series, R.C.M.P. (Royal Canadian Mounted Police) were these major markets: New York, Rochester, Buffalo, Baltimore, Washington, Pittsburgh, New Orleans, Boston, San Diego and Los Angeles. Why this lightning sales success? Variety put it very well: "The freshness (of R.C.M.P.) lies in . . . every character, major and minor . . . top thesping and solid casting . . . plus some of the nicest lensing ever shown." Variety predicted the future of R.C.M.P. with unerring accuracy: "There is every indication that this string will reach top acceptance wherever it goes."

CNP

NBC TELEVISION FILMS, A DIVISION OF
CALIFORNIA NATIONAL PRODUCTIONS





We're
NUMBER ONE* in

**Michigan's
Second
Market!**


* Nielsen, Feb. 1960
A R B, March 1960

WJIM-TV

Strategically located to exclusively serve
LANSING..FLINT..JACKSON

WJIM-TV Represented by BLAIR TV

WJIM Radio Represented by JACK MASLA

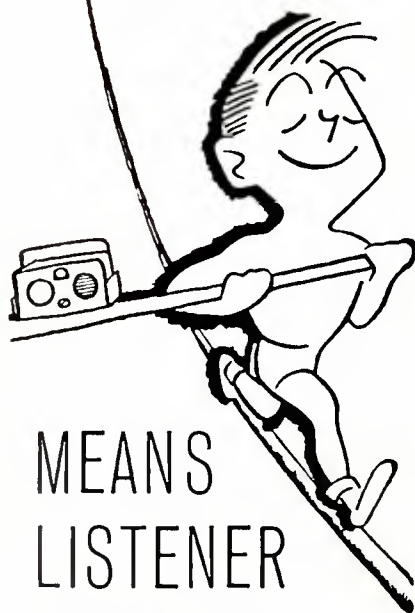


COVERING
THE
NATION'S

37TH

MARKET

BALANCED PROGRAM- MING . . .



MEANS LISTENER LOYALTY

. . . and 30 years of KTRH programming has developed a pattern of listener loyalty blanketing over 80 counties, serving over 1,087,100 radio households and extending over 60,000 square miles. Comprehensive news reporting, tasteful music, sports, farm information and variety give KTRH the popular balanced programming that benefits over four million people.

KTRH

50,000 WATTS — 740 KC

— CBS —
HOUSTON, TEXAS

Represented by Peters,
Griffin and Woodward, Inc.

© Vol. 14, No. 24 • 13 JUNE 1960

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Reps: Caught in the dual rates wringer**
35 An old broadcast problem is up for kicking around again—local vs. national rates. This time N. W. Ayer threatens to by-pass reps, deal direct.
- Nielsen tv set count: one down two to go**
38 Updated county-by-county figures for January, 1960 will be followed in week by ARB data. Census Bureau count will be out before year's end.
- Air Force tests 'instant airtime'**
40 Air Force and MacManus, John & Adams are first national client agency to test BTS' new "instant airtime" placement of spots on station.
- Spot tv shows 12% gain**
42 Increases in national, regional tv spot billings boost total to record \$167 for first three months of '60. TvB lists top 50 spot advertiser.
- Radio's two-way punch for Monroe**
43 Auto equipment company buy of web radio five-minute Bill Stern sport show stirs dealer enthusiasm as nearly 55% buy local adjacencies.
- Newsman's soft pitch hikes Super Blue sales**
44 Gillette kicks off new premium blade with quartet of net tv commercial featuring journalist testimonials; sales exceed projections by 50%.
- Tv commercials: triple irritation**
46 Walter Guild of GB&B warns AFA members all advertising is in jeopardy unless tv commercials' three viewer irritants are eliminated pronto.

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BPA

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THOMAS PAINE

would have been "in his element" at WPTR

Tom Paine had a dedicated sense of responsibility. So has WPTR. He'd have loved it here.

WPTR takes a more active part in the promotion of Public Service than perhaps any radio station in America. It plays music, of course, but news comes first. It believes radio is primarily a media of communications and that it is more effective in many areas than print could ever hope to be.

WPTR originated "Action—Central News". This concept of instantaneous round the world coverage plus mobile unit local coverage is now being used (title and all) by over 100 major radio stations coast to coast.

But more—WPTR not only covers the news—it says what it thinks about it, too. And it says it in the most

independent language of any independent in the business. This is GRASS ROOTS RADIO AT ITS BEST and perhaps why WPTR is the best listened to station in the market.

Perhaps that's why it has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations put together.

WPTR 50,000
PEOPLE PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

LATEST NATIONAL NIELSEN

ABC-TV

NET Y

NET Z

***YOU CAN'T**
(but we're sure)

As the latest National Nielsen numbers would indicate, Saturday night—unlike the rest of the week—isn't exactly an ABC night. But give us time...like next season, when we premiere our roaring new Saturday night show—"The Roaring 20's" (produce


AVERAGE AUDIENCE RATINGS†

Sun.-Fri.	Saturday
19.4	15.4*
18.7	29.0
17.7	15.7

Source: National Nielsen Report, 2 weeks ending May 8, 1960, Sun.-Sat., 8-10:30 PM.

WIN 'EM ALL

going to try!)

or us by Warner Bros.). Interested parties who may recall
 hat "The Untouchables" did for Thursday night and what
 "Maverick" did for Sunday night will do well to keep a sharp
 sponsor's eye peeled for Saturday night on **ABC TELEVISION** 

WKOW-TV

MADISON'S

abc **Action**

BUY FOR:

MILLER HIGH LIFE

Selling messages for "the Champagne of Bottle Beer" are carried into Madison Trade Zone homes at the lowest cost per thousand by WKOW-TV. Annual expenditure for beer and ale over \$2½ million.

PROCTER & GAMBLE

A 32% population growth since 1950 makes the Madison Metro Area a prime market for soaps and detergents. P & G spot schedules are backed by station merchandising to retailers.

M & M CANDY

Madison's per family income of \$8,345 responds to quality selling with the "sweet sound" of cash registers. Madison market EBI approaches a billion dollars.

IF ACTION IS

*your aim in Madison call Gen. Mgr.
Ben Hovel or Headley-Reed.*

WKOW

TV abc

in MADISON, WIS.

NEWSMAKER of the week

Last week, in a surprise move, a former president of CBS Television stepped out of retirement and returned to Madison Avenue as head of the somewhat mystery-shrouded McCann-Erickson subsidiary, M-E Productions. The announcement stirred a flurry of speculation in radio/tv circles.

The newsmaker: Jack L. Van Volkenburg, long-time executive in the broadcast advertising field, whose advertising career started 32 years ago in BBDO's Chicago office, and whose radio experience dates back to 1932 as sales manager of KMOX, St. Louis.

President of CBS TV from 1951 to 1956, his network credits also include the post of general manager of CBS-owned radio stations (1946) and v.p. in charge of sales and programs, CBS TV (1948).

His return now to the agency business, and to the far-flung McCann-Erickson empire has had agency and broadcasting executives scurrying to restudy the complex organization charts which are a Marion Harper trademark.

As head of M-E Productions, Van Volkenburg will work directly with M-E board chairman C. Terence Clyne, and will himself be a member of the board of McCann-Erickson Advertising (U.S.A.).



Jack L. Van Volkenburg

In the maze of Mc-E's interlockings, subsidiaries and directorates, M-E Productions is the operating arm with responsibility for radio/tv programming, program development, and client, network, and talent negotiations. It is, in effect, the radio/tv department for McCann-Erickson Advertising U.S.A. (but not McCann-Marschalk).

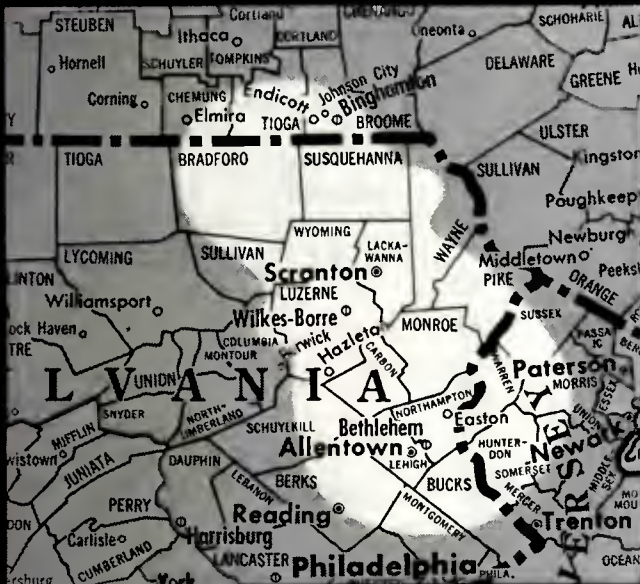
At M-E Productions, Van Volkenburg will be the supervisor of Tom Losee, executive v.p., and Tom McAvity, senior v.p.

The involvement of Van Volkenburg and of M-E Productions in actual production matters will depend heavily upon client needs and on the state of the tv market. McCann-Erickson expects an increase in its use of "specials," in 1960-61, and their development will be a function of M-E. It's also possible that M-E will bring its parent company into pilot investment for the first time in the near future. McCann-Erickson has produced programs for national spot clients—*Death Valley Days* for Borax and *Sky King* for Nabisco—but it has never taken an active role in pilot making so far.

One immediate effect of the M-E tv/radio unit will be to by-pass the local air media authority of McCann-Erickson offices in cases where such jurisdiction might lead to bottlenecks. M-E is, in this sense, a new national tv/radio super-structure which can replace the old McCann-Erickson office structure in broadcast advertising.

NEWSMAKER STATION of the WEEK WARM—WARM-land, Pa.

This is WARM-land!



— WARM 0.5 mv/m contour

The WARM market of
Northeastern Pennsylvania includes:

- POPULATION 2,167,200
- RADIO HOMES 527,887
- CONSUMER SPENDABLE INCOME \$ 3,225,057,000
- TOTAL RETAIL SALES \$ 1,857,694,000

*...unreached by any other
single advertising medium.*

* WARM-land is as large a market as metropolitan St. Louis with total retail sales greater than Miami, Florida.



Be sure WARM-land is on your market list call your EAST/man for details.

And WARM is the *dominant advertising medium*—more audience than the next 3 stations combined in the new WARM-land 120 county area Pulse.



robert e. eastman & CO., inc.
representing major radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg.
San Francisco, Cal.
YUkon 2-9760

DALLAS:
211 North Ervay Bldg.
Dallas, Texas
Riverside 7-2417

ST. LOUIS:
Syndicate Trust Bldg.
915 Olive St.
St. Louis, Missouri
CEntral 1-6055

LOS ANGELES:
Taft Building
1680 N. Vine St.
Hollywood, Cal.
Hollywood 4-7276

DETROIT:
Book Building
Detroit, Mich.
Woodward 5-5457

Timebuyers at work

Jim Watterson, Lambert & Feasley, New York, feels it's time a "Timebuyers at Work" contributor left ratings, rate cards, triple spotting, and other industry bones of contention alone long enough to pay tribute to "the unsung heroines of our business," the secretaries. "Yes sir, I mean the secretaries—God bless them. They do a great job every day, both on the buying and selling levels. I'm not just saying this because my wife formerly was a rep's secretary or because my secretary has a hammer lock on me. It's because I feel the gals are far too important not to get a bit of praise now and then. Their tireless efforts in picking up the loose ends of the details should not go unnoticed. If the detailed work were not followed through, the stations would never be paid, the reps would not get their commissions, agencies would not get their commissions, and eventually neither would I. In addition, many of the girls are accomplished 'salesmen,' and quite a few are brainy 'buyers.' I would like to make the suggestion to any man, whether he be buyer or seller: Right this minute invite your secretary to lunch!"




Ruth Clinton, Gardner Advertising, Inc., New York, thinks it's every bit as important to thoughtfully consider station programing as well as coverage, ratings and audience composition in order to make the best radio buy. "With station program fact sheets and personality resumes as guides, buyers today can just about use their eyes in determining the effectiveness of a medium that is strictly auditory. But how can the buyer become acquainted with the sound of a station? How decide what personality is right to deliver the client's sales message? Here the rep helps solve the problem. The use of tapes in making sales presentations gives the buyer the opportunity to sample the sound of the station, and to select a program that's best suited to the client's needs. Also,






it's a great help to be able to pick up the phone, call the rep and listen, by means of a special set up, to the programing on that station or on any competitive station in the area." In this way, Ruth points out, "the buyer can more easily determine the most effective programing for the client by a first-hand appraisal of all the facts."





SPOT-BUYING
FACTS NOT ON
THE RATE CARD
ABOUT KYW-TV
CLEVELAND



Most Local and National Advertisers
of All Cleveland TV Stations

And that's not all! Most
adult viewers of all Cleveland TV stations . . . most women viewers of all Cleveland TV stations,
too. That's why, in Cleveland, no
TV spot selling campaign is complete without the WBC station . . .

KYW Δ 3 TV Δ B Cleveland

Represented by Television Advertising Representatives, Inc.



WESTINGHOUSE BROADCASTING COMPANY, INC.



IT'S RESULTS THAT COUNT

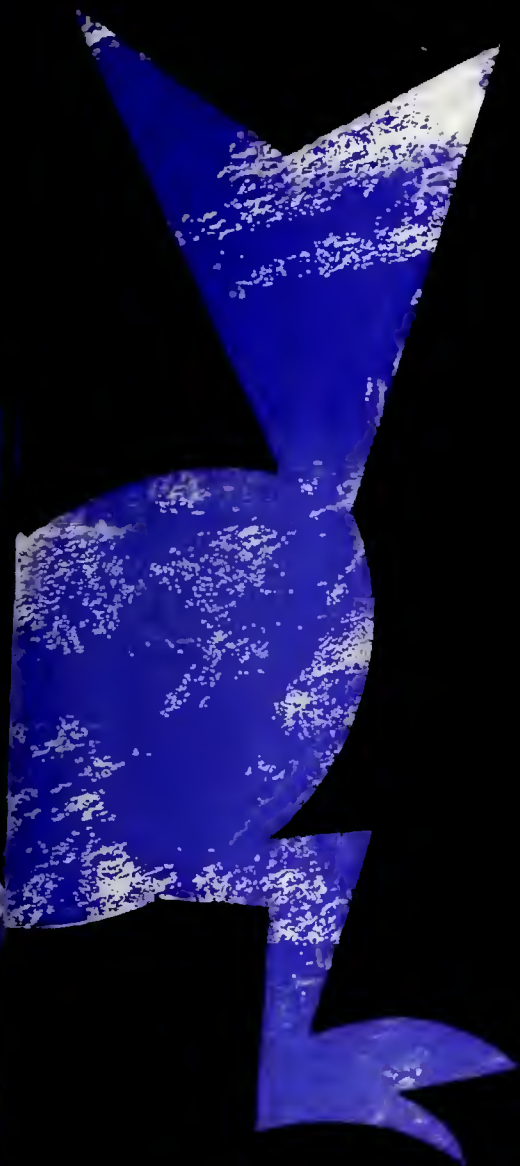


WNEV—New York
CKLW—Detroit
WLL—St. Louis

WRIT—Milwaukee
KDEO—San Diego
WTIX—New Orleans

WHLO—Akron-Canton
WKLO—Louisville
WARM—Scranton-Wilkes Barre

WING—Dayton
WPTR—Albany-Schenectady-Troy
WXLW—Indianapolis



It's results that count—and nowhere is this truer than in sales. That's why Eastman Represented Stations should be on your list of basic spot radio buys.

You'll be killing two birds with one stone. You'll be getting "coverage" by placing your message on top facilities in many of the top markets of America. You'll be getting "believability" because of the very image of integrity that able managements have created for every station involved.

In advertising this is an unbeatable combination. It delivers results that count—every single time.

The East/man's job is to convey this story to every possible buying desk in the country. How well we've earned our A for effort can be catalogued in simple specifics. In 1959 stations represented by Eastman increased their national spot billing 44% (forty four) over the previous year.

In money that's an even prettier set of figures than 36-24-35.

EASTMAN REPRESENTED STATIONS GET RESULTS.



robert e. eastman & CO., inc.
representing major radio stations

NEW YORK: CHICAGO: SAN FRANCISCO: DALLAS: ST. LOUIS: LOS ANGELES: DETROIT:

WCOL—Columbus, Ohio
WNOR—Norfolk-Portsmouth
KRIZ—Phoenix

KTOK—Oklahoma City
WSBA—York-Lancaster-Harrisburg
WAMS—Wilmington

KLEO—Wichita, Kansas
WAAB—Worcester
KHEY—El Paso

KXLR—Little Rock
KQEO—Albuquerque
WSAV—Savannah
KSYD—Wichita Falls, Tex

SPONSOR

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Sponsor backstage

For love or money?

Underlying the recent, current, and continuing disputes between employers and creative talent such as writers and actors is a titanic struggle between two vastly opposed basic philosophies in the creative artist. The one school holds that it is at least unbecoming, if not actually destructive of his own talents for an artist to concern himself with such a mundane matter as economic security. Only through total dedication to the task of creating the greatest possible work of art of which he is capable, says this school, may an actor, writer, or artist achieve excellence and make a lasting contribution to his area of the arts.



Dorothy Kilgallen, the *New York Journal-American's* and the Hearst Syndicate's favorite columnist, quoted Broadway producer Kermit Bloomgarden in support of this philosophy a week or so ago, without—as far as I know—any kind of denial from Mr. Bloomgarden. According to Miss K, Mr. Bloomgarden told a closed meeting of the League of New York Theaters (Broadway producers and theater owners, of course) that the legitimate theater didn't need or want actors who worried about minimum wage scales, pension funds, etc. What the theater needed, said Mr. Bloomgarden, was dedicated young people whose aims in life were to become great stars at no matter what sacrifice.

Mr. Bloomgarden has further been quoted as saying that if Actors' Equity won an increase in the minimum scales and its other welfare demands he would quit producing shows on Broadway. Since Mr. B is the producer of the current award-winning Lillian Hellman play "Toys in the Attic," the outstanding musical, "Music Man," and many another major theatrical work, it certainly would represent a loss to the theater to have such a man forsake it.

Security will make a difference

Nevertheless equally talented people who have made at least equally great contributions are of the opinion that actors are as much entitled to basic economic security as automobile workers, department store clerks, truck drivers or who-have-you.

The gradually evolving solution to this whole question obviously will have a considerable effect on television, radio, motion pictures, and other phases of the entertainment areas of the arts as well as on Broadway producers and actors. For there is little doubt that creative artists working in an atmosphere of financial security will produce a different kind of art than creative talent working without such security. I stress that I said *different*, not necessarily better or worse.

And a brief review of the most recent settlements of arguments between creative persons and their employers surely indicates that

(Please turn to page 18)

Cigars!
 Over 2 million
 every working day...
 from the
 market on the move—
**TAMPA-
 ST. PETERSBURG**



In the Tampa Bay area, cigar capital of the world, over two million cigars are produced *every working day!* Just one plant alone, the Hav-a-Tampa Cigar Company, produces 30 million a month, for smoking pleasure throughout the world!

This hustling, bustling *market on the move* is dominated by WTVT, the *station on the move*—your most profitable buy in the entire Southeast.

SHARE OF AUDIENCE			
44.3% . . . Latest ARB 9:00 AM - Midnight			
CHECK THE TOP 50 SHOWS!			
ARB		NIELSEN	
WTVT	34	WTVT	34
Station B	16	Station B	16
Station C	0	Station C	0

station on the move

WTVT

TAMPA - ST. PETERSBURG



Channel
13

THE WKY TELEVISION SYSTEM, INC.
 WKY-TV/WKY-RADIO • Oklahoma City

Represented by the Katz Agency

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT KDKA-TV PITTSBURGH



Strongest local programming of all Pittsburgh TV stations! Stronger personalities to give products their endorsement! Kids' shows, women's shows, news shows—all rated FIRST in their time periods by NIELSEN. And that's not all! □ Any year, any time... largest share of audience* o

PITTSBURGH

all Pittsburgh stations! Look as far back as you like and you'll find KDKA-TV consistently ahead of any other Pittsburgh station. □ Most national and local advertisers of all Pittsburgh TV stations—confirmed by BAR, December 1959. □ Most first-rated news shows of all Pittsburgh TV stations!* □ That's why, in Pittsburgh, no spot TV campaign is complete without the WBC station, **KDKA 2[®] TV**

*Pgh. area N.S.I., Feb., 1960

WESTINGHOUSE BROADCASTING COMPANY, INC.


Represented by Television Advertising Representatives, Inc.



IN MASON CITY,

LEO

YOU NEED
KGLO

- FIRST IN COVERAGE!*
- FIRST IN PROGRAMMING!
-  (of course)
- LOWEST COST PER THOUSAND OF ANY MEDIA IN OUR MARKET
- THAT'S WHY THEY CARRY THE MOST BUSINESS

*NCS #2—Pulse Oct. '59

KGLO
RADIO
MASON CITY, IOWA

one of the
FORWARD

GROUP
* WTAD * KHQA-TV * WM-TV

See Branham Co.
National Representatives

Sponsor backstage (Continued from page 14)

we are heading more and more toward a situation in which creative people will get the same kind of basic security from their employers as workers in almost all other phases of American industry.


The Screen Actors Guild won their battle against the Hollywood producers for a slice of theatrical films they made after 1948, when, as, and if those films are resold to television. The producers put up the usual bitter battle against giving the actors such participation, when the double president Milton Rackmil (head of Universal Pictures and Decca Records) broke the producers' united front and signed with Screen Actors' Guild, giving it a small percentage of the tv loot.

Similarly, as this is written, Ziv-United Artists has made the Writers Guild of America an offer, which as a minimum for half-hour scripts would give WGA members \$1,000 plus 2.2% of the total unwatered gross of both domestic and foreign sales of shows they write.

One of the screams of the producers in these battles is always that if they give one craft union participation of this kind in the sale of their product, they will eventually have to give all other craft unions the same kind of deal. This is, and has, always been true. And it is another indication that the trend toward economic protection and security started long ago by such labor leaders as James C. Petrillo for the American Federation of Musicians will surely not be halted in the foreseeable future.

Garret-type artist on his way out

Many managements, indeed, in and out of show business are wholeheartedly in favor of employee participation in the company's business. The always progressive Columbia Broadcasting System, for example, has just taken another step in this direction with virtually all of its employees. CBS, Inc. has just registered 72,000 shares of common stock with the Securities and Exchange Commission to be offered under its Employees Stock Purchase Plan. The plan permits all salaried and executive level employees (except officers, directors, and men with stock option deals) to take 3%, 4%, or 5% of their weekly paychecks and apply same toward purchase of CBS stock. For every five shares of stock the employee purchases, CBS gives the employee an additional share free of charge. The plan also has additional participation features.

As I said a while ago, I'm not so sure whether the writing and acting we're going to see on television, radio, Broadway, or in our movie houses is going to be better or worse in the next quarter century. I do believe it is going to be different. For as each day goes by, more and more creative people in all areas of arts are saying no thanks to the starving-in-the-garret path to riches and stardom. 

Letters to Joe Csida are welcome

Do you always agree with what Joe Csida says in Sponsor Backstage? Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR, 40 East 49th Street, New York 17, New York.



Look who has the water NOW!

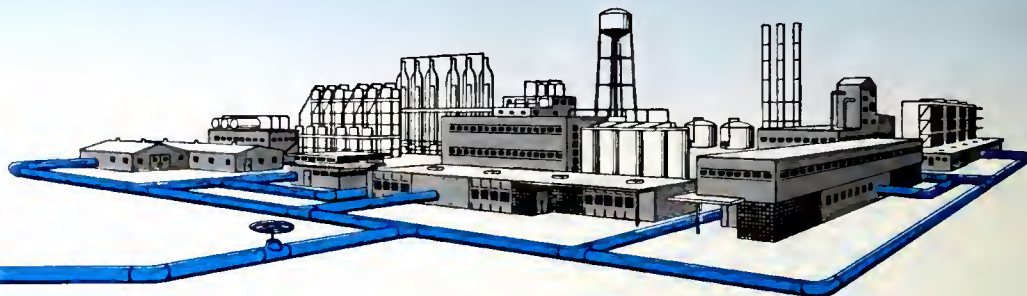
Markets grow where water flows.

That's one of the reasons the Oklahoma City market is growing at far greater than national average pace.

This fact is the lead-in to a series of factual stories about the industrial, economic and business development of the greater Oklahoma City Market. And, the parts **WKY RADIO AND TELEVISION** play in the distribution and sale of products to over a million and a half people in the stations' coverage area.

Our trade advertising energies (and money) are being devoted to explaining the reasons why the Oklahoma City market is a good place to do more business...and why **WKY RADIO AND TELEVISION** are good stations ON which to do more business!

One big reason...



water

...to Quench the Thirst of Economic Expansion

Strange that water, the freest and most inevitable natural resource, is the most quixotic ...and important. It falls on the rich and poor alike. But the rich *markets* are those which cherish every drop and are able to bank it against the future.

This Oklahoma City has done. A fact that prompted one of the nation's leading financiers* to say recently, "...in the long run, your most important asset is water. Water is the critical resource in most of the country."

*Name on request.

FACTS:

Oklahoma City now has two city-owned reservoirs. These will soon be augmented by a third reservoir which will add an additional 125,000 acre feet of water to the city's present reservoir system.

Oklahoma City now uses an average of 40 million gallons of water per day, far less than the present maximum available gallonage. With the new reservoir the city can, as the population and industrial requirements increase, use an average of 110 million gallons per day, well below the new maximum available supply.

Furthermore this new reservoir is just a part of the new multi-million gallon southeastern Oklahoma system now in the planning and development stage.

This means plenty of water for the current industrial expansion. More industries ... more people to buy the products you have to sell.

It's happening now. And WKY RADIO AND TELEVISION in its established role as "Prime Communicator" tells the story of your products to the people enriched by the result of natural resources harnessed for growth.

Some of the reasons we do this so effectively are explained on Page 4.





Unnatural Resources . . .

Developed with a Purpose
FOR WKY RADIO AND TELEVISION ADVERTISERS!

It is natural for a broadcaster to attract the people in a market with good programming.

It is *UN*natural for that audience to feel toward the broadcaster something more like *love* than the usual concept of audience loyalty.

Maybe it's the *imagination* in public service affairs that does such things as establish a state-wide Eye Bank overnight.

Maybe it's the *excellence* of local programming, typified by such things as our weather shows being the only ones in the state with the American Meteorological Society Seal of Approval.

Or maybe it's the fact that WKY RADIO AND TELEVISION were the **FIRST** radio and television stations in Oklahoma, and haven't settled for anything less than first in 40 years.

We really don't know exactly what one thing it is...so we're jealously guarding it by being vigilant and hard-to-follow in all things! It results in greater power per commercial.

Good Stations on which to do More Business!

WKY **RADIO AND TELEVISION**
OKLAHOMA CITY
The WKY Television System, Inc.
WTVT, Tampa-St. Petersburg, Fla.
Represented by The Katz Agency

Most significant tv and radio news of the week with interpretation in depth for busy readers

SPONSOR-SCOPE

13 JUNE 1960

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SPONSOR
PUBLICATIONS INC.

Radio keeps downgrading itself by the deal route: the latest episode involves the Hartford Fire Insurance Co., a contest promotion outfit in Beverly Hills, Cal., and 1,300 radio stations in 49 markets.

The gimmick: a barter of 60 spots plugging Hartford Fire for a contest package delivered by the contest promoter, which collects all the marbles from the insurance firm.

McCann-Marschalk, Hartford's regular agency, disavowed to SPONSOR-SCOPE this week as having anything to do with the deal: it was only preparing the commercials.

Observed one rep: "A few more renegadings like this one (the Hartford deal) and radio stations will find themselves cashing in on everything but money."

In the smatter of national spot tv buying the past week Duncan Hines' Angel Food Mix (Compton) and Pepto-Bismol (B&B) stood out.

For Pepto it was the third flight of the year (11 July-7 August), while Hines was making it six 20's and seven daytime minutes a week.

Also heard from re tv spots: Mennen's Orbit and Softstroke (Grey).

In radio Pure Oil (Burnett) and Top Value Stamps (C-M, Minneapolis) were buying schedules here and there.

Looked this week as though Firestone will be taking over the main spotlight of sponsored public service program for the 1960-61 season by investing over \$5 million in a weekly news-in-depth series (Friday 10:30 p.m.) on CBS TV.

The proposed title is the one Firestone has been associated with in specials the past year: Eye Witness to History.

Look for the demand for minutes in late fringe time to continue unabated this fall, even though some media people don't like what's been happening to pricing.

The opinion of these critics: the cost of minutes in late shows has reached the point of where it is away out of whack with the CPM values of 20's.

Example cited: a top metro station has priced its fringe minutes at 80% of the prime 20's rate, even though the 20's get twice the rating of the fringe minutes.

These mediemen admit that theirs is but an academic complaint, because they're under as much pressure as ever from the copywriters to go after fringe minutes.

Fels (Aitkin-Kynett) is going after the all-purpose liquid business (Lestoil, Mr. Clean et al) with a newcomer of its own, using Pittsburgh as an initial tester.

Also on a testing spree is Colgate (Bates) with a bar soap. Four markets have been set. It'll be 25 spots a week, most prime and late night time. These campaigns will probably run until the end of the year, starting around 4 July.

You needn't take this as the gospel, but an agency steeped in the various phases of tv has come up with a cost efficiency study that easily gives the edge to spot over network spot carriers.

The cost-per-thousand comparison as calculated by this agency:

Nighttime spot carriers, \$4.10-\$4.25 per commercial minute; prime 20's, \$2.52-\$2.25; fringe minutes, \$3-\$3.50.

SPONSOR-SCOPE *continued*

About the only packaged detergents that have made strides the past year in upping their shares of market are the leader, Tide, and the same P&G's Mr. Clean.

Tide's up 1% over its share of a year ago, while Mr. Clean has forged considerably ahead of Lestoil in their competing markets.

Here's a rundown of the latest shares of markets for the leading national packaged detergents by types:

General purpose solids: Tide, 21%; Cheer (P&G), 9%; Fab (Colgate), 6%.

Low suds: All (Lever), 5%; Dash (P&G), 4.5%; Ad (Colgate), 1%.

Liquids: Wisk (Lever), 4.5%; Joy (P&G), 4%; Ivory (P&G), 4%; Lux (Lever), 3.7%.

Total shares represented by these brands: 61.2%.

Note for spot sellers: Mr. Clean, out of Tatham-Laird, will be upgrading its schedule, after the new P&G fiscal year starts in July.

The combination of P&G's Gleem and Crest are still outselling Colgate dentifrice in the food markets, which account for about 70% of dentifrice sales.

The latest shares in that retail sector: Colgate, 31%; Gleem, 22%; Crest, 11%; Peppodent, 10%; Stripe (also Lever), 8%; Ipana (Bristol-Myers), 7%. Total: 89%.

Bell & Howell has switched its public service fealty to ABC TV for next season.

The buy: Five one-hour and 10 half-hour programs in pre-empt nighttime, and eight of the half-hour Winston Churchill series (Sunday 10:30 p.m.).

B & H's expenditure with ABC will run well over \$2 million.

Live nighttime programming will be at its lowest ebb on the tv networks this fall: it will account for but 20% of the total commercial hours, compared to 36.8% for the 1959-60 season and 31.3% the season before.

Here's a comparison for the three seasons covering regularly scheduled sponsored programming per week:

YEAR	NO. OF PROGRAMS	NO. OF COMMERCIAL HOURS	TOTAL COMM. HRS.
1958	30 Live 74 Film	21 Live 46 Film	67
1959	39 Live 70 Film	23½ Live 40½ Film	64
1960	21 Live 92 Film	15 Live 60 Film	75

Breakdown by networks of live vs. film total hours per week: ABC TV, 2½ live, 23½ film; CBS TV, 6½ live, 17½ film; NBC TV, 6 hours live, 19 hours film.

The trend toward training agency buyers to handle all media seems to be gaining momentum in Chicago: K&E has just reorganized on this basis, following in the footsteps of Y&R and FC&B.

As pioneers in the movement found a year ago, the all-media buyer in time loses his parochialism in the matter of print vs. air, sheds self-consciousness in dealing with his staff and becomes aware of the proper media balance for a client.

Sellers of spot tv who soberly scan the hefty inroads being made into their territory by network spot carriers still have something going for them that the networks can't take away.

The something: spot's special ability to beef up frequency in those markets where the need is relatively greatest.

This comment, as voiced this week by a prominent media director, was inspired by the fact that two of the giants in his shop will be spending more than ever for spot during the coming fiscal year.

Incidentally, one manufacturing sector that sellers of spot tv deem away behind the times in efficient use of the supplementary technique is Detroit. The automobile people, say these sellers, are still inclined to equate all markets alike.

SPONSOR-SCOPE *continued*

The buying of nighttime tv network seems to have gone into a state of suspended animation: there was hardly any of it the past week.

There's lots of marginal stuff left, particularly at NBC TV. The proverbial shopper of this class of merchandise is usually heard from at this time of the buying season.

Incidentally, he actually falls within the second stage of buying. The third and final stage breaks in August, with such buyers mostly looking for short-terms and concessions.

What the trade considers one of the most significant turn of events in network competition regarding fall business: ABC TV's virtual overtaking of NBC TV in the total number of weekly commercial minutes out of Detroit.

The factor, of course, which gave ABC its biggest impetus was the radical switch at General Motors in network buying policy, namely, mixing up minutes in spot carriers and alternate sponsorship with exclusively sponsored programs.

Summary of total weekly commercial minutes committed for by automotives for the final 1960 quarter: NBC TV, 15 minutes; ABC TV, 14 minutes; CBS TV, 6 minutes.

Automotive specials set for the 1960-61 season by network: ABC, three Oldsmobile, and two Pontiac; NBC TV, 8 Buicks (Bob Hope). (Chrysler'll likely have some on CBS).

Time's getting shorter and shorter for ABC TV and NBC TV to dispose of what they have left of the political conventions coverage package.

NBC's still half sold, while ABC has 11/12s to go.

ABC sweetened the pot this week by reducing the price per sixth to \$400,000, as compared to NBC's \$600,000.

What aggravates the pressure: even though the hoopla doesn't start until 9 July, three to four weeks are needed to prepare commercials. Then again, a non-package advertiser needs at least a month to merchandise his participation to dealers and distributors.

Call it, if you will, an agonizing reappraisal by the networks of the tariff advertisers will bear for daytime: CBS TV this week offered a new set of prices for some of its network schedule.

The focus of the repricing: the 10 to 11 a.m. span, which, starting 11 July, will contain the December Bride and Video Village (game show) strips.

The proffer: a CBS advertiser with a quarter-hour elsewhere can have a quarter-hour of these two strips at out-of-pocket time costs to the network plus \$1,000 program charge. That'll figure \$7-\$8,000 per quarter-hour as compared to a \$18-\$20,000 (net) tariff for most of the established daytime programing.

Two CBS additions to its serial stable: Far Horizons, 11:30-noon; Full Circle, 2-2:30 p.m. "Charter" advertisers will benefit here likewise from special program pricing.

Yet to come in this mighty breakaway from daytime pricing tradition (day vs. night) and juggling for superior competitive position: new daytime selling plans from both ABC TV and NBC TV.

Almost as significant as the billings involved is the fact that even Sunday afternoon this fall will for the first time become a three-way race for network tv audience.

ABC TV this week sold three-quarters of the 17 American Football League games and has a fourth account fairly in tow. Totally sponsored, the package take will run around \$5.3 million, giving the network a gross of around \$11.5 million from football business alone.

The AFL series, starting 11 September, consists of 15 Sunday dates, one Thanksgiving telecast and a Saturday game. In the event of a playoff tie there'll be an additional Saturday remote.

Tv network gross time billings for this April—\$55,922,827—ran, collectively but 7.3% over what they were for the like month of 1959.

This April's billings breakdown by networks: ABC TV, \$12,701,240 (plus 23.2%); CB TV, \$22,580,032 (plus 2.3%); NBC TV, \$20,641,555 (plus 4.6%).

Daytime billings for this April were down 4.1%, doing \$16.6 million.

If you've been envying the daily rote of media analysts, take note of what's facing them: trying to reconcile two differing sets of county-by-county tv set figures released simultaneously by Nielsen and ARB.

This is the first time this simultaneous thing has happened.

Topping the confusion: ARB found 800 reversals when comparing its 1959-60 figures with the Nielsen-ARF 1958 figures. And the number of reversals will likely be larger when ARB's figures are compared with Nielsen 1960 data—since Nielsen figures can only increase. (For an elaboration on all this see article, page 38.)

Nielsen has advised its clients that it's going ahead with NCS '61.

These customers have received, or will receive, the following information:

- Field work on radio will be done this fall, while the field work on tv will be conducted next spring. (Separation of field work on radio and tv is partly due to radio industry's feeling a combined questionnaire tends to deflate circulation data.)

Date of delivery of data will depend on release of new census data on radio and tv ownership—probably in the summer of '61.

The bulk of ABC TV's daytime accounts, according to the network, have picked up their options for the fall.

The renewers: Armour, Beech-Nut, ExLax, Gillette, S. C. Johnson, Johnson & Johnson, Staley and Whitehall.

Shades of Joe Culligan: now there's a fancy term to describe consumer attitude toward the advertiser's product: Perception Franchise.

Creative Research Associates director Irving White tossed the label into a meeting of the AMA on new products in Detroit last week.

His definition: the intimate impression that consumers have of basic values that the manufacturer provides and the relationship of the two that defines the area of behavior which stimulates the purchase.

Chemstrand (Doyle-Dane-Bernbach) is doing a reverse english: going from nighttime to daytime network tv.

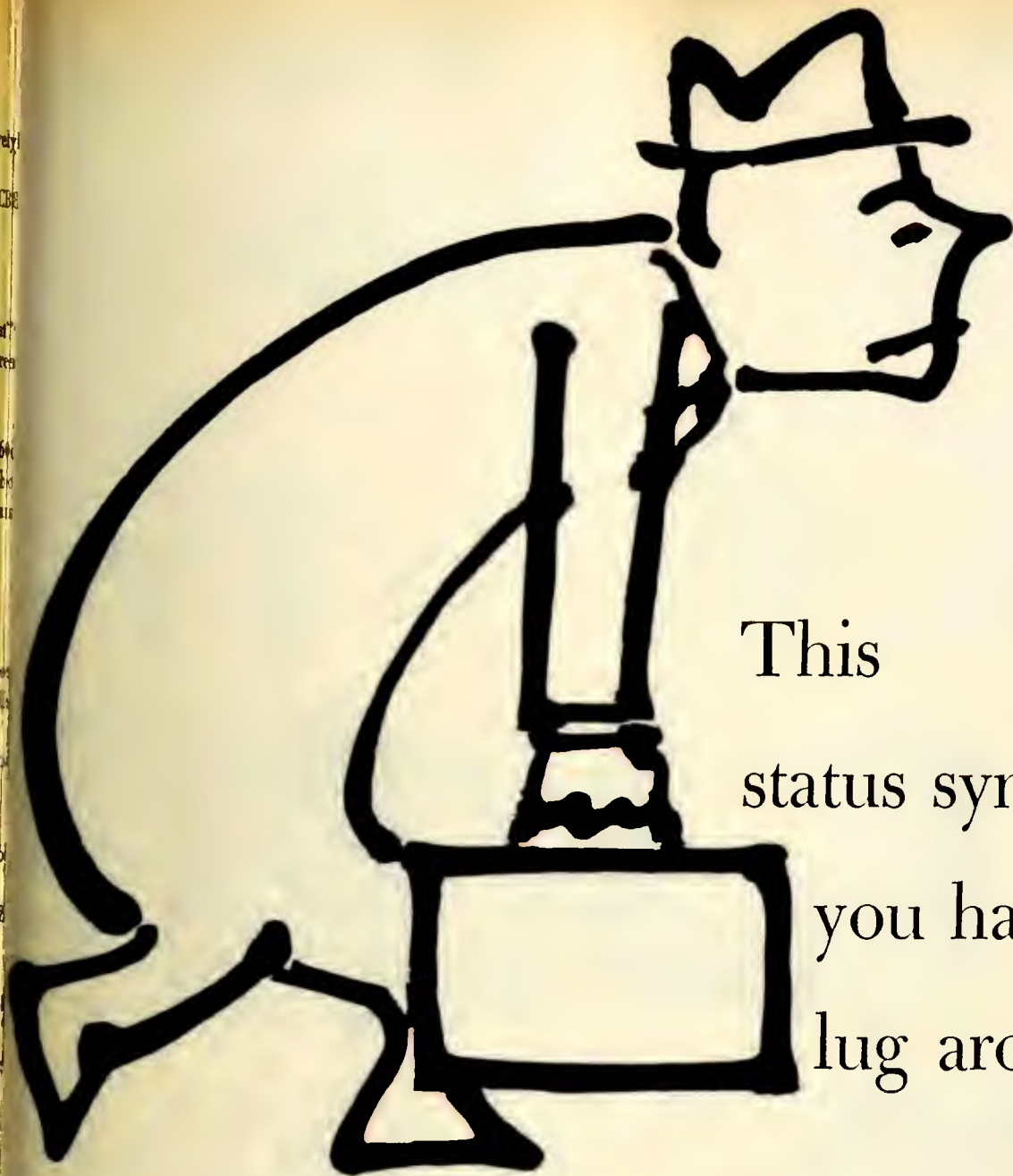
The buy: nine quarter-hours in the last quarter (\$200,000). The pitch: electric blankets.

Users of network spot carriers can go considerably off base if they compute their four-week accumulative audience on the basis of the program's total audience, or rating.

Commercials as a rule are revolved in these programs and to get a true picture of the combined reach the advertiser better know how each segment fared rating-wise.

Incidentally, if an advertiser upped his participation in spot carriers from one spot a week to four spots a week his reach would go from 40% to 80% (a 100% increase) and his frequency, or cum, would go from 1.8 to 3.5 (or almost double).

For other news coverage in this issue, see Newsmaker of the Week, page 8; Spot Buys, page 52; News and Idea Wrap-Up, page 72; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 96; and Film-Scope, page 60.



This
status symbol
you have to
lug around

This one you can
see anywhere

KPRC-TV
HOUSTON

Carrying an attaché case won't make you a vice-president overnight. Putting advertising on KPRC-TV in Houston, Texas, won't do it either. But it will help you make sure your customers see your commercials in a

clean, crackly environment with an inviting, colorful presentation. Use KPRC-TV in Houston. Commercials on KPRC-TV have a better chance of getting read, heard, seen, remembered and acted upon. Besides, they look good. And they cost less than you think.

See your Edward Petry & Co. man. Use KPRC-TV, Channel 2 in Houston for your next Houston sales campaign. KPRC-TV, NBC in Houston, Texas.

Courtesy of Hammermill Paper Company

17 award winning commercials

The TV Commercials Council has selected and announced the winners of the first American TV Commercials Festival and Forum.

This Forum is a new competition supported by Sponsor Magazine. Criteria for judgment: impact, believability, tastefulness, copy line, demonstration, identification.

The judges were 50 top advertising men—34 agency men, three representatives of TV stations or trade magazines, and 13 advertisers and people from other areas of advertising. Their job was to pick winners out of the 1327 commercials that were submitted by both

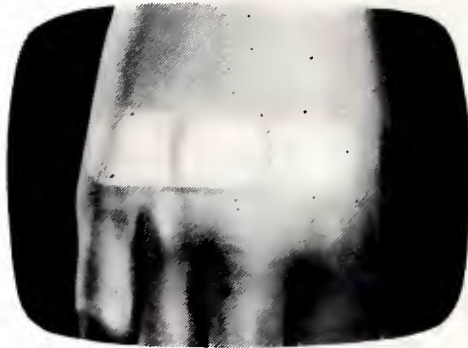
agencies and production companies.

In the awards for last year's commercials, which fell into 27 categories, Y&R won five first places, seven seconds and one honorable mention. In the technical group, Y&R won four awards.

In addition to the 1959 awards, 25 commercials from the past 10 years were selected in the "classics" group to form a nucleus for a "Hall of Fame." Of those 25, five were from Y&R.

Objective 1960? More good commercials.

YOUNG & RUBICAM, Advertising



SHEER STRIPS • JOHNSON & JOHNSON



PIEL'S BEER • PIEL BROS.



KAISER FOIL • KAISER ALUMINUM CORP.



MIXERS • GENERAL ELECTRIC



SIMONIZ • SIMONIZ COMPANY



76 GASOLINE • UNION OIL COMPANY



REFRIGERATOR-FREEZERS • GENERAL ELECTRIC



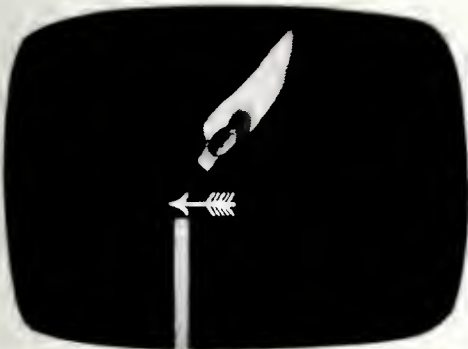
WINDEX • THE DRACKETT COMPANY



DRÄNO • THE DRACKETT COMPANY



NUGGETT SHOE POLISH • RECKITT & COLMAN, LTD.



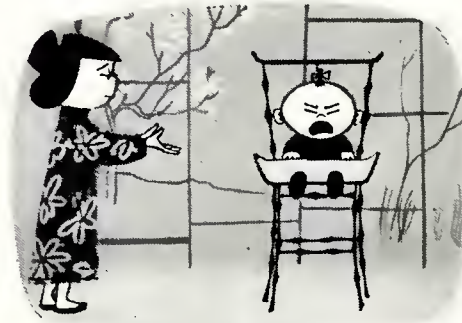
STRIP—PATCH—SPOT • JOHNSON & JOHNSON (2 awards)



ROBIN HOOD OATS • ROBIN HOOD MILLS LTD.



TANG • GENERAL FOODS



JELL-O • GENERAL FOODS



BABY POWDER • JOHNSON & JOHNSON



KAISER INDUSTRIES CORP.

Spots That Bring Sales

KCRA is programmed to deliver a receptive, upper-income audience. The news department has 12 qualified, full-time newsmen . . . the sports department covers everything from sports car races to the Sacramento Solons baseball games, with NBC to add the national events . . . music is chosen for melody, and presented by six long-established personalities . . . sound programming, plus the services of a full-time merchandising department that produces real results. What's more, KCRA limits spots to three minutes per quarter hour, including promos, so your sales message has a full opportunity to do a job. Call your Petry man for instant availabilities.



49th and Madison

The real "oldest"

Page 46 of your 21 May issue carries the story of RTES and Broadcast Pioneers, naming the veterans who were honored on 11 May at the "Old Timers" Day.

Among those cited was Arthur M. Tolchin, director of WMGM, honored as the oldest station salesman, who started as a "time salesman at WOR in 1937."

My respects and compliments to this "youngster" salesman, who probably wasn't old enough to know the difference between a kilowatt and a package deal, when George Moore started in the business.

In your issue of 19 March 1960, page 65, you carried a story about a party WCKY held for George Moore, in honor of his 76th birthday, and his 31st active year with the station. George sold his first contract for the late L. B. Wilson in 1929, and is still turning them in every week, and holding his own with other salesmen on our staff young enough to be his grandsons. But George had been selling time for several years for another Cincinnati station, before joining WCKY.

I hope you and I (and Art Tolchin) are as productive when we reach his age, as is George Moore.

R. M. Fleming
promotion director
WCKY
Cincinnati

● Our salute to George Moore, the "oldest" until we hear of someone who beats his record. Art Tolchin is RTES' oldest station salesman.

Re 'Commercial Commentary'

Your "Sons and lovers in Chicago" (23 April) was the best piece of descriptive writing that I've read in many a long day. Although I've not been face-to-face with everyone McMillin described I could just see 'em as plain as plain.

As a youngster growing up in England, I was always fascinated with the antics of such evangelists as Judge Rutherford and Aimee. Post-war, I was amazed at the new type of business Evangelism when Le Tourneau rolled his banner-emblazoned bulldozers into a Newcastle plant with the message "Half of every dollar (I make) goes to God."

My father, an American, maintained that these modernists were moldy. "Billy Sunday, Sankey & Moody, Torrey & Alexander—those were the boys who could really control the crowds. They always made money over here, all over Britain and helped to increase the birth rate." According to Dad each wave of American Evangelism in Britain invariably increased the rate, his explanation being that "salvation and sex are just natural partners."

Tom Elwell
dir. of p.r. & adv.
Federal Mfg. & Engineering Corp.
Garden City, N. Y.

Not that rich

Thank you very much for the recent publicity given to us in your magazine.

As a matter of fact, one of our agency people picked up a small typographical error which we thought amusing enough to bring to your attention as well. Although the soup business has been profitable over a period of years, it just ain't that good!

William Jardine
asst. to adv. mgr., soups
Campbell Soup Co.
Camden, N. J.

● Reader Jardine is referring to the following item which appeared in "News & Idea Wrap-Up," 23 April: "The Campbell Soup Co. has a new marketing effort: a premium offer for silver soup labels . . ." The word "labels" should have been "ladles," and though admittedly amusing, SPONSOR regrets this misleading error.

your dollars

earn more on

TAFT

radio and television stations

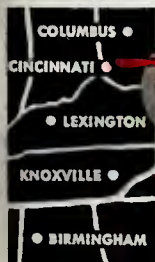


Millions* in the Cincinnati, Columbus, Birmingham, Knoxville and Lexington areas get news first on a Taft Station. Taft's newly established Washington News Bureau, headed by Ralph de Toledano, former Newsweek editor, supplies audio tapes and films to all Taft Radio and Television Stations—sends by direct wire, on-the-spot coverage of important events from the Nation's Capital.

News dominance is created by many things: experienced personnel, facilities for gathering news, know-how and adherence to high standards. Taft Radio and Television Stations in five major markets have always possessed these characteristics.

WBRC-AM, the Taft Station in Birmingham, Ala., covers a vital area market with 26 newscasts a day. A four-man news staff, headed by Davenport Smith, winner of twelve press awards for outstanding reporting, plus two radiophone-equipped cars and a mobile studio truck, provide the latest and most complete regional and local news coverage in the area.

**8,055,500 persons are served by Taft TV and radio stations.*



Sales Representatives: The Katz Agency, Inc. †The Young Television Corp.





HERE THEY COME!

Quick on their feet, quicker on the audience draw...the most excitement-charged team of private eyes ever assigned to catch the public fancy! It's CBS Films'

THE BROTHERS BRANNAGAN

Starring Steve Dunne and Mark Roberts in 39 all-new, all-action half-hours filmed on location in scenery-rich Arizona and California.

Reserve your sales area now

FROM CBS FILMS 

*"...THE BEST FILM PROGRAMS FOR ALL STATIONS"
OFFICES IN NEW YORK, CHICAGO, LOS ANGELES,
DETROIT, SAN FRANCISCO, BOSTON, DALLAS, ATLANTA,
ST. LOUIS. IN CANADA: S.W. OALDWELL, LTD.*

**Spring—and Florence—
have arrived.**

The climate's right for Florence,
symbol of the new South.

Industrial plants bloom and agriculture thrives in
this unique single-station market. Our tv
signal blossoms over an area of 215,000 tv
homes without significant outside distraction.



Florence, South Carolina

*Channel 8 • Maximum power • Maximum value
Represented nationally by CBS TV Spot Sales*

A Jefferson Standard Station affiliated with
WBT and WBTW, Charlotte.



REPS: CAUGHT IN THE DUAL RATES WRINGER

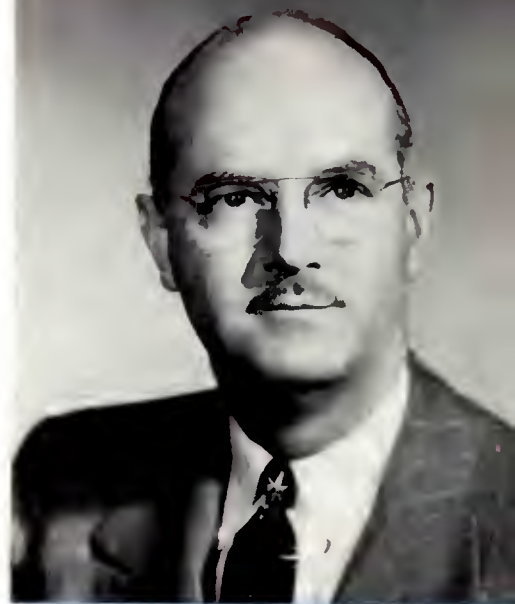
- One of radio's oldest, most nagging problems comes up again—Who pays local rate? Who pays national?
- This time N. W. Ayer warns that if single rates are not adopted, they'll by-pass reps, deal with stations

This week, N. W. Ayer, giant Philadelphia-headquartered agency which invests an estimated \$30 million annually in spot (\$11 million in spot radio; \$19 million in spot tv), is awaiting reaction from stations and reps on the ultimatum it handed out about a week ago.

Gist of the ultimatum: Unless the station representatives get their stations to adopt single rates, Ayer will by-pass the reps and make its own deals directly with the stations.

SPONSOR talked to a number of reps. Gist of their reactions: "Ayer is right in objecting to the dual rate practice, but this time it's spanking the wrong people."

When it delivered its ultimatum, Ayer didn't wait around for instant rep reaction. On 1 June, Leslie D. Farnath, Ayer vice president of media, accompanied by five of his media staff, hurried from Philadelphia to New York's Roosevelt Hotel where about 75 station reps had been in-



IS AYER'S LESLIE FARNATH SPANKING THE WRONG GUYS?

N. W. Ayer's media v.p. Les Farnath apparently has decided to solve the national vs. local rate inequities with the adage, "If you can't beat 'em—join 'em." The adman warned station reps that if stations don't come up with single rates, then his agency is going out to take advantage of local rates wherever possible and ignore the reps.

If he is serious, many reps say, then they are caught in the middle and are getting paddled for something which they don't approve of either.

The tone of Farnath's recent ultimatum, according to the reps, suggests that he is dead serious, and if other agencies follow suit, they feel spot radio may be in for some very rough weather.

DUAL RATES ARE AN OLD SNAFU

The recent action by N. W. Ayer is by no means the first time an agency has tried to do something about the dual rates problem. In the summer of 1958, the agency surveyed 150 radio and tv stations on behalf of several clients, uncovered evidence of equivocal rate structures in about 30 cases. At the same time, both Compton and Benton & Bowles investigated the inequities of the system. Both agencies were acting for their coffee accounts after learning of preferential treatment being given some other coffees by radio stations.

Just the other week, McCann-Erickson's legal department served notice on a number of radio stations, who had given local rates to a Lehn & Fink representative, that they would have to give the same rates to Esso, which had been paying at national, and make good to Esso for past inequities. Actually, the dual rate dilemma goes back to prebroadcasting days.

vited for lunch by the agency. At the end of the luncheon, Farnath read his statement, and the affair was over—no questions-and-answers, no discussion period.

Since then, copies of Farnath's report have been made available to reps and they have been sending them along to their stations. For what one rep—The Katz Agency—told its stations, see "Wrap-Up," page 72.) What happens next is anybody's guess.

The move could mean several things:

(1) That Ayer believes the threat of by-passing reps could somehow bring about their concerted pressure on stations and result in single rates.

(2) That Ayer doesn't expect anything to happen, but has already committed itself to the policy of going out and making local rate deals directly with stations.

If the latter is the case, and other

leading agencies follow suit, then spot radio is in for some chaotic times. If the stations play ball with the agencies they will be in danger of limiting their business to traveling bargain hunters. Because the other agencies who won't be able to join in the chase will simply stop recommending radio to their national accounts. (Although the Ayer ultimatum was directed at all spot, it is generally accepted that the local rate problem belongs almost entirely to radio.)

The irony of the Ayer warning—as with most action directed against the dual rate muddle—is that it is aimed at the group who itself is most opposed to it. "If Ayer is serious about this," a rep told SPONSOR, "then it's a case of us reps being penalized for something we're not even in favor of."

Many of the reps also are disappointed in the way Ayer handled it.

"The problem of local rates in national spot is one that is subject to an enormous amount of discussion," said a rep. "Only at the Ayer luncheon we weren't given a chance to talk about it."

That there is a lot to be discussed in regard to local vs. national rates is true, although it has been talked about for years. The dual-rate practice is one of radio's oldest, most nagging problems. Indeed it is even older than broadcasting, for it began in newspapers.

Some of the things that many are wondering about: How will Ayer go about buying direct from stations for those accounts it thinks qualify for local rates?

(Ayer has traveled buyers on behalf of client Armour in order to give this account the same time-cost advantages enjoyed by other meat-packers, especially those with large regional operations. This agency does have experience in traveling buyers.)

Will the policy of traveling buyers or spreading the buying responsibilities among branch agencies be a profitable operation? What about the task facing an agency in collecting availabilities from several hundred stations without the aid of station reps? If the buying becomes too cumbersome and complicated within an agency's 15% commission framework, won't they tend to try and steer clients away from spot radio? Then what will happen to that important medium?

As for buying without benefit of reps but still getting their services, there have, unhappily, been cases where agency buyers have gone to the reps, asked for availabilities and prices at the national rate, then, with these in hand, went directly to the stations and made their buys at the local rates.

Or will agencies throw national spot radio buys back to the clients? Many national clients who are getting local rates in radio are handling the deals themselves anyway. District managers, distributors, local bottlers, or packers in markets all over the country are responsible for much of the local rate time buying. Some advertisers have traveling representatives for just the purpose of making deals with stations.

A recent example of this that came

to light was the case of Lehn & Fink, a national account, that sent out an emissary to buy time at local rates for its new skin lotion, Stri-Dex. A substantial number of radio stations went along on the deal. When McCann-Erickson, the agency, learned of the stations' rate-cutting, its legal department instantly notified them, on behalf of another client—Esso—which had been buying at national rates that they would be expected to rebate the difference to Esso and give that advertiser the same rates that Lehn & Fink had obtained.

The local vs. national rate tangle and which accounts qualify for local rates has been responsible for so much embarrassment that it is surprising the practice has survived.

Agencies are embarrassed to find that their clients are obtaining directly from stations better time rates than they have been getting.

Advertisers paying national rates are often embarrassed to find that a rival advertiser is paying only half as much for the same time on the same station.

Reps are embarrassed to find that their stations are selling at local rates direct to an agency or national client, especially since the reps don't get a cent of commission on such sales. They are even more embarrassed—not to mention irate—to learn that while they go commissionless, some agencies are collecting commissions for themselves on the buys.

The unfortunate muddle is not so much the result of stations offering national rates and local rates but the confusion and chicanery that goes into determining who qualifies for local rates (usually 30% to 50% cheaper than national rates, although there are cases where they go as high as 80%). A national manufacturer with a web of distributors or district managers and a desire to "beat the system" simply instructs his local representatives to ask their local radio stations for local rates. If the station chooses to be ethical about it and tells the representative that his is a national company, it is promptly told, "Whattya mean, national? I'm local. I live here. I belong to the church down the block, contribute to the Community Chest, and buy tickets for the Woman's Club dance. Why I'm so local I even hear your station." It is

easy for a station manager to weaken under such a barrage of reasoning—no matter how cock-eyed. And once he weakens, the gates are down. That is why practically all beer and beverage buying in spot radio is at local rates, foods and drugs are beginning to take advantage of the same loopholes. Car dealer associations, tobaccos, baked goods and others have found it can be done.

A number of reps told SPONSOR that practically all of their stations already are on single rates. But there must still be enough offering dual rates to cause an agency like Mc-E to lower the boom, or an agency like Ayer to get ready to lower it. But one thing sure, most observers feel, is that if the reps get hurt in the squeeze, the squeezers—that is, advertisers, agencies and stations—may get hurt.

Behind the latest developments in the national vs. local rates problem is a long, vexing string of troubles that

stretches back far beyond broadcasting.

The system began in newspaper advertising, and it may have had some justification then. At the time there were only a handful of big national advertisers, and newspaper managements felt obligated to "give the local boys a break." There also was the matter of editions, and since not all advertisers wanted all editions, a number of rates were introduced.

When radio came along (and most stations were begun under newspaper aegis), the new medium inherited multi-rate system. By the mid '40's about 76% of all radio stations had both national and local rates with local rates averaging about 50% less. Quite a few stations also had regional rates. Newspapers, which have dwindled in number, are no longer plagued by dual rates. But radio, with more stations per market, still reaps the whirlwind.

THREE ANSWERS TO THE SNAFU

SINGLE RATE: *An increasing number of stations are going in for one rate to all (they are chiefly the strong stations in a market). Problems in making the switch: explaining to local advertisers, restructuring discounts, worrying about the rival stations.*

HOLDING THE LINE: *Some admen feel a strong definition of exactly what is "national" and what is "local"—and holding to it would solve the dilemma. A merchant who owns and operates his own local retail store would qualify for local. All others—national.*

PRODUCT CLASSIFICATION: *In this plan (begun by Storz stations) certain products or account categories go at national, others always local. Local bottlers, for example, might advertise at local rates, while beers would go at national. Branch breweries have complicated this; most are buying at local rates.*

NIELSEN'S 1960 TV SET COUNT: TH

The ad business will be supplied with tv set counts to a fare-thee-well this year.

A. C. Nielsen released its updated version of the 1958 ARF-Nielsen county-by-county figures this week (see data starting below). The American Research Bureau will publish its county-by-county figures next week. And, probably before the year is out, the Census Bureau's data based on the 1960 population census, will be in the hands of television buyers.

The Nielsen figures are the second annual updating of the 1958 set, which was put out under

the aegis of the Advertising Research Foundation and underwritten by the three tv networks, the NAB and TvB. As was the case with the 1959 data, this year's county-by-county list is solely the responsibility of Nielsen. Dated January 1960 and using *Sales Management's* total homes figures as of that date, the new set count has been circulating among Nielsen clients for more than a month.

Nielsen describes its latest set count as "an interim set of practical statistics." The implication that the count is not the last word is due to (1) the fact that the updating is statistical in nature, rather

A.C. NIELSEN CO.'S UPDATED COUNTY-BY-COUNTY

STATE & COUNTY	TOTAL TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT
ALABAMA	838,600	76
AUTAUGA	4,100	57
BALDWIN	12,600	82
BARBOUR	6,400	55
BIBB	3,600	64
BLOUNT	6,900	75
BULLOCK	3,200	59
BUTLER	5,700	61
CALHOUN	25,100	80
CHAMBERS	9,300	69
CHEROKEE	4,000	71
CHILTON	6,700	65
CHOCTAW	4,300	54
CLARKE	5,900	50
CLAY	3,200	62
CLEBURNE	2,800	71
COFFEE	9,600	60
COLBERT	12,100	58
CONECUH	4,200	57
COOSA	2,000	61
COVINGTON	9,300	60
CRENSHAW	3,600	53
CULLMAN	12,000	67
DALE	5,900	61
DALLAS	14,400	66
DE KALB	11,500	64
ELMORE	8,600	69
ESCAMBIA	7,800	69
ETOWAH	27,200	79
FAYETTE	4,100	62
FRANKLIN	5,900	63
GENEVA	6,000	51
GREENE	3,200	52
HALE	4,300	53
HENRY	4,100	57
HOUSTON	14,400	79
JACKSON	8,800	66
JEFFERSON	179,500	90
LAMAR	3,800	60
LAUDERDALE	16,500	56
LAWRENCE	6,300	64
LEE	11,200	68
LIMESTONE	9,400	66
LOWNDES	3,000	56
MACON	4,900	82
MADISON	27,800	87
MARENGO	6,700	56
MARION	6,000	59
MARSHALL	13,100	70
MOBILE	78,200	88
MONROE	5,200	54
MONTGOMERY	46,400	87
MORGAN	14,500	79

STATE & COUNTY	TOTAL TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT
ALABAMA	838,600	76
PERRY	3,900	64
PICKENS	5,100	58
PIKE	7,000	63
RANDOLPH	5,000	64
RUSSELL	11,600	74
SAINT CLAIR	6,000	76
SHELBY	6,200	86
SUMTER	3,900	57
TALLADEGA	16,400	81
TALLAPOSA	8,700	69
TUSCALOOSA	25,500	80
WALKER	13,000	88
WASHINGTON	2,600	54
WILCOX	4,500	54
WINSTON	3,600	61
ARIZONA	357,200	83
APACHE	6,100	46
COCHISE	11,600	82
COCONINO	9,300	52
GILA	6,700	66
GRAHAM	3,300	58
GREENLEE	3,100	58
MARICOPA	182,600	91
MOHAVE	2,100	46
NAVAJO	9,500	47
PIMA	80,500	90
PINAL	17,300	86
SANTA CRUZ	3,400	61
YAVAPAI	7,400	53
YUMA	14,100	74
ARKANSAS	482,100	71
ARKANSAS	5,300	74
ASHLEY	5,900	65
BAXTER	2,300	52
BENTON	10,200	63
BOONE	4,000	63
BRADLEY	3,100	62
CALHOUN	1,300	63
CARROLL	3,200	59
CHICOT	5,300	65
CLARK	5,100	66
CLAY	5,700	63
CLEBURNE	2,000	53
CLEVELAND	1,600	62
COLUMBIA	6,800	65
CONWAY	3,600	68
CRAIGHEAD	11,800	81
CRAWFORD	5,900	61

STATE & COUNTY	TOTAL TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT
ALABAMA	838,600	76
CRITTENDEN	11,600	77
CROSS	4,700	69
DALLAS	3,000	86
DESHA	5,300	61
DREW	3,500	64
FAULKNER	5,600	68
FRANKLIN	2,400	59
FULTON	2,000	60
GARLAND	14,700	78
GRANT	2,200	64
GREENE	6,300	63
HEMPSTEAD	4,800	61
HOT SPRING	5,900	64
HOWARD	2,400	70
INDEPENDENCE	5,800	66
IZARD	2,100	53
JACKSON	7,400	66
JEFFERSON	23,600	73
JOHNSON	3,600	60
LAFAYETTE	2,700	81
LAWRENCE	4,300	68
LEE	4,800	88
LINCOLN	3,200	64
LITTLE RIVER	2,400	70
LOGAN	3,800	59
LONOKE	5,700	74
MADISON	2,700	59
MARION	1,300	57
MILLER	9,700	65
MISSISSIPPI	17,200	79
MONROE	4,000	68
MONTGOMERY	1,500	61
NEVADA	2,300	86
NEWTON	1,300	59
OUACHITA	8,200	67
PERRY	1,300	70
PHILLIPS	11,900	69
PIKE	2,000	81
POINSETT	6,900	78
POLK	3,100	81
POPE	6,100	60
PRAIRIE	2,800	74
PULASKI	78,100	82
RANDOLPH	3,000	60
ST. FRANCIS	8,700	73
SALINE	8,900	70
SCOTT	1,800	59
SEARCY	2,400	50
SEBASTIAN	18,500	64
SEVIER	2,400	69
SHARP	1,700	53
STONE	1,000	52
UNION	13,900	73
VAN BUREN	1,900	66


THAT'S ONE DOWN, TWO TO GO

an new material based on field work and (2) the waited publication of census material, which is resumably more accurate because it is based on a complete enumeration of the population rather than mall samples for each county.

To simplify a very complicated subject, the set out below has been updated through the use of 'growth curves.' As explained by the firm, 'Growth in television ownership, observed in the maintenance and recruiting of thousands of homes or Nielsen research operations, has been applied to former non-owners of television, county by county.

The rate of change for individual counties has been based on average growth rates for counties of similar characteristics."

The 1958 ARF-Nielsen count itself involved some elaborate statistical work. One reason was that NCS No. 3, a major source of data for the final 1958 figures, covered tv only and relatively few replies could be expected from non-tv homes.

As a result, ARF and Nielsen statisticians used not only NCS data, but previous ARF studies done by the Census Bureau and special surveys of tv home growth to come up with the final estimates. 

TV SET COUNT FOR THE U.S. AS OF JANUARY 1960

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
WASHINGTON	14,900	68	10,100
WHITE	10,500	69	7,270
WOODRUFF	3,500	69	2,410
YELL	3,100	59	1,830

CALIFORNIA

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
CALIFORNIA	4,901,300	90	4,401,480
ALAMEDA	293,600	90	264,240
ALPINE	100	66	70
AMADOR	2,900	71	2,050
BUTTE	25,300	81	20,550
CALAVERAS	3,000	71	2,130
COLUSA	3,200	71	2,280
CONTRA COSTA	114,400	91	104,340
DEL NORTE	7,300	61	4,480
ELDORADO	7,600	71	5,380
FRESNO	107,100	87	93,010
GLENN	4,000	71	2,830
HUMBOLDT	31,000	84	26,150
IMPERIAL	18,800	74	13,980
INYO	4,300	55	2,360
KERN	82,500	88	72,620
KINGS	13,600	89	12,140
LAKE	4,000	71	2,840
LASSEN	4,300	57	2,470
LOS ANGELES	1,988,600	92	1,838,360
MADERA	11,600	88	10,260
MARIN	43,100	89	38,230
MARIPOSA	1,400	71	990
MENDOCINO	14,500	66	9,550
MERCED	26,300	83	21,960
MODOC	2,300	57	1,320
MONO	800	70	560
MONTEREY	55,400	87	48,150
NAPA	18,500	72	13,270
NEVADA	5,800	68	3,920
ORANGE	231,400	92	212,750
PLACER	15,600	83	12,940
PLUMAS	3,000	71	2,120
RIVERSIDE	91,500	85	78,210
SACRAMENTO	146,600	89	131,130
SAN BENITO	4,500	77	3,450
SAN BERNARDINO	152,300	89	135,300
SAN DIEGO	290,200	91	264,840
SAN FRANCISCO	275,000	91	248,900
SAN JOAQUIN	74,000	89	65,510
SAN LUIS OBISPO	24,100	77	18,670
SAN MATEO	130,200	92	119,710
SANTA BARBARA	47,400	86	40,970
SANTA CLARA	188,600	90	169,020
SANTA CRUZ	27,600	87	23,930
SHASTA	16,500	69	11,400
SIERRA	600	67	400

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
SISKIYOU	9,600	64	6,110
SOLANO	36,700	89	32,480
SONOMA	48,400	86	41,840
STANISLAUS	45,300	84	38,180
SUTTER	9,400	72	6,800
TEHAMA	7,500	75	5,610
TRINITY	2,900	75	2,170
TULARE	44,100	88	38,650
TUOLUMNE	4,700	71	3,320
VENTURA	53,000	91	48,180
YOLO	17,400	75	13,020
YUBA	7,900	69	5,440

COLORADO

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
COLORADO	514,600	83	425,520
ADAMS	23,400	94	22,010
ALAMOSA	2,400	47	1,140
ARAPAHOE	31,500	89	28,170
ARCHULETA	800	52	420
BACA	1,700	51	860
BENT	2,200	51	1,120
BOULDER	19,500	90	17,540
CHAFFEE	2,500	63	1,570
CHEYENNE	800	50	400
CLEAR CREEK	1,000	69	690
CONEJOS	2,000	47	950
COSTILLA	1,000	54	540
CROWLEY	1,000	70	700
CUSTER	300	66	200
DELTA	4,800	61	2,940
DENVER	170,600	92	157,770
DOLORES	600	35	330
DOUGLAS	1,200	66	790
EAGLE	1,000	60	600
ELBERT	900	65	580
EL PASO	35,800	84	29,900
FREMONT	5,000	66	3,300
GARFIELD	4,000	45	1,810
GILPIN	300	70	210
GRAND	1,300	59	770
GUNNISON	1,700	47	800
HINSDALE	200	50	100
HUERFANO	2,400	53	1,280
JACKSON	700	59	420
JEFFERSON	34,200	92	31,310
KIOWA	700	51	350
KIT CARSON	2,400	50	1,200
LAKE	2,300	63	1,450
LA PLATA	5,000	54	2,720
LARIMER	16,000	87	13,930
LAS ANIMAS	7,000	54	3,750
LINCOLN	1,400	65	910
LOGAN	5,300	75	3,960

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
MESA	16,400	74	12,200
MINERAL	200	50	100
MOFFAT	1,800	47	850
MONTEZUMA	4,200	54	2,280
MONTROSE	5,100	59	3,030
MORGAN	6,000	77	4,640
OTERO	7,800	70	5,460
OURAY	700	59	420
PARK	400	62	250
PHILLIPS	1,200	51	610
PITKIN	1,300	48	620
PROWERS	4,100	51	2,090
PUEBLO	32,400	84	27,060
RIO BLANCO	1,300	45	590
RIO GRANDE	3,000	48	1,430
ROUTT	2,100	47	1,000
SAGUACHE	1,000	48	480
SAN JUAN	300	56	170
SAN MIGUEL	800	60	480
SEDGWICK	1,400	52	720
SUMMIT	500	59	300
TELLER	700	63	440
WASHINGTON	2,200	72	1,580
WELD	21,600	91	19,590
YUMA	3,200	51	1,640

CONNECTICUT

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
CONNECTICUT	707,700	93	655,550
FAIRFIELD	185,500	93	171,940
HARTFORD	191,900	93	177,600
LITCHFIELD	33,400	93	30,930
MIDDLESEX	23,200	93	21,470
NEW HAVEN	184,900	93	171,660
NEW LONDON	52,200	92	48,160
TOLLAND	16,200	92	14,950
WINDHAM	20,400	92	18,840

DELAWARE

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
DELAWARE	126,900	92	116,850
KENT	17,800	91	16,170
NEW CASTLE	87,600	93	81,090
SUSSEX	21,500	91	19,590

DISTRICT OF COLUMBIA

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
DISTRICT OF COLUMBIA	243,500	92	233,900

FLORIDA

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PERCENT	NUMBER
FLORIDA	1,448,500	81	1,177,440
ALACHUA	19,700	69	13,520

(Please turn to page 50)

AIR FORCE TESTS 'INSTANT AIRTIME'



11:00 Buying decision is made at MacManus, John & Adams, New York, by Roger Bumstead, media director (r), and John Twiddy, buyer. U. S. Air Force wanted fast air schedule on behalf of enlistment program with a tie-in to Armed Forces Day last month. Schedule: 23 Broadcast Time Sales stations covering estimated 34 million persons. Time span with "instant airtime" is one hour from buy to broadcast, with copy phones to rep, wired to station



11:02 Buyer Twiddy phones New York rep Sam Brownstein of BTS, asks for national coverage with minute announcements. BTS radio stations set aside three minutes hourly for slotting "instant avails"

➤ **MacManus, John & Adams is first agency to try new Broadcast Time Sales plan for fast spot buying. Air Force in one hour had time bought, copy on the air**

Speed is a major factor in many spot radio buys, but too often there's a slowdown in the buying process because of clerical routine in the three-way combine of agency, station representative, and station.

That's why the new "instant airtime" and "instant avails" system offered buyers by Broadcast Time Sales,

as traced in the pictures above, brings commendation from Roger Bumstead, media director of MacManus, John & Adams, New York, the first agency to try the system with a national account.

After testing the plan with U. S. Air Force copy on 23 BTS stations, he says: "This technique enables ad-

vertisers to utilize the full immediacy of spot radio in the same manner local accounts have always done."

But, says Mr. Bumstead, "Now agencies can get important copy on the air without the customary time lag of several days. And it cuts no end of red tape!"

The system centers on a simple



11:20 Salesman Brownstein calls client copy from agency to his office as Buyer Twiddy checks final details. Normally, rep will not visit agency during actual buying, and all "instant airtime" business is conducted by phone. Time can be scheduled this fast because the radio representative has control over sale of all commercials in those three open, run-of-schedule periods each hour. Advertisers buy within a one-hour span but not to precise minute



11:25 Secretary Gail Thomas types Air Force radio commercial on Western Union blank for transmission to stations. The advance clearances cover 20-, 30- and 60-second slots for the airing of live copy



11:30 Copy is transmitted by Western Union teletype to 23 markets as BTS secretary Chris Jordan (l), explains the plan. Rep's smooth system goes into effect immediately after buying pattern, copy are set



11:50 Stations receive Western Union copy by phone, later confirmation on printed wire form. Jim Poston, v.p.-g.m. of Thoms stations, checks copy at his headquarters, WAYS, Charlotte, North Carolina



12:00 Copy is on the air with announcer Bill London, having by-passed typing, mimeographing, mailing. And buying has been simplified to a few phone calls, immediate confirmation, and quickened relay.

premise: each radio station represented by BTS agrees in its contract to keep three minutes per broadcast hour clear for sale by the representative.

In this way the rep controls all traffic for the three minutes, which are purchased within an hour but at unspecified times (between 11 and noon, for example, but not at such a precise hour as 11:15 or 11:55).

The test air schedule was worked out by Carl L. Schuele, president and general manager of BTS, after consul-

tation with MacManus people: Mr. Bumstead, John Twiddy, the buyer; Ted Goodman, account executive, and Ted Allebretti, tv and radio account executive.

This initial use of the plan involved personal visits. But normal purchase of the "instant avails" will require only telephone conversations. Once the markets and hours have been set and the radio copy approved, the agency can phone the order and copy to the representative. Within minutes, the order and copy are wired to

the station. Western Union telephones the message, substantiating it later with the written wire, and the copy can be on the air within an hour after the buy is made.

Mr. Schuele thinks these "instant avails" and "instant airtime" purchases will "streamline the flow of communications." He suggests other representatives might adopt the plan. The result, he says, "will represent an important stimulus to spot radio by making the medium much more valuable to advertisers."

SPOT TV SHOWS A 12% GAIN

Tv spot expenditures—1st quarter

Source: TvB-Rorabaugh

	1959	1960
AGRICULTURE	\$ 536,000	\$ 567,000
ALE, BEER & WINE	11,250,000	11,948,000
AMUSEMENTS, ENTERTAINMENT	140,000	343,000
AUTOMOTIVE	1,816,000	6,102,000
BUILDING MATERIAL, ETC.	423,000	504,000
CLOTHING, ACCESSORIES	3,827,000	4,459,000
CONFECTIONS & SOFT DRINKS	7,307,000	6,959,000
CONSUMER SERVICES	4,196,000	4,499,000
COSMETICS & TOILETRIES	11,736,000	12,956,000
DENTAL PRODUCTS	4,070,000	2,909,000
DRUG PRODUCTS	16,218,000	16,624,000
FOOD & GROCERY PRODUCTS	45,069,000	47,396,000
GARDEN SUPPLIES & EQUIPMENT	262,000	332,000
GASOLINE & LUBRICANTS	5,179,000	5,667,000
HOTELS, RESORTS, RESTAURANTS	109,000	213,000
HOUSEHOLD CLEANERS, ETC.	11,331,000	9,693,000
HOUSEHOLD EQUIPMENT, APPLIANCES	785,000	1,980,000
HOUSEHOLD FURNISHINGS	1,249,000	976,000
HOUSEHOLD LAUNDRY PRODUCTS	9,557,000	10,756,000
HOUSEHOLD PAPER PRODUCTS	1,302,000	1,711,000
HOUSEHOLD, GENERAL	910,000	1,721,000
NOTIONS	42,000	34,000
PET PRODUCTS	2,441,000	2,841,000
PUBLICATIONS	332,000	765,000
SPORTING GOODS, BICYCLES, TOYS	586,000	682,000
STATIONERY, OFFICE EQUIPMENT	65,000	15,000
TELEVISION, RADIO, ETC.	501,000	259,000
TOBACCO PRODUCTS & SUPPLIES	7,191,000	11,038,000
TRANSPORTATION & TRAVEL	960,000	1,410,000
WATCHES, JEWELRY, CAMERAS	148,000	490,000
MISCELLANEOUS	1,876,000	2,132,000
TOTAL	\$151,414,000	\$167,981,000

(Please turn to page 84)

Record 1st quarter total near \$168 million with P&G General Foods leading boom

Sharp increases in spot spending by automotives and tobacco highlight TvB report

Spot tv, fastest growing branch of air media, continues its healthy upward zoom, according to 1st quarter 1960 figures just released by TvB.

With a record-breaking total of \$167,981,000, compared to \$151,414,000 for the first three months of 1959 national and regional tv spot grabbed off sizeable increases in several highly important classifications.

Automotives were up 236%, tobacco products up 54%, household equipment up 52%, household paper products up 31%, household general up 89%, publications up 130%, transportation and travel up 47%.

TvB's 1960 figures cover reporting from 339 stations compared to 341 in 1959. Analysis of the 300 stations which reported both years shows spot tv approximately 12% ahead in gross time billings. (Source: TvB-Rorabaugh.)

Leading spot tv advertiser was (as usual) P&G, with a whopping \$13,466,400. Others in the top 10: General Foods, Lever, Bristol-Myers, Colgate, Adell, Lorillard, American Home, Miles, International Latex.

Appearing in the list of 100 leading spot tv advertisers for the first time: B. C. Remedy Co., Hudson Pulp & Paper, Martinson's, Minnesota Mining and Mfg., and Mobil Oil Co.

Of the total 1st quarter spot expenditures, announcements accounted for 76.7%, I.D.'s 10.7%, and programs 12.6%.

By day parts, daytime accounted for 33.2%, nighttime 52.2% and late night 14.6%.

Turn to page 84 for a list of spot tv's top 50 advertisers according to 1st quarter expenditures.



HARD-HITTING merchandising plan aimed at increasing brand-awareness, sales, is discussed by (l-r) Joe Culbertson, a.e. at Aitkin-Kynett; Dale Hornung, client sales promotion mgr. John Accetta, buyer, and Eugene Allenwick, Mutual sales mgr. At focal center, huge Bill Stern cutout

Radio's two-way punch for Monroe

- ◆ Nearly 55% of dealers buy local adjacencies to Monroe Auto Equipment Bill Stern web radio show
- ◆ Company sales rise by 20% as Monroe uses Stern in major merchandising effort to dealers, consumers

Monroe's radio investment is paying back double. The auto equipment manufacturer is picking up new dealers, expanding its market and sales are up nationally by 20%.

Monroe currently sponsors the five-minute Bill Stern sports show on a 361-station hook-up of the Mutual Broadcasting System. The sportscast runs twice a day, Monday-Friday, during early morning traffic hours at 7:30 and 8:30 a.m. Implementing Monroe's network drive, 55% of the company's dealers across the nation are buying local adjacencies to the Stern show, extending reach and impact in their markets.

Monroe has a long history in the

automotive field. As long ago as 1915 they were making tire pumps, and thereafter became a key manufacturer of shock absorbers for the leading auto corporations. But in 1954-55 auto manufacturers made great inroads into Monroe's market by making their own "shocks."

"Automobile suppliers have two possible markets," explains Dale Hornung, company sales promotion manager, "supplying original equipment to the manufacturers, or selling replacement products to the consumer. When the manufacturers began making their own shocks, we were forced into the consumer market."

Once in the consumer market, Mon-

roe found that they had several new problems to contend with. The consumer wasn't aware of brand in general, and when the time came to replace worn-out shocks, he usually relied on the serviceman's recommendations.

In 1957 the company launched an all-print campaign in major national magazines identifying Monro-Matic shock absorbers and Monroe Load-Levelers with advanced safety features. Results were good. Sales advanced, as presumably did brand awareness.

In the summer of '58, Monroe went into radio in Cleveland on KYW, WDOK, and WGAR in an attempt to beef up the national print campaign in several key markets. The company bought a 10-week schedule of 10 spots per day, Monday-Friday, traffic and run of schedule. The spots, all minutes, were mainly delivered by station d.j.'s. The announcements were keyed to selling the virtues of the Load-Levelers, a new product in the area.

...tribution rose dramatically and by the end of the campaign Monroe had sold about 25,000 new units.

Monroe strategists in an attempt to increase their market beyond the simple replacement of worn-out shock absorbers, decided to go after the new car owner. The theme of the campaign: to get new car owners to replace their shocks with Monroe Load-Levelers for increased safety and road-handling advantages. In this effort to induce the consumer who had just plunked down several thousand dollars to spend additional funds replacing new equipment, message impact and brand awareness became increasingly more significant.

In the summer of '59 Monroe's radio plans forged ahead with a schedule of 225 mainly traffic spots on 9 stations in the upper California Bay Area. At the same time the company bought an after-the-game baseball show on WTMJ, Milwaukee. Sales in Milwaukee went up 60% and the California dealers were so pleased that they pooled their funds for a co-op repeat this year.

Monroe's radio experiences had thus far demonstrated (separately) the effectiveness of sport shows, traffic time and hard-hitting merchandising. Now the client, with Joe Culbertson, a.e. at Aitkin-Kynett, sought a way to coalesce these advantages in one single property. The answer: the Bill Stern *Monroe Sportsreel* on Mutual.

Stern has been broadcasting for Monroe since 4 Jan. 1960. The effect, according to company representatives, has been remarkable. Monroe merchandises Stern to dealers, supplying them with huge cardboard displays, counter cards, and mats for newspaper advertising. All this is in addition to the local ad agencies being purchased by so many of the dealers. The auto service firm is continuing much of its print advertising, but almost all ads cross-reference the radio campaign. Stern has become the Monroe spokesman, and is often in attendance at company meetings with jobbers and dealers.

Monroe has already renewed on Mutual for Stern for '60-'61 and plans to bolster the net schedule with spot advertising along with some tv on a co-op basis.



SCRIBE Cedric Adams at work and just after shaving—as he appeared in Gillette commercial

NEWSMEN'S SOFT PITCH

- ◆ Gillette calls on scribes to soft sell new blades to sports fans via network tv football, fight programs
- ◆ News approach to \$2,000,000 air media kick-off gets 'em to try blades; sales surpass projections by 50%

Gillette had big news this year and, appropriately enough, called on four newsmen to report it.

The king of air media sports sponsorship broke its Super Blue Blades scoop before an estimated 50,000,000 viewers of the Rose Bowl football telecast on NBC TV last New Year's Day. Reporting this news via Gillette's filmed commercials: Frank Conniff, Hearst national editor; Earl Wilson, Hall Syndicate; Cedric Adams, radio/tv broadcaster and Minneapolis *Star-Tribune* columnist, and Quentin Reynolds, author and lecturer.

The quartet of commercials revolving around these journalists, was on view for the next three months during the Gillette-sponsored *Friday Night Fights* (NBC TV), said to reach an audience in the neighborhood of 24,000,000 per program. Gillette allotted some \$2,000,000 to this air media kick-off campaign for the new blades, including a portion channeled into net and spot radio.

Exhaustive testing had convinced Gillette its new blade was a winner.

The problem was how to get people to try it when it looks the same as regular Blue Blades and costs two cents more per blade. Ecstatic copy, though relatively justifiable in this case, was ruled out because, "There are only so many expletives in the English language appropriate for shaving, and over the years they've all been used," points out Bob Gamble, Gillette a.e. at the Maxon agency.

"We decided on soft sell, to be delivered primarily by newsmen. The public is accustomed to hearing the news from them and for the most part accepts what they say without question," Gamble explains. "To have them tell of their experiences with the new blade in a straightforward, conversational manner heightened the credibility of our message."

And so it must have, for Super Blue Blade sales have been running about 50% ahead of Gillette's most optimistic projections. By May they were accounting for 20% of all Gillette blade sales and are considered a highly significant factor in the parent



launching new Super Blue Blades. Adams was one of four fourth estaters enlisted in cause

HIKES SUPER BLUE SALES

Gillette Co.'s 24% net profits increase for the first quarter of 1960. (Gillette Co. figures include its Toni and Paper Mate Divisions as well as Gillette Safety Razor Co.)

Each of the four introductory-phase commercials opens with scenes representative of the featured newsman's career. For example, Conniff's commercial starts with battle scenes, Wilson's with shots of Broadway. There follows voice over introduction of the journalist, who appears in an on-the-job setting.

He gets into his testimonial with a news-oriented opener. Says Wilson, "My beat is Broadway, and here's one of the slickest pieces of news I've picked up along the Big Street for a long, long time. . . ." Reynolds begins, "I've really got news for you. I'm here to give you a report on the slickest shave I ever got in my life. . . ."

After a few words the scene shifts to the columnist, garbed in terry cloth robe, in front of the bathroom mirror, fresh from a Super Blue Blade shave. He has some very complimentary things to say about the blade, but stays away from extremes. Reynolds remarks that "your razor all but floats across your face." Says Conniff, "Why you shave in a breeze and hardly know you're shaving."

There are references to the lengthy, careful research that went into devel-

opment of the blades. But the main thrust of the commercials is that the viewer ought to try them and see for himself. As Adams puts it, "But you gotta try this new blade to believe it. So take my word and give it a whirl." Wilson's advice: "But take it from Earl, here's a pearl; you have got to try this blade yourself to know what I'm exclaiming about."

Normally Gillette runs three promotions a year, in conjunction with Christmas, Father's Day, and the World Series. When the Super Blues were ready to roll late last year, however, the Christmas promotion was too far along to be altered, and Father's Day too far off. So Gillette broke with tradition and conducted a separate drive for the first three months of 1960 to introduce the new blades.

Of the 15 Rose Bowl tv commercials, six were devoted entirely to the new blade. The first and last were delivered live by sportscaster Mel Allen, while the middle quartet consisted of the newsman testimonials. In addition there were new tag-ends for Gillette razor and shaving cream commercials, suggesting use of new Super Blue Blades to round out the combination.

Allen's commercials followed up his initial "teaser" a few days before, during the Blue-Grey football telecast. On the earlier occasion, while dem-

onstrating safety features of a Gillette razor, he mentioned that the blade used was a new Super Blue, about which the public soon would hear more.

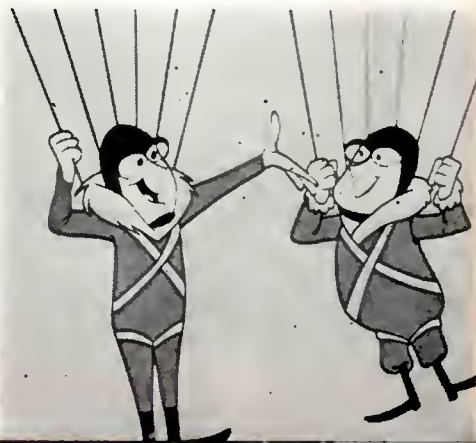
After New Year's Day the ball was carried by *Friday Night Fights*, on NBC radio, as well as tv facilities and Gillette's d.j.'s in the 100 top markets. Copy points were substantially the same for the live net radio commercials as those used on tv.

The d.j.'s, on the other hand, delivered the message their own way, working from fact sheets. They are chosen for their popularity among teenagers and Gillette gives them free reign to use the personality that makes them popular. They average 20 spots a week for Gillette the year round, and during this introductory campaign, they devoted them all to the new blade.

For the four weeks preceding Father's Day, Gillette turned out a new series of filmed commercials opening with animated characters asking one another if they've tried the new Super Blue Blades (see cut below). This is followed by live action shots and the announcer's voice over query as to whether viewers have tried the blades, and his soft-sell reasons why they should.

The Father's Day season commercials have been on view during *Friday Night Fights*, including two championship bouts. They are aired also via Gillette's new sports venture, *Big League Baseball*, seen Saturday afternoons on the ABC TV network minus cities housing major league teams. And, Gillette's more than 200 d.j.'s are devoting about half of their Gillette spots to the new blade during this period.

ANIMATED opener utilized for Father's Day promotion of Super Blue Blades. One chutist is asking other if he's tried 'em



Guild tells AFA tv's triple irritants

GUILD ASKS FOR TV CLEAN-UP



Vocal spokesman for advertising is Walter Guild, 56-year-old president of Guild, Bascom & Bonfigli agency in San Francisco, who has long since established a reputation as an offbeat adman and a profitably unorthodox marketer.

He focused his thinking about advertising and television in a speech last Monday (6 June) to members of the Advertising Federation of America meeting in annual convention in New York. He cautioned them that the "triple irritations" of television could lead to government regulation of all of advertising unless these irritants are eliminated from commercials. The following comments are excerpts from that hard-hitting challenge, centering on his theme that the copywriter and creative person have the most influence in effecting changes in commercials.

Mr. Guild had been a musician and musical director, an actor and a radio writer before moving into agency work as an account executive in 1937. He formed his own agency in 1949 with first-year billings of some \$200,000. This year, the agency anticipates more than \$18 million, much of it in food accounts.

Current clients include Skippy Peanut Butter Div. of Best Foods, Ralston Purina Co., Bear Creek Orchards, Mother's Cake & Cookie Co., Clougherty Packing Co., Tidy House Co., Carling and Heidelberg Beers, and Mary Ellen's Jams and Jellies.

▼ Walter Guild of Guild, Bascom & Bonfigli tells AFA meet tv's "triple irritations" may destroy all advertising

▼ He says creative people can do the most to stop the irritations of interruption, content and repetition

by **WALTER GUILD**

In gripe sessions about advertising, it is not uncommon to hear the phrase "the poor copywriter." I am speaking to the copywriter because, poor as he may be, misunderstood and abused, nevertheless he is the most powerful of all elements in the field

of advertising. Why? Because he makes the product, and without the product the agency president would be back at his old job . . . in the brassiere business.

My remarks are addressed to the copywriters, and more specifically to the copywriters of television and their sidekicks, the tv producers, directors,

and talent snatchers, because I believe it is only these creative people in advertising who can cure triple irritation . . . a malignancy which could very well destroy advertising.

The creative people in advertising are responsible for triple irritation, which has to do with tv and tv only. And irritating commercials have to be written by somebody. What is triple irritation?

Abuse of advertising is the fashion, but I couldn't care less about the unfavorable opinions held by doctors, lawyers, college professors, and assorted eggheads. But we must all become concerned when the general public gets mad at any kind of advertising, especially when they show signs of getting *real* mad. And these people are *very* mad about triple irritation in television.

If the advertising profession does nothing about triple irritation in tv advertising, we can expect—sooner or later—government regulation of all advertising, not just television. There can be no doubt that television viewers are irritated by tv advertising they don't like, and they haven't liked T.I. for some time.

I've had ad people ask, "Would government regulation of advertising be so bad?" I can assure you it would be ruinous. Can you imagine writing good advertising under a system in which, by comparison, bureaucratic boondoggling would make even the most comma-chasing client seem like a sweet guy? Government regulation equals goodbye advertising as we know it. And if T.I. encourages government regulation, let's get rid of it!

What is triple irritation? It's those commercials which irritate the viewer in three ways: by (1) interruption. irritation; (2) irritation of content, and (3) irritation by repetition.

Interruption irritation: Certain types of commercials interrupt the murder just at the point where the victim is being bumped off, or interrupt at the point of seduction. Viewers experience no particular irritation at good commercials coming in at logical places in situation comedy, variety shows, public service shows, or dramatic shows which are non-violent.

threaten advertising profession

Interruption irritation occurs when they are offered "a word from our sponsor" while murder is actually being committed on the tv screen.

My suggestion to creative people and the copywriter: they should make a strong pitch that when a fine piece of copy is written for tv it be given a chance to be seen and heard in a favorable environment, a good climate. Certainly commercial interruption of tense and violent tv programs does not provide a favorable climate, for no other reason than that the viewer is not in a favorable mood to receive the commercial message.

Creative people may not be able to change this situation immediately, but they can at least protest and recognize that the climate factor is a controllable one. In their own self-interest they should attempt to secure favorable environment for their creative efforts. The trend is in this direction.

Irritating content: This is the second and most important irritant—the real rouser. It takes many and varied forms, the most common being the preposterous proposition being repeated ad nauseum. It's amazing to see the advertising of an entire industry being involved in this type of commercial. I might mention the self-medication industry, the fast-relief industry. The deadly sameness of these commercials, their emphasis on our innards, and the derogatory if not defamatory statements regarding the horrible side effects of the competitor's pills are probably a prime cause of tv viewer irritation.

These are good products and they perform a service, but the way they're being advertised is definitely damaging to advertising as a whole. Copywriters who voluntarily write this kind of commercial should make an attempt to do better. Those who write them under compulsion should rebel. There must be better ways of selling than the ways now being used. At least there are ways less damaging to the believability of advertising and to its good name.

Irritation of repetition: This idea of taking a single commercial and repeating it over and over and over again has never made the slightest

sense to me. The defense for doing it is the high cost of commercial production. I don't know the cost of commercial or print production in most agencies, but I do know about ours. For producing a four-color page for *Life*, our production costs have averaged about 13% of space. For one network show last year we did 39 different sets of commercials and our production cost—as compared with time and talent—was 6%.

Obviously it doesn't make sense to change the advertising story with every commercial, but a change in presentation should certainly improve viewer interest in most. Twice isn't too bad. Three times you can stand. Four times begins to be irksome. But 20, 30, or 40 times becomes unbearable.

Where there is less repetition, you

need more copywriters. The copywriter should insist that while his gem is a gem, the fire fades after the 40th repeat. Being non-union, you guys should fight automation!

Much of the protest about triple irritation comes from the advertising industry itself. The defenders offer only one defense: it sells goods, and so long as it sells goods we're going to keep doing it.

This is a sound position, but several techniques which should never be used by a reputable advertiser will sell goods. Endless repetition of a big lie, or a little lie, will sell goods. Irritation will sell goods. There are enough boobs in this country, as has been proven many times, who can be sold almost anything if you yell loud enough, promise enough and irritate

(Please turn to page 84)

A HARD SELL FOR WRITERS

Walter Guild uses the tv commercial copy elements he abhors and writes his own sales pitch to agency copywriters on behalf of friendly persuasion. This is a new creative "product," he says, which can "give fast, fast, fast relief to advertising."

Copywriters, here is a revolutionary idea for relief of triple irritation miseries. Have the muscles in your typing finger become lax? Is your creative urge drooping? You may be suffering from what doctors call "ferbellious of the logus," but which we call tired layout. Do as thousands have done. Try Friendly Persuasion! In a recent survey by the United States Testing Bureau, three out of four copy chiefs recommended the ingredients in Friendly Persuasion. A survey of clients in Manchester, Mass., proved conclusively that in three cases out of four triple irritation vanished completely (or definitely improved) within seven to 11 weeks. Why trade a client for an upset stomach? Do not risk the danger of embarrassing government regulation! Follow the advice of prominent copy chiefs and clients who have switched to Friendly Persuasion. Banish triple irritation. Try Friendly Persuasion now, and give advertising fast, fast, fast relief!



WGN WINS AGAIN!

For two years in a row, radio station WGN, Chicago, has won the coveted Alfred P. Sloan Award for distinguished public service in highway safety. The citation reads as follows:

“WGN Radio in 1959 virtually doubled the traffic safety programming that earned the station a Sloan Award last year.

“Notable were its Signal 10 program which imaginatively attacked the problem of traffic law enforcement in a two-state area; a safety slogan contest that drew more than 10,000 entries; its frequent Trafficopter reports, daily providing helpful services to motorists and effectively tied in with instructive safety facts; and, in addition, a heavy volume of safety spots and announcements.

“WGN’s Safety Crusade doubtless has been an important factor in the recent improvement of Chicago’s traffic accident record.”



WGN RADIO CHICAGO

First in Service

TV SET COUNT

(Continued from page 39)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
BAKER	1,300	80	1,040
RAY	18,200	77	14,000
BRADFORD	3,300	79	2,620
BREVARD	33,500	73	24,530
BROWARD	91,700	90	82,640
CALHOUN	2,100	82	1,300
CHARLOTTE	3,200	72	2,310
CITRUS	2,100	58	1,220
CITRUS	4,800	77	3,720
CLAY	5,800	72	4,190
COLLIER	5,200	64	3,330
COLUMBIA	281,500	91	255,100
DADE	2,900	58	1,690
DE SOTO	1,000	62	620
DIXIE	127,400	87	111,450
DUVAL	47,300	83	39,070
ESCAMBIA	1,800	73	1,320
FLAGLER	2,000	47	930
FRANKLIN	10,800	60	6,430
GADSDEN	700	63	440
GLAUCHRIST	800	63	500
GLADES	2,900	62	1,800
GULF	2,100	64	1,340
HAMILTON	3,800	58	2,220
HARDY	2,100	63	1,320
HENDRY	3,000	58	1,750
HERNANDO	6,200	63	3,890
HIGHLANDS	120,800	88	106,280
HILLSBOROUGH	3,100	57	1,780
HOLMES	7,100	61	4,320
INDIAN RIVER	9,400	58	5,470
JACKSON	2,600	57	1,470
JEFFERSON	700	62	430
LAFAYETTE	16,600	74	12,220
LAKE	11,300	72	10,290
LEE	20,000	56	11,220
LEON	3,000	58	1,750
LEVY	800	45	360
LIBERTY	3,500	57	1,990
MADISON	19,300	80	15,470
MANATEE	14,900	66	9,860
MARION	4,800	61	2,930
MARTIN	16,400	75	12,320
MONROE	1,000	81	3,230
NASSAU	16,700	69	11,550
OKALOOSA	1,400	68	960
OKEECHOBEE	82,800	86	71,140
ORANGE	6,100	68	4,140
OSCEOLA	79,000	88	67,900
PALM BEACH	10,100	61	6,200
PASCO	116,000	85	98,750
PINELLAS	56,600	79	44,680
POLK	9,300	73	6,770
PUTNAM	9,700	77	7,500
ST. JOHNS	9,700	61	5,920
ST. LUCIE	7,000	69	4,840
SANTA ROSA	22,100	68	14,540
SARASOTA	13,500	65	8,790
SEMINOLE	3,300	61	2,020
SUMTER	3,700	64	2,370
SUWANNEE	4,100	57	2,340
TAYLOR	1,100	80	880
UNION	39,300	68	25,930
VOLUSIA	1,400	47	660
WAKULLA	4,100	57	2,340
WALTON	3,000	51	1,540
WASHINGTON			

GEORGIA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
APPLING	3,000	58	1,690
ATKINSON	1,500	57	850
BACON	2,300	74	1,700
BAKER	1,200	56	670
BALDWIN	5,300	62	3,280
BANKS	1,500	75	1,130
BARROW	3,500	76	2,650
BARTOW	6,800	88	5,830
BEN HILL	3,800	57	2,030
BERRIEN	3,200	57	1,830
BIBB	40,000	80	31,890
BLECKLEY	2,200	68	1,450
BRANTLEY	1,400	58	810
BROOKS	3,800	48	1,750
BRYAN	1,000	64	640
BULLOCH	6,200	61	3,750
BURKE	5,800	60	3,490
BUTTS	2,400	81	1,940
CALHOUN	2,900	57	1,650
CAMDEN	2,000	73	1,450
CANDLER	1,900	59	1,130
CARROLL	9,600	87	8,380
CATOOSA	4,800	80	3,860
CHARLTON	1,300	73	950
CHATHAM	53,900	87	46,730
CHATHAHOOCHEE	2,400	78	1,820
CHATTOOGA	5,400	79	4,260
CHEROKEE	5,300	83	4,400
CLARKE	10,900	77	8,440
CLAY	1,100	82	680

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
CLAYTON	12,600	90	11,350
CLINCH	1,600	60	970
COBB	29,900	82	27,530
COFFEE	6,500	57	3,720
COLQUITT	8,400	65	5,430
COLUMBIA	2,300	79	1,820
COOK	3,000	48	1,450
COWETA	7,100	77	5,680
CRAWFORD	1,300	67	870
CRISP	4,500	64	3,040
DADE	1,800	79	1,420
DAWSON	900	82	740
DECATUR	7,100	54	3,810
DE KALB	64,400	91	58,770
DODGE	3,800	66	2,520
DOOLY	2,900	66	1,920
DOUGHERTY	16,500	78	12,890
DOUGLAS	3,200	87	2,800
EARLY	3,200	54	1,720
ECHOLS	500	60	300
EFFINGHAM	1,900	60	1,150
ELBERT	4,300	75	3,240
EMANUEL	4,400	55	2,420
EVANS	1,700	64	1,060
FANNIN	3,500	63	2,210
FAYETTE	1,300	90	1,180
FLOYD	18,500	82	15,220
FORSYTH	3,000	83	2,480
FRANKLIN	3,100	75	2,320
FULTON	163,700	91	148,820
GILMER	2,200	80	1,770
GLASCOCK	500	72	360
GLYNN	10,500	75	7,860
GORDON	4,800	80	3,860
GRADY	4,800	54	2,570
GREENE	2,600	64	1,670
GWINNETT	9,400	81	7,610
HABERSHAM	4,500	72	3,240
HALL	11,700	91	10,610
HANCOCK	2,100	62	1,300
HARALSON	3,300	87	2,890
HARRIS	2,700	72	1,950
HART	3,700	76	2,800
HEARD	1,500	77	1,160
HENRY	3,900	86	3,360
HOUSTON	9,100	79	7,200
IRWIN	2,500	57	1,420
JACKSON	4,300	76	3,260
JASPER	1,400	75	1,040
JEFF DAVIS	3,200	56	1,800
JEFFERSON	4,200	72	3,020
JENKINS	2,500	60	1,510
JOHNSON	2,200	59	1,290
JONES	1,800	62	1,110
LAMAR	2,500	81	2,020
LANIER	1,400	60	840
LAURENS	7,700	74	5,680
LEE	1,500	64	960
LIBERTY	2,600	64	1,660
LINCOLN	1,200	74	890
LONG	900	57	510
LOWNDES	13,100	62	8,140
LUMPKIN	1,400	63	880
MC DUFFIE	3,100	79	2,450
MC INTOSH	1,600	64	1,020
MACON	3,000	66	1,990
MADISON	2,500	75	1,870
MARION	1,400	66	930
MERIWETHER	5,500	74	4,080
MILLER	1,800	54	960
MITCHELL	5,500	54	2,950
MONROE	2,600	81	2,100
MONTGOMERY	1,600	55	890
MORGAN	2,600	74	1,930
MURRAY	2,600	80	2,090
MUSCOGEE	42,800	90	38,710
NEWTON	4,600	86	3,970
OCONEE	1,500	75	1,120
OGLETHORPE	1,900	64	1,210
PAULDING	2,900	87	2,530
PEACH	3,100	66	2,060
PICKENS	2,200	83	1,830
PIERCE	2,400	58	1,390
PIKE	1,600	74	1,190
POLK	8,400	87	7,350
PULASKI	2,100	66	1,390
PUTNAM	1,700	62	1,050
QUITMAN	400	63	250
RABUN	1,700	72	1,230
RANDOLPH	2,800	63	1,750
RICHMOND	41,900	84	35,150
ROCKDALE	2,200	86	1,900
SCHLEY	900	67	600
SCREVEN	4,400	60	2,640
SEMINOLE	2,000	54	1,080
SPALDING	8,600	91	7,860
STEPHENS	4,400	72	3,180
STEWART	1,800	66	1,200
SUMTER	5,600	64	3,590
TALBOT	1,900	72	1,370
TALIAFERRO	900	73	660
TATTNALL	3,700	59	2,188
TAYLOR	2,100	66	1,390
TELFAR	2,900	57	1,640
TERRELL	3,200	64	2,060

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
THOMAS	9,800	85	6,330
TIFT	6,200	57	3,560
TUOMBS	3,700	59	2,180
TOWNS	1,100	63	690
TREUTLEN	1,400	55	770
TROUP	12,600	81	10,210
TURNER	2,500	57	1,430
TWIGGS	1,500	58	860
UNION	1,700	63	1,070
UPSON	8,200	72	4,480
WALKER	10,200	80	8,160
WALTON	4,900	74	3,610
WARE	9,300	76	7,060
WARREN	1,900	72	1,370
WASHINGTON	6,700	58	3,920
WAYNE	4,000	57	2,270
WEBSTER	700	67	470
WHEELER	1,100	57	630
WHITE	1,700	63	1,060
WHITFIELD	10,700	89	9,540
WILCOX	2,200	66	1,450
WILKES	2,800	73	2,050
WILKINSON	2,100	59	1,230
WORTH	4,200	57	2,400

IDAHO

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ADA	27,000	89	24,890
ADAMS	900	64	570
BANNOCK	13,600	82	11,100
BEAR LAKE	1,800	68	1,220
BENWAH	1,400	85	1,160
BINGHAM	7,500	79	5,940
BLAINE	1,400	66	920
BOISE	400	68	270
BONNER	4,500	83	3,730
BONNEVILLE	11,900	67	10,320
BOUNDARY	1,500	82	1,240
BUTTE	800	66	520
CAMAS	200	66	130
CANYON	18,100	76	13,770
CARBON	1,800	68	1,220
CASSIA	4,000	67	2,670
CLARK	200	83	170
CLEARWATER	2,100	75	1,570
CUSTER	900	52	460
ELMORE	3,000	77	2,310
FRANKLIN	2,300	67	1,540
FREMONT	2,100	82	1,720
GEM	2,500	68	1,710
GOODING	2,700	66	1,790
IDAHO	3,200	60	1,910
JEFFERSON	2,600	82	2,130
JEROME	3,100	67	2,060
KOOTENAI	9,200	85	7,800
LATAH	7,000	69	4,840
LEMHI	1,900	51	960
LEWIS	1,200	69	830
LINCOLN	1,000	66	660
MADISON	2,300	82	1,890
MINDOKA	2,500	67	1,678
NEZ PERCE	7,600	69	5,250
ONEIDA	800	67	530
OWYHEE	1,700	77	1,318
PAYETTE	3,500	68	2,390
POWER	900	67	600
SHOSHONE	6,200	72	4,450
TETON	700	82	590
TWIN FALLS	14,100	69	9,790
VALLEY	1,100	64	700
WASHINGTON	2,400	68	1,640

ILLINOIS

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ADAMS	21,200	92	19,590
ALEXANDER	6,400	81	5,200
BOND	4,300	90	3,890
BOONE	5,300	84	4,480
BROWN	2,300	89	2,050
BUREAU	12,800	91	11,640
CALHOUN	2,000	89	1,780
CARROLL	6,400	88	5,628
CASS	4,400	69	3,010
CHAMPAIGN	34,200	91	31,178
CHRISTIAN	12,800	90	11,480
CLARK	5,600	85	4,750
CLAY	5,800	75	4,378
CLINTON	6,400	91	5,800
COLES	13,700	87	11,920
COOK	1,596,900	93	1,488,570
CRAWFORD	8,700	85	5,690
CUMBERLAND	3,400	87	2,880
DE KALB	15,100	93	13,978
DE WITT	5,600	86	4,840
DOUGLAS	6,400	85	5,440
DU PAGE	26,700	93	24,900
EDGAR	7,800	85	6,630
EDWARDS			

LISTENING HABITS HAVE CHANGED!



...in Cleveland, WHK is Now No. 1

Latest analyses of Cleveland radio reveal that affection has been transferred to **WHK**, thanks to Metropolitan's unique Gestalt of service, news and showmanship. The New WHK delivers Cleveland's largest audience,* and advertisers are reorienting. For more insight into this development, consult with Blair or V.P. and General Manager Jack Thayer EXpress 1-5000.

WHK Cleveland
A station of the
Metropolitan Broadcasting
Corporation



New Orleans housewives
soothe junior-sized savage
beasts
with favorite KID SHOWS
on WWL-TV

The kids settle down fast when it's time to watch Miss Ginny and Uncle Henry on WWL-TV. These two favorite local TV personalities present ROMPER ROOM mornings and POPEYE AND PALS evenings—with games, films and stories that keep the younger set coming back for more all week long.

Represented nationally by Katz

WWL-TV
CBS NEW ORLEANS

WLAC-TV CBS
nashville

the way station
to the
central
south

Way ahead with the news,
WLAC-TV won 4 out of 5
recent top news awards.

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

American Tobacco Co., New York: About 45 markets are getting four-week schedules for Pall Mall. Run starts 4 July with heavy frequencies of prime and fringe minutes and 20's. Buyer: SSCB, New York.

General Foods Corp., Perkins Div., Chicago: Summer campaign for Kool Aid goes into full swing this month. Some 15 markets are being added to the 35 it is in currently. Minutes and 20's are being scheduled through mid-August. Buyer: Dorothy Fromherz. Agency: Foote, Cone & Belding, Chicago.

Procter & Gamble Co., Cincinnati: Going into top markets with schedules for Clorox beginning 1 July. Placements are for 52 weeks using day minutes, frequencies depending on market. Agency: Honig-Cooper, Harrington & Miner, San Francisco.

Little Crow Milling Co., Warsaw, Ind.: Planning a campaign in a number of midwestern markets for Coco Wheats to start in September. Schedules of day minutes will run for 26 weeks. Agency: Edward H. Weiss & Co., Chicago.

Armour & Co., Chicago: Hasty Hearth, a new margarine, is being tested in Madison, Wis., and several other markets reportedly are being added shortly. Present plans are for a major campaign beginning early fall, in about 20 markets. Buyer: Martha Pannell. Agency: N. W. Ayer & Son, Chicago.

RADIO BUYS

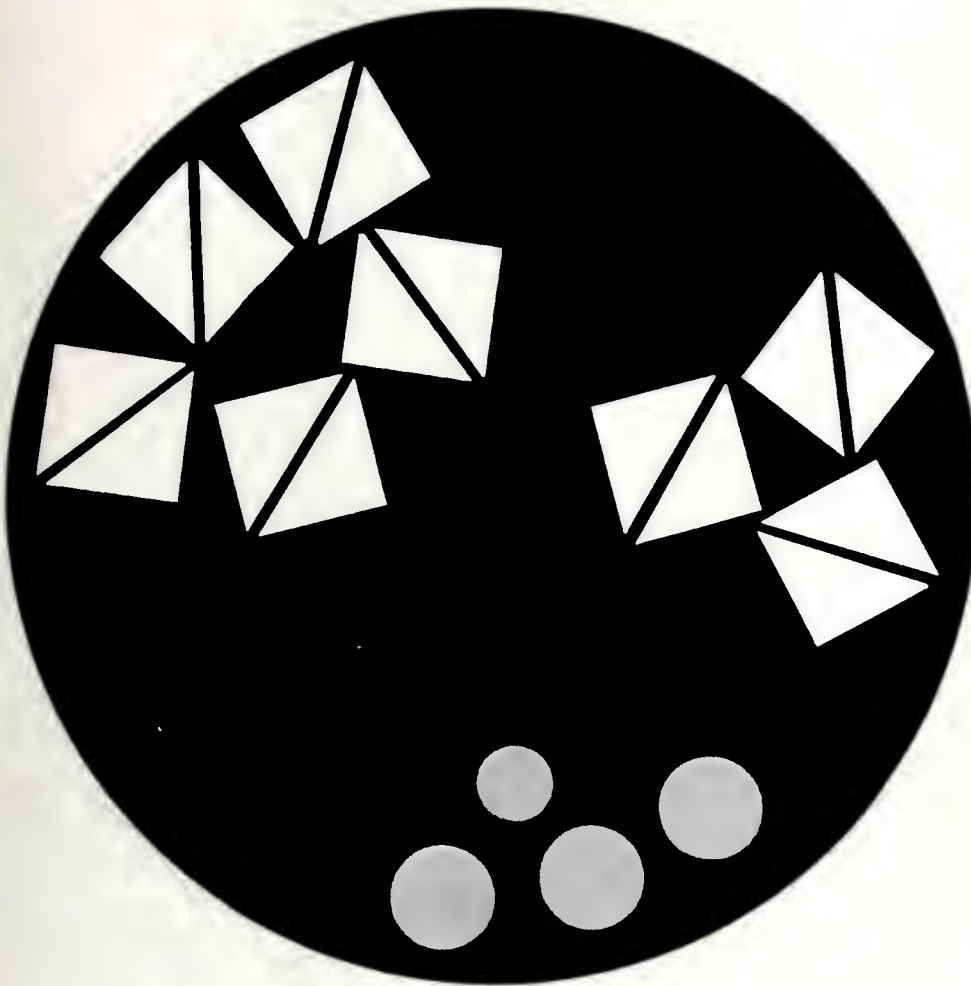
National Biscuit Co., New York: Campaign for Millbrook bread begins 27 July in 15 scattered markets. Schedules of day and traffic minutes are for 12 weeks, 15 spots per week per market. Buyer: Phil Stumbo. Agency: McCann-Erickson, New York.

Youthcraft Creations, Inc., New York: Planning the fall campaign for its Youthcraft girdles, in 25 markets. Day minute schedules, 18 spots per week per market, will start 15 September for four weeks. Buyer: Cathy Nicastri. Agency: Leber & Katz, Inc., New York.

Duffy-Mott Co., Inc., New York: Going into about 15 scattered markets this month with schedules for AM and PM fruit juices. Traffic minutes are set for six weeks, ranging from 15 to 50 per week per market. Buyer: Steve Suren. Agency: SSCB, New York.

General Foods Corp., Jello-O Div., White Plains, N. Y.: Jell-O Instant Pudding campaign begins 11 July for 16 weeks in about 40 markets. Day minutes, 9-11:30 a.m., are being bought, 15-25 per week per market. Buyer: Ann Purtrill. Agency: Young & Rubicam, New York.

Florists' Telegraph Delivery Association, Inc., Detroit: Placing day minutes in the top markets to start 1 July. Schedules are 12 to 52 weeks, depending on market. Agency: Keyes, Madden & Jones, Chicago.



REPRESENTATIVE LUNCH

An H-R salesman, swamped with inquiries, can't find time to go out to lunch (an occupational hazard for reps of WMAL-TV and affiliate WSVB-TV). He accepts an invitation from his secretary, Laura, and her girl friend, Ingrid, to share their sandwiches, with the condition that he pay them eighty cents. The girls decide to let him eat anyway.

Laura had five sandwiches, Ingrid three (Ingrid's dieting). Each of the three eats an equal amount. After they're finished our H-R man discovers that payment is a problem. There is disagreement about equitable division of the money.

How would you divide the eighty cents? Mail us the correct answer* and win a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y.

**Assume all sandwiches to be of equal value. Ignore considerations like original cost and what this has to do with the Washington market.*

wmal-tv

Channel 7, Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D.C.; WSVB-TV and WSVB, Harrisonburg, Va.

TV SET COUNT

(Continued from page 50)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
FRANKLIN	11,800	81	12,970
FULTON	15,700	91	14,280
GALLATIN	2,300	75	1,730
GREENE	6,200	89	5,510
GRUNDY	6,600	91	6,030
HAMILTON	3,700	75	2,770
HANCOCK	8,700	87	7,550
HARDIN	1,800	77	1,380
HENDERSON	2,600	91	2,360
HENRY	18,100	94	15,070
IROQUOIS	11,200	86	9,660
JACKSON	13,100	87	11,460
JASPER	4,200	85	3,570
JEFFERSON	11,900	84	10,020
JERSEY	5,300	89	4,710
JO DAVIESS	7,000	88	6,140
JOHNSON	2,800	79	2,210
KANE	54,400	84	51,240
KANKAKEE	23,800	83	22,060
KENDALL	4,500	81	4,120
KNOX	18,700	92	17,270
LAKE	74,000	95	70,230
LA SALLE	35,100	86	30,180
LAWRENCE	6,000	81	4,890
LEE	10,600	87	9,250
LIVINGSTON	13,700	87	11,870
LOGAN	9,200	92	8,430
MC DONOUGH	9,800	87	8,500
MC HENRY	21,700	93	20,140
MC LEAN	28,300	87	24,630
MACON	37,100	90	33,520
MACOUPIN	14,500	81	13,190
MADISON	69,900	92	64,390
MARION	13,700	90	12,350
MARSHALL	4,300	88	3,680
MASON	5,200	83	4,340
MASSAC	6,200	78	4,870
MENARD	2,900	83	2,420
MERCER	5,800	91	5,250
MONROE	4,800	91	4,380
MONTGOMERY	10,600	87	9,190
MORGAN	11,000	88	9,670
MOULTRIE	4,300	86	3,700
OGLE	12,100	87	10,510
PEORIA	62,300	83	57,750
PERRY	6,500	88	5,580
PLATT	5,300	86	4,580
PIKE	7,500	89	6,650
POPE	1,600	79	1,260
PULASKI	3,700	81	3,010
PULASKI	1,300	85	1,110
RANDOLPH	8,800	92	8,110
RICHLAND	5,900	77	4,530
ROCK ISLAND	48,900	94	45,850
ST CLAIR	75,200	93	70,090
SALINE	9,500	87	8,230
SANGAMON	47,100	89	41,870
SCHUYLER	3,200	89	2,830
SCOTT	2,300	80	2,040
SHELBY	8,300	88	7,130
STARK	2,600	86	2,230
STEPHENSON	14,400	92	13,230
TAZEWELL	29,000	94	27,130
UNION	5,300	81	4,310
VERMILION	31,800	88	27,890
WABASH	4,300	81	3,500
WARREN	8,300	90	7,500
WASHINGTON	4,700	88	4,080
WAYNE	8,500	75	4,900
WHITE	6,300	75	5,180
WHITESIDE	17,700	93	16,500
WILL	51,400	89	47,810
WILLIAMSON	15,900	85	13,570
WINNEBAGO	62,000	91	56,700
WOODFORD	8,200	88	7,030

INDIANA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ADAMS	8,900	88	8,090
ALLEN	71,100	83	65,900
BARTHOLOMEW	14,800	93	13,780
BENTON	3,400	89	3,040
BLACKFORD	4,500	84	3,760
BOONE	9,200	98	8,510
BROWN	2,200	85	1,880
CARROLL	5,700	86	4,880
CASS	12,200	92	11,230
CLARK	19,900	83	18,410
CLAY	8,400	84	7,060
CLINTON	10,300	91	9,390
CRAWFORD	2,700	84	2,270
DAVISS	8,200	85	6,970
DEARBORN	8,300	83	7,210
DECATUR	8,000	90	5,370
DEKALB	9,300	91	8,400
DELAWARE	94,300	92	87,550
DUBOIS	7,300	88	6,040
ELKHART	31,700	88	27,788
FAYETTE	7,500	89	6,660

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
FLOYD	16,100	83	15,010
FOUNTAIN	6,600	88	5,830
FRANKLIN	4,700	89	4,170
FULTON	5,100	80	4,530
GIBSON	10,100	86	8,850
GRANT	23,300	92	21,440
GREENE	9,000	91	8,100
HAMILTON	11,100	93	10,300
HANCOCK	9,500	92	8,710
HARRISON	5,700	86	4,900
HENDRICKS	12,200	91	11,040
HENRY	15,800	89	14,070
HOWARD	20,200	93	18,800
HUNTINGTON	10,800	87	9,380
JACKSON	9,300	86	7,960
JASPER	5,600	90	5,020
JAY	7,100	84	5,950
JEFFERSON	7,300	91	6,820
JENNINGS	5,000	90	4,500
JOHNSON	11,800	91	10,750
KNOX	13,600	92	12,550
KOSCIUSKO	13,300	88	11,650
LAGRANGE	5,100	85	4,320
LAKE	144,600	93	135,070
LA PORTE	27,400	93	25,370
LAWRENCE	11,500	92	10,580
MADISON	39,000	94	36,570
MARION	217,800	94	204,250
MARSHALL	10,000	89	8,870
MARTIN	3,500	85	2,970
MIAMI	11,000	84	9,240
MONROE	16,100	92	14,830
MONTGOMERY	10,600	92	9,770
MORGAN	9,800	92	8,310
NEWTON	3,300	90	3,490
NOBLE	8,600	91	7,860
OHIO	1,100	93	1,030
ORANGE	5,800	84	4,850
OWEN	3,500	81	3,180
PARKE	4,800	88	4,210
PERRY	5,100	84	4,260
PIKE	4,100	83	3,400
PORTER	15,700	94	14,710
POSEY	5,400	89	4,820
PULASKI	3,900	89	3,450
PUTNAM	7,000	84	5,910
RANDOLPH	9,100	91	8,260
RIPLEY	8,800	80	6,120
RUSH	6,500	90	5,830
ST JOSEPH	72,200	93	67,090
SCOTT	4,600	91	4,170
SHELBY	10,700	92	9,820
SPENCER	4,100	83	3,390
STARKE	5,800	89	5,140
STUBEN	6,000	85	5,080
SULLIVAN	6,800	87	5,900
SWITZERLAND	2,000	93	1,860
TIPPECANOE	25,800	88	22,680
TIPTON	4,800	87	4,200
UNION	1,800	89	1,610
VAN DERBURGH	56,100	89	50,170
VERMILION	5,900	88	5,170
VIGO	34,900	93	32,520
WABASH	10,500	84	8,780
WARREN	2,500	88	2,200
WARRICK	7,300	83	6,050
WASHINGTON	4,800	86	4,120
WAYNE	23,100	90	20,800
WELLS	6,400	88	5,640
WHITE	6,700	86	5,740
WHITLEY	6,500	91	5,940

IOWA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ADAIR	3,900	79	3,090
ADAMS	2,500	80	1,990
ALLAMAKEE	4,500	76	3,430
APPANOOSE	6,000	75	4,500
AUDUBON	3,300	94	3,110
BENTON	7,700	94	7,250
BLACK HAWK	38,000	96	36,460
BOONE	8,700	91	7,940
BREMER	6,100	87	5,310
BUCHANAN	5,900	96	5,650
BUENA VISTA	7,100	81	5,720
BUTLER	5,400	86	4,650
CALHOUN	5,100	78	3,980
CARROLL	0,800	93	6,300
CASS	6,200	94	5,830
CEDAR	5,800	97	5,600
CERRO GORDO	16,700	86	15,080
CHEROKEE	5,200	83	4,480
CHICKSAW	4,200	79	3,330
CLARKE	3,200	68	2,180
CLAY	5,200	76	3,050
CLAYTON	6,700	76	5,090
CLINTON	17,500	87	16,980
CRAWFORD	5,700	93	5,280
DALLAS	7,600	92	6,970
DAVIS	3,200	81	2,610
DECATUR	3,800	74	2,800
DELAWARE	5,200	96	4,990
DES MOINES	15,800	98	14,930
DICKINSON	4,000	76	3,040

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
DUBUQUE	22,000	93	20,450
EMMET	4,500	69	3,100
FAYETTE	8,500	82	6,970
FLOYD	8,900	79	5,470
FRANKLIN	5,200	88	4,570
FREMONT	3,100	94	2,910
GREENE	4,800	91	4,380
GRUNDY	4,600	80	4,150
GUTHRIE	4,300	92	3,940
HAMILTON	6,800	95	6,480
HANCOCK	4,400	83	3,670
HARDIN	7,100	95	6,780
HARRISON	5,300	96	5,110
HENRY	6,100	82	5,020
HOWARD	3,700	73	2,710
HUMBOLDT	4,900	74	3,200
IDA	3,100	93	2,870
IOWA	4,900	81	4,110
JACKSON	5,800	92	5,340
JASPER	10,900	96	10,450
JEFFERSON	5,700	82	4,680
JOHNSON	14,600	85	12,440
JONES	5,800	92	5,340
KEOKUK	5,300	81	4,450
KOSSUTH	7,600	75	5,670
LEE	13,600	83	11,230
LINN	40,800	97	39,480
LOUISA	3,000	84	2,520
LUCAS	3,400	68	2,320
LYON	4,100	93	3,790
MADISON	4,500	91	4,080
MAHASKA	7,800	79	6,190
MARION	7,900	94	7,450
MARSHALL	11,900	95	11,330
MILLS	3,200	92	2,940
MITCHELL	4,200	85	3,580
MONONA	4,900	87	4,730
MONROE	3,000	75	2,240
MONTGOMERY	5,700	92	5,250
MUSCATINE	10,500	97	10,170
OBRIEN	5,900	81	4,800
OSCEOLA	2,700	81	2,200
PAGE	7,000	94	6,550
PALO ALTO	4,400	68	3,020
PLYMOUTH	8,800	93	6,290
POCAHONTAS	4,100	73	3,000
POLK	86,700	96	83,560
POTTAWATTAMIE	23,100	95	22,010
POWESHIEK	8,100	79	4,830
RINGGOLD	2,800	81	2,270
SAC	5,500	81	4,430
SCOTT	37,000	97	35,920
SHELBY	4,000	85	4,440
SIoux	7,000	93	6,480
STORY	15,000	95	14,270
TAMA	6,900	90	6,210
TAYLOR	3,800	81	3,070
UNION	5,200	79	4,120
VAN BUREN	3,600	81	2,930
WAPELLO	16,500	82	13,570
WARREN	6,100	91	5,540
WASHINGTON	6,800	84	5,800
WAYNE	3,900	74	2,880
WEBSTER	14,200	96	13,600
WINNEBAGO	3,800	83	3,170
WINNESHIEK	6,100	74	4,400
WOODBURY	39,700	87	32,620
WORTH	3,400	85	2,910
WRIGHT	8,300	88	5,550

KANSAS

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ALLEN	5,400	73	3,960
ANDERSON	2,900	66	1,930
ATCHISON	6,200	88	5,460
BARBER	2,700	77	2,080
BARTON	10,200	94	9,570
BOURBON	5,800	73	4,260
BROWN	4,300	80	3,420
BUTLER	13,400	85	11,380
CHASE	1,400	76	1,060
CHAUTAQUA	2,200	65	1,430
CHEROKEE	7,400	75	5,570
CHEYENNE	1,400	48	670
CLARK	1,100	66	730
CLAY	3,700	66	2,450
CLOUD	4,600	60	2,780
COFFEY	2,700	67	1,800
COMANCHE	1,000	78	780
COWLEY	12,800	81	10,400
CRAWFORD	12,900	81	10,480
DECATUR	2,000	61	1,220
DICKINSON	7,400	61	4,500
DONIPHAN	9,000	88	8,250
DO			

"THE SWINGING GENTLEMEN"



ELLIOT FIELD

BILL BALLANCE

BRUCE HAYES

B. MITCHEL REED

TED QUILLIN

JOE YOCAM

JIM HAWTHORNE

GENE WEED

The "Swinging Gentlemen" of Channel 98, KFWB, Los Angeles

put the meat on the bones of the Southern California rating skeleton. They provide challenging company to nine million radios in KFWB's primary area.

These 8 top radio entertainers unfold a glittering swirl of uninhibited radio programs ranging from a dead serious attitude about public service issues to being joyously amusing in a light, warm way. The "Swinging Gentlemen" have great influence on the spending of \$24,000,000 a day in retail sales in Southern California. Consider, if you will, that KFWB registers almost double the audience of the second station. Give the credit to the "Swinging Gentlemen" of KFWB and their daily effort to provide a collation of contemporary listeners with a slick sound that pleases the most people.

Look 'em over. Listen to 'em. You'll love 'em.

KFWB channel 98
6419 Hollywood Boulevard, Hollywood 28, California, HOLLYWOOD 3-5151

Robert M. Purcell, General Manager
James F. Simons, General Sales Manager
Represented nationally by John Blair & Co.



A SERVICE OF CROWELL-COLLIER BROADCAST DIVISION

Robert M. Purcell, Director

TV SET COUNT

(Continued from page 51)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
GEARY	8,100	61	4,930
GOVE	900	56	500
GRAHAM	1,700	60	790
GRANT	1,100	52	730
GRAY	1,100	67	740
GREFLEY	600	49	300
GREENWOOD	3,500	76	2,660
HAMILTON	900	43	390
HARPER	3,100	77	2,380
HARVEY	7,600	82	6,250
HASKELL	700	52	360
HODGEMAN	1,000	82	820
JACKSON	3,300	80	2,630
JEFFERSON	3,300	79	2,620
JEWELL	2,200	61	1,330
JOHNSON	43,600	95	41,490
KEARNY	800	52	420
KINGMAN	3,300	77	2,540
KIOWA	1,400	77	1,080
LABETTE	9,000	70	6,270
LANE	800	56	450
LEAVENWORTH	11,600	96	11,090
LINCOLN	2,000	70	1,390
LINN	2,900	82	2,370
LOGAN	1,100	47	520
LYON	7,900	68	5,350
MC PHERSON	7,500	81	6,050
MARION	4,600	76	3,510
MARSHALL	5,200	64	3,330
MEADE	1,500	67	1,000
MIAMI	6,300	81	5,130
MITCHELL	2,700	60	1,630
MONTGOMERY	16,800	80	13,460
MORRIS	2,400	76	1,830
MORTON	900	43	390
NEMAH	4,000	79	3,180
NEOSHO	6,500	75	4,910
NESS	1,600	55	890
NORTON	2,700	60	1,630
OSAGE	4,600	83	3,820
OSBORNE	2,100	64	1,350
OTTAWA	2,100	69	1,460
PAWNEE	2,900	82	2,380
PHILLIPS	3,200	64	2,060
POTTAWATOMIE	3,800	64	2,450
PRATT	4,000	77	3,080
RAWLINS	1,400	47	660
RENO	19,800	95	18,740
REPUBLIC	3,700	66	2,450
RICE	4,700	81	3,800
RILEY	6,400	68	4,330
ROOKS	3,000	64	1,930
RUSH	1,900	75	1,430
RUSSELL	3,500	75	2,620
SALINE	12,900	79	10,250
SCOTT	1,200	55	660
SEDGWICK	109,400	94	103,310
SEWARD	3,700	52	1,920
SHAWNEE	44,500	95	42,170
SHERIDAN	1,100	60	660
SHERMAN	1,900	49	930
SMITH	2,600	64	1,670
STAFFORD	2,200	82	1,800
STANTON	600	43	260
STEVENS	1,200	43	520
SUMNER	9,400	77	7,220
THOMAS	2,100	47	990
TREGO	1,600	56	900
WABAUNSEE	2,300	68	1,560
WALLACE	600	49	290
WASHINGTON	3,600	66	2,390
WICHITA	700	48	330
WILSON	4,800	75	3,620
WOODSON	2,000	66	1,330
WYANDOTTE	60,500	96	57,886

KENTUCKY

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADAIR	4,300	62	2,690
ALLEN	3,700	60	2,230
ANDERSON	2,300	74	1,700
BALLARD	2,800	62	1,730
BARREN	8,900	60	5,370
BATH	2,700	54	1,460
BELL	7,800	65	5,060
BELMONT	6,400	90	5,750
BOURBON	4,800	68	3,260
BOYD	15,300	93	14,230
BOYLE	6,000	65	3,900
BRACKEN	2,200	84	1,840
BREATHITT	3,900	53	2,050
BREWER	4,100	79	3,220
BURKETT	4,600	91	4,170
BURKE	2,600	58	1,500
BUTLER	3,600	52	1,880
CADWELL	6,100	78	3,540
CALDWELL	27,100	94	25,380
CAMPBELL	1,700	62	1,050
CARR	2,300	90	2,070

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CARTER	5,300	83	4,400
CASEY	4,100	69	2,840
CHRISTIAN	10,000	70	7,010
CLARK	5,300	55	2,890
CLAY	4,900	45	2,200
CLINTON	2,300	45	1,030
CRITTENDEN	2,800	52	1,470
CUMBERLAND	2,500	58	1,450
DAVIESS	19,500	80	15,500
EDMONSON	2,000	61	1,210
ELLIOTT	1,400	83	1,160
ESTILL	3,400	46	1,550
FAYETTE	36,000	69	24,690
FLEMING	2,900	64	1,850
FLOYD	9,900	80	7,940
FRANKLIN	9,800	75	7,320
FULTON	3,000	58	1,740
GALLATIN	1,300	90	1,170
GARRARD	2,600	65	1,680
GRANT	2,700	90	2,430
GRAVES	9,700	59	5,680
GRAYSON	5,100	60	3,080
GREEN	3,400	63	2,130
GREENUP	7,000	83	5,810
HANCOCK	1,400	78	1,090
HARDIN	14,500	85	12,310
HARLAN	11,900	68	8,100
HARRISON	4,300	75	3,240
HART	3,900	60	2,350
HENDERSON	10,500	77	8,100
HENRY	3,200	77	2,470
HICKMAN	2,100	62	1,300
HOPKINS	12,000	62	7,420
JACKSON	3,000	44	1,330
JEFFERSON	175,400	93	163,350
JESSAMINE	3,700	65	2,400
JOHNSON	5,100	73	3,740
KENTON	41,300	95	39,360
KNOTT	3,400	53	1,790
KNOX	6,600	56	3,680
LARUE	2,900	62	1,810
LAUREL	6,400	44	3,000
LAWRENCE	3,200	73	2,340
LEE	2,000	50	1,000
LESLIE	3,400	45	1,620
LETCHER	6,100	58	3,560
LEWIS	3,200	64	2,050
LINCOLN	4,300	59	2,560
LIVINGSTON	2,000	57	1,140
LOGAN	5,700	71	4,070
LYON	1,500	58	860
MC CRACKEN	18,200	66	11,990
MC CREARY	2,700	54	1,470
MC LEAN	2,700	58	1,560
MADISON	9,600	56	5,340
MAGOFFIN	2,600	53	1,370
MARION	3,600	74	2,660
MARSHALL	4,900	62	3,040
MARTIN	2,000	74	1,470
MASON	5,000	84	4,190
MEADE	2,200	79	1,730
MENEFEE	700	47	330
MERCER	4,000	65	2,600
METCALFE	2,500	58	1,450
MONROE	3,400	58	1,970
MONTGOMERY	2,900	55	1,580
MORGAN	2,700	50	1,350
MULLENBERG	7,600	64	4,850
NELSON	4,900	91	4,440
NICHOLAS	2,200	68	1,500
OHIO	4,800	57	2,750
OLDHAM	3,200	77	2,470
OWEN	2,500	75	1,870
OWSLEY	1,700	45	760
PENDLETON	3,300	83	2,750
PERRY	7,800	59	4,620
PIKE	15,500	70	10,790
POWELL	1,300	46	690
PULASKI	9,200	56	5,190
ROBERTSON	600	83	500
ROCKCASTLE	2,900	44	1,280
ROWAN	2,600	64	1,660
RUSSELL	3,100	60	1,850
SCOTT	3,800	75	2,860
SHELBY	5,000	77	3,840
SIMPSON	3,000	72	2,150
SPENCER	1,500	91	1,360
TAYLOR	4,800	63	3,010
TODD	3,300	72	2,360
TRIGG	2,200	58	1,280
TRIMBLE	1,500	77	1,150
UNION	3,600	56	2,010
WARREN	12,800	69	8,850
WASHINGTON	3,900	74	2,720
WAYNE	3,000	45	1,360
WEBSTER	4,400	56	2,450
WHITLEY	6,700	55	3,650
WOLFE	1,600	50	790
WOODFORD	3,200	75	2,410

LOUISIANA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ACADIA	13,200	66	8,720
ALLEN	5,900	65	3,840

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ASCENSION	6,600	68	4,510
ASSUMPTION	4,100	63	2,570
AVOYELLES	10,400	67	6,990
BEAUREGARD	6,300	65	4,100
BIENVILLE	4,200	63	2,660
BOSSIER	12,200	81	9,890
CADDO	60,500	87	52,350
CALCASIEU	39,400	78	30,630
CALDWELL	2,500	67	1,690
CAMERON	1,600	66	1,060
CATAHOULA	2,800	63	1,770
CLAIBORNE	5,700	63	3,620
CONCORDIA	4,400	63	2,780
DE SOTO	5,600	75	4,190
E BATAON ROUGE	64,700	85	55,290
EAST CARROLL	3,500	69	2,410
E FELICIANA	3,000	62	1,860
EVANGELINE	8,700	65	5,630
FRANKLIN	7,200	71	5,100
GRANT	2,800	70	1,950
IBERIA	13,700	71	9,760
IBERVILLE	7,000	64	4,490
JACKSON	3,500	70	2,450
JEFFERSON	56,700	88	49,660
JEFF DAVIS	7,800	66	5,120
LAFAYETTE	20,700	73	15,180
LAFOURCHE	11,800	82	9,700
LA SALLE	3,800	68	2,570
LINCOLN	7,100	66	4,690
LIVINGSTON	6,100	68	4,170
MADISON	4,200	69	2,890
MOREHOUSE	8,900	69	6,120
NATCHITOCHE	10,900	68	7,430
ORLEANS	180,100	88	158,920
OUACHITA	25,700	81	20,770
PLAQUEMINES	4,900	83	4,070
POINTE COUPEE	5,200	62	3,220
RAPIDES	30,700	79	24,190
RED RIVER	2,800	74	2,090
RICHLAND	6,100	79	4,820
SABINE	5,300	60	3,160
ST BERNARD	7,300	87	6,390
ST CHARLES	3,700	78	2,870
ST HELENA	2,300	62	1,420
ST JAMES	3,400	78	2,640
ST JOHN BAPTIST	3,500	78	2,720
ST LANDRY	21,100	66	13,820
ST MARTIN	6,200	62	3,870
ST MARY	10,800	71	7,710
ST TAMMANY	8,900	78	6,910
TANGIPAHOA	16,900	86	14,460
TEXAS	3,000	69	2,060
TERREBONNE	13,900	85	11,820
UNION	4,600	66	3,040
VERMILION	10,600	65	6,900
VERNON	6,700	60	4,000
WASHINGTON	11,400	82	9,400
WEBSTER	10,400	79	8,170
W BATAON ROUGE	3,100	64	1,990
WEST CARROLL	3,500	79	2,760
W FELICIANA	1,800	62	1,120
WINN	4,400	70	3,070

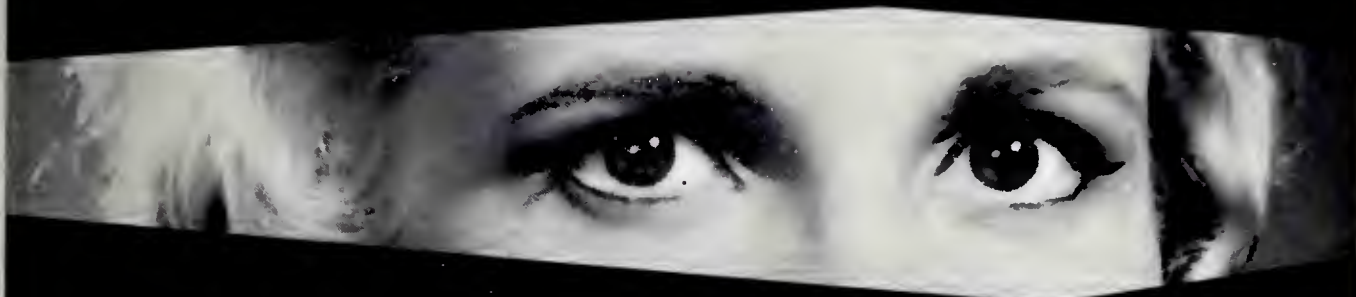
MAINE

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ANDROSCOGGIN	23,900	93	22,200
AROSTOCK	23,900	81	19,410
CUMBERLAND	51,800	92	47,440
FRANKLIN	4,900	87	4,260
HANCOCK	10,500	88	9,270
KENNEBEC	23,600	92	21,790
KNOX	8,800	89	7,810
LINCOLN	5,500	91	5,010
OXFORD	11,500	91	10,420
PENOBSCOT	31,000	92	28,470
PISCATAQUIS	4,800	88	4,200
SAGADAHOE	5,500	91	5,010
SOMERSET	11,100	84	9,320
WALDO	6,200	89	5,510
WASHINGTON	9,800	88	8,580
YORK	28,100	92	25,880

MARYLAND

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ALLEGANY	26,300	77	20,300
ANNE ARUNDEL	51,600	92	47,260
BALTIMORE	415,700	91	378,450
CALVERT	3,600	86	3,100
CAROLINE	5,300	84	4,460
CARROLL	13,800	92	12,650
CECIL	12,400	89	10,970
CHARLES	8,300	86	7,150
DORCHESTER	8,200	87	7,130
FREDERICK	19,000	89	16,990
GARRETT	4,900	64	3,120
HARFORD	19,300	91	17,520</

PAY-OFF POINT



SUMMER, 1966



Southern New England becomes home base for thousands of vacationers from every corner of the country from June to September. These recreation seekers swell WPRO-TV's audience like a high tide.

Programming . . . Promotion . . . Personalities, ingredients for year 'round success, continue at full pace all summer long. Top rated WPRO-TV shoots the works with local remotes from nearby amusement and resort areas . . . Boston Red Sox baseball . . . performances of winning plays in WPRO-TV's own playwriting contests . . . live telecasts daily by 12 station personalities . . . the summer Olympics . . . the political nominating conventions . . .

PLUS a pre-summer switch to late evening movies to capitalize on first-run popularity from the Paramount — Warner Brothers — MGM — Republic libraries.

Year 'round customers are joined by a bonus audience of vacationers buying on Cape Cod, Martha's Vineyard, Nantucket, Watch Hill, Newport and the Narragansett Bay area. Call Gene Wilkin at PLantations 1-9776 or your Blair TV man, and make WPRO-TV the pay-off point for your sales.

WPRO-TV

Providence • Channel 12



Represented nationally by Blair-TV

CAPITAL CITIES BROADCASTING CORP.

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

“LIB”
it up!



DeLIBerate a moment on the enormous Negro community in the greater Metropolitan New York area and you'll see how much good sense it makes to re-examine your radio schedule and “LIB” IT UP.

This vital community, at latest count, encompasses over 1,494,000 people with a spendable income up in the billions. And it's growing larger every day. To this alert and growing audience WLIB offers more Negro programming than all other radio stations in New York combined! More local Negro news—more national Negro news—more Negro public service as well. In turn it produces by far the greatest Negro listening audience town.

With top Negro personalities and a variety of proven merchandising aids to help sell your products, WLIB is a must buy in the greater New York market. So—if you want to embrace the Negro community—“LIB IT UP!”

**WLIB**

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

SPONSOR • 13 JUNE 1960

WASHINGTON WEEK

13 JUNE 1960

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PUBLICATIONS INC.

The key to Robert E. Lee's fate as an FCC reappointee in House treatment of a Senate-passed bill to permit commissioners to continue serving until their successors are qualified, even beyond the expiration of their own terms.

Hearings were held on the bill this week by the House Commerce Communications and Power subcommittee under the chairmanship of Rep. Oren Harris. If Harris pushes the measure, and if Lee could continue to serve, the FCC would be operating only one man short.

If the bill fails, the Magnuson committee would likely think long and hard before permitting the Commission to fall two men short in the face of the very important problems it is handling. Lee would likely be confirmed.

The FCC's "watchdog" division has gone to work: Long-time government employee (since 1936) John Harrington takes over as chief.

However, pending Congressional appropriation of money to staff the division, he isn't chief over very much. (The FCC has asked for \$300,000.)

The Senators who were batting the FCC hardest over failure to do the things the division proposes to do, weren't able to make up their minds quickly how best to avoid giving too much money for the purpose. Nor how to write legislative restrictions against too much exuberance along these lines. Thus the delay.

Evidence mounts that Congress failure to appropriate for a closer check on station performance may be too late to stop it. Legislators who talked loud and clear and who magnified isolated scandals in order to make headlines, have set procedures in motion they will be unable to stop.

The FCC is determined and, contrary to past 4-3 voting performances, are nearly unanimous. If this brings the FCC dangerously close to censorship as the industry has feared all along and as some of these lawmakers now fear quite belatedly, irresponsible criticism of the industry and of the FCC by these same lawmakers must be held responsible.

The difference in getting all of the money, part of the money, or none of it, is solely in degree of the baleful FCC eye to be fixed on the industry.

Withholding the money would mean the FCC will make-do with shifts of personnel from other duties, and will do less. Only alternative would be the unlikely event of the lawmakers admitting they made charges with something less than justification—to the extent, at least, of passing legislation affirmatively calling the FCC off the scent. This will not happen.

The Harris Commerce Communications subcommittee held hearings on a bill to permit the FCC to license existing vhf tv boosters.

The hearings revealed that members of this subcommittee are still very much worried about pay-tv.

Some were confused. They thought boosters had something to do with CATV systems, which the broadcasting industry opposes largely because it is feared the existing cables would be an ideal jumping-off spot for pay-tv. Small-town tv stations are directly concerned with CATV because they fear being driven out of business. But small stations, particularly in mountain areas, want vhf boosters to spread their signals.

The FCC, NAB, and the broadcasting industry all favor the bill.

FILM-SCOPE

13 JUNE 1960

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Anheuser-Busch (D'Arcy) has concluded with NTA what may be the largest deal in syndication history for virtually national rights of Third Man.

Budweiser for an estimated \$1.3 million will get the right to put the show into any market in the nation with the exception of New York, where NTA previously sold Third Man to Rheingold.

Hence the beer advertiser's purchase resembles a national spot deal more than a regional one, since it has the right to put the series into as many additional markets as it chuses to and can.

The current Budweiser-NTA regional, on U. S. Marshal, covers more than 90 markets; Third Man will enter these markets at the end of 1960 or early in 1961 when U. S. Marshal terminates its run.

Third Man, reportedly produced at \$2 million, was filmed partly in England and partly here; production on all 39 episodes has been completed.

Importance of the deal to NTA is that it clears the shelves of a fully-produced series while by-passing the high cost of market-by-market sales operations.

Budweiser's programing strategy—the replacement of a western by a mystery—parallels Falstaff's switch earlier this year from State Trooper to Coronado 9, both MCA shows.

Note that both these important beer advertisers stayed with the same syndicator even though they made a basic programing switch.

How far in advance of a film expiration should a local advertiser be approached for a definite renewal decision?

The question came up this week when an alternate week advertiser sharing a show in one market with a regional tobacco buyer said it wasn't ready to give any answers on a fall expiration even though the tobacco advertiser had renewed.

Instead of waiting, the syndicator brought in another buyer and closed a fresh alternate week deal there for next season.

Here's the dispute: **The advertiser says it had the rug pulled out from under, and the syndicator insisted that it had no obligation to wait.**

The station, which follows the 28 day standard on time renewals, agreed that much more time, say 90 or 120 days, might be the minimum for film renewals because of the nature of film production and its economics.

Trans-Lux TV intends to put \$4 million into production and promotion of its new properties in the next two seasons.

The money will mostly go into two five minute cartoon series: **Willie McBean and His Magic Machine, and a Rube Goldberg series.**

Meanwhile Trans-Lux TV reports \$2 million in sales for its Felix the Cat and 46 markets sold for Westinghouse's American Civil War show.

CBS Films' Robert Herridge Theatre, which already has two network deals to its credit in the international market, was released for domestic syndication this week.

The show's sales to ABC (Australia) and CBC (Canada) account for 41 markets; its 26 half hours, produced on tape, are also available on film.

FILM-SCOPE *continued*

More than 25% of UAA's feature films now in television distribution belong in the post-'48 category.

UAA has about 1,800 feature films, but more than 300 RKO's are now withheld from sale. Of the remaining 1,500 which are now available, 410 were produced since 1948.

These post-48's include Warner Bros., RKO, UA and foreign pictures; many of the Warner Bros. features are from 1949 and 1950, since UAA made a pre-1950 rather than a pre-1948 distribution deal with that studio.

UAA reports that its large and diversified catalog plus its sales staff of theatrical film specialists have succeeded in maintaining a good pace of business in a market which most feature and cartoon distributors find is sluggish.

Cartoons have also been an important side of UAA's sales activity: Mel-o-Toons is a series of 104 newly produced cartoon shorts.

The ratings levels of UAA cartoons have also continued to be high; here's what two of them averaged in ARB surveys of last November:

CARTOON	MARKETS RATED	RATING AVERAGE
Popeye	142	14.6
Bugs Bunny, WB shorts	94	12.5

Local advertisers are turning more and more to public relations strategy in their syndication thinking.

For example, Dick Russell, a Boston Pontiac dealer, made a \$26,000 grant to educational station WGBH-TV, Boston, to finance NTA's Open End, for which the auto dealer receives only a credit line.

A similar deal is reportedly in the offing on the same show with KQED-TV, San Francisco, another educational station.

COMMERCIALS

A Minneapolis agency, Pidgeon Savage Lewis, Inc., found that a combination of film and video tape could solve a commercials production problem that neither technique could handle alone.

The client, Larson Boat Works, wanted commercials using action shots of boats taken from other boats and needed them on the air in less than a week.

Thomas Countryman Film Productions and WCCO-TV, Minneapolis, collaborated on the job and completed it in five days.

Here's what they did: Film was shot on Saturday and Sunday and processed on Monday. An optical sound track, which would have taken a lab ten days to three weeks to complete, was omitted. Instead, on Tuesday and Wednesday, sound tracks and voice were added to a tape transfer in the WCCO-TV studios, and optical effects were produced right in the station control room, delivering the completed commercial on tape.

The tape cameras couldn't go out on the lake and film processing couldn't have been completed in time, but a combination of film shooting and in-studio tape editing delivered three commercials in five days—two days ahead of air time.

Midwest commercials production will get a boost from the installation of new Oxberry animation equipment at Filmack Productions in Chicago.

The new unit will be Filmack's tenth camera stand and can cut production time 50% and animation production time 25% compared to other machinery.

Animated characters can brighten up points that might "sound too boastful or too dull if they came straight out of the sponsor's mouth," stated Elizabeth Blackman, copy group head of J. Walter Thompson in Chicago.

SPONSOR HEARS

13 JUNE 1960

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Madison Avenue crack of the week: Marion Harper seems bent on monopolizing all the available ex-network presidents and executive vice-presidents.

The whilom presidents: Jack Van Volkenburg, Pat Weaver, Frank White.

Former network executive v.p.'s: Joe Culligan, Tom McAvity.

The division in previous servitude: NBC, 4; CBS, 1.

20th Century-Fox is not taking any chance of the writers strike stymieing production on Hong Kong (ABC TV).

The studio's Pete Levathes is in London recruiting scripters for the fall series.

Looking back at the month of May, it wasn't a happy one for agencies that unlimited idea feelers for tv stations.

The aborted ideas: Benton & Bowles' two-minute commercial for a new P&G food product; BBDO's request that concerted action be taken on a summer rate.

A Madison Avenue agency is guaranteed against losing a major account for this reason: the president of the client company is so solicitous of his health that he's afraid that dealing with a new set of agencyemen would be too much of a drain.

For the same reason, he keeps away from the office between Thursday noon and Tuesday noon and must not be contacted unless the problem is of shattering importance.

Former employees of one of the networks have received an unusual type of questionnaire from a management consultant firm.

Information requested: why they quit. Did it have to do with money, personality problems, etc.?

Don't get the impression that because of some recently heavy daytime cancellations P&G's agencies are drifting out of soap opera production.

In fact, as a combination they're turning out 30 quarter-hours of them a week.

The agencies and their production responsibility: Y&R, As the World Turns; Burnett, Search for Tomorrow; Compton, Guiding Light; Benton & Bowles, Edge of Night.

A New York timebuyer found out this week that his agency put serious score by the recent payola furore.

He was ordered to cancel out his acceptance of a gratis two-week stay at a Florida hotel given him merely as a friendly gesture by a station in that state.

Know how the ad powers-that-be at Colgate came to pick Sister Eileen over Band of Gold for the fall on CBS TV?

They liked both shows but rather than toss a coin they left the choice to a veritable handful of Schwerin "consumer panel" button pushers.

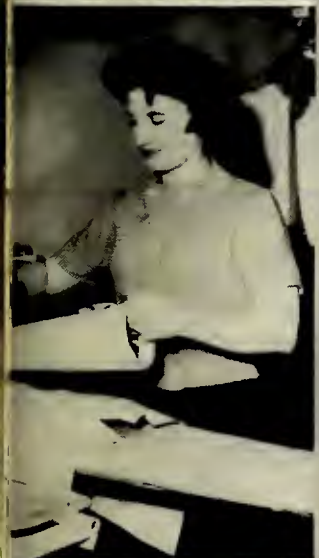
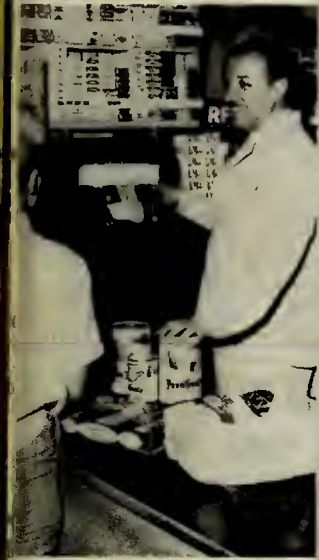
FIRST IN
"ON THE JOB"
LISTENING!

IN PHILADELPHIA
WIBG
HAS
27.9%
SHARE OF AUDIENCE
IN BUSINESS
ESTABLISHMENTS

For the third consecutive year, WIBG is the number one choice for listening among Philadelphia business establishments . . . 111% greater adult audience appeal than the second station, according to C. E. Hooper, Philadelphia Business Establishment Survey, March, 1960. Another reason WIBG is first in quality and quantity audience.

A STORER QUALITY
RADIO STATION

represented by
The KATZ AGENCY, INC.



"A tremendous job of compilation and editing. I don't think of another source of so much useful information under the same cover."

—POWELL H. ENSIGN
Executive Vice President
Everett-McKinney, New York

"Expect to use it as a 'basic' reference book."

—WARREN C. FITZSIMMONS
Media Research
McCann-Erickson, New York

"... packed with a remarkable supply of vital information."

—RICHARD C. PROCTOR
Richard Proctor Advertising
Montgomery, Alabama

"... invaluable as an up-to-the-minute analysis of the broadcasting field."

—CARL R. JOHNSON
Music Studios, Los Angeles

"I find Air Media Basics a very usable reference on market and market selection and also in presenting the basics on these media to my clients."

—DAVID B. AULT
Account Executive
Grant Advertising, Dallas

"... definite value, not only for reference purposes, but they make a very fine performance chart for new Buyers or Buyers who are really broadcasting and formerly handled Print."

—J. C. LYONS
Weed Radio Corp., New York

You'll Reach These Important Advertiser
And Agency Executives... and Thousands
More with Your Ad In

SPONSOR'S AIR MEDIA BASICS!

Closes 30 June Out Mid-July

"... extremely valuable to a time-buying creative director."

—BILL WOLFF
Radio/Tv Director
Advertising Agencies, Inc.
Studio City, California

"We find your publication invaluable... most useful to the entire staff... informative... most practical..."

—ROY G. DUNLOP
Controller of Programs
Rediffusion Limited
Hong Kong

"tremendous... by far the best to date. It's loaded with valuable day-to-day information and will be a reference 'must' in our shop during the coming year."

—FRED L. BERNSTEIN
Vice President
FORJOE, New York

"As you predicted, it now occupies the center spot on my desk. It is a SRDS, McKittrick, and Broadcasting yearbook all rolled into one."

—JAY MULLEN
Station Manager
WLSV, Welsville, New York, N. Y.

"SPONSOR's Air Media Basics is valuable to the timebuyer. It's packed with facts and figures on all phases of broadcast media and is an aid for quick reference to key sectors in marketing."

—JOHN A. BLOMSTROM
Media Director
Campbell-Ewald, New York

"... by far the best working handbook that has been published to date. You are to be commended for putting so much valuable information in the hands of your subscribers."

—LAWRENCE WEBB
Managing Director
SRA, New York

"I wonder if it would be possible for us to obtain two additional copies of AIR MEDIA BASICS? Everybody in this office keeps borrowing mine and I hate to let it out of my office for fear of not getting it back."

—KAY SHELTON
Time Buyer
Compton, San Francisco

"Enjoyed your 13th annual AIR MEDIA BASICS. Expect to use it as a 'basic' reference book."

—WARREN C. FITZSIMMONS
Media Research
McCann-Erickson, New York

Our . . . reaction has been 'How did we get along without it up to now!'"

—BARBARA FREEMAN
Timebuyer
Carson/Roberts, Los Angeles

"A needed tool with all the broadcast information compactly compiled in one publication."

—JAMES F. KELLY
Timebuyer
Fletcher, Richards, Calkins & Holden, New York

...my day-to-day right hand guide. I keep it handy for use in presentations . . . as a general guide and media encyclopedia deluxe."

—ESTHER N. ANDERSON
Timebuyer
MacFarland, Aveyard & Co.
Chicago

"... very useful and easy to use and I assure you I shall make frequent use of it in my daily work."

—BETTY MORGART
Sec'y to Advertising Director
Goodyear Tire & Rubber Co.
Akron

"SPONSOR has done itself proud. This is the most complete compendium of Radio-TV marketing information I have ever seen."

—ROBERT H. TETER
Vice President—Radio
PGW, New York

"Your 13th annual Air Media Basics has arrived and is being put to good use immediately. The up-to-date information on listening and viewing habits is most helpful in planning our 1960 campaign."

—LESTER E. JOHNSON
Applegate Advertising
Muncie, Ind.

I would most definitely recommend AIR MEDIA BASICS to all media buyers and account people who are directly or indirectly connected with broadcast media."

—ROBERT F. BRUNO
Media Department
Reach, McClinton, New York

"I like AIR MEDIA BASIC'S time-buying information, especially the up-to-the-minute statistical data on tv and radio trends. An excellent publication for anyone who buys AIR MEDIA."

—ANITA WASSERMAN
Lawrence C. Gumhinner
New York

- When these busy executives need information to make spot-buying decisions, they turn first to SPONSOR's AIR MEDIA BASICS. When it comes to providing the charts and tables, the statistics and reference data about all phases of the broadcast industry, they know that AIR MEDIA BASICS is in a class by itself!
- They know that key sections on Timebuying Basics, Radio Basics, TV Basics, and Film & Tape Basics supply the tools timebuyers need to make decisions with a minimum of time and effort.
- Important features include a complete county-by-county TV set count, a directory of all AM, FM and TV stations and their representatives—by market, and a new directory of timebuyers of the U.S.
- It's no wonder AIR MEDIA BASICS wins praise from The Influential 2,000—the executives who make the major time-buying decisions at top national agencies—and the 7,500 other members of the time-buying teams. Together, they form an important part of SPONSOR's total circulation.
- That's why your ad belongs in SPONSOR's 14th AIR MEDIA BASICS. It assures call letter recognition for your station—recognition at that important moment of decision!

THE BROADCAST INDUSTRY'S MOST
COMPREHENSIVE AND PRACTICAL WORKING
TOOL FOR AGENCIES AND ADVERTISERS!

SPONSOR

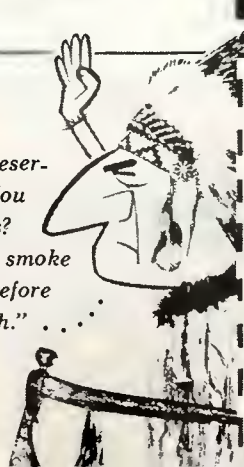
THE WEEKLY MAGAZINE
RADIO / TV ADVERTISERS USE

40 E. 49th St. MU 8-2772 New York 17

"... a veritable storehouse of useful information."

—RAOUL KENT
MCA-TV, Film Syndicate Div.
Chicago

"Me got reservation. You got yours? Send-um smoke signal* before June 30th." . . .



Sponsor, 40 E. 49th Street, New York 17, N.Y.

Reserve _____ page(s) in SPONSOR'S 14th Annual AIR MEDIA BASICS. My position preference is:

- TIMEBUYING BASICS RADIO BASICS
 TV BASICS FILM AND TAPE BASICS

SIGNED _____ FIRM _____

REGULAR RATES APPLY

● Contract Advertisers pay their regular earned discount rates.

TV SET COUNT

(continued from page 56)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ST. MARYS	9,500	86	8,170
SOMERSET	5,500	61	3,350
TALBOT	6,500	87	5,650
WASHINGTON	26,600	84	22,440
WICOMICO	14,300	87	12,500
WORCESTER	7,100	61	4,310

MASSACHUSETTS

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MASSACHUSETTS	1,461,700	93	1,358,160
BARNSTABLE	17,300	92	15,950
BERKSHIRE	41,900	93	38,790
BOSTON	120,700	93	112,370
BRISTOL	1,800	90	1,630
ESSEX	171,000	93	159,410
FRANKLIN	17,300	90	15,590
HAMPDEN	112,900	93	105,400
HAMPSHIRE	23,300	91	21,110
MIDDLESEX	33,600	93	309,080
NANTUCKET	1,000	91	910
NORFOLK	140,200	93	130,470
PLYMOUTH	70,200	93	65,350
ST. FOLK	239,200	93	222,790
WORCHESTER	171,300	93	159,270

MICHIGAN

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MICHIGAN	2,336,700	92	2,151,580
ALCONA	1,000	84	840
ALGER	2,900	75	2,160
ALLEGAN	18,700	92	17,260
ALPENA	8,000	72	5,740
ANTRIM	3,200	82	2,610
ARENAC	2,900	87	2,520
BARAGA	1,800	76	1,360
BARRY	10,300	91	9,380
BAY	30,700	93	28,460
BENZIE	2,300	83	1,900
BERRIEN	49,100	93	45,610
BRANCH	11,600	87	10,150
CALHOUN	42,100	93	39,060
CASS	10,200	90	9,190
CHARLEVOIX	3,900	76	2,980
CHEBOYGAN	4,000	77	3,060
CHIPPEWA	9,400	76	7,190
CLARE	3,900	89	3,460
CLINTON	10,000	93	9,260
CRAWFORD	1,300	84	1,090
DELTA	9,900	81	8,070
DICKINSON	7,100	85	6,010
EATON	14,800	91	13,430
EMMET	4,600	77	3,520
GENESEE	116,000	91	106,050
GLADWIN	2,900	89	2,580
GOGEBIC	8,000	78	6,200
GR. TRAVERSE	9,400	82	7,750
GRATIOT	10,800	92	9,960
HILLSDALE	10,500	86	8,990
HOGHTON	9,700	73	7,080
HURON	9,400	92	8,650
INGHAM	64,600	93	60,050
IONIA	12,400	92	11,420
IOSCO	5,200	87	4,520
IRON	7,800	76	4,380
ISARELLA	8,400	89	7,470
JACKSON	38,300	93	35,520
KALAMAZOO	48,700	91	45,550
KALKASKA	1,300	82	1,070
KENT	106,700	93	99,130
KEWENAUA	700	76	530
LAKE	1,500	89	1,330
LAPPEER	11,600	92	10,680
LEECLANAU	2,600	82	2,140
LENAWEE	24,900	92	23,030
LIVINGSTON	11,300	92	10,350
LIVE	1,600	75	1,200
MACKINAC	3,000	77	2,300
MACOMB	109,100	94	103,060
MANISTEE	6,300	83	5,250
MARQUETTE	14,500	77	11,190
MASON	6,600	82	5,430
MENOMONIE	5,800	91	5,260
MENOMONIE	7,200	85	6,110
MIDLAND	14,000	90	12,570
MISSAUKEE	1,900	82	1,550
MONROE	29,600	93	27,600
MONTVALM	11,900	93	11,040
MONTMORENCY	1,200	72	860
MUSKIEGON	43,900	94	41,180
NEWAUGO	7,600	89	6,750
OKLAND	197,600	94	184,850
OSHTON	4,700	82	3,860
OSHTON	2,500	85	2,120
OSHTON	3,000	77	2,320
OSHTON	3,800	91	3,440
OSHTON	900	85	770
OSHTON	2,000	84	1,690
OSHTON	19,500	92	17,940
OSHTON	3,200	72	2,300

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ROSCOMMON	2,300	84	1,930
SAGINAW	55,000	93	50,980
ST. CLAIR	31,200	93	28,920
ST. JOSEPH	13,000	93	13,080
SANILAC	11,000	90	9,850
SCHOOLCRAFT	2,400	75	1,790
SHAWANSEE	16,900	93	15,670
TUSCULA	13,300	91	12,150
VAN RUREN	16,500	92	15,220
WASHTENAW	43,400	93	40,250
WAYNE	828,000	94	774,520
WEXFORD	5,600	83	4,660

MINNESOTA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MINNESOTA	974,300	87	847,360
AITKIN	3,800	77	2,940
ANOKA	18,700	97	18,180
BECKER	6,600	69	4,560
BELTRAMI	7,000	48	3,350
BENTON	4,900	66	3,250
BIG STONE	2,300	64	1,460
BLUE EARTH	12,900	93	11,180
BROWN	8,100	84	6,840
CARLTON	7,400	77	5,690
CARVER	5,500	94	5,170
CASS	5,100	52	2,670
CHIPPEWA	4,700	61	2,860
CHISHAGO	4,500	93	4,190
CLAY	10,900	90	9,040
CLEARWATER	2,600	48	1,240
COOK	1,300	74	960
COTTONWOOD	4,800	77	3,670
CROW WING	9,600	66	6,290
DAKOTA	19,300	96	18,590
DODGE	3,900	84	3,290
DOUGLAS	6,600	58	3,810
FARIBAULT	7,500	77	5,790
FILLMORE	7,800	77	5,990
FREEBORN	10,300	91	9,410
GOODHUE	9,700	95	9,220
GRANT	2,800	60	1,670
HENNEPIN	252,000	97	244,690
HOUSTON	4,500	77	3,460
HUBBARD	2,700	52	1,410
ISANTI	3,200	93	2,970
ITASCA	11,100	79	8,750
JACKSON	4,200	85	3,580
KANABEC	2,500	78	1,940
KANDIYOHI	8,300	81	6,750
KITSON	2,600	58	1,520
KOOCHICING	5,000	50	2,500
LAC QUI PARLE	3,600	65	2,330
LAKE	4,000	74	2,950
LAKE OF WOODS	1,300	50	650
LE SUEUR	6,000	83	4,960
LINCOLN	2,900	69	2,000
LYON	6,700	65	4,390
MC LEOD	7,700	89	6,850
MAHONOMET	1,500	69	1,040
MARSHALL	4,100	58	2,390
MARTIN	8,600	77	6,640
MEeker	5,400	81	4,400
MILLE LACS	4,900	66	3,250
MORRISON	7,200	60	4,330
MOWER	13,900	92	12,730
MURRAY	4,000	80	3,190
NICOLLET	5,300	84	4,470
NORLES	6,300	85	5,370
NORMAN	3,200	69	2,200
OLMSTED	16,200	96	15,500
OTTERTAIL	13,500	63	9,160
PENNINGTON	3,400	65	2,210
PINE	5,100	77	3,920
PIPESTONE	3,900	80	3,110
POLK	10,700	69	7,350
POPE	3,400	58	1,970
RAMSEY	122,600	97	118,350
RED LAKE	1,300	65	840
REDWOOD	6,400	78	4,990
RENVILLE	7,100	78	5,540
RICE	9,700	95	9,220
ROCK	3,300	80	2,630
ROSEAU	3,800	58	2,210
ST. LOUIS	71,400	91	65,190
SCOTT	5,300	94	4,980
SHERBURN	3,100	88	2,730
SIBLEY	4,300	89	3,820
STEARNS	19,900	90	17,860
STEELE	7,500	84	6,340
STEVENS	2,900	64	1,850
SWIFT	4,100	65	2,650
TODD	6,700	60	4,030
TRAVERSE	2,200	63	1,400
WARASHA	5,300	88	4,690
WADENIA	4,100	52	2,150
WASECA	4,800	83	3,950
WASHINGTON	11,900	96	11,470
WATSONWAN	4,200	77	3,270
WILKIN	2,500	70	1,750
WINGNA	11,600	73	8,520
WRIGHT	8,200	88	7,230
YELLOW MED	4,400	69	3,030

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MISSISSIPPI	555,700	64	354,310
ADAMS	10,600	60	6,410
ALCOURN	7,100	60	4,260
AMITE	4,000	50	2,000
ATTAHA	5,600	60	3,320
BENTON	2,000	68	1,200
BOLIVAR	15,100	57	8,570
CALHOUN	4,000	50	2,000
CARROLL	2,800	51	1,430
CHICKASAW	4,400	51	2,230
CHOCTAW	2,200	46	1,010
CLAIBORNE	2,800	59	1,530
CLARKE	4,300	59	2,560
CLAY	4,100	53	2,180
COAHOMA	13,400	68	7,020
COPIAH	7,300	62	4,540
COVINGTON	3,600	72	2,220
DE SOTO	5,600	71	3,950
FORREST	14,500	60	8,730
FRANKLIN	2,100	59	1,250
GEORGE	2,600	56	1,460
GREENE	1,700	56	950
GRENADA	4,700	51	2,420
HANCOCK	3,200	79	2,530
HARRISON	29,300	74	22,270
HINDS	47,900	83	39,620
HOLMES	6,200	63	3,890
HUMPHREYS	4,100	60	2,470
ISSAQUEENA	700	60	420
ITAWAMBA	3,900	59	2,290
JACKSON	13,100	86	11,290
JASPER	4,100	66	2,900
JEFFERSON	2,400	59	1,430
JEFF DAVIS	3,500	57	2,010
JONES	16,500	67	11,090
KEMPER	2,700	57	1,550
LAFAYETTE	4,800	51	2,470
LAMAR	3,200	59	1,890
LAUDERDALE	19,600	74	15,300
LAWRENCE	2,800	57	1,600
LEAKE	4,700	58	2,730
LEE	11,100	69	7,620
LEEFLORE	12,300	56	6,860
LINCOLN	7,100	58	4,140
LOWNDES	10,900	51	5,520
MADISON	6,900	65	4,480
MARION	6,100	54	3,310
MARSHALL	3,100	56	2,070
MONROE	8,800	58	5,150
MONTEGOMERY	3,300	51	1,690
NESHORA	5,000	57	2,860
NEWTON	5,200	66	3,430
NOXUBEE	3,900	58	2,270
OKTIBBEHA	5,900	53	3,130
PANOLA			

SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central
Surveys Study
(Feb. 1960)
Ask Katz
for the
facts

Most Watched Station . . . KRNT-TV!

Most Believable Personalities . . . KRNT-TV!

Most Believable Station . . . KRNT-TV!

Most People Would Prefer KRNT-TV Personalities As Neighbors!

Most People Vote KRNT-TV

The Station Doing the Most to Promote Worthwhile
Public Service Projects!

Nielsen
(Feb. 1960)
Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

ARB
(Mar. 1960)
Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

Ask Katz
about
Central Iowa
Advertisers

See for yourself the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV

DES MOINES

A COWLES STATION

In TV too...FILM does the "impossible"!

HERE, THERE AND EVERYWHERE—all at once! Multi-image to show multi-use! That's the effect used to win the busy housewife in a brilliant 60-second Corning Ware TV film commercial. Multi-image produced economically . . . efficiently!

Want special effects? Film is your answer! Film—and film alone—can do 3 things for you: (1) provide high-quality commercials, rich with optical effects; (2) give you crisp, vivid animation; (3) assure penetration and coverage the world over.

For further information: Get in touch with Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

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



ADVERTISER: Corning Glass Works—Consumer Products Division
PRODUCER: Audio Productions, Inc.
ADVERTISING AGENCY: N. W. Ayer & Sons, Inc.

TV SET COUNT

(Continued from page 66)

STATE & COUNTY	TOTAL TV HOUSEHOLDS		
	HOUSEHOLDS	PER CENT NUMBER	
CPE GIRARDEAU	11,800	84	9,890
CARROLL	4,600	77	3,520
CARTER	1,400	57	800
CASS	6,700	80	5,370
CEDAR	3,400	67	2,290
CHARITON	4,100	63	2,580
CHRISTIAN	3,700	73	2,710
CLARK	2,600	80	2,080
CLAY	29,000	96	27,960
CLINTON	3,500	91	3,170
COLE	11,500	88	10,140
COOPER	4,700	75	3,530
CRAWFORD	3,100	63	1,960
DADE	2,600	68	1,760
DALLAS	2,700	76	2,040
DAVIENS	3,200	82	2,630
DE KALB	2,300	82	1,890
DENT	3,000	70	2,110
DOUGLAS	2,800	78	1,840
DUNKLIN	11,000	75	8,300
FRANKLIN	12,300	83	10,260
GASCONADE	4,100	75	3,080
GENTRY	3,100	76	2,340
GREENE	42,300	95	40,230
GRIFFIN	4,200	80	3,350
HARRISON	4,200	76	3,170
HENRY	6,500	79	5,120
HICKORY	1,600	79	1,270
HOLT	2,500	71	1,770
HOWARD	3,400	74	2,510
HOWELL	5,800	54	3,120
IRON	1,900	63	1,203
JACKSON	211,500	97	205,040
JASPER	28,000	89	25,350
JEFFERSON	19,800	95	18,750
JOHNSON	8,000	80	6,420
KNOX	2,700	80	2,160
LACLEDE	6,000	76	4,570
LAFAYETTE	7,700	81	6,490
LAWRENCE	7,200	68	4,890
LEWIS	3,400	80	2,720
LINCOLN	5,600	87	4,880
LINN	6,100	73	3,840
LIVINGSTON	5,100	80	4,070
MIC DONALD	4,200	76	3,170
MACON	7,200	77	5,550
MADISON	2,900	75	2,180
MARIES	2,100	75	1,580
MARION	9,900	94	9,290
MERCER	2,000	76	1,510
MILLER	4,400	75	3,290
MISSISSIPPI	5,500	66	3,620
MONTANA	3,200	75	2,400
MONROE	3,100	83	2,560
MONTGOMERY	3,500	87	3,050
MORGAN	2,900	75	2,170
NEW MADRID	8,800	72	6,330
NEWTON	9,400	75	7,090
NODAWAY	7,400	70	5,210
OREGON	3,000	49	1,480
OSAGE	3,000	75	2,240
OZARK	2,550	66	1,650
PENNSCOT	10,600	80	8,470
PERRY	3,400	82	2,790
PETTIS	12,600	83	10,460
PHELPS	8,100	70	5,700
PIKE	5,900	83	4,880
PLATTE	6,900	91	6,250
POI K	4,700	76	3,560
PULASKI	9,100	78	7,090
PITNAM	2,800	66	1,850
RALIS	2,800	83	1,830
RANDOLPH	8,000	74	5,930
RAY	5,400	81	4,550
REYNOLDS	1,500	57	850
RIPLEY	3,000	57	1,720
ST CHARLES	11,700	94	11,020
ST CLAIR	2,900	79	2,290
ST FRANCOIS	11,600	86	10,010
ST LOUIS	465,600	97	451,459
STE GENEVIEVE	3,100	82	2,540
SALINE	8,000	76	6,110
SCHUYLER	1,600	66	1,060
SCOTLAND	2,400	80	1,920
SCOTT	8,800	80	7,060
SHANNON	1,700	49	830
SHELBY	3,100	77	2,390
STODDARD	8,400	80	6,710
STONE	2,700	74	1,990
SULLIVAN	3,300	67	2,200
TANEY	3,100	73	2,280
TEXAS	5,700	54	3,070
VERNON	6,300	74	4,670
WARREN	2,400	87	2,090
WASHINGTON	3,800	63	2,410
WAYNE	2,400	75	1,810
WEBSTER	4,200	76	3,180
WORTH	1,600	76	1,210
WRIGHT	4,100	66	2,690

TOTAL TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

MONTANA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
MONTANA	213,900	64	137,040
BEAVERHEAD	2,700	54	1,450
BIG HORN	2,800	50	1,410
BLAINE	2,600	51	1,310
BROADWATER	700	54	380
CARBON	2,400	59	1,420
CARTER	800	44	350
CASCADE	23,100	77	17,690
CHOITTEAU	2,400	66	1,580
CUSTER	4,000	44	1,780
DANIELS	1,000	45	450
DAWSON	3,300	52	1,730
DEER LODGE	6,400	33	3,390
FALLON	1,100	45	500
FERGUS	4,400	53	2,340
FLATHEAD	10,400	67	6,960
GALLATIN	7,800	50	3,890
GARFIELD	600	45	270
GLACIER	3,000	58	1,750
GOLDEN VALLEY	400	54	230
GRANITE	1,000	73	530
HULL	5,500	51	2,780
JEFFERSON	1,000	50	500
JUDITH BASIN	700	74	380
LAKE	3,700	62	2,280
LEWIS & CLARK	10,300	51	5,530
LIBERTY	500	71	260
LINCOLN	3,400	60	2,030
MC CONE	1,000	53	530
MADISON	1,800	50	890
MEAGHER	1,000	54	540
MINERAL	900	51	480
MISSOULA	14,700	69	10,190
MUSSELSHELL	1,600	54	860
PARK	3,400	59	2,130
PETROLEUM	300	56	170
PHILLIPS	2,000	45	890
PONDERA	2,000	69	1,370
POWDER RIVER	800	45	360
POWELL	2,200	53	1,160
PRAIRIE	700	52	360
RAVALLI	4,000	51	2,150
RICHLAND	2,900	53	1,550
ROOSEVELT	3,000	51	1,610
ROSEBUD	2,400	51	1,010
SANDERS	2,500	53	1,340
SHERIDAN	1,800	53	960
SILVER BOW	20,500	85	17,470
STILLWATER	1,800	59	1,070
SWEET GRASS	900	59	530
TETON	2,300	69	1,580
TOOLE	2,500	51	1,280
TREASURY	300	51	160
VALLEY	4,200	45	1,870
WHEATLAND	900	54	480
WIBAUX	400	54	220
YELLOWSTONE	25,300	82	20,640

NEBRASKA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
NEBRASKA	443,000	84	372,520
ADAMS	9,300	86	8,040
ANTELOPE	3,500	69	2,400
ARTHUR	200	48	100
BANNER	500	62	310
BLAINE	200	57	110
BOONE	2,800	61	1,790
BOX BUTTE	3,700	53	1,940
BOYD	1,300	48	620
BROWN	1,400	48	670
BUFFALO	8,500	82	6,950
BURT	3,500	87	3,040
BUTLER	3,300	82	2,710
CASS	5,900	91	5,540
CEDAR	3,700	91	3,470
CHASE	1,300	56	730
CHERRY	2,600	72	1,340
CHEYENNE	5,500	59	3,270
CLAY	3,200	77	2,450
COLFAX	3,300	82	2,700
CUMING	3,800	87	3,300
CUSTER	5,500	64	3,500
DAKOTA	3,600	61	3,390
DAWES	2,800	47	1,260
DAWSON	6,400	82	5,250
DEUEL	900	55	500
DIXON	2,600	94	2,430
DODGE	10,000	96	9,570
DOUGLAS	103,400	97	100,230
DUNDY	1,000	56	560
FILLMORE	3,500	77	2,690
FRANKLIN	2,000	81	1,680
FRONTIER	1,400	62	890
FURNAS	2,900	81	2,430
GAGE	8,400	87	7,300
GARDEN	1,300	59	760
GARFIELD	800	58	460
GOSPER	700	87	590
GRANT	200	51	110
GREELEY	1,600	66	1,060
HALL	12,000	89	10,650

(Please turn to page 70)

TV SET COUNT

(Continued from page 69)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
HAMILTON	3,100	83	2,590
HARLAN	1,800	84	1,510
BAYES	500	03	320
HITSCHOCK	1,100	50	780
HOLT	4,100	48	1,970
HOOKER	300	48	140
HOWARD	2,300	66	1,520
JEFFERSON	4,100	79	3,240
JOHNSON	2,000	87	1,740
KEARNEY	1,900	81	1,590
KEITH	2,500	62	1,560
KEYA PAHA	400	54	220
KIMBALL	1,900	63	1,200
KNOX	1,100	69	2,820
LANCASTER	47,300	94	44,650
LINCOLN	9,600	63	6,030
LOGAN	400	46	180
LOTT	300	59	180
MC PHERSON	100	48	50
MADISON	8,100	91	7,350
MERRICK	2,800	64	1,790
MORRILL	2,200	63	1,380
NANCE	1,800	64	1,150
NEMAH	3,100	82	2,530
NICKOLLS	2,800	77	2,140
OTOE	5,900	94	5,530
PAWNEE	1,900	82	1,550
PERKINS	1,100	62	680
PHELPS	3,300	83	2,740
PIERCE	2,600	69	1,790
PLATTE	7,100	91	6,450
POLK	2,600	84	2,190
REDWILLOW	4,000	63	2,530
RICHARDSON	4,700	80	3,780
ROCK	800	49	390
SALINE	5,000	79	3,960
SARPY	7,500	96	7,200
SANDERS	5,700	96	5,490
SCOTTS BLUFF	10,600	66	6,970
SEWARD	4,200	79	3,330
SHERIDAN	3,000	53	1,580
SHERMAN	1,000	64	1,020
SIOUX	600	54	320
STANTON	1,600	82	1,310
THAYER	3,100	77	2,380
THOMAS	500	46	230
THURSTON	2,200	87	1,910
VALLEY	2,000	64	1,280
WASHINGTON	3,800	96	3,640
WAYNE	3,000	91	2,830
WEBSTER	2,300	86	1,990
WHEELER	300	57	170
YORK	4,600	84	3,860

NEVADA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
CHURCHILL	1,900	44	840
CLARK	41,400	83	34,230
DOUGLAS	500	60	300
ELKO	4,200	48	2,010
ESMERALDA	200	48	100
ESPRESSO	200	45	90
HUMBOLDT	1,400	46	640
LANDER	400	48	190
LINCOLN	900	49	440
LYON	1,200	61	730
MINERAL	1,900	45	850
NYE	900	49	440
ORMSBY	1,800	61	1,100
PERSHING	1,100	45	490
STOREY	200	57	110
WASHOE	28,000	89	24,860
WHITE PINE	3,400	48	1,620

NEW HAMPSHIRE

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
BELKNAP	8,100	90	7,250
CARROLL	4,900	91	4,440
CHESHIRE	12,700	91	11,590
COOS	10,400	90	9,310
GRAFTON	12,900	87	11,270
HILLSBORO	50,300	92	46,420
MERRIMACK	18,300	91	16,700
ROCKINGHAM	26,700	92	24,690
STRAFFORD	15,200	92	13,960
SULLIVAN	8,700	88	7,690

NEW JERSEY

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ATLANTIC	47,300	94	44,410
BERGEN	247,200	93	228,780
BURLINGTON	47,100	03	43,850
CAMDEN	109,600	03	101,820
CAPE MAY	15,300	93	14,360
CUMBERLAND	31,500	92	29,130
ESSEX	293,800	92	271,180
CLOSTER	38,400	93	35,590

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
HUDSON	190,400	94	178,710
HUNTERDON	14,000	93	13,870
MERCER	73,300	93	68,660
MIDDLESEX	105,900	93	98,650
NORTH MOUNTAIN	93,000	94	87,690
MORRIS	63,300	93	58,810
OCEAN	27,800	93	25,840
PASSAIC	117,700	93	109,470
SALEM	17,300	03	16,140
SOMERSET	36,700	02	33,840
SUSSEX	12,000	92	11,020
UNION	149,500	93	139,750
WARREN	19,100	92	17,560

NEW MEXICO

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
BERNALILLO	70,900	92	65,020
CATRON	700	62	430
CHAVES	16,100	81	13,080
COLFAX	3,500	48	1,690
CURRY	9,300	63	5,840
DE BACA	800	60	480
DONA ANA	12,300	86	10,640
EDDY	13,700	74	10,190
GRANT	4,600	62	2,850
GUADALUPE	1,500	67	1,000
HARDING	300	51	150
HIDALGO	1,300	62	800
LEA	14,600	65	9,450
LINCOLN	2,100	65	1,360
LOS ALAMOS	3,500	78	2,740
LUNA	3,100	65	2,020
MC KINLEY	8,900	52	4,590
MORA	1,400	53	750
OTERO	11,900	68	8,120
QUAY	3,700	63	2,320
RIO ARRIBA	6,100	59	3,600
ROOSEVELT	4,000	60	2,390
SANDOVAL	2,100	63	1,330
SAN JUAN	14,700	56	8,240
SAN MIGUEL	5,200	53	2,740
SANTA FE	10,700	74	7,960
SIERRA	2,000	67	1,340
SOCORRO	2,700	83	1,710
TAOS	3,400	59	2,020
TORRANCE	1,500	67	1,010
UNION	1,600	48	760
VALENCIA	7,700	72	5,550

NEW YORK

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ALBANY	87,700	93	81,240
ALLEGANY	13,300	82	10,860
BRONX	431,800	92	395,790
BROOME	62,100	92	56,890
CATTARAUGUS	25,100	93	23,240
CAYUGA	21,900	93	20,270
CHAUTAUQUA	47,500	92	43,600
CHEMUNG	30,400	89	27,080
CHENANGO	13,400	90	12,120
CLINTON	15,400	93	14,340
COLUMBIA	15,000	93	13,970
CORTLAND	12,100	92	11,110
DELAWARE	13,900	86	11,890
DUTCHESS	45,600	91	41,720
ERIE	325,300	93	303,370
ESSEX	11,200	83	9,260
FRANKLIN	12,300	79	9,690
FULTON	16,500	90	14,930
GENESEE	15,700	94	14,730
GRENE	9,400	90	8,420
HAMILTON	1,400	91	1,270
HERKIMER	20,000	92	18,480
JEFFERSON	27,000	83	22,510
KINGS	777,200	94	728,800
LEWIS	6,600	85	5,610
LIVINGSTON	12,300	90	11,050
MADISON	15,400	92	14,140
MONROE	181,300	93	168,160
MONTGOMERY	19,200	91	17,450
NASSAU	405,400	94	383,020
NEW YORK	581,400	91	526,610
NIAGARA	69,100	94	64,840
ONEIDA	72,300	94	67,860
ONONDAGA	122,000	93	113,420
ONTARIO	19,800	91	18,100
ORANGE	52,800	92	48,670
ORLEANS	10,400	92	9,550
OSWEGO	24,500	93	22,800
OTSEGO	17,100	91	15,540
PUTNAM	7,400	87	6,470
QUEENS	575,000	93	534,210
RENSSELAER	44,000	93	40,750
RICHMOND	61,500	93	57,470
ROCKLAND	33,000	94	30,970
ST LAWRENCE	34,000	70	26,890
SARATOGA	25,500	91	23,260
SCHENECTADY	51,800	92	47,590
SCHOHARIE	7,700	88	6,790
SCHUYLER	4,000	90	3,600
SENeca	8,100	91	7,340
STETSEN	29,500	85	24,970
SUFFOLK	163,800	92	150,140

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
SULLIVAN	14,100	91	12,810
TIOGA	10,000	91	9,060
TOMPKINS	18,200	87	15,810
ULSTER	35,400	91	32,310
WARREN	12,900	91	11,710
WASHINGTON	13,700	91	12,360
WAYNE	20,500	92	18,810
WESTCHESTER	237,600	94	224,410
WYOMING	9,600	92	8,710
YATES	5,500	90	4,910

NORTH CAROLINA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
ALAMANCE	21,600	91	19,510
ALEXANDER	3,900	87	3,310
ALLEGHANY	2,300	71	1,610
ANSON	5,600	74	4,110
ASHE	5,000	71	3,510
AVERY	3,000	67	2,010
BEAUFORT	8,900	87	7,710
BERTIE	5,100	72	3,610
BLADEN	6,800	56	3,810
BRUNSWICK	5,100	61	3,110
BUNCOMRE	36,800	77	28,410
BURKE	12,200	82	10,010
CABARRUS	17,700	91	16,010
CALDWELL	11,200	80	8,910
CAMDEN	1,200	77	910
CARTERET	7,400	64	4,710
CASWELL	4,900	74	3,610
CATAWBA	19,000	90	17,110
CHATHAM	6,700	69	4,610
CHEROKEE	4,200	51	2,110
CHOWAN	3,200	65	2,080
CLAY	2,300	51	1,160
CLEVELAND	15,900	80	12,710
COLUMBUS	12,200	60	7,290
CRAYEN	14,800	83	12,230
CUMBERLAND	30,700	63	19,340
CURRITUCK	1,900	77	1,450
DARE	1,400	65	910
DAVIDSON	18,700	89	16,550
DAVIE	4,100	80	3,300
DUPLIN	10,000	64	6,430
DURHAM	29,900	86	25,730
EDGECOMBE	12,100	81	9,760
FORSYTH	49,600	89	44,260
FRANKLIN	7,000	60	4,210
GASTON	33,200	83	27,700
GATES	2,400	75	1,810
GRAHAM	1,700	51	870
GRANVILLE	7,000	72	5,050
GREENE	3,600	72	2,590
GUILFORD	61,500	90	55,440
HALIFAX	13,800	71	9,730
HARTNETT	12,800	62	7,880
HAYWOOD	10,700	88	7,330
HENDERSON	8,400	69	6,460
HERTFORD	5,000	75	3,760
HOKE	3,200	61	1,940
HYDE	1,400	64	900
IREDELL	15,100	82	12,430
JACKSON	4,400	62	2,740
JOHNSTON	18,100	68	10,960
JONES	2,600	64	1,670
LEE	7,000	69	4,860
LENOIR	13,900	77	10,680
LINCOLN	6,600	77	5,050
MC DOWELL	7,000	73	5,130
MACON	4,300	62	2,670
MADISON	4,600	59	2,730
MARTIN	6,300	72	4,550
MECKLENBERG	73,900	89	65,820
MITCHELL	3,500	64	2,220
MONTGOMERY	3,900	75	2,930
MOORE	8,000	70	5,580
NASH	16,000	70	11,210
NEW HANOVER	21,400	77	16,530
NORTHAMPTON	5,800	75	4,370
ONSLOW	6,800	70	4,770
ORANGE	9,600	84	8,040
PAMLICO	2,800	64	1,790
PASQUOTANK	6,700	76	5,120
PENDER	4,600	61	2,820
PERQUIMANS	2,500	76	1,910
PERSON	5,800	74	4,290
PITT	15,100	89	13,470
POLK	3,100	85	2,620
RANDOLPH	11,700	85	10,000
RICHMOND	9,500	84	7,960
ROBESON	18,000	70	12,520
ROCKINGHAM	18,100	87	15,730
ROWAN	22,500	85	19,090
RUTHERFORD	10,900	83	9,030
SAMPSON			

KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

KTBS-TV
IS PLEASED TO ANNOUNCE
THAT THE
KATZ AGENCY, INC.
HAS BEEN APPOINTED
NATIONAL ADVERTISING
REPRESENTATIVE
EFFECTIVE JUNE 5, 1960.

KTBS-TV SHREVEPORT, LOUISIANA
Channel 3 E. Newton Wray, Pres. & Gen. Mgr.

NEWS & IDEA WRAP-UP

KEYSTONE'S 1100TH affiliate, KSEO, Durant, Okla., is celebrated by (l-r) Keystone's Sidney Wolf, pres.; Erwin Peterson, senior v.p.; Charlotte Tucker, dir. station relations; and KSEO gen. mgr. Lewis Coleman



'THINK PINK—Win Mink' promotion, sponsored by C and H Sugar and WIL, St. Louis, finds station's Joyce Lucas willingly enticed by C and H sales promotion manager Dale Maier's offer of luxurious mink stole



The American Federation of Advertising, meeting in New York this week, demonstrated at its opening session that it was serious about improving the standards of advertising copy.

In the presence of FTC chairman Earl Kintner, who was one of the speakers, the AFA's vice-chairman, John P. Cunningham unveiled the federation's "Truth Book."

It's a philosophic guide to truthful advertising, dealing not with technical rules but with intent and the spirit of integrity.

The "Book" poses several questions that the advertiser should ask himself in order to judge his own advertisement, and includes seven guide rules for non-deceptive advertising.

Alberto-Culver (Wade) has cancelled its spot tv schedules for the summer and is putting the money into NBC TV daytime.

The dimensions of A-C's daytime

'THE GREATEST SHOW ON EARTH,' new Paramount movie is being given the full publicity treatment through KBIG, Avalon, Cal. Here, Station's Carl Bailey, world's tallest disk jockey, takes show train through L. A., accompanied by actress Rita Dailey (c) Barbara Baxter



commitments with NBC TV extending through August: two quarter hours every week and four quarter-hours alternate weeks, adding up to 12 commercial minutes a week.

Texaco's (C&W) decision to put together its own radio network for the Metropolitan Opera broadcast next season raised two pertinent questions within the trade this week:

These were:

1) Whether, because of the present nature of radio programming, it is practical to expect network affiliates to carry "live" a program of four-hour duration—a la Metropolitan Opera.

2) Whether sponsors of other lengthy institutional programs, the N. Y. Philharmonic (\$840,000 for 8 broadcasts), for instance, reconcile themselves to letting the affiliates exercise their own local judgment in putting the program. Case in point: in some areas a two-hour concert would get a better reception on a Sunday afternoon than a Saturday

night, which happens to be the time that the Philharmonic is broadcast.

Texaco's complaint about CBS was too many stations DB'd the opera. CBS's retort: the opera got live clearance on 144 out of 200 stations, and, anyway, westcoast affiliates deemed it poor programming to have it on from 11 a.m. to 3 p.m. and used their best judgment in scheduling the tape.

Campaigns:

• **Gibson Refrigerator Division Hupp Corp.** begins a spot radio saturation campaign this month in the South and Southwest, with the rest of the nation scheduled to follow next month. The spots, running in more than 100 markets, have tags for local dealer listings. Agency: Creative Group, Inc., Appleton, Wis.

• **Becker AM/FM Auto Radios** begins a 52-week saturation campaign this week via 13 fm stations in the Greater Los Angeles area. The reason: Becker dealers feel that the best prospect for an am/fm auto radio is the person who already has fm in

his home. All negotiations were handled by the FM Broadcasters of Southern California.

Harry S. Sylk, chairman of Consolidated-Sun Ray (owners of WPEN, Philadelphia; WSAI, Cincinnati; and WALT, Tampa) last week clarified the company's association with the Whelan drug chain.

His explanation: The affiliation with United Whelan is for servicing the 150 individual drug stores owned by the Sun Ray Drug division.

Hamm's Beer regained the top spot in ARB's April survey of the best-liked tv commercials after relinquishing it last month to Kaiser Foil.

The runners-up, in order: Piels Beer, Seven-Up, Burgermeister Beer, L&M, Kelloggs, Dodge, Dial Soap, Ford, and Maxwell House Coffee.

Thisa 'n' data: Campbell Soup Co. will repeat its national "Soup 'N' Sandwich promotion this summer via the company's CBS TV and ABC TV shows . . . **Ruppert Knickerbock-**

PARIS MATCH—a reciprocal representation agreement between NBC and Regie No. 1 (French station reps)—joins (l-r) NBC's Alfred Stern, v.p. Enterprises Div; Bob Sarnoff, bd. chmn., with Bernard Musnik. Publicis Corp., and French comedian Fernandel



SCHOLARSHIP WINNERS of "Teenage Salute 1960," sponsored by WPEN (Phila.) are (front l-r) Steven Green, Velva Taylor, Jacqueline Chrystal, Ronald Gladis. Congratulating them (rear l-r): Dr. Allen Wetter; sta. pres. William Sylk; Msgr. Edward Reilly

HOUSEWARMING PARTY in Minneapolis celebrating the opening of the Katz Agency's new office there, finds the agency's Marth Hartlage (l) and Carol Caron, extending a welcome to Bob Buchanan (l) of WJBK-TV, Detroit, and Elton Rule, of KABC-TV, Los Angeles



er NC&K is appearing in "bright" new packaging, to be introduced via radio and tv spots . . . The Mid-America Day Committee of the Chicago International Trade Fair will honor **Max Ries**, president of Reese Finer Foods Co. at a testimonial dinner 23 June.

Strictly personnel: **Maurice Atkinson**, advertising manager for the Jacob Ruppert Brewery, named to the 1960 program committee of the ANA . . . **Larry Crandall**, to the newly-created post of director of research and development at Lawry's Foods, Inc. . . . **David Marx**, to marketing manager for the Synctron Division of Electro Powerpacs, Inc.

AGENCIES

Lennen & Newell this week did some appointing in its media department, which is headed by Herbert Zeltner.

Associate media director Emil Bertolino was named a member of the department planning group, while William Chrisman (from Burnett), Clark Ford (from JWT), and Paul Zappert became assistant media directors.

As part of the five-man planning group Bertolino will participate in unified planning and development for all the agency's accounts. He'll also do the same thing on specific accounts assigned him.

Plugging its client's (Ralston) sponsorship of three public service programs, Ernest Hodges, v.p. of Guild, Bascom & Bonfigli, cautioned against leaving the public interest to the networks and stations.

"We advertising people have a big stake in tv, as do the writers, the packagers," Hodges told the Hollywood Ad Club last week.

His case in point: Because of the "tv public service payola" for Ralston, its cereals tripled their share of

the market. Ralston is currently sponsoring *Bold Journey* and *John Gunther's High Road* (which is being used as teaching aids in more than 150,000 classrooms) and will add to its schedule, in September, *Expedition*—all on ABC TV.

Agency appointments: Cone Mills, textile manufacturer, from Cohen, Dowd & Aleshire, to **Grant Advertising** . . . Sperry & Hutchinson Co., for its New England, New York and New Jersey regions, to **Harold Cabot & Co.**, Boston . . . Caroline Leonetti Cosmetics, a division of Modern Woman's Institute, billing \$500,000, to **Barnes Chase**, Los Angeles . . . The House of Nine, women's apparel chain, and Vilem B. Haan, Inc., foreign and sports car accessories center, to **Beckman . Koblitz**, Los Angeles.

New Agencies: Ted Levy, Richard Lane & Co., Denver, this month becomes the **Jerome Philip Advertising Agency** . . . **Allston, Smith & Somple, Inc.**, will be located at 36 Mason Street, Greenwich, Conn.

Going international: **Mogul Williams & Saylor** will move into the international arena through the extension of its affiliation with Dudley Turser & Vincent Ltd., London to include an association with **Publivinco (Europe) Societe Anonyme**, international network of associated advertising and marketing agencies.

Among the chairmen and vice-chairmen appointed for national committees of the 4 A's are:

Media relations: chairman, William Steers, DCSS; vice-chairman, Thomas Adams, Campbell-Ewald.

Broadcast media: chairman, Leonard Matthews, Leo Burnett; vice-chairman, Ruth Jones, JWT.

Research: chairman, Peter Langhoff, Y&R; vice-chairman, G. Maxwell Ule, K&E.

Tv and radio administration: chairman, David Miller, Y&R; vice-chairman, Hildred Sanders, Honig-Cooper & Harrington.

Admen on the move: **William Gross** and **William Hatch**, elected to the board of directors at Ted Bates & Co. . . . **Chester Posey** and **Ralph Koser**, to senior v.p.'s of McCann-Erickson Advertising (U.S.A.)

. . . **George Bailey** and **Richard Seclow**, to v.p.'s of Kastor Hilton Chesley Clifford & Atherton . . . **George Wolf**, to radio-tv program supervisor in the creative department of Lennen & Newell . . . **Don O'Leary**, to account supervisor at BBDO . . . **Raymond Wiemer**, to media director at Penn & Hamaker, Cleveland.

Add to agency moves: **Richard Mulford**, to the Los Angeles office of D'Arcy as director of radio and tv . . . **John Robinson, Jr.**, to associate director and **Myrtle Tower**, to business manager of Lambert & Feasley's tv/radio department . . . **Abbott Davis**, to broadcast media director and **Peter Pih**, manager of media research at Fitzgerald Advertising, New Orleans . . . **John Baldwin**, v.p., Chicago, transfers to K&E's Boston office as account supervisor . . . **Sidney Rowland**, to senior project director of R. H. Bruskin Associates, New Brunswick, N. J. . . . **Elaine Pappas**, to media supervisor at North . . . **Edwin Koehler**, to associate media director of BBDO . . . **F. Joseph Egles**, to a marketing executive at Mogul Williams & Saylor . . . **Jack Low**, to assistant media buyer at F&S&R . . . **Donald Madden**, transferred to BBDO's New York office as account executive . . . **Edgar Hakim**, to Lennen & Newell as assistant account executive . . . **John Carew, Jr.**, to associate research director of Honig-Cooper & Harrington, San Francisco.

FILM

Major syndicators are demonstrating their ability to hold on to the same regional clients season after season, bringing out new shows where needed.

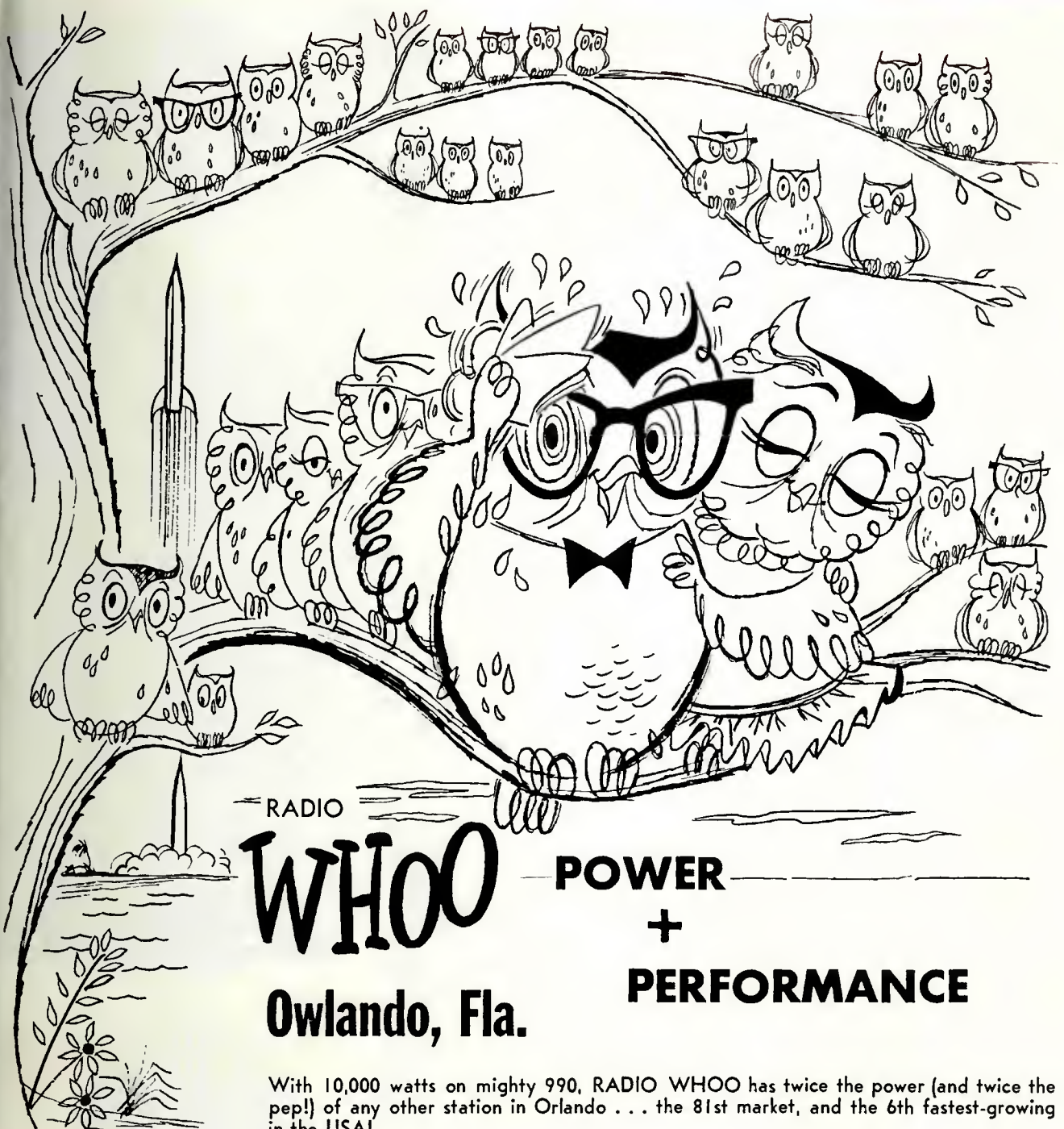
Ziv-UA, for example, will start off its new series, *Case of the Dangerous Robin*, with a 32-market deal to Brown & Williamson (Ted Bates), the advertiser which previously used *Mackenzie's Raiders*, *Tombstone Territory*, and other Ziv-UA shows.

NTA has also signed Budweiser (D'Arcy) for repeat business, with *The Third Man* to take over from *U. S. Marshal* in its markets. (For more, see FILM-SCOPE, p. 60.)

Sales: Ziv-UA reports second year

what
is
WARM-Land?

See Page 9



RADIO
WHOO — POWER —
 +
PERFORMANCE
 Owlando, Fla.

With 10,000 watts on mighty 990, RADIO WHOO has twice the power (and twice the pep!) of any other station in Orlando . . . the 81st market, and the 6th fastest-growing in the USA!

CALL HOLLINGBERY

THE HORTON-KINCAID STATIONS

Home office: Top of the Phoenix Hotel, Lexington, Kentucky

WHOO
 ORLANDO

WVLK
 LEXINGTON

WOMP
 Radio 1290
 WHEELING-BELLAIRE

WFKY
 FRANKFORT

WCMJ
 ASHLAND-HUNTINGTON

... was on *Lock Up* in 62 markets, including 53 for American Tobacco (LBO) plus nine other markets including Iowa Electric Light and Power on WMT-TV, Cedar Rapids; Interstate Power on KGLO-TV, Mason City; E. W. Edwards department store on WBAL-TV, Baltimore; WGAN-TV, Portland, Me.; WAVY-TV, Norfolk; WKRK-TV, Mobile-Pensacola; KMJ-TV, Fresno; KTSM-TV, El Paso; WPSD-TV, Puducah, and KVAR-TV, Phoenix... Screen Gems' third package of *Three Stooges* is reported sold to 64 stations, latest purchasers in-

cluding WFIL-TV, Philadelphia; WTTG, Washington; WSM-TV, Nashville; WCCO-TV, Minneapolis; WJZ-TV, Baltimore; WDSU-TV, New Orleans, and KVAR-TV, Phoenix.

More sales: Desilu Productions' *Desilu Playhouse* sold in Australia to Television Corporation, Ltd. of Sydney.

Programs: Walter Schwimmer's *Championship Bowling*, entering its seventh year of syndication in 175 cities, will feature an all-star elimina-

tion tournament this year over a 26 week period and leading to \$60,000 in prize money. The series will be produced by Peter DeMet Productions at the Orchard Twin Bowl alleys in Skokie, Illinois.

Organizational move: Crosby Brown productions will transfer its headquarters from Hollywood to 230 Park Avenue, New York, effective at once; the Hollywood office will be maintained under Ed Simmel at 915 N. La Brea Avenue.

Facilities: The Moral Re-Armament movement has acquired a tv film production studio of its own, which opened this week at Cedar Point, Mackinac Island, Michigan.

Strictly personnel: Ziv-CA has promoted five of its west coast studio executives. The officers and their new posts are: **Louis Rackmil**, administrator of the west coast studios; **Robert Knoechel**, comptroller; **Don Guest**, budget director; **Joe Wonder**, executive production supervisor, and **Bill Schwartz**, production manager.

Video tape: CBS TV's *Twilight Zone*, produced on film up to now, will initiate production on video tape during the 1960-61 season.

how about a plane



DESCRIPTION

Super Custom 1957 Piper Tri-Pacer 100 HP, Model PA 22, blue and white

EQUIPMENT

12 Crystal Narco Super Homer Narco low frequency receiver. Directional gyro. Artificial horizon rate of climb, turn and bank

CONDITION

Exceptionally conditioned and clean. Always hangared (since new)

HOURS

460 hrs. total on aircraft and engine. Licensed until August 1960.

PRICE

\$5500 firm

CONTACT

Box 27 SPONSOR or Walter Wilson, Danbury School of Aeronautics, Danbury Airport, Conn. Telephone Pioneer 3-0072

NETWORKS

Three hundred twenty advertisers invested a total of \$627,311,530 in network tv during 1959, according to TvB.

The estimated expenditures of top 10 network advertisers last year, as compiled by LNA-BAR:

RANK COMPANY GROSS TIME COSTS

1. P&G \$50,293,552
2. Lever 32,734,955
3. American Home 28,109,458
4. Colgate 22,478,524
5. General Foods 20,890,321
6. General Motors 20,021,744
7. R. J. Reynolds 16,123,827

where
is
WARM-Land?

See Page 9

SPONSOR • 13 JUNE 1960



WeeReBel, Columbus, Ga., and Jackie Moore, time buyer, BBD&O, Inc., New York, reveal a few secrets.

Have you heard what the WeeReBel said to BBD&O?

"Over a million people can watch WRBL-TV"

Over a million people can watch us in the 47-county area served by WRBL-TV; and the only way you can reach them all on TV is with WRBL-TV. Metropolitan Columbus has the highest family income in Georgia and 25th highest in the nation. Columbus belongs on every Southern schedule. WRBL Radio programs to the adult audience with top buying power in Columbus. Call HOLLINGBERY for choice availabilities in Georgia's second market.

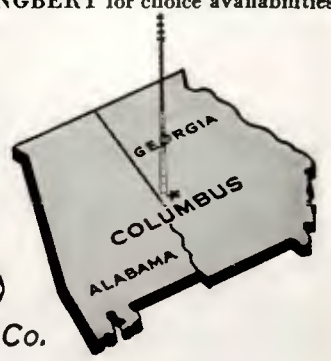


WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

abc COLUMBUS, GA. CBS

Represented by George P. Hollingbery Co.



• Gillette	13,612,174
• Sterling Drug	12,975,463
• General Mills	12,919,237

Gasoline, lubricants and other fuels led all other network tv product classifications in percentage gain in the first quarter of '60 vs. the like quarter of '59, TvB also reported.

Gross time billings for the classification were \$4,134,698—an increase of 490.7% over the \$700,008 spent during the first quarter last year.

Other classifications showing major gains in 1960: Horticulture, 152.4%; freight, industrial & agricultural development, 151.5%; household furnishings, 105%; and beer and wine, 81%.

Marking the third anniversary of its operations under the service-and-news concept, Mutual Broadcasting president Robert Hurleigh sent this memorandum to its affiliates:

Mutual has added a net total of 132 independently owned affiliated stations during the past three years to bring its over-all lineup to today's 455 mark.

Network tv sales and renewals: Oldsmobile (D. P. Brother) to sponsor *Michael Shayne*, a new one-hour mystery series to bow this fall on Fridays, 10-11 p.m. on NBC TV . . . *The General Electric College Bowl* (Maxon) will be continued for a third season on CBS TV Sundays, 5:30-6 p.m. . . . *Sealtest* (Ayer) has renewed its weekly sponsorship of *Bat Masterson* on NBC TV during the 1960-61 season in a new time period—Thursdays, 8:30-9 p.m.

New network affiliation: KCPX-TV, Salt Lake City, to become a primary ABC TV affiliate this fall.

Kudos: CBS TV presented with the Sigma Alpha Iota Tv Award for its *New York Philharmonic Young People's Concerts* series.

Network personnel notes: Stockton Helffrich, veteran NBC copy acceptance, etc., executive, appointed director of the New York office for the NAB Tv Code. . . Merrill Myers, to supervisor, information services, at CBS News . . . Carleton Smith, staff v.p. for RCA, Washington.

RADIO STATIONS

Eight fm radio stations have joined a newly-formed organization—the FM Broadcasters of Greater Kansas City.

Some objectives of the group: to better inform the public of the attributes of fm radio, and to acquaint advertisers and agencies with the present value of fm as an advertising medium.

Chairman of the group, a division of The Electric Association, is Chris Stolfa, commercial manager of KCMO-FM.

Seven-station-owner Gordon McLendon predicted that radio soon would dominate newspapers and other media both in influence and dollar volume.

Speaking before the San Francisco Advertising Club, McLendon noted that radio is embarking on a "golden era," helped by automation and new programing ideas.

The trend of radio today is toward specialization, he observed, with eventually some stations airing only news, some only market reports, some fishing or shipping news, and others exclusively farm or sports news.

Ideas at work:

• **On the house:** KCPX, Salt Lake City, last week concluded its "mystery sound" contest. The winner, correctly identifying the sound, won a shopping spree at a local furniture company worth \$1,320 (a figure corresponding to the station's location on the dial).

• **Turning a bit of old West history into a new promotion:** D.j. Buddy MacGregor, of KLIF, Dallas, last week was boosted aboard a century-old Wells Fargo express at sister-station KTSA in San Antonio and sent on a clattering, 274 mile jaunt to Dallas. The idea: A strongbox full of silver was awarded to the listener who came closest to estimating the travelling time between the two cities. Some 11,000 guesses were received by station during the promotion.

• **Hearing their side:** KRAK, Stockton-Sacramento, has started an hourly feature, dubbed *Sound Off*, which enables listeners to express their views. The idea: listeners write

in on any range of subjects, which the station airs during the program.

• **For the homemakers:** WRAP, Norfolk, Va., staged its third annual Homemakers Holiday at the city's Municipal Arena last week. More than 5,000 people turned out to witness the five-hour nighttime event put on by the 900-member WRAP Homemakers Council. It featured entertainment, fashion, millinery and hair style shows, food demonstrations and sponsor product exhibits. Eight New York admen were guests of the station during the two-day affair.

Business notes: F. R. Tripler & Co. (out of F&S&R), men's store, has signed for a campaign using safety announcements over the three major summer holidays via WCBS, New York . . . Hamm's Beer (Campbell-Mithun) is starting its spring campaign on KNOB-FM, Los Angeles, and KRHM-FM, Los Angeles. Western Air Lines is promoting its 707 Jet flights via KCBH-FM and KNOB-FM, both Los Angeles . . . Charles Ulmer, sail-maker of City Island, N. Y., has purchased a summerful of 10 minute capsules over WLIR, Garden City, L. I., giving the results of all sailboat races . . . Sachs Quality Stores (William Warren, Jackson & Delaney), for three days a week sponsorship of the 8 a.m. news on WNBC, New York, for 52 wks.

Thisa 'n' data: KTOP-FM, Topeka, goes on the air this week, and, as a promotion, is giving away fm sets . . . WGH, Norfolk-Newport News-Portsmouth, has added to its mobile units a "Water Satellite," (Turbo Craft jet boat) equipped for broadcasting special events or news coverage in the Hampton Roads area . . . New studios: KFIM, Beaumont, Tex., is now operating from its new, modern studio featuring the latest electronic and technical equipment . . . New service: KING, Seattle, is now airing traffic control reports from a special radio-equipped helicopter . . . WHOM, New York, this week begins broadcasting 18 hours of Spanish-language programs a day . . . Kudos: KYW, Cleveland, recipient of the top award of the Cleveland Radio-Tv Council for 1959-60 for its on-the-air editorials . . . *Nitecap* bows on WNTA, Newark tonight (13 June) from 11 p.m.—midnight.

Station staffers: Joseph Goodfellow to v.p. and general manager of WRC-AM-TV, Washington, D. C. . . . Don Shoemaker, appointed sales manager of KRVN, Lexington, Neb. . . . David Albright, to v.p. and general manager of WTRL, Bradenton, Fla. . . . Roy Drushall, to national sales manager for KABC, Los Angeles.

TV STATIONS

Corinthian's own coverage of the presidential convention has already panned sponsorship for one of its stations—KXTV, Sacramento.

This package sale, the first made within the group, was to Shell Oil (JWT).

TvB, in its new TvBulletin, reports that only one advertising medium, tv, has kept pace with the shift in living habits from large central cities to suburban and outlying areas.

When families move to the suburbs, they continue to view the same tv stations, TvB stresses. However, the big-city newspapers have not kept up with the population change. "For an advertiser to adequately cover this enlarged marketing area, he must use numerous local newspapers and weeklies," the report points out.

Ah, but it's cold inside: WBAL-TV, Baltimore, hosted a breakfast last week for 100 local advertising executives to unwrap its plans for warmer weather programing. Agency people were greeted by a blast of cold air, polar bears, penguins, and station personnel dressed in Eskimo garb. The reason: WBAL-TV's promotional theme for the next few months is "The Coolest Shows This Side of Winter."

Station acquisition: WKOW-AM-TV, Madison, Wis., from the Minona

Broadcasting Co., to the Midcontinent Broadcasting Co. of Sioux Falls.

New quarters: All-Canada Radio & Tv, Ltd., now located in the All-Canada Building, 1000 Yonge Street, Toronto.

This 'n' data: WSB-AM-TV, Atlanta, has initiated a helicopter traffic report service sponsored by the station and the Atlanta Coca-Cola Bottling Co. . . . The Wometco Enterprises, and affiliated stations, have purchased six Ampex video tape

recorders . . . WITN, Washington, N. C., has filed an application with the FCC for a 1,602-foot tower to replace its present 919-foot tower.

On the personnel front: Joseph Pahle, for the past 10 years advertising manager of Chattanooga Gas Co., joins the sales staff at WRGP-TV, Chattanooga . . . Bob Edell, to promotion manager for Storer Broadcasting . . . Charles Mason rejoins WSUN-TV, St. Petersburg, as general executive . . . Toby David, to

(Please turn to page 83)

KOSA-TV

LEADS

386 to 79*

KOSA-TV
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KOSA-TV

LEADS IN 386 QUARTER HOURS

STATION "B"
STATION "B"
STATION "B"

LEADS IN 79 QUARTER HOURS

*KOSA-TV ODESSA-MIDLAND
LEADS IN TOTAL HOMES REACHED
IN 386 OUT OF 465 RATED QUARTER-HOURS
(ARB, MARCH 1960)



KOSA-TV
ODESSA-MIDLAND, TEXAS



The **Tv** Buy

KROD-TV KVII-TV KOSA-TV
EL PASO AMARILLO ODESSA-MIDLAND
DELIVERS 3 OF THE NATION'S
FASTEST-GROWING TV MARKETS
1950-1959*

	Rank in Texas	Rank in U.S.
Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

*Television, Feb. 1960

3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a **Tv** RIGG VAUGHN STATION
KROD-TV KVII-TV KOSA-TV

what is **WARM-Land?**

See Page 9

The seller's viewpoint

Some industry people, or "doomcasters," as Patrick J. Stanton, president and general manager, WJMJ, Philadelphia, calls them, foresee the fade-out of national representative firms in favor of ratings. "Ratings can serve a useful purpose—certainly as a guide for programing to indicate trends," he says. "But this total reliance on the 'numbers' is as reliable as using Bible quotations to predict next week's weather." Other important factors necessary for both buyers and salesmen to consider are the "unnumbered assets of a prestige setting and the favorable results achieved by local sponsors.



RATINGS NO SUBSTITUTE FOR NATIONAL REPS

Here at WJMJ we do not agree that national representatives are purposeless. Nor do we think that the present system is about to fade from existence.

Inevitably some national representative firms must collapse—but the insolvency of a few won't bankrupt the system, just as counterfeiters will never outmode money. Certain doomcasters in the industry appear to herald this eventuality as an imminent and inevitable demise by virtually recommending to timebuyers that intelligent consideration be given to no evaluation other than that of "numbers."

If I subscribe to the belief that national advertising is being purchased by individuals incapable of judgment then the time has come for me to turn in my 30 years of radio for a part interest in a neighborhood delicatessen.

A representative who slavishly adheres to ratings—who uses two of the services to double check the third—would have to be in the unquestionably enviable, though highly improbable position of serving only those stations with a No. 1 rating in Pulse, Nielsen, and Hooper. Of course, this quasi-miraculous coincidence could occur only in extremely rare occasions of mighty short duration. Reliance on this kind of supernatural phenomena indicates a severe case of myopia—and anyone that nearsighted would be incapable of the kind of planning that could produce or preserve this "valhalla status quo."

Ratings can serve a useful purpose—certainly as a guide for programing to indicate trends. This is how they functioned originally. But this total reliance on the "numbers" is as reliable as using Bible quotations to predict next week's weather. It is a good hook, but was never intended to replace the study and judgment of a meteorologist.

On the basis of one rating service, none of our 50,000 watts is heard. If this premise is accepted, then WJMJ doesn't exist. The daily volume of mail and phone calls thanking us for giving Philadelphia *better music* is but an ethereal dream. The clamor raised (which even penetrated the newspapers) when our publication of upcoming show

time features was delayed two days, is only a figment of an over-active imagination. If we believe this rating service, our local advertisers have committed a most unusual fraud in telling us that our *Mister Matinee* delivers results, and they are compounding their crime by signing 52-week renewals. But, of course, ratings *do not* truly reflect a station's impact or audience. No rating service indicates that our album music is not the way to sell switch blades to juvenile or adult delinquents. But the intelligent deductions made by timebuyers with programing facts and accurate coverage information bring us numerous and substantial national accounts—business that would never be justified by the "numbers." Passing up some dollars by not pandering to the tastes of the eighth-grade set and their mental equivalents, is a sacrifice we gladly made. We know if we tried to serve everyone, we would serve none; least of all the advertisers.

A reliance on a cross-check of ratings, with the elimination of a comprehensive study of spot surroundings, brings the inevitable conclusion that reps are unnecessary, that they are highly over-priced messengers that should be replaced by TWX and Western Union. We could not tolerate a situation where our national representatives suggested that timebuyers merely referred to its three rating books. Our representatives, Broadcast Time Sales, are expected to *sell!* And selling for WJMJ consists of pointing out the "unnumbered" assets of a prestige setting, the favorable results achieved by local sponsors, the unduplicated audience advantages, etc. They are expected to be *salesmen* not order-takers! National representatives who simply refer the agency phone caller to these rating hooks surely will pass from the scene, but salesmen—such as our representatives—always will be needed while there are national advertisers.

There *is* a difference in the placing of commercials; there *is* a difference between a timebuyer and an electrical calculator; and there *is* a difference between a representative and a salesman.



Philipides

made things happen at Marathon and Sparta

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only station in Philadelphia to win the National Safety Council Public Interest award, another in a long list of distinguished honors for news and public service programming. This is further proof that WPEN serves its community. Our outstanding record in producing sales results also proves that WPEN sells its community. In Exciting Listening, and In Sales, WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
CONSOLIDATED SUN RAY STATIONS
WPEN, Philadelphia . . . WSAI, Cincinnati . . . WALT, Tampa

TV RESULTS

FOOD

SPONSOR: Hanover Canning Co.

AGENCY: Direct

Capsule case history: The Hanover Canning Co. increased sales 66% with a 20-week campaign on WTOP-TV, Washington. Campaign was based on a tie-in with the Washington Redskins football team for its Hanover "Redskin" kidney beans and pork and beans. Building heavily around 12 one-minute live and filmed spots per week and six 15-minute pre-game programs, the firm almost completely dominated the Washington market through the football season and afterwards even though it was in competition with many nationally-advertised brands and more than 15 local or regional brands, as well as private labels. Before and after the 20-week campaign on WTOP-TV, CBS Television Spot Sales conducted special Pulse surveys which revealed the 66% sales increase. The survey following the campaign showed that 20.4% of all people questioned reported buying Hanover products. Before the promotion, only 12.3% bought Hanover items. This added up to a 66% sales increase.

WTOP-TV, Washington, D. C.

Programs & Announcements

DISCOUNT STORES

SPONSOR: World Discount Center

AGENCY: Direct

Capsule case history: Following a fire in the World Discount Center in Rome, N. Y., Chuck Kaplan, owner and operator of the discount house, purchased a schedule of announcements to promote a special fire sale on damaged merchandise. Kaplan bought 60 eight-second, run-of-schedule spots to be run during a three-day period prior to the sale. This marked the first time the operator had used television advertising. At the same time he discontinued his newspaper ads. Kaplan was totally unprepared when he faced 300 anxious shoppers, who had stationed themselves at World's front door the first day of the sale; traffic was snarled and local police were hard pressed to keep order. The situation continued for three days with four police officers guiding newly won customers, single file, into and out of the store. As for sales, the cash register rang continuously the whole time. Kaplin is now convinced that tv can sell under any circumstances. "It really reaches the people you want."

WKTV, Utica-Rome

Announcements

COOKWARE

SPONSOR: Cook Craft Division, AGENCY: Penn & Hamaker, Inc.
Carrolton Mfg. Co.

Capsule case history: After its first 13-weeks on AM Theatre, WLW-D, Dayton, Cook Craft Division of Carrolton Mfg. Co. is sold on tv. For its stainless "Waterless" cookware, the firm placed a one-minute commercial five times a week on the *AM Theatre*, 9-10:30, Monday through Friday. Commercial consisted of a 40-second film and a 20-second closure by host Andy Marten using a highly personalized sell. Results: Recorded tv leads during the 13-week period, 25 January through 22 April, totaled 205 direct calls, and this number was boosted by "referral" leads which were directly traceable to the spots. Referral leads increased the total to over 600 leads. L. S. Hamaker Jr. of the Penn & Hamaker advertising agency felt that "Marten's personalized approach was largely responsible for the campaign's success" and for future programing. Cook Craft is utilizing Marten for several live one-minute spots in addition to the regular closure and film to capitalize more on his popularity.

WLW-D, Dayton

Announcements

DAIRIES

SPONSOR: Clover Dairy Co.

AGENCY: Gutman Advertising

Capsule case history: WTRF-TV, Wheeling, has what it believes is the "sleeper" tv program of the year. The show is called *Clutch Cargo*, and is a five-minute comic strip type program scheduled on the station Monday through Friday, at 6:55 p.m. A recent ARB report gives the show a 22.9 rating on the WFTR-TV time slot. The sponsor of the program on Monday, Wednesday and Friday is Cloverdale Dairy and according to Milt Gutman of the Gutman Advertising Agency in Wheeling, *Clutch Cargo* has been a major factor in sales since it bought the show. "The program," Gutman reported to WTRF-TV, "has been one of Cloverdale's most outstanding campaigns in years. We are reaching the audience we want without any waste circulation, and the tremendous identification of the product with the show has given the campaign great impact on the Wheeling market." Cloverdale plans a continued campaign using *Clutch Cargo* and will renew when the present contract expires.

WTRF-TV, Wheeling

Program

WRAP-UP

(Continued from page 79)

executive director of public affairs for CKLW-AM-TV, Detroit . . . **Robert Fowler**, to national sales representative for WTVT, Tampa-St. Petersburg . . . **Bob MacFadyen**, to assistant director of publicity at KTLA, Hollywood.

REPRESENTATIVES

Adam Young this week formed a new company—**Adam Young FM Sales**—headed by **Lee Redfield**.

Among the first stations to sign with this new firm established to specialize in the fm broadcast field are: **KITT**, San Diego; and the Concert Network (**WNCN**, New York; **WBCN**, Boston; **WDAS-FM**, Philadelphia; **WHCN**, Hartford; **WXCN**, Providence; **WMTW-FM**, Mt. Washington, N. H.; and **WBVA**, Washington, D. C.

The Katz Agency's v.p. in charge of radio, M. S. Kellner this week called on the rep firm's station to straighten out the "tangled" national vs local rate practice.

His memo to stations stemmed from Ayer media director **Leslie Farnath's** remark to a gathering of reps the week before. (See 28 May SPONSOR SCOPE.)

Kellner urged the stations to qualify the local rate so that all competing advertisers of a product or service are given equal treatment—if they can't adopt a single rate.

He also asked for a list, by product classification, of "what gets which rate card, no matter how, or from where, it is bought."

(See page 35 for article on this controversy.)

Rep appointments — stations: **KMEO**, Omaha, to **Adam Young** . . . **WIPS**, Ticonderoga, N. Y., to **Walker-Rawalt** . . . **KROC-AM-TV**, Rochester, Minn., to **Venard, Rintoul & McConnell** . . . **Tarlow Associates'** **WHIL**, Medford-Boston, **WARE**, Ware, Mass., and **WJBW**, New Orleans, to **Breen & Ward**, New York; **WWOK**, Charlotte, to **Weed & Co.**

Rep appointments — personnel: To account executives, **Bob Klein** at **Blair-TV**, Los Angeles . . . **John J. Ring** at **The Bresnick Co.**, Boston.

"ARB"-OMETER SAYS ROCHESTER'S CHANNEL 10 NEW YORK CLIMATE *Better Than Ever!*

NEW YORK



ARB REPORT
Rochester Metropolitan Area
March, 1960
(4 weeks average)

The nice thing about our "climate," here at CHANNEL 10, Rochester, N. Y., is that it gets better all the time! Year after year, the surveys agree that we offer the best buy in Rochester TV!

56.7% OVER-ALL
SHARE OF AUDIENCE

18 of the top **20** favorite
TV programs in Rochester

and of 1/4 hours delivering
more than 60,000 homes:

CH. 10 has

Sta. B has

93

37

CHANNEL 10

(WVET-TV • WHEC-TV)

EVERETT-McKINNEY, INC. • THE BOLLING CO. INC.

Users of tv spot — 1st quarter 1960

1. PROCTER & GAMBLE CO.	\$13,466,400
2. GENERAL FOODS CORP.	5,036,000
3. LEVER BROTHERS CO.	4,639,400
4. BRISTOL-MYERS CO.	3,717,500
5. COLGATE-PALMOLIVE CO.	3,203,500
6. AOELL CHEMICAL CO.	2,981,600
7. P. LORILLARO CO.	2,769,700
8. AMERICAN HOME PRODUCTS CORP.	2,590,300
9. MILES LABORATORIES, INC.	2,377,800
10. INTERNATIONAL LATEX CORP.	2,328,500
11. STANOARO BRANDS, INC.	2,291,000
12. CONTINENTAL BAKING CO.	2,108,700
13. WARNER-LAMBERT PHARMA. CO.	2,072,000
14. BROWN & WILLIAMSON TOB. CO.	1,869,900
15. R. J. REYNOLDS TOBACCO CO.	1,855,900
16. WESSON OIL & SNOW DRIFT CO., INC.	1,836,900
17. NESTLE CO., INC.	1,816,200
18. WILLIAM WRIGLEY JR. CO.	1,758,300
19. AMERICAN TOBACCO CO.	1,745,300
20. AVON PRODUCTS, INC.	1,385,900
21. KELLOGG COMPANY	1,318,600
22. J. A. FOLGER & CO.	1,207,700
23. COCA-COLA CO. BOTTLERS	1,098,400
24. PHILIP MORRIS, INC.	1,087,100
25. FORD MOTOR CO. DEALERS	1,032,500
26. ANDREW JERGENS CO.	1,018,100
27. NORWICH PHARMACAL CO.	999,900
28. S. C. JOHNSON & SON, INC.	988,000
29. GENERAL MILLS, INC.	958,900
30. GENERAL MOTORS CORP. DEALERS	946,500
31. ANHEUSER-BUSCH, INC.	927,200
32. WANDER CO.	918,500
33. GENERAL ELECTRIC CO.	879,700
34. VICK CHEMICAL CO.	839,800
35. MOBIL OIL CO.	823,700
36. QUAKER OATS CO.	815,800
37. MINUTE MAIO CORP.	799,100
38. ESSO STANOARO OIL CO.	774,300
39. STERLING DRUG, INC.	766,500
40. LIGGETT & MYERS TOBACCO CO.	748,700
41. FALSTAFF BREWING CORP.	745,800
42. DRUG RESEARCH CORP.	742,700
43. MINNESOTA MINING & MFG. CO.	736,800
44. ASSOCIATED PRODUCTS, INC.	736,400
45. CARLING BREWING COMPANY, INC.	734,800
46. UNITEO MERCHANTS & MANUFACTURERS, INC.	729,400
47. E. & J. GALLO WINERY	708,500
48. MENNEN CO.	696,400
49. PEPSI-COLA CO. BOTTLERS	682,800
50. CONSOLIDATED CIGAR CO.	678,000

Source: The Nielsen Co.

TV'S "T.I."

(Continued from page 47)

enough. Triple irritation is a sure-fire technique, if you can stay out of jail. I believe it is a self-destructing technique.

I would be all for letting T.I. eventually destroy its practitioners except for one thing: if it isn't cured and cured in time, it could very well bring on government regulation. Even the tv networks, who certainly have very little room to talk, recognize the storm signals.

If a salesman employed the selling psychology used in triple irritation, he would starve to death. This type of advertising is not addressed to the average American consumer. It is addressed to boobs, and this country is not mostly made up of boobs. And even the boobs don't like to be treated like boobs! Why is it that most magazine advertising is not based on irritation, or rationality that wouldn't fool a child, or stale and imitative presentation?

Most magazine advertising is built to persuade, in a friendly way. The same is true of newspaper and billboard advertising. The only books in which you see much advertising which is comparable to T.I. in tv is in very shoddy magazines.

Are readers of print smarter than tv viewers? Isn't it true they're the same people? Do these people suddenly lose their wits when they buy a tv set? I don't believe it.

Might it not be possible that print copywriters and art directors are better craftsmen than the tv writers—or work harder at being creative? I think it is the latter. It hardly seems possible that the kind of commercials I'm talking about get the same kind of creative thinking and creative attention as a four-color page in *Life* or the *Post* or *Look*, or for that matter the time, thought, and attention that is given to the average 1,000-line newspaper ad, or an outdoor board.

It can't burn up much creativity to produce one commercial and repeat it ad infinitum, but it does require a high degree of advertising skill to

**what
is
WARM-Land?**

See Page 9

write and produce television commercials that sell in a friendly way.

Isn't it entirely logical that there actually is such a thing as commercial expectancy? Of people actually looking forward to seeing one? In our agency we know for a positive fact that tv commercial expectancy does exist. It takes genuine ability to write this kind of commercial.

Regardless of whether a commercial is admired or enjoyed, it isn't a good one unless it sells. Any professional adman knows that salesmanship isn't a matter of hidden persuaders, or of insistent irritation, but that salesmanship is the essence of friendly, honest persuasion. Great advertising is merely the expression of a great salesman selling a good product to a desirable prospect.

T.I. can be cured in time if enough creative people raise enough hell about it. Advertising associations should take a firm stand, and advertisers for their own sakes should fight against this threat to advertising.

But the real power in advertising is creative power, and the creative people can—if they will—do more than all others to lead us away from this danger. The copywriter, alone at his typewriter, can turn out advertising that will do a far better job and advance his own career and the future of advertising. He can recommend and defend copy which will tend to build his profession rather than degrade it. I believe this is beginning to happen.

After this speech, it is likely I will get a letter or two that will point out that some GB&B commercials, or maybe all of them, are extremely irritating. I will hazard an opinion that it is impossible to write a tv commercial that somebody, somewhere, will not find to be irritating, unless it is so dull nobody even notices it.

Write a commercial that has humor and the humorless people will retch. If it has music, the tone deaf will complain of the noise. If the announcer is handsome, some will ask to have that pansy removed from the screen. If he's homely, the ladies will protest that we certainly could find someone better looking than that!

There is bound to be a little irritation in any tv commercial. But in the interest of self preservation, we cannot continue to have tv commercials that most people find irritating most of the time. ■



TODAY...THE EFFECTIVENESS OF A RADIO STATION IS MEASURED BY THE AMOUNT OF GOODS IT SELLS. And in Sacramento, KXOA sells more food products because it reaches and influences more people. The entire fast-growing Sacramento market, now 20th in Retail Sales per Household (SRDS), is covered with such intensity that both Pulse* and Hooper* rate KXOA first! Further proof that KXOA reaches more people than any other station in the area. And who buys more food products than people?

KXOA—First in Sacramento, California's Capital

KXOA

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*Pulse—Mar. '60. Hooper—Feb.-Mar. '60

How do you find, develop, and promote new station

Three station men point up sources of new talent for tv and radio today; how to evaluate, stimulate and merchandise it

Alvin Perlmutter, program manager, WNBC-TV, New York

In the creation of a new television program there are three basic elements: format, talent and production. The most important is the format.

This is true in both the creation of the program and the development of that program's talent. We feel that the most important factor in a program's function is the content in that program and how it lives up to our responsibilities to our audience.

In the development of the talent that will project the program's content to the viewer, it should be remembered that talent develops itself in an atmosphere conducive to its own interests and capabilities. Thus to take a "name" talent and attempt to develop him in a programing concept that is foreign to his experience must be detrimental to the success of the program, as well as the talent.



It's essential that the talent and format be perfectly matched

It is far more important first to conceive a format and then to seek the talent best suited to develop in that atmosphere and most capable of making the program live up to its promise.

An example of this is our current programing policy for our cultural programs that uses talent intimately connected with the make-up of the show. Lloyd Goodrich, director of the Whitney Museum of American Art was recently hired to host a program dedicated to *Winslow Homer—the Man and the Artist*. Eric F. Gold-

man, professor of History, Princeton University, is the regular moderator of our weekly *Open Mind* panel series.

In another area, the starring roles played by Paul and Mary Ritts in our daily *Hi Mom* show is a good instance of the perfect marriage of talent and program content. The *Hi Mom* format is directed to both the younger set and their adult parent. The Ritts family and their puppets have worked for both groups. Put into the atmosphere of the *Hi Mom* show they easily combined the talents to entertain both age groups into one talent that entertains both at the same time.

Another aid to program and talent development at WNBC-TV is a self-analysis of our efforts in programing. This consists of inviting the criticism of all the program department's personnel in an effort to understand the areas that can be polished and improved.

In the promotion of new talent and programs, we never fail to overlook our best medium of communication . . . our own station. New properties are spotted throughout our programing day making different groups aware of what we are doing.

Our over-all concept however, lies in the belief that both talent and audience develop best in the atmosphere of quality programing.

Robert Ferguson, executive v.p. & general manager, WTRF-TV, Wheeling, W. Va.

A station's image is dependent on the talent that represents the station. Not just the on-the-air talent but the sales, management, administrative, and creative talent that is the core of good station operation.

The atmosphere that a station's talent creates in the community it serves is as important as the programing the station puts on the air.

In our particular situation here at WTRF-TV, we have found talent in a number of unlikely places. Take our promotion manager, Jim Knight for instance; Jim at one time

was a radio announcer, emcee, and on-the-air personality. In addition to these talents he also had an imaginative and creative mind that was being wasted to a great extent. When we gave him an opportunity to exploit



New talent and its development must be in keeping with station image

these talents via the promotion manager's spot, he delivered in such a manner that WTRF-TV has constantly been one of the top stations in any and all national promotion contests.

Our national sales manager, Needham Smith, has instituted sales presentations and methods that go far beyond a routine selling job; our news editor, George Diab, has developed our news department to such a degree that even the papers have given him grudging but well-deserved bows.

All of these people use a different approach to their jobs, but the talents they bring to these jobs—imagination, intelligence, a touch of creative thinking and above all a sense of responsibility as to the over-all personality of our station—we encourage them to use at all times.

Consequently when we look for talent for the station staff we normally look for some indication that the person we select will fit into the over-all pattern of our station's personality.

When we have found the people we believe will best represent WTRF-TV to the community, the actual development becomes a part of staff responsibility. We like to give our talent, whether on the air or behind the scenes, a chance to think for themselves—to experiment with ideas and plans and to carry out some of their projects on their own.

It is through this kind of self-reliance and expression that our staff

talent?

produces its best. And it more than pays off in community prestige, recognition and top performance.

John Comas, executive program director, WSJS, Winston-Salem, N. C.

From a continuing stream of applicants, we have been able to secure some excellent people. In addition, we are all constantly on the alert for that elusive something called "talent" wherever it might appear outside of the routine application and audition procedure. We look for it in amateur programs, at church affairs, in club work. Occasionally we hear about a person from a friend or associate.

When we think we have someone who might be developed and there is mutual interest, we usually do a few experimental programs. This gives us a chance to check our opinion and our potential performer has an opportunity to familiarize himself with radio/television routine and to determine his depth of interest and degree of compatibility.

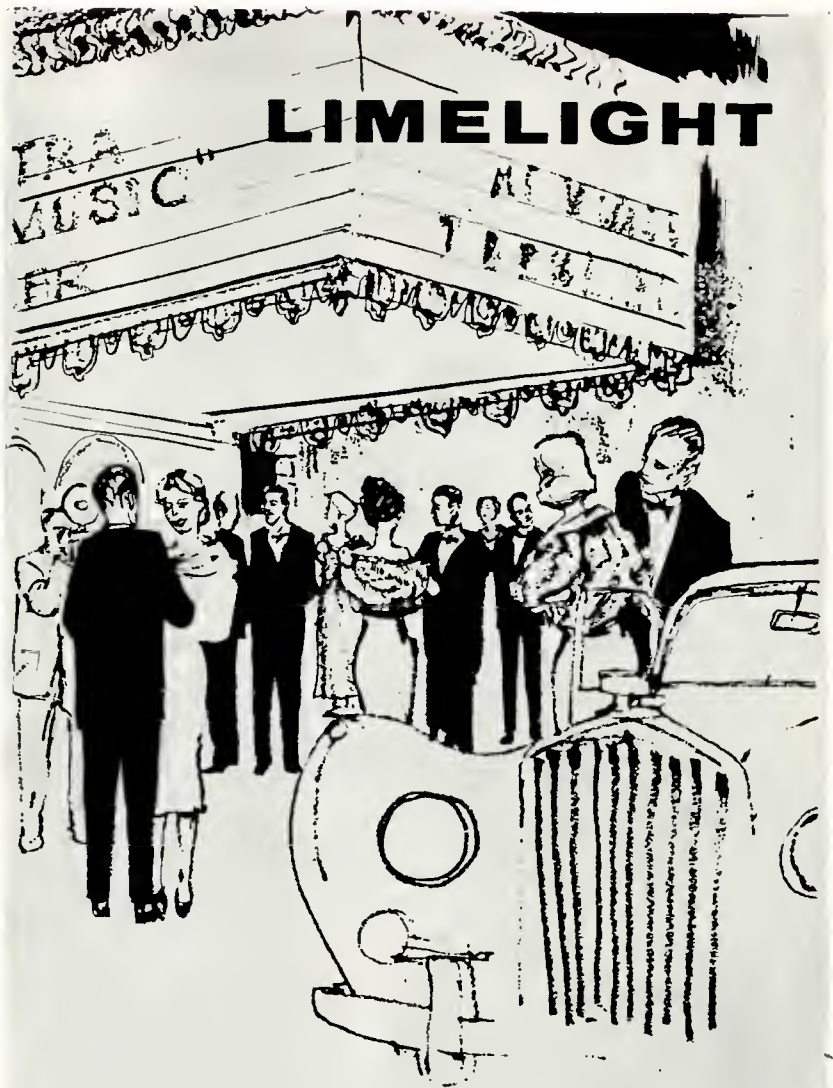
We all watch development carefully and when there is a feeling that we may have a winner, additional programs are planned or perhaps a series is scheduled. Relatively soon after this move, a more or less accurate appraisal is possible. If the decision is positive the promotion department takes over. Aware of the eventual image the program people are trying to create, it concentrates on those points that will help do the job.



We give talent a chance to grow in various experimental shows

If we are lucky, we may have another approach to the old idea of entertaining the customer.

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Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

TV SET COUNT

(Continued from page 70)

STATE & COUNTY	TOTAL HOUSEHOLS	TV HOUSEHOLS PERCENT	NUMBER
UNION	10,100	79	7,960
VANCE	8,000	76	6,080
WAKE	41,000	83	33,890
WARREN	4,400	60	2,650
WASHINGTON	3,000	65	1,940
WATAUGA	4,400	67	2,940
WAYNE	16,900	80	13,500
WILKES	11,200	72	8,010
WILSON	14,900	80	11,850
YADKIN	6,300	80	5,060
YANCEY	3,500	59	2,080

NORTH DAKOTA

	170,600	73	124,890
ADAMS	1,300	57	740
BARNES	4,700	89	4,180
BENSON	2,300	66	1,530
BILLINGS	400	51	210
BOTTINEAU	2,800	64	1,800
BOWMAN	1,000	52	520
BURKE	1,800	68	1,230
BURLEIGH	9,200	82	7,500
CASS	20,200	92	18,530
CAVALIER	2,400	57	1,380
DICKEY	2,400	69	1,660
DIVIDE	1,400	51	890
DUNN	1,400	64	860
EDDY	1,300	66	860
EDMONS	2,000	78	1,560
FOSTER	1,500	66	990
GOLDEN VALLEY	800	52	410
GRAND FORKS	13,200	81	10,680
GRANT	1,500	85	1,270
GRIGGS	1,400	89	1,240
HETTINGER	1,700	58	980
KIDDER	1,400	78	1,090
LA MOURE	2,100	69	1,450
LOGAN	1,100	69	760
MC HENRY	2,600	84	1,670
MC INTOSH	1,800	69	1,230
MC KENZIE	2,000	51	1,030
MC LEAN	4,800	60	2,880
MERCER	2,000	63	1,270
MORTON	5,400	85	4,580
MOUNTAINTOP	2,800	51	1,440
NELSON	1,700	82	1,400
OLIVER	500	60	300
PEMBINA	3,400	62	2,120
PIERCE	2,000	65	1,300
RAMSEY	3,300	57	1,880
RANSOM	2,100	78	1,650
RENVILLE	1,200	65	780
RICHLAND	5,200	79	4,090
ROLETTE	2,300	57	1,310
SARGENT	1,700	79	1,340
SHERIDAN	1,100	65	710
SIoux	600	85	510
SLOPE	499	51	210
STARK	4,400	57	2,520
STEELE	1,200	89	1,070
STUTSMAN	7,000	76	5,330
TOWNER	1,200	58	690
TRAILL	2,900	89	2,580
WALSH	4,600	62	2,850
WARD	12,400	82	10,120
WELLS	2,700	65	1,760
WILLIAMS	8,000	51	4,100

OHIO

	2,898,200	93	2,700,660
ADAMS	6,900	90	6,210
ALLEN	31,200	92	28,560
ASHLAND	11,700	93	10,850
ASHTABULA	29,700	93	27,580
ATHENS	13,100	89	11,710
ATLANTA	10,800	92	9,980
BELMONT	27,300	92	25,230
BROWN	7,800	90	7,030
BUTLER	53,800	94	50,350
CARROLL	5,900	91	5,360
CHAMPAIGN	9,200	92	8,500
CLARK	36,600	93	36,900
CLERMONT	21,400	93	19,940
CLINTON	8,800	91	8,010
COLUMBIANA	33,300	93	30,840
COSHOCTON	10,300	88	9,060
CRAWFORD	14,200	92	13,010
CUYAHOGA	498,400	94	468,800
DARKE	14,300	92	13,180
DEFIANCE	9,300	92	8,520
DELAWARE	9,800	94	9,190
ERIE	21,400	92	19,630
FAIRFIELD	20,500	94	19,200
FAYETTE	8,300	90	7,430
FRANKLIN	198,500	94	187,480
FULTON	8,300	91	8,420
GALLIA	7,900	89	7,030
GEAUGA	10,600	92	9,750

New, exciting

Kvii
music

1150
DALLAS



STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	
GREENE	24,400	91	22,890	
GUERNSEY	11,700	89	10,370	
HAMILTON	270,300	93	252,270	
HANCOCK	16,500	92	15,120	
HARDIN	9,300	92	8,540	
HARRISON	5,900	91	5,370	
HENRY	7,200	92	6,600	
HIGHLAND	10,000	89	8,940	
HOCKING	5,800	92	5,320	
HOLMES	3,400	90	4,860	
HURON	13,700	93	12,700	
JACKSON	9,100	91	8,240	
JEFFERSON	29,900	92	27,640	
KNOX	12,300	93	11,400	
LAKE	38,800	94	36,440	
LAWRENCE	15,700	93	14,580	
LICKING	27,200	92	24,960	
LOGAN	11,200	92	10,320	
LORAIN	61,300	94	57,490	
LUCAS	144,700	94	135,700	
MADISON	7,700	91	7,020	
MAHONING	82,900	94	77,440	
MARION	18,100	93	16,810	
MEDINA	13,600	94	14,700	
MEIGS	7,100	90	6,400	
MERCER	9,600	91	8,720	
MIAMI	22,800	94	21,470	
MONROE	4,700	90	4,210	
MONTGOMERY	158,700	93	150,940	
MORGAN	4,400	90	3,940	
MORROW	6,000	92	5,490	
MUSKINGUM	24,300	89	21,610	
NOBLE	3,800	90	3,400	
OTTAWA	11,100	92	10,170	
PAULDINO	5,700	90	5,120	
PERRY	8,100	92	7,470	
PICKAWAY	9,000	93	8,330	
PIKE	7,900	90	7,150	
PORTAGE	24,200	92	22,380	
PREBLE	9,800	93	9,110	
PUTNAM	8,300	90	7,450	
RICHLAND	32,800	93	30,380	
ROSS	18,400	93	17,120	
SANDUSKY	19,500	93	18,130	
SCIOTO	30,400	93	28,150	
SENECA	17,100	91	15,640	
SHELBY	10,100	92	9,260	
STARK	97,500	93	90,800	
SUMMIT	154,500	94	145,499	
TRUMBULL	59,100	93	54,840	
TUSCARAWAS	24,100	92	22,100	
UNION	7,600	91	6,920	
VAN WERT	10,200	91	9,260	
VINTON	2,900	91	2,650	
WARREN	16,000	93	14,870	
WASHINGTON	16,000	90	14,450	
WAYNE	20,200	92	18,540	
WILLIAMS	10,000	91	9,110	
WOOD	21,600	94	20,200	
WYANDOT	6,800	90	6,110	

OKLAHOMA

679,700	82	556,310	
ADAIR	3,600	65	2,350
ALFALFA	2,400	75	1,800
ATOKA	3,100	74	2,280
BEAVER	1,800	59	1,060
BECKHAM	5,000	61	3,070
BLAINE	3,500	80	2,810
BRYAN	7,100	72	5,120
CADDO	7,400	80	5,940
CANADIAN	6,800	85	5,800
CARTER	13,400	74	9,850
CHEROKEE	4,900	73	3,580
CHOCTAW	3,900	53	2,070
CIMARRON	1,100	54	600
CLEVELAND	12,000	88	10,530
COAL	1,600	73	1,170
COMANCHE	19,100	86	16,380
COTTON	2,500	76	1,910
CRAIG	4,600	77	3,530
CREEK	11,800	87	10,300
CUSTER	5,300	69	3,630
DELAWARE	4,100	77	3,150
DEWEY	1,600	69	1,100
ELLIS	2,200	64	1,400
GARFIELD	14,600	83	12,100
GARYIN	8,200	79	6,500
GRADY	9,300	86	7,970
GRANT	2,400	75	1,800
GREER	2,600	63	1,640
HARMON	1,700	63	1,070
HARPER	1,400	67	940
HASKELL	2,900	59	1,720
HUGHES	4,100	69	2,820
JACKSON	8,200	63	5,180
JEFFERSON	2,400	76	1,830
JOHNSTON	2,500	74	1,840
KAY	15,600	84	13,090
KINGFISHER	2,800	80	2,250
KIOWA	4,100	75	3,080
LATIMER	1,900	59	1,136
LE FLORE	7,800	63	4,950
LINCOLN	5,000	83	4,640

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	
LOGAN	5,500	76	4,160	
LOVE	1,600	72	1,150	
MC CLAIN	3,800	78	2,950	
MC CURTAIN	6,900	65	4,510	
MC INTOSH	3,700	69	2,550	
MAJOR	2,200	75	1,650	
MARSHALL	2,400	72	1,730	
MAYES	6,000	77	4,600	
MURRAY	3,500	74	2,580	
MUSKOGEE	17,900	86	15,380	
NOBLE	3,100	80	2,470	
NOWATA	3,300	83	2,740	
OKFUSKEE	3,400	73	2,490	
OKLAHOMA	136,100	89	120,500	
OKMULGEE	10,600	81	8,560	
OSAGE	9,200	87	8,040	
OTTAWA	8,500	80	6,800	
PAWNEE	3,800	82	3,020	
PAYNE	11,300	78	8,760	
PITTSBURGH	8,800	73	6,460	
PONTOTOC	8,400	83	6,940	
POTTAWATOMIE	13,000	78	10,230	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	
PUSHMATAHA	2,800	53	1,480	
ROGER MILLS	1,500	68	1,030	
ROGERS	5,900	83	4,900	
SEMINOLE	8,800	80	7,040	
SEQUOYAH	4,300	65	3,200	
STEPHENS	11,300	81	9,180	
TEXAS	3,300	54	1,770	
TILLMAN	4,200	76	3,210	
TULSA	108,700	92	100,380	
WAGONER	4,600	73	3,370	
WASHINGTON	13,000	86	11,190	
WASHITA	3,900	75	2,920	
WOODS	3,300	64	2,100	
WOODWARD	3,600	64	2,290	
OREGON	588,500	79	466,920	
BAKER	6,300	60	3,800	
BENTON	11,800	70	8,310	

(Please turn to page 90)

UP

DOWN

ALL AROUND

10

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52 ISSUES
AND
THE 1960
AIR MEDIA BASICS

TV SET COUNT

(Continued from page 89)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
CLACKAMAN	36,500	84	31,530
CLATSOP	9,100	71	6,510
COLUMBIA	9,700	68	4,570
COOS	18,800	63	11,820
CROOK	2,700	56	1,510
CURRY	6,100	62	3,800
DENSHUTES	6,700	56	3,760
DOUGLAS	20,700	69	14,270
GILLIAM	1,200	65	780
GRANT	2,400	51	1,290
HARNEY	1,900	51	976
HOOD RIVER	4,200	64	2,680
JACKSON	23,400	80	18,760
JEFFERSON	2,700	64	1,730
JOSEPHINE	10,200	69	7,070
KLAMATH	15,000	68	10,140
LAKE	2,300	58	1,320
LANE	47,700	85	40,640
LINCOLN	9,000	63	5,710
LINN	17,000	71	12,070
MALHEUR	6,600	72	4,730
MARION	37,000	82	30,390
MORROW	1,300	66	860
MULTNOMAH	194,400	89	173,130
POLK	8,000	72	5,780
SHERMAN	700	66	460
TILLAMOOK	6,200	67	4,140
UMATILLA	14,600	68	9,980
UNION	5,700	60	3,440
WALLOWA	2,400	61	1,460
WASCO	7,200	64	4,590
WASHINGTON	31,200	88	27,470
WHEELER	800	54	430
YAMHILL	10,000	70	7,020

PENNSYLVANIA

	3,269,700	92	2,995,270
ADAMS	13,900	87	12,050
ALLEGHENY	469,400	94	440,670
ARMSTRONG	23,100	93	21,380
BEAVER	58,100	94	54,520
BEDFORD	12,500	93	11,580
BERKS	80,700	92	74,070
BLAIR	38,200	92	35,240
BRADFORD	13,500	90	13,950
BUCKS	99,200	94	93,180
BUTLER	30,400	94	28,510
CAMBRIA	55,000	93	50,940
CAMERON	1,900	74	1,410
CARBON	15,500	90	14,010
CENTRE	19,000	90	17,120
CHESTER	54,700	93	51,130
CLARION	10,400	92	9,520
CLEARFIELD	22,300	93	20,740
CLINTON	11,100	80	8,920
COLUMBIA	17,100	83	14,146
CRAWFORD	22,700	89	20,160
CUMBERLAND	35,800	88	31,420
DAUPHIN	66,600	82	61,130
DELAWARE	163,100	93	152,400
ELK	10,900	77	7,660
ERIE	68,900	93	64,300
FAYETTE	45,600	93	42,610
FOREST	1,400	73	1,020
FRANKLIN	24,100	89	21,480
FULTON	2,800	80	2,240
GREENE	11,700	86	10,100
HUNTINGDON	10,900	91	9,900
INDIANA	19,200	92	17,600
JEFFERSON	13,700	92	12,580
JUNIATA	4,600	72	3,300
LACKAWANNA	71,100	91	64,940
LANCASTER	70,700	93	71,060
LAWRENCE	31,200	92	28,800
LEBANON	25,000	92	23,000
LEHIGH	64,600	94	60,650
LUZERNE	102,700	91	92,970
LYCOMING	32,500	78	25,330
MC KEAN	15,100	81	12,300
MERCER	33,200	92	30,480
MIFFLIN	12,000	91	10,960
MONROE	12,100	91	10,980
MONTGOMERY	141,000	94	132,680
MONTGOMERY	3,800	85	3,240
NORTHAMPTON	53,800	94	50,510
NORTHUMBERLAND	33,500	78	26,230
PERRY	7,100	72	5,090
PHILADELPHIA	621,000	92	568,840
PIKE	3,300	80	2,650
POTTER	4,700	74	3,470
SCHUYLKILL	51,000	90	45,850
SNYDER	7,700	72	5,570
SOMERSET	21,200	86	18,170
SULLIVAN	1,700	86	1,460
SUSQUEHANNA	8,800	90	7,930
TIOGA	10,700	84	9,040
UNION	6,500	72	4,700
VENANGO	18,600	81	15,050
WARREN	10,700	83	8,930

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
WASHINGTON	61,500	94	57,980
WAYNE	7,700	81	6,220
WESTMORELAND	94,400	95	89,420
WYOMING	4,700	86	4,040
YORK	71,000	93	65,750

RHODE ISLAND

	249,800	93	232,810
BRISTOL	9,000	93	8,400
KENT	31,200	93	29,120
NEWPORT	19,600	93	18,220
PROVIDENCE	172,400	93	161,680
WASHINGTON	16,600	93	15,390

SOUTH CAROLINA

	594,900	77	459,800
ABBEVILLE	5,300	75	3,960
AIKEN	24,000	76	18,160
ALLENDALE	4,400	60	2,630
ANDERSON	24,900	79	19,560
BAMBERG	3,900	60	2,330
BARNWELL	6,500	60	3,890
BEAUFORT	8,600	74	6,330
BERKELEY	7,600	79	5,980
CALHOUN	3,100	63	1,960
CHARLESTON	57,500	87	50,000
CHEROKEE	9,100	81	7,390
CHESTER	8,100	78	6,360
CHESTERFIELD	7,800	72	5,590
CLARENDON	7,300	66	4,840
COLLETON	7,000	75	5,230
DARLINGTON	11,900	71	8,500
DILLON	0,900	74	5,990
DORCHESTER	6,100	79	4,810
EDGEFIELD	4,200	66	2,760
FAIRFIELD	4,300	74	3,180
FLORENCE	21,300	81	17,260
GEORGETOWN	9,000	78	7,030
GREENVILLE	56,800	86	48,800
GREENWOOD	12,000	80	9,540
HAMPTON	4,900	71	3,610
HORRY	17,400	58	10,120
JASPER	2,900	73	2,120
KERSHAW	8,400	79	6,630
LANCASTER	10,000	78	7,830
LAURENS	10,800	66	7,080
LEE	5,100	76	3,890
LEXINGTON	15,800	77	12,220
MC CORMICK	2,000	75	1,490
MARION	7,400	73	5,430
MARLBORO	6,200	72	4,460
NEWBERRY	7,900	71	5,630
OCONEE	9,200	66	6,100
ORANGEBURG	17,400	69	11,990
PICKENS	11,600	68	7,890
RICHLAND	42,300	85	36,130
SALUDA	4,200	66	2,760
SPARTANBURG	42,700	81	34,530
SUMTER	14,600	72	10,450
UNION	7,600	73	5,570
WILLIAMSBURG	8,800	79	6,930
YORK	20,100	78	15,680

SOUTH DAKOTA

	198,100	68	135,160
AURORA	1,200	50	600
BEADLE	6,200	57	3,540
BENNETT	800	55	440
BON HOMME	2,200	77	1,700
BROOKINGS	5,100	72	3,690
BROWN	10,300	67	6,930
BRULE	1,900	57	1,070
BUFFALO	400	60	240
BUTTE	2,800	48	1,340
CAMPBELL	1,000	48	480
CHARLES MIX	4,100	57	2,320
CLARK	2,200	67	1,470
CLAY	3,300	88	2,910
CODINGTON	5,800	67	3,860
CORSON	1,400	47	660
CUSTER	1,500	47	710
DAVISON	5,000	65	3,240
DAY	3,000	68	2,040
DEUEL	2,100	66	1,390
DEWEY	1,100	48	530
DOUGLAS	1,600	50	800
EDMUNDS	1,800	48	860
FALL RIVER	3,400	55	1,850
FAULK	1,300	56	720
GRANT	3,100	68	2,110
GREGORY	2,400	53	1,270
HAAKON	800	44	350
HAMLIN	2,100	68	1,390
HAND	1,900	56	1,070
HANSON	1,000	66	660
HARDING	500	48	240
HUGHES	3,200	62	1,990
HUTCHINSON	3,300	77	2,540
HYDE	600	62	370

(Please turn to page 92)



YOU MAY NEVER FIRE THE OLDEST GUN* —

BUT... WKZO-TV Puts You "On Target" In Kalamazoo - Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(February, 1960)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	59,600	37,800	61%	39%
Noon-3 p.m.	73,900	57,200	56%	44%
3 p.m.-6 p.m.	68,000	61,600	52%	48%
Sun. thru Sat.				
6 p.m.-9 p.m.	158,200	90,600	63%	37%
9 p.m.-Midnight	130,500	67,700	65%	35%

When it comes to straight-shootin' market dominance, few television stations can stand up to WKZO-TV.

There are more than 600,000 television homes (NCS No. 3) in the WKZO-TV coverage area, including Kalamazoo and Grand Rapids, *two of America's 51 fastest growing markets*. WKZO-TV has daily nighttime circulation in 64% of these homes. And finally, in the Kalamazoo-Grand Rapids Area, WKZO-TV delivers more homes than Station 'B' in 387 of 454 competitive quarter hours surveyed, Sunday through Saturday (NSI — February, 1960).

Remember, for all the rest of outstate Michigan worth having, add WWTW to your WKZO-TV schedule. *If you want it all, give us a call!*

*A German, Berthold Schwartz, is generally credited with constructing the first guns in 1313.



The Felzyer Stations
 WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WKZO RADIO — KALAMAZOO-BATTLE CREEK
 WJEF RADIO — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 WWTW — CADILLAC, MICHIGAN
 KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

TV SET COUNT
(Continued from page 90)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS PER CENT NUMBER
	HOUSEHOLDS	PERCENT	
JACKSON	600	45	260
JERARD	900	56	500
JONES	400	54	220
KINGSBURY	2,900	72	2,100
LAKE	3,200	82	2,630
LAWRENCE	6,000	46	2,770
LINCOLN	3,200	88	2,820
LYMAN	1,200	59	700
MC COOK	2,900	82	2,380
MC PHERSON	1,800	47	850
MARSHALL	2,100	68	1,440
MEADE	2,200	46	1,010
MELLETTTE	600	54	330
MIXER	1,600	68	1,090
MINNEHAHA	26,700	95	25,240
MOODY	2,200	82	1,800
PENNINGTON	18,200	67	12,126
PERKINS	1,600	48	760
POTTER	1,300	47	610
ROBERTS	3,400	68	2,320
SANBORN	1,500	66	980
SHANNON	1,400	54	760
SPINK	3,000	57	1,720
STANLEY	1,200	52	630
SULLY	800	48	380
TODD	1,600	54	870
TRIPP	2,700	59	1,590
TURNER	3,100	88	2,720
UNION	3,300	88	2,900
WALWORTH	2,500	48	1,190
WASHBAUGH	200	48	100
YANKTON	4,800	77	3,710
ZIEBACH	600	46	280

TENNESSEE

STATE & COUNTY	TOTAL HOUSEHOLDS	PERCENT	TV HOUSEHOLDS NUMBER
ANDERSON	16,900	80	13,570
BEDFORD	6,100	75	4,550
BENTON	3,800	53	2,110
BLEDSoE	1,600	72	1,150
BLOUNT	15,900	87	13,760
BRADLEY	10,200	77	7,900
CAMPBELL	6,600	67	4,400
CANNON	2,300	76	1,740
CARROLL	7,500	59	4,440

ENTER
YOUR PERSONAL
SUBSCRIPTION
TO
SPONSOR
FOR
\$8.00 A YEAR
FOR
52 ISSUES
AND
THE 1960
AIR MEDIA BASICS

STATE & COUNTY	TOTAL		TV HOUSEHOLDS PER CENT NUMBER
	HOUSEHOLDS	PERCENT	
CARTER	11,100	77	8,540
CHEATHAM	2,400	79	1,890
CHESTER	2,300	60	1,370
CLAIBORNE	5,200	54	2,830
CLAY	1,800	59	1,060
COCKE	5,800	58	3,110
COFFEE	8,100	75	6,160
CROCKETT	3,800	71	2,700
CUMBERLAND	5,200	53	2,776
DAVIDSON	107,700	90	96,660
DECATUR	1,800	55	1,000
DE KALB	3,000	71	2,130
DICKSON	5,500	71	3,900
DYER	7,000	80	5,570
FAYETTE	5,000	74	3,700
FENTRESS	3,200	55	1,750
FRANKLIN	6,100	51	3,120
GIBSON	12,200	67	8,230
GILES	9,600	55	5,630
GRAINER	3,000	54	1,630
GREENE	12,400	63	7,570
GRUNDY	3,000	61	1,830
HAMBLEY	8,600	58	4,980
HAMILTON	73,300	86	62,740
HANCOCK	1,500	54	1,030
HARDEMAN	5,400	66	3,580
HARDIN	4,600	59	2,730
HAWKINS	8,300	58	4,810
HAYWOOD	4,800	71	3,470
HENDERSON	3,600	55	1,990
HENRY	6,900	57	3,940
HICKMAN	2,900	71	2,060
HOUSTON	1,400	74	1,040
HUMPHREYS	3,300	73	2,420
JACKSON	2,800	59	1,650
JEFFERSON	5,400	59	3,170
JOHNSON	3,900	63	2,476
KNOX	68,100	90	61,390
LAKE	2,900	61	1,760
LATDERDALE	5,400	74	4,010
LAWRENCE	7,600	59	4,510
LEWIS	1,200	71	850
LINCOLN	7,000	51	3,570
LOUDON	6,700	73	4,880
MC MINN	8,900	62	5,500
MC NAIRY	5,000	59	2,970
MACON	4,100	71	2,900
MADISON	16,600	73	12,060
MARION	5,100	72	3,660
MARSHALL	4,700	75	3,510
MAURY	11,700	76	8,920
MEIGS	1,500	62	930
MONROE	6,600	74	4,870
MONTGOMERY	13,100	83	10,850
MOORE	1,100	51	560
MORGAN	2,700	55	1,470
OBION	8,200	61	4,980
OVERTON	3,600	59	2,120
PERRY	1,600	52	830
PICKETT	1,100	54	660
POLK	2,600	74	1,920
PUTNAM	8,500	63	5,360
RHEA	4,400	62	2,730
ROANE	10,800	80	8,640
ROBERTSON	7,600	79	5,970
RUTHERFORD	12,600	83	10,400
SCOTT	4,000	55	2,180
SEQUATCHIE	1,400	72	1,010
SEVIER	6,400	59	3,770
SHELBY	168,100	91	152,480
SMITH	2,900	71	2,050
STEWART	2,100	74	1,550
SULLIVAN	30,200	76	23,030
SUMNER	10,400	89	9,260
TIPTON	7,000	76	5,330
TROUSDALE	1,200	71	850
UNICOI	3,400	59	1,990
UNION	2,300	55	1,260
VAN BUREN	700	72	500
WARREN	6,600	61	4,020
WASHINGTON	16,100	81	13,630
WAYNE	2,900	52	1,500
WEARLEY	7,600	56	4,260
WHITE	3,800	54	2,030
WILLIAMSON	6,500	85	5,550
WILSON	8,100	73	5,930

TEXAS

STATE & COUNTY	TOTAL HOUSEHOLDS	PERCENT	TV HOUSEHOLDS NUMBER
ANDERSON	9,300	66	6,170
ANDREWS	4,300	69	2,970
ANGELINA	12,300	69	8,530
ARKANSAS	1,600	61	970
ARCHER	1,800	75	1,350
ARMSTRONG	400	81	330
ATASCOSA	3,000	78	3,910
AUSTIN	4,600	69	3,190
BATLEY	2,600	81	2,110
BANDERA	1,100	79	870
BASTROP	4,900	66	3,210
BAYLOR	1,600	75	1,200
BEE	5,900	68	4,040
BELL	27,500	82	22,420
BEXAR	180,000	87	157,000

STATE & COUNTY	TOTAL		TV HOUSEHOLDS PER CENT NUMBER
	HOUSEHOLDS	PERCENT	
BLANCO	1,200	75	900
BORDEN	300	75	230
BOSQUE	3,500	69	2,410
BOWIE	20,300	78	15,874
BRAZORIA	19,800	88	17,350
BRAZOS	13,200	68	9,010
BREWSTER	1,600	51	820
BRISCOE	900	62	560
BROOKS	2,000	63	1,260
BROWN	8,900	66	5,830
BURLESON	2,900	68	1,980
BURNET	3,000	75	2,250
CALDWELL	4,900	74	3,640
CALHOUN	5,000	61	3,060
CALLAHAN	2,400	67	1,600
CAMERON	41,300	73	30,060
CAMP	2,900	66	1,840
CARSON	2,000	81	1,620
CASS	6,200	75	4,630
CASTRO	2,200	71	1,580
CHAMBERS	2,400	85	2,040
CHEROKEE	9,800	66	6,510
CHILDRESS	2,900	59	1,710
CLAY	3,000	82	2,460
COCHRAN	1,400	81	1,140
COKE	1,000	73	730
COLEMAN	3,600	70	2,520
COLLIN	13,600	85	11,620
COLLINGSWORTH	1,700	59	1,000
COLORADO	5,000	66	3,310
COMAL	5,900	75	4,420
COMANCHE	3,700	61	2,240
CONCHO	1,200	62	740
COOKE	7,000	82	5,730
CORYELL	5,800	76	4,400
COTTELL	1,100	58	640
CRANE	1,600	63	1,010
CROCKETT	1,100	55	610
CROSBY	3,100	78	2,420
CULBERSON	600	68	410
DALLAM	2,100	83	1,740
DALLAS	282,900	91	256,960
DAWSON	4,700	69	3,230
DEAF SMITH	4,000	70	2,800
DELTA	1,800	63	1,140
DENTON	15,200	86	13,070
DE WITT	6,200	67	4,180
DICKENS	1,600	64	1,020
DIMMIT	1,900	59	1,120
DONLEY	1,700	76	1,290
DUVAL	2,700	64	1,740
EASTLAND	6,400	67	4,280
ECTOR	27,500	80	21,960
EDWARDS	600	53	320
ELLIS	12,800	83	10,650
EL PASO	86,900	86	74,510
ERATH	5,400	69	3,723
FALLS	6,500	68	4,410
FANNIN	7,700	67	5,180
FAYETTE	6,400	66	4,230
FISHER	2,300	73	1,680
FLOYD	3,100	78	2,410
FOARD	900	68	610
FORT BEND	9,600	84	8,030
FRANKLIN	1,500	63	940
FREESTONE	4,400	63	2,760
FRIO	3,000	78	2,350
GAINES	3,100	69	2,140
GALVESTON	37,300	86	32,650
GARZA	1,800	76	1,360
GILESPIE	3,300	63	2,060
GLASSCOCK	200	70	140
GOLIAD	1,500	69	1,030
GONZALES	5,500	75	4,100
GRAY	9,400	76	7,120
GRAYSON	25,800	80	20,680
GREGG	22,800	78	17,730
GRIMES	4,100	74	3,050
GUADALUPE	7,700	81	6,210
HALE	9,900	80	7,890
HALL	1,900	62	1,180
HAMILTON	3,100	69	2,140
HANSFORD	1,100	85	930
HARDEMAN	2,900	68	1,980
HARDIN	6,800	65	4,400
HARRIS	362,400	90	325,690
HARRISON	14,200	73	10,300
HARTLEY	600	83	500
HASKELL	3,100	74	2,310
HAYS	5,300	75	3,970
HEMPHILL	1,100	61	670
HENDERSON	7,300	61	4,480
HIDALGO	48,500	75	36,260
HILL	8,400	89	7,430
HOCKLEY	5,600	81	4,540
HOOD	1,200	81	970
HOPKINS	6,800	63	4,300
HOUSTON	5,600	62	3,440
HOWARD	10,500	76	7,970
HUDSPETH	900	65	580
HUNT	12,700	86	10,930
HUTCHINSON	10,300	90	9,290
IRION	300	68	200
JACK	2,000	80	1,610
JACKSON	4,100	69	2,830

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ASPER	5,400	63	3,390
BEFF DAVIS	300	64	190
BEFFERSON	74,000	85	62,920
BI HOGG	1,200	56	670
BI WELLS	7,500	62	4,620
JOHNSON	11,600	87	10,110
ONES	5,900	73	4,310
ARNES	3,900	68	2,670
AUFMAN	7,600	82	6,240
ENDALL	1,700	79	1,350
BENEDEY	100	66	70
BENT	400	61	250
BERR	4,400	63	2,750
BIMBLE	1,300	63	810
BING	200	61	120
BINNEY	400	59	230
BLEBERG	7,300	62	4,550
BLOX	2,400	68	1,640
BAMAR	12,500	54	6,790
BAMB	7,100	81	5,750
BAMPASAS	3,400	75	2,550
BASALLE	1,300	65	900
BAYACA	5,500	67	3,710
BE	2,400	66	1,570
BEON	3,400	66	2,230
BERTY	8,200	85	6,940
BESTONE	6,100	68	4,130
BESCOMB	1,300	61	790
BIVE OAK	2,000	64	1,280
BELANO	1,800	58	1,040
BLOVING	100	58	60
BURBOCK	49,300	83	40,780
BURN	3,000	76	2,270
BIC CULLOCH	2,600	62	1,600
BIC LENNAN	43,600	86	37,520
BIC MULLEN	300	63	190
BILADISON	1,800	65	1,170
BIMARION	2,300	75	1,720
BIMARTIN	1,500	69	1,040
BIMASON	1,300	58	760
BIMATAGORDA	7,200	69	4,960
BIMAVERICK	3,100	59	1,830
BIMEDINA	4,800	79	3,800
BIMENARD	700	62	430
BIMIDLAND	18,900	84	15,790
BIMILAM	6,900	67	4,600
BIMILLS	1,400	75	1,050
BIMITCHELL	3,900	74	2,900
BIMONTAGUE	5,200	82	4,250
BIMONTGOMERY	7,900	79	6,250
BIMOORE	5,000	83	4,160
BIMORRIS	3,200	74	2,380
BIMOTLEY	1,000	60	600
BIMACCGDOCHES	9,200	65	5,950
BIMAVARRO	11,100	81	9,320
BIMEWTON	2,600	63	1,630
BIMOLAN	6,100	73	4,460
BIMUECES	66,600	82	54,370
BIMCHILTREE	2,000	62	1,230
BIMOLDHAM	500	71	350
BIMORANGE	17,400	80	13,880
BIMPALO PINTO	6,300	81	5,110
BIMANOLA	4,500	55	2,470
BIMARKER	7,200	81	5,830
BIMARMER	2,600	70	1,810
BIMPECOS	2,900	55	1,580
BIMPOLK	4,100	70	2,850
BIMPOTTER	40,900	89	36,420
BIMPRESIDIO	1,400	51	710
BIMRAINS	700	82	570
BIMRANDALL	8,600	83	7,130
BIMREAGAN	700	67	470
BIMREAL	600	63	380
BIMRED RIVER	5,300	60	3,170
BIMREEVES	5,000	60	3,000
BIMREFUGIO	2,900	61	1,780
BIMROBERTS	300	63	190
BIMROBERTSON	5,000	67	3,330
BIMROCKWALL	1,700	79	1,350
BIMRUNNELS	4,700	70	3,280
BIMRUSK	12,100	70	8,490
BIMSABINE	1,700	62	1,060
BIMSAN AUGUSTINE	1,800	59	1,070
BIMSAN JACINTO	1,700	69	1,180
BIMSAN PATRICIO	10,400	75	7,790
BIMSAN SABA	2,300	58	1,340
BIMSCHLEICHER	600	55	330
BIMSCURRY	9,500	72	6,800
BIMSHACKELFORD	1,200	67	810
BIMSHELBY	6,800	55	3,750
BIMSHERMAN	600	82	490
BIMSMITH	24,600	78	19,110
BIMSOMERVELL	800	70	560
BIMSTARR	3,200	56	1,810
BIMSTEPHENS	3,100	67	2,080
BIMSTFFLING	200	66	130
BIMSTONEWALL	1,000	72	720
BIMSTITTON	900	56	500
BIMSWISHER	2,600	71	1,850

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLDS PER CENT	NUMBER
TARRANT	175,100	89	155,700
TAYLOR	26,100	81	21,190
TERRELL	900	55	490
TERRY	5,000	78	3,880
THROCKMORTON	700	74	520
TITU'S	5,200	60	3,110
TOM GREEN	21,500	78	16,850
TRAVIS	59,300	83	49,200
TRINITY	2,300	69	1,590
TYLER	2,800	66	1,840
UPSHUR	5,000	66	3,280
UTON	1,700	67	1,140
UVALDE	5,000	62	3,100
VAL VERDE	5,100	53	2,680
VAN ZANT	5,600	82	4,590
VICTORIA	15,500	65	10,070
WALKER	4,500	75	3,200
WALLER	3,100	79	2,460
WARD	4,300	64	2,740
WASHINGTON	5,200	72	3,730
WEBB	16,100	63	10,190
WHARTON	10,900	78	8,480
WHEELER	2,200	59	1,290
WICHITA	35,500	84	29,880
WILBARGER	5,400	75	4,060
WILLACY	5,200	63	3,270
WILLIAMSON	10,900	80	8,710
WILSON	3,300	80	2,660
WINKLER	4,400	64	2,810
WISE	4,700	80	3,760
WOOD	5,100	66	3,340
YOAKUM	1,800	78	1,400
YOUNG	4,800	74	3,560
ZAPATA	800	56	450
ZAVALA	2,600	62	1,610
UTAH			
	243,500	89	216,060
BEAVER	1,000	46	460
BOX ELDER	6,100	92	5,590
CACHE	8,800	90	7,880
CARBON	7,200	61	4,400
DAGGETT	100	48	50
DAVIS	15,800	94	14,830
DUCHESSNE	1,700	51	870
EMERY	1,600	61	980

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
GARFIELD	700	45	320
GRAND	1,600	65	1,040
IRON	2,700	45	1,210
JUAB	1,500	67	1,000
KANE	700	45	310
MILLARD	1,700	67	1,130
MORGAN	700	82	580
PIUTE	200	45	90
RICH	300	82	250
SALT LAKE	110,400	95	105,220
SAN JUAN	1,800	53	950
SANPETE	2,800	67	1,870
SEVIER	2,500	67	1,930
SUMMIT	1,400	82	1,150
TOOELE	5,200	86	4,470
UINTAH	2,700	51	1,380
UTAH	28,200	93	26,320
WASATCH	1,300	82	1,070
WASHINGTON	3,000	45	1,350
WAYNE	200	45	90
WEBER	31,200	94	29,270
VERMONT			
	103,500	88	90,640
ADDISON	4,900	87	4,240
BENNINGTON	7,400	89	6,620
CALENDONIA	6,300	81	5,230
CHITTENDON	18,700	92	17,280
ESSEX	1,500	89	1,340
FRANKLIN	7,000	88	6,140
GRAND ISLE	700	89	620
LAMOILLE	3,100	88	2,720
ORANGE	5,000	85	4,230
ORLEANS	5,600	89	5,000
RUTLAND	12,100	89	10,740
WASHINGTON	11,600	90	10,450
WINDHAM	8,800	79	6,950
WINDSOR	10,800	83	8,990
VIRGINIA			
	1,039,500	82	854,550
ACCOMACK	9,400	68	6,400
ALBEMARLE	15,800	68	10,770
ALLEGHANY	6,900	79	5,440

(Please turn to page 94)

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is WDBJ-TV... which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming... to help you sell like sixty on seven.

ASK YOUR PGW COLONEL
FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



CBS
TELEVISION

7

CHANNEL

TV SET COUNT

(Continued from page 93)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
AMPLIA	1,600	72		1,150
AMHERST	7,600	75		4,190
APPOMATTOX	2,000	75		1,500
ARLINGTON	79,600	91		72,510
AUGUSTA	18,800	68		12,860
BATH	1,600	62		990
BEDFORD	8,200	67		5,530
BLAND	1,500	63		950
BOTETOURT	4,600	79		3,630
BRUNSWICK	4,200	63		2,650
BUCHANAN	8,000	62		4,930
BUCKINGHAM	2,500	66		1,650
CAMPBELL	22,700	82		18,570
CAROLINE	3,000	79		2,380
CARROLL	7,900	61		4,800
CHARLOTTE	3,600	72		2,600
CHARLES CITY	1,100	80		880
CHESTERFIELD	18,500	89		16,470
CLARKE	2,100	79		1,680
CRAIG	800	79		630
CULPEPER	3,300	74		2,450
CUMBERLAND	1,800	66		1,180
DICKENSON	5,000	60		3,010
DINWIDDIE	13,900	90		12,520
ESSEX	1,800	80		1,430
FAIRFAX	63,000	93		58,710
FAUQUIER	5,800	79		4,590
FLOYD	2,600	60		1,570
FLOYD	1,800	68		1,190
FRANKLIN	6,500	67		4,380
FREDERICK	10,300	85		8,720
GILES	4,400	78		3,430
GLOUCESTER	3,100	80		2,490
GOCHLAND	1,800	78		1,400
GRAYSON	4,200	66		2,760
GREENE	4,200	66		2,730
GREENSVILLE	3,800	72		2,740
HALIFEX	9,500	79		7,520
HANOVER	7,400	78		5,790
HENRICO	95,300	90		85,790
HENRY	14,000	80		11,230
HIGHLAND	800	63		510
ISLE OF WIGHT	4,100	68		2,770
JAMES CITY	3,200	80		2,560
KING & QUEEN	1,500	80		1,200
KING GEORGE	1,700	76		1,290
KING WILLIAM	1,900	79		1,510
LANCASTER	2,500	77		1,910
LEE	6,300	64		4,030
LOUDOUN	6,100	88		5,400
LOUISA	3,200	78		2,560
LUNENBURG	3,100	63		1,950
MADISON	2,100	66		1,390
MATHEWS	2,000	80		1,610
MECKLENBERG	7,400	72		5,300
MIDDLESEX	1,800	80		1,440
MONTGOMERY	10,200	88		9,000
NANSEMOND	10,500	82		8,600
NELSON	3,100	75		2,330
NEW KENT	1,100	79		870
NEWPORT NEWS	50,700	91		45,890
NORFOLK	150,900	91		137,120
NORTHAMPTON	4,800	67		3,230
NORTHAMBERLAND	2,400	76		1,830
NOTTOWAY	3,400	72		2,450
ORANGE	3,400	74		2,530
PAGE	4,000	72		2,870
PATRICK	3,800	61		2,310
PITTSYLVANIA	28,700	76		21,920
POWhatan	1,100	78		860
PRINCE EDWARD	3,900	72		2,820
PRINCE GEORGE	14,200	79		11,250
PRINCESS ANNE	17,100	86		14,650
PRINCE WILLIAM	9,200	88		8,130
PULASKI	7,500	78		5,840
RAPPAHANNOCK	1,500	66		990
RICHMOND	1,900	76		1,450
ROANOKE	43,800	90		39,360
ROCKBRIDGE	7,700	62		4,810
ROCKINGHAM	13,000	79		10,520
ROSSSELL	7,800	60		3,490
SCOTT	7,400	65		4,800
SHENANDOAH	8,000	72		4,310
SMYTH	7,100	66		4,660
SOUTHAMPTON	6,400	67		4,320
SPOTSYLVANIA	7,500	78		5,820
STAFFORD	4,400	78		3,430
SURRY	1,500	80		1,200
SUSSEX	2,700	72		1,950
TAZEWELL	11,100	64		7,160
VALENTINE	1,000	79		3,170
WASHINGTON	12,800	63		8,070
WARREN	2,800	77		2,140
WESTMORLAND	1,100	65		720
WISCONSIN	7,300	63		3,360
WOOD	7,700	80		4,580

WASHINGTON

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	TV HOUSEHOLDS NUMBER
WASHINGTON	927,100	85	789,130
ADAMS	3,700	81	3,010
ASOTIN	4,600	72	3,320
BENTON	21,900	70	15,350
CHelan	14,600	71	10,350
CLALLAM	9,000	84	7,520
CLARK	28,600	88	25,080
COLUMBIA	1,700	72	1,220
COWLITZ	18,800	75	14,020
DOUGLAS	4,700	64	3,000
FERRY	1,100	71	780
FRANKLIN	6,100	74	4,500
GARFIELD	900	72	650
GRANT	16,000	71	11,340
GRAYS HARBOR	18,500	74	13,600
ISLAND	5,800	86	5,010
JEFFERSON	2,300	84	1,940
KING	314,300	89	280,140
KITSAP	27,100	91	24,610
KITTITAS	6,200	66	4,100
Klickitat	4,100	65	2,660
LEWIS	14,100	77	10,910
LINCOLN	3,000	81	2,430
MASON	4,600	85	3,900
OKANOGAN	9,100	64	5,790
PACIFIC	5,000	67	3,330
PEND OREILLE	2,300	71	1,640
PIERCE	97,900	91	88,610
SAN JUAN	1,000	86	860
SKAGIT	16,200	79	12,820
SKAMANIA	1,500	78	1,170
SNOHOMISH	48,900	90	44,030
SPOKANE	95,100	90	85,870
STEVENS	6,500	71	4,630
THURSTON	17,200	86	14,810
WAHIAKUM	1,000	66	660
WALLA WALLA	12,800	70	8,980
WHATCOM	24,900	77	19,250
WHITMAN	8,900	75	6,640
YAKIMA	47,100	86	40,600

WEST VIRGINIA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	TV HOUSEHOLDS NUMBER
WEST VIRGINIA	512,600	79	403,540
BARBOUR	4,400	61	2,700
BERKELEY	8,500	83	7,060
BOONE	6,100	79	4,840
BRAXTON	4,400	57	2,520
BROOKE	7,400	94	6,930
CABELL	35,200	93	32,580
CALHOUN	2,100	65	1,370
CLAY	3,300	67	2,220
DODDRIDGE	1,900	59	1,130
FAYETTE	18,100	78	14,090
GILMER	1,900	55	1,040
GRANT	2,200	60	1,320
GREENBRIER	9,300	77	7,180
HAMPSHIRE	3,300	61	2,020
HANCOCK	10,400	92	9,600
HARDY	2,300	60	1,380
HARRISON	21,700	66	14,220
JACKSON	3,800	66	2,490
JEFFERSON	4,300	87	3,740
KANAWHA	69,500	90	62,360
LEWIS	4,900	61	2,990
LYNOLN	5,000	86	4,290
LOGAN	15,600	82	12,840
McDOWELL	17,900	79	14,060
MARION	19,000	82	15,640
MARSHALL	11,100	90	9,960
MASON	6,200	86	5,310
MERCER	19,800	78	15,400
MINERAL	5,800	61	3,550
MINGO	10,100	83	8,330
MONONGALIA	15,100	85	12,820
MONROE	3,000	66	1,980
MORGAN	2,300	61	1,410
NICHOLAS	6,900	67	4,620
OHIO	21,000	93	19,490
PENDLETON	2,200	60	1,320
PLEASANTS	1,600	74	1,180
Pocahontas	2,900	60	1,740
PRESTON	6,400	69	4,430
PUTNAM	5,900	86	5,060
RALEIGH	21,600	71	15,350
RANDOLPH	7,100	63	4,450
RITCHIE	3,500	55	1,920
ROANE	3,700	65	2,420
SUMMERS	4,500	66	2,970
TAYLOR	4,400	69	3,040
TICKER	2,100	60	1,260
TYLER	2,800	74	2,060
UPSHUR	5,000	61	3,070
WAYNE	8,900	83	7,380
WEBSTER	3,900	60	2,340
WETZEL	4,800	73	3,530
WIRT	1,300	66	860
WOOD	26,700	70	18,820
WYOMING	9,500	72	6,860

WISCONSIN

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	TV HOUSEHOLDS NUMBER
WISCONSIN	1,151,400	90	1,034,950
ADAMS	2,400	73	1,760
ASHLAND	5,300	82	4,320
BARRON	9,700	85	8,230
BAYFIELD	3,400	77	2,610
BROWN	33,400	93	30,990
BUFFALO	4,000	85	3,410
BURNETT	2,300	78	1,790
CALUMET	4,800	91	4,350
CHIPPEWA	13,100	86	11,240
CLARK	9,500	80	7,620
COLUMBIA	11,700	85	9,910
CRAWFORD	4,600	77	3,550
DANE	61,200	89	54,730
DODGE	18,100	92	16,720
DOOR	6,800	91	6,180
DOUGLAS	14,400	87	12,570
DUNN	7,700	86	6,580
Eau Claire	18,300	91	16,710
FLORENCE	800	77	620
FOND DU LAC	21,600	91	19,680
FOREST	1,800	77	1,380
GRANT	13,000	84	10,960
GREEN	7,600	83	6,320
GREEN LAKE	4,600	78	3,580
IOWA	5,900	77	4,550
IRON	2,300	82	1,880
JACKSON	4,200	83	3,470
JEFFERSON	15,300	92	14,140
JUNEAU	5,100	73	3,740
KENOSHA	30,900	93	27,920
Kewaunee	4,600	91	4,180
La Crosse	21,100	87	18,320
Lafayette	4,500	83	3,740
LANGLADE	5,800	82	4,770
LINCOLN	6,500	82	5,340
MANITOWOC	20,800	93	19,270
MARATHON	25,200	86	21,660
MARINETTE	11,000	87	9,580
MARQUETTE	2,500	78	1,960
MILWAUKEE	317,400	94	298,670
MONROE	8,800	85	7,460
ONONTO	6,800	91	6,160
ONEIDA	7,000	76	5,330
OUTAGAMIE	27,200	93	25,200
OZAUKEE	9,800	93	9,070
PEPIN	2,100	85	1,790
PIERCE	6,800	85	5,790
POLK	7,900	91	7,170
PORTAGE	9,700	85	8,270
PRICE	3,600	76	2,750
RAC			

total RADIO

WWJ
THE DETROIT NEWS



Exclusive WWJ studio at Eastland Shopping Center

features *Driving Time Star*

JOHN LYNKER 4:00-6:00 P. M. Weekdays

On the air when Detroit streets and expressways are jam-packed—and on many days, immediately following WWJ's Tiger Baseball broadcasts—John Lynker smoothly entertains and solidly sells the big-earning, big-spending "Bumper to Bumper Club."

Rush hour features are the WWJ Melody Parade, WWJ News, NBC News and Emphasis, Boating Tips, and other timely information. And because the program originates at the special WWJ studio at Eastland Shopping Center, attractive product displays are available to advertisers.

For a sizzling sales curve this summer, ask your PGW Colonel to include WWJ's popular John Lynker in your Detroit schedule.

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

k-TOP

IN THE

CAPITOL

OF KANSAS

GAINS

NO. 1

BIGGEST SHARE OF AUDIENCE

in the rich 22 county
Northeast Kansas Market

LOWEST COST
per 1000 homes
64¢ (avg.)

68 out of 72

Quarter Hours 1sts

MORE THAN ALL OTHER STATIONS COMBINED
Latest Pulse

ON k-TOP YOU'RE ON TOP!

1490 ON THE DIAL

Tv and radio NEWSMAKERS



S. Heagan Bayles has been elected chairman and chief executive officer of SSCB. He had been a vice chairman of the agency. Bayles began his advertising career with Ruthrauff & Ryan in 1933, and after 13 years, and a title of vice president, he left there to form SSCB with three of his colleagues. He succeeds Raymond F. Sullivan, a founder partner of the agency, who will become founder chairman. Sullivan will continue to play an active part in the creative and executive phases of the agency's operation.

Karl F. Vollmer has been named manager of Y&R, Chicago, replacing Robert Brinkerhoff who returns to the agency's New York operation. Vollmer joined Y&R in New York in 1938. He was assigned to the Chicago office in 1950, and was made a v.p. and copy director in 1955. Prior to joining Y&R, Vollmer was a member of the editorial staff of the Eau Claire, Wis. *Telegram* for two years. He was graduated from St. Olaf College, Northfield, Minn. and attended the Columbia School of Journalism.



Sydney Kavaleer has been appointed to the newly created post of v.p. in charge of sales with Bartell Broadcasting's WADO/RADIO, New York. He was formerly general sales manager of WNTA-AM-TV, Newark, N. J. Kavaleer's career in broadcasting dates back to 1948 when he was an account executive with WAAT, Newark. In 1953 he moved to its sister station, WATV, as sales manager. When NTA purchased control of both stations, Kavaleer was named general sales manager of WNTA-TV.

Wallace L. Hutchinson has been named western division sales manager of Independent Tv Corp. (ITC). Before joining the syndicated film firm in 1959, he was account executive at KBIG, Avalon-Catalina Island, for John Poole Broadcasting. Earlier, he was with Weed in Los Angeles. From 1952-1954, Hutchinson was group sales manager for John Poole Broadcasting. Before that, he was in network sales for ABC, San Francisco and NBC, Hollywood. Hutchinson attended UCLA and Stanford U.



PACEMAKER!

WOW-TV marks a decade of leadership in serving and selling the \$2 billion Omaha market!

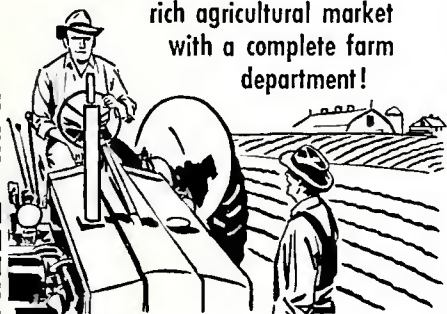
NEWS...

WOW-TV News is First in every Survey...



...FARM NEWS

The only station in this rich agricultural market with a complete farm department!



...MOVIES

MGM, Columbia, 20th Century Fox, R-K-O!



WEATHER...

The only Omaha Station with a professional meteorologist!



...COMMUNITY SERVICE

Two-time Peabody Award Winner!



...VIDEO TAPE

First and only Videotape Service in Omaha!



This brief story board covers only a few of the highlights in WOW-TV's first 10 years of leadership. Leadership that has kept Channel 6 "out front" since it began daily commercial broadcasting on August 29, 1949. Leadership in service... in programs... power to deliver what folks want to the greatest number of them! That's Channel 6, Pacemaker in Omaha!

FRANK P. FOGARTY
Vice President and General Manager
AL LARSON, Station Manager
FRED EBENER, Sales Manager

BLAIR-TV
Representatives

WOW-TV Channel 6 Omaha

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

SPONSOR SPEAKS

Big increases in radio news

Timebuyers and media heads who are alert to radio/tv trends will find meaty food for thought in the report on radio news programing, just released by the NAB's research department.

A recently completed survey shows sizeable gains in the quality, quantity and depth of news coverage by U. S. radio stations in the past seven years.

Today, the typical station is programing nearly three hours of news a day and there has been a 15% increase in local news programs alone since 1953.

Significantly, 72% of all radio news programs are now local-produced by individual stations to serve their own community needs.

These sharp rises in news handling at the local level are dramatic evidence of the increasing stature of radio stations in local markets, and of their greatly expanded importance to listeners, shoppers, and buyers of national advertised brands.

The F.C.C. "Watchdog" proposals

SPONSOR shares with many responsible broadcasters and legislators a growing concern over the F.C.C. proposal for a new "watchdog" division to monitor radio and tv programs.

It is abundantly clear to us that the system, however honorably intended, would inevitably lead to a deluge of crackpot complaints, and a harassment of ethical and responsibly run stations.

We are opposed to the granting of additional funds for this purpose. And we heartily agree with ABC president Ollie Treyz, who noted last week that "no surveillance or monitoring of programs can create better scripts, improve performance, or make superior shows in either the entertainment or informational fields. You simply cannot legislate or enforce creative excellence."

It is an increase in creative excellence rather than more watchdogs which all of us want for the radio and tv industry.



THIS WE FIGHT FOR: *Unremitting pressure on the paper work jungle in radio/tv spot buying. Has your station agreed to use the standard spot billing form proposed by SPONSOR?*

10-SECOND SPOTS

Welcome: In Marshall, Mo., Wiley's Paint Store moved to a new location, bought some announcements on local station KMMO. In appreciation of the business, KMMO's management ordered a floral welcome sent to the store for its opening. The flowers arrived with a card reading: "In deepest sympathy." The paint store called the station and the station called the florist. "Oh my gosh," said the florist, "I hope I can catch the delivery boy before he gets to the funeral home because that card reads, 'Congratulations on your new location.'"

Tv-oriented: A first-grader described his first day at school thus: "There's a bell and we must be in our seats before it rings again. Then we say a prayer and pledge to the flag. And then Mr. Jones, the principal comes in and gives a commercial."

Medic: From Hardwick's (KVI, Seattle) Almanac—Scene from a hospital operating room: "Doctor, this is the third operating table you've ruined this week. You *must* learn not to cut so deeply."

Fluff: Lois Blaine, announcer at KSOK, Arkansas City, Kans., recalls her first blooper. Her script read: "It's just this simple. Jones Jewelry Store is moving to another location and must get rid of surplus stock." Miss Blaine's version, however, came out as: "It's just that the simple Joneses are moving."

Close one: *TV Guide* reports that Fireman's Fund of Los Angeles, a company that sells show business insurance, recently insured 100 monkeys which were being shipped from Africa to the U.S. for a tv show. Ten of the monkeys took sick and died en route, but the Fund didn't have to make good because 10 baby monkeys were born on the same trip.

Making do: A woman showed up at her relief office, told a heart-rending story of how desperately she needed a bed for her baby.

"What are you using for a bed now?" asked the social worker.

"The box the tv set came in," said the mother.

STATISTICS

don't buy clothing..

PEOPLE DO!

There's nothing wrong with statistics. At WJAC-TV we're pleased and proud of the fact that both ARB and Nielsen place us first in the Johnstown-Altoona market.

But statistics alone don't produce sales results. People buy products, and those same people are WJAC-TV viewers. Mr. Robert L. Miller, owner of Miller's Clothing Store, knows about people, and he says:

"When I advertise on WJAC-TV I know that my ads will be seen by the maximum number of my potential customers. My sales records prove that WJAC-TV produces business for me."

WJAC-TV can produce business for you, too. We have the audience in the Johnstown-Altoona market.

get all the details from

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

SERVING MILLIONS FROM
ATOP THE ALLEGHENIES

WJAC-TV

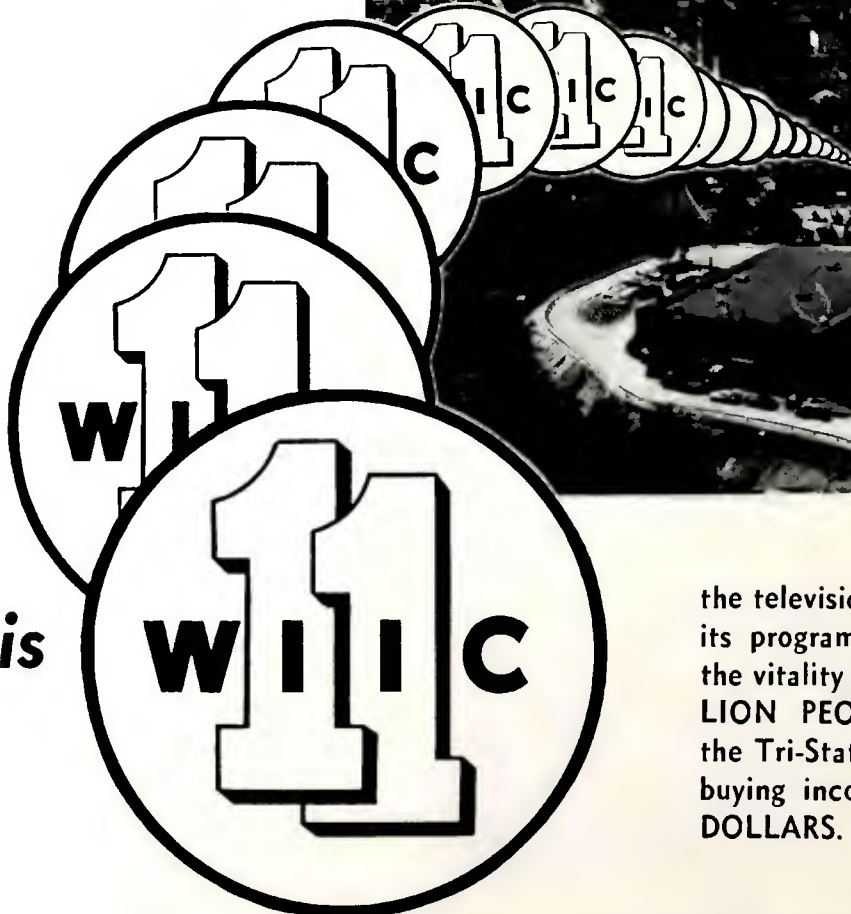
JOHNSTOWN · CHANNEL 6

this is.. Pittsburgh

HEART OF AMERICA'S INDUSTRIAL MIGHT



which has been claimed through the world for remarkable achievements and its continuing vitality . . .



and this is

the television station which, through its programming concepts, mirrors the vitality of more than FIVE MILLION PEOPLE in Pittsburgh and the Tri-State area with an effective buying income of NINE BILLION DOLLARS.

Represented Nationally By BLAIR TV