

Television Age

FEBRUARY 10, 1958; FIFTY CENTS

Featured in this issue:
*How well do you
know the dimensions
of television?*
See story, page 33



Garis

B&J's JACOBS: "Tv proves it
doesn't take hard sell . . ."

17

Quality AND Integrity



3

WGN-Radio

WGN-TV

CHICAGO, ILLINOIS

MI



WNBC • 30 STARTS ANOTHER YEAR ON TOP

On February 13th, WNBC • 30 celebrates its fifth anniversary as Connecticut's *leadership* station—the second-oldest TV station in the state, and the first UHF in New England.

From Winsted to Willimantic, from Springfield, Mass. to Long Island Sound, the people of the great Connecticut Valley know WNBC • 30 as *their* station... *They like its programming leadership.* WNBC • 30 is NBC-TV in Connecticut, featuring the complete lineup of great NBC network shows, plus an outstanding local schedule. . . . *They applaud its news leadership.* The first station in the state with its own remote equipment. WNBC • 30 specializes in live local coverage, consistently schedules more local newsreel film than any other Connecticut station. . . . *They respond to its public service leadership.* Among WNBC • 30's achievements: highly successful educational TV workshops, benefit telethons, public service spectacles.

Looking ahead, WNBC • 30 pledges that it will continue to strive in the future, as it has in the past, to deserve its proud reputation as Connecticut's *leadership* station.

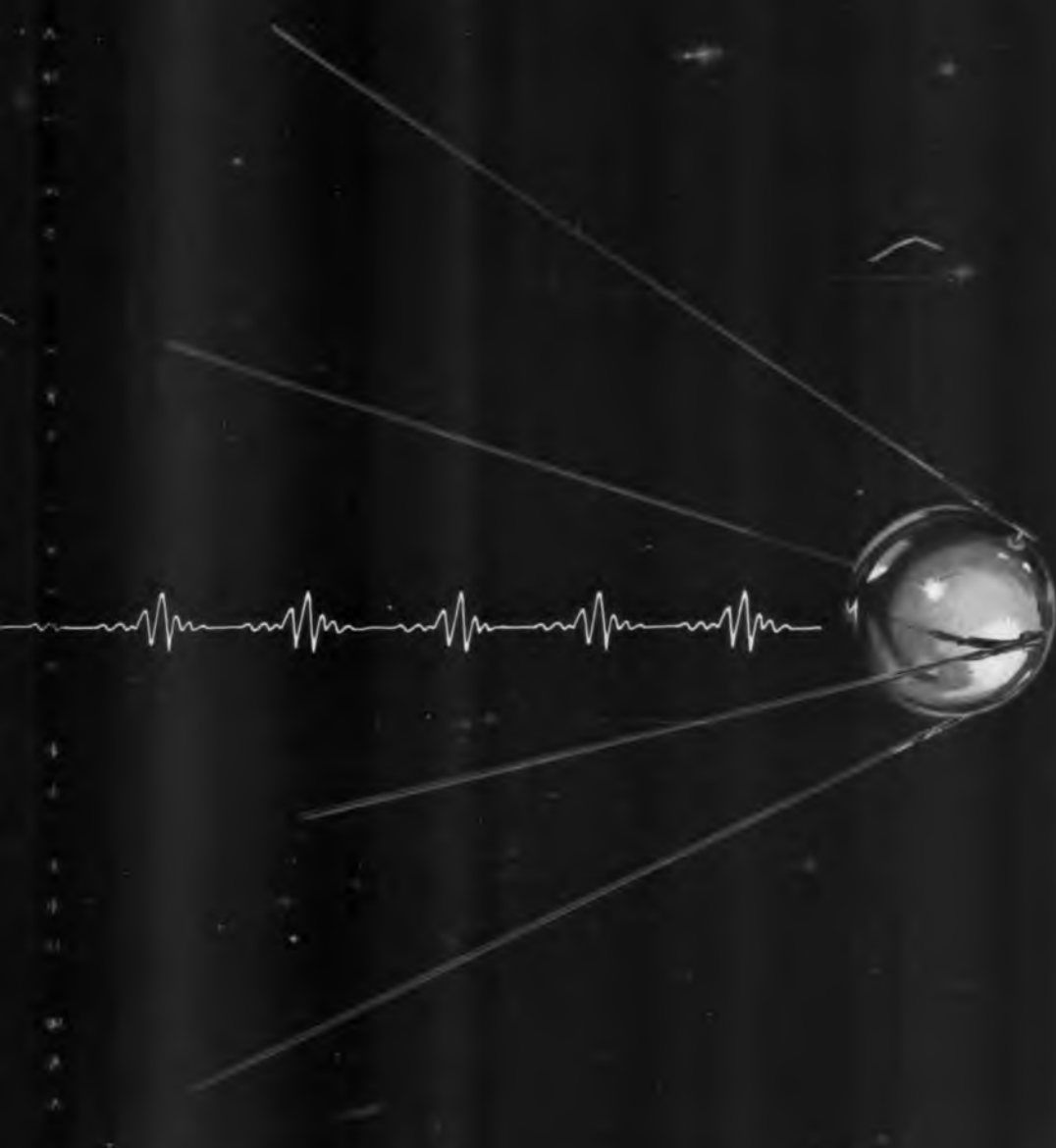
WNBC  **30** NBC LEADERSHIP STATION IN HARTFORD-NEW BRITAIN • SOLD BY  SPOT SALES



SIGNAL
FOR A
NEWS FLASH

The first faint sounds of Sputnik as it soared through space were heard on NBC. This was one of the year's most important news breaks. More than that, it was dramatic evidence of the spirit which characterizes NBC News today.

At a time when headlines have a special urgency for America, NBC News is providing minute-by-minute coverage of world events unmatched in broadcast journalism for speed, alertness, comprehensiveness and mature interpretation.



This has been evident all through the past months of crisis. For its resourcefulness at Little Rock, Variety called NBC News "a heads-up, hustling, news-digging operation."

Just recently NBC received astonishing evidence of the role it is playing in informing America. During an interview with Nelson Rockefeller on TODAY, Dave Garroway offered a copy of the Rockefeller Study to anyone who would send for it. Following this single announcement more than

200,000 requests for the study were received by NBC.

Official recognition came when the annual Sylvania Award for outstanding network news was given to the National Broadcasting Company "because it has taken a big step in 1957 in doing more things and greater things with news."

NBC TELEVISION NETWORK

Mark this market

on your list!



CENTRAL AND SOUTHERN ALABAMA is the home of 1,000,000 people in 35 counties—*one-third* of Alabama's population, area, retail sales!

You reach this big and growing market *only* through WSFA-TV's maximum-power VHF signal. You cannot cover it with any other TV station or combination of stations!

Mark Central and Southern Alabama on your list...and *buy* it with WSFA-TV!

*WSFA-TV's 35 Alabama counties**

| | |
|------------------------------|------------------|
| Population..... | 1,093,100 |
| Retail Sales..... | \$ 741,637,000 |
| Food Store Sales..... | \$ 184,927,000 |
| Drug Store Sales..... | \$ 21,859,000 |
| Effective Buying Income..... | \$ 1,062,690,000 |

*WSFA-TV's 35 Alabama counties, including 29-county market area defined by Television Magazine 1957 Data Book, plus 6 counties which have proved regular reception. Does not include 3 Georgia and 3 Florida bonus counties.



The WKY Television System, Inc. **WKY-TV** and **WKY** Oklahoma City • **WTVT** Tampa-St. Petersburg

Represented by the Katz Agency

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FEBRUARY 10, 1958

Television Age

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The lighter side

"In West Bend
everyone
watches

KQTV"



"I was the official observer for the sidewalk Survey. It was 100% for KQTV our favorite TV station."

J. A. Olson
Mayor
West Bend, Iowa

Put your advertising dollars —
where they count — on KQTV-
NBC for Northwest Iowa.



KQTV



Fort Dodge, Iowa

Ed Breen, Manager
Represented by:
John E. Pearson Co.

The C.C.S. Survey certified by Mayors, Councilmen, Chiefs of Police as of December 14th, 1957, covers 12 counties, 30 cities shows 49,932 KQTV homes.

NOW - FOR THE FIRST TIME - A BRAND NEW FIRST-RUN

PRE-



PRE-TESTED!

A Saturday Evening Post Success!

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories up to the present schedule, making Tugboat Annie a record-breaker in fiction series during the past 27 years. And this long run has been maintained and continues by public demand.

PRE-TESTED!

A Metro-Goldwyn-Mayer Success!

When Tugboat Annie appeared as a motion picture feature its success was so great that issue after issue of Variety, show biz trade paper, acclaimed it a box-office record-breaker in the top motion picture theatres of the nation. The New York Times said — ... the story is superior" and called Tugboat Annie "a boxoffice natural".

Television's newest stars

the adventures of

TUGBOAT

TESTED

**ALL-FAMILY SERIES AVAILABLE
FOR LOCAL MARKET SPONSORSHIP**

PRE-TESTED!

Chicago Audience Success!

92% of a Greater Chicago theatre audience rated "The Adventures of Tugboat Annie" a television favorite (Lake Theatre audience not previously informed that show would be included in entertainment for which they paid full admission price) in a test conducted and certified by Haskins and Sells, one of America's most noted Certified Public Accountant firms.

PRE-TESTED!

TV Ratings Prove Success!

Winnipeg—outrates Gunsmoke, December Bride, Wyatt Earp! Montreal—outrates Disneyland, Climax, Dragnet, Wyatt Earp! Vancouver—outrates Dragnet, Alfred Hitchcock, Disneyland! Regina—outrates Perry Como, Gunsmoke, Climax, Hitchcock! Toronto—brings in a 33.7% share within one month in this highly-competitive market (six stations divide share of market)!

—Elliott-Haynes, Ltd., Canada's number one rating source.



MINERVA URECAL *as* TUGBOAT ANNIE
WALTER SANDE *as* CAPTAIN HORATIO BULLWINKLE

tpa

Television Programs of America, Inc.

For private screening, wire collect or phone
MICHAEL M. SILLERMAN, Inc. V.P.
400 Madison Ave. • N.Y. 22 • PLaza 5-2100

ANNIE



**Mrs. America
who controls
the purse-strings
of the nation**



*tell her...
sell her with*

PURSE-SUASION

Penetrating Saturation with Daytime Spot-TV

Advertisers who sell to the home and family are having marked success with PURSE-SUASION—through which sales messages are strategically placed, Monday through Friday, covering the entire daytime audience. Reasons for this success are obvious:

1. It combines the persistence of Saturation with the impact of Television.
2. No other medium delivers your selling message with Television's penetrating power of Sight, Sound and Motion.
3. Through PURSE-SUASION your commercial reaches Mrs. America at home—during her "business hours"—when you can most easily focus her thoughts on the health and comfort of her family.

Developed by the stations Blair-TV represents, PURSE-SUASION is available at rates that appeal to alert mass-market advertisers. It can be applied in one market—or coast-to-coast. For details, phone your nearest Blair-TV office. Or use this handy coupon now ▶

Blair-TV represents these major-market stations:

- | | |
|--------------------------|------------------------|
| WABC-TV—New York | KING-TV—Seattle-Tacoma |
| WBKB—Chicago | WPRO-TV—Providence |
| KTTV—Los Angeles | WCPO-TV—Cincinnati |
| WFIL-TV—Philadelphia | KGW-TV—Portland |
| WXYZ-TV—Detroit | WDSU-TV—New Orleans |
| WHDH-TV—Boston | WFLA-TV—Tampa |
| KGO-TV—San Francisco | WBNS-TV—Columbus |
| WPC—Pittsburgh | WACT—Memphis |
| KTVI—St. Louis | KFRE-TV—Fresno |
| WEWS—Cleveland | WOW-TV—Omaha |
| WJZ-TV—Baltimore | WNBF-TV—Binghamton |
| KFJZ-TV—Dallas-Ft. Worth | WFBG-TV—Altoona |



OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
 Telephone 8-5800 Superior 7-5580 Kenmore 6-1472 Wood'd 1-6030 Chestnut 1-5686
 JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
 Elgin 6-5570 Riverside 1-4228 Dunbar 1-3811 Yuhon 2-7068 Elliott 6270

BLAIR-TV Dept. E
 415 Madison Avenue, New York 17, N. Y.
 I'd like complete information about PURSE-SUASION
 —and how to use it most effectively. Please phone
 me for an appointment.

Name _____
 Position _____
 Company _____
 Street Address _____
 City & State _____ Phone _____

Television Age

VOL. V

No. 15

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* Both Surveys have agreed again, In Rochester it's CHANNEL TEN!

*TELEPULSE

Rochester
Metropolitan Area
October, 1957

15

of the TOP 17
shows in Rochester

280

FIRSTS and one
tie-for-first
out of 459
competitive
quarter hours

125

FIRSTS
out of 168
competitive
nighttime
quarter-hours

155

FIRSTS and one tie
out of 290
competitive daytime
quarter-hours

*A.R.B.

Rochester
Metropolitan Area
November, 1957

15

of the TOP 20
shows in Rochester

274

FIRSTS and ten
ties for first
out of 487
competitive
quarter-hours

129

FIRSTS and one tie
out of 196
competitive
nighttime
quarter-hours

145

FIRSTS and nine ties
out of 291
competitive daytime
quarter-hours

This goes to prove (and we opine)
That CHANNEL 10 is mighty fine!

NATIONAL REPRESENTATIVES:
The Belling Co. (WVET-TV)
Everett McKinney (WHEC-TV)

In Rochester, N. Y.

IT ALL
ADDS UP TO



Source: Latest ARS, Interest Pulse.



WHCT is first in Hartford!



NO MATTER WHO DOES THE MEASURING, WHCT is the number one television station in the Hartford area. From 8 am to sign-off, seven days a week, CBS OWNED WHCT tops all competing stations in its total-week share of audience *and* total quarter-hour wins, according to *both* ARB and PULSE.

For example, during the all-important, highly competitive nighttime hours, ARB and PULSE agree that WHCT has...

The largest share of audience (29.1, ARB)

The highest average rating (13.6, ARB)

The most quarter-hour wins (73% more than the 2nd station, 82% more than the 3rd, ARB)

The largest number of Greater Hartford's top-rated network shows (14 of the top 25, ARB)

Greater Hartford's top early evening network news show ("Douglas Edwards with the News")

Greater Hartford's favorite early evening local news program ("Seven O'Clock Report")

Greater Hartford's top-rated late evening news program ("Eleven O'Clock Report")

From any angle, throughout Hartford-New Britain (where family income is *third* highest in the nation) the leading television station in the market is...

WHCT Channel 18 - CBS Owned

Represented by CBS Television Spot Sales

Leadership!...

First Place

**SIGN ON
TO
SIGN OFF**

7 Days a Week

ST*

**9 AM
TO
12 NOON**

WEEKDAYS

**NOON
TO 3 PM**

**6 PM TO
MIDNIGHT**



**ARB
December
1957**



Full 316,000 Watts

From antenna atop
Signal Mountain
High above City

THE BRANHAM COMPANY



CHATTANOOGA • The 77th Market

Letter from the Publisher

Business Picture

The revenue picture for January may be an important bellwether for the industry for 1958.

For most stations network revenue was up, national spot was slightly off for some stations, up for others, and local held its own.

If this pattern holds, 1958 may wind up as a bigger year over-all than 1957. The last six months will be the decisive ones.

One thing the January figures have proved is that the Cassandras of the business, the professional crepehangers and the wailing-wall experts are shedding their crocodile tears to no avail. The drastic drop so direly predicted by prophets of doom in our own business just did not occur. As one of them confessed the other day, "Business is a lot better than I thought it would be."

Television is an expanding business. There are many categories not currently using the medium that are front-line prospects for it. And as the economy equalizes itself into a period of readjustment, television becomes even more important in stimulating and maintaining a prosperous base. For the individual station manager this means, as Dr. Charles Allen, director of research of the Medill School of Journalism, has said, "This is the year for more whistling and less whining. . . less screaming and more selling."

Much of our economy, we know, is built upon faith—faith in the dynamics of capitalism, faith in the future of America and faith in the impact and power of the television medium. This faith finds its rewards in building the most prosperous and powerful nation on the globe. One station manager, as a matter of fact, mentioned that the launching of the U. S. satellite Explorer had an immediate effect on local business. "It sounds somewhat remote," he says, "but the effect was immediate. The local businessman concerned by the constant reminder of Russian superiority in outer space reacted with a defensive staticness. Now that America is on the move, it has had an amazing psychological effect."

In New York most station representatives feel that spot business is in stable shape. They are optimistic about the foreseeable six months ahead. This does not mean that there isn't a lot of hard work yet, but the January picture has restored a perspective to the business and has given reinforcement to those who have been concerned about the future.

Rainbow 'round the Corner

Color television, that promising and talented youngster who, for the past three years, has stood in the wings ready to be called to the center of the stage, may this year get her chance. While there is still a long way to go between the 428,000 color receivers now in use and the more than 42 million b&w sets in the hands of the public, there is more color programming this year than ever before, more color film commercials are being processed, and best of all, more interest among advertisers in what color can add to their sales appeal. While Miss Color Tv may not take the leading role this year, she may be expected to get more than a bit part and by the beginning of 1959 may well be bidding for starring honors.

In the February 24th issue of TELEVISION AGE the magazine will present its fourth annual report on color—a yearly updating which we commend to anyone interested in the present prospects and future status of this potentially powerful medium.

Cordially,

S. J. Paul

2 in 1

COVERAGE

in a Billion \$ Market

WTVP



ORBITING CENTRAL ILLINOIS
WITH GRADE A COVERAGE

Offering the Best of
the Cinderella Network



**PLUS STRONG
LOCAL
PROGRAMMING**

featuring



DALE
COLEMAN
News Director



EARL
HICKERSON
Sports
Director



LOREN
BOATMAN
Weather



Daily film of local happenings
ON THE AIR WITHIN ONE HOUR!

NUMBERED AMONG OUR CLIENTS
Who Are Getting Results:

FORD, ZEST, GE, KOOL CIGARETTES, PONTIAC, CHEVROLET, PEPSI-COLA, P & G, SUNBEAM BREAD, LISTERINE, WESTINGHOUSE, ARRID, NORGE, HAZEL BISHOP, SWIFT, CHRYSLER, DUNCAN HINES, SCHLITZ, PHILCO, OLDSMOBILE, PEAK ANTIFREEZE, FOLGERS COFFEE

WTVP

213,000
WATTS

DECATUR, ILLINOIS
REPRESENTED BY GILL PERNA, INC

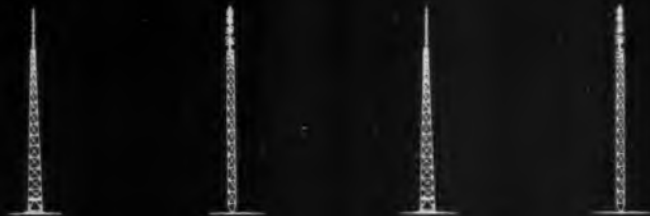


MEDIC No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content. First run off the network, through CNP exclusively.

CNP

NBC TELEVISION FILMS - A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

**IN THE FOUR STATION
DALLAS/FORT WORTH MARKET**



KFJZ-TV

HAS

30% OF THE LOCAL ACCOUNTS

29% OF THE REGIONAL AND NATIONAL ACCOUNTS



32%

**OF ALL ADVERTISERS
USING TELEVISION IN
THE DALLAS/FORT
WORTH MARKET USE**

KFJZ-TV*

* The highest percentages of all four stations. BAR 11/30/57 statistics.



Joe Evans, National Sales Manager

Ask **BLAIR-TV**

444

Letters to the Editor

Agency Profile

We were delighted to see the story on our agency ("LNB Grows with the South," TV AGE, Jan. 13) and feel that Norman Shavin did a fine job of interpreting some of our policies and objectives.

W. W. NEAL
Liller, Neal & Battle
Atlanta

Market Study

Just reviewed your market story on New England in 12/30 issue. Do you have a copy of the most recent eastern seaboard market study showing television coverage?

J. C. TOEDTMAN
D'Arcy Advertising Co.
Cleveland

Note: The New England study was the third in the series which will eventually cover the entire U. S. First was a study of North and South Carolina and Virginia, second, one on Michigan and Ohio.

Advertising Expenditures

We are interested in obtaining network and spot television advertising expenditures by leading American advertisers and are wondering if you could give us some assistance.

Our own files contain these figures for 1956 and 1955 (network only) and we should like to secure complete data for 1955 and prior to that year of such is available.

R. W. HARRISON
Baker/Johnson & Dickinson
Milwaukee

Note: The TV-AGE Yearbook includes a table giving the revenue from time sales for network, spot and local for the years 1949 through 1958. These figures do not include talent or production costs. Revenue from time sales (in millions) in 1956 is estimated by TV-AGE at network \$395.4, spot \$289.2, local \$185.8, total \$870.3; 1957 network \$480.7, spot \$354.8, local \$231.2, total \$1,066.7.

Best Spot for Commercial

... have you published any reports on the relative viewing of the first, second and third commercials within a program? For instance, for 30-minute television programs, what are the differences, if any, between the number of sets tuned in to the

first commercial, the middle commercial and the final commercial?

JOHN D. CAREW
Research Manager
Zimmer, Keller & Calvert
Detroit

Note: While we have not published articles on the subject, the general feeling among research people seems to be that, all things being equal, the middle commercial ranks first in viewers, the beginning commercial second, and the final commercial last. However, this position would be affected by a strong following program, which would lift the rating of the final commercial, or a strong preceding program, which would affect the beginning commercial. Spotting the commercial in a strong program would probably make the middle commercial the most viewed of the three.

News on KTUL-TV

... How could you possibly state that one of our competitors airs the "top-rated" 10 p.m. news segment? The facts ... are these: KTUL-TV's *Jack Morris & The News* (10 p.m. Sunday through Friday) is the area's highest rated regularly scheduled news strip, network or local, at any time of day or night. *Morris' Sunday telecast* is highest rated single tv news program of any regularly sched-

uled effort, network or local, at any time day or night ... the second error occurred on page 40 where you listed KTUL-TV as a Muskogee-Tulsa station. As you well know, in September of 1957 the FCC moved channel 8 from Muskogee to Tulsa. Later a change in call letters was approved. ...

C. E. LARKINS
Sales Promotion Manager
KTUL-TV

Note: Sorry that we failed to receive the Jack Morris story in time to include it in the overall news article, and also for our error in listing KTUL-TV as being a Muskogee as well as a Tulsa station. Please accept our apologies.

More on News

Many thanks for sending the copy of the December 30th TELEVISION AGE, with the excellent article on tv news. ... It is an outstanding roundup and should go far toward documenting the scope and effectiveness of television news in the places that will do the most good.

JAMES M. CALDWELL
Promotion Manager
WAVE-TV Louisville
(Continued on page 21)

"Jones,

turn in your nose....
you're through!"



We don't follow trends... we start them. Each spot is designed to fit the sales requirements of the advertiser.

animation inc. 8564 Melrose Avenue Hollywood 46, Calif. OLympia 2-8540



WLW-T
Television
Cincinnati

WLW-C
Television
Columbus

WLW-D
Television
Dayton

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Network Affiliations: NBC, ABC, MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales, Los Angeles, San Francisco, Detroit, Bomar Lowrance & Associates, Inc., Atlanta, Dallas
 Crosley Broadcasting Corporation, a division of **Arco**

Letters (Continued from page 19)

... the roundup of news operations throughout the country is especially interesting.

LLOYD E. YODER
WRCV-TV Philadelphia

Program Shift

Imagine my disillusionment when I read on page 55 (Dec. 30) that *To Promote Good Will*, which has been on WBAL-TV since September, is on WJZ-TV.

Also, because I am sure you must keep right on your toes with what is going to happen, you must know, and I wonder why you didn't forecast, that *Sunday at the Zoo* is shifting to WBAL-TV with a new title of course in the 7:00-7:30 p.m. Friday night spot beginning Feb. 7.

LESLIE H. PEARD, JR.
Station Manager
WBAL-TV Baltimore

Note: Thanks for setting us straight on the whereabouts of *To Promote Good Will* and also that of the well-known Baltimore zoo program.

Local TV Article

In your December 16th issue of TELEVISION AGE there was an excellent article on "Effective Use of Local Television." We are wondering whether reprints of this article are available. We could use approximately 50 copies.

W. J. WILLIS
Promotion Manager
WKY-TV Oklahoma City

This is to let you know that the article, "Effective Use of Local Television," in your December 16th book was the best of its kind I have ever read.

As a result, I would like to know the cost of reprints of this article. I feel that each of my salesman can use it effectively.

A. WAYNE BEAVERS
KFEQ-TV St. Joseph, Mo.

Note: The article in question was written for TV AGE by Richard P. Doherty, president of Television Management Corp., of Washington, D.C. While the magazine's supply of reprints has been exhausted, it is suggested that those interested get in touch with Mr. Doherty, who may have an additional supply.

SUCCESS

in selling—through television

If you are interested in how different types of advertisers have used television successfully you are interested in the TELEVISION AGE series of Product Group Success Stories.

Each article takes up a different kind of advertiser, goes into his advertising problems, then tells how these problems have been answered through television. Each case history is factual and complete. Each article includes dozens of actual television success stories.

Reprints are available at 25c each, 20c in lots of 10 or more. Just fill out the coupon below.

Reader's Service

Television Age

444 Madison Avenue, New York 22, N. Y.

Please send me reprints of the Product Group Success Stories:

| | Number of copies | | Number of copies |
|--------------------------------|------------------|---------------------------------|------------------|
| Bakeries & Bakery Products | _____ | Electric Power Companies | _____ |
| Dairies & Dairy Products | _____ | Gas Companies | _____ |
| Banks & Savings Institutions | _____ | Telephone Companies | _____ |
| Dry Cleaners & Laundries | _____ | Insurance Companies | _____ |
| Groceries & Supermarkets | _____ | Coffee Distributors | _____ |
| Furniture & Home Furnishings | _____ | Men's Clothing Stores | _____ |
| Home Building & Real Estate | _____ | Cough & Cold Remedies | _____ |
| Jewelry Stores & Manufacturers | _____ | Electrical Appliances | _____ |
| Nurseries, Seed & Feed | _____ | Beer & Ale | _____ |
| Hardware & Building Supplies | _____ | Department Stores | _____ |
| Soft Drink Distributors | _____ | Restaurants & Cafeterias | _____ |
| Travel, Hotels & Resorts | _____ | Moving & Storage | _____ |
| Sporting Goods & Toys | _____ | Television & Radio Receivers | _____ |
| Drugs & Remedies | _____ | Cosmetics & Beauty Preparations | _____ |
| Gasoline & Oil | _____ | Weight Control | _____ |
| Shoe Stores & Manufacturers | _____ | Auto Dealers | _____ |
| Farm Implements & Machinery | _____ | Women's Specialty Shops | _____ |

Name _____ Position _____

Company _____

Address _____

City _____ Zone _____ State _____

I enclose payment

Bill me

Please enter my subscription for TELEVISION AGE for one year at \$7. As a premium I will receive a copy of the Source Book of Success Stories which includes the first 15 of the above Product Groups.

... in fact

**WSJS television outsells all other stations
in Piedmont North Carolina and Virginia**



**WSJS television
blankets the biggest,
richest market in the Southeast**

The Piedmont section of N. C. and Virginia offers the advertiser a regional market with concentrated population in the most industrialized and progressive area in the Southeast.

Our current Market Data Book with complete information and coverage maps is available.

**75 COUNTIES
IN 4 STATES**

Largest metropolitan area in the Piedmont:
Winston-Salem
Greensboro, High Point
Total Market Population:
3,198,000
Set Count — 606,109
Households — 831,500
Total Retail Sales
\$2,936,261,000
Consumer Spendable
Income—
\$4,121,456,000
Maximum Power
316,000 Watts
Mountain top Tower
2,000 feet above
average terrain

WSJS television
CHANNEL 12 • **WINSTON-SALEM**

CALL HEADLEY-REED, REPS.

Maypo, Maltex Expansion

Heublein, Inc., currently running spot schedules for its Maypo and Maltex cereals in about 20 eastern markets, is planning an expansion move into the northern part of the country next fall. During 1959-60, it is reported that the brands will reach full national distribution with tv spots in all major markets. Video is the only medium used by the company. Present plans call for a doubling of the budget shortly, bringing it close to \$1 million. Animated films are placed by Bryan Houston, Inc., New York, where Richard Stevens is the timebuyer.

Drive in 162 Markets

A meeting was held at J. Walter Thompson Co. recently in which a forthcoming "major campaign" on a "grocery product" was discussed. The product name is withheld but JWT has requested availabilities from tv stations in 162 important markets "which are equipped to do a complete merchandising job." No starting date is set for the push, but the expenditure for broadcast media is reported to be "substantial" once the plans are complete. Contacts on the "mystery product" are Allan Sacks, currently head space buyer on Lever products, and John Sisk, now timebuyer on Lever.

Subliminals for Tavern Trade

Liquor advertising on tv may be in the offing. But the station won't be the source and it won't be consciously seen. Subliminal, of course. Precon Process & Equipment Corp., New Orleans, reports it is designing a rig for tavern tv sets. Guzzling viewers would get a continuous, automatic hidden message over-riding the nightly fights, quiz and drama. Local pub owners could flash appeals for a brand, a specific mix or just signal customers to KEEP DRINKING. The message can, for instance, be flashed 30 times a second all night long—over program matter and commercials. A Precon man says it's ideal—"The audience is captive and sitting down." And probably loaded before the night is over.

Renault on Tv?

"Television is too important a medium not to consider in our plans for Renault," said Gordon G. Vanderwarker, media director at the New York office of Needham, Louis and Brorby, Inc. The agency was recently awarded the French automobile account and is presently laying out groundwork for campaigns that will help sell 58,000 cars this year. Official take-over date on the account is April 1. The extent to which tv will be used has not been determined, but with Renault's 425 dealers coast to coast, co-op spot in selected markets is a possibility.

Viewing Nearly Six Hours Daily

Current tv viewing averages five hours 51 minutes per television home today, about 15 minutes more than it did a year ago, says A. C. Nielsen. Every month since April tv viewing has set a new high, according to the researcher.

Ready for Color

Demonstrating a belief in the potentiality and future of color tv, Movielab Color Corp. opens a "multi-million dollar" film processing plant this month in New York. The plant is geared to handle over 500,000 feet of film daily in several types of color processes.

Leeds Products Pushed

Livingston & Associates, Chicago, newly appointed agency for Leeds Chemical Products Company, has crystallized its initial spot campaign plans. (See Spot Report this issue for budget and additional information.) One-minute films in conjunction with live spots will run in Chicago, Detroit, Milwaukee, Sacramento, San Francisco, San Diego, Los Angeles, Denver, Minneapolis, Omaha, Lincoln (Neb.) and Des Moines. The schedules began last week in some markets and are placed for 13 weeks, with an average of 25 minute spots per week in each market. Leeds products featured are M-O-Lene rug cleaner and Wool-O-Lene cold-water soap.

Campaign for Ban

Reports indicate a new campaign for Ban will be breaking in the near future. Ed Fleri, despite his recent promotion (see Personals), is continuing as buyer for the Bristol-Myers product. The agency is Batten, Barton, Durstine & Osborn, Inc., New York.

Changing Network Scene

Although Nielsen reports that 53 of the network programs that were aired last year are still in their same time spots (and on the same networks) this year, every one of them has different competition (at the same time on other networks), or the preceding or following program has been changed. This is one reason that year-ago comparisons are not always valid.

Smaller Packages

With most stations supplied with basic feature-film libraries, salesmen are having more trouble making the big sales than they had in the past. As a result some of the larger packages have been cut into smaller units, some of the less desirable films have been dropped, and while the resulting price per film may be higher, each feature in the new packages is usable.

SYLVANIA TELEVISION AWARD FOR OUTSTANDING LOCAL PUBLIC SERVICE SERIES

*"Awarded to WSPD-TV, Toledo, Ohio,
for 'THE ONE INSIDE'—a courageous
and dramatic 13-program film expose,
which led to immediate reforms
of conditions at the Toledo
State Hospital for mentally ill."*



THE ONE

Photographed and taped in the wards of the hospital by WSPD-TV and presented as a public service, viewers of the 17 counties surrounding Toledo learned for the first time such depressing truths as;—

- 70 patients in one small room.
- One tub to serve the entire dormitory ("and your turn for a bath isn't until next week").
- No fire exit.
- Toilets hardly more than boxes.
- No beds — merely blankets on the floor.

With the first program letters started to pour in — 20,000 of them before the series had been completed. WSPD-TV staffers carried these and films to the state capital, gained an audience with the law-makers; result;—

On June 18, 1957, the Toledo State Hospital was voted approximately \$2,000,000 for new units and to renovate the present facilities. Construction is well on its way to completion.

... another in a long series of community projects undertaken, and brought to a successful conclusion by a Storer Station.



WSPD-TV TOLEDO, OHIO

STORER BROADCASTING COMPANY

WSPD-TV, Toledo, Ohio • WJW-TV, Cleveland, Ohio • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • WVUE-TV, Wilmington-Philadelphia • WSPD, Toledo, Ohio
WJW, Cleveland, Ohio • WJBK, Detroit, Mich. • WAGA, Atlanta, Ga. • WIBG, Philadelphia, Pa. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla.

E **INSIDE**



(Advertisement)

T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK: 200 EAST 56TH STREET
CHICAGO: 16 EAST ONTARIO STREET



O'Keefe's Old Vienna Lager Beer proves once again that nothing hits home as hard as a homey situation—like a busy young couple enjoying O'Keefe's Old Vienna as they prepare for company . . . or the guests themselves at the party. Good casting, a pleasing pace—with plenty of product identification—make an excellent case for directness and simplicity in this series of 60, 20 and 8-second commercials. Produced by SARRA for O'KEEFE BREWING COMPANY LIMITED, through COMSTOCK & COMPANY.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



This series of commercials sells bread for a regional company—in a big way! A jingle and an animated baker are used to focus attention on shots of the product in use and the benefits of Lactose. Here skillful photography makes arresting viewing out of something as uncomplicated as a child eating a piece of bread . . . a man walking with extra spring in his step. Lively, convincing, and produced by SARRA for MICHIGAN BREAD, MICHIGAN BAKERIES, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



Ciltone Paint is sold in French and English versions in 60 and 20-second spots that are as fresh as a wall newly painted with Ciltone. A snowy mountain peak sets the scene for one series; a lovely woman picking flowers establishes the "freshness" theme for another. In each, SARRA's adroit handling points up the product as a logical part of the action. Produced by SARRA for CANADIAN INDUSTRIES LIMITED, through NEEDHAM, LOUIS AND BRORBY, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



It's quite a stunt to slice off the top of a man's head and make it funny! SARRA does it with trick photography and Arnold Stang's head and histrionics. In a series of 60-second and 20-second live action commercials for Scripto Pens, Stang "talks off the top of his head" while the announcer's hands demonstrate "colorescence" and other features of the product. A technical feat produced by SARRA for SCRIPTO, INC., through DONAHUE & COE, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Business barometer

Local and national spot billings were better than average for the month in November.

According to the Business Barometer's exclusive national report November local billings were up 1.7 per cent over those in October and national spot gained 6.1 per cent.

This gain in local should be compared with the change in November 1956, when there was a drop of 0.7 per cent; with November 1955, when the gain was even greater, 3.4 per cent; and with November 1954, when the loss was 2.5 per cent.

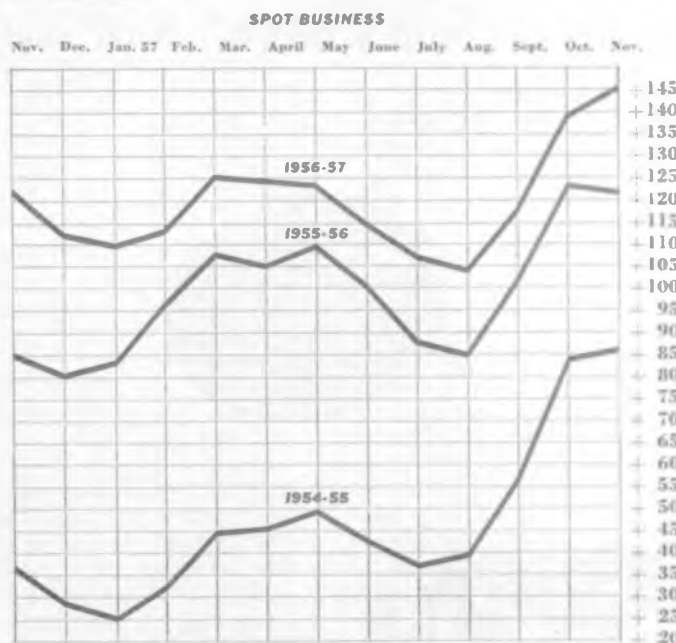
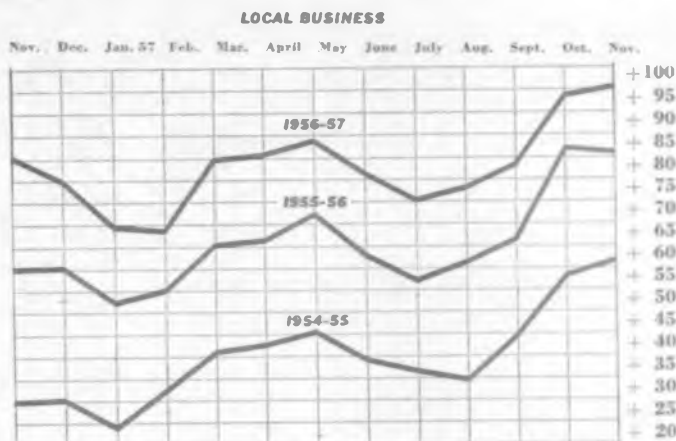
In national spot the 6.1 per cent boost may be compared with the same month in 1956 when the category showed a loss of 1.6 per cent, with 1955 when there was a gain of 2.3 per cent, and with 1954 when there was a loss of 0.5 per cent.

Altogether the report for November was an optimistic one and tended to prove the feeling which has been general in the industry, that last fall and early winter was a particularly good one for television.

The charts show the comparison even more clearly than the figures. The gain in local widens the gap between the 1957 and 1956 lines appreciably. Their nearest approach to each other came in October, as the line shows.

In spot the 1956 and 1957 lines have been getting closer and closer together for more than eight months and the wider separation which the November report brings also is quite noticeable.

The exclusive Business Barometer report is prepared from reports made by stations in all parts of the country and in all sizes of markets direct to Dun & Bradstreet. That firm in turn prepares percentages of change which are furnished to the editors of TELEVISION AGE.





G. WASHINGTON COULDN'T HAVE MADE IT ACROSS THE OHIO!



THE TRUTH of the matter is that most people can't... that is all but those who use WSAZ-TV as their sales pitching arm. Though the Ohio River is a lot wider than George's Potomac, WSAZ-TV advertisers know their dollars travel a magnificent distance across — and up and down — our prosperous Ohio River Valley. They go much further than dollars spent on all other Huntington-Charleston TV stations.

Like George we can't tell lies. We don't have to. Look at our pitching record.

| | Share of audience* | Quarter hour wins* | CPM homes nighttime*† |
|-----------|--------------------|--------------------|-----------------------|
| WSAZ-TV | 63.5 | 430 | \$1.12 |
| Station B | 24.4 | 24 | \$2.50 |
| Station C | 14.2 | 4 | \$3.33 |

Just to round out the facts, WSAZ-TV delivers a full 110 counties in four states (reaching almost 600,000 TV homes). For prestige, popularity, best channel and tallest tower, nothing beats WSAZ-TV in this market. Why try? Let Katz hold your coat while you pitch via WSAZ-TV.

*Computed from ARB, Nov. 1957

†7:30-10:30 P.M.; based on 260 time frequency

WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
 Affiliated with Radio Stations
 WSAZ, Huntington & WKAZ, Charleston
 LAWRENCE H. ROGERS, PRESIDENT
 C. TOM GARTEN, Commercial Manager
 Represented by The Katz Agency

- Prof. Zulli proves 'ideas' salable page 29*
Subliminal backers see rosy future page 30
Entertaining commercials win poll page 31

Early Riser

Meet Madison Avenue's most happy fella.

He's a new and part-time resident of weird demeanor: Critics? Humbug. Audience composition? Drat. Prime time? This boy is up too early in the morning ever to have heard of it.

He is Prof. Floyd Zulli of New York University and WCBS-TV's *Sunrise Semester*. That's the 7 a.m. (formerly 6:30 a.m.) tv course in comparative literature that has 120,000 New Yorkers cracking the dawn for culture.

His irreverence toward Avenue standards was expressed at a recent luncheon of the American Women in Radio and Television, New York chapter.

Says the professor, "For the past years we have been surfeited with dynamic phrases and inspiring maxims—'imaginative thinking,' 'courageous daring,' 'bold doing.' What has happened to these gems from the copywriter's desk? Did they come into existence in an intellectual vacuum and then die a still death?"

"Not entirely; for at least one quixotic individual has taken them to heart. This individual wrests himself from the embrace of Morpheus at 4 a.m. and journeys to a television studio where at 7 a.m. he begins to talk about what he wants to talk about and what he thinks his students should know.

"He has no concern for what others are going to think of what he has to say; he cares little or not at all whether his interpretation of a man or his literary product is going to delight or repel the dweller in the ivory tower or the tired heart in Brooklyn.

"This man has not stopped to think, and couldn't care less, whether his audience is captive or not, rich or poor, orthodox or unorthodox, 17 or 70, male or female.

"All that this man realizes is that the authors whom he treats mean something to him and apparently they do to his listeners. How many windmills have been slain? Enough to justify the treasurer of New York University insisting that this man be his guest at lunch."

The professor says the critics have called him just about everything—a hit, a disappointment, a frail man, a fat man, squat, tall and thin, the Grand Lama of a new cult, a ham and a hambone.

"They have told you . . . that Stendhal's descendants should pay my rent; that publishers should see to it that I am never without a Jaguar."

It's all "utterly irrelevant," says the professor. "*Comparative Literature 10* has been, and *Comparative Literature 20* [now under way] will be, nothing more nor less than a legitimate college course taught by a man who loves literature.

". . . You know as well as I that, unless you like what you're doing, you had better give it up. I not only love literature; I am enthusiastic about it. That, perhaps, is why so many of the taste and pace setters of the television and publishing industries have been momentarily swept off their feet by a totally unknown, about-to-be associate professor from New York University, of all places. Enthusiasm regarding literature—books, if that makes you feel more comfortable—is something that I have seldom found in a classroom or a tv mogul's inner sanctum.



Ham or Hambone, Prof. Zulli is happy. . . .

"Yet that plus sincerity [not new to Madison Avenue] is the gimmick, if we must have one."

The cozy circle of 120,000 New Yorkers who rise with Prof. Zulli compose a "not only gratifying but splendidly encouraging" audience so far as he is concerned.

"It should," he says, "encourage those who have no fear of selling soap or underwear, Marilyn Monroe or Howdy Doody, but are most reluctant about selling what America now more than ever ought to sell—ideas."

If anyone had dared mention such a show to a sponsor, the professor says, "that temerarious person would have been laughed into the nearest double martini.

"But the happy truth is that *Comparative Literature 20* is not far away—and if the university and television braintrusters can calm down about how to make Sputniks in 10 easy lessons or five hard ones, *Comparative Literature 220* is not beyond the realm of possibility."

And Professor Zulli is firm in his belief that what's good for New York

(Continued on page 30)

is good for the vast unknown beyond the Hudson River:

"Let the faint heart realize that if the sun rises in New York it can also rise in Boise or Dubuque. And it will rise when educators stop writing scholarly articles on the whichness of why for other educators' amusement and amazement, and when television station managers realize that this vast audience they are always concerned

about is not so stupid as they imagine it to be, and finally, when publishers make people realize that books are vital and writers of books human beings."

Professor Zulli may sound maverick at the moment. But Bob Fuller of WCBS-TV says he's picked up a few of the midtown customs and ways. He, for instance, has cultivated a taste and enthusiasm for the martini. Rating worries, critic-sensitivity and the ulcer may be but a brainwash away.

Precon Pitch

There was nothing subliminal about the sales pitch of the men from the Precon Process & Equipment Corp., New Orleans, who visited New York recently.

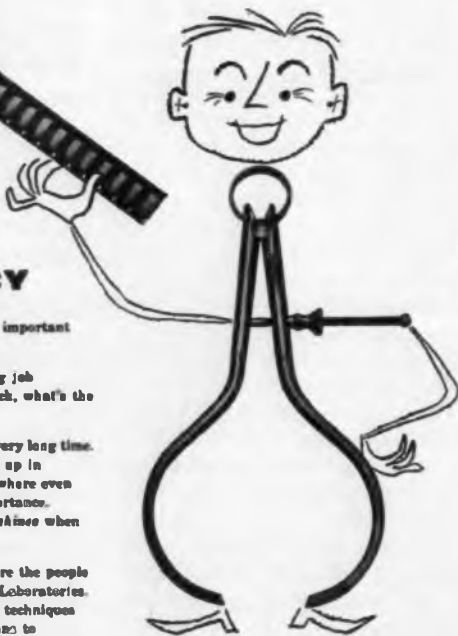
They have visionary claims for the commercial application of subliminal communication, which they say they have been experimenting with for eight years. One of them said he could see it replacing the conscious commercial on tv. He was the publicity man.

The Precon group has developed and patented equipment for the transmission of those undercover messages that have been a boon of late to congressmen in search of a crusade and to literary editors without a cause.

At this writing, pilot Precon equipment for a tv station was being put together in New York, a six-month contract had been signed with a west-coast station for experimentation, and similar negotiations were under way with an unnamed New York station.

With the equipment, a Precon engineer said a station could superimpose or intersperse subliminal messages on or into any kind of programming—live or film. The message could be flashed 30 times a second (he suggested) for as long a period as an advertiser desired. It could overlay a 15-, 30- or 60-minute show if desired.

Dr. Robert E. Corrigan, a psychologist with Douglas Aircraft, and Prof. Hal C. Becker, assistant professor of experimental neurology at Tulane University School of Medicine, are two of the principals of Precon. They say they have made extensive experiments in subliminal communications. The tests show, they say, that receiving information through the subconscious mind is not dangerous, can not brainwash. It does, however, "provide a new method for establishing the required positive appeal for accepting an advertiser's name on a product, and secondly, it offers an effective and efficient method for communicating this message to the preconscious minds of individuals. The advertiser's message can be continuously presented during the entertainment vehicle, instead of a few standardly spaced commercials. This provides a method for establishing a sustained association of the product's



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in all the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively shines when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the accurate, exact processing your films deserve to justify your last production efforts.

Accuracy is a must for TV - for industrials - for education - for all movies.

you'll see  and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. & H. HAUSER, INC.

In everything, there is one best . . . In film processing, it's Precision

name with the entertainment."

When TV AGE visited the temporary New York headquarters of Precon, the demonstration equipment wasn't working. Still, an observer got the idea that the Precon men knew more about their transmitter than they did about the subconscious mind. Questions about specific results of subliminal communication were not answered. Test results are merely "indications."

According to Jack Sinclair, the company's publicity man, Precon contemplates subliminal ads in two areas besides tv stations.

Negotiations are under way with a major Hollywood film studio (not Hal Roach). The movie maker will presumably use the method for heightening enjoyment of a film. One of the Precon tests showed that pleasing symbols subliminally presented with a cartoon feature heightened enjoyment of the film.

Equipment is also being designed for point-of-purchase use of subliminal. The scheme here is to superimpose the constant subliminal message on tv screens in barrooms. All through the night of fights and drama, customers could be subconsciously urged to drink rum, for instance.

Mr. Sinclair did not discuss the potential danger of competitive agencies in the taverns—the subliminal message overriding the conscious commercial. Imagine a customer asking for a Cuba Libre with a dash of Arrid. Might not be so good for business in the long run.

Mobile Color

The advertising and sales promotion department, RCA Victor Television division, will take a mobile color tv studio on the road. The unit will present closed-circuit fashion shows in major department stores.

To be known as the DuPont Fibers-RCA Victor Fashions in Color Festival, the unit will tour 40 cities.

J. M. Williams, sales promotion and ad manager of the RCA tv division, says, "this traveling exhibition will enable many thousands of persons to see color television reception."



Maypo's junior badman is ARB's December champ.

Commercials

For better or for worse, tv viewers are showing a strong preference for commercials that entertain.

Fun spots swept the American Research Bureau's December poll of national favorites. The top three were all animated and all breezy.

Heublein, Inc.'s efforts for its Maypo cereal leaped into first place for the first time, the fifth commercial ever to have the honor.

The Piel brothers were second and Hamm's smiling bear third. Maypo and the two beers have only regional ex-

posure, thus have a smaller audience among ARB's diary sample.

Dodge landed in fourth place for the third consecutive month. The car maker, of course, has the advantage of Lawrence Welk's large and loyal national audience.

There were three new entries. Post cereal was voted into the 13th spot. Cheer premiered in 16th. Maltex, another cereal from Heublein, tied for 16th.

Sixteen commercials held their following, and several returned to the December list. Lucky Strike appeared last in the June '57 survey; Frosty Morn bacon in May '56; Snowdrift and Budweiser in September '57.

There were some promotions from the November study. Winston moved from 11th to sixth; Maypo from fourth to first; Ivory soap from 21st to 11th; Schlitz from 14th to 11th; Ballantine from 21st to 10th; Seven-Up from 16th to seventh.

Everybody First

Every station in any market can be first in ratings, says Frank E. Pellegrin, partner and vice president of H-R Representatives.

"There used to be a cliché in our business that stations didn't like ratings because only one station in any market could be first," he told station men at the Broadcast Advertising Club, Chicago.

"That isn't true anymore. Every station in any market can be first—it only depends on what survey they buy.

"If survey company A does not rank your station first, call him a dirty so-and-so and hire survey company B to make you a different kind of survey, using a different method, different technique, different sample, different base and covering a different area. If B doesn't succeed, try C.

"There are so many companies today that you'll undoubtedly wind up first with somebody—and if you don't, go and invent an entirely new system."

Too many timebuyers, he said, have become slaves to ratings. The fault is not alone with the buyers—"It lies heavily on the shoulders of those station men who have failed to give these buyers the complete information on which more intelligent buying decisions could be based."

BEST-LIKED TV COMMERCIALS

Based on ARB's National Diary Sample, Dec. 1-7, 1957

| Standing | Agency | % Mention |
|----------|--|-----------|
| 1. | Maypo, Bryan Houston | 6.9 |
| 2. | Piel, Young & Rubicam | 6.8 |
| 3. | Hamm, Campbell-Mithun | 5.5 |
| 4. | Dodge-Plymouth, Grant, N. W. Ayer | 5.4 |
| 5. | Ford, J. Walter Thompson | 3.4 |
| 6. | Winston, Wm. Esty | 2.9 |
| 7. | Seven-Up, J. Walter Thompson | 2.8 |
| 8. | Falstaff Beer, Dancer-Fitzgerald-Sample | 2.4 |
| 9. | Alka-Seltzer, Geoffrey Wade | 2.2 |
| 10. | Ballantine, Wm. Esty | 2.1 |
| 11. | Schlitz, J. Walter Thompson | 2.0 |
| 11. | Ivory, Compton | 2.0 |
| 13. | Post Cereals, Benton & Bowles | 1.9 |
| 14. | Snowdrift, Fitzgerald | 1.7 |
| 15. | Chesterfield, McCann-Erickson | 1.5 |
| 16. | Cheer, Young & Rubicam | 1.3 |
| 16. | Maltex, Bryan Houston | 1.3 |
| 18. | Revlon, Warwick & Legler, C. J. LaRoche; Dowd, Redfield & Jonstone | 1.2 |
| 19. | Budweiser, D'Arcy | 1.1 |
| 19. | General Electric, BBDO | 1.1 |
| 21. | Gillette, Maxon | 1.0 |
| 21. | Frosty, Morn, Noble-Dury | 1.0 |
| 21. | Lucky Strike, BBDO | 1.0 |



ask any Oklahoma housewife

... about the vital part WKY-TV plays in her shopping! She'll tell you that WKY-TV has been her buying guide for years, and a pantry check will prove it. You'll find most of her brand-name items have been advertised on WKY-TV!

WKY-TV enjoys the loyalty and trust of housewives to a degree almost unbelievable to anyone who has not been to Oklahoma. This is reflected in both retail sales and in a remarkable coverage and rating story. Ask your Katz man!

WKY-TV OKLAHOMA CITY

NBC Channel 4

THE WKY TELEVISION SYSTEM, INC.

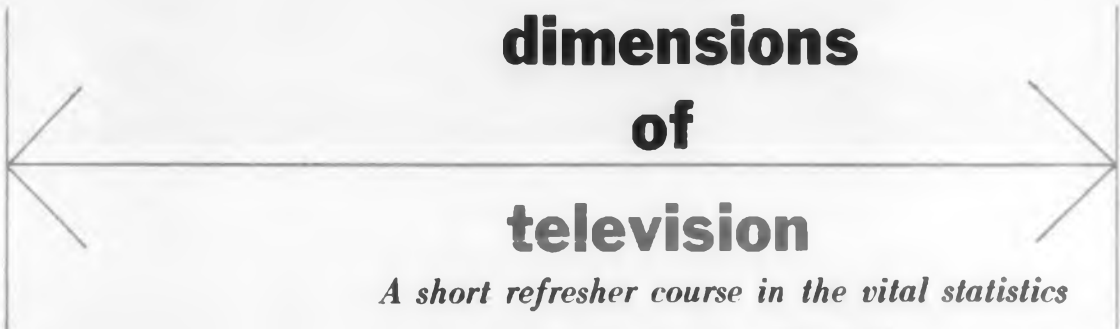
WKY OKLAHOMA CITY

WTVT TAMPA - ST. PETERSBURG

WSFA-TV MONTGOMERY

Pioneering
Color TV

Represented by the Katz Agency



The dimensions of television

*A short refresher course in the vital statistics
of the fast-growing medium*

In today's world no other medium of communication fills so important a place as television.

In the comparatively short span of years since it was first introduced, it has grown until today the average family spends more time with tv than in any other activity except sleeping.

And, although television has reached its maturity, it would seem that it has not yet reached its full growth, for the number of television homes is still growing, the number of receivers is still increasing and the amount of time spent viewing in the average home continues to go up from month to month.

For people in the industry and those most in-

terested in its ability to carry a message—the advertisers and advertising agencies—there is little need to reaffirm the impact of the visual medium. But even for those who are closest to video, the facts of its growth are sometimes overlooked or forgotten in meeting the day-to-day problems of its present.

With that in mind, a refresher course in the dimensions and record of tv may be helpful to all who are new to the medium or who have had contact with only some parts of it. It may prove surprising and illuminating as well to many who win their living making television possible.

Toward that end, the Television Bureau of



Richard Rodgers (left) and Oscar Hammerstein II watch rehearsal of Cinderella, which was seen by 75 million viewers.

Advertising has prepared a presentation for advertisers and agencies which outlines some of the facts about today's television. This illustrated lecture, which it calls *TvBasics*, is intended, says the bureau, to tell more about television in the belief that the more agencies and advertisers know about the medium the more they will use it.

To this information TV AGE has added its own estimates, FCC records and other statistics which not only help to picture television today but will, in broad measure, suggest the framework of its past as well.

It was only 10 years ago—Jan. 1, 1948, to be exact—that there were only 17 operating commercial television stations on the air (see table 1, page 65). By the beginning of the next year the total had reached 51, but in the meantime, in September 1948, the Federal Communications Commis-

sion declared a freeze on grants and no more were made until July 1952. Before the freeze was declared, enough grants had been made that by the time all of the stations licensed were on the air there were 108 on Jan. 1, 1952. These stations were located in 62 markets (see table 2, page 65).

After the freeze was lifted, the number of stations literally shot upward. On Jan. 1, 1954, there were 334 stations, located in 202 cities. This growth has continued until on Jan. 1, 1958, there were 495 commercial stations on the air, located in 315 cities.

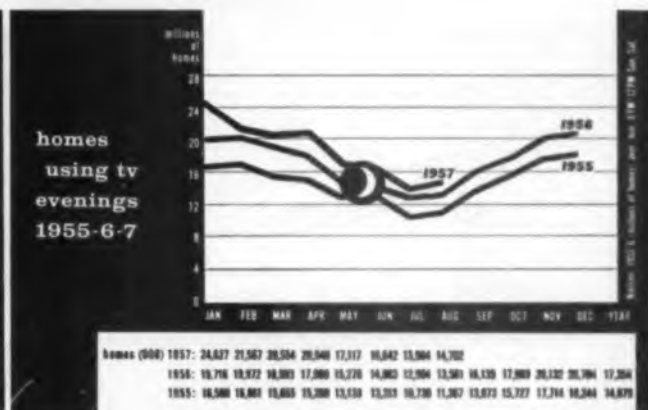
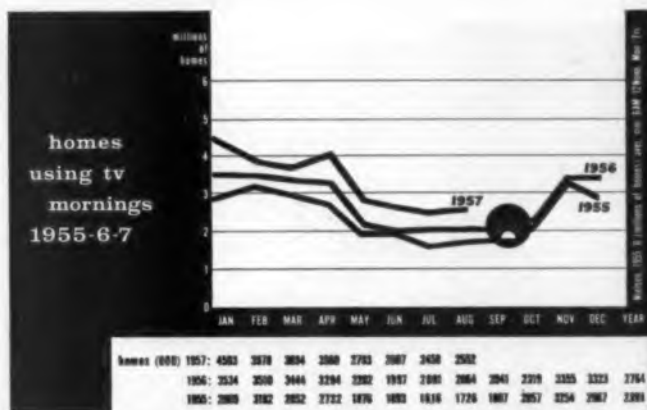
Today only three per cent of U.S. homes are outside the range of a television station. The average television home has its choice of 5.3 different tv outlets. This, too, is a big improvement over limitations of a few years ago.

In 1954 60 per cent of the television homes could receive four or more

stations; 30 per cent could receive two or three stations, and 10 per cent had to be content with only one channel. Today almost 80 per cent of the television homes are able to receive four or more television channels. Only five per cent are limited to a single channel.

The story of television-set production follows closely the pattern set by the growth of stations. In 1947 178,600 sets were produced with an average selling price of \$468 (see table 3, page 66). Most of these, of course, were small-tube sets with a limited viewing area. In 1948 set production rose to 975,000, and average price per set dropped to \$393. The next year production jumped to three million sets, and by 1950 it was up to 7,463,800, while price averages were down to \$299. This was a record year for set production and it was not surpassed until 1955, when production reached

Television viewing continues to climb



7,756,500 receivers and prices averaged \$198 each. In 1956 7,387,000 sets were made. While 1957 figures are not complete, they are expected to be slightly lower.

Since 1951 the number of U.S. homes has grown by 5½ million. During the same period the number of U.S. television homes has grown by over 31 million (see table 4, page 66). TV AGE estimates that there were 42,310,000 television homes in the country on Jan. 1, 1958.

And tv continues its growth. It is estimated that one new television home was added every eight seconds of every hour of last year.

Today many homes have more than one tv set. Portable television has added greatly to this growth, and as color television becomes more and more popular, it is expected to add many two- and three-set homes to the total. On Nov. 1, 1957, the total sets in

use was estimated at 44 million.

On Jan. 1, 1955, there were an estimated 9,690 color-television receivers in the entire country (see table 5, page 66). By Jan. 1, 1957, the total had reached 175,000, and by the first of this year it had increased to 428,000. Many of the supporters of color television believe that 1958 will see a big increase in the popularity of color viewing. More and more color programs are being offered, particularly by NBC-TV. Network color can be telecast by nearly two-thirds of exist-stations, while live color is offered by nearly 40 stations. More than 100 advertisers sponsored commercials in color during 1957.

So much for the more important physical dimensions of television: the number of stations and markets, and the number of television homes and sets.

Of even greater importance is the endorsement of television by the view-

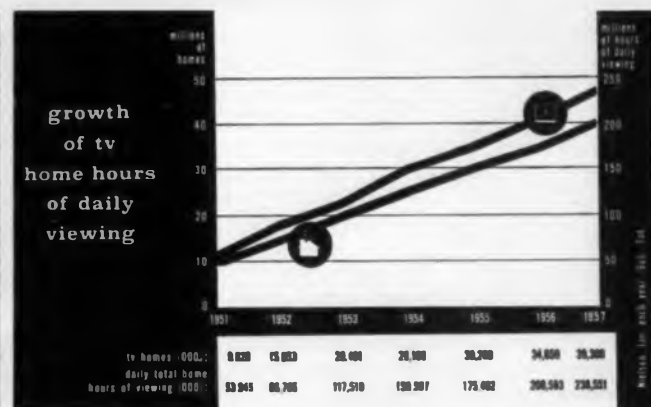
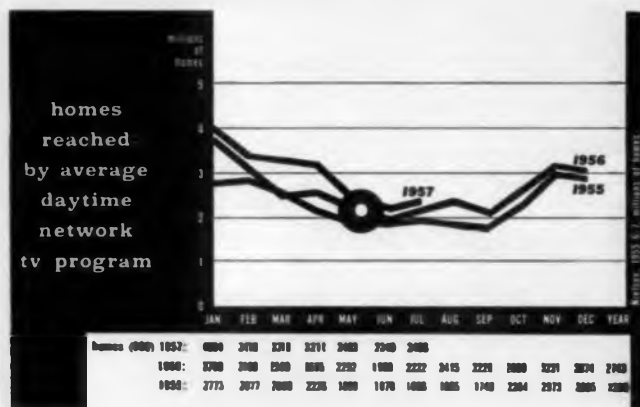
ing public, measured by their use of their receivers—the time they spend watching them.

In 1951, earliest date for which the information is available, the average television home watched four hours and 44 minutes a day. With the single exception of 1953, time spent viewing increased steadily. The all-time high in time spent was in 1957 (see table 6, page 66). The average tv home today spends five hours and seven minutes a day in front of its receiver.

On a month-by-month basis, summer lows find homes watching almost four hours a day, while winter peaks are over six hours.

Ten of the 12 all-time highs in time spent viewing are in the last 12 months. Time spent per television home has increased, and the number of television homes has also increased. This means more home hours of viewing each year.

In 1951 54 million home-hours were



spent viewing each day. This increased to over 200 million hours a day in 1956. In January 1957 television homes spent 238 million hours watching per day.

Time spent viewing is important as a measure of the public's interest. It also reflects the increased periods during which people view. This means a greater opportunity for the advertiser to reach each home.

From time spent to the periods in the day in which the time is spent, one is able to establish the pattern of television sets in use.

In the number of homes viewing during the average minute of the morning (6 a.m. to 12 noon) more homes were viewing every month of 1957 than in the same months of 1956.

Even the so-called low point of summer, July, finds more than three million homes viewing weekday morning television during the average minute.

During the average minute of the morning in all 1956 2.7 million homes were viewing, a number 15 per cent larger than for 1955. During the average minute of the morning for the first 11 months of 1957 3,362,000 homes were viewing, 24 per cent more than for the same period in 1956.

In the afternoon the story was the same. Each month of 1957 had more homes viewing than the same month of 1956. In the first 11 months of 1957 there were 8,758,000 homes viewing television in the average minute, a 20-per-cent increase over the 7,285,000 homes viewing in the average minute for the same period a year earlier.

In the evening hours, from 6 p.m. to 12 midnight, 1957 led 1956, and 1956 led 1955 by every comparison.

Throughout 1955 there were never less than 10.7 million homes viewing in the evening. In 1956 the minimum was nearly 13 million homes. In 1957

it was almost 14 million.

The maximum evening sets in use in 1955 was 16.6 million homes. In 1956 the maximum was 19.9 million homes, and in 1957 the maximum was 24.6 million homes.

Comparing viewing in the average evening minute for the first 11 months of 1957 with that for the first 11 months of 1956 shows an increase of 11 per cent, or 18,917,000 homes as compared with 17,071,000 homes.

But while sets in use provide a useful measure of television's appeal to the public and the potential available to advertisers, sets in use are only potentials. More important is the number of homes the advertiser actually reaches.

In 1957 the average daytime network program reached for its sponsors more homes than during every month of 1956. In 1957 the average for each program was 3,060,000 homes, a 12-

■ all-time highs

| | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec |
|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1953 | 5.76 | 5.44 | 5.33 | 4.83 | 4.22 | 3.77 | 3.67 | 3.82 | 4.20 | 4.72 | 5.03 | 5.19 |
| 1954 | 5.77 | 5.35 | 5.20 | 4.71 | 4.67 | 3.98 | 3.68 | 3.90 | 4.38 | 4.61 | 5.40 | 5.46 |
| 1955 | 5.81 | 5.89 | 5.25 | 4.93 | 4.15 | 4.30 | 3.72 | 3.88 | 4.28 | 4.81 | 5.61 | 5.54 |
| 1956 | 6.02 | 6.03 | 5.57 | 5.21 | 4.35 | 4.28 | 3.90 | 4.03 | 4.43 | 5.07 | 5.61 | 5.65 |
| 1957 | 6.07 | 5.91 | 5.43 | 5.60 | 4.54 | 4.40 | 3.91 | | | | | |

time spent with tv per home per day

per-cent increase over the 2,743,000 homes in 1956.

In homes delivered per network program, every month in 1957 was ahead of the same month of 1956, just as every month in that year was ahead of the similar month a year earlier.

Looking at the lowest period of the year, July, in 1955, the average evening program reached under five million homes. In 1956 audience delivered increased to over 5.4 million homes. In 1957 it jumped to 6.2 million homes per evening program.

Throughout 1957 the audience for the average evening program was further ahead of 1956 than 1956 was ahead of 1955. The summer period started a full month later in 1957; June delivered more homes per program than all but two months of 1956, only a year before.

This measure of network-program

(Continued on page 65)

About 63 million viewers watched NBC-TV's Annie Get Your Gun



Are you working for your husbands 2nd wife?

It's hard, but the truth - many women have worn themselves out looking after their husbands who work.

During the day when every minute counts, the wife struggles to the home, going for all her own errands, her own, her own and her own.

She has the agonizing habit of getting her women and doing the world's drudgery of house-keeping by various methods she is showing health and happiness.

But when her husband has passed away, no more tears, she discovers she is the boss. She is quick with the hands of victory. She is quick and soon she finds her own way. Her chance to give as a result of a hard work.

Doesn't every woman who has received her own wages take her place. Why No, I give when I do No, I would be. That's the great remedy of the hour!

The art of possessing this simple - well. Most men electrical appliances, the electric vacuum, iron, washers, clothes and others - in the kitchen.

Don't come a day. Come to the Electric Shop and let us show you a hundred ways to relieve daily life in the home, let us make your housekeeping easy.

Doesn't anything tell them? Does it make sense - keeping?

Our extremely convenient street outlet is the possible for every family!

Nebraska Power Co.
 Commercial-Residential-Industrial

B&J's first ad, 1922.

There have been a lot of changes since Morris Elias Jacobs wrote his first ad headline.

It was a warning to the housewives of Nebraska:

"Are You Working for Your Husband's Second Wife?"

It was written for the Nebraska Power Co., charter client of the two-man Omaha agency of Bozell & Jacobs. The utility company was pioneering in the sale of electrical appliances for the home.

The ad copy admonished the little women of Nebraska for knocking themselves out in the home to help husband win success downtown. Sweeping, ironing, washing by hand would lead to an early grave, the ad warned. The electric iron and the electric mangle and the vacuum cleaner would lead to the chaise lounge and the refreshing breezes of an electric fan.

Nebraska Power got its sales and expanded service. The agency got a lot of recognition and new clients. The chaise lounge has been replaced by the sling chair, the electric fan by a tv set. In fact, as eased as things are in today's modern, electrified home, there are a good many men who may be working for their wife's second husband.

There also have been sweeping changes in the modus operandi of

promotion since that 1922 newspaper ad. It was composed in the morning by a man who worked regularly as a nightside police reporter on an Omaha daily newspaper. He was working in a one-desk office that didn't even have a phone.

For contrast, take the tv commercials that Bozell & Jacobs made last month for Mutual of Omaha:

The agency had managed a quick buy, two commercial openings on *What's My Line* for Sunday, Jan. 12. The client had in mind film commercials built around a family with seven children in Carlsbad, Cal. With the father incapacitated, the household of nine was living almost exclusively on benefits of a Mutual of Omaha insurance policy.

On Sunday, Jan. 5, one week before the show, there was quite a gathering at the Beverly Hills office of Bozell & Jacobs. Harold Fair, national vice president of radio and television, was there from the New York office. From Omaha headquarters there were Frank Miller, executive vice president, office manager at Omaha and account executive for Mutual of Omaha; Henrietta Kiezer, vice president and copy chief, and Byron Reed, vice president in charge of public relations.

Also attending were H. C. Carden, vice president of advertising and

public relations, Mutual of Omaha, and his assistant, Meade Chamberlan; and Marc Asch, executive vice president of Van Praag Productions, New York.

With Mr. Fair in charge, the group prepared two finished scripts for one-minute commercials.

The next day, Monday, Jan. 6, they traveled 100 miles to Carlsbad for all-day location shooting in the family's home. On Tuesday shooting was wrapped up in a Hollywood Studio. Rough cuts were viewed on Thursday. Finished commercials were screened on Friday and went on the air Sunday night.

The above is an indication of what can happen from coast to coast when a crash meeting is called from Omaha. There could have been more troops on the scene if necessary. The two-man, one-desk advertising agency now has 12 offices across the country and close to 300 employees. There are some 300 clients and more than 50 using television.

The last decade, however, as with most agencies, has been the one of major expansion for Bozell & Jacobs. Since World War II, billings have tripled. They total now around \$20 million, with more than \$2.7 million going to television.

Since 1947, five offices have been opened. They are New York, Wash-

Grass roots agency

From single Omaha office, Bozell & Jacobs

has built a nationwide network



B&J animated spots: Nature for Storz beer; road signs for Burma Shave.

Bob Considine, long associated with Mutual of Omaha and broadcasting.





Tv spots for (l. to r.), Restonic, Chicago; Skinner, Omaha; United Gas, Houston.

ington, Baltimore, Los Angeles and Kansas City. The six Bozell & Jacobs offices of pre-war vintage are Omaha headquarters and Indianapolis, Chicago, Shreveport, Houston, Seattle and Minneapolis.

There are several agencies with branches from coast to coast. But there are a couple of differences in the Bozell & Jacobs network. The agency is proud of its "country-boy upbringing" and points out the fact that it originated in the heart of the nation and spread from there to the metropolitan centers, instead of the conventional branching from the big city to the small ones.

Also, as chairman of the board Jacobs points out, "Bozell & Jacobs is a completely integrated operation. But, nevertheless, each office is a fully operational agency." That is, each agency is staffed to provide complete agency service. And, with the agency's many local and regional clients, he feels that the local slant is imperative. The network of offices reflects the "time-tested view that each market area has its own distinctive, even unique, personality and requires an individualized approach."

And every office is a paying office, says Mr. Jacobs.

A major contribution to the heavy emphasis on the local scene is the agency's public-relations policy and

philosophy. From the outset, Bozell & Jacobs has considered itself an advertising and public-relations agency.

"We used to even do employment information programs for a client," says the chairman of the board. And he believes his agency is the first to combine advertising and public relations.

"I always felt that any form of information dissemination, including customer contact, radio, tv, newspaper and so on, usually sells more forcefully when there's an institutional campaign involved. Advertising is more forceful and more important when it's backed by a public-relations and information program."

Tv, he says, has emphatically proved that it does not take hard sell to be successful. "There's a lot of tv advertising to prove it. General Motors marked its 50th anniversary with a two-hour show. The whole pitch was to build public esteem and confidence."

And what applies to cars applies to many product groups. Food, for instance: "It's important to win the esteem of the people who are going to sell it."

To the end of public-relations and institutional campaigns, the agency maintains in its offices a complete staff of publicity, speech, script, magazine and special writers.

The chairman expresses another agency policy with a favorite homily: "We owe rent for the space we occupy on this earth. We've always urged our people—and it so happens these people have adeptness in selling public service, too—to take on public-service tasks. Whether they like it or not, advertising and public-relations people have a God-given gift, or what have you, to help solve community problems and aid community activities. It's their duty to participate."

If the rent you pay for the space you take on earth is scaled as the rent you pay for a home, Morris Jacobs is indeed living high. In gathering information for this article TV AGE asked for a list of the chairman's extra activities, current and past. The agency answered with a seven-page typed memo.

He is a member of the Mayor's Planning and Development Committee; Omaha Development Council; board of governors, United Services Organization; board of regents, Creighton University; board of directors, Omaha Symphony Orchestra; national executive committee, American Jewish Committee, and the United Community Service Campaign Unit.

He is a trustee, Omaha Industrial Foundation; secretary of the Omaha



Morris Jacobs, chairman



Donald Hoover, president

Development Council; general chairman, Missouri University School of Journalism 50th anniversary (1959); and he was general chairman, Community Chest fund campaign and once president of the same.

The list has in all 23 current activities—civic, welfare, educational and religious. There are more than 75 past activities in various public services.

A client of whom Mr. Jacobs is especially proud is Father Flanagan's Boys Town. It was Morris Jacobs who gave the famed institution its name. The fund-raising campaign that the agency waged in the early Twenties gave the home its start. Bozell & Jacobs still handles the fund raising.

Mr. Jacobs is an honorary citizen of Boys Town. It is one of some 30 honors and awards he has received for public service—among them the highest award his city has, the naming of its number-one citizen each year to the royal post of King Ak-Sar-Ben (that's Nebraska spelled backwards).

A prominent man of his city put it this way: "His example of community service and community giving has set the pattern in this city, and he has been in the van of new leaders who have sparked Omaha to a growth which scarcely seemed possible a decade ago. Practically every Omahan would concede him the title of first

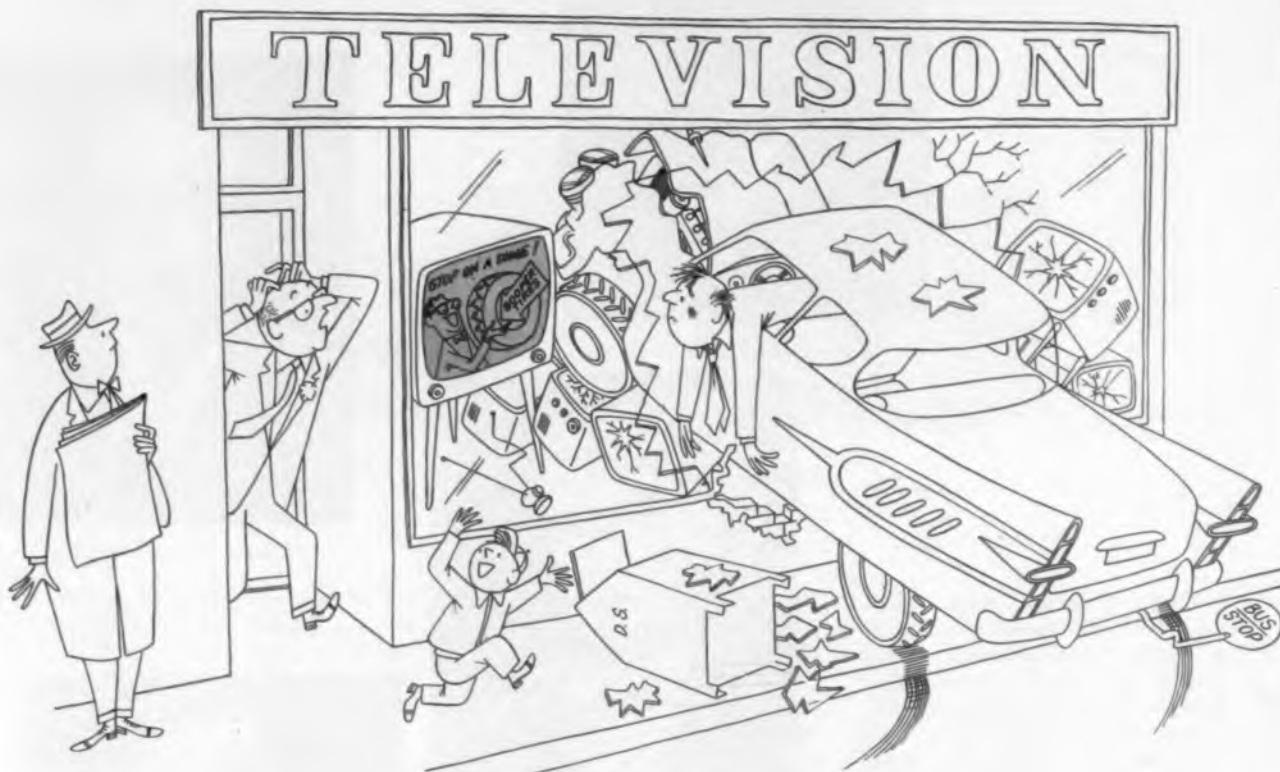
(Continued on page 64)



Frank Miller, exec. v. p.



Harold Fair, v. p., radio-tv



America's annual bill for tires and auto accessories comes to a staggering \$6¾ billion.

More than a billion of this goes for tires and tubes, according to the recently completed *Life* study of consumer expenditures which was conducted by Alfred Politz Research. Another half billion was spent for batteries, oil filters and spark plugs, while a whopping \$5 billion was invested in other auto accessories, such as seat covers, mufflers, radiators, etc.

In this highly competitive field advertising often makes the difference between success and failure. Around one per cent of the auto-accessory manufacturer's gross is spent for advertising, with a much higher percentage on the retail level.

Radio, newspaper, magazine, outdoor and point of purchase have all been important since the beginning of the automotive age. It has only been in comparatively recent years, however, that television has begun to come into its own as an auto-accessory

sales booster.

Most of the motor companies and many of the oil concerns with lines of tires and accessories have their own network shows. Such firms as Goodyear, Firestone, U.S. Rubber, Libby-Owens-Ford, A. C. Spark Plug and others are on the coast-to-coast hook-ups.

But it is in the field of national spot that tire and auto-accessory advertising is increasing fastest. The flexibility of spot appeals not only to the big national advertiser but to smaller regional and local firms as well. Many of the bigger network users buy spot in areas where they want to reinforce coverage or where special circumstances make extra emphasis good business. Other firms, which concentrate their distribution in special areas, find network cumbersome and unnecessarily expensive but spot fitting their needs exactly.

Spot television has proved its efficiency in each of the auto-accessory divisions. The average family spends

\$109 for miscellaneous auto accessories every year.

In this division Rayco is the biggest of the chains in the seat-cover field, with a record of continued growth which has been especially marked in the years since the company began use of television.

Bernard Krainer, account supervisor of the Emil Mogul Co., agency which handles the Rayco advertising, says: "Television continued in 1957 to advance in importance as an advertising medium. Rayco Auto Seat Covers, Inc., operates through 150 franchised stores and is No. 1 in its field by a wide margin.

"During the past year," Mr. Krainer continues, "Rayco's television advertising expenditure rose to about \$750,000—an all-time high for the company. We employed filmed one-minute spots, with an open end for local store identification, on 69 stations in 53 markets across the nation."

The use of television by Rayco has increased steadily since 1952 when the

Tv's part in marketing products of this \$7-billion industry growing bigger



Tires and auto accessories

Mogul agency acquired the account. "This fact takes on special significance," Mr. Kramer points out, "Because tv, like other media, is constantly subjected to the acid test of concrete performance under a media-check system this agency developed for the account. Under this system, a high percentage of customers specifies the medium which brought them into the store.

"In demonstrated pulling power for Rayco, television compares very favorably with other effective media—and has more than justified the confidence placed in it by the client and the agency when we began using it six years ago."

An example of the successful use of television by a small seat-cover dealer comes from Jack's Seat-Cover Center in Bristol, Tenn. The center is operated by Jasper (Jack) Boy and distributes the Arthur Fullmer line of ready-made seat covers.

Mr. Boy began using television spots on WCYB-TV Bristol in 1957 and made

a study of results for a six-month period. In April sales were up 44 per cent over those a year ago. In May the increase was 195 per cent; in June 153 per cent; in July 239 per cent, and in August 135 per cent.

On the strength of this record, Mr. Boy signed a 52-week contract with WCYB-TV. Speaking of television, he says: "I have found it to be our most effective means of advertising."

A good example of the use of video by another type of auto-parts and accessory company is that of the Caribe Muffler Co., 1530 LeJeune Road, Miami. In the muffler business for four years, the firm specializes in 15-minute free installation of mufflers on any make of car or truck.

"Our business has increased 40 per cent over last year at this time," says W. W. Nicholls Jr., president of Caribe Muffler. "And I have to give the credit to television."

The company began using a spot on the WTVJ Miami late movie on Friday night about a year and a half

ago. Immediately it noticed an increase in Saturday business. In six months an increase of 25 per cent was recorded, and Caribe bought the WTVJ *Late Sports Show* on alternate weeks. Two months ago it added the Sunday *Late Weather Show*. In addition, the company uses 20-second spots during the baseball season.

Commercials are hard-sell, done by Alec Gibson, widely known local personality, often called Mr. Tv in south Florida. The 15-minute service, guarantee and politeness of the staff are always emphasized. Film shows the warehouse full of mufflers, the pleasant waiting room and other scenes about the plant.

On Thanksgiving Caribe sponsored half of a pro football game and did 40 per cent more business the next day than on the usual Friday.

"I feel that our constantly growing schedule on WTVJ has helped greatly to make Caribe the leader in south Florida and one of the largest muf-

(Continued on page 60)

Johnny Outler looks ahead

*After 27 years
veteran is full of plans
for active future in
broadcasting*



When some executives retire, they quit.

But not John M. Outler Jr., who retired from one major broadcasting post only to assume another, without missing a beat. To this broadcasting pioneer, 65 is an age when you keep your transmitter going, and John Outler plans to keep sending out signals—through a different channel. It's characteristic of this short, wiry veteran who enlivened many a broadcasters' convention over the past 25 years, a man whose short stature was no handicap. As one associate puts it, "You could always find a group looking down—and there was Outler, with men looking up to him." They still will find Outler wherever there's a fight to improve the industry.

In the waning days before his tenure ended as general manager of WSB and WSB-TV Atlanta on Jan. 1, Mr. Outler was seen standing beside a pile of letters and personal effects in the middle of the floor of his office.

"You can't live with a woman and a flock of children for more than a quarter of a century without feeling like you own them," he reflected. "They may think they're getting rid of me—but they ain't. I'm not going to quit."

He has already stepped into a key public-relations post with the Georgia Association of Broadcasters, which last year gave him its first lifetime membership. It is probable that he will long be in demand as a speaker, a talent which has earned him memorable opportunities to address groups in 35 of the 48 states.

Mr. Outler will not be led into the role of a prophet, though he does permit himself to note that "tv has just as glorious a future as has radio."

WSB, the South's first radio station (its call letters have come to mean, "Welcome South, Brother"), started broadcasting in 1922. Mr. Outler

joined it in 1931, coming from his post on the *Atlanta Journal* (which owns the station) to organize the business and advertising departments. He served as sales manager from 1931 to 1944, and as general manager of radio (and also tv, starting in 1948) until his retirement at the beginning of this year.

WSB's unique position drew many personalities and "firsts" to its studios in the early days. According to Mr. Outler's recollections, the station was the first to broadcast church services, first with audience-participation programs, first with disc jockeys, first with educational programs, first with a marathon charity broadcast and the first Southern station to broadcast baseball games.

It was also the first station in America to use musical notes for station identification, Mr. Outler says. The three chimes, first used by WSB, were adopted by NBC in 1927. The trademark of the notes was registered in 1950 as the first purely audible trademark handled by the U. S. Patent Office.

The station (the earliest studio, with a 100-watt transmitter, was a cubbyhole in the old *Journal* building) drew such personalities as opera star Rosa Ponselle, Rudolph Valentino and Henry Ford.

Mr. Outler recalls that Miss Ponselle was intrigued with the idea of a device that could project her voice on the air for 100 miles—but she wasn't satisfied with equaling what others had done. If other singers' voices could be heard for 100 miles, the great Ponselle's should be heard for at least 150.

"She was out to break the record," Mr. Outler reminisces, "and she broke more than that. She filled that great chest of hers with air and let go with an aria which knocked that poor little 100-watt transmitter right off the air—



Mr. Outler chatting with Herbert Hoover

and busted two windowpanes!"

WSB survived for eight years before it decided in 1930 to turn to commercial broadcasting. Much of its vast growth must be attributed to the man who came to it on the heels of that important decision to pay its own way—John M. Outler Jr.

Mr. Outler, born in Metcalf, Ga., Aug. 18, 1892, was graduated from Young Harris College with a B. S. degree and received his Ph. B. degree from Emory College (now University) in 1914. He participated in football, won a letter in baseball and served as advertising and business manager of a campus publication.

The year he graduated from Emory, this is how the yearbook described him: "'Squat' is one of the best-liked men in college. He is a terrible ladies' man, for 'he has that merry glance which seldom ladies' hearts resist.' He is an all-around jolly good fellow, an ideal college lad who soon discovered, when he was a sophomore, that college life consisted of more things than textbooks. On the athletic field he has done honor to himself as well as his class. Having no opposition, he was unanimously elected business manager of the annual."

(Continued on page 63)

Farm news sells for mill



A prize bull interviewed by farm director Liles.

Evergreen Mills has again signed a 52-week contract to bankroll all of the farm programming on KWTW Oklahoma City.

This second go-round is more than sponsor philanthropy according to the station. Says a KWTW spokesman:

"This station has a farm-programming success story to blow the 10-gallon hat right off any visiting ad man. . . . Television stations from Texas to Australia have asked for information about KWTW's method of presenting farm reports to Oklahoma farmers and ranchers."

The station's farm format begins with two men, Wayne Liles and Nelson Robinson. They travel about 70,000 miles a year gathering farm news and checking latest developments in farm and ranching methods. It is not incidental, says the station, that the cars the farm reporters use bear the Evergreen trade mark and are

painted in the company's green and white colors.

The two men alternate in the presentation of a daily noontime farm show, *Farm News and You*. The show has Oklahoma farm news and special ag developments.

The markets—livestock, grain, poultry and eggs—are reported from KWTW's special tv shack located in the midst of the Oklahoma City stockyards. Representative pens of stock are filmed early in the morning and the films rushed to the station for processing. To give viewing cattlemen the latest information, the film is narrated on the noon show by remote line from the stockyards.

The station took a mail survey to determine the value of the reports. More than 85 per cent of the respondents watched the daily report. Many used them to determine when to bring cattle to market.

Oklahoma City firm renews noontime program on KWTW for another year

There's also a Saturday program under Evergreen sponsorship. *Saturday Farm Show* emphasizes youth activities. On the first and third Saturdays, *4-H on Parade* is presented. It's an elimination quiz concerning topics under study by all state chapters.

On alternate Saturdays state *Future Farmers and Future Homemakers of America* show off pet projects. Once a month the show honors the *Farm Family of the Month*. A film report is made in the family home.

KWTW also covers all national farm events of importance around the country. Last year's 4-H livestock judging contest was a tv first, the station believes. There were more than

(Continued on page 65)



Liles talks to a Future Farmer.

On Film

Producers, Distributors

NEW SYNDICATION SALES

The new mystery series, *Mickey Spillane's Mike Hammer*, distributed by MCA-TV Film Syndication Division, has reached a total of 114 markets with a recent sale blanketing six markets in Texas and another sale covering two upper New York cities. Both buys were by breweries.

Associated Artists Productions announced new sales of Warner Bros. features and cartoons and *Popeye* cartoons to KSBW-TV Salinas, Cal., KELO-TV Sioux Falls, WSB-TV Atlanta, KCGM-TV Albuquerque, WTOP-TV Washington, WHCT Hartford, KDKA-TV Pittsburgh, WLOF-TV, Orlando and WALB-TV, Albany, Ga. AAP also announced that Bob Hoffman has rejoined the company as a midwest-division sales executive.

Atlantic Television Corp. has placed its "Tenth Birthday Package" (14 feature films) with a number of CBS stations, including WCBS-TV New York, WHCT Hartford and KNXT Los Angeles.

The Trans-Lux Encyclopedia Britannica Film Library was purchased recently by WPRO-TV Providence. Approximately 700 films are covered by the five-year contract.

Official Films' *Decoy* series has hit a total of 79 markets, while the company's *Big Story* films are now viewed in 44 markets.

CBS Newsfilm has added eight new subscribers, including five stations in this country and placements in Zurich, Switzerland, in England and in Caracas, Venezuela.

BRANDEL A ZIV V.P.

Joseph M. Brandel, director of European operations for the overseas distributing organization of Ziv Television Programs, Inc., has been elected a vice president of the company. Mr. Brandel was a theatrical producer in Paris before joining the Ziv subsidiary.

Also outside the U. S., Ziv reports *Highway Patrol* ranked as the No. 1 tv series in London at the end of the

year, and the sale of *Sea Hunt* in eight foreign markets—England, West Germany, Japan, the Philippines, Australia, Puerto Rico, Cuba and Venezuela.

ABRAHAMS' FILM UNIT

Mort Abrahams, who had been producing the live hour-long *Suspicion* on NBC-TV, left that position the first of the month to go into film production. Several projects are in the initial stages for Mr. Abrahams' D.M.A. Enterprises, which will create films for both television and theatre viewing, among them a science-fiction series for Screen Gems, an hour-long *Wanted By Washington* series to be made in association with Frank Cooper Associates, a 60-minute outdoor series, a half-hour dramatic series titled *Windows* and a feature picture based on a script titled *D. P.* and produced on *General Electric Theatre*.

STREECH NAMES HALMAY V.P.

Andrew Halmay has been named vice president in charge of sales and client relations for Wilbur Streech



Productions, tv film producers. Mr. Halmay was formerly with Benton & Bowles, Inc., New York and Young & Rubicam, Ltd., Toronto.

JOHNKE JOINS LAWRENCE

Torben Johnke has been named staff Director of Photography by Robert Lawrence Productions, Inc. Mr. Johnke has served as cameraman for more than 50 half-hour tv programs and several hundred tv commercials produced in many parts of the world, as well as a number of feature and industrial films.

SG EXPANDS SALES FORCE

Carroll Bagley has joined Screen Gems as a national sales executive, having resigned as vice president in charge of sales for the U. S. Produc-



CARROLL BAGLEY

tion Company, producer of industrial films. Mr. Bagley was previously with MCA-TV and radio station WNEW New York.

Expanding its sales force, Screen Gems has created a southwest division and named A. Frank Parton as area manager. Mr. Parton has been with the company's sales force for two years, working previously with Ziv-TV. Richard Campbell has joined Screen Gems to cover the new Texas-Oklahoma division under Mr. Parton. Mr. Campbell comes to the syndication company after serving as manager of KNAC-TV Fort Smith, Ark.

The Patti Page Show, a quarter-hour series formerly sponsored by Oldsmobile on a spot basis, has been re-edited by Screen Gems into a half-hour series that is currently going into distribution. The original 78 films, presently on about 50 stations, will continue to be available along with the longer films.

NTA'S RECORD NET

National Telefilm Associates, Inc., has reported a record net income of \$269,577 for the three-month period ending Oct. 31, 1957. International expansion that helped make the record figure in the past year included the acquisition of a 50-per-cent interest in the Canadian NTA Telefilm, Ltd., and the organization of a wholly owned subsidiary in Great Britain. In this country, the company has organized NTA Pictures, Inc., to distribute films to theatres prior to their tv sale.

A new program service plan has been inaugurated by NTA whereby

approximately 1,000 hours of film can be supplied to stations on a subscription basis. Films will be offered in a constant flow to be used and re-used at the individual station's discretion. The package includes features, syndicated programs, cartoons and shorts, all under a *Hall Of Fame* tag.

BOWLING FILMS FOR G.I.'S

The U. S. Armed Forces Television Service has picked up the filmed *Bowling Time* series to be shown to servicemen and dependents overseas. AMF Pinspotters, Inc., provided the series, which will be the first bowling-show telecast on the 23-station network.

STOKES WITH JAMIESON

Bill Stokes, formerly with Southwest Film Laboratory, Inc., Dallas, has been appointed general sales



manager for the Jamieson Film Co. in that city. Mr. Stokes' duties include sales supervision for television and industrial films, as well as for an expanded producers' service division of the firm.

WILDING BRANCH MOVES

Wilding Picture Productions, Inc., of Chicago has moved its New York branch to new and larger quarters at 405 Park Ave. All sales and service for merchandising, sales training and promotion programs, industrial films, business shows and tv will be centralized at the new location. Projection facilities will include equipment for showing almost every type of motion picture and slidefilm.

Suppliers, Services

NEW FILM

AnSCO Film has introduced its new Super Anscochrome Tungsten (in-door) color film with an exposure

Framing Guide

The American Association of Advertising Agencies and the Station Representatives Association have published a framing guide to standardize measurements for tv commercial art work.

The guide can be used in making tv flip cards, telops and slides. It also gives safety margins, paper stock and the use of blacks, whites and grays.

The 4A's is offering sample copies to ad agencies. SRA is sending copies to all tv stations.

index of 100, "fast enough to take pictures by the light of a match." At present the film is available in 35 mm cartridges of 20 exposures, but it will be made available in 16 mm, 35 mm and 70 mm for motion picture use on April 1.

NTFC PLANS

Outlining the plans for the National Television Film Council for 1958, newly-elected president Robert Gross stated that the council intends to vigorously pursue its "Keep 'Em In The East" campaign begun last year, to produce a film manual to be distributed to television stations, and to set up standards of quality for production, processing and telecasting procedures.

To keep film producers in the east—and attract new producers—Mr. Gross told the NTFC board that New York must maintain its advantages and add improved production facilities, realistic support from local government agencies and the cooperation of all crafts engaged in production. Mr. Gross is executive producer of American Film Producers, currently filming tv commercials.

MOVIELAB VOLUME UP

Processing and production of television commercials played a large part in causing a half-million dollar rise in the annual volume of MovielaB Film Laboratories last year, according to Saul Jeffee, president. In 1957, MovielaB spent \$2 million on the

expansion of its processing facilities and now has a capacity of more than 1,100,000 feet per day. The laboratory staff was expanded 40 per cent to handle the constantly growing business from tv and industrial film producers.

In addition to its processing facilities, MovielaB maintains completely equipped projection, editing and film storage rooms at the MovielaB Building in New York.

ANIMATION PROCESS

A new electronic animation process has been shown by Colortech Films, Inc., after 15 years of development. Briefly, the process is described as a "controlled distortion" of elements—a distortion similar to that which appears at random on a tv screen—but one in which any part of a given drawing can be distorted at will to give an effect of animation. In the experimental film shown, a single black-and-white drawing of a straight-line snake was made to curl, slither along, circle back upon itself and change color.

While realistic life-like animation cannot be obtained with the process, it has advantages of being able to convert black-and-white copy into color and to provide an intense "feeling of depth."

Inventors Al Belok and Hsin Min Ch'en claim the Colortech process can cut animation costs by 50 per cent, and state that the laboratories can now produce 10 minutes of animation within six-eight weeks, with a new 10 minutes of film every other week thereafter.

Film Commercials

SHAMUS CULHANE PRODUCTIONS, INC.

Completed: Miles Laboratories, Inc. (Alka-Seltzer), Wade; Radio Corp. of America (RCA picture tube), Lefton; Quaker Oats Co. (Sugar Puffs, Puffed Wheat and Rice), Wheery, Baker & Tilden; U.S. Air Force, EWR&R; Alberto-Culver Co. (VO-5, Silken Rinse), Wade. In Production: Knomark Mfg. Co. (Esquire shoe polish), Mogul; Monsanto Chemical Co. (All), NL&B; Personal Products Corp. (Yes), EWR&R; American Chiclet Co. (Roll-aids), Bates; Molson's Brewery, Ltd., MacLaren.

ELEKTRA FILM PRODUCTIONS INC.

Completed: Colgate-Palmolive Co. (Fab),

SELLING COMMERCIALS

Bates; American Tobacco Co. (Hit Parade cigarettes), BBDO; U. S. Steel Corp., BBDO; Hills Bros. Coffee, Inc. (instant coffee), Ayer; General Motors Corp. (dealers), MacManus, John & Adams; New York Telephone Co. (yellow pages), BBDO.

ERA PRODUCTIONS, INC.

Completed: Los Angeles Soap Co. (White King soap), EWR&R; Nalley's, Inc. (beef stew), Pacific National; Hawaiian Pineapple Co. (Dole pineapple), FC&B; Dishmaster Corp. (Dishmasters), Patten.
In Production: Vic Tanny (Vic Tanny gyms), direct; Lyon Van & Storage Co. (moving), Smalley, Levitt & Smith; Mennen Co. (spray deodorant), Marschalk & Pratt; Mattell, Inc. (toys), Carson Roberts.

GRAY & O'REILLY

Completed: General Foods Corp. (Jell-O), Y&R Nestle Co., Inc. (Nescafe), Houston; Colgate-Palmolive Co. (Ajax), Houston; Revlon Products Corp. (Silicare), Dowd, Redfield & Johnstone; Block Drug Co., Inc. (Greenmint), SSC&B; Remington, Inc. (electric shavers), Y&R; Thomas J. Lipton, Inc. (soups), Y&R.

HANKINSON STUDIO, INC.

Completed: Continental Oil Co. (Conoco Royal), B&B; American Cyanamid Co. (Farm Newsreel BB's, aureomycin), C&W.
In Production: American Cyanamid Co. (aureomycin-feed, aureomycin in feed, aureomycin mastitis treatment, Duovax-Rovac, aureomycin crumbles, amino triazole), C&W; Continental Oil Co. (Conoco Royal), B&B; National Biscuit Co. (shredded wheat), K&E; Colgate-Palmolive Co. (Super White Ajax), Bryan Houston; Chase Manhattan Bank (savings account), C&W.

KEITZ & HERNDON

Completed: Standard Oil Co. of Indiana (oil & gasoline), D'Arcy; Mishawaka Rubber & Wool Co. (Dura-Kool shoes), Campbell-Mithun; O. A. Sutton Corp. (Vornado air-conditioners), Lago-Whitehead.
In Production: Lone Star Brewing Co. (beer), Glenn; Derby Refining Co. (oil & gasoline), McCormick-Armstrong.

KLAEGER FILM PRODUCTIONS, INC.

Completed: Shulton, Inc. (Desert Flower), Wesley; General Motors Corp. ("options, research, used cars, 700,000 shareholders"), MacManus, John & Adams; American Machinery & Foundry Co. ("ID New Haven"), Fletcher D. Richards; R. J. Reynolds Tobacco Co. (Camels), Esty; Greyhound Corp. ("bad weather, Xmas travel, billboards"), Grey; S. A. Schonbrunn & Co. (Savarin coffee), FC&B; Whitehall Pharmaceutical Co. (Anacin), Bates; P. Ballantine & Sons (beer), Esty.
In Production: American Machinery & Foundry Co. (tobacco, pinspotter), Fletcher D. Richards; S. A. Schonbrunn & Co. (Savarin coffee), FC&B; R. J. Reynolds Tobacco Co. (Camels, Winston cigarettes), Esty; U.S. Rubber Co. (Koylon), Fletcher D. Richards; Greyhound Corp. ("scenic service, snow, key routes"), Grey; Cadillac Motor Car Div., General Motors Corp. (Cadillac cars), MacManus, John & Adams; P. Ballantine & Sons (beer), Esty; General Motors Corp. (safety glass), MacManus, John & Adams; Colgate-Palmolive Co. (Vel), L&N; P. Lorillard Co. (Newport cigarettes), L&N.

Bapco Paints • Cockfield, Brown & Co.



ANIMATION INC., Hollywood

Pet Milk Co. • Gardner Advertising Co.



SARRA, INC., New York

Carling Breweries • F. H. Hayhurst Co. Ltd.



SARRA, INC., New York

RCA Whirlpool • Kenyon & Eckhardt, Chicago



CARAVEL FILMS, INC., New York

Kinney Shoes • F. B. Stanley



PELICAN FILMS, INC., New York

Schmidt's Brewing Co. • BBDO



REID H. RAY FILM IND. INC., St. Paul

Lipton Tea Co. • Young & Rubicam



VIDICAN PICTURES CORP., New York

Union Carbide & Carbon • J. M. Mathes



ACADEMY PICTURES, INC., New York

JAMES LOVE PRODUCTIONS

Completed: Westinghouse Electric Corp. (tv demo, classroom lighting, computers, ray-escant lighting, housepower, aircraft equipment, shippingport, atomic power), McCann-Erickson.

MPO TELEVISION FILMS, INC.

Completed: Procter & Gamble Co. (Dash), D-F-S; Sylvania Electric Products, Inc. (tv), JWT; Good Luck Products, Div. of Lever Bros. Co. (Good Luck margarine), Ogilvy, Benson & Mather; Anheuser-Busch, Inc. (Budweiser beer), D'Arcy; Helene Curtis Industries, Inc. (hair spray), McCann-Erickson; Radio Corp. of America (Whirlpool), K&E; E & J Gallo Winery (Gallo wine), Doyle Dane Bernbach; Theo. Hamm Brewing Co. (Hamm's beer), Campbell-Mithun.

In Production: Lever Bros. Co. (Wisk), BBDO; Coca-Cola Co. (Coca-Cola), McCann-Erickson; Associated Products Div. of General Foods Corp. (5-Day deodorant), Gray; Oldsmobile Div. of General Motors Corp. (Oldsmobile cars), D. P. Brother; R. J. Reynolds Tobacco Co. (Salem), Esty.

RAY PATIN PRODUCTIONS, INC.

In Production: H. J. Heinz Co. (baby food), Maxon; General Foods Corp. (Jell-O), Y&R.

PELICAN FILMS, INC.

Completed: American Tobacco Co. (Lucky Strike), BBDO; Campbell Soup Co. (soups), BBDO; Procter & Gamble Co. (Joy), Burnett; Robert Hall Clothes, Sawdon; F. B. Stanley (Kinney shoes), Sawdon.

In Production: American Tobacco Co. (Lucky Strike), BBDO; Campbell Soup Co. (soups), BBDO; Bristol-Myers Co. (Ipana), DC&S; Robert Hall Clothes, Sawdon; F. B. Stanley (Kinney shoes), Sawdon.

SOUND MASTERS, INC.

Completed: P. Lorillard Co. (Kent cigarettes), L&N.

In Production: John H. Dulany & Son, Inc. (frozen foods), EWR&R.

UNIVERSAL PICTURES CO. TV

Completed: DeSoto Div. Chrysler Corp. (DeSoto cars), BBDO; Coca-Cola Co. (Coke), McCann-Erickson; S. C. Johnson & Son, Inc. (Glade), B&B; Dow Chemical Co. (highway film), direct; E. I. du Pont de Nemours & Co. (various products), BBDO; Pepsi-Cola Co. (Pepsi), K&E; Union Oil Co. of California (oil and gasoline), Y&R; U.S. Navy (recruiting), direct; Kellogg Co. (various cereals), Burnett; San Francisco Brewing Corp. (Burgermeister beer), BBDO; Plymouth Motor Corp. Div. Chrysler Corp. (Plymouth cars), Grant; U.S. Army (recruiting), D-F-S; General Foods Corp. (Post Sugar Crisp), B&B; Procter & Gamble Co. (Camay, Lava, Joy), Burnett; American Products (various), Burnett; Mytinger & Caselberry, Inc. (Nutrilite bread), JWT; Ford Motor Co. (Ford cars & trucks), JWT; Chevrolet Motor Div. General Motors Corp. (Chevrolet cars), Campbell-Ewald; Philip Morris & Co. (Philip Morris cigarettes), Ayer; Dodge Div. Chrysler Corp. (Dodge cars), Grant.

In Production: Philip Morris & Co. (Marlboro), Burnett; Crown Zellerbach Corp. (Chiffon tissue), C&W; Coca-Cola Co. (Coke), McCann-Erickson; Kellogg Co.

WVUE Announcement Party

Storer Broadcasting executives used a champagne dinner at Philadelphia's Sheraton Hotel to tell 400 advertising men how they



Left to right: Irving Solomon, Al Paul, J. Robert Kerns, up and General Manager WVUE and Alan Tripp, Bauer & Tripp.

planned to buck three network stations in Philadelphia with the newly purchased independent. WVUE.

J. Robert Kerns, vice president and managing director of WVUE, said the Delaware Valley station would compete with power, programming and promotion.

Power, he said, will come from a new 1,020-foot tower and 316-kw transmitter in Pitman, N. J. A viewing audience of seven million will be covered, according to a recent Trendex survey.

Programming will include live sports and films "at reasonable hours," he said.

First promotions will be two prize contests, one for viewers and one for advertisers and agencies. The viewer's contest will award a daily prize and a 1958 Ford each week for six weeks. A Ford also will be awarded to the advertiser or agency man who identifies 12 views of the Delaware Valley area and completes a contest sentence.

Programming will include

(various cereals), Burnett; Safeway Stores, Inc. (Lucerne milk), JWT; Chrysler Corp. (Chrysler cars), McCann-Erickson; Chevrolet Motor Div. General Motors Corp. (Chevrolet trucks), Campbell-Ewald; Ford Motor Co. (Mercury cars), K&E; Quaker State Oil Refining Corp. (oil and gasoline), K&E; General Cigar Co. (Robert Burns cigars), Y&R; Radio Corp. of America (tv sets), K&E; Dodge Div. Chrysler Corp. (Dodge trucks), Grant; Procter & Gamble Co. (Camay), Burnett; Chemical Corn Exchange Bank, Doremus; Chevrolet Motor Div. General Motors Corp. (Chevrolet cars), Campbell-Ewald.

UPA PICTURES, INC. (BURBANK)

Completed: Bank of America, BBDO; Gillette Laboratories (Thorex cough medicine), North Adv.; American Petrofina Co. (Fina gas & oil), Taylor-Norworthy.

In Production: Horlick's Corp. (malted milk), John W. Shaw; Canvas Awning Institute, Inc. (awnings), direct; Wilson & Co., Inc. (Ideal dog food), U. S. Adv.

(NEW YORK)

Completed: Benson & Hedges (Parliament cigarettes), B&B; American Sugar Refining Co. (Domino sugar), Bates; Singer Sewing Machine Co. (sewing machines), Y&R; State Line Potato Chips, Randall; Swift & Supplee Div. National Dairy Products Corp., Ayer.

In Production: Nestle Co., Inc. (Nescafe), Houston; National Biscuit Co. (Nabisco Jr.), K&E; General Foods Corp. (Grape Nuts), B&B; Allied Chemical & Dye Corp.

(Arcadian), Albert Sydney Noble; Carling Brewery Co., Inc. (ale), McKim; Singer Sewing Machine Co. (sewing machines), Y&R; Caloric Stove Corp. (appliances), B&B; Drackett Co. (Windex), Y&R; American Co. (Travelers Club), B&B.

ROGER WADE PRODUCTIONS

Completed: U. S. Navy, direct.

In Production: R. T. French Co. (birdseed), Richard A. Foley; Tasty Baking Co. (Tastykakes), Ayer; U. S. Air Force, direct.

WONDSSEL, CARLISLE & DUNPHY

Completed: American Tobacco Co. (Lucky Strike), BBDO; Andrew Jergens Co. (Jergens lotion), C&W; Borden Co. (Gail Borden skimmed milk), Y&R; Standard Brands, Inc. (Chase & Sanborn coffee), Compton; J. A. Folger & Co. (instant coffee), C&W; General Electric Co. (automatic suacepan, portable mixer, C-6 vacuum cleaner, Low-Boy vacuum cleaner), Y&R; General Foods Corp. (Instant Sanka), Y&R; Helena Rubinstein, Inc. (Skin Dew), Ogilvy, Benson & Mather; Royal McBee Corp. (lawnmowers), Y&R.

In Production: Andrew Jergens Co. (Woodbury shampoo), C&W; Armour & Co. (franks), Ayer; Royal McBee Corp. (X), Y&R; Hazel Bishop, Inc. (Formula 77 lipstick), Raymond Spector; Narragansett Brewing Co. (beer), C&W; Nestle Co., Inc. (Quik), McCann-Erickson.

February 10, 1958

TELEVISION AGE SPOT REPORT

a review of
current activity
in national
spot tv

After heavy flurries of spot placements during the last few months of the year and the first weeks of January, activity appears to have lightened somewhat, with many spring campaigns already set and beginning to roll. Future business looks good, however, with a number of accounts having moved to new agencies and considering spot for the first time, while other companies are formulating plans for renewed schedules.

Among the concerns not mentioned below as possibilities for spot action later in the year are:

Dictograph Products, Inc., of Jamaica, N. Y., which recently appointed Anderson & Cairns, Inc., as its agency. Spot is under consideration here to promote the company's communication systems and Acousticon hearing aids. Ann Burkholder is the time-buyer.

Hertz Rent-A-Car System, served by Campbell-Ewald, intends to place a share of its record \$4¼-million budget into video, a medium not extensively used previously. Jack Varrier is the contact.

Dictaphone Corp. of New York has set its advertising budget for the first part of the year, and tv spot is not included, but there is a possibility of limited market schedules later. Kent Dennan, Young & Rubicam, Inc., is the contact.

The recent buy of Knomark Mfg.

Co., Inc., by Revlon, Inc., apparently means no change of plans for the former company—at least until its network commitment on *The Perry Como Show* expires next season. A spokesman at Emil Mogul, Inc., stated that both companies think alike on tv buying, preferring network at the present to spot. On the other hand, the purchase of the Waltham Watch Co. by the Hallmark Watch Corp. could result in some spot action in a few months. Hallmark's agency is Burnet-Kuhn, Chicago.

Rounding up the highlights of current spot activity shows several new toothpastes undergoing special-market test campaigns. Lever Bros.'



Robert Widholm was recently appointed senior broadcast buyer at Doherty, Clifford, Steers & Shenfield, Inc. He joined the agency in 1956 after eight years with Lennen & Newell, Inc.

Stripe is in two markets, and Carter Products' aerosol-propelled Sno White is running in one, with reports that Colgate is also readying an aerosol brand for the market soon.

Children's shoes are scheduled for big spring pushes, with Poll Parrot shoes going into 93 markets and P-F canvas shoes into about 50. Also lining up agencies to kid shows are Scotch tape, with about 100 markets on its list, and Dubble Bubble gum, which is checking availabilities in about 50 markets.

Again, in the 100-market category is Bardahl, which is placing a new series of filmed commercials starring actor Pat O'Brien.

Other numerous-market campaigns have been set for Yes tissues and Jonny Mop. Both items will be pushed with brief saturation-type schedules, the tissues in about 20 markets and the mop item in nearly 45.

Finally, Proctor Electric Co., which started in tv a few years ago in three markets, has consistently increased its list until the spring push is now set in about 35 scattered markets. The company plans to add about eight more in the fall campaign, and gives spot tv full credit for an excellent selling job.

AMERICAN CYANAMID CO.
(Cunningham & Walsh, Inc., N. Y.)
As noted here last December, the

GETTING THE MOST FROM



Will that clever use of trademark plus product-in-use surely fix the brand name in the viewer's mind? Not if the picture is dull, indistinct and poorly reproduced by obsolete film equipment. The first step to more "sell" in film commercials really must start with station facilities. It's no trick at all to impart "snap" and realism with modern RCA film room equipment.

**P.S.
HOW LONG SINCE
YOUR STATION'S
FILM ROOM
WAS MODERNIZED?**



YOUR FILM DOLLAR...



How to Get Picture Quality that Puts More Sell in Commercials... But Keeps Your Operating Costs Down!

Here are three ways to improve film quality and reduce operating costs at the same time:

- a. Use a Vidicon film camera
- b. Use professional projectors
- c. Use an up-to-date multiplexer

RCA Vidicon Film Camera operation not only gives the best picture quality, but transforms wastefulness (caused by inefficiency of outmoded equipment) to profit.

Professional Film and Slide Projectors save operating dollars. Lamp costs are lower—lamps can operate until burn-out. Thirty to fifty hours of operation are not unusual for a normal 10-hour lamp. Rebate costs on lost commercials due to lamp failure are eliminated, thanks to the automatic lamp change feature. You get business protection plus the high quality these projectors impart.

The RCA TP-15 Multiplexer, providing efficient layout of the system, assures lower costs through ease of maintenance and expansion.

The RCA Vidicon Film System provides the standard of film reproduction by which all other methods and equipment are judged.


Ask the RCA Broadcast Representative to show you our detailed new film manual, "Planning TV Film Facilities for Color and Monochrome."



Reg. U.S. Pat. & Tm. Off.

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

In Canada: RCA VICTOR Company Ltd., Montreal



ANOTHER

Here's Proof of Continuing LEADERSHIP of Channel 13 in WREX-TV land!*

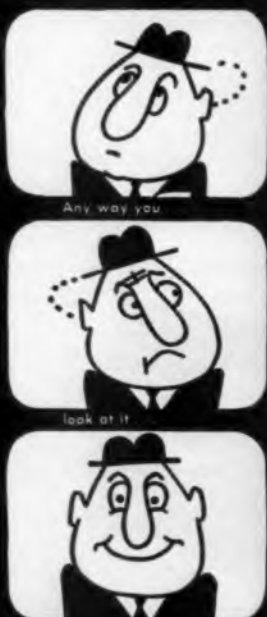
SHARE OF AUDIENCE:

| 7 AM-NOON | WREX-TV STATION B | ALL OTHERS |
|--------------|-------------------|------------|
| 65% | 21.3% | 13.7% |
| NOON-4 PM | WREX-TV STATION B | ALL OTHERS |
| 55.9% | 28.7% | 15.4% |
| 4 PM-MIDNITE | WREX-TV STATION B | ALL OTHERS |
| 54.7% | 35.1% | 10.2% |

*Based on Telespise October 1957. Average viewing weekly.

CBS-ABC NETWORK AFFILIATION represented by H-R TELEVISION, INC. A. M. BAISON, MANAGER

WREX-TV
CHANNEL 13 ROCKFORD



Any way you

look at it

TV Spots look better produced by

JAMIESON
FILM COMPANY
3825 Bryan • TA 3-8158 • Dallas

farm-and-home division of this company begins its 15-minute farm-news program the middle of this month. The film show has been placed for 13 weeks in 62 markets, with most of them in the midwest and a few in the south, California and Pennsylvania. Two one-minute animated spots and one 20-second spot will be used per show to promote the company's aureomycin, weed-killer, and animal products. Robert Palmer is the timebuyer.

AMERICAN PETROFINA, INC.
(Taylor-Norsworthy, Inc., Dallas)

A mid-February start is reported scheduled for this company's FINA gas and oil on KSWO-TV Lawton, Okla., and spot time is probably being purchased in Dallas, Wichita Falls and a few other markets in Texas and surrounding areas where the company has distribution. The Lawton schedule is for 18 weeks. Films are currently being produced. Benjamin January is the timebuyer.

AMERICAN TOBACCO CO.
(Lawrence C. Gumbinner Advertising Agency, Inc., N. Y.)

There is new spot activity currently under way for TAREYTON, with buying in approximately the same markets used last fall. Spot Report of last August showed schedules in New York, Philadelphia, Chicago, Detroit, Dallas-Ft. Worth, Los Angeles and San Francisco. Day and night minutes and 20's were set for 13 weeks with frequencies of 10-12 a week. Janet Murphy is the timebuyer.

BARDAHL MFG. CO.
(Miller, Mackay, Hoek & Hartung, Seattle)

A new series of BARDAHL films is being placed in approximately 100 markets. Use of the 60- and 20-second films starring Pat O'Brien will be heavily concentrated during the next two months, then will alternate with the regular *Dragnet* spots. Robert H. Wesson, media director, is the timebuyer.

BENEFICIAL MANAGEMENT CORP.

(Al Paul Leston Co., Inc., N. Y.)
This finance company has just added wric Hartford to its tv spot markets, putting it in a total of seven markets now. Live minutes and a few ID's were placed for 52 weeks with four-six spots per week. Other markets are Dayton, Wichita, Minneapolis, Providence, Indianapolis and Peoria, with no additions being considered for the present. Lawrence Donino is the timebuyer.

BLUMENTHAL BROS. CHOCOLATE CO.
(Feigenbaum & Wermen, Phila.)

A premium offer with GOOBERS RAISIN-NUT candy will be pushed via live minutes and ID's in two markets. The schedules start about Feb. 15 and will run five-six weeks, with frequencies called "light" in Philadelphia and "medium" in New York. Mort Yanow is the timebuyer.



Doherty, Clifford, Steers & Shenfield, Inc., announced the promotions of Jack K. Carver (left) and Sam Vitt (right) to the position of media supervisors. Mr. Carver has been with the agency since 1953 after three years as space buyer at Hazard Advertising Co., Inc. Mr. Vitt joined the agency in 1956 after serving as a timebuyer at Benton & Bowles, Inc. and the Biow Co.

BRISTOL-MYERS CO.
(Young & Rubicam, Inc., N. Y.)

There is some spot activity indicated for BUFFERIN, but as noted in Spot Report last December, major portion of the budget is going into network shows. Seymour Drantch, media buyer, is the contact.

BRISTOL-MYERS CO.
(Doherty, Clifford, Steers & Shenfield, Inc., N. Y.)

Live minute participations in sports and other male-audience shows have been placed for VITALIS in 28-30 southern markets. The markets extend from Richmond to Nashville downward, and the schedules run through July 4. Sam Vitt is the timebuyer.

BYMART-TINTAIR INC.
(Product Services, Inc., N. Y.)

TINTAIR has bought the NBC-TV *Jack Paar Show* in 49 markets, using three one minute films alternating with one one minute film on Wednesdays. In addition, filmed minutes and 20's will be used in 17 selected markets for added impetus. Doris Gould is the time buyer.

CARTER PRODUCTS, INC.
(Sullivan, Stauffer, Colwell and Bayles, N. Y.)

This company is getting ready for a spring-summer campaign on RISE shaving lather, and is checking baseball and sports-show availabilities. Dan Hirsch is the timebuyer.

CARTER PRODUCTS, INC.
(Sullivan, Stauffer, Colwell & Bayles, Inc. N. Y.)

A new aerosol-propelled toothpaste called SNO-WHITE has just started a 13-week test campaign in Binghamton, N. Y. Filmed minutes are being used, with

Personals

WALTER K. MUNROE, formerly copy director at Daniel F. Sullivan Co., Boston, has been named media and research director.

ED FLERI has been named supervisor of spot broadcasting and tele-



casting, with responsibility for spot radio and television broadcast buying, at BBDO, New York. With the agency since January 1953, Mr. Fleri most recently has been timebuyer on Ban and will continue buying on this account for the present.

ARTHUR PORTER, vice president and director of media for J. Walter

Thompson, New York, will also be working on Ponda. RICHARD P. JONES, associate media director, has been appointed manager of the media department and will handle Scott Paper. RUTH JONES, broadcasting supervisor, has been promoted to associate media director and will assume account responsibilities for Sylvania Electric and Atlantis Sales.

MRS. THELMA LEWIS has been appointed assistant media director of Ridgway Advertising, St. Louis.

CHARLES WILLARD, who's replacing SAM VITT as timebuyer at Doherty, Clifford, Steers & Shenfield, New York, will be buying on Vitalis, Mum, Pioneer Icecream, Sonotone and Minit Rub. Mr. Willard comes to DCS&S after three-and-a-half years as buyer at McCann-Erickson.

WARREN B. WIETHAAPT, formerly chief space buyer, has been promoted to a media group supervisor at Gardner Advertising, St. Louis. Previously with the appliance division of General Electric, Mr. Wiethaupt has been with the Gardner media department since 1953.

the test results probably to decide future use of spot to introduce the product. Ira Gonsier is the timebuyer.

COMMERCIAL SOLVENTS CORP.

(Fuller & Smith & Ross, Inc., N. Y.) Thirteen-week schedules began Feb. 3 for this company's HI-D ammonium nitrate fertilizer product in markets in east Texas and Louisiana. Live minute spots are being used, along with buys of local news-and-weather shows. The markets are Shreveport, Monroe, Alexandria, Lafayette and Lake Charles in Louisiana, and Tyler, Texarkana and Lufkin in Texas. Bernie Rasmussen is the timebuyer.

EMERSON DRUG CO., subsidiary of Warner-Lambert Pharmaceutical Co.

(Lennen & Newell, Inc., N. Y.) There is some activity in selected markets for BROMO SELTZER, with night minutes reported used. Jeane Jaffe is the timebuyer.

FRANK H. FLEER CORP.

(S. E. Zubrow Co., Phila.) Availabilities in the top 50 national markets are currently being checked for DUBBLE BUBBLE gum. The company looks for a late February or early March start with live minute

participations in kid shows, with about eight spots per market. They'll introduce a new gum flavor and will probably run a contest in each market, noting that past contests on tv have brought excellent results. Jim Kirkconnell is the contact.

J. A. FOLGER & CO.

(Cunningham & Walsh, N. Y.) Although noted in Telescope last December that the coffee firm was expected back this month with spot schedules in the southwest, "substantial" additions have been made to the list of markets used. Primarily night 20's and 10's are being used with placements of 7-10 weeks. Al Randall is the timebuyer.

GENERAL FOODS CORP.

(Benton & Bowles, Inc., N. Y.) INSTANT MAXWELL HOUSE coffee has requested availabilities in scattered select markets for very brief schedules. Grace Porterfield is the timebuyer.

GILLETTE CO.

(North Advertising, Inc., Chicago) This agency, already handling Gillette's Thorexin cough remedy and using spot in 50 markets, has just been appointed to handle the company's SELF home permanent. Spot on both a national and local basis definitely will figure in their plans. Tom Garrabrant, media director, is the contact.



THE LAUREL AND HARDY SHOW

Gets Top Ratings on KDKA-TV, Pittsburgh

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



GOVERNOR TELEVISION

151 West 46th St., N.Y.C.
Judson 6-3675



This is WGSHTV Country...

NORTHERN NEW ENGLAND

IS SOLD ON SIXI

Ask a Wood-TV man
wgshtv Portland, Me.

B. F. GOODRICH RUBBER CO.

(McCann-Erickson, Inc., N. Y.)

Schedules of 10-13 weeks are being set for PF CANVAS SHOES for kids in about 50 selected markets across the country. Placements will begin early in March, with two-three spots per week supplementing the company's regular network *Mickey Mouse Club* buys. Tom Hollingshead is the timebuyer.

INTERNATIONAL SHOE COMPANY, Roberts, Johnson & Raul Division

(Krupnick & Associates, Inc., St. Louis)

Buying has begun in 93 markets for the POLL-PARROT children's shoes spring campaign. Schedules call for five-six week periods, with 7-13 spots per market. Additional spots bought on a co-op basis are placed through the agency to supplement the campaign in certain markets. Fred R. Wuellner, media manager, is the contact.

ANDREW JERGENS CO.

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

Placements of filmed minutes and 20's got under way late last month for JERGENS LOTION in 70 scattered top markets, as noted in Spot Report last December. Campaigns range from six to 26 weeks. Gary Pranzo is the timebuyer.

KELOGG CO.

(Leo Burnett Co., Inc., Chicago)

It's reported that a 13-week spot schedule has been placed on WJHL-TV Johnson City, Tenn., as part of a "special, limited market" campaign for the Gold Medal Products spaghetti and macaroni division. Richard Coons is the timebuyer.

KINGS WINE CO.

(Feigenbaum & Wermen, Phila.)

As noted last issue, this company is still seeking a market in Pittsburgh, and now has added Erie to its list. It purchased brief news, weather and sports shows and set schedules through spring. Mort Yanow is the timebuyer.

LEEDS CHEMICAL PRODUCTS CO.

(Livingston & Associates, Chicago)

Spot will play an important part in the 1958 plans for this manufacturer of M-O-Lene rug cleaner, Robot Gardner lawn-care device and Dyna-Green lawn colorant. The overall budget has been set at \$550,000, with the recently appointed agency handling the entire account. Fred Livingston is the contact.

LEVER BROS. CO.

(Foote, Cone & Belding, N. Y.)

Some three-week flights for IMPERIAL margarine were placed late last month in selected markets and should be ending about publication date. These will be followed by two-week schedules in some markets, with a high frequency of day and nighttime spots used per week. Mrs. Penny Simmons is the timebuyer.

Crown Stations' Treasure Hunt

The Crown stations, (KGW-TV Portland, KING-TV Seattle and KREM-TV Spokane) sent 300 agency timebuyers on a mad treasure hunt on Manhattan Island recently. The treasure included Vespa scooters, RCA hifi sets, ski sweaters and an \$1,800 Ampex Stereophonic tape recorder.

From the Waldorf Astoria, the agency folk took off in teams of five in a fleet of 60 cabs especially ordered for the hunt. They had to track down an athlete in a track suit in Penn Station, a clue in the



Top team of timebuyers in Crown station's New York treasure hunt won an Ampex tape machine and four Vespa scooters. They are (top picture, l. to r.) Hubert Sweet, Atherton & Carrier; Marion Jackson, Foote, Cone & Belding; Otto Brandt (extending congratulations) vice president and general manager, Crown stations; Bette White, Young & Rubicam; Walter Teitz (who won the Ampex tape to a draw), Dancer-Fitzgerald-Sample; and Dick Boege, Dancer-Fitzgerald-Sample. One of the three teams winning RCA hi-fi sets appear with Northwest Queens and Walter Wagstaff (extreme left), general manager of KGW-TV Portland. Team members are (from third left to right) Sam Haven, Benton & Bowles; Charlotte Corbett, and Evelyn Jones, Donahue & Coe; Orrin Christy, Morse International; and Sam Scott, J. Walter Thompson.



personal column of the Seattle Post-Intelligencer (available only at the Times Square newsstand), a street cleaner sweeping behind Sherman and his horse, a live cigar store Indian and a man walking a Bassett hound.

Final point was to find one of five crowns in storage lockers in Grand Central and return it first to the Waldorf.

The treasure hunt climaxed four days of sales presentations for the stations at breakfasts and luncheons at the Waldorf. Sixteen people from the stations were in New York for more than a week. The road company has similar treasure hunts scheduled for Chicago and San Francisco.

LEVER BROS. CO.

(*J. Walter Thompson Co., N. Y.*)

With its limited distribution, the new pink-and-white toothpaste, STRIPE, is being spot-tested in only two markets. Filmed minutes and 20's are being used. John Gray is the timebuyer.

THOMAS J. LIPTON, INC.

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

As stated in Spot Report, Jan. 27, a network buy curtailed the spot budget considerably. Campaigns of four weeks are currently running in only two markets, New York and Detroit, with probably very little subsequent activity until fall. Tom Comerford is the timebuyer.

P. LORILLARD CO.

(*Lennen & Newell, Inc., N. Y.*)

The campaign for the new OLD GOLD STRAIGHTS non-filter cigarettes begins early this month in the 20 major markets. Filmed minutes and 20's are scheduled to run through June, with about five spots shown per week. Bob Kelly and Chips Barrabee are the timebuyers.

MINNESOTA MINING & MANUFACTURING CO.

(*Batten, Barton, Durstine & Osborn, Inc., Minneapolis*)

Placements in 65-70 markets for SCOTCH tape start early this month, generally on 13-week schedules. ID's and 20's are being used in prime-time spots. In addition, it is reported that schedules of one, two or three live minutes per week will begin about Feb. 15 in 100 markets. Times used would be late afternoon and early evening, preferably adjacent to kid shows. Hale Byers is the timebuyer.

PHILIP MORRIS, INC.

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

As reported here last issue, the PARLIA-

MENT saturation campaign kicked off with minutes and ID's in a large number of markets. Those in which spot is being used (in addition to the *Mike Wallace Interview* network show) are Albany, Schenectady, Troy, Buffalo, Rochester, Syracuse, Boston, Springfield (Mass.), Providence, New Haven, Hartford, Philadelphia, Pittsburgh, Baltimore, Washington (D.C.), Richmond, Norfolk, Memphis, Atlanta, Tampa, Jacksonville, Miami, Chicago, Detroit, Cleveland, Cincinnati, Columbus, Indianapolis, Bloomington, Louisville, St. Louis, Kansas City, Des Moines, Ames, Minneapolis, St. Paul, Milwaukee, Dallas, Houston, San Antonio, New Orleans, Seattle, Portland (Ore.), San Francisco, Los Angeles, Sacramento, Stockton, San Diego, Phoenix and Denver. Dave Lambert is the timebuyer.

NATIONAL BISCUIT CO.

(*McCann-Erickson, Inc., N. Y.*)

There is some spot activity currently going on to introduce the new RITZ cracker package. Brief campaigns are scheduled for a number of selected markets. Jane Podester is the timebuyer.

NESTLE CO.

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

After using spot to test the new DECAF package in some markets, the company is introducing it in its regular markets with a few changes only. New buys are a weather show in Philadelphia and a news program in Portland. Jim Watterson is the timebuyer.

NESTLE CO.

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

Some spot buys in a limited number of selected markets begin this month for NESTEA. Filmed minutes are being used. Dick McClenahan is the timebuyer.

PATTERSON-SARGENT CO.

(*D'Arcy Advertising Co., Cleveland*)

Availabilities are being considered for a spring campaign on BPS paints. As noted in Spot Report previously, last fall's campaign was set for at least 20 markets, plus participations in *Today* on 80 NBC-TV stations. Jim Toedtman, account executive, is the contact.

PERSONAL PRODUCTS CORP.

(*Erwin Wasey, Ruthrauff & Ryan, Inc., Phila.*)

Daytime ID's, ranging in frequency from 12 to 24 per week, will begin running Feb. 19 for YES tissues. Two-week schedules have been placed in New York, Philadelphia, Washington (D.C.), Baltimore, Boston, Norfolk, Richmond, Los Angeles, San Francisco, Seattle, Pittsburgh, Portland (Ore.), Albany, Buffalo, Denver, Akron and Providence. Terry Falgiatore is the timebuyer.

PERSONAL PRODUCTS CORP.

(*Erwin Wasey, Ruthrauff & Ryan, Inc., Phila.*)

Brief two-week schedules of daytime ID's are set for an early March start in about

IN AMARILLO
YOU ALWAYS GET
LOWEST COST
PER 1,000
ON

KFDA-TV

Why?

HIGHER RATINGS
(No. 1 Station—ARB)

TERRIFIC COVERAGE
(Over 118,000 unduplicated documented sets)*

COMPETITIVE RATES
Plus . . .

RIGHT PROGRAMMING
ATMOSPHERE
(Full-Time CBS Live)

MGM • 20th CENTURY
NTA • COLUMBIA FILMS

POPEYE • BUGS BUNNY
LITTLE RASCALS

AGGRESSIVE
MERCHANDISING
(Full-Time Department)

TOP-RATED
LOCAL PROGRAMS
(Regularly Scheduled
Remote Shows)

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BLAIR
Television
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*TELEVISION MAGAZINE
STATE TAX AFFIDAVIT
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GENERAL FOODS
KRAFT HEINZ
BORDEN'S
QUAKER OATS

use KTRE-TV to sell
Lufkin and East Texas

KTRE-TV
Lufkin, Texas



Represented by Venard
Rintoul & McConnell,
Inc.

MEMO:

406,000 watts

950 ft. tower—10m. Ea. Spfld.

GRADE A coverage of

Springfield and Decatur

TARGET: Spring, this year.



CHANNEL 2

the only advertising medium completely covering . . .

MIDLAND
ODESSA
BIG SPRING

in
"OIL-RICH" WEST TEXAS



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

WDXI-TV

JACKSON, TENNESSEE



Covering half million people in the mid-South



CHANNEL 7
Represented by Venard,
Rintoul & McConnell, Inc.

45 markets for JONNY MOP. Approximately 10 spots per week will be used in New York, Los Angeles, Philadelphia, Hartford, Dallas, Akron, Youngstown, Grand Rapids, Kansas City, Cleveland, San Francisco, Seattle, Chicago, Portland (Ore.), Baltimore, Columbus, Tampa, Boston, Louisville, Detroit, New Orleans, Albany, Washington (D.C.), Pittsburgh, Waterbury (Conn.), Providence, San Diego, San Jose, Bridgeport, New Haven, Cincinnati, Phoenix, Toledo, Milwaukee, Dayton, Miami, St. Louis, Denver, Atlanta, Houston and Buffalo. Terry Falgiatore is the timebuyer.

PROCTOR ELECTRIC CO., INC.

(Weiss & Geller, Inc., N. Y.)

The spring campaign begins about Feb. 17 in 33 markets, with about eight more to be added in the fall. The schedules will run 10-12 weeks, with minutes used primarily in the new markets and some 20's and ID's in those used previously. Spots for the company's ironing table, toasters and steam irons will be viewed in Albany, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit, Hartford, Houston, Indianapolis, Kansas City, Los Angeles, Madison (Wis.), Milwaukee, Minneapolis, New York, Norfolk, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Providence, Sacramento, Salt Lake City, San Diego, San Francisco, Seattle, Syracuse and Washington (D.C.). Jack Geller is the timebuyer.

SLENDERELLA INTERNATIONAL

(Management Associates, Stamford, Conn.)

Spot is now being used in three-four markets only for the company's salons, but this number should be increased to about 10 markets in March and April after a February radio experiment is completed. Minutes and 20's will be used for both the salons and to introduce a new low-cal jelly made for Slenderella by J. M. Smucker Co. Allan Klamer is the timebuyer.

S. B. THOMAS, INC.

(McManus, John & Adams, Inc., N. Y.)

A 13-week schedule began late last month for this bakery's frozen English muffins on WFLA-TV Tampa, Fla., with one minute set for two days weekly on the live Olga's Kitchen program. Ruth Prigozy is the timebuyer.

WARNER-LAMBERT PHARMACAL CO.

(Norman, Craig & Kummel, Inc., N. Y.)

Spot campaigns of ID's are currently under way in a number of top markets across the country for BLISS home

permanents. Frequencies average about six or more spots per week, with some schedules placed for as many as 52 weeks. Renee Ponik is the timebuyer.

WISPESE CORP.

(Joseph I. Sonnenreich, N. Y.)

After initial spot tests in three markets, a full-scale campaign is shortly getting under way for the company's WISPESE FULL-FASHIONED girdle line. Filmed minutes are being used in about 52 scattered markets. Joseph Sonnenreich is the contact here.



If you're looking for participations and adjacencies in top notch unduplicated programming in New England and are operating with a limited budget—look no longer—we've got 'em—Success stories, too. Lestoil, Sunbeam Bread, Holihan's beer and stacks more. The costs are the best part of the picture. More home impressions per dollar than any other station in the area. FORJOE TV, INC. . . . OUR REPS.

1,000,000 TV HOMES

WMUR-TV



Channel 9
Manchester, N.H.



Washington Memo

CONCERN ABOUT WIRE. Whatever Congress does—or may already have done by this time—about the Federal Communications Commission authorization of a three-year trial run for subscription television, there can be little doubt that the next few years will see competition for audience between free and fee programs. Although the recent House Interstate Commerce Committee hearings were highlighted by the network opposition to broadcast pay tv, there was considerable testimony regarding wire and its bearing on the question of whether subscription on the air should be barred or put off.

One witness who addressed himself to this subject was Thomas F. O'Neil, president of RKO Teleradio Pictures, Inc., whose television holdings include stations in New York, Los Angeles, Boston and Memphis. Neither the New York nor Los Angeles station has a network affiliation. Mr. O'Neil expressed the opinion that "it would be derogatory to the public welfare to permit wire subscription to pre-empt the field as a result of unwarranted delays in allowing broadcast subscription to enter the market place, even in the limited and restricted way proposed by the FCC."

The promoters of wire, Mr. O'Neil testified, "continue to develop and demonstrate their systems, continue to publicize their freedom from government restriction, and continue to make progress in negotiating for the top box-office assets in America, without which broadcast subscription cannot and would not attempt to begin operation."

For illustration, Mr. O'Neil pointed to recent reports of approaches by Skiatron to sew up professional football games in San Francisco and plans of a new "Selectivision" system to operate via community antennas in Queens, N.Y., with film offerings.

"EVENTUAL MONOPOLY." Broadcast subscription needs such opportunities for development, Mr. O'Neil said, and "any further delay might

cripple [its] chances of winning a public victory over wired subscription, thereby handing subscription tv to the wired-system operators by default. This would certainly result in higher costs to the viewer because of higher transmission costs inherent in installing a wired system across the nation as contrasted with using an effective air-link system which already exists."

And, Mr. O'Neil added, "it would also result in an eventual monopoly of all broadcasting, free and subscription, by the wired system."

Another witness who expressed concern about wire was Norwood J. Patterson, general manager of KSAN-TV San Francisco, a uhf station. Coming from an area where pay tv is "practically operating," Mr. Patterson said he was shocked at finding so few station operators at the hearings. "I believe sincerely," he said, "that if they were aware of how close pay tv via wire is they would be here in great abundance" in support of broadcast subscription.

Several franchises are expected to be issued for wire systems in San Francisco, including one to Skiatron, which has contracted with the San Francisco Giants to put their games on subscription. "There is no question in my mind," Mr. Patterson testified, "that wired pay tv will be installed this year in San Francisco, as well as in Los Angeles, unless broadcast pay tv is promptly authorized in accordance with the plans of the FCC." Mr. Patterson said he has been told by the San Francisco board of advisors that they will permit as many wired systems "as want to come in and operate."

TOLL AS "SALVATION." Mr. Patterson readily admitted that he looks to subscription as the "salvation" for his losing uhf operation. But so sure was he of the inroads of wire on free television that he issued this warning: "Gentlemen, if this committee does anything to stop the FCC (from testing subscription), I believe that in the not too distant future you will find all

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Tires (Continued from page 43)

fler firms in the south," says president Nicholls.

Vice president and general manager of the firm is Edward Nicholls. Hal Gibson is operational manager. Supervisor of mechanics is Steve Smith, whose father was the inventor of the original "Smitty" muffler. WTVJ's Harry Kline is account executive on the account.

Tire companies, in addition to their network commitments, have been active in spot. Most have co-op agreements available for distributors and dealers as well as film of various length which can be used for commercials. Last year the average family spent \$21 for passenger-car tire and tube replacements.

General Tire dealers have available a library of films for television commercials through the General Tire and Rubber Co. agency, D'Arcy. This is a part of the company's distributor co-op set-up. Films are 45 seconds, leaving 15 seconds for local dealer identification. The company also makes available a television handbook to help dealers interested in getting into the medium.

A good example of General Tire distributor use of television is the Mahone Tire Service in Parkersburg, W. Va., the largest dealer in the area. For the past six months Mahone has co-sponsored the TPA series, *Captain Gallant of the Foreign Legion*, on WTAP Parkersburg (6:30-7 p.m., Sun.).

When the campaign first started, the station took pictures at the Mahone plant, showing the company's new service building, with men at work in the tire-recapping department, and displays in the new showroom, along with institutional copy inviting customers to see the new quarters.

Later Ken Mahone, president, arranged for some of the General Tire filmed commercials. During snowstorms commercials on winter treads are used, some of them appearing on the *Tonight* show.

During the early-fall General Tire distributors in some 20 markets scattered from New York to Denver were using television.

A successful General dealer who puts the major portion of his promotion budget into television is the Lewis General Tire Co., of Rochester, N.Y.



Fred Smith, sales manager for Lewis General Tire Co., of Rochester, N.Y. impersonates a variety of characters in his much-talked-about live commercials for the tire company. An actor, Mr. Lewis has played a chef (above), Gorgeous George (below), and literally scores of other characters in his weekly spots on WHEC-TV.



Alan E. Lewis, vice president and advertising manager of the company, says: "We like tv advertising because it is selling tires for us."

Mr. Lewis has used WHEC-TV Rochester continuously since September 1956, when he bought the 10:30-11 p.m. segment on Sunday nights and became co-sponsor of the ABC Film syndication, *Code 3*, which ran for 52 weeks. Currently the firm is sponsoring the MCA-TV series, *Federal Men*, and has recently added a live sports show at 11:20 p.m. Thursdays.

The Lewis live commercials all emphasize safety. They have caused a great deal of comment because Fred Smith, Lewis sales manager (he has had theatrical experience), impersonates a different character in nearly every commercial. To date he has been a baseball player, skier, hunter, skin diver, doctor, research scientist, ambulance driver, policeman, fireman, cowboy, counterfeiter, barber, Santa Claus, the Old Year, and wrestler

Gorgeous George, among others.

One role, which caused a great deal of interest, was that of a tightrope walker crossing Niagara Falls. Background was supplied by clever superimposition by cameramen using a miniature set. Mr. Smith's approach on this commercial was: "You would not think of risking your life by walking a tightrope across Niagara Falls. But you could be on the brink of disaster driving at super-highway speeds on unsafe tires. Get General Dual 90's."

Talking about television, Mr. Lewis says: "We certainly intend to maintain a schedule at least equal to our present programming. We naturally like tv advertising because it is selling tires for us, especially our safety tires. But, I think, we like it even more because it gives us a chance to promote safety on the highway. General Tire Co. has been fighting for the cause of safety for 50 years. We have done the same ever since we became General Tire dealers nearly 40 years ago in 1919. In a very real sense, safe driving is our business, and tv is a great help in conducting it successfully."

Storm Advertising is the agency.

U. S. Rubber Co. has 45-second open-end film commercials for television available for its U.S. Royal tire and tube dealers. A co-op agreement is possible. Terms must be worked out by the dealer and distributors.

On Tv in 10 Markets

Some 10 markets carried U.S. Royal television commercials this winter. A typical dealer is Cole Tire & Supply, of Marietta, Ohio. Dan Cole, the proprietor, has used spots on WTAP Parkersburg both in the late-movie segment and on a saturation contract using afternoon and evening time.

When Cole Tire & Supply moved its location, these television spots were increased with good results.

B. F. Goodrich Co. has been a consistent television user for its several lines of tires and tubes and for its auto-accessory lines as well. Currently Goodrich is in some 20 to 25 markets for Goodrich, Hood or Miller tires.

Since Goodrich's distribution is heavier in some parts of the country than others, spot offers the advantage of flexibility. Goodrich has one-minute

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Wall Street Report

'SECRET' REPORT. The motion-picture's industry's "Gaither Report," prepared by Sindlinger & Co., business analysts of Philadelphia, has leaked to the press in much the same way as the secret study on the state of the nation's defense dribbled out to the public. In each case the report has been kept hush-hush, but just enough information was released to let interested parties know they are facing a near disaster.

To attempt any discussion of a "secret report" and evaluate its significance to Wall Street and the investor is similar to a psychologist attempting to analyze the Invisible Man. If taken at face value, the report, or the reports about the report, would indicate that the television industry is poised to deliver a body blow to Hollywood. It's a rule of investment that uncertainty about the outlook for a company or an industry invariably leads to decline in the prices of the related securities.

PRINCIPAL POINTS. Here's a summary of what has leaked to the public—investors included:

1. Weekly theatre attendance across the nation has declined by about seven million since last fall when the first top quality pre-1948 films began appearing on television. This has meant a loss of \$50 million in net grosses at the box-office level.

2. The public's viewing time devoted to old movies on television jumped to 426.2 million hours a week from 86.5 million hours within the period from September to December 1957. This change in tv viewing habits, bringing with it the sharp decline in theatre-going habits, caused the film companies who sold their inventories for video use to lose money on the over-all situation. The report estimates these companies would have had \$5.3 million in higher net profits if they had held back the films and continued releasing them to theatres.

3. If the trend of tv movie watching continues at its present pace, theatre-going attendance will skid another 17 per cent by September 1958, causing

a loss of \$200 million in net gross at the box office and a \$73-million loss in film-rental revenue to production companies. Needless to say, losses of such staggering proportions could destroy the whole economy of Hollywood and its nationwide system of theatres in a comparatively short time.

Whether there are some bright spots in the report or certain gray sections where the industry received encouragement or was left in doubt is unknown. In the first few days of trading immediately after the leak the stocks of the companies affected certainly didn't reflect any great fear by investors.

OTHER CONCLUSIONS. However, there are certain secondary conclusions flowing from the report which many Wall Street analysts are keeping in mind while appraising motion-picture and television securities:

1. If the hand of death is so close to the shoulders of the motion-picture industry, then the potential of the tv industry as the nation's main medium of entertainment is even greater than anticipated. Thus, if and when the post-1948 films are released to television, the result would be a still greater strengthening of the medium's hold on the public. If this is coupled with the eventual expansion of color in tv, the medium becomes virtually unassailable.

2. The report could strengthen the political argument for toll-tv. Obviously, producers and theatre owners who can point to the decline in their business and an outlook which is near disastrous can clamor to Congress for some relief. The only relief for producers is to have some form of toll tv. The only relief for theatre owners is to have some slice of any toll-tv system. It's premature to count too heavily on toll-tv being successful as far as the public is concerned. But on the surface, at least, it will be pushed by many as the answer to preserving the Hollywood industry to some extent.

3. The failure of the film stocks to show any further sharp dip after such a bearish report indicates that virtually all the fears and alarums about the



industry's future already have been discounted. To many professional investors, the film companies, evaluated on the basis of their assets—not of their earnings potential—are at or close to their base. Even if some were forced to liquidate, the assets, in the form of real estate, story properties, etc., would have more value than the present market prices of the stocks.

4. Whatever happens to the pattern of film production and distribution in the United States is merely a forerunner of the problems it will meet as tv grows in size and stature in the rest of the world. Foreign markets have been contributing from 40 to 50 per cent, sometimes more, of the film-production companies' profits. Certainly the profits from this side of the film industry are not to be tossed away.

BRIGHTER SIDE. Finally, there are some current developments in the industry that illustrate how overdrawn the leaked outlook is. Twentieth Century-Fox, for example, is boosting its output of films for theatrical release in 1958 to 65, 10 more than in 1957. At present, two of the company's pictures, *Peyton Place* and *A Farewell to Arms*, are doing excellent business despite mediocre praise from the critics. Loew's, which last week released its depressing annual report for 1957, reports the box office has picked up in recent weeks on several films, Raintree

(Continued on page 74)

Tires (Continued from page 60)

and 20-second film commercials available for its dealers and distributors for use on tv.

On the west coast Gene Souder's Tire Sales & Equipment Co., of Yakima, Wash., began using television on KIMA-TV Yakima in 1953.

It sponsored local news and weather on KIMA-TV in March 1956 and continued until May, when the firm switched to co-sponsorship of the NBC Television film show, *Badge 714*. During the football season Souder bought four 10-second ID's in football games.

At present the company is co-sponsoring the MCA-TV series, *The Crusader*.

Commercials are done live by the studio announcer, who shows the various Souder products. Gene Souder, owner of the company, says: "We have been steady tv advertisers since the station went on the air in 1953 and consider it a very good advertising medium." Shelhamer Advertising, of Yakima, handles the account, with Gordon Olson account executive.

In Orlando, Fla., Southern Tire Co. opened in March 1954, advertising its line of new tires and recaps in newspaper space, using quarters, halves and full pages. Not satisfied with results, the general manager, Charlie Cowart, switched to television in July, sponsoring two sportscasts weekly on WDBO-TV Orlando.

Special emphasis was put on service and location, as well as on the lines of new tires and re-caps. The company was personalized by using Mr. Cowart in the commercials. In two years Southern Tire was well established. Since that time the company has continued to carry three 10-second ID's weekly on the station.

Yakima Dealers

Lovering Tires, of Yakima, is a regular advertiser on KIMA-TV Yakima and its satellite KEPR-TV Pasco, using minutes Wednesday and Friday. In other years Lovering, a semi-regional dealer, has been co-sponsor of pro football on the station. Most of the football commercials have been ID's. Shelhamer Advertising, of Yakima, handles the account.

O.K. Tire & Rubber Welder Dealers uses a minute spot Monday in a news show and again Thursday at 7:30 p.m. on KIMA-TV Yakima and KEPR-TV Pasco. The company has a long record of spot use on the stations. Kendon Advertising, Portland, handles the account.

Several of the tire companies which operate auto-accessory stores in connection with their tire and tube lines use television on a spot basis.

Firestone Tire & Rubber Co. uses spot consistently to promote both its line of tires and tubes and the line of auto supplies and sporting goods which is featured in the Firestone Stores. The company has a 50/50 co-op policy, as well as having available film commercials for the use of dealers who want to use tv.

Typical of Firestone Stores experience with television is that of the store in Reno, Nev., with Dick Abbott as its principal executive.

After dividing his advertising budget among radio, newspapers and television, Mr. Abbott became convinced of the efficiency of his television spots on KOLO-TV Reno and cut down on the other two media. Spots are mostly

film, but live commercials are used occasionally. A campaign on snow-tread tires was so successful that last year's volume was doubled.

Goodyear Tire & Rubber Co. and their service stores are currently in around a dozen markets using spot announcements for the line of tires and tubes and for the auto accessories as well. The company is co-sponsor of *A Turn of Fate* (9:30-10 p.m., Mon.) on NBC-TV.

In Salt Lake City the Goodyear Service Store, with Bill Thomas as principal executive, has been a consistent television user for a number of years. Currently it has a continuing schedule of 10-second spots slotted in night segments. Most of the commercials are on film, but some are live announcement over slides adjacent to the *Goodyear Playhouse*. Goodyear Suburbanite tires have been featured on many of the spots.

Pleased with Tv

"As evidenced by our present schedule," says Mr. Thomas, "we are pleased with television and feel that it has helped our business very much. We plan to continue to use tv and always intend to explore its additional possibilities."

Western Auto Supply has been experimenting with television during 1957 as one of what H. W. Schlosser, general advertising-promotion manager, describes as "our regular advertising media."

"We are able to isolate some increased sales due solely to the use of television," Mr. Schlosser adds, but the firm was not pleased with the sales costs as compared with other media. "We made a lot of mistakes and a lot of changes attempting to hit on a formula that best fit a mass distributor such as Western Auto."

While the company has no present plans for television, Mr. Schlosser is optimistic about the use of the medium in the future.

West Texas Television Network



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KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

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Telephone Message Service
222 E. 56th St., New York City

Outler *(Continued from page 45)*

Mr. Outler also participated in debates and literary societies. A Griffin, Ga., columnist, whose father taught young Outler English at Emory, recalls "Squat's" contribution when the professor asked the class to write a short poem. The young man wrote one of the shortest on record anywhere:

"I despise
Flies."

After graduation, he joined the *Augusta (Ga.) Herald*, later coming to the *Atlanta Journal*, where he handled real-estate advertising until he enlisted in the armed forces in 1917. After attending officers' training school, he was commissioned a first lieutenant in the field artillery and served a total of 28 months, seeing action with the 82nd Division during the fighting around St. Mihiel and in the Meuse-Argonne offensive.

Returning to the *Atlanta Journal* in 1919, he became automobile editor, a post he held until 1926, when he became manager of the paper's rotogravure ad department. In 1931 he was assigned to the WSB commercial department.

Ever Important Factor

Since that time, Mr. Outler has been more than an observer of the station's growth. He has been instrumental in spurring its maturity, and since his early days with the station he has been a strong factor in the growth of broadcasting associations.

He is one of the founders of the Georgia Association of Broadcasters (in 1933); he was one of the members of the National Association of Broadcasters' Radio Code Committee, which established the first broadcasters' code, and he was one of the first members of the Clear Channel Broadcasters' Association.

He spurred farm-service programming, was an early supporter of the establishment of station representation in national sales, helped organize the Sales Manager Committee of the NAB (1936), was a long-time member of NAB's executive committee, chairman of the NAB (1942-1943), member of the Freedom of Information Committee of the NAB and its Standards of

Practice Committee.

He was a member of the Rates and Contracts Committee of the NAB, was elected a member of the NARTB board (1955), chairman of the radio board of NARTB (1956), has been on the program panel of Broadcast Music, Inc., since 1951 and was on the Committee of NBC Affiliates. He served as regional radio consultant for the Office of War Information during World War II and held a variety of other posts directly or indirectly associated with the industry he loves.

Mr. Outler helped push WSB from its 100-watt beginnings in tiny quarters to the advent of 50,000 watts in 1933, and through the emergence of tv in 1948 to the establishment of the combined stations' sumptuous quarters in a mansion, "White Columns," now a tourist attraction in Atlanta.

These quarters prompted Mr. Outler a few months ago to reiterate a basic tenet in his philosophy. In cautioning broadcasters that the public looks at them through critical eyes, he said: "As an integral and essential part of home and community life, broadcasting is deserving of a location on the main street of a town—as much as a bank or a church." The opening of White Columns on Peachtree St., a main avenue, fulfilled that belief.

Mr. Outler makes few distinctions in the basics of radio and tv. "Both are mass communications media," he says, "and both answer to the same format of operation and have the same source of impact."

As a fighter for better broadcasting, he notes that the "FCC has done a perfect job in monitoring stations, but it has no control over program content."

And, he adds, "I never have believed that the Government had too much privilege in monitoring content. Self-regulation is the best monitor. The audiences themselves constitute constant criticism and you rise or fall on the basis not of what an individual says but what the public says."

On ratings, Mr. Outler declares: "One of the mistakes we made in radio was using the rating services for selling. The same is true of tv. The best rating service for radio and tv is the cash register. Any way that you add it up, this business we're in is to move merchandise or ideas through

entertainment."

He feels that tv as a "social force" can attain a definite place in the American scene. But if it remains an entertainment factor only, "it can go the way of vaudeville. Properly utilized, tv will some day become an important part of our way of life," he was quoted a few years ago.

Mr. Outler, the first man in the state to sell a commercial announcement on radio, once appraised tv in this fashion:

"You can have a better seat (with a set) at the entertainment of your choice than you'd be able to afford unless you were working on the type of expense account which produces mink coats in Washington and an arched eyebrow from the collector of internal revenue."

Forceful Man

But there are yet other dimensions to John Outler. "He is outspoken, a man of forceful opinions," an associate says. "He always very definitely favored one rate card in the industry—for local, regional and national sales. He's always flown the flag of service and responsibility to the community. He's always felt that associations should stand for something, that they be strong and meaningful and provide real service.

"He reads voraciously, raises flowers, and is a fine manual craftsman. When White Columns was being readied, construction foremen would always bring him end-of-the-day scrap material. He fashioned a number of bookends and tables for WSB, as well as jewel boxes for friends."

Reflecting again on the nature of the industry, Mr. Outler maintains that "all broadcasting is local. It makes no difference where you are or whence a program comes, the influence is under your antenna. You feel personally responsible for it as a station, and you can't slough off that responsibility. It is the obligation of a station to concern itself with what's happening under its antenna."

This veteran broadcaster's plans for the future are proof of something he once said: "If you sit around bemoaning your mistakes too long, tomorrow catches up with you pretty fast." It is probable that tomorrow will never catch John Outler sitting.

citizen.

Mr. Jacobs and Leo Bozell (who died more than a decade ago) were fellow newspapermen when they founded their agency in 1921. Mr. Bozell was city editor and Mr. Jacobs a business reporter for the *Omaha Daily News*. Leo Bozell left the paper to take a job as secretary of the Omaha Real Estate Board. Mr. Jacobs had established a friendship with the president of the Nebraska Power Co. He landed the advertising of the company.

The two newsmen set up an after-hours agency. Mr. Jacobs took a nightside police-reporter job and worked at the agency days. Mr. Bozell spent his nights at the small office in the Securities Building. Mr. Jacobs now owns a fourth of the building.

Prestige gained from the power-company campaign resulted in new utilities clients. The agency's first branch was in Indianapolis. The initial account there involved publicity and advertising for the street-car company. It was the beginning of the Bozell & Jacobs corporate organization.

National Network

That national organization now maps out like this: Morris Jacobs, chairman of the board, tops the national plans board. It is made up of all 12 office managers, key group supervisors and the agency treasurer.

Under the national plans board there are four regional plans boards. The eastern regional board covers New York, Baltimore, Washington; the central, Chicago, Minneapolis, Indianapolis, Omaha and Kansas City; the southwest, Shreveport and Houston; the western, Beverly Hills and Seattle. The regional plans boards have members of the national board, group supervisors and key account executives serving.

In the individual offices the manager is the over-all head. Under him is the local plans board with group supervisors and department heads. Various departments include group supervisor, media, production, radio and television, copy, art, merchandising and marketing, research and public relations. Even here, the primary

Bozell & Jacobs Tv Accounts

| | |
|--|--|
| Cloverland Farms Dairy, Baltimore | Safeway Stores, Inc., Midwest |
| Cloverdale Springs Dairy, Maryland, Pennsylvania | Schneider Pontiac, Omaha and Eastern Nebraska |
| Conte Luna Spaghetti, Maryland, Pennsylvania | Skinner Mfg. Co., Midwestern Spot |
| Northwestern Drug Co., Minnesota | Storz Brewing Co., Midwestern Spot |
| Klein Supermarkets, Minneapolis | Ocoma Frozen Foods, Western states |
| Burma Shave, National Spot | United Gas Pipeline Co., Southern States |
| Houston Shell & Concrete, Southwest Spot | Address Motor Co., Shreveport |
| United Gas, Gulf States, Spot | Childs Big Chain (Division of Kroger), Shreveport |
| First Federal Savings & Loan, Houston | Fulton Industries (Toys), Shreveport |
| Fidelity Bank & Trust Co., Houston | Stanton Construction Co., Kansas City |
| Arthur Murray Studios, Seattle and Washington State | Parkview Drugs, Kansas City |
| Mutual Of Omaha, National Network | Associated Grocers, Regional (Kansas City) |
| American Salt Corp., Nebraska-Iowa Regional | Schreiber Mills Co., Midwestern Spot |
| Consolidated Supply Co., Regional Spot | Midas Muffler Shops, National Spot |
| Cudahy Packing Co., Regional Spot | Leaf Brands gum, National Spot |
| First National Bank, local Omaha | Restonic Mattress, National Spot |
| Kansas-Nebraska Natural Gas Co. | Aristomat stove mats, Chicago |
| R. D. Marcotte & Associates, Insurance, Omaha & Nebraska | Dr. Peter Fahrney & Sons, National Spot |
| Metropolitan Utilities District, Omaha | Illinois Bankers Assn. |
| Occidental Building & Loan, Omaha | Illinois Committee for Constitutional Government |
| | Illinois Citizens for Eisenhower & Nixon |
| | Woodmen of the World Life Insurance Society, Omaha |
| | Polk Milk Co., Indianapolis |
| | Public Service Co. of Indiana |

emphasis is on plans board, group operation. Still departmental supervision is exercised and used to guide individuals given group assignments.

In national agency management, Donald D. Hoover, president, is the second man to Mr. Jacobs. Considered an expert on agency management and a specialist in relating publicity and public-relations techniques, Mr. Hoover has been in the business since the early Twenties.

He has been a member of the plans board and a senior executive of the agency since 1933. Before that he was advertising manager and public-relations director of a group of utilities.

Like the founders, he was once a newspaperman. He was associate editor of the *Indianapolis Times*. As a reporter for the *Indianapolis News*, he wrote a Pulitzer Prize-winning series of articles. He also was with the Washington bureau of the Associated Press and has authored a book on journalism used in colleges.

A native of Indiana, his work for the agency has taken him to every state in the Union and to Canada, Cuba, Mexico and South America. The Mexican utilities industry adopted his plan of integrated advertising and public relations.

Frank Miller, the executive vice

president, also had a newspaper background. He was seven years with Indiana and Illinois dailies and the Associated Press and United Press.

He spent another seven years in various executive posts with four ad agencies in the central states. He joined Bozell & Jacobs in 1935. Besides handling the agency's bellwether account, Mutual of Omaha, Mr. Miller does administration and account-planning tasks.

Harold Fair, the agency's national head of radio and television, deviates from the B&J norm. He is not a graduate of "City Room College," but his degrees in broadcasting are many.

He appeared regularly as a pianist on KWY, WTAS, WDAP (now WGN) and WBBM back in the early days of radio—1922 and '23. He was a student at Northwestern during the time.

After several years as a professional musician, he entered radio as an announcer and program director at KOIL Omaha in 1927. He's been in the industry ever since. He was an executive with WBBM Chicago, WBEN Buffalo, WHO Des Moines and WHAS Louisville, as well as with the Columbia Broadcasting System.

As program director of WHO, his work received national recognition through 13 major awards. In 1945 he took leave to do a special year-long survey for the National Association of Broadcasters in cooperation with Joske's department store in San Antonio. The procedures outlined are now an accepted pattern for use of radio in retail merchandising.

In 1947 he joined the NAB staff and organized the first programming department. As director of the department, he furnished the industry with program information and wrote the present NAB standards of practice.

He left NAB to become radio and tv program director for WHAS-AM-TV Louisville.

At Bozell & Jacobs Mr. Fair directs all advertising activities of the eastern operations, including not only tv and radio but all other media as well.

Typical of the local radio-tv man is Philip Rouda, vice president, creative director and director of radio and tv in the Chicago office.

He joined the agency in 1944. Before that he was a copywriter with the Goldblatt department store and

Walgreen's and a writer-producer of theatrical and commercial motion pictures at National Screen Service.

He has won numerous awards from the Chicago Federated Advertising Club for complete campaigns and individual ads and radio and tv network shows; from the Public Utilities Advertising Association for newspaper ads and campaigns, and three awards from Chicago and national organizations for fund-raising literature.

The Bozell & Jacobs veterans of broadcasting remember fondly a 1933 radio show. It was called *Big City Broadcast* and it really was. There was an orchestra of more than 25 pieces, a chorus of ten voices and talent that went places (sponsor was the National Power Co.). Frank Hodak became a musical director at NBC. Walter Castle became a regular at the Met, and others went on to recognition outside Nebraska.

But a lot of talent stays with the grass-roots heritage. Says the chairman of the board with the "country-boy" outlook:

"There's a lot of latent ability in other places than the great city of New York." B&J has proved it.

Dimensions (Continued from 37)

audience increases shows an accelerated rate of growth caused by better clearance, more television homes and more viewing per home.

In 1953 52 programs reached less than three million homes. By 1957 this

Farm (Continued from page 46)

4,300 FFA and 4-H members entered.

Evergreen gets heavy merchandising from the station's team of farm reporters. They hold meetings with salesmen. All dealers get newspaper ads for show tie-ins. Publicity is sent to all newspapers on any special events.

Another station that emphasizes youth on farm shows is WPSD-TV Paducah, Ky. A half-hour noon show on Thursdays features 4-H activities and FFA projects. On Saturday the station presents the *4-H Review*, with Ted Carter, assistant county agent, taking part. Another half-hour show on Tuesdays gives news and markets.

number had declined to only six programs (see table 7, page 66). In 1953 only 15 programs reached over 10 million homes. By 1957 this had increased to 58 evening network programs reaching over 10 million homes per telecast. This comparison is based on December each year.

All together, nighttime viewing by homes in 1957 was up 18 per cent over that in 1956.

1. Number of Operating Commercial Stations

| | |
|--------------|-----|
| Jan. 1, 1948 | 17 |
| Jan. 1, 1949 | 51 |
| Jan. 1, 1950 | 97 |
| Jan. 1, 1951 | 107 |
| Jan. 1, 1952 | 108 |
| Jan. 1, 1953 | 122 |
| Jan. 1, 1954 | 334 |
| Jan. 1, 1955 | 416 |
| Jan. 1, 1956 | 449 |
| Jan. 1, 1957 | 476 |
| Jan. 1, 1958 | 495 |

FCC freeze on grants from Sept. 1948 to July 1952.

Source: TV Age.

2. Number of Markets

| | |
|--------------|-----|
| Jan. 1, 1949 | 28 |
| Jan. 1, 1950 | 56 |
| Jan. 1, 1951 | 61 |
| Jan. 1, 1952 | 62 |
| Jan. 1, 1953 | 73 |
| Jan. 1, 1954 | 202 |
| Jan. 1, 1955 | 265 |
| Jan. 1, 1956 | 290 |
| Jan. 1, 1957 | 304 |
| Jan. 1, 1958 | 315 |

Source: TV Age.

In the early days of television, 1950, Milton Berle was television's top-rated program. He had a rating of 79.8. A year later his rating had declined by 12 points and stood at 64.4. Then in 1952 *I Love Lucy* took over the top spot for programs during the March-April period, with a rating of 68.2. A year later *Lucy's* rating had increased to 71.3, but fell to 64.2 in 1954. The presentation of Hollywood's Academy Awards was tops in March-April 1955 with a rating of 57.5. In 1956 *Lucy*

(Continued on page 66)

Dimensions (Continued from 65)

was back on top with a 51.1 rating. In 1957 top honors went to *Cinderella* with 60.6.

These figures would seem to indicate that ratings, as measured by the top shows, have declined from the 1950 high of almost 80 to the 1957 rating of over 60.

But when measured in terms of viewers this is not true. Back in 1950 Berle reached only a little over three million homes. This would place him in the bottom 10 per cent of today's programs. At his peak period in 1951 he reached about seven million homes.

Lucy went from slightly under 9.4 million in 1952 to 17.3 million homes in 1956. In 1957 *Cinderella* reached over 23.8 million homes. In other words, while ratings may go up and down, the number of homes reached has skyrocketed from about three million to almost 24 million in seven years.

Another measure of television may be had from the opinions of advertisers concerning it, as represented by

3. Tv Production, Value, Price 1947-1956

| | Tv Set Production | Retail Value (000) | Average Selling Price |
|------|-------------------|--------------------|-----------------------|
| 1947 | 178,600 | \$ 83,500 | \$468 |
| 1948 | 975,000 | 383,500 | 393 |
| 1949 | 3,000,000 | 970,000 | 323 |
| 1950 | 7,463,800 | 2,235,400 | 299 |
| 1951 | 5,384,800 | 1,572,400 | 292 |
| 1952 | 6,096,300 | 1,719,200 | 282 |
| 1953 | 7,215,800 | 2,020,400 | 280 |
| 1954 | 7,346,700 | 1,689,700 | 230 |
| 1955 | 7,756,500 | 1,745,200 | 225 |
| 1956 | 7,387,000 | 1,461,500 | 198 |

Source: TvB

4. Number of Tv Homes

| | |
|--------------|------------|
| Jan. 1, 1948 | 189,900 |
| Jan. 1, 1949 | 1,000,000 |
| Jan. 1, 1950 | 3,950,000 |
| Jan. 1, 1951 | 10,549,500 |
| Jan. 1, 1952 | 15,777,000 |
| Jan. 1, 1953 | 21,234,000 |
| Jan. 1, 1954 | 27,812,000 |
| Jan. 1, 1955 | 33,500,000 |
| Jan. 1, 1956 | 36,480,000 |
| Jan. 1, 1957 | 39,210,000 |
| Jan. 1, 1958 | 42,310,000 |

Source: TV Age.

5. Number of Color Receivers

| | |
|--------------|---------|
| Jan. 1, 1955 | 9,690 |
| Jan. 1, 1956 | 44,310 |
| Jan. 1, 1957 | 175,000 |
| Jan. 1, 1958 | 428,000 |

Source: TV Age.

6. Time Spent With Television (Per Home Per Day in hours)

| | 1953 | 1954 | 1955 | 1956 | 1957 |
|-----------|--------|--------|--------|--------|------|
| January | 5.76 | 5.77 | 5.81 | 6.02 | 6.07 |
| February | 5.44 | 5.35 | 5.89 | 6.03 | 5.91 |
| March | 5.33 | 5.20 | 5.25 | 5.57 | 5.43 |
| April | 4.88 | 4.71 | 4.93 | 5.21 | 5.60 |
| May | 4.22 | 4.67 | 4.15 | 4.35 | 4.54 |
| June | 3.77 | 3.98 | 4.30 | 4.28 | 4.40 |
| July | 3.67 | 3.68 | 3.72 | 3.90 | 3.91 |
| August | 3.82 | 3.90 | 3.88 | 4.03 | 4.14 |
| September | 4.20 | 4.38 | 4.28 | 4.43 | 4.57 |
| October | 4.72 | 4.61 | 4.81 | 5.07 | 5.45 |
| November | 5.03 | 5.40 | 5.61 | 5.61 | 5.85 |
| December | 5.19 | 5.46 | 5.54 | 5.65 | — |
| Average | 4.67 | 4.76 | 4.85 | 5.01 | — |
| | (4:40) | (4:46) | (4:51) | (5:01) | |

Source: A. C. Nielsen, TvB

their investment in the medium.

Starting in 1949, the total television investments in time, talent and production grew from under \$100 million to over \$500 million in five years, then doubled to pass the \$1-billion mark only two years later (see table 8, page 66). This growth has been in network, spot and local television.

In 1956 television's total revenue reached \$1,255,000,000, essentially the same amount the public invested in new television receivers that year. In 1957 the investment was \$1,337,000,000.

About half of this investment is for network television. Omitting the costs of talent and production, network television has grown from \$10.8 million in 1949 (see table 9, page 67) to \$480.7 million in 1957. TV AGE estimates that this will reach \$530.3 mil-

7. Programs Reaching Various Size Audiences

| Homes Delivered | 1953 | 1954 | 1955 | 1956 | 1957 |
|-----------------|------|-------|-------|-------|-------|
| Over 10 million | 9.6% | 15.5% | 21.5% | 34.4% | 44.3% |
| 5 to 10 million | 42.3 | 43.9 | 45.9 | 43.5 | 41.2 |
| 3 to 5 million | 14.8 | 18.1 | 17.8 | 13.7 | 9.9 |
| Under 3 million | 33.3 | 22.5 | 14.8 | 8.4 | 4.6 |

Number of Programs Reaching Various Size Audiences

| | | | | | |
|-----------------|----|----|----|----|----|
| Over 10 million | 15 | 24 | 29 | 45 | 58 |
| Under 3 million | 52 | 35 | 20 | 11 | 6 |

Nielsen, December 1 Report each year.

lion in 1958.

Daytime network television has grown from \$35 million to \$158 million, or about one-third of the network total.

At the same time, the number of network advertisers has shown a steady increase. From under 100 advertisers using network television in 1949 the number has grown to nearly 400 in 1957.

Spot television has shown a similar growth. From a total volume of \$7.3 million in 1949 it has grown to \$354.8 million in 1957. TV AGE expects the 1958 total to be about \$386 million.

In 1956 there were 4,399 spot advertisers, according to TvB and Rora-baugh. While totals are not yet complete, the 1957 figure will be even larger.

Local television has grown too, and in 1957 accounted for some \$231.2 million of the industry totals.

Summing up, television has increased its share of the total advertising dollar from about two per cent to almost 12 per cent in 1956. It will be even larger when 1957 figures are complete.

Television first became the nation's

8. Advertiser Expenditures in Television by Years

Figures include time, talent and production costs (\$ Millions)

| | |
|------|---------|
| 1949 | 57.8 |
| 1950 | 170.8 |
| 1951 | 332.3 |
| 1952 | 453.9 |
| 1953 | 606.1 |
| 1954 | 809.2 |
| 1955 | 1,025.3 |
| 1956 | 1,209.9 |
| 1957 | 1,337.7 |

Source: McCann-Erickson and TvB. 1957 TvB estimate.

Station Directory

The TELEVISION AGE Station Directory is intended to supply up-to-date, basic information in a convenient, usable form. Data appears in the following order: name of market, call letters, channel number, address of station, number of sets within the station coverage area, source of set figure, number of color sets, Class A rates for one hour, one minute and ID and two principal station executives, with their titles.

All of this data is furnished by the station in answer to monthly questionnaires. For more detailed data see the TV AGE Yearbook.

Asterisks indicate stations equipped for color but which have submitted no figure. Italics indicate stations not yet on the air, channel numbers and target dates. Daggers (†) indicate that the station has asked that no set count figure be published.

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

number-one advertising medium in 1955. In 1956 and 1957 it continued to be number one.

Those are the highlights of the dimensions of television today. They all tend to show one thing in common—there is nothing static about television. Television has grown and is growing in stations, in markets, in homes, in sets, in time spent in viewing, in number of homes per program, in advertiser investments. And this is a growth that has shown no signs of leveling. The future holds even bigger dimensions for the number-one medium.

9. Revenue from Time Sales

(\$ Millions)

Does not include revenue from talent or production costs

| | Network | Spot | Local | Total |
|-------|---------|--------|--------|----------|
| 1949 | \$ 10.8 | \$ 7.3 | \$ 9.5 | \$ 27.5 |
| 1950 | 35.0 | 25.0 | 30.4 | 90.5 |
| 1951 | 97.1 | 59.7 | 51.3 | 208.1 |
| 1952 | 137.7 | 80.2 | 65.3 | 283.1 |
| 1953 | 171.9 | 124.3 | 88.5 | 384.7 |
| 1954 | 241.2 | 176.7 | 120.1 | 538.1 |
| 1955 | 308.9 | 222.4 | 149.8 | 681.1 |
| 1956* | 395.4* | 289.2* | 185.8* | 870.3* |
| 1957* | 480.7* | 354.8* | 231.2* | 1,066.7* |
| 1958* | 530.3* | 386.5* | 268.0* | 1,184.8* |

Source: FCC, except those marked *, which are TV AGE estimates.

Totals

Total commercial stations: 496
Total markets: 316
Total estimated b&w tv homes: 42,520,000
Total estimated color sets: 428,000

ALABAMA

Birmingham, **WABT** (13) Box 2553, 348,000 b&w Sec: sta. Cls. AA hr. \$800, min. \$250, ID \$125. Charles F. Grisham, v.p. & g.m.; Albert J. Gillen, v.p. & sls.d.
Birmingham, **WBRC-TV** (6) Atop Red Mountain, 420,000 b&w Sec: Nielsen & sta. 200 c. Cls. A hr. \$685, min. \$180, ID \$90. Robert T. Schliker, st.m.; Oliver V. Naylor, sls.m.
Decatur, **WMSL-TV** (23) 701 Bank St. 50,000 b&w Sec: sta. 300 c. Cls. A hr. \$150, min. \$45, ID \$20. Louis Bilsard, st. m. & sls.m.
Dobson, **WTVY** (9) Cottonwood Rd., 23,300 b&w Sec: sta. c. Cls. A hr. \$250, min. \$40, ID \$20. F. E. Busby, exec. v.p. & g.m.; Art Creamer, loc. sls.m.
Florence, **WOWL-TV** (15) Box 634, 25,000 b&w Sec: sta. Cls. A hr. \$200, min. \$50, ID \$25. Richard H. Bledsoe, nat. sls.m.
Mobile, **WALA-TV** (10) 210 Government St. 200,000 b&w Sec: ARF&sta. 1,900 c. Cls. A hr. \$450, min. \$90, ID \$45. W. B. Pape, exec. v.p. & g.m.; Jim McNamara, nat. sls. m.
Mobile, **WKRC-TV** (5) 162 St. Louis St. 187,500 b&w Sec: sta. c. Cls. A hr. \$400, min. \$80, ID \$40. G. P. Persons Jr., v.p. & g.m.
Montgomery, **WCOV-TV** (20) Box 2505, Adrian Lane, 81,000 b&w Sec: sta. 50 c. Cls. A hr. \$200, min. \$40, ID \$20. Hugh M. Smith, g.m.; Morris South, loc. sls. m.
Montgomery, **WBFA-TV** (12) 10 E. Delano Ave. 144,800 b&w Sec: Fulse 200 c. Cls. A hr. \$450, min. \$100, ID \$50. Eugene R. Dodson, v.p. & st. m.; Carter Hardwick, c.m.

ARIZONA

Mesa, **KVAR** (see Phoenix)
Phoenix, **KOOL-TV** (10) 711 W. Adams, 190,000 b&w Sec: AMA & sta. 400 c. Cls. AA hr. \$550, min. \$100, ID \$50. Kenneth Morton, v.p. & st. m.; Fred L. Edwards, nat. sls. m.
Phoenix, **KPHO-TV** (5) 631 N. 1st Ave. 173,100 b&w Sec: AMA Cls. A hr. \$450, min. \$100, ID \$50. Richard B. Rawls, g.m.; Howard Stalaker, asst. st. m.
Phoenix, **KTVK** (3) 3435 N. 16th St. 243,000 b&w Sec: sta. 125 c. Cls. A hr. \$400, min. \$90, ID \$50. Roger Van Duser, g.m.; Burton B. Tadov, st.m. & c.m.
Phoenix, **KVAR** (12) 1101 N. Central Ave. 187,903 b&w Sec: AMA, 722 c. Cls. A hr. \$450, min. \$90, ID \$45. Richard O. Lewis, p. & g.m.; E. W. Hines, - n. & c.m.
Tucson, **KGUN-TV** (9) Box 5147, 190,000 b&w Sec: sta. 200 c. Cls. A hr. \$300, min. \$60, ID \$30. Tolbert Foster, v.p. & g.m.; Ben L. Slack, c.m.
Tucson, **KOLD-TV** (13) 115 W. Drachman St. 41,000 b&w Sec: sta. Cls. A hr. \$300, min. \$50, ID \$25. E. S. Mittendorf, g.m.; Bernie Pevlin, sls.m.
Tucson, **KVOA-TV** (4) 209 W. Elm, 64,300 b&w Sec: sta. 500 c. Cls. A hr. \$250, min. \$54, ID \$27. Otis Cowan, m.; W. R. "Ducey" DuBola, sls.m.
Yuma, **KIVA** (11) Box 1671, 25,000 b&w Sec: sta. Cls. A hr. \$200, min. \$40, ID \$20. Leavenworth Wheeler, st.m.; Edward J. Marsett g. sls.m.

ARKANSAS

El Dorado, **KRRB** (10) Garrett Hotel, Box 791, 70,000 b&w Sec: sta. Cls. A hr. \$200, min. \$40, ID \$20. Bill Bigley, g.m.; W. C. Womack, sls.m.
Fort Smith, **KPSA-TV** (22) Southwestern House, 920 Rogers Ave., Box 569, 40,000 b&w Sec: sta. Cls. A hr. \$200, min. \$40, ID \$20. J. W. Slaton, v.p. & g.m.; Roland Hundler, c.m.
Fort Smith, **KNAC-TV** (5) 200 Kelley Bldg. 56,504 b&w Sec: sta. Cls. A hr. \$250, min. \$50, ID \$25. Glenn W. White, g.m.; Rex Hayes, loc. sls.m.
Little Rock, **KARK-TV** (4) 10th & Spring Sts. 253,879 b&w Sec: sta. 850 c. Cls. A hr. \$500, min. \$110, ID \$55. Douglas J. Romine, v.p. & st. m.; Lee Bryant, c.m.
Little Rock, **KATV** (see Pine Bluff)
Little Rock, **KTHV** (11) 720 Inard St. 259,276 b&w Sec: sta. 150 c. Cls. A hr. \$450, min. \$100, ID \$50. B. G. Robertson, g.m.; W. V. Hutt, sls.m.
Pine Bluff, **KATV** (7) 620 Beech St. 236,800 b&w Sec: sta. Cls. AA hr. \$450, min. \$90, ID

\$45. John H. Fugate, g.m.; Oscar Alagood, sls.m.
Texarkana, **KCMC-TV** (see Texarkana, Tex.)

CALIFORNIA

Bakersfield, **KBAK-TV** (29) 29 Woody Rd. 110,000 b&w Sec: sta. Cls. AA hr. \$100, min. \$70, ID \$35. A. H. Constant, v.p. & g.m.; Ed Tabor, g. sls.m.
Bakersfield, **KERO-TV** (10) 1420 Truxton Ave. 165,000 b&w Sec: sta. \$50 c. Cls. AA hr. \$500, min. \$100, ID \$50. Arthur M. Mortensen, g.m.; Roland T. Kay, sls. m.
Chico, **MBSL-TV** (13) 180 E. 4th St. 92,600 b&w Sec: sta. c. Cls. A hr. \$225, min. \$57.50, ID \$20. M. F. Woodling, st. m.; George Ross, nat. sls.m.
Eureka, **KHUM-TV** (13) March 1958
Eureka, **KIEM-TV** (3) Box 1821, foot of Bay St. 39,097 b&w Sec: EIA, ARE & sta. Cls. A hr. \$250, min. \$50 ID \$25. W. Edwin Smith, sls.m. Robert Miller, sls.m.
Fresno, **KFRE-TV** (12) 723 L St. 252,200 b&w Sec: sta. 500 c. Cls. A hr. \$650, min. \$150, ID \$75. Ed J. French, st. m.; Bob Klein, g. sls.m.
Fresno, **KJEO** (47) Box 1708 197,823 b&w Sec: PCMB & ARB, 510 c. Cls. A hr. \$600, min. \$150, ID \$75. Joseph Drilling, v.p. & g.m.; William Edholm, c.m.
Fresno, **KMJ-TV** (24) 1117 N St. 190,000 b&w Sec: sta. 1,500 c. Cls. A hr. \$600, min. \$150, ID \$75. John Edwards, st. m.; Wilson Lefter, nat. sls. serv. m.
Los Angeles, **KABC-TV** (7) Prospect & Talmadge Aves. b&w Sec: Electrical League of L. A. 2,958,475 Cls. A hr. \$2,300 cls. AA min. \$600, ID \$300. Selig J. Seligman, g.m.; Elton H. Rule, g.sls.m.
Los Angeles, **KOOP** (13) 1000 N. Caluenga Blvd., Hollywood, 2,958,475 b&w Sec: Electric League of L. A. Cls. A hr. \$1,500, min. \$425, ID \$150. Alvin G. Flanagan, g.m.; Amos Baron, sls.m.
Los Angeles, **KHU-TV** (9) 1313 N. Vine St., Hollywood, 2,989,380 b&w Sec: Electric League of L. A. 10,213 c. Cls. A hr. \$1,750, min. \$400, ID \$200. John T. Reynolds, v.p. & g.m.; Howard L. Wheeler, sls.m.
Los Angeles, **KXET** (3) 1313 N. Vine St. 2,441,870 b&w Sec: CBS-TV Spot Sales, 9107 c. Cls. A hr. \$2,500, AA min. \$900, AA ID \$400. Clark B. George, g.m.; Robert D. Wood, g.sls.m.
Los Angeles, **KRCA** (1) Sunset & Vine, 2,989,000 b&w Sec: NBC Sales, 9,600 c. Cls. AA hr. \$3,600, 20 sec. \$800, ID \$275. Thomas C. McCray, v.p. & g.m.; James Parks, sls. m.
Los Angeles, **KTLA** (5) 5800 Sunset Blvd., Hollywood, 2,974,343 b&w Sec: sta. 5,200 c. Cls. A hr. \$1,500, min. \$300, ID \$150. Lew Arnold, g.m.; Bob Mohr, sls. m.
Los Angeles, **KTTV** (11) 5744 Sunset Blvd. 2,958,475 b&w Sec: Electric League of L. A. Cls. A hr. \$1,500, min. \$400, ID \$200. Richard A. Moore, p. & g.m.; John R. Vrba, v.p. chg. sls. m.
Oakland, **KTVU** (2) March 1958
Redding, **KVPT-TV** (7) 2770 Pioneer Dr. 54,630 b&w Sec: Nielsen & sta. 100 c. Cls. A hr. \$250, min. \$42.50, ID \$22.50. George C. Flaherty, p. & g.m.; John Dadiw, loc. sls. m.
Sacramento, **KRRT-TV** (10) 601-607 Seventh Ave. 430,029 b&w Sec: RETMA & sta. 3,225 c. Cls. A hr. \$850, min. \$200, ID \$25. John H. Schacht, v.p. & g.m.; George J. Kapel, g.sls.m.
Sacramento, **KCREA-TV** (3) 810 Teeth St. 411,900

New Stations

WMBD-TV (31) Peoria, Ill. Affiliate: CBS-TV. Charles C. Caley, 66.67 per cent; John E. Fetzer, 33.33 per cent. Peters, Griffin, Woodward Inc., rep.

KDUH-TV (4) Hay Springs, Neb. Satellite of KOTA-TV Rapid City, S. Dak. Helen S. Duhamel, p., 91 11/29 per cent. Headley-Reed Co., rep.

KWRB-TV (10) Riverton, Wyo. Affiliate: CBS-TV. Joseph P. Ernst, owner. The Meeker Co. Inc., rep.

b&w Sec: Nielsen & sta. 4,000 c. Cls. A hr. \$900, min. \$225, ID \$110. Robert E. Kelly, st.m.; Dick Godon, loc. als. m.

San Diego, KSBW-TV (8) 238 John St. Box 1651. 179,131 b&w Sec: ARB & sta. 1,000 c. Cls. A hr. \$425, min. \$90, ID \$48. John C. Coban, p. & g.m.; Graham H. Moore, als. d.

San Diego, KFMB-TV (8) 1408 Fifth Ave. 495,000 b&w Sec: S.D. Bureau of Home Appliances. 250 c. Cls. AA hr. \$900, min. \$230, ID \$100. George A. Whitney, v.p. & g.m.; Bill Fox, st. m.

San Diego, KFSD-TV (10) 8648 Enterprise St. 609,727 b&w Sec: sta. 225 c. Cls. A hr. \$650, min. \$130, ID \$70. William E. Goetze, exec. v.p. & g.m.; Jay Grill, v.p. & g.s.als.m.

Tijuana, Mex., XETV (8) 4229 Park Blvd., San Diego. 419,832 b&w Sec: sta. Cls. AA hr. \$500, min. \$180, ID \$80. Julian M. Kaufman, v.p. & g.m.; William G. Mueller, loc.m.

San Francisco, KGO-TV (7) ABC Radio-TV Center, 277 Golden Gate Ave. 1,231,000 b&w Sec: sta. Cls. A hr. \$1,250, min. \$300, ID \$150. John H. Mitchell, g.m.; David M. Sachs, g.s.als.m.

San Francisco, KPX (5) 2655 Van Ness. 1,236,492 b&w Sec: ARF. 2,000 c. Cls. A hr. \$1,250, min. \$300, ID \$150. Philip G. Looby, m.; Lou Simon, als.m.

San Francisco, KRON-TV (4) 929 Mission St. 1,278,657 b&w Sec: sta. 8,255 c. Cls. AA hr. \$1,700, min. \$500; ID \$250. Harold P. See, g.m.; Norman Louvain, als.m.

San Francisco, KSAN-TV (32) 1111 Market St. 310,000 b&w Sec: Pulse. Cls. A hr. \$115, min. \$15, ID \$5. Norwood J. Paterson, g.m. & als.m.

San Jose, KNTV (11) Box 1188, 648 Park Ave. 244,000 b&w Sec: Nielsen & sta. Cls. A hr. \$250, min. \$60, ID \$30. Roger Van Duzer, st.m.; Fran Conrad, als.m.

San Luis Obispo, KSBY-TV (6) Mtn. View & Hill Sts. 64,000 b&w Sec: sta. Cls. A hr. \$300, min. \$40, ID \$20. Frederick F. Beck, st. m.

Santa Barbara, KEY-TV (3) 730 Miramonte Dr. 90,379 b&w Sec: ARB & BRDS. Cls. A hr. \$450, min. \$90, ID \$45. Richard C. D. Bell, p. & g.m.; Bob Burrell, als. m.

Stockton, KOVB (13) 225 E. Miner Ave. 450,740 b&w Sec: ARF. Cls. A hr. \$300, min. \$190, ID \$88. Terry H. Lee, p. & g.m.; Ned Smith, g. als. m.

COLORADO

Colorado Springs, KCTV (11) 510 S. Tejon St., Box 1078. 80,254 b&w Sec: sta. Cls. A hr. \$250, min. \$60, ID \$30. James D. Russell, p. & g.m.; Robert D. Ellis, v.p. & nat. als. d.

Colorado Springs, KRDO-TV (13) 399 S. 8th St. 44,000 b&w Sec: sta. Cls. A hr. \$175, min. \$35, ID \$17.50. Harry W. Hoch Jr., p. & g.m. & als.m.

Denver, KBTV (9) 1089 Bannock. 486,087 b&w Sec: Rocky Mountain Electrical League. Cls. A hr. \$750, min. \$175, ID \$37. Joseph Herold, st. m.; Tom Young, c.m.

Denver, KJZZ-TV (7) 131 Speer Blvd. 470,548 b&w Sec: Rocky Mountain Electrical League. 1,466 c. Cls. A hr. \$750, min. \$200, ID \$100. Hugh B. Terry, p. & g.m.; Jack Tipton, st.m. & als. d.

Denver, KOA-TV (4) 1625 California St. \$14,000 b&w Sec: sta. 1,800 c. Cls. A hr. \$750, min. \$175, ID \$87.50. Ralph Radetzky, st. m.; Richard Harris, g. als. m.

Denver, KTVR (2) 550 Lincoln St. 486,087 b&w Sec: Rocky Mountain Electrical League. Cls. A hr. \$500, min. \$100, ID \$50. Hugh Ben La Rue, exec. v.p. & g.m.; Jay Gardner, als. m.

Grand Junction, KREX-TV (5) Hillcrest Manor. 25,204 b&w Sec: sta. Cls. A hr. \$150, min. \$30, ID \$15. Rex G. Howell, p. & g.m.; Robbie Robinson, v.p. & tv. d. Rates include KFXJ-TV Montrose.

Montrose, KFXJ-TV (10) Satellite of KREX-TV Grand Junction.

Pueblo, KCSJ-TV (5) Bir Hill. 67,387 b&w Sec: sta. Cls. A hr. \$225, min. \$45, ID \$22.50. Cliff Hendrix, exec.d.; Jim Croll, nat. als. & perm.d.

CONNECTICUT

Bridgeport, WICC-TV (43) Box 9140. 72,340 b&w Sec: sta. Cls. A hr. \$100, min. \$20, ID \$10. Philip Murrayman, p. & g.m.; Manning Slater, v.p. & als. m.

Hartford, WRCT (18) 558 Asylum St. 246,500 b&w Sec: sta. Cls. A hr. \$700, min. \$100, ID \$70. Harvey J. Struthers, g.m.; LaMont Thompson, g. als. m.

Hartford-New Britain, WNBC (30) 1422 New Britain Ave. West Hartford. 885,000 b&w Sec: sta. \$70 c. Cls. A hr. \$600, AA min. \$140, AA ID \$70. Peter B. Kenney, v.p. & g.m.; David Scott, nat. als. m.

Hartford, WHTV-TV (3) 28 Grove St. 1,020,490 b&w Sec: sta. Cls. A hr. \$800, min. \$130, ID \$65. Walter C. Johnson, v.p. & g.m.; Irwin C. Cowper, g. als. m.

New Haven, WNHC-TV (8) 1110 Chapel St., Box 1859. 891,218 b&w Sec: Nielsen & sta. 500 c. Cls. AA hr. \$1,200, min. \$270, ID \$120. Edward D. Taddel, g.m.; John Condliff, als.m.

Waterbury, WATE-TV (8) 440 Meadow St. 217,554 b&w Sec: sta. Cls. A hr. \$200, min. \$40, ID \$25. Samuel R. Elman, g.m. & c.m.

DELAWARE

Wilmington, WVUE-TV (13) Suburban Station

Wexton Stock

The Wexton agency, New York, has distributed 40 per cent of its stock among top executives.

Affected are George Gilbert, Edward Greenberg and Adrian Price, account supervisors, and Jack Spiro, art director. All are vice presidents and plans-board members.

Larry Schwartz, Wexton president, says the agency also has established a pension plan for all employes.

He says agency billings have increased 25 per cent every year, and he expects a 50-per-cent increase this year.

Bldg., Philadelphia, Pa. 1,600,000 b&w Sec: sta. Cls. A hr. \$1,600, min. \$375, ID \$157.50. J. Robert Kerr, v.p. & mag.d.; Lewis P. Johnson, g. als. m.

DISTRICT OF COLUMBIA

Washington, WMAL-TV (7) 4461 Connecticut Ave. NW. 600,000 b&w Sec: sta. Cls. AA hr. \$1,500, min. \$350, ID \$175. Frederick S. Houwink, g.m.; Neal J. Edwards, als. m.

Washington, WRCT-TV (4) Sberaton Park Hotel. 754,000 b&w Sec: sta. 2,500 c. Cls. A hr. \$800. Carlton D. Smith, v.p. & g.m.; Joseph Goodfellow, als. d.

Washington, WTOP-TV (9) Broadcast House, 40th & Brandynway N. W. 756,800 b&w Sec: CBS 25,000 c. Cls. A hr. \$1,800, min. \$400, ID \$300. George Hartford, v.p. for tv; Robert A. J. Bordley, als. d.

Washington, WTTG (5) c/o Raleigh Hotel, 15th & Pennsylvania Ave. NW. 725,000 b&w Sec: sta. Cls. A hr. \$1,000, min. \$120, ID \$48. James R. Bonnis, g.m.; Martin Callé, als. m.

FLORIDA

Daytona Beach, WESB-TV (3) Box 1712. 181,568 b&w Sec: sta. Cls. AA hr. \$400, min. \$90, ID \$40. Walter Strouse, st. m.; Thomas E. Newson, g. als. m.

Fort Myers, WINK-TV (11) Box 1072. 2824 Palm Beach Blvd. 22,500 b&w Sec: sta. Cls. A hr. \$150. A. J. Bauer, g.m. & als. m.

Jacksonville, WJTB-TV (4) 905 S. Main St. 319,000 b&w Sec: Nielsen & sta. 200 c. Cls. A hr. \$750, min. \$160, ID \$70. Glenn Marshall Jr., p. & g.m.; Dave Booher, g. als. m.

Jacksonville, WFGL-TV (12) 1070 E. Adams St. 243,300 b&w Sec: sta. 500 c. Cls. A hr. \$600, min. \$150, ID \$75. Jesse H. Gripe, v.p. & st.m.; Ralph W. Nimmoza, g. als. m.

Miami, WCKT (7) 1401 N. Bay Causeway. 401,000 b&w Sec: sta. 1,500 c. Cls. A hr. \$836, min. \$157, ID \$119. James M. LeGate, st. m.; Robert L. Fidler, als. m.

Miami, WTVT (17) 228 N. E. 3rd St. 290,000 b&w Sec: Nielsen & sta. Cls. A hr. \$500, min. \$100, ID \$50. Mortimer Lowry, g.m.; Mike Korman, loc. als. m.

Miami, WPST-TV (10) 316 NE 21 St. 375,000 b&w Sec: sta. Cls. A hr. \$825, min. \$210, ID \$105. Walter Koessler, g.m.; Bob Hanna, nat. g.m.

Miami, WTVJ (4) 316 N. Miami Ave. 390,000 b&w Sec: sta. 3,200 c. Cls. A hr. \$1,100. B min. \$165, ID \$140. Lee Rutwisch, exec. v.p. & g.m.; Bill Brasili, nat. als. m.

Orlando, WBOB-TV (6) 30 S. Ivanhoe Blvd. 190,000 b&w Sec: EIA & sta. 35 c. Cls. AA hr. \$450, min. \$90, ID \$45. Harold P. Danforth, p. & g.m.

Orlando, WLOF-TV (9) March 1958
Palm Beach, WPTV (5) Royal Poinciana Plaza. 154,105 b&w Sec: sta. 182 c. Cls. A hr. \$275, min. \$60, ID \$30. L. Herschel Graves, m.; Bill Woods, nat. als. m.

Panama City, WJDM-TV (7) Box 428, Hwy. 98. Panama City Beach. 31,000 b&w Sec: sta. Cls. AA hr. \$175, min. \$35, ID \$17. Harry C. Babb, st. m.; Mills de Reyna, nat. als. m.

Pensacola, WEAR-TV (3) Box 481, Hwy. 90 West of Pensacola. 152,500 b&w Sec: sta. 20 c. Cls. A hr. \$240, min. \$48, ID \$24. Mel Wheeler, p. & g.m.; Milt de Reyna Jr., asst. g.m.

St. Petersburg, WSUN-TV (38) Million Dollar Pier. 215,500 b&w Sec. sta. Cls. A hr. \$400, min. \$80, ID \$40. Fred P. Shawa, g.m.; Barney Kohra, als. m.

Tallahassee, Thomasville, Ga., WCTV (8) 2323 N. Monroe. Tallahassee. 134,186 b&w Sec: EIA. Cls. AA hr. \$350, min. \$100, ID \$50. L. Herschel Graves, g.m.; W. L. Woods, nat. als. m.

Tampa-St. Petersburg, WFLA-TV (8) 905 E. Jackson St., Tampa. 370,000 b&w Sec: SRDS. 600 c. Cls. A hr. \$350, min. \$160, ID \$30. George W. Harvey, v.p. & g.m.; William B. Faber, als. m.

Tampa, WTVT (13) 3213 Grand Central Ave., Box 1198. 320,000 b&w Sec: sta. 600 c. Cls. A hr. \$350, min. \$220, ID \$110. P. A. Suggs, g.m.; John Haberian, c.m.

West Palm Beach, WPAT-TV (12) Box 70. 140,000 b&w Sec: Pulse. Cls. A hr. \$250, min. \$50, ID \$25. Bertram Lebar Jr., exec.v.p. & g.m.; Ed J. Hennessy, g. als. m.

GEORGIA

Albany, WALB-TV (10) Stuart Ave. at Greenwood Dr. 82,300 b&w Sec: EIA & sta. 500 c. Cls. A hr. \$250, min. \$50, ID \$25. Raymond B. Carow, g.m.

Atlanta, WAGA-TV (6) 1018 W. Peachtree St., NE. 582,690 b&w Sec: SRDS 1,500 c. Cls. A hr. \$1,000, min. \$250, ID \$125. Glenn Jackson, v.p. & mag. d.; John W. Collins Jr., asst. mng. d. als.

Atlanta, WLVA (11) 1611 W. Peachtree St., NE. 602,960 b&w Sec: sta. Cls. A hr. \$900, min. \$175, ID \$90. Harry LeBrun, v.p. & g.m.; James H. Burgess, als. m.

Atlanta, WRB-TV (2) White Columns, 1601 W. Peachtree St. 545,210 b&w Sec: sta. 2,500 c. Cls. A hr. \$1,000, min. \$250, ID \$125. Marcus Bartlett, g.m.; Don Elliott Heald, c.m.

Augusta, WJBF (6) TV Park. 800,000 b&w Sec: ARB 400 c. Cls. A hr. \$350, min. \$75, ID \$37.50. J. B. Fuqua, p. & g.m.; T. J. Hennessy, als. m.

Augusta, WRDW-TV (12) 1301 Georgia Ave., N. Augusta. 232,050 b&w Sec: sta. Cls. A hr. \$350, min. \$75, ID \$37.50. J. W. Hicks, g.m.; Lou Stratton, als. m.

Columbus, WTVM (28) Box 1640. 1397 First Ave. 77,113 b&w Sec: Nielsen, ARB. Pulse & sta. 220 c. Cls. A hr. \$300, min. \$60, ID \$30. Guy Tiller, g.m.; Joe Windsor, asst. g.m.-als.

Columbus, WRBL-TV (4) 1800 13th Ave. 173,486 Sec: sta. *c. Cls. A hr. \$400, min. \$80, ID \$40. J. W. Woodruff Jr., p. & g.m.; George "Red" Jenkins, nat. als. & prom.d.

Macon, WMAZ-TV (13) Bankers Insurance Bldg. 126,000 b&w Sec: Nielsen & CBS *c. Cls. A hr. \$360, min. \$72, ID \$36. Wilton E. Cobb, g.m.; Frank Crowther, c.m.

Rome, WTVG (9) Horseshoe Mountain, Scenic Hwy., Box 473. 174,330 b&w Sec: sta. Cls. A hr. \$250, min. \$25, ID \$15. Ed McKay, m.; Chas. Doss, c.m.

Savannah, WSAV-TV (3) Liberty Nat. Bank Bldg. 150,501 b&w Sec: ARF & sta. 100 c. Cls. A hr. \$300, min. \$60, ID \$30. Harben Daniel, p. & g.m.; Mack Hummelso, c.m.

Savannah, WTOG-TV (1) 516 Abercorn St. 155,785 b&w Sec: sta. 50 c. Cls. A hr. \$275, min. \$45, ID \$22.50. W. T. Knight Jr., p. & g.m.; Ben Williams, v.p. & c.m.

Thomasville, WCTV (see Tallahassee, Fla.)

IDAHO

Boise, KBOI-TV (2) 1007 W. Jefferson St. 75,900 b&w Sec: sta. Cls. A hr. \$250, min. \$50, ID \$25. Westernman Whilcock, p. & g.m.; Earl Glade Jr., st. & c.m.

Boise, KIDD-TV (7) Chamber of Commerce Bldg. 78,100 b&w Sec: sta. Cls. A hr. \$250, min. \$45, ID \$20. Georgia M. Davidson, p. & g.m.; George Gana, als. m.

Idaho Falls, KID-TV (3) 1275 E. 17th St. 57,910 b&w Sec: sta. Cls. A hr. \$225, min. \$55, ID \$22.50. C. N. "Rouy" Layne, g.m.; Claude Cain, als. m.

Lewiston, KLEW-TV (3) Satellite of KIMA-TV Yakima, Wash.

Twin Falls, KILX-TV (11) Box 432. 25,000 b&w Sec: ARB & sta. Cls. A hr. \$175, min. \$43.75, ID \$17.50. Cecil L. Heffel, v.p. & g.m.; Joe Gibney, st.m.

ILLINOIS

Bloomington, WBLN (15) Box 616. Cls. A hr. \$120, min. \$24, ID \$6. Worth S. Rough, g.m.; Willard A. Nichols, als.m.

Champaign, WCIA (8) 509 S. Neil. 408,370 b&w Sec: Nielsen & sta. *c. Cls. AA hr. \$900, 20 sec. \$190, ID \$95. A. C. Meyer, p.; Guy Main, v.p. & als. d.

Chicago, WBBM-TV (2) 630 N. McClurg Court. 2,470,000 b&w Sec: Electric Assn. of Chicago *c. Cls. A hr. \$4,500, ID \$450. H. Leslie Atlas, v.p. & g.m.; George Arkedis, als. m.

Chicago, WBKB (7) 190 N. State St. 2,350,000 b&w Sec: Nielsen & sta. Cls. A hr. \$2,400, min. \$700, ID \$350. Sterling C. Quinlan, v.p.; Mathew E. Vieracker, g.m.

Chicago, WGN-TV (9) 441 N. Michigan Ave. 2,350,100 b&w Sec: Nielsen & sta. *c. Cls. Cls. ARB & sta. \$1,800, min. \$450, ID \$225. Ward Quaal, v.p. & g.m.; Bradley Eidmann, als. m.

Chicago, WNBQ (5) Merchandise Mart Plaza. 2,350,100 b&w Sec: Nielsen & sta. 20,000 c. Cls. A hr. \$4,000, 20 sec. \$900, ID \$425. Jules Herbuveaux, v.p. & g.m.; Ross Stebbins, als. d.

Danville, WBAN-TV (24) 1500 N. Washington Ave. 74,500 b&w Sec: sta. Cla. A hr. \$150, min. \$25, ID \$12. Max Shaffer, st. m.; John D. Eckert, als. d.

Decatur, WTVF (17) Box 829—Southside Dr. 190,000 b&w Sec: Nielsen & sta. Cla. A hr. \$350, min. \$70, ID \$35. Ben K. West, st. m.

Harrisburg, WBIL-TV (32) The Television Bldg., 21½ W. Poplar St. 37,000 b&w Sec: sta. Cla. A hr. \$150, min. \$30, ID \$15. O. L. Turner, st. m.

La Salle, WEEQ-TV (15) Commercial Nat'l Bank Bldg., Peoria. Fred C. Mueller, v.p. & g.m.

Peoria, WEEK-TV (43) 2907 Springfield Rd. 275,000 b&w Sec: sta. 1,137 c. Cla. AA hr. \$600, min. \$120, ID \$60. Fred C. Mueller, v.p. & g.m.; John Leslie, als. m.

Peoria, WMBD-TV (31) 212 S. W. Jefferson Ave. Cla. A hr. \$400, min. \$80, ID \$40. Robert O. Runnerstrom, v.p. & tv d.; Robert M. Riley Jr., als. m.

Peoria, WTVH (19) 234 N. Madison Ave. 20,000 b&w Sec: sta. 1,000 c. Cla. AA hr. \$550, min. \$110, ID \$55. Harold V. Phillips, g.m.; William P. Pipher, als. m.

Quincy, KIGA-TV (see Hannibal, Mo.)

Quincy, WGEN-TV (16) Hotel Quincy. 175,000 b&w Sec: sta. 350 c. Cla. A hr. \$350, min. \$60, ID \$30. Joe Bonansinga, g.m.; J. Ben Stewart, c.m.

Rockford, WREX-TV (19) Auburn & Winnebago, 247,761 b&w Sec: ARF. 750 c. Cla. A hr. \$400, min. \$80, ID \$40. J. M. Batsch, g.m.; A.J. Biardello, als. m.

Rockford, WTVO (39) N. Meridian Rd. 140,000 b&w Sec: sta. c. Cla. A hr. \$300, min. \$60, ID \$30. Harold Froelich, g.m.; Gene Denari, als. m.

Rock Island, WHEB-TV (4) Telco Bldg., 231 18 St. 463,250 b&w Sec: CBS. 1,455 c. Cla. AA hr. \$800, 20 sec. \$200, ID \$100. Leslie C. Johnson, v.p. & g.m.; Maurice Corken, asst. g.m. & sta. d.

Springfield, WICS (20) 523 E. Capitol Ave. 108,000 b&w Sec: sta. 100c. Cla. A hr. \$250, min. \$50, ID \$25. Milton D. Friedland, g.m.; Warren R. King, c.m.

Springfield, WMAV-TV (36) Spring 1958

INDIANA

Anderson, WVCB-TV (61) April 1958

Bloomington, WTTV (4) 3490 Bluff Rd., Indianapolis. 705,321 b&w Sec: sta. Cla. A hr. \$1,000, min. \$180, ID \$90. Sarks Tarzian, p. & g.m.; Frank Willis, nat. als. m.

Elkhart, WSVT (52) 3600 Oakland Rd. 215,914 b&w Sec: ARF & sta. Cla. A hr. \$300, min. \$60, ID \$30. Paul C. Brines, v.p. & g.m.; Vincent T. Doyle, nat. als. m.

Evansville, WFIE-TV (14) 1115 Mt. Auburn Rd. 157,329 b&w Sec: sta. 273 c. Cla. A hr. \$350, min. \$70, ID \$35. E. Berry Smith, v.p. & g.m.; Leo Browning, g. als. m.



Stuart T. Martin, who has served as vice president and general manager of WCAX-TV since 1954, has been made president of Mt. Mansfield Television Inc., operator of the Vermont station. C. P. Hasbrook, who has been president, has been elected chairman of the board of directors.

Evansville-Henderson, Ky., WEHT (50) Box 295. 158,263 b&w Sec: sta. 210 c. Cla. A hr. \$400, min. \$80, ID \$40. Edwin G. Richter Jr., p. & g.m.; Howard Duncan, als. m.

Evansville, WTVW (7) 405 Carpenter St. 200,000 b&w Sec: sta. Cla. A hr. \$350, min. \$70, ID \$35. Dick Shivey, m.; Bill Spillman, als. m.

Fort Wayne, WANE-TV (15) West State Blvd. & Broadcast St. 209,100 b&w Sec: sta. 150 c. Cla. A hr. \$300, min. \$110, ID \$55. R. Morris Pierre, v.p. & g.m.; John Keenan, als. d.

Fort Wayne, WKJG-TV (33) 220 E. Jefferson St. 200,514 b&w Sec: sta. 1,000 c. Cla. A hr. \$450, min. \$90, ID \$45. Edward G. Thoms, v.p. & g.m.; Carleton B. Evans, c.m.

Fort Wayne, WPTA-TV (31) Box 838. 209,100 b&w Sec: sta. Cla. A hr. \$400, min. \$80, ID \$40. Ronald R. Ross, g.m.; Richard D. Morgan, als. d.

Indianapolis, WFPM-TV (4) 1330 N. Meridian. 740,000 b&w Sec: sta. 7,500 c. Cla. A hr.

\$1,300, min. \$300, ID \$150. Eldon Campbell, v.p. & g.m.; Don Menke, c.m.

Indianapolis, WISH-TV (8) 1440 N. Meridian St. 725,285 b&w Sec: sta. 5,000 c. Cla. A hr. \$1,300, min. \$300, ID \$150. Robert B. McConnell, v.p. & g.m.; George W. Diefenderfer Jr., nat. als. serv. d.

Indianapolis, WLW-I (13) 714 Merchant's Bank Bldg. 710,000 b&w Sec: Nielsen & sta. 5,900 c. Cla. A hr. \$1,100, min. \$200, ID \$100. John Babcock, asst. g.m.; Bob Lamb, als. m.

Lafayette, WFAM-TV (59) McCarty Lane. 50,000 b&w Sec: sta. 75 c. Cla. A hr. \$200 min. \$40, ID \$20. Henry Rosenthal, st. g.m.; Dick Pittenger, c.m.

Muncie, WLBC-TV (48) Radio Center, Box 271. 107,250 b&w Sec: sta. 20 c. Cla. A hr. \$225, min. \$50. W. F. Craig, v.p.

South Bend, WNDU-TV (16) Box 989. 210,000 b&w Sec: sta. 800 c. Cla. A hr. \$500, min. \$100, ID \$50. Bernard C. Barth, v.p. & g.m.; William Thomas Hamilton, als. m.

South Bend, WSBT-TV (34) Broadcast Center, 300 W. Jefferson Blvd. 155,000 b&w Sec: sta. 50 c. Cla. AA hr. \$500, min. \$100. Neal B. Welch, g.m.; Will Darch, c.m.

Terre Haute, WTHI-TV (10) 918 Ohio St. 251,970 b&w Sec: Nielsen & sta. 75 c. Cla. A hr. \$500, min. \$100, ID \$50. J. M. Higgins, g.m.; George A. Foulkes, nat. als. m.

IOWA

Ames, WOI-TV (5) Service Bldg., Iowa State College Campus. 370,000 b&w Sec: sta. c. Cla. A hr. \$650, min. \$140, ID \$70. Robert C. Mulhail, g.m.; Dan Norton, als. m.

Cedar Rapids, KCRG-TV (9) First Ave. at First St. SW. 331,512 b&w Sec: EMA & sta. Cla. A hr. \$425, min. \$85, ID \$42.50. Frank T. Nye, g.m.; Richard J. Butterfield, als. m.

Cedar Rapids, WMT-TV (2) Paramount Theatre Bldg. 344,380 b&w Sec: Nielsen & sta. c. Cla. AA hr. \$625, min. \$125, ID \$42.50. William H. Quarton, exec. v.p. & g.m.; Lewis Van Nostrand, v.p. als.

Davenport, WOC-TV (6) 805 Brady St. 422,300 b&w Sec: sta. 7,000 c. Cla. A hr. \$600, min. \$150, ID \$75. Ernest C. Sanders, res. m.; Mark Wudlinger, als. m.

Des Moines, KRNT-TV (8) KRNT Center, 9th & Pleasant Sts. † c. Cla. A hr. \$700, min. \$160, ID \$70. Robert W. Dillon, v.p. & g.m.; Paul M. Elliott, c.m.

Des Moines, WHO-TV (13) 1100 Walnut St. 447,900 b&w Sec: sta. 1,500 c. Cla. A hr. \$700, min. \$150, ID \$75. Paul A. Loyet, v.p. & res. m.; Robert H. Harter, als. m.

Ft. Dodge, KQTV (21) 912 1st Ave. S. 47,332 b&w Sec: sta. Cla. A hr. \$150, min. \$40, ID \$25. Edward Breen, p.&g.m.; Rollie Camp, als. m.

Mason City, KGLO-TV (3) 2nd & Pennsylvania. 127,780 b&w Sec: Nielsen & sta. Cla. A hr. \$350, min. \$70, ID \$35. Herbert R. Ohrt, exec. v.p. & g.m.; Lloyd D. Loers, als. m.

Ottumwa, KTVQ (see Kirksville, Mo.)

Sioux City, KTV (4) 10th & Grandview. 241,821 b&w Sec: sta. 1,000 c. Cla. A hr. \$350, min. \$75, ID \$37.50. Dietrich Dirks, p. & g.m.; Gene Flaherty, v.p. & als. m.

Sioux City, KVTV (8) 7th & Douglas St. 229,330 b&w Sec: sta. 500 c. Cla. AA hr. \$425, min. \$100, ID \$50. Donald D. Sullivan, v.p. & g.m.; Robert B. Donovan, c.m.

Waterloo, KWVL-TV (7) Insurance Bldg., E. 4th & Franklin. 331,512 b&w Sec: sta. 1,000 c. Cla. AA hr. \$625, min. \$125, ID \$42.50. R. J. McElroy, g.m.; James S. Dugan, nat. als. m.

KANSAS

Ensign-Cimarron, KTVC (6) Satellite of KAKE-TV Wichita.

Garden City, KGLD-TV (11) March 1958

Goodland, KWGR-TV (10) March 1958

Great Bend, KCKT (2) Box 182, 4 miles N. on Hwy. 281. 105,600 b&w Sec: sta. 1,000 c. Cla. A hr. \$300, min. \$60, ID \$30. Victor E. Baum, mng. d.; E. L. Kuhlman, operas. m. & als.

Pittsburg, KOAM-TV (7) Box 608. 161,851 b&w Sec: sta. Cla. A hr. \$300, min. \$60, ID \$30. It. E. Wade, g.m. & als. m.

Topeka, WIBW-TV (13) Box 119. 210,330 b&w Sec: Electric Assoc. of K. C. 2,500 c. Cla. A hr. \$550, min. \$110, ID \$55. Thud M. Sandstrom, g.m.; Ray Senate, nat. als. coordinator.

Wichita, KAKE-TV (10) 1500 N. West. 255,395 b&w Sec: sta. Cla. A hr. \$600, min. \$135, ID \$60. Martin Umansky, v.p. & g.m.; Donivan D. Waldron, nat. als. m.

Wichita, KARD-TV (3) 833 N. Main. 238,311 b&w Sec: sta. 2,000 c. Cla. AA hr. \$450, min. \$150, ID \$75. Wm. J. Moyer, exec. v.p. & g.m.; Don Sharrs, v.p. & als. m.

Wichita-Hutchinson, KTVH (12) 1800 N. Plum. Hutchinson. 255,000 b&w Sec: sta. 500 c. Cla. A hr. \$575, min. \$135, ID \$47.50. Howard O. Peterson, g.m.; Eugene F. Gray, g. als. m.

KENTUCKY

Henderson, WEHT (see Evansville, Ind.)

Lexington, WKXP-TV (27) Broadcast Central. Cla. A hr. \$251.30, min. \$41, ID \$25.10. Frederick Gregg Jr., p. & g.m.; Miller Welch, c.m.

Lexington, WLIX-TV (18) 134 N. Limestone St. † Cla. A hr. \$218.50, min. \$35.95 ID \$21.55.

CBS-TV Slide Rule Figures Costs

CBS-TV spot sales has sent to 4,500 time buyers, advertisers and agency executives a slide rule for rapid figuring of cost and coverage on spot-tv campaigns.

Based on a special study by A. C. Nielsen, the "Cume-Rule" figures costs, coverage, ratings on 10- and 20-second spots (12 daytime or three nighttime) for from 15 to 75 markets.

For instance, setting the rule for 75 markets, three nighttime spots, the following information shows:

Cost of three 20-second spots, \$60,840 a week; 10-second spots, \$30,327; coverage, 37,327,000 families, or 90.6 per cent of U. S. families; family impressions, 26,580,000; net audience, 16,521 unduplicated families, or 40.1 per cent U. S. families; 28,428 unduplicated families in a four-week period, or 69 per cent U. S. families. The nighttime rate is for Class A spots.

The other side of the card supplies the same information for 15, 30, 45, 60 and 75 markets on 12 daytime announcements of either 10 or 20 seconds. Rates are based on those of CBS-TV spot sales stations.

The spot rule was originated by Robert F. Davis, director of research. The study does not, he said, attempt to supply information on all types of spot buys. But it covers those which are of most interest to advertisers and agencies.

Earl L. Boyles, exec. v.p. & g.m.; Jim Fenwick, sls. m.
Louisville, WAVE-TV (3) 334 E. Broadway, 237,170 b/w Sec. Nielsen & sta. 13,000 c. Cls. A hr. \$1,025, min. \$230, ID \$115. Nathan Lord, v.p. & g.m.; Ralph Jackson, c.m.
Louisville, WHAS-TV (11) 535 W. Broadway, Cls. A hr. \$1,000, min. \$200, ID \$100. Victor A. Sholis, v.p. & d.; Albert J. Gillen, sls. m.
Pasadena, WPSD-TV (6) 100 Television Lane, Box 1037, 165,000 b/w Sec. sta. 3,000 c. Cls. A hr. \$400, min. \$80, ID \$40. Sam Livingston, g.m.; Charles M. Neel, sls. m.

LOUISIANA

Alexandria, KALB-TV (6) 6th & Washington Sts. 128,400 b/w Sec. sta. Cls. A hr. \$250, min. \$50, ID \$25. Willard L. Cobb, g.m.; Marvin Reuben, nat. sls. m.
Baton Rouge, WAFB-TV (48) 929 Government St. 105,000 b/w Sec. sta. Cls. A hr. \$250, min. \$50, ID \$25. Tom E. Gibbons, p. & g.m.; Mervyn Rhys, c.m.
Baton Rouge, WBRE (3) 1650 Highland Rd. 231,014 b/w Sec. sta. 300 c. Cls. A hr. \$300, min. \$65, ID \$32.50. John H. Bone, g.m.; Guy Corley, g. sls. m.
Lafayette, KLFY-TV (10) 1301 Oak Ave. 187,367 b/w Sec. sta. 2,773 c. Cls. A hr. \$250, min. \$50, ID \$25. Dierrell Hamm, g.m.; Sterling Zimmerman, g.sls. m.
Lake Charles, KPLC-TV (7) 320 Division St. 178,200 b/w Sec. sta. Cls. A hr. \$270, min. \$50, ID \$25. Pelham Mills Jr., g. m.; Art Reuben, sls. m.
Lake Charles, KTAC-TV (25) 645 15th St., Box 173, \$2,167 b/w Sec. sta. Cls. A hr. \$150, min. \$25, ID \$12.50. Raymond Dorsey, g.m.; Harper Clarke, asst. m. & sls. m.
Monroe, KNOE-TV (8) Knoe Rd., Box 1713, 300,000 b/w Sec. sta. 150 c. Cls. AA hr. \$400, min. \$80, ID \$40. Paul E. Goldman, v.p. & g.m.; Jack Ansell Jr., tv sls. & prom. d.
New Orleans, WDSU-TV (6) 520 Royal St. 438,813 b/w Sec. sta. 1,400 c. Cls. A hr. \$900, min. \$170, ID \$85. Robert D. Swezey, exec. v.p. & g.m.; Louis A. Read, v.p. & c.m.
New Orleans, WMMR-TV (20) 1500 Canal St. 180,000 b/w Sec. sta. 1,250 c. Cls. A hr. \$450, min. \$80, ID \$40. Mort Silverman, g.m.; Paul Bertile, c.m. & bus. m.
New Orleans, WWL-TV (4) 1024 N. Rampart St. 360,000 b/w Sec. sta. 1,200 c. Cls. A hr. \$750, min. \$150, ID \$75. W. H. Summerville, g.m.; Bill Flynn, c.m.
Shreveport, KSI-TV (17) P.O. Box 92, Washington Forge Hotel, 240,000 Sec. sta. 1,000 c. Cls. A hr. \$500, min. \$100, ID \$50. Winston B. Linam, st. m.; Deane Flett, sls. m.
Shreveport, KTRB-TV (3) 312 E. Kings Hwy. 316,023 b/w Sec. EIA & sta. 1,000 c. Cls. A hr. \$500, min. \$125, ID \$62.50. Patrick J. White, st.m.; Joe B. Foster, c.m.

MAINE

Bangor, WABI-TV (5) 55 State St. 108,000 b/w Sec. sta. 100 c. Cls. A hr. \$37, min. \$65, ID \$35. Richard Bronson, m.; Robert McCausland, sls. m.
Bangor, W-TWO (3) 7 Main St. 108,000 b/w Sec. CBS, % Cls. A hr. \$300, min. \$60, ID \$30. Murray Carpenter, o. & g.m.; Rudolph Marcoux, v.p. & bus. m.
Palmd Spring, WMTW (8) Ricard Inn, 288,000 b/w Sec. Nielsen, Cls. A hr. \$400, min. \$80, ID \$40. John H. Norton Jr., v.p. & g.m.; Carter Knight, com. sls. m.
Portland, WRBW-TV (6) 157 High St. 258,000 b/w Sec. Nielsen & sta. 400 c. Cls. AA hr. \$500, min. \$100, ID \$50. William H. Riss, v.p. & mng. d.; Jack S. Atwood, tv. st. m.
Portland, WGAN-TV (13) 390 Congress St. 190,000 b/w Sec. sta. 100 c. Cls. AA hr. \$600, min. \$100, ID \$50. Creighton E. Gatchell, v.p. & g.m.; Richard F. Bates, sls. m.
Presque Isle, WAGM-TV (8) 489 Main St. 50,000 b/w Sec. sta. Cls. A hr. \$250, min. \$50, ID \$25. Ted Coffin, st. m.; Forrest Craig, sls. m.

MARYLAND

Baltimore, WJZ-TV (13) Television Hill, 734,134 b/w Sec. sta. Cls. A hr. \$1,100, min. \$225, ID \$112.50. Larry H. Israel, g.m.; Joseph P. Dougherty, g. sls. m.
Baltimore, WBAL-TV (11) 2810 N. Charles St. 741,543 b/w Sec. sta. 650 c. Cls. A hr. \$1,500, min. \$350, ID \$175. Leslie H. Peard Jr., v.p. & st. m.; Willie K. Frelert, asst. st. m. & sls. m.
Baltimore, WMAR-TV (2) 2 W. Redwood St. 745,777 b/w Sec. sta. 2,417 c. Cls. A hr. \$1,500, min. \$350, ID \$175. E. K. Jett, v.p. & tv. d.; E. A. Lang, sls. m.
Salisbury, WBOC-TV (16) Radio-TV Park, 57-315 b/w Sec. sta. 45c. Cls. A hr. \$200, min. \$37.50, ID \$20. Charles J. Truitt, v.p., g.m. & nat. sls. m.; H. Wendell Henry, loc. sls. m.

MASSACHUSETTS

Adams, (19) Len Lavendal, res. m. Satellite of W-TEN Albany, N. Y.
Boston, WBZ-TV (4) 1170 Soldiers Field Rd. 1,507,149 b/w Sec. ARF & sta. 84 c. Cls. A hr. \$2,400, 29 sec. \$500, ID \$295. P. A. Tooke, g.m.; James E. Allen, sls. m.
Boston, WHDR-TV (5) 6 St. James Ave. 1,600,000 b/w Sec. sta. 10,000 c. Cls. A hr. \$2,700, min. \$500, ID \$250. William B. Mc-



Chester E. Pike Jr., formerly manager of WTAL Tallahassee, has been named station manager of WPTV Palm Beach. Mr. Pike was formerly with WTMA Charleston and served as special consultant to WCTV Tallahassee.

Grath, v.p. & mng. d.; Alexander M. Tanger, v.p. & sls. m.
Boston, WNAZ-TV (7) 21 Brookline Ave. 1,458,900 b/w Sec. sta. % Cls. A hr. \$2,200, min. \$380, ID \$170. Norman Knight, exec. v.p. & g.m.; Thomas H. Bateson, sls. serv. & nat. sls. d.
Boston, WMUR-TV (see Manchester, N.H.)
Greenfield, WRIP (32) Box 32, Northfield Wallace I. Green, st. m.; Philip J. Benison, sls. m. Satellite of WWLP Springfield.
Springfield-Holyoke, WHYN-TV (40) 1300 Liberty, 250,000 b/w Sec. ARB & sta. 572 c. Cls. A hr. \$600, min. \$140, ID \$60. Charles N. DeRose, g.m.; Patrick J. Montague, sls. m.
Springfield, WWLP (32) Box 2210, 250,000 b/w Sec. sta. 627 c. Cls. AA hr. \$600, min. \$140, ID \$60. William L. Putnam, g.m. & treas.; James H. Ferruson Jr. g. sls. m.

MICHIGAN

Way City, WNUM-TV (5) 814 Adams 580,536 b/w Sec. RETMA 3,500 c. Cls. A hr. \$680, min. \$135, ID \$67.50. James Gerity Jr., p. & g.m. Harry E. Travis, v.p. & asst. g.m.
Cadillac, WWTW (18) 417 N. Mitchell St. 390,000 b/w Sec. sta. Cls. A hr. \$350, min. \$70, ID \$35. Gene Ellerman, v.p., g.m. & sls. m.; Daryl Sebastian, asst. g.m.
Detroit, CKLW-TV (9) 3300 Guardian Bldg. 1,500,000 b/w Sec. sta. Cls. A hr. \$1,200, min. \$240, ID \$95. J. E. Campeau, p. & g.m.; Norman Hawkins, nat. sls. m.
Detroit, WJBK-TV (2) 7441 Second Ave. 1,700,000 b/w Sec. SRDS, 15,000 c. Cls. A hr. \$2,600, min. \$850, ID \$325. Bill Michaels, v.p. & mng. d.; Keith T. McKenney, loc. sls. m.
Detroit, WWJ-TV (4) 622 W. Lafayette 1,860,000 b/w Sec. sta. 8,500 c. Cls. A hr. \$2,400, min. \$600, ID \$300. Edwin K. Wheeler, g.m.; Don DeGroat, asst. g.m.
Detroit, WXYZ-TV (7) 1700 Mutual Bldg. 1,610,000 b/w Sec. Nielsen & sta. Cls. AA hr. \$2,200, min. \$550, ID \$220. James G. Riddell, p.g.m.; Ralph Dawson, tv sls. d.
Flint, WJRT (12) March 1958
Grand Rapids, WOOD-TV (8) 120 College Ave. SE. 575,961 b/w Sec. Nielsen & EIA 700 c. Cls. A hr. \$1,175, min. \$250, ID \$125. Willard Schroeder, p. & g.m.; Arthur Swift, sls. m.
Kalamazoo, WKZO-TV (3) 124 W. Michigan. 691,120 b/w Sec. Nielsen & sta. 1,900 c. Cls. A hr. \$1,150, min. \$230, ID \$115. Carl E. Lee v.p. & mng. d.; Donald W. DeSmit Jr., sls. m.
Lansing, WJLM-TV (6) 2820 E. Saginaw, 425,000 b/w Sec. Nielsen & sta. 575 c. Cls. A hr. \$900, min. \$180, ID \$90. Harold F. Gross, p. & g.m.; Gar Meadowcroft, g. sls. m.
Marquette, WDMJ-TV (6) 249 W. Washington St. 65,000 b/w Sec. ARB & EMA. Cls. A hr. \$200, min. \$40, ID \$20. W. H. Treloar, g.m.; Robert Luke, sls. & sls. m.
Saginaw, WKNN-TV (67) 221 S. Washington Ave. 160,600 b/w Sec. sta. 170 c. Cls. A hr. \$375, min. \$75, ID \$37.50. William J. Edwards, p. & g.m.; Robert M. Chandler, c.m.
Traverse City, WPBN-TV (7) 314 Front St. 69,228 b/w Sec. sta. 75 c. Cls. A hr. \$140, min. \$28.50, ID \$14.50. Robert E. Detweiler, m.

MINNESOTA

Austin, KMMT-TV (6) 218 Bradley Bldg., 10 E. Superior St. 140,878 b/w Sec. Nielsen & sta. Cls. A hr. \$125, min. \$25, ID \$15. Don E. Inman, st. m.; Don Jones, sls. m.
Duluth, KDAL-TV (3) 218 Bradley Bldg. 161,000 b/w Sec. CBS, 50 c. Cls. A hr. \$450, min.

\$101.25, ID \$45. Odie Ramsland, v.p. & g.m.; John Grandy, sls. m.
Duluth-Superior, Wia., WDSM-TV (4) 230 E. Superior St. Duluth, 154,000 b/w Sec. sta. 1,000 c. Cls. A hr. \$300, min. \$72, ID \$32.50. C. D. Tully, g.m.; Carlo Annetta, g. sls. m.
Minneapolis, KMGM-TV (9) Foshaer Tower, 600,000 b/w Sec. sta. Cls. A hr. \$1,000, min. \$200, ID \$80. Don Swartz, g.m.; Milton J. Westerman, sls. m.
Minneapolis-St. Paul, KSTP-TV (5) 5415 University Ave. St. Paul, 700,118 b/w Sec. sta. 200 c. Cls. A hr. \$1,000, min. \$250, ID \$125. Stanley E. Hubbard, p. & g.m.; Marvin Rosene, g. sls. m.
Minneapolis, WCCO-TV (4) 60 S. 9 St. 691,900 b/w Sec. sta. 400 c. Cls. A hr. \$1,600, min. \$400, ID \$160. F. Van Konyenburg, exec. v.p.; Robert N. Ekstrum, sls. m.
Minneapolis, WTCN-TV (11) 2925 Dean Blvd. 553,610 b/w Sec. Nielsen & sta. Cls. A hr. \$900, min. \$170, ID \$85. Phil Hoffman, v.p. & g.m.; James R. Host, tv sls. m.
Rochester, KROC-TV (18) 100 1st Ave. Bldg. 156,000 b/w Sec. sta. 350 c. Cls. A hr. \$250, min. \$50, ID \$25. G. David Gentling, g. m.; Will Jackson, sls. m.

MISSISSIPPI

Columbia, WCBI-TV (4) Gilmer Hotel, 83,000 b/w Sec. ARB & sta. Cls. A hr. \$180, min. \$35, ID \$15. P. H. Hinman, st. m.; W. W. Whitfield, sls. m.
Hattiesburg, WDMAT-TV (9) Box 1649, 81,000 b/w Sec. sta. 150 c. Cls. A hr. \$175, min. \$35, ID \$17.50. Marvin Reuben, v.p. & g.m.; Jerry Keith, sls. m.
Jackson, WJTV (12) Box 8187, 228,902 b/w Sec. sta. % Cls. A hr. \$400, min. \$90, ID \$45. Owens F. Alexander, st. m. & nat. sls. m.; Bill Carlier, loc. sls. m.
Jackson, WLBT (3) 715 S. Jefferson St., 226,725 b/w Sec. sta. 500 c. Cls. A hr. \$400, min. \$90, ID \$45. Fred L. Beard m.; Frank Gentry, sls. m.
Meridian, WTOK-TV (11) Southern Bldg., Box 1771, 100,000 b/w Sec. sta. % Cls. Cls. A hr. \$275, min. \$55, ID \$27.50. Robert F. Wright, p. & g.m. W. B. Crooks Jr., v.p. & c.m.
Tupelo, WTVW (9) Beech Springs Rd. 96,000 b/w Sec. sta. 125 c. Cls. A hr. \$150, min. \$30, ID \$18. Frank K. Spain, p. & g.m.; Charles H. Hills Jr., c.m.

MISSOURI

Cape Girardeau, KFVS-TV (12) 324 Broadway, 167,074 b/w Sec. sta. 150 c. Cls. AA hr. \$600, min. \$125. Robert O. Hirsch, st. m.; Jack Ramey, sls. m.
Columbia, KOMU-TV (8) Highway 63 South, 108,970 b/w Sec. sta. Cls. A hr. \$200, min. \$40, ID \$20. Edward C. Lambert, g.m.; John O. Conwell, c.m.
Hannibal, KHQA-TV (7) 510 Maine, Quincy, Ill. 174,880 b/w Sec. Nielsen & sta. 124 c. Cls. A hr. \$350, min. \$70, ID \$35. Walter J. Rothchild, g.m. & nat. sls. m.; Merritt Milligan, asst. m. & bus. m.
Jefferson City, KRGT-TV (13) Callaway Hills Farms, Hwy. 54 N. 127,013 b/w Sec. sta. Cls. A hr. \$200, min. \$40, ID \$20. Robert Blosser, g.m.; Ron Maxwell, sls. m.
Joplin, KODE-TV (13) 1928 W. 13th, 144,964 b/w Sec. sta. 50c. Cls. A hr. \$300, min. \$67.50, ID \$30. Harry D. Burke, v.p. & g.m.; D. T. Knight, sls. m.
Kansas City, KCMO-TV (5) 125 E. 31st St. 502,050 b/w Sec. Nielsen, 2,500 c. Cls. AA hr. \$1,400, min. \$300, ID \$150. E. K. Hartenbower, g.m.; S. B. Tremble, c.m.
Kansas City, KMBC-TV (9) KMBC bldg., 11th & Central, 494,323 b/w Sec. sta. 110 c. Cls. A 3/4 hr. \$480, min. \$160, ID \$80. John T. Schilling, v.p. & g.m.; George J. Higgins, v.p. & sls. m.
Kansas City, WDAF-TV (4) 3030 Summit St. 694,408 b/w Sec. Electric Assn. of K.C. 2,928 c. Cls. A hr. \$1,060, min. \$212, ID \$106. William A. Bates, st.m.; E. Manne Russo, sls. m.
Kirkville, KTVO (3) 209 E. 2nd St., Ottumwa, Ia. 222,954 b/w Sec. sta. Cls. A hr. \$300, min. \$60, ID \$30. Berg Allison, st.m.; Elmer Smith, c.m.
St. Joseph, KFEQ-TV (2) 40th & Farson Sts. 200,805 b/w Sec. K. C. Electric Assn. Cls. A hr. \$300, min. \$60, ID \$30. Ted Nelson, g.m.; A. Wayne Beavers, c.m.
St. Louis, KSD-TV (5) 1111 Olive St. 967,000 b/w Sec. sta. % Cls. A hr. \$1,200, min. \$300, ID \$150. Harold Grams, g. m.; Guy E. Yeldell, sls. m.
St. Louis, KTVI (2) 6915 Berthold Ave. 987,500 b/w Sec. sta. Cls. AA hr. \$1,000, min. \$250, ID \$125. J. J. Bernard, v.p. & g.m.; John Pratt, sls. m.
St. Louis, KWKC-TV (4) 1215 Cole St. % Cls. A hr. \$1,500, min. \$330, ID \$165. Robert T. Convey, p. & g.m.; V. E. Carmichael, v.p. & sls. d.
Sedalia, KDRO-TV (6) 2100 W. Broadway, 67,000 b/w Sec. sta. Cls. A hr. \$200, min. \$30, ID \$25. Le Chapman, g.m.; Max Cassing, sls. m.
Springfield, KTTS-TV (10) 330 E. Walnut, 116,744 b/w Sec. ARF & sta. 270 c. Cls. A

hr. \$325, min. \$81.25, ID \$32.50. G. Pearson Ward, v.p. & g.m.

Springfield, KYTV (3) 999 W. Sunabine. 114,914 b/w Sec: sta. 200 c. Cls. A hr. \$325, min. \$81.25 ID \$32.50. R. L. Stufflebam co-m. & c.m.; Carl Fox, co-m.

MONTANA

Billings, KGHL-TV (8) 1958

Billings, KOOK-TV (2) Box 2577. 39,500 b/w Sec: Nielsen & sta. Cls. A hr. \$200, min. \$45, ID \$22.50. V. V. Clark, exec. v.p. & g.m.; John H. Conner, c.m.

Butte, KXLF-TV (4) 1003 S. Montana. 52,572 b/w Sec: ARF & sta. Cls. A hr. \$200, min. \$40, ID \$20. E. B. Craney, sl.m.; Arne Anslon, sl.m.

Glendive, KXGN-TV (6) Box 200. 4,500 b/w Sec: sta. Cls. A hr. \$125, min. \$25, ID \$12.50. Daniel C. Palen, g.m.; Karl Johnson, sl.ad.

Great Falls, KFBB-TV (5) Box 1139. 33,200 b/w Sec: sta. Cls. AA hr. \$200, min. \$40, ID \$20. J. P. Wilkins, p. & g.m.; W. C. Bianchetti, st.m. & c.m.

Helena, KXLL-TV (13) Satellite of KXLF-TV Butte.

Kalispell, KGEZ-TV (9) Box 439. 12,500 b/w Sec: sta. Cls. A hr. \$125, min. \$20, ID \$10. Richard V. Vick, v.p. & g.m. & sl.m.

Missoula, KMSS-TV (13) 340 W. Main. 42,000 b/w Sec: sta. Cls. A hr. \$200, min. \$40, ID \$20. A. J. Mosby, p.; S. John Schile, g.m. & sl.m.

NEBRASKA

Hastings, KHAS-TV (5) Box 476. 111,114 b/w Sec: sta. Cls. A hr. \$250, min. \$43.75, ID \$21.88. Duane L. Watta, g. m. & sl. m.

Hay Springs, KDUH-TV (4) Satellite of KOTA-TV Rapid City, S. D.

Hayes Center, KHPL-TV (6) — Satellite of KHOL-TV Kearney.

Kearney, KHOL-TV (13) 414 E. Ave., Holdrege. 119,000 b/w Sec: sta. Cls. A hr. \$300, min. \$60, ID \$30. Jack Gilbert st. m. & sl. m.

Lincoln, KOLN-TV (10) 40 & W. 230,109 b/w Sec: EIA. Cls. A hr. \$450, min. \$90, ID \$45. A. James Ebel, v.p. & g.m.; Lester C. Rau, sl.m.

Omaha, KETV (7) 27th & Douglas Sts. 300,400 b/w Sec: sta. Cls. A hr. \$700, min. \$140, ID \$70. Eugene S. Thomas v.p. & g.m.; Robert O. Paxson, sl.m.

Omaha, KMTV (3) 2615 Farnam St. 422,000 b/w Sec: Neb-Ia. Elec. Council. 3,800 c. Cls. A hr. \$900, min. \$225, ID \$115. Owen Saddler, exec. v.p. & g.m.; Arden E. Swisher, g. sl. m.

Omaha, WOW-TV (6) Insurance Bldg. 422,000 b/w Sec: sta. Cls. A hr. \$735, min. \$170, ID \$80. Frank P. Fogarty, v.p. & g.m.; Fred Ebenzer, tv sl.m.

Scottsbluff, KSTP (10) Satellite of KPBC-TV Cheyenne, Wyo.

NEVADA

Las Vegas, KLRJ-TV (2) 4850 Henderson Hwy. 33,141 b/w Sec: sta. Cls. A hr. \$275, min. \$50, ID \$30. William D. Stiles, g.m.; Ralph Johnson, loc. sl. m.

Las Vegas, KLAS-TV (8) Wilbur Clark's Desert Inn. 32,500 b/w Sec: sta. Cls. A hr. \$250, min. \$50, ID \$25. Marian Y. Komar, g.m. & nat. sl.m.; Alex Gold, loc. sl. m.

Las Vegas, KSHO-TV (13) El Rancho Vegas Hotel. 30,000 b/w Sec: sta. Cls. A hr. \$200, min. \$40, ID \$20. Mike Schulman, g.m.; Jay Cowan, c.m.

Reno, KOLO-TV (8) 770 E. Fifth. 57,000 b/w Sec: ARF & sta. Cls. A hr. \$300, min. \$60, ID \$30. Harry Huey, g.m.; Lee D. Hirshland st. m.

NEW HAMPSHIRE

Manchester, WMUR-TV (9) 1919 N. Elm St. 1,127,959 b/w Sec: EIA. Cls. A hr. \$500, min. \$100, ID \$50. Norman A. Gittleson, exec. v.p. & g.m.; Gordon Moore, nat. sl.m.

Mt. Washington, WMTW (see Poland Spring, Me.)

NEW JERSEY

Newark-New York, N.Y., WATV (13) 515 Madison Ave., N.Y. 4,730,000 b/w Sec: sta. Cls. A hr. \$1,500, min. \$300, ID \$150. Irving H. Rosenhaus, p. & g.m.; Edward Cossman, g. sl. m.

NEW MEXICO

Albuquerque, KEGM-TV (13) 1414 Coal Ave. S.W. 108,077 b/w Sec: sta. 300 c. Cls. A hr. \$400, min. \$85, ID \$45. A. R. Hebenstreit, p. & g.m.; Ralph C. Rhoads, sl. & asst. m.

Albuquerque, KOAT-TV (7) 122 Tulane Dr. SE. 100,000 b/w Sec: sta. Cls. A hr. \$300, min. \$44, ID \$22. William F. MacCrystall, g.m.; Walter J. Stiles, exec. v.p. & st.m.

Albuquerque, KOB-TV (4) 1430 Coal Ave. SW. 132,300 b/w Sec: sta. 300 c. Cls. AA hr. \$410, min. \$85, ID \$45; George B. Johnson st. m.; Rolf S. Nielsen, sl. m.

Carlsbad, KAVE-TV (6) 2907 W. Church St. 35,000 b/w Sec: EIA & sta. Cls. A hr. \$150, min. \$30, ID \$20. John H. Battison, g.m. &



Mort Silverman has been appointed general manager of WJMR-TV New Orleans it has been announced by George A. Mayoral, executive vice president and managing director of Supreme Broadcasting Co., operators of the station. Mr. Silverman is well known in broadcasting circles, having been affiliated with a number of other stations in management capacities.

sl.m.; Don Husted, asst. g.m.

Clevis, KICA-TV (12) 1000 Sycamore St., Box 111. 25,000 b/w Sec: sta. Cls. A hr. \$150, min. \$30, ID \$15. Robert L. Sander, st.m.; Jim Richardson, sl.m.

Roswell, KSWS-TV (8) 1717 W. 2nd St. 73,618 b/w Sec: ARF SRDS & sta. 240 c. Cls. A hr. \$250, min. \$50, ID \$25. John A. Barnett, o. & g.m.; Paul B. McEvoy, sl. m.

Santa Fe, KFTT (2) April 1958

NEW YORK

Albany, W-TEN (10) Box 4100. 225,000 b/w Sec: sta. Cls. A hr. \$625, min. \$130, ID \$625. Thomas S. Murphy, g.m.; William Lewis, sl.m.

Albany, WTRI (35) 15 N. Pearl St., Menands. 230,000 b/w Sec: sta. Cls. A hr. \$400, min. \$75, ID \$37.50. William A. Rippe g.m.; Dom Tovino, sl.m.

Binghamton, WBNF-TV (12) 1 Henry St. 355,407 b/w Sec: sta. Cls. AA hr. \$1,000, min. \$225, ID \$100. George R. Dunham, g.m.; E. M. Scalz, tv sl.m.

Binghamton, W1NR-TV (40) 72 Henry St. Dale L. Taylor, g.m.; A. Victor Ludington Jr., g. sl. m.

Buffalo, WBEN-TV (4) Hotel Statler. 642,901 b/w Sec: Niagara Mohawk Power Corp. 500 c. Cls. A hr. \$1,050, min. \$195, ID \$95. George R. Torge, asst. Nicholas J. Malter, sl.m.

Buffalo, WBUP (17) 2077 Elmwood Ave. 267,000 b/w Sec: ARB & Niagara Mohawk Power Corp. c. Cls. A hr. \$650, 20 sec. \$135, ID \$68. Charles C. Bevis Jr., g.m.; William B. Decker, sl. m.

Buffalo, WGR-TV (3) 184 Barton St. 613,284 U.S. b/w. 705,741, Canada b/w Sec: Niagara Mohawk Power Corp. & RTSMA of Canada. Cls. A hr. \$1000, min. \$175, ID \$85. Van Beuren De Vries, st. m.; G. Paschall Swift, sl. & prom. m.

Carthage-Watertown, WCNY-TV (7) Box 211, Watertown. 82,574 b/w Sec: sta. Cls. A hr. \$250, min. \$70, ID \$25. James W. Higgins, tv d.; Alfred M. Tauroney, nat. sl. m.

Elmira, WSYE-TV (18) 46,576 b/w Paul S. Abbott, g. m. Satellite of WSYR-TV Syracuse.

New York, WABC-TV (7) 7 W. 56th St. 4,800,000 b/w Sec: sta. Cls. A hr. \$4,150, min. \$825, ID \$450. Robert L. Stone, v.p. & g.m.; Joseph Stamler, sl. m.

New York, WABD (8) Du Mont Television Center, 205 E. 67th St. 4,614,810 b/w Sec: sta. Cls. A hr. \$3,000, min. \$500, ID \$120. Bennett H. Korn, v.p. st. m. & sl. m.

New York, WATV (see Newark)

New York, WCBS-TV (2) 486 Madison Ave. 4,745,000 b/w Sec: sta. 3,000 c. Cls. A hr. \$7,500, min. \$1,500, ID \$750. Sam Cook Digges, g.m.; Frank Shakespear, g. sl. m.

New York, WOR-TV (9) 1440 Broadway. 4,730,000 b/w Sec: sta. Cls. A hr. \$2,000 min. \$500, ID \$200. Gordon Gray, exec. v.p. & g.m.; William F. Dix Jr., sl. m.

New York, WPIX (11) 220 E. 42nd St. 4,700,000 b/w Sec: NBC. Cls. A hr. \$2,000, min. \$500, ID \$175. Fred W. Throver, v.p. & g.m.; John A. Patterson, sl.m.

New York, WRCA-TV (4) RCA Bldg. 30 Rockefeller Plaza. 4,800,000 b/w Sec: Nielsen & sta. 25,000 c. Cls. AAA hr. \$9,200, 20 sec. \$2,300, ID \$1,150. William N. Davidson, g.m.;

Max E. Buck, sl. & marketing d.

Plattsburgh, WPTZ-TV (8) 357 Cornelia St. 150,000 U.S. b/w. \$50,000 Canada b/w Sec: sta. 500 c. Cls. A hr. \$400, min. \$80, ID \$40. George BarenBregge, g.m.; Lincoln Mayo, loc. sl.m.

Rochester, WHEC-TV (10) 40 Franklin St. 329,000 U.S. b/w 31,500 Canada b/w Sec: sta. 500 c. Cls. A hr. \$800, min. \$150, ID \$90. C. Clover DeLaney, v.p. & g.m.; Le Moine C. Wheeler, g. sl. m.

Rochester, WROC-TV (5) 201 Humboldt St. 307,750 b/w Sec: Nielsen & sta. 400 c. Cls. A hr. \$700, min. \$175, ID \$87.50. Gunnar O. Wiig, g.m.; Armin N. Bender, sl. m.

Rochester, WRET-TV (16) 17 B. Clinton Ave. 329,000 U.S. b/w. Sec: sta. 31,500 Canada b/w 500 c. Cls. A hr. \$800 min. \$150, ID \$75. Ervin F. Lyke, p. & g.m.; Arthur Murrell-wright, g. sl. m.

Schenectady, WEGB (6) 60 Washington Ave. 602,900 b/w Sec: sta. 3,300 c. Cls. A hr. \$1,100, min. \$200, ID \$100. Merl L. Galusha, m.; George Spring, sl. m.

Syracuse, WHEN-TV (8) 101 Court St. 475,000 b/w Sec: sta. c. Cls. AA hr. \$1,000, min. \$250, ID \$125. Paul Adantli, v.p. & g.m.; Fred Medina, c.m.

Syracuse, WSYR-TV (3) 224 Harrison St. 531,031 b/w Sec: ARF & sta. c. Cls. A hr. \$1,100, min. \$200, ID \$100. E. R. Vadabon-coeur, p. & g.m.; William R. Alford, sl. d.

Utica, WKTV (13) Smith Hill Rd. 216,500 b/w Sec: sta. 250 c. Cls. A hr. \$100, min. \$100, ID \$40. Michael C. Fusco, g.m. & sl. m.

NORTH CAROLINA

Asheville, WISE-TV (62) 92 Haywood St. 40,000 b/w Sec: RETMA & sta. Cls. A hr. \$150, min. \$30, ID \$15. George Norman Jr., g.m. & nat. sl. m.

Asheville, WLOS-TV (13) 228 Macon Ave. 332,259 b/w Sec: sta. Cls. A hr. \$450, min. \$90, ID \$45. Charles B. Britt, exec. v.p.; Henry Joe Britt, nat. sl. m.

Charlotte, WBTV (3) 1 Jefferson Pl. 598,308 b/w Sec: sta. 1,150 c. Cls. A hr. \$1,000, min. \$200, ID \$100. Kenneth I. Tredwell Jr., v.p. & mg. d.; Wallace J. Jorgenson, asst. m. d. chr. sl. m.

Charlotte, WSOC-TV (9) 2221 N. Tryon St. 443,900 b/w Sec: sta. 2,000 c. Cls. A hr. \$900, min. \$225, ID \$112.50. Larry Walker, p. & g.m.; C. George Henderson, exec. v.p.

Durham, WTVD (11) 1750 Newton Rd. 327,828 b/w Sec: sta. 300 c. Cls. A hr. \$570, min. \$110, ID \$55. Harmon L. Duncan, v.p. & com.; Mike Thompson, sl. m.

Fayetteville, WFLB-TV (18) 1332 Bragg Blvd., Box 512. 40,000 b/w Sec: sta. Cls. A hr. \$120, min. \$24, ID \$12. M. H. Rosenberg, g.m.; Fred Nave, c.m.

Greensboro, WFMY-TV (2) Phillips Ave. at White St. 492,094 b/w Sec: RETMA 274 c. Cls. A hr. \$800, min. \$160, ID \$80. Gaines Kelley, g.m.; Joe E. Lake, sl. m.

Greenville, WNCT (9) Evans St. extension. 196,000 b/w Sec: sta. 100 c. Cls. A hr. \$400, min. \$100, ID \$40. A. Hartwell Campbell, g.m.; John G. Clark Jr., c.m.

Raleigh, WRAL-TV (5) 1117 Hillsboro St. 340,000 b/w Sec: sta. 300 c. Cls. A hr. \$600, min. \$120, ID \$60. Fred Fletcher, v.p. & g.m.; Fletcher Turner, nat. sl. m.

Washington, WITN (7) Highway 17 S. 215,020 b/w Sec: sta. 375 c. Cls. A hr. \$325, min. \$65, ID \$32.50. W. R. Robertson Jr., p. & mg. d.; T. H. Patterson, v.p. chr. sl. m.

Wilmington, WMPF-TV (6) 223-225 Princess St. Radio Bldg. 136,505 b/w Sec: sta. 135 c. Cls. A hr. \$350, min. \$70, ID \$35. R. A. Dunlea Jr., p. & g.m. Claud O'Shields, st. m. & loc. sl. m.

Winston-Salem, WJSL-TV (12) 419-21 N. Spruce St. 639,645 b/w Sec: ARF & RETMA. \$75 c. Cls. A hr. \$600, min. \$100, ID \$50. Harold Essex, v.p. & g.m.; Harry B. Shaw, g. sl. m.

NORTH DAKOTA

Bismarck, KBMB-TV (13) Frank Fitzsimonds, m.; W. L. Hurley, v.p. chr. sl. m. Satellite of KXJB-TV Valley City.

Bismarck, KFVR-TV (5) 200 1/2 Fourth St. 35,000 b/w Sec: sta. c. Cls. AA hr. \$275, min. \$60, ID \$30. Cal Culver, st.m.; A. L. Anderson, g. sl. m.

Devils Lake, KDIX-TV (2) 119 Second Ave. W. 30,500 b/w Sec: RETMA & Nielsen Cls. A hr. \$150, min. \$30, ID \$15. Orville F. Burda, g.m.; James O'Leary, sl. m.

Fargo, WDAY-TV (6) 207 N. Fifth. 92,679 b/w Sec: RETMA & sta. 350 c. Cls. AA hr. \$450, min. \$90, ID \$45. Tom Barnes, v.p.

Grand Forks, KNOX-TV (10) Box 1110, State Mill Rd. 40,000 b/w Sec: sta. 25c. Cls. A hr. \$200, min. \$46, ID \$15. Robert C. Lukkisan, nat. sl. m.

Minot, KCJB-TV (13) 15-A W. Central Ave. 29,000 b/w Sec: sta. Cls. A hr. \$175, min. \$35. John W. Boler, p. & g.m.; Chester Rietan, g.m.

Minot, KMOT (10) 200 1/2 Fourth St., Bismarck. William Ekberg, p. Satellite of KFVR-TV Bismarck.

Valley City, KXJB-TV (4) 4000 W. Main St.,

Fargo, 163,000 b&w Sec. Nielsen & ARB. 470 c. Cls. A hr. \$650, min. \$125, ID \$62.50. John W. Bolser, p. & g.m.; Wm. L. Hurley, v.p. chg. sls.

Williston, KUMV-TV (8) Satellite of KFYR-TV Bismarck.

OHIO

Akron, **WARR-TV (19)** Television Center, 853 Copley, 146,233 b&w Sec: sta. Cls. A hr. \$300, min. \$60, ID \$30. Roger G. Berk, v.p. & g.m. Kenneth M. Keegan, v.p. sls.

Cincinnati, **WCPO-TV (9)** 2346 Symmes St. 350,800 b&w Sec: NARTB. Cls. A hr. \$1,300, min. \$150, ID \$50. M. C. Watters, v.p. & g.m.; Glenn C. Miller, asst. g.m. & sls. m.

Cincinnati, **WKRC-TV (12)** 8th & Broadway, 543,524 b&w Sec: sta. 1,000 c. Cls. AA hr. \$1,200, min. \$300, ID \$150. David G. Taft, exec. v.p. & g.m.; Roger B. Read, g. sls. m.

Cincinnati, **WLW-TV (5)** 140 W. 9th St. 784,300 b&w Sec: Nielsen & sta. 5,000 c. Cls. A hr. \$1,900, min. \$200, ID \$100. R. E. Dunville, p. & g.m.; James T. "Steve" Crane, sls. m.

Cleveland, **KYW-TV (3)** 815 Superior Ave. NE. 1,210,000 b&w Sec: Nielsen & sta. 10,000 c. Cls. A hr. \$1,100, min. \$240, ID \$120. Rolland V. Tooke, v.p. & g.m.; Albert P. Krivina, sls. m.

Cleveland, **WEWS (5)** Euclid at 30th. 1,210,000 b&w Sec: EMA & sta. Cls. A hr. \$1,060, min. \$350, ID \$150. James C. Hanrahan, g.m.; John H. Foley, loc sls. m.

Cleveland, **WJW-TV (8)** 1630 Euclid Ave. 1,200,000 b&w Sec: sta. c. Cls. AA hr. 2,000, min. \$625, ID \$263. Ben Wickham, mg. d.; Peter Storer, g. sls. m.

Columbus, **WBNS-TV (10)** 33 N. High St. 552,700 b&w Sec: ARF & sta. Cls. A hr. \$780, min. \$150, ID \$60. Richard A. Borel, tv. d.; Robert D. Thomas, sls. m.

Columbus, **WLWC (4)** 3165 Olentangy River Rd. 519,000 b&w Sec: Nielsen & sta. 3,000 c. Cls. A hr. \$700, min. \$140, ID \$70. James Leonard, v.p. & g.m.; Gregory Lincoln, sls. m.

Columbus, **WTVN-TV (6)** 753 Harmon Ave. 437,239 b&w Sec: sta. Cls. A hr. \$663, min. \$140, ID \$56. J. W. McGough, g.m. Charles Dreyer, loc. sls. m.

Dayton, **WHIO-TV (7)** 1414 Wilmington Ave. 511,310 b&w Sec: sta. Cls. A hr. \$750, min. \$150, ID \$58. Robert H. Moody, g.m.; Walter E. Wolaver, c.m.

Dayton, **WLW-D (2)** 4595 S. Dixie Hwy. 458,120 b&w Sec: Nielsen & sta. c. Cls. AA hr. \$800, min. \$175, ID \$70. George Gray, g.m.; Dale A. Smith, sls. m.

Lima, **WIMA-TV (36)** 1424 Rice Ave. 76,487 b&w Sec: sta. Cls. A hr. \$200, min. \$40, ID \$20. Robert W. Mack, v.p. & g.m.; J. L. Springs, tv sls. m.

Steubenville, **WSTR-TV (9)** 428 Market St. 1,046,580 b&w Sec: Nielsen. c. Cls. A hr. \$500, min. \$112.50, ID \$50. John J. Laux, exec. v.p. & g.m.; Joseph M. Troesch, asst. g.m.

Toledo, **WSPD-TV (13)** 136 Huron St. 406,000 b&w Sec: ARF & sta. 300 c. Cls. A hr. \$1,000, min. \$170, ID \$85. Allen L. Haid, v.p. & mg. d.; Bill Ashworth, nat. sls. m.

Youngstown, **WFMY-TV (21)** 101 W. Boardman St. 189,394 b&w Sec: sta. 150 c. Cls. A hr. \$460, min. \$80, ID \$40. William F. Mang Jr., p.; Mitchell Stanley, sl. m. & sls. m.

Youngstown, **WKBN-TV (27)** 3930 Sunast Blvd. 202,781 b&w Sec: Pulse & sta. 325 c. Cls. A hr. \$450, min. \$90, ID \$45. W. P. Williamson Jr., p. & g.m.; J. L. Bowden, sl. m. & sls. m.

Youngstown, **WKST-TV (45)** Shady Run Rd., S. W. Townsend, p. & g.m.; Robert C. Harnack, sls. & prod. m.

Zanesville, **WHIZ-TV (18)** Lind Arcade Bldg., N. 5th St. 62,000 b&w Sec: Pulse & sta. Cls. A hr. \$150, min. \$30, ID \$15. Allan Land, mg. d.; Nate Milder, sls. d.

OKLAHOMA

Ada, **KTEN (10)** Box 10, 99,635 b&w Sec: sta. 500c. Cls. A hr. \$225, min. \$30, ID \$15. Bill Hoover, p. & g.m.; Brown Morris, v.p. & sls. m.

Ardmore, **KVSO-TV (13)** 114 N. Washington, 92,400 b&w Sec: sta. 42 c. Cls. A hr. \$150, min. \$30, ID \$15. John Easley Riesen, g.m.; Gordon E. Lack, c.m.

Enid, **KGEO-TV (5)** 206 E. Randolph, Box 1539, 389,307 b&w Sec: sta. Cls. A hr. \$600, min. \$120, ID \$60. George Streets, sl. m.; Charles Keys, sls. m.

Lawton, **KSWO-TV (7)** Box 699, 72,500 b&w Sec: sta. Cls. A hr. \$150, min. \$30, ID \$15. Emmett L. Keourh, g.m.; Al Shore, sls. m.

Oklahoma City, **KWTV (9)** 7400 Lincoln Blvd. 370,787 b&w Sec: sta. 400 c. Cls. AA hr. \$900, min. \$225, ID \$112.50. Edgar T. Bell, v.p. & g.m.; Fred L. Vance, sls. m.

Oklahoma City, **WKY-TV (4)** 500 E. Britton Rd. 381,914 b&w Sec: sta. 1,000 c. Cls. AA hr. \$950, min. \$240, ID \$120. Raymond W. Welpp, v.p. & g.m.; Jim Terrell, c.m.

Tulsa, **KOTV (6)** 302 S. Frankfort, 314,483 b&w Sec: sta. c. Cls. AA hr. \$325, min. \$200, ID \$100. J. C. Richdale Jr., v.p. & g.m.; George Stevens, c.m.

Tulsa, **KTUL-TV (8)** P.O. Box 9697, 319,312 b&w Sec: sta. Cls. AA hr. \$600, min. \$120, ID \$60. Mike Shapiro, v.p. & mg. d.; Bill Swanson, sls. m.

Tulsa, **KVOO-TV (2)** 3701 S. Peoria, 319,312 b&w Sec: Pulse & sta. 400 c. Cls. A hr. \$750,

min. \$175, ID \$87.50. C. B. "Brownie" Akers, exec. v.p. & g.m.; John Devine, c.m.

OREGON

Eugene, **KVAL-TV (13)** Box 548, 99,533 b&w Sec: sta. c. Cls. A hr. \$300, min. \$60, ID \$31. S. W. McCready, g.m.; Phil George, sls. m.

Klamath Falls, **KOTI-TV (3)** Box 732, 20,322 b&w Sec: ARB, EIA & sta. Cls. A hr. \$150, min. \$30, ID \$15. Walter R. Richards, sl. m.

Medford, **KBES-TV (5)** Box 1189, 42,980 b&w Sec: EIA, ARB & sta. Cls. A hr. \$250, min. \$50, ID \$25. Jerold R. Poulos, sls. m.; Edward Barnett, sls. m.

PENNSYLVANIA

Altoona, **WFBG-TV (10)** 1820 11th Ave. 414,000 b&w Sec: sta. c. Cls. AA hr. \$750, min. \$170, ID \$75. Frank Palmer, g.m.; William Krough, sls. m.

Erie, **WICU-TV (12)** 3514 State St. 309,000 b&w Sec: sta. 900 c. Cls. A hour. \$700, min. \$140, ID \$70. Ben McLaughlin, g.m.; Bob Lunquist, c.m.

Erie, **WSEE (35)** 1220 Peach St. 72,536 b&w Sec: Nielsen & sta. Cls. A hr. \$300, min. \$60, ID \$30. Cecil M. Sansbury g.m.; Roger Garrett, asst. g.m. sls.

Harrisburg, **WHP-TV (55)** 216 Locust St. 340,000 b&w Sec: sta. c. Cls. A hr. \$325, min. \$65, ID \$32.50. R. A. "Dick" Redmond, g.m.; Mrs. A. K. Redmond, bus. & c.m.

Harrisburg, **WTPA (37)** 3235 Hoffman St. 285,000 b&w Sec: sta. 656 c. Cls. A hr. \$385, min. \$75, ID \$37.50. Donald W. Wear, g.m.; Allen P. Solada, sls. m.

Johnstown, **WARD-TV (56)** Porch Bldg. 60,000 b&w Sec: sta. Cls. A hr. \$200, min. \$37.50. Richard J. Butterfield, g.m. & sls. m.

Johnstown, **WJAC-TV (4)** 325 Main St. 1,145,927 b&w Sec: EIA, 540 c. Cls. A hr. \$900, min. \$225, ID \$112.50. Alvin D. Schrott, exec. v. p. & g.m.; John Hepburn, sls. m.

Lancaster, **WGAL-TV (8)** Lincoln Hwy. W. 917,320 b&w Sec: sta. 1,600 c. Cls. AA hr. \$1,350, min. \$240, ID \$120. Clair R. McCollough, p. & g.m.; J. Robert Gulick, asst. g.m. chg. sls.

Lebanon, **WLBR-TV (15)** R.D. N. 5 Television Bldg. 212,000 b&w Sec: sta. c. Cls. A hr. \$350, min. \$80.50, ID \$35. Joe Zimmerman, g.m. & sls. m., Dave Miller, operats. m.

Lock Haven, **WBPZ-TV (32)** Feb. 1958

New Castle, **WKST-TV (45)** 3800 Shady Run Rd., Youngstown, O. Cls. A hr. \$350, min. \$70, ID \$35. S. W. Townsend, p. & g.m.; Robert C. Harnack, sls. m.

Philadelphia, **WCAU-TV (10)** City Line & Monument Ave. 1,854,140 b&w Sec: sta. 12,000 c. Cls. A hr. \$3,250, min. \$750, ID \$375. Donald W. Thornburgh, p. & g.m.; Robert M. Greedy, v.p. chg. tv sls.

Philadelphia, **WFIL-TV (6)** 4532 Market St. 2,235,000 b&w Sec: sta. c. Cls. AA hr. \$3,200, min. \$750, ID \$375. George A. Koehler, sls. m.; Kenneth W. Stowman, sls. m.

Philadelphia, **WRVC-TV (3)** NBC Bldg., 1619 Walnut St. 2,090,000 b&w Sec: sta. 10,000 c. Cls. AA hr. \$3,200. AAA 20 sec. \$825, AAA \$10 sec. \$415. Lloyd E. Yoder, v.p. & g.m.; Theodore Walworth Jr., sls. d.

Pittsburgh, **KDKA-TV (2)** 1 Gateway Center, 1,285,000 b&w Sec: SRDS. 1600 c. Cls. A hr. \$1,700, min. \$350, ID \$175. Jerome R. Reeves, m.; John G. Stilli, sls. m.

Pittsburgh, **WIIIC (11)** 700 Ivory Ave. Cls. A hr. \$1,500, min. \$300, ID \$150. Robert A. Mortensen, g.m.; Roger D. Rice, sls. m.

Seranton, **WDAU-TV (22)** 1000 Wyoming Ave. 320,000 b&w Sec: sta. 500 c. Cls. A hr. \$600, min. \$125, ID \$62.50. Vance L. Eckersley, g.m.; Anton "Tony" Moe, g. sls. m.

Seranton, **WNEP-TV (16)** 333 Madison Ave. 300,000 b&w Sec: sta. Cls. A hr. \$225, min. \$45, ID \$22.50. William Dawson, v.p. & sl. m.; Sam Feigenbaum, c.m.

Wilkes-Barre, **WBRE-TV (28)** 62 S. Franklin St. 320,000 b&w Sec: sta. 600 c. Cls. A hr. \$525, min. \$105, ID \$52.50. David M. Baltimore, v.p. & g.m.; Ernest Lewis, sls. m.

Wilkes-Barre, **WILK-TV (34)** 88 N. Franklin St. 360,000 b&w Sec: sta. Cls. A hr. \$375, min. \$75, ID \$37.50. Roy E. Morgan, exec. v.p.; Thomas P. Shelburne, mg. d.

Wilmington, WRAK-TV (36) March 1958

York, **WNOW-TV (49)** Cls. A hr. \$200, min. \$37.50. Richard E. Burg, sl. m. & c.m.; J. Edward Schwalm, sls. prom. m.

York, **WSBA-TV (43)** S. Queen St., Extended. 138,480 b&w Sec: Metropolitan Edison, Cls. A hr. \$200, min. \$37.50, ID \$20. Louis J. Appell Jr., p.; Robert M. Stough, sls. m.

RHODE ISLAND

Providence, **WJAR-TV (18)** 176 Weybosset St. 1,404,002 b&w Sec: sta. 3,000 c. Cls. AA hr. \$1,300, min. \$310, ID \$150. J. S. "Dody" Sinclair, sls. m.; Ed Boghosian, nat. sls. m.

Providence, **WPRO-TV (12)** WPRO Bldg. 24 Mason St. 1,404,202 b&w Sec: sta. Cls. A

Telephone Poll

Sooner or later it had to happen: a spur-of-the-moment telephone survey in a sponsor's office to see who was watching his tv program.

It happened to account executive Bill Alexander of WFMY-TV Greensboro, N. C., during a visit to a local flour-mill executive's office. The mill, one of the sponsors of *What's Cooking Today*, had decided to cancel because of dissatisfaction with the show's time change, after several years in the afternoon, to a 9:30 a.m. spot because WFMY-TV thought the morning time would draw a larger audience. But the client thought otherwise.

"Make 10 phone calls from my office and let's just see," challenged the mill executive.

"What could I do?" the station a.e. remarked later. "He had two phones, both in good working condition. So I started dialing."

Of the 10 calls completed, seven women reported they watched the program regularly and had seen it that morning; the other three claimed to be regular viewers also, but had missed it that day because of (a) giving a neighbor a home permanent, (b) a sick son and (c) a man "who came for the chickens and I had to go out."

End result of poll: account exec Alexander picked up a few gray hairs and also a renewal contract from a flour-mill biggie who's now convinced that Piedmont homemakers know what's cooking today.



R. Morris Pierce has been named vice president and general manager of WANE-TV-AM Fort Wayne. Completion of a new modern studio and office building within the city limits of Ft. Wayne will put the Corinthian Stations under the same roof for the first time. Other stations in the Corinthian group are KOTV Tulsa, KGUL-TV Galveston-Houston and WISH-TV-AM Indianapolis.

hr. \$1,100, min. \$225, ID \$119. William S. Cherry Jr., p.

SOUTH CAROLINA

Anderson, WAIM-TV (4) 221 Kingsley Rd. Cls. A hr. \$150, min. \$30, ID \$18.75. Glenn P. Warnock, g.m.; John McCallum, sls. m.
 Charleston, WCSC-TV (6) 485 East Bay. 1 b/w Sec. sta. c. Cls. A hr. \$300, min. \$75, ID \$36. Roland Weeks, m. & nat. sls. m.; Ralph E. Thornley, loc. & reg. sls. m.
 Charleston, WUSN-TV (3) Box 879. 200,000 b/w Sec. sta. 1,000 c. Cls. A hr. \$300, min. \$75, ID \$35. J. Drayton Hastie, p., g.m. & sls. m.
 Columbia, WIS-TV (10) 1111 Bull St. 189,817 b/w Sec. sta. Nielsen & EIA. 200 c. Cls. AA hr. \$450, min. \$110, ID \$65. Charles A. Batson, mgm. d.; Law Epps, sls. m.
 Columbia, WNOX-TV (67) 1811 Main St. 110,000 b/w Sec. sta. c. Cls. A hr. \$200, min. \$45, ID \$20. H. Moody McElveen Jr., v.p. & g.m.; David C. Phillips, sls. m.
 Florence, WBTV (8) New Casua Ferry Rd. 164,877 b/w Sec. sta. c. Cls. AA hr. \$300, min. \$85. J. William Quinn, mgm. d.; John H. Brock, sls. m.
 Greenville, WFBC-TV (4) 505 Rutherford St. 330,402 b/w Sec. sta. ARF & EIA. 100 c. Cls. A hr. \$525, min. \$120, ID \$60. Kenneth Beach-board, m.; R. Q. Glass Jr., c.m.
 Spartanburg, WSPA-TV (7) 224 E. Main St. 305,830 b/w Sec. sta. EIA. 300 c. Cls. A hr. \$500, min. \$125, ID \$62.50. Walter J. Brown, p. & g.m.; Charles Bell, nat. sls. m.

SOUTH DAKOTA

Aberdeen, KXAB-TV (9) April 1, 1958
 Florence, KDLO-TV (3) Satellite of KELO-TV Sioux Falls.
 Rapid City, KOTA-TV (3) Duhamel Bldg. 25,651 b/w Sec. sta. Cls. A hr. \$200, min. \$40, ID \$20. Helen S. Duhamel, p. & g.m.; William F. Turner, bus. & c.m.
 Rapid City, KRSD-TV (7) March 1958
 Reliance, KPLO-TV (6) C. J. Johnson, st. m. Semi satellite of KELO-TV Sioux Falls.
 Sioux Falls, KELO-TV (11) Phillips at 8th. 230,111 b/w Sec. sta. EIA. Cls. A hr. \$400, min. \$90, ID \$45. E. A. Nord, g.m. & nat. sls. m.; Leonard Edelen, loc. sls. m.

TENNESSEE

Chattanooga, WDEF-TV (12) Volunteer Bldg., Georgia Ave. 221,637 b/w Sec. sta. EIA 100 c. Cls. A hr. \$450, min. \$100, ID \$50. Otis H. Segler, g.m.; Richard W. Holloway, nat. sls. m.
 Chattanooga, WRGP-TV (3) 1214 McCallie Ave. 239,004 b/w Sec. sta. 1,100 c. Cls. A hr. \$400, min. \$80, ID \$40. R. G. Patterson, p. & g.m.; George P. Moore, sls. m.
 Jackson, WDXI-TV (7) Williams Bldg. 105,000 b/w Sec. sta. Cls. A hr. \$250, min. \$50, ID \$25. John E. North, v.p. & g.m.
 Johnson City, WJHL-TV (11) Box 1080, 145 W. Main St. 185,816 b/w Sec. sta. Cls. A film hr. \$300, min. \$60, ID \$30. W. H. Lancaster Jr. v.p., g.m. & sls. m.

Knoxville, WATE-TV (6) 612 Gay St. SW 233,122 b/w Sec. sta. c. Cls. AA hr. \$400, min. \$120, ID \$60. W. H. Linebaugh, v.p. & g.m.; J. T. McCloud, sls. m.
 Knoxville, WBIR-TV (10) 1513 Hutchison A. e. 233,122 b/w Sec. sta. c. Cls. A hr. \$400, min. \$120, ID \$40. John P. Hart, p., g.m. & nat. sls. m.; R. S. Quinn, loc. sls. m.
 Knoxville, WTVK (24) Sharp's Ridge Memorial Park Rd. 102,455 b/w Sec. sta. ARF. Cls. AA hr. \$300, min. \$60, ID \$30. John A. Engelbrecht, p. & g.m.; William E. Eckstein, sls. pgm. d.
 Memphis, WHBQ-TV (12) 1381 Madison Ave. 561,669 b/w Sec. sta. Cls. AA hr. \$900, min. \$200, ID \$100. W. H. Grumbles, g.m.; Boone F. Nevin, sls. m.
 Memphis, WMCT (5) Goodwyn Institute Bldg. 528,887 b/w Sec. sta. 1,098 c. Cls. AA hr. \$900, min. \$200, ID \$100. H. W. Slavick g.m.; Earl Moreland, st. m.
 Memphis, WREC-TV (3) Hotel Peabody Bldg. Cls. A hr. \$750, min. \$150. Hoyt B. Wooten, g.m.; Charles Brakefield, c.m.
 Nashville, WLAC-TV (5) 159 4th Ave. N. 422,000 b/w Sec. sta. CBS 500 c. Cls. AA hr. \$825, min. \$175, ID \$83. T. B. Baker Jr., exec. v.p. & g.m.; Robert M. Reuschle, g. sls. m.
 Nashville, WSLX-TV (9) 215 Union St. 345,999 b/w Sec. sta. Cls. A hr. \$700, min. \$140, ID \$126. E. S. Tanner, exec. v.p. & g.m.; George H. Morris, v.p. & nat. sls. m.
 Nashville, WSM-TV (4) 301 7th Ave. N. 318,403 b/w Sec. sta. 500 c. Cls. AA hr. \$825, min. \$165, ID \$75. Irving Waugh, g. m.; H. Bramham, c. m.

TEXAS

Ablene-Sweetwater, KPAC-TV (12) 7400 College Ave., Lubbock. 65,795 b/w Sec. sta. Cls. A hr. \$200, min. \$30, ID \$15. L. W. "Bud" Smith, st. m.; E. A. "Buss" Hassett, nat. sls. m.
 Abilene, KRBC-TV (9) 4810 S. 14th. 70,631 b/w Sec. sta. Cls. A hr. \$225, min. \$40, ID \$20. Geo. C. Breeding Jr., st. m.; Bill Fox, c.m.
 Amarillo, KPDA-TV (10) Box 1400. 110,000 b/w Sec. sta. Cls. A hr. \$340, min. \$70, ID \$35. Ed Moore, g.m.; Gene Lewis, sls. m.
 Amarillo, KGNC-TV (4) 2000 N. Polk St. 104,938 b/w Sec. sta. 161 c. Cls. A hr. \$340 AA min. \$55, AA ID \$42.50. Bob Watson, st. m.; Bill Clarke, adv. m.
 Amarillo, KVII (7) Box 8066, Estate Life Bldg. 101,500 b/w Sec. sta. Cls. A hr. \$300, min. \$60, ID \$30. Murry Woroner, p., g.m. & sls. m.
 Austin, KFBC-TV (7) Box 1165. 197,271 b/w Sec. sta. 92 c. Cls. AA hr. \$325, min. \$105, ID \$52.50. J. C. Kellam, g.m.; O. P. "Bob" Bobbitt, g. sls. m.
 Beaumont, KPDM-TV (6) 1420 Calder Ave. 151,000 b/w Sec. sta. Nielsen & sta. 50 c. Cls. A hr. \$350, min. \$90, ID \$45. Mott M. Johnson, oper. m. & c. m.; David Russell, loc. sls. m.
 Big Spring, KEDT-TV (4) 7400 College Ave., Lubbock. 65,970 b/w Sec. sta. Cls. A hr. \$150, min. \$30, ID \$15. Wm. J. Wallace, st. m.; E. A. "Buss" Hassett, nat. sls. m.
 Bryan, KBTX-TV (3) Harry Lee Gilliam, st. m. Partial satellite of KWEX-TV Waco.
 Corpus Christi, KRIS-TV (6) P.O. Box 840. 99,152 b/w Sec. sta. ARR. 250 c. Cls. A hr. \$300, min. \$75, ID \$37.50. T. Frank Smith, p.; W. M. Elkaner, v.p. chr. sls.
 Corpus Christi, KZTV (10) Show Room Bldg. 103,000 b/w Sec. sta. ARF & sta. Cls. A hr. \$300, min. \$75, ID \$37.50. Vann M. Kennedy, p. & g.m.; Raymond Dorsey, c.m.
 Dallas, KRLD-TV (4) Herald Sq. 602,525 b/w Sec. sta. ARF & sta. 2,000 c. Cls. AA hr. \$1,000, min. \$300, ID \$175. Roy Flynn, m.; Gene Cunniff, c.m.
 Dallas, WFAA-TV (8) 3000 Harry Hines Blvd. 629,000 b/w Sec. sta. 2,500 c. Cls. A hr. \$1,000, min. \$250, ID \$125. Alex Keese, d.; Dick Drummy, nat. sls. m.
 El Paso, KELP-TV (13) 4730 Delta St. 86,000 b/w Sec. sta. Cls. A hr. \$300, min. \$50, ID \$30. Herbert Golombek, g. m.; Irv Freil, sls. m.
 El Paso, KROD-TV (4) 2201 Wyoming. 110,322 b/w Sec. sta. 75 c. Cls. A hr. \$450, min. \$90 ID \$45. Val Lawrence, v.p. & g.m.; Dick Watts g. sls. m.
 El Paso, KTSM-TV (9) 801 N. Oregon St. 110,448 b/w Sec. sta. El Paso Electric Co. & sta. 300 c. Cls. A hr. \$325, min. \$65, ID \$32.50. Karl O. Wyler, Sr., p. & g.m.; Roy T. Chapman, v.p. & g.m.
 Ft. Worth, KFJZ-TV (11) 4801 W. Freeway. 595,823 b/w Sec. sta. SRDS. Cls. A hr. \$1,000, min. \$225, ID \$40. Stanley Wilson, v.p. & g.m.; Joe Evans, nat. sls. m.
 Ft. Worth, WBAP-TV (5) 3900 Barnett. 650,000 b/w Sec. sta. 3,000 c. Cls. AA hr. \$1,000, min. \$225, ID \$100. George Cranston, m.; Roy Bascom, c.m.
 Galveston-Houston, KGUL-TV (11) 11 Video Lane, Galveston. 563,384 b/w Sec. sta. 1,200 c. Cls. AA hr. \$1,200, min. \$250, ID \$140. Paul E. Taft, p. & g.m.; Robert S. Wilson, g. sls. m.
 Harlingen, KGBT-TV (4) 1519 W. Harrison. 78,000 b/w Sec. sta. CBS. Cls. AA hr. \$300, min. \$60, ID \$30. Troy McDaniel, g.m.; Harry Mooradian, c.m.
 Houston, KGUL-TV (see Galveston)
 Houston, KPRC-TV (2) 2014 S. Post Oak Rd. 695,000 b/w Sec. sta. 1,300 c. Cls. AA hr.

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\$1,100, min. \$250, ID \$150. Jack Harris, v. p. & g.m.; Jack McGrew, st. m. & c.m.
Hanston, KTRK-TV (13) 4513 Cullen Blvd. 564,000 b&w Sec: sta. c. Cls. A hr. \$1,000, min. \$250, ID \$150. Willard E. Walbridge, exec. v.p. & g.m.; Bill Bennett, c.m.
Laredo, KHAD-TV (8) 820 Convent Ave. 14,000 b&w Sec: sta. Cls. A hr. \$187.50, min. \$37.50, ID \$18.75. Amelia Samuels, asst. m. in chg.; Jim Shelton, acting sls. m.
Laredo, KLTU (See Tyler)
Lubbock, KCBD-TV (11) P. O. Box 1507, 8600 Ave. A. 127,913 b&w Sec: sta. 1,000 c. Cls. A hr. \$350, min. \$70, ID \$35. Joe H. Bryant, p. & g.m.; George L. Tarter, c.m.
Lubbock, KDUB-TV (13) 7400 College Ave. 150,484 b&w Sec: sta. 500 c. Cls. A hr. \$350, min. \$70, ID \$35. W. D. "Dab" Rogers, p.; E. A. "Buz" Hassett, nat. sls. m.
Lufkin, KTRF-TV (9) 11414 N. First St. 66,918 b&w Sec: sta. Cls. A hr. \$225, min. \$45, ID \$22. Richman Lewin, v.p. & g.m.; Murphy Martin, sls. in.
Midland, KMID-TV (2) Box 2758, 89,274 b&w Sec: SRDS & ARF. 100 c. Cls. A hr. \$250, min. \$50, ID \$30. Ilay Herndon, g.m.; Don Dickerson, c.m.
Odessa, KOSA-TV (7) 1211 N. Whitaker, 126,620 b&w Sec: sta. Cls. A hr. \$300, min. \$60, ID \$35. John Vacca, st. m.; Ed Costello, sls. m.
Port Arthur, KPAC-TV (4) Box 3191 Beaumont. Cls. A hr. \$325, min. \$75, ID \$45. Julius M. Gordon, p. & g.m.; Mack Newburn, sls. m.
San Angelo, KCTV (8) Box 1941, 44,652 b&w Sec: RETMA & sta. Cls. A hr. \$200, min. \$50.



Raymond E. Owen, assistant chief engineer at WTVN-TV Columbus for the past four years, has been promoted to chief engineer, replacing William Hansher, who has been promoted to special assistant to the president of Radio-Cincinnati, Inc.

Cyanamid Package

Cunningham & Walsh has set up a 15-minute package deal in the interests of client American Cyanamid which is currently scheduled for 62 stations in the farm market.

International News Service film footage on national farm activities will be compiled into a series of 13 shows (one a week) with a 20-second and two one-minute commercials involving products of Cyanamid's farm and home division.

The company is a major producer of antibiotics for both poultry and livestock.

Titled *Cyanamid Farm Newsreel*, the 15-minute show will start Feb. 14. Time periods will be either from 12 noon until 1 p.m. or 6 to 7 p.m. These time slots, the agency says, are prime times for farm viewing.

Tv account executive Tom DeHuff, who is the originator and producer of the package, says the show will follow the pilot format of spot news coverage of a livestock show; a news report from the Department of Agriculture on livestock; news flashes from Iowa, South America and St. Louis; a feature, *Youth in the News* (Eisenhower meeting with national 4-H winners), and a three-minute feature saluting the "Farmer of the Week."

ID \$16.50. J. H. Hubbard, g.m. & sls. m.
San Antonio, KCOOR-TV (41) 111 Martinez St. 85,000 b&w Sec: sta. Cls. A hr. \$200, min. \$35, ID \$20. Nathan Saahr, v.p. & g.m. Ben Tamborello, sls. m.
San Antonio, KENS-TV (5) Avenue E & 4th st. 386,479 b&w Sec: sta. 766 c. Cls. A hr. \$600, min. \$120, ID \$60. Albert D. Johnson, g.m.; Wayne Kearl, c.m.
San Antonio, KONO-TV (12) 1408 N. Saint Mary's St. 380,000 b&w Sec: sta. 400 c. Cls. A hr. \$560, min. \$140, ID \$34. James M. Brown, v.p. & g.m.; Bob Roth, c.m.
San Antonio, WOAI-TV (4) 1031 Navarro St. 389,759 b&w Sec: sta. 870 c. Cls. A hr. \$600, min. \$120, ID \$60. James M. Gaines, p. & g.m.; Edward V. Chevriot, c. m.
Sweetwater, KPAR-TV (See Abilene-Sweetwater)
Temple-Waco, KCEN-TV (6) 17 S. 3rd St., Temple. 185,709 b&w Sec: sta. 75 c. Cls. A hr. \$350, min. \$70, ID \$35. Gene Lewis, st. m.; Burton Bishop, g.m.
Texasarkana, KCMC-TV (6) Summerhill Rd. 130,000 b&w Sec: Nielsen, Pulse & sta. 250 c. Cls. A hr. \$260, min. \$60, ID \$30. Walter M. Windsor, g.m.; Richard M. Peters, c.m.
Tyler, KLTU (7) Box 957, Kilgore Rd. 110,000 b&w Sec: ARF & EIA, 250 c. Cls. A hr. \$300, min. \$60, ID \$35. Marshall H. Pengra, g.m.; John Lenox, c.m.
Waco, KCEN-TV (See Temple)
Waco, KWTX-TV (10) 4520 Bosque Blvd. 145,505 b&w Sec: EIA 50 c. Cls. A hr. \$300, min. \$80, ID \$30. M. N. Bostick, v.p. & g.m.; John M. Brinegar, sls. m.
Weslaco, KRGV-TV (5) 309 Missouri Ave. 76,604 b&w Sec: sta. Cls. A hr. \$300, min. \$60, ID \$30. O. L. Taylor, p. & g.m.; Kenneth E. Markel, nat. & reg. c.m.
Wichita Falls, KFDX-TV (3) Box 204d. 140,000 b&w Sec: sta. 1,000 c. Cls. A hr. \$350, min. \$70, ID \$42. Howard H. Fry, exec. v.p. & g.m.; Bob Walker, g. sls. m.
Wichita Falls, KSYD-TV (6) Seymour & 9th St. 140,800 b&w Sec: sta. 490 c. Cls. A hr. \$350, min. \$70, ID \$42. Sid Grayson, p. & g.m.; Thomas R. Sugars, nat. sls. m. & traf. d.

UTAH

Salt Lake City, KSL-TV (5) 145 Social Hall Ave. 215,000 b&w Sec: Pulse & sta. 400 c. Cls. A hr. \$600, min. \$150, ID \$75. D. Lennox Murdoch, v.p. & m. Edward B. "Ted" Kimball, g.sls. m.
Salt Lake City, KTVU (4) 130 Social Hall Ave. 212,000 b&w Sec: Pulse & sta. 3,000 c. Cls. A hr. \$700, min. \$140, ID \$70. G. Bennett Larson, p. & g.m.; Harold Woolley, tv sls. m.
Salt Lake City, KUTV (2) 179 Social Hall Ave. 212,000 b&w Sec: sta. Cls. A hr. \$600, min. \$135, ID \$60. Brent Kirk, st. m. & g. sls. m.; Robert Smith, nat. sm. m.

VERMONT

Burlington, WCAE-TV (3) 50 Barrett St. 152,000 b&w Sec: Nielsen & sta. Cls. AA hr. \$450, min. \$90, ID \$45. Stuart T. Martin, v.p. & g. m.; John A. Dobson, sls. m.

VIRGINIA

Bristol, WCYR-TV (5) Cumberland St. 368,870 b&w Sec: Nielsen & sta. 200 c. Cls. A hr. \$300, min. \$60, ID \$30. Robert H. Smith, p. & g.m.; J. Tee Rogers, v.p. & sls. m.
Hampton, WVEC-TV (See Norfolk)
Harrisonburg, W8VA-TV (3) Rawles Pike 139,617 b&w Sec: Nielsen & EIA. Cls. A hr.

\$250, min. \$50, ID \$25. Hamilton Shea, p. & g.m.; R. H. "Dick" Johnson, g. sls. m.
Lynchburg, WLVA-TV (13) 2320 Langhorne Rd. 330,260 b&w Sec: sta. Cls. A hr. \$300, min. \$60, ID \$30. Philip P. Allen, p. & g.m.; Thomas L. Turner, c.m.
Norfolk, WTAR-TV (3) 720 Boush St. 422,196 b&w Sec: sta. 500 c. Cls. AA hr. \$875, min. \$200, ID \$100. Campbell Arnoux, p. & g.m.; Robert M. Lamb, v.p. sls.
Norfolk-Hampton, WVEC-TV (15) 812 W. 21st St., Norfolk. 201,000 b&w Sec. ARB 800 c. Cls. A hr. \$350, min. \$70, ID \$35. Thomas P. Chisman, p. & g.m.; Harrol A. Brauer Jr., v.p. & sls. m.
Petersburg, WLEX-TV (8) 124 W. Tabb St. 425,000 b&w Sec: sta. 200 c. Cls. A hr. \$700, min. \$110. Irvin G. Abeloff, v.p., mgr. d. & nat. sls. m.; George R. Oliviere, loc. sls. m.
Pertmouth, WTOV-TV (27) 1306 Granby St. Hr. \$124.65, min. \$17.4. V. Bamford, g.m.; Winston Bright, c.m.
Pertmouth WAVY-TV (10) 801 Middle St. 316,455 b&w Sec: sta. c. Cls. A hr. \$700, min. \$140, ID \$70. Carl J. Hurkland, exec. v.p. & g.m.; Gene Gaudette, g. sls. m.
Richmond, WRVA-TV (12) 5221 Midlothian Pike. c. Cls. A hr. \$700, min. \$140, ID \$70. Barron Howard, v.p. & g.m.; James D. Clark Jr., sls. m.
Richmond, WTFR (6) 3301 W. Broad St. P.O. Box 5229, 503,317 b&w Sec: ARF. 433 c. Cls. A hr. \$875, min. \$140, ID \$70. Wilbur M. Havens, g.m. & c.m.; Walter A. Bowry Jr., asst. g.m. & asst. c.m.
Roanoke, WDBJ-TV (7) Times Bldg.—201 W. Campbell Ave. (Box 150) 313,000 b&w Sec: sta. 300 c. Cls. A hr. \$450, min. \$100, ID \$50. Ray P. Jordan, v.p. & mgr. d.; Blake Brown, tv sls. m.
Roanoke, WSLS-TV (10) Church & Third St. SW. 402,000 b&w Sec: Nielsen & sta. 1,000 c. Cls. A hr. \$500, min. \$100, ID \$50. James H. Moore, exec. v.p.; Horace S. Fitzpatrick, asst. m. & c.m.

WASHINGTON

Bellingham, KVOS-TV (12) 1115 Ellis St. 370,233 b&w Sec: Canadian EIA & sta. Cls. A hr. \$550, min. \$137.50, ID \$55. Dave Mintz, g. m.; Fred Elsethagen, sls. m.
Ephrata, KBAS-TV (3) James Schroeder, sls. m. Satellite of KIMA-TV Yakima.
Paoli, KEPR-TV (8) 3519 W. Clearwater Ave. 29,595 b&w Sec: sta. 5 c. Cls. A hr. \$250, min. \$50, ID \$30. Monte L. Strobl, g.m.; Walt Coleman, loc. sls. m. Satellite of KIMA-TV Yakima.
Seattle, KIRO-TV (7) March 1958
Seattle-Tacoma, KING-TV (8) 320 Aurora Ave., N. Seattle. 609,700 b&w Sec: U. of Washington. 1,811 c. Cls. A hr. \$1,100, min. \$225, ID \$100. Otto P. Brandt, v.p. & g.m.; A. P. Hunter, c. m.
Seattle-Tacoma, KOMO-TV (4) 100 4th Ave. N., Seattle 609,700 b&w Sec: U. of Washington. 1,611 c. Cls. A hr. \$1,125, min. \$230, ID \$115. W. W. Warren, exec. v.p. & g.m.; Bill Hubback, g. sls. m.
Seattle-Tacoma, KTNT-TV (11) 11th & Grant. 609,700 b&w Sec: sta. 1611 c. Cls. A hr. \$900, min. \$200, ID \$100. Larry Carino, m. & sls. d.
Seattle-Tacoma, KTVW (13) 230 8th Ave. N. Seattle. 576,000 b&w Sec: sta. Cls. A hr. \$600, min. \$125, ID \$65. J. Elroy McGraw, c. James J. Hawkins, g.m. & sls. m.
Spokane, KRQ-TV (6) 700 Radio Central Bldg. 230,717 b&w Sec: sta. 300 c. Cls. A hr. \$550, min. \$137.50, ID \$68.75. Richard O. Dunning, p. & g.m.; J. Birney Blair, c.m.
Spokane, KREM-TV (2) 4103 S. Regal. 236,000

Joint Sponsors

Paul Miller Ford Inc., Farmer Motor, Edsel dealer, and Marcuccilli Lincoln-Mercury joined together on January 1 in presenting the *United Press-Movietone 1957 Sports Review* on Channel 27, WKXP-TV Lexington, Ky. The project represented the first local cooperative advertising venture of three separate dealerships belonging to the same product family in Lexington.



George H. Buschmann has been made executive assistant at the home office of Radio Cincinnati, Inc., it has been announced by Hulbert Tajt Jr., president. Mr. Buschmann was formerly associated with the law firm of Covington and Burling in Washington.

b&w Sec: sta. Cla. A hr. \$600, min. \$120, ID \$60. Robert H. Temple, m.
Spokane, KXLY-TV (4) 315 W. Sprague, 228,042 b&w Sec: Inland Empire Electrical League & sta. 1,000 c. Cla. A hr. \$600 min. \$130, ID \$65. Richard E. Jones, v.p. & g.m.: James Agostino, s.a. m.
Tacoma-Seattle KTNT-TV (seen Seattle-Tacoma)
Tacoma-Seattle, KTVW (see Seattle-Tacoma)
Yakima-Pasco, KIMA-TV (29) Radio & Television Centre, Box 702, Yakima, 112,000 b&w Sec: sta. 50c. Cla. A hr. \$500, min. \$100, ID \$50. Thomas C. Bostic, v.p. & g.m.: H. R. Cary, g. s.a. m.

WEST VIRGINIA

Bluefield, WHIS-TV (6) Municipal Bldg. 136,203 b&w Sec: ARF, EIA & sta. *c. Cla. A hr. \$240, min. \$60, ID \$30. John C. Shott, st. m. & s.a. m.
Charleston WCHS-TV (8) 1111 Virginia St. E. 500,000 b&w Sec: sta. 200 c. Cla. A hr. \$450, min. \$175, ID \$87.50. John T. Gelder Jr., v.p. & g.m.: John L. Sinclair Jr. nat. s.a. m. Charleston. **WHTN-TV** (see Huntington). Charleston. **WSAZ-TV** (see Huntington).

Rate Increases

Rate increases reported by the networks include:

ABC-TV has increased the basic hour rate of KSBW-TV Salinas from \$325 to \$500; WPTZ Plattsburgh - Burlington from \$275 to \$325; WTOK-TV Meridian from \$275 to \$325.

CBS-TV has increased the basic hour rate of KAVE-TV Carlsbad from \$50 to \$70; WTOK-TV Meridian from \$275 to \$325.

NBC-TV has increased the basic hour rate of KIMA-TV Yakima from \$200 to \$275; WABI-TV Bangor from \$275 to \$325; WMTV Madison from \$280 to \$300; WPTZ Plattsburgh, N. Y. from \$275 to \$325; WLW-TV Cincinnati from \$1,400 to \$1,500.

Clarksburg, WBOY-TV (13) Robinson-Grand Theatre Bldg. 444½ W. Pike St. 120,000 b&w Sec: SRDS Cla. A hr. \$200, min. \$40, ID \$25. George H. Clinton, g.m., Rex King, rgnl. s.a. m.

Fairmont, WJPB-TV (25) Broadcast House, 400 Quincy St. 34,650 b&w Sec: sta. 987 c. Cla. A hr. \$150, min. \$28, ID \$18. Numa Fabre Jr., mng.d.; H. W. Critchlow, v.p. & c.m.

Huntington, WCHS-TV (see Charleston)

Huntington, WHTN-TV (13) Radio & Television Arena, 425 4th Ave. 554,697 b&w Sec: sta. 20 c. Cla. AA hr. \$900, min. \$160, ID \$80. Robert R. Tincher, v.p. & g.m.: O. W. Myers, nat. s.a. m.

Huntington, WBAZ-TV (3) 201 Ninth St. 600,000 b&w Sec: Nielsen & EIA 1,000 c. Cla. AA hr. \$1,000, min. \$180, ID \$90. Lawrence H. Rogers, p. & g.m.: C. Tom Garten, c.m.

Oak Hill-Beckley, WOAY-TV (4) Box 251, Oak Hill. 357,230 b&w Sec: sta. Cla. A hr. \$200, min. \$40, ID \$20. Robert R. Thomas Jr., o. & g.m.: Vic. Ludington, s.a. m.

Parkersburg, WTAP (15) 121 W. 7th St. 58,162 b&w Sec: sta. Cla. A hr. \$150, min. \$25, ID \$12.50. Milton Komito, st. m. & s.a. m.

Wheeling, WTRF-TV (7) 1329 Market St. 339,300 b&w Sec: sta. 1,000 c. Cla. A hr. \$600 min. \$120, ID \$60. Robert W. Ferguson, exec. v.p. & g.m.: H. Needham Smith, s.a. m.

WISCONSIN

East Clair, WEAU-TV (13) 2415 S. Hastings Way. 135,000 b&w Sec: Nielsen. 100 c. Cla. A hr. \$300, min. \$60, ID \$30. Leo Howard, g.m.: Wayne F. McNulty, asst. m.

Green Bay, WBAY-TV (2) 115 S. Jefferson. 360,000 b&w Sec: sta. Cla. A hr. \$400, min. \$80, ID \$40. Haydn R. Evans, g.m.: Robert C. Nelson, s.a. m.

Green Bay, WFRV-TV (5) Mason & Roosevelt Sts. 380,810 b&w Sec: sta. Cla. A hr. \$400, min. \$80, ID \$40. Soren H. Munkhof, exec. v.p. & g.m.: Ward O. Gage, nat. s.a. m.

Green Bay WMBV-TV (see Marinette)

La Crosse, WKBT (8) 141 S. Sixth St. 142,000 b&w Sec: CBS Cla. AA hr. \$340, min. \$72, ID \$36. Howard Dahl p. & g.m.: Robert Morrison, s.a. m.

Madison, WISC-TV (3) 4801 W. Beltline. 325,000 b&w Sec: sta. 1,000 c. Cla. AA hr. \$550, min. \$110, ID \$65. Ralph O'Connor, sec. & g.m.: Richard Knickeson, s.a. m.

Madison, WKOW-TV (27) 215 W. Washington Ave. 131,250 b&w Sec: sta. *c. Cla. A hr. \$280, min. \$56, ID \$28. Ben F. Hovel, g.m.: Robert Loomer, loc. s.a. m.

Madison, WMTV (33) Box 169. 168,000 b&w Sec: sta. 406 c. Cla. A hr. \$325, min. \$65, ID \$33. Gerald A. Bartell, p.: Peter P. Thep, g.m. & s.a. m.

Marinette-Green Bay, WMBV-TV (11) Radio-Television Park, Wells St., Marinette. 211,440 b&w Sec: sta. Cla. A hr. \$300, min. \$60, ID \$30. Joseph D. Mackin, g.m.: William R. Walker, tv m.

Milwaukee, WISN-TV (12) 759 N. 19 St. 694,500 b&w Sec: sta. Cla. A hr. \$1,000 min. \$240, ID \$100. John B. Soell, v.p. & g.m., Richard E. Shireman, loc. s.a. m.

Milwaukee, WITI-TV (6) 212 W. Wisconsin Ave. 569,000 b&w Sec: sta. 4,000 c. Cla. A hr. \$600, min. \$110, ID \$65. Dean McCarthy, asst. to p. & pgm. d.: J. G. "Sandy" Sandison, g. s.a. m.

Milwaukee, WTMJ-TV (4) Radio City 720 E. Capitol Dr. 781,222 b&w Sec: sta. 220 c. Cla. A hr. \$1,150, ID \$100. Walter J. Damm, g.m.: Neale V. Bakke, s.a. m.

Milwaukee, WKIX (19) 5445 N. 27th St. 320,900 b&w Sec: Nielsen & sta. 1,000 c. Cla. AA hr. \$800, min. \$150, ID \$75. Frank Shakespeare Jr., g.m. Richard P. Hogue, g. s.a. m.

Superior, KDAL-TV (see Duluth, Minn.)

Superior WDSM-TV (see Duluth, Minn.)

Wausau WBAU-TV (7) 714 Fifth St. 122,000 b&w Sec: sta. 150 c. Cla. AA hr. \$350, min. \$70, ID \$35. Richard D. Dudley, g.m. & c.m.

WYOMING

Casper, KTWO-TV (2) 143 N. Durbin St. 25,000 b&w Sec: sta. Cla. A hr. \$150, min. \$30, ID \$15. Burt I. Harris, p.: L. Bob Berner, g.m. & s.a. m.

Casper KSPR-TV (6) 3900 E. Second St., Box 930. Hr. \$120, min. \$26, ID \$12.50. Donald L. Hathaway, g.m.: Richard B. Frech, loc. c.m.

Cheyenne, KPBC-TV (5) 2923 E. Lincolnway. 93,198 b&w Sec: sta. *c. Cla. A hr. \$200, min. \$40, ID \$15. Wm. C. Grove, v.p. & g.m.: Charles F. Cahill, c.m.

Charlton, KWRB-TV (10) Box 409, Worland.

Television Age 444 Madison Ave., New York 22, N. Y.

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Company Address

City State Zone

Joseph P. Ernst, o. & m.
Sheridan, KTWX-TV (9) March 15, 1958

ALASKA

Anchorage, KENI-TV (2) Box 1160, Fourth Ave. Theatre Bldg. 25,000 b&w Sec: sta. Cls. A hr. \$150, min. \$30, ID \$15. Alvin O. Bramstedt, g.m.; William Stewart, sta. m.
Anchorage, KTVA (11) Mt. McKinley Bldg., 4th & Denali St. 27,500 b&w Sec: sta. Cls. A hr. \$150, min. \$30, ID \$15. A. G. Hiebert, p. & g.m.; Claire O. Banks, c.m.
Fairbanks, KFAR-TV (2) 512 Second Ave. 6,500 b&w Sec: Pulse. Cls. A hr. \$160, min. \$30, ID \$15. Donald G. Andon, st. m.; Jack Barnhart, c.m.
Fairbanks, KTVF (11) Box 590, 11,500 b&w Sec: sta. Cls. A hr. \$135, min. \$27, ID \$13.50. Walt Welch, m.; John Griffin, c.m.
Juneau, KINY-TV (8) 231 S. Franklin. 2,250 b&w Sec: sta. Hr. \$60, min. \$12, ID \$7.20. Jerry McKinley, st. m.; Vern Metcalf, loc. sis. m.

HAWAII

Hilo, KHBC-TV (9) Satellite of KGMB-TV Honolulu.
Honolulu, KGMB-TV (9) 1534 Kapiolani Blvd. 119,000 b&w Sec: EIA & sta. Cls. A hr. \$400, min. \$37.50, ID \$42.50. Melvin B. Wright, st. m. & nat. sis. m.; C. C. Crockett, g. sis. m.
Honolulu, KONA-TV (2) 1170 Auahi St. 112,500 b&w Sec: Pulse & sta. Cls. A film hr. \$350 min. \$75, ID \$37.50. Martin F. Rohde, st. m. & g. sis. m.; Jim Spencer, nat. sis. m.
Honolulu, KULA-TV (4) 1290 Ala Moana Blvd. 107,240 b&w Sec: sta. Cls. A hr. \$300, min.

\$65, ID \$32.50. Jack Burnett, exec. v.p. & g.m.; Art Sprinkle, sta. m.
Honolulu, KHVE-TV (13) Hawaiian Village Hotel. \$3,170 b&w Sec: sta. Cls. A min. \$60, ID \$30. Hal Lewis, exec. v.p.
Wailuku, KMAU-TV (3) Satellite of KGMB-TV Honolulu.
Wailuku, Maui, KNVI-TV (12) Satellite of KONA-TV Honolulu.

GUAM

Agaña, KUAM-TV (8) Box 63, 6,000 b&w Sec: sta. Cls. A hr. \$120, min. \$24, ID \$12. John P. Barton, exec. d.; Alan K. Abner, operats. d.

PUERTO RICO

Mayaguez, WORA-TV (5) Box 43, Darlington Bldg. 38,500 b&w Sec: sta. Cls. A hr. \$170, min. \$29, ID \$13. Alfredo R. deArellano Jr., p. & g.m.; Reinaldo M. Dupont, st. m. & g.m.
Ponce, WRIK-TV (7) March 1958

Ponce, WSUR-TV (9) Cristina St. No. 4. Mariano Angelet Escudero, g.m.
San Juan, WAPA-TV (5) WAPA Bldg., Box 2050, 357 Ponce de Leon Ave. 156,459 b&w Sec: P. R. Chamber of Comm. Cls. A hr. \$250, min. \$55, ID \$22. Carlos Rivera Gonzalez, g.m.
San Juan, WKAQ-TV (2) Box 1072, Stop 8, Puerto de Tierra, 129,345 b&w Sec: sta. Cls. A hr. \$300, min. \$65, ID \$32. Oscar Reinoso, sis. m.

Memo (Continued from page 59)

of the broadcasters . . . back here again . . . asking to go into pay tv over the airwaves in order to hold up their position against the wired systems."

This argument was also used by W. Theodore Pierson in testifying for Zenith Radio Corp., one of the principal developers of subscription systems. "Since wired television and television broadcasting are competitive," Mr. Pierson said, "it is clear that the cards would be stacked against the television broadcaster in competing with unregulated wired-tv services if the tv broadcaster is to be excluded from obtaining subscription revenue."

Mr. Pierson brought up the subject of advertising in this context. With the income from subscription programs, he said, wire operators will be able to take advertising (on other channels) at rates much lower than broadcast station competitors could possibly offer. "Under such circumstances," he said, "the ruin of our present system of broadcasting is a foregone conclusion."

Strangely, one of the leading installers of wire systems was not apprehensive of the competition of broad-

cast subscription. Milton J. Shapp, president of Jerrold Electronics Corp., which installed the "cable theatre" in Bartlesville, Okla., said he favored the proposed trial run. Mr. Shapp doesn't believe the scrambled systems are practical. Under a test, he said, the systems would "collapse of their own weight."

Wall St. (Continued from page 61)

County included. Certainly few films have had the rough critical reception of this \$6-million investment, and if it can draw even a moderate amount of revenue back, the appeal of the Hollywood film and the local theatre has not collapsed or is even in danger of collapsing.

The situation that still has to be analyzed, before reaching conclusions about the outlook for Hollywood, is the trend of the tv medium itself. If it becomes an outlet for more material of an educational, political and national-affairs nature, it's possible the entertainment side of its offerings will decrease due to sheer lack of time. It is still a young medium, and its nature could change fast enough to forestall any other industry basing its future outlook on what tv is like today.

| Stock | High-Low 1957-58 | Last Quote* |
|--------------------------------|------------------|-------------------|
| New York Stock Exchange | | |
| ABC | 24 1/2-11 1/2 | 15 1/2 |
| ADMIRAL | 14 1/2-6 1/2 | 8 |
| A. T. & T. | 179 1/2-160 | 171 1/2 |
| AVCO | 7 1/2-4 1/2 | 6 1/2 |
| CBS (A) | 36 1/2-23 1/2 | 27 1/2 |
| EMERSON | 6 1/2-3 1/2 | 5 |
| GENERAL ELECTRIC | 72 1/2-52 1/2 | 63 1/2 |
| HOFFMAN | 25 1/2-17 1/2 | 22 1/2 |
| MAGNAVOX | 41-28 1/2 | 38 1/2 |
| MOTOROLA | 51 1/2-35 1/2 | 39 1/2 |
| PHILCO | 18 1/2-11 | 14 1/2 |
| RCA | 40-27 | 34 1/2 |
| RAYTHEON | 23 1/2-16 1/2 | 22 1/2 |
| STEWART-WARNER | 41 1/2-27 1/2 | 29 1/2 |
| STORER | 28 1/2-18 1/2 | 23 |
| SYLVANIA | 46 1/2-29 1/2 | 37 1/2 |
| WESTINGHOUSE | 68 1/2-52 1/2 | 63 1/2 |
| ZENITH | 140-91 1/2 | 129 |
| American Stock Exchange | | |
| A.A.P. | 11 1/2-6 1/2 | 9 1/2 |
| DUMONT LABS | 6 1/2-3 | 4 |
| GUILD FILMS | 4 1/2-2 1/2 | 3 |
| HAZELTINE | 44 1/2-29 1/2 | 36 1/2 |
| NATIONAL TELEFILM | 9 1/2-5 1/2 | 6 1/2 |
| SKIATRON | 9-3 1/2 | 5 |
| Over-the-Counter Stocks | | |
| | | Bid-Asked† |
| AMPEX | | 51 1/2-52 1/2 |
| CONSOLIDATED TV | | 20 1/2-19 1/2 |
| CROSS TELECASTING | | 19 1/2-20 |
| OFFICIAL FILMS | | 1 1/2-1 1/2 |

* As of the close, Jan. 29, 1958.
† As of Jan. 29, 1958.



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DIAGNOSIS OF STATION PROBLEMS: Clinical "on-the-scene" examination of radio/TV operations, staff structures, operating costs, personnel and work procedures, promotion plans, operating and sales results in terms of industry and comparable station standards. Write or phone: Richard P. Doherty, TELEVISION-RADIO MANAGEMENT CORPORATION, 1816 Jefferson Place, N.W., Washington, D. C.; District 7-1957.

In the picture



A new division of Ford Motor Co. will be headed by **James J. Nance**. The new division is called M-E-L. It will cover all Ford products in the medium-price, luxury and imported car markets (Mercury-Edsel-Lincoln). U. S.-made cars of the new division are the Continental, Lincoln, Mercury and Edsel. The English Ford line, produced by Ford Motor Co., Ltd., of Degenham, England, will be imported and marketed by M-E-L. Mr. Nance, formerly vice president and general manager of the old Lincoln-Mercury division, is vice president and general manager of the new division. Company president Henry Ford II says, "In the past year, changing competitive conditions have put new emphasis on the importance of both the medium-price and the imported car markets." M-E-L, he feels, will give concentrated management to five car lines, while retaining single top-level administration.

Howard M. Packard has been elected president and chief operating officer of S. C. Johnson & Son, Racine, makers of wax polishes and household products. He succeeds Herbert F. Johnson, who has held the post since 1928, and now continues as chairman of the board and chief executive officer. Mr. Packard joined the company in 1946 after four years as a lieutenant commander in the Navy Department. Before that he was assistant secretary of Marshall Field & Co., the Chicago department store. He started with the store in 1933 as an office boy. He served as Johnson's treasurer and international-division vice president. In 1955 he was elected executive vice president and a director. The company also announced a change in organization from functional to divisional. R. W. Carlson was named vice president of the household-products division under the new set-up.



On the heels of the loss of the Buick account, J. H. S. Ellis has resigned as president of the Kudner Agency and **C. M. Rohrabough** has been elected to the post by the board of directors. Mr. Rohrabough was formerly executive vice president and chairman of the executive committee. Before joining Kudner in 1942 he was an executive with the Ward Wheelock Co. of Philadelphia. Prior to that he had his own agency in that city. Until 1925, when he entered advertising with the F. Wallis Armstrong Co., Philadelphia, he had been a high-school principal and school superintendent in various Ohio towns for 10 years. Mr. and Mrs. Rohrabough live at 12 Bayberry Road, New Canaan, Conn. They have four children. Mr. Rohrabough is active in civic affairs. He has been treasurer of the New Canaan Congregational Church and has worked with the annual March of Dimes.

Walter D. Scott (left), formerly vice president and national sales manager for NBC-TV sales, has been named vice president, television network sales. **Don Durgin**, vice president, sales planning, succeeds Mr. Scott as vice president and national sales manager for tv sales. Mr. Scott succeeds William R. Goodheart Jr., who has resigned. Dean Shaffner, director of sales planning, takes over the former duties of Mr. Durgin. Mr. Scott joined NBC sales in 1938. He was named eastern sales manager in '49 and administrative sales manager in 1951. Mr. Durgin joined the network in March of 1957 as vice president sales planning for tv.



Named general manager of Emil Mogul Co.—to work closely with president Emil Mogul on all accounts—is **Richard Lockman**. He will continue as vice president, a director of the agency and account supervisor on Revlon, Inc. Mr. Mogul explained the move as "one of several steps to be taken under the agency's expansion program with a view to strengthening further our management structure and departmental operations in preparation for the 50-per-cent increase in billings from present accounts and new ones we hope to add within the next three years." The agency now bills \$10 million a year. Mr. Lockman joined the agency as vice president in April 1955, with 15 years of advertising and marketing behind him. He was five years with Bourjois, Inc., winding up as vice president of the Chanel, Inc., affiliate. Before that he was a multiple brand ad manager at the Mennen Co.



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- ★ **FULL POWER**
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THE LIGHTER SIDE

In Camera

A man in Detroit named Marc A. Brousseau was brought before Traffic Judge John D. Watts for driving without a license. Before the judge passed sentence, Marc asked, "Don't you remember me, Your Honor?" He then went on to explain that he had once played the part of the defendant on *Traffic Court*, a television show Judge Watts starred in last year.

"Oh, yes," the judge replied. "I sentenced you to 10 days, but this time it's for real."

Poor Marc. He'll never know whether the judge jailed him for his driving or his acting.

Talk about instantaneous ratings! In London the commercial tv station is reported to be installing "razzberry buttons" in the homes of a bunch of viewers in order to get a quick reaction to bad programs.

The button is wired to the tv set, and when the viewer is displeased he presses it and this moves a needle of a dial at the station.

Don't know why, governor, but this bloody thing doesn't sound cricket to us.

Life in this television age, underground division: Michael J. Quill, president of the Transport Workers Union in New York City, wants to lure millions of riders into subways and preserve the 15-cent fare.

He figures that he can drive auto owners off the streets and into the subways by air-conditioning the cars and equipping them with washrooms and television sets.

We asked a copywriter what he thought of Mr. Quill's idea. "Great," he said. "Especially if Mike can get his motormen to hold the doors closed until the commercials are over."

With all the talk about how far the Russians are ahead of us in engineering and science, it is comforting to note that the Soviet man-in-the-parlor is having trouble getting his set repaired when it goes on the blink.

The Russian chief of television,

A. A. Turchanin, is reported as having admitted for publication that complaints are pouring in like borscht about tv repairmen. He explained that the gripes resulted from a shortage of trained mechanics.

East is east and west is west, but nowhere have enough repairmen and tv sets been twined.

Irony in the fire: The night that Omnibus presented its show on Suburbia, the New York Central evening commuter trains were held up from two to four hours because of a fire. Some 100,000 would-be viewers were city-bound during the telecast.

Following our recent disclosure that the day of televised phone calls is almost upon us, we received several sound-over comments. Some rued, others hailed.

One hailer explained that he was an exurbanite whose wife is always calling him and taking as much as an hour to describe the dress—and, of course, darling, the hat, shoes and bag—she bought in town today. She always waits until she gets home to call. (Those stuffy phone booths, darling.) With the new seeing-phone, he feels, she can call him and show him the "things" in a few minutes' time. He figures the money he'll save on toll charges will more than pay for his darling's purchases.

Then one ruer pointed out that this new phone deal is bad for the working man. No longer will he be able to call in and say he's sick.

But another fellow disagrees with this view. He looks upon the televised phone as a boon to the employe who wants to goof off.

In fact, this fellow—an ingenious one, he—says that he intends to start a special make-up service. He'll guarantee to make anybody look sick who wants to call the boss and get a day off. And he claims that, especially in the beginning, it'll be a cinch to melt the hardest-hearted boss. Remember, he says, how everybody looked in the early days of television.

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley



SOLVAY PROCESS DIVISION • ALLIED CHEMICAL
Perkins Plant • Moundsville, W. Va.

No. 2 OF A SERIES CHEMICALS

Solvay manufactures Chlorine, Caustic Soda, Chloromethanes, Vinyl Chloride and many industrial chemicals needed in plastics, soaps, textiles, paper, gasoline and petroleum products. Natural salt deposits, proximity to consuming markets, excellent rail and Ohio River facilities motivated completion of this multi-million dollar operation in this area. Solvay—another BIG in this GROWING BIGGER market where nearly two million people spend over two-and-a-half billion dollars annually . . . where 425,196 TV homes react to the influence of WTRF-TV.

"I've been with Solvay since this new plant started; some 300 of us work here now. Moundsville's twelve miles from home but I really enjoy that drive along the river. We live in Wheeling; we, meaning the wife and daughter. Guess you'd call me a family man. Fish a little but I go for armchair duty in front of that TV set, love "Wagon Train." In fact, WTRF-TV suits us just fine! I'd say we live nicely."

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at Cedar 2-7777.

National Rep., George P. Hallingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

reaching a market that's reaching new importance!

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CHANNEL 7

LOOK WHAT YOU HAVE IN THE PALM OF OUR HAND



ARB SURVEY PROVES . . .

WNEM-TV . . . and WNEM-TV *alone* . . . delivers *all* of Michigan's rich 2nd Market, consisting of Flint, Saginaw, Bay City, Midland and all of Eastern Michigan! 2½ million people, 580,000 TV homes—a *four billion* dollar market that no other one station can cover!

| | | | |
|----------------------|---------------------------|------|------|
| SIGN-ON TO NOON | 70.7 | 12.1 | 41.4 |
| NOON TO 6.00 P.M. | 72.4 | 18.1 | 45.3 |
| 6.00 P.M. TO 12.00 M | 64.2 | 18.5 | 41.3 |
| ARB SURVEY | STATION SHARE SETS IN USE | | |
| | Nov. 1957 | | |



**NBC-RCA
FIELD INTENSITY SURVEY**

| | |
|----------------------|------|
| Flint, Mich. Grade A | |
| WNEM-TV CHANNEL 5 | 42.5 |
| Station B LANSING | 4.5 |
| Station C DETROIT | .0 |
| Station D DETROIT | .0 |

Oct. 1957



NBC's Field Intensity measurements in Flint, (completed October, 1957, by R.C.A. Service Company) prove what Flint people have long known . . . WNEM-TV has the greatest Grade "A" signal penetration of any station in the area. *9 times greater than its nearest competitor!* See Your Petryman



WNEM-TV

Bay City offices:
Hotel Wenonah
Tw 3-4504

Central offices:
Bishop Airport
Flint CE 5-3555

Saginaw offices:
201 N. Washington
PL 5-4471

