

TELEVISION

THE MANAGEMENT MAGAZINE OF BROADCAST ADVERTISING

check

**NETWORK
ADVERTISER
EXPENDITURES FOR
PROGRAM AND
TIME**

**TV
MARKETS
VS. METRO
AREAS**

**THE TV
MARKETS BY
COUNTIES**

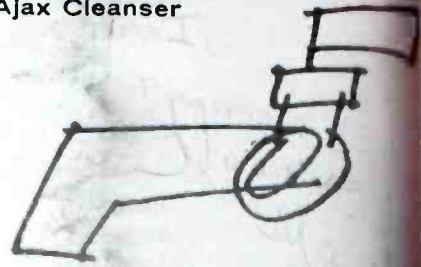
Indiana University
Library

**ESTIMATES
OF PROGRAM
COSTS**

**DATA
BOOK
MARCH
1960**

Interview: *Murray Roffis*

McCann Erickson, Broadcast, Media Supervisor tells why he selects
WLW-TV Stations and WLW Radio for Ajax Cleanser



"The Crosley Group can help clean up many an advertising problem."



"For all-around know-how from in-store merchandising to on-the-air production the WLW Stations certainly know their business."



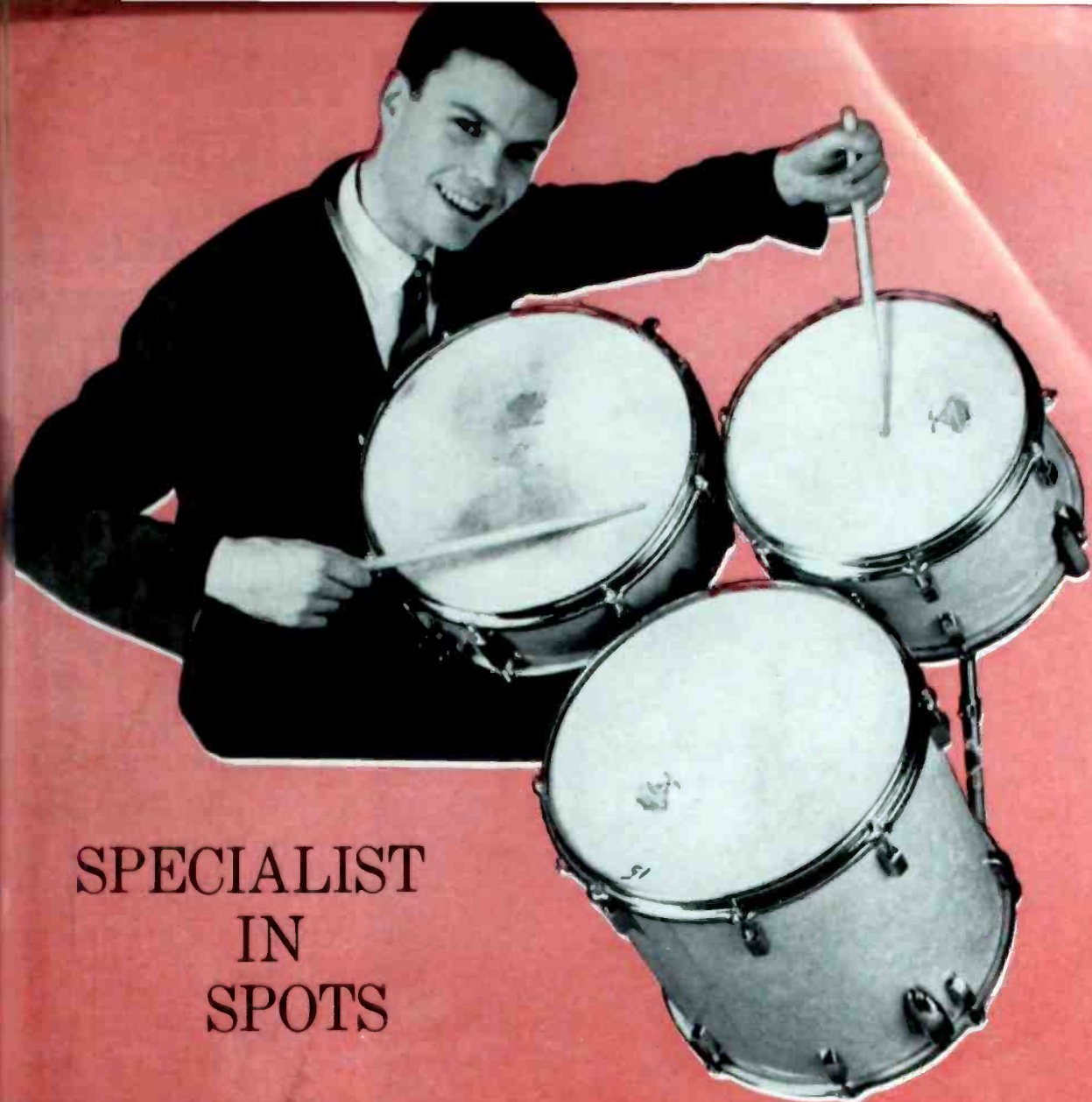
"No scouring around for service, the WLW-TV-Radio Stations are always willing to help."



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



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



SPECIALIST IN SPOTS

Drum up more sales—just like the many smart national advertisers who are spotting their TV dollars on these important stations.

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

Television Division

Edward Petry & Co., Inc.

*The Original Station
Representative*

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

THE SUNDAY THE MAYOR WORKED OVERTIME

On February 28, 13-year-old Ellen Kreisler lodged a complaint with the Mayor of New York City: he and hot water were short supply in the Manhattan apartment building where she lives. Her call for help reached Mayor Robert Wagner through WRCA-TV's "Direct Line" (Sundays, 10:30-11:00 a.m.) a program which provided New Yorkers with an opportunity to phone questions directly to city leaders and to top officials. For Ellen, "Direct Line" proved to be a direct line to *action*. Mayor Wagner acknowledged her plea on the air and promised to give the matter prompt attention at the conclusion of the program. He was good as his word. Deputy for the Commissioner of Health launched an immediate

to investigation. Ellen
the 150 families who
her apartment build-
ow have plenty of heat
hot water. And the
ts generated by "Di-
line" made front-page
in New York papers
e following morning.

ct Line" is just part
e Sunday lineup of
A-TV programs de-
ed in the public inter-
to interest and aid
public. Along with
archlight," "Open
," "The New York
s Youth Forum" and
ay Special," it makes
ulating viewing on
ay, and frequently, ex-
newspaper reading
the Monday editions.

se programs are fur-
examples of WRCA-
eadership in America's
ber one market, and
that it is the most...

...DIRECT LINE TO ACTION

WRCA-TV·4
NBC in New York



IN THIS ISSUE

Established 1944 • Volume XVII • Number 3 • Data Book, March 1960

BUSINESS SURVEY	<i>A report on the status of the industry and its growth.</i>	43
PROGRAMMING ESTIMATES	<i>Per-telecast estimates for network shows on during 1959.</i>	47
NETWORK ADVERTISER EXPENDITURES	<i>Total time and programming cost estimates by company, product, show.</i>	55
SPOT ADVERTISER EXPENDITURES	<i>Expenditures by product groups.</i>	97
THE TELEVISION AUDIENCE	<i>Breakdown by regions and family characteristics.</i>	101
THE RATING SERVICES	<i>Methods, sample sizes and data supplied.</i>	103
TELEVISION MARKETS VS. STANDARD MARKETS	<i>Comparison of coverage areas.</i>	107
THE TELEVISION MARKETS	<i>County-by-county definition of TV coverage plus 1959 market data correlated to TV areas.</i>	121
TELEVISION HOMES REPORT FOR MARCH	<i>Independent TV homes estimates for all TV markets.</i>	175
STATION DIRECTORY	<i>Commercial stations listed alphabetically by call letters.</i>	185
STATION REPRESENTATIVE DIRECTORY	<i>Executives, offices, represented stations.</i>	193
NETWORK DIRECTORY	<i>Executives, departments, and department heads.</i>	204
INDEX FOR TELEVISION MAGAZINE	<i>All 1959 articles classified by subject, chronologically.</i>	206
DEPARTMENTS		
FOCUS ON BUSINESS	9	REPORT ON SPOT 19
		THE TV COMMERCIAL . . Adams 25
RADIO WRAP-UP	11	PROMOTION Godt 29
		THE TV SCENE Huntington 33
		RADIO Sweeney 34

Frederick A. Kugel
Editor and Publisher

Executive Editor, Kenneth Schwartz
Senior Editor, Leon Morse
Associate Editor, Judith B. Dolgins
Production Editor, Barbara Landsberg
Director of Research, Marvin D. Melnikoff
Asst. to Director of Research, Ellie Kurtz

Frank E. Chizzini, Advertising Director
Edwin A. Pancoast, Jr., Mgr. Sales Development
John A. Thayer, Jr., Sales Manager
Jack L. Blas, Business Manager
Ruth Leftoff, Office Manager
Harriette Weinberg, Circulation Manager
Nial Quinlan, Art Director/Assistant Publisher

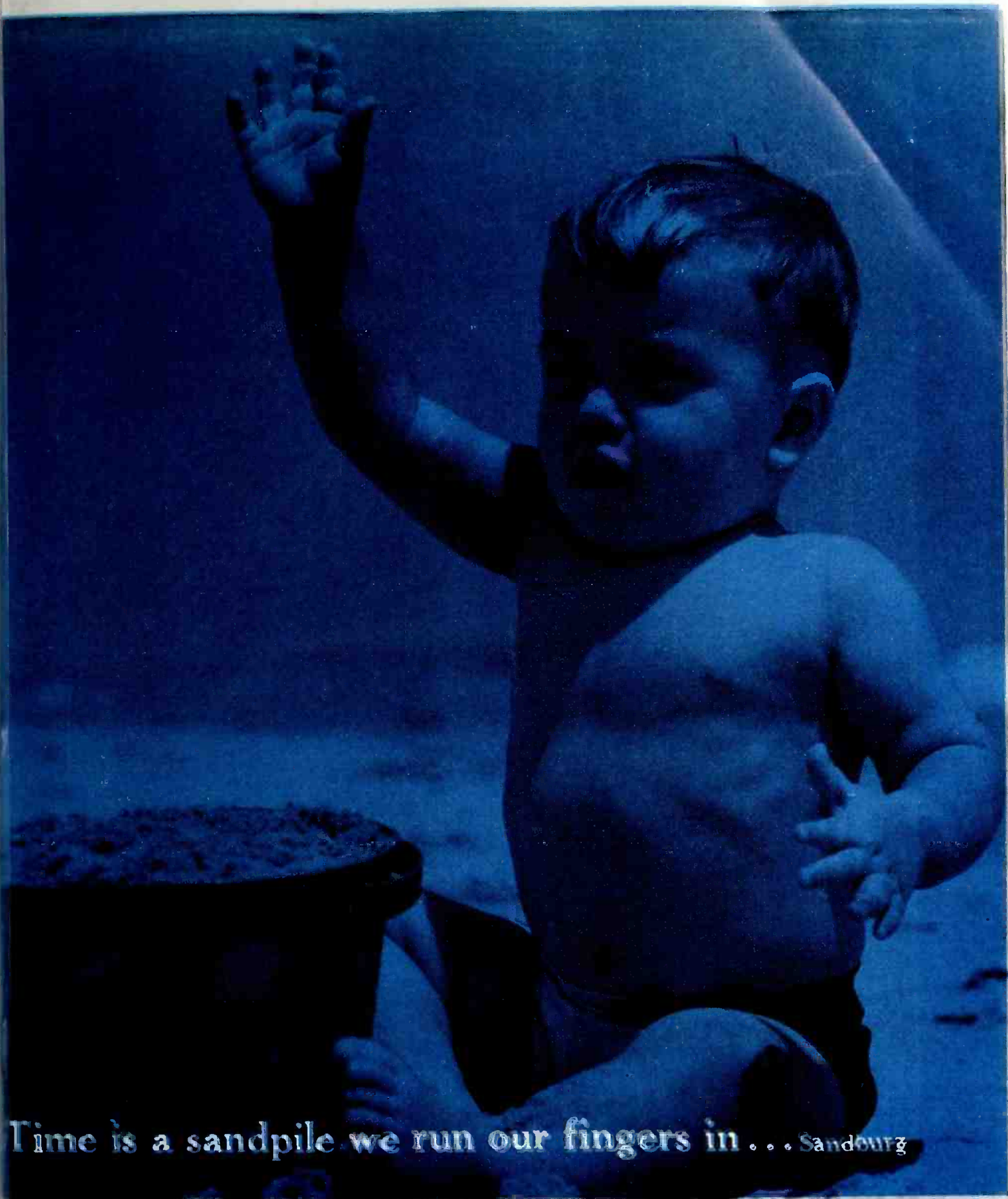
Published monthly by the Frederick Kugel Company, Inc. Executive, editorial, circulation and advertising offices: 422 Madison Ave., New York 17, N.Y. Telephone: Plaza 3-9944. Single copy, 50 cents. Yearly subscriptions in the United States, its possessions and nations of the Pan American Union, \$5.00; in Canada, \$5.50; elsewhere, \$6.00. Printing Office: 50 Emmett St., Bristol, Connecticut. Reentered as second class matter at Bristol, Conn. Editorial content may not be reproduced in any form without permission. Copyright 1960 by Frederick Kugel Co., Inc.

Member of Business Publications,
Audit of Circulation, Inc.



TELEVISION

THE MANAGEMENT MAGAZINE OF BROADCAST ADVERTISING



Time is a sandpile we run our fingers in . . . Sandburg

The value of TIME is our use of it. Thus, productivity becomes the significant indication of our TIME'S worth.

At WBAL-TV in Baltimore, productivity is our principal orientation. We seek to use our TIME well by employing good creative talent, good judgment and good taste to produce the kind of programs that *people* watch.

With many award-winning public service features to our credit, and with over 75 live local shows each week, the variety, quality and interest of our regular schedule is not easily matched. Every minute of our day is planned with care and consideration for our public

responsibility and executed with the attention of professional excellence. Audience and sales follow naturally this healthy pattern of productivity.

"TIME is a sandpile we run our fingers in," the philosopher says. At WBAL Television 11 in Baltimore, we cup our hands tightly.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc. (C) (C) (C)



a rose ...



... is not a rose ...

... is



... is not a rose ...



... is not a rose ...

... is



... is not a rose ...



... is not a rose ...

... is



...is not a rose...



...is not a rose...



...is not a rose...



...is not a rose...



...is not a rose...

96% of all television homes today fall within the color coverage area. More than 300 stations in the United States have all the facilities to carry network color.

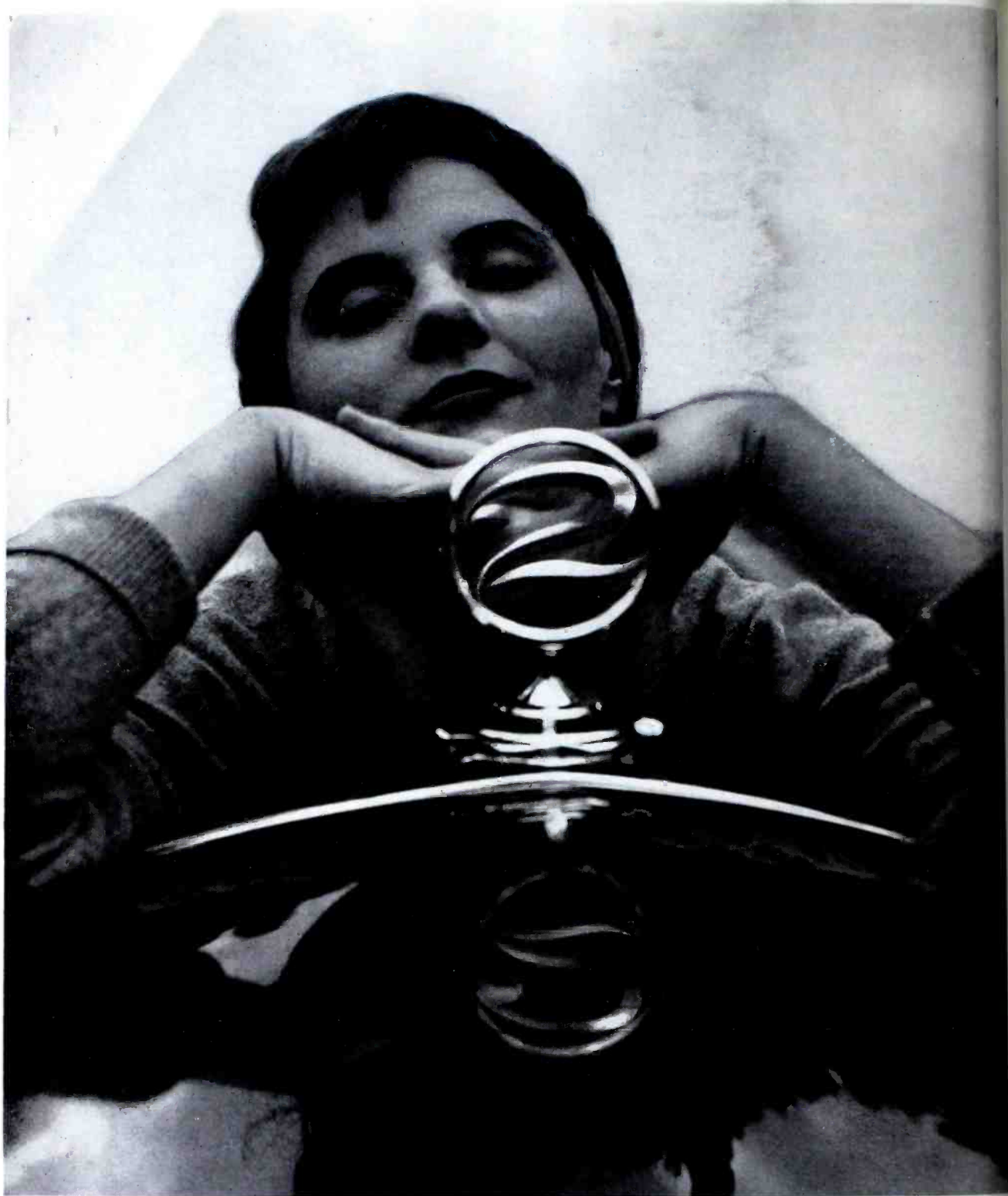
At NBC alone, total hours of color programming have increased more than ten-fold in the past six years; over 450 hours scheduled in the first six months of 1960.

Owners of color sets tend to be higher in income, better educated, more influential.

The proof is all around us. Proof that color—an integral part of living—is an integral part of living television. Proof that your advertising future is in color.

NBC TELEVISION NETWORK

...unless it's in color



LET YOURSELF GO KPRC-TV, HOUSTON and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful "2". You will be too!

KPRC-TV availabilities include programs, minutes, chainbreaks, and ID's. Prices range from about \$90 to \$100. Ask your Edward Petry man for a demonstration.

KPRC-TV, HOUSTON, TEXAS *(An Affiliate of the National Broadcasting Company)*

"Courtesy of Mercedes-Benz Sales, Inc."

ESTIMATED TV EXPENDITURE FOR 1960: UP 10%

1960 nears the end of its first year, optimism tempered with reservations continues.

For television, the picture looks bright. The Television Bureau of Advertising estimates that total TV expenditures for 1960 will climb to at least \$1.688 billion, over 10% higher than 1959.

McKinney & Bradstreet queried 1,400 manufacturers, wholesalers and retailers on their expectations for 1960. Of the three groups, manufacturers are the most optimistic: they expect profits to push past the 1959 mark. Among the retailers, 54% anticipate a profit upturn this year. Wholesalers are slightly less euphoric, 52% predicting higher profits. Another optimistic note: the University of Michigan's survey of consumer attitudes finds that with the strike doldrums giving way to economic confidence, most of the consumers who responded have plans to buy durable goods "sometime in the near future."

How near? Although by the time 1960 rolled around personal income had soared to \$380 billion a year (21 billion above 1958, the best previous year); disposable income had climbed almost 6% to \$335 billion and individual savings had reached a postwar record of \$10 billion. Marketers are mindful of one important factor likely to delay consumer purchasing: soon-due income tax cuts, which for fiscal 1960 are expected to net the Federal government a substantial \$38.6 billion or more than half its estimated \$69.1 billion net budget revenue.

With 1960 well underway, distribution is under scrutiny as usual. According to *Chain Store Age*, the activity that saw chains open 10,590 stores last year will continue in 1960 with the opening of 700 additional stores—550 of them in shopping centers.

TV NETWORK COST PER THOUSAND



Nov. 1959: \$3.99

This graph traces the trend in c-p-m per commercial minute of a representative network half-hour. Based on all sponsored shows telecast 9:30-10 p.m., N.Y.T., during the ARB rating week, it provides a continuing yardstick of the performance of nighttime TV. This index is obtained by dividing the total costs of the programs by the total number of homes reached by these shows, then dividing this by the number of commercial minutes.

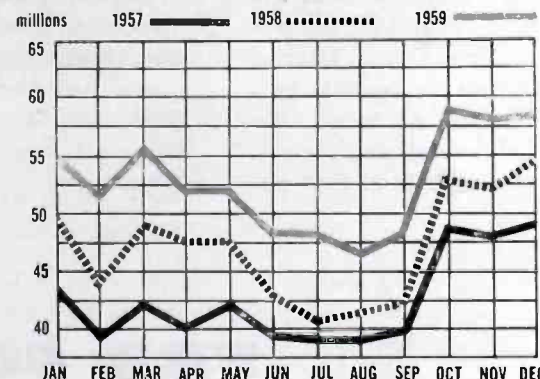
Sources: ARB, LNA-BAR TELEVISION MAGAZINE

TV VIEWING WEEKDAY-NIGHTTIME SETS-IN-USE FOR DECEMBER

Hour	FOR SPOT BUYERS: % Sets-in-use by Local Time			FOR NETWORK BUYERS: % Sets-in-use by EST Total U.S.
	Eastern Time Zone	Central Time Zone	Pacific Time Zone	
5 PM	32.8	29.4	30.0	31.6
6 PM	38.4	47.2	39.4	41.7
7 PM	48.1	54.9	54.0	51.5
8 PM	57.0	61.5	58.3	56.7
9 PM	62.0	54.5	59.2	58.8
10 PM	49.1	33.7	42.0	42.0
11 PM	23.7	19.2	19.6	21.2
MIDNIGHT	14.0	3.2	9.0	9.5

Source: ARB, December 1959

TV NETWORK BILLINGS

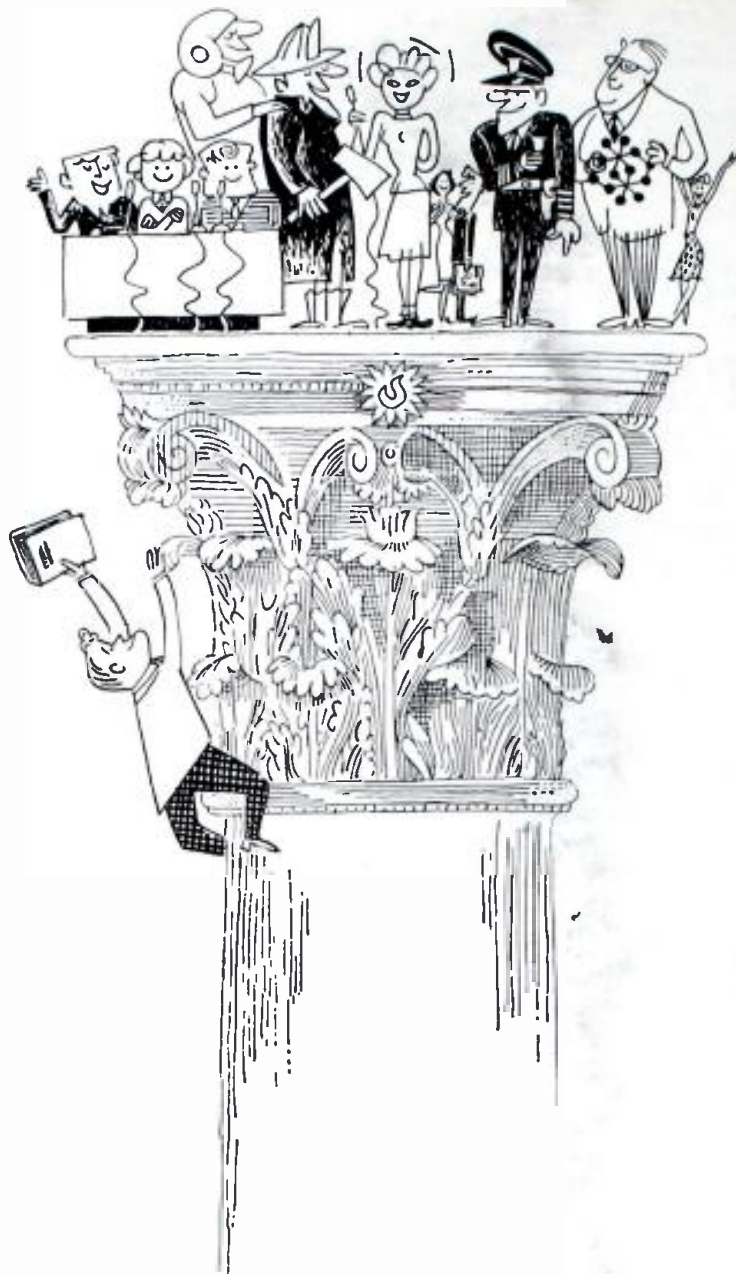


	December, 1959	December, 1958
ABC	\$13,280,610	\$10,466,104
CBS	23,935,048	22,836,275
NBC	21,453,811	20,636,442
Total	\$58,669,469	\$53,938,821

Source: LNA-BAR As released by TvB

They said
it couldn't
be done

(They may be right.)



TWEEN-AGE television at seven a.m.? In Houston? With news...sports...music . . . reports . . . of a kind important to young people? And *panel discussions? LIVE?*

It's enough to give a program manager insomnia: Every dawn a new problem, breakfast practically a midday meal, and Studio A full of teen-age egos five mornings a week.

That's what the Corinthian station in Houston has brought about with the new half-hour *Ginny Pace Show*. Object: To serve an important segment of the community—teen-agers, some 200,000 of whom live within tv sight of KHOU-TV—and many parents, eager to share in the interests of their off-

spring. Developed with the blessings of the Superintendent of Schools and the encouragement of PTA's, the *Ginny Pace* wake-up show may also awaken others in the industry to the potential of early-morning local tv.

The perils need not be spelled out. You're aware of them and so are we. We're also aware that someone has to assume responsibility for pioneering with new ideas if television is to maintain vitality and commercial effectiveness. Each station of the Corinthian group is encouraged to take program risks, to try out new ideas, to avoid always playing safe. Sometimes it's good box office, sometimes it isn't. It's always healthy.

Responsibility in Broadcasting

THE CORINTHIAN

RADIO WRAP-UP

A MONTHLY REVIEW OF THE RADIO INDUSTRY

Insiders are hoping that the Radio Advertising Bureau's new radio image-building campaign will help obviate any ill will stirred up by the payola scandal. The drive, costing well over \$25,000, according to an industry source, includes spots (20 seconds to one minute) on about 1,200 radio stations, plus brochures, booklets and probably newspaper ads in key markets. All will stress the medium's pleasurable and service aspects, aimed at convincing the public that "You get more out of life by listening to radio."

Pointing out that radio suffered from a negative image pre-payola, the RAB says its campaign has long-range implications and was not inspired solely by the current bad publicity. Although the RAB is confident that present radio advertisers have not been scared by the scandal, it does think that some potential advertisers will use payola-created public distrust as a new reason for saying no to the idea of buying radio.

MORE RADIO FOR MDS

NBC's Medical Radio System (see Radio Wrap-Up, December 1959) may have competition from a new organization, Medical News of the Day.

The Medical News of the Day broadcasts will be aired over regular AM radio, thus eliminating the need for charging a subscriber fee. The organization is now in the process of lining up pharmaceutical advertisers, after which it will negotiate to buy time on small radio stations in major cities. The sponsor pays time and production costs, and may

choose his market and specify preferred broadcast time.

The programs, expected to start in the fall, will each day present eight or nine minutes of medical news repeated three consecutive

To page 14

RADIO SETS-IN-USE (IN HOME ONLY)

Nielsen, December 1959

Hour*	Number of Homes (000)
6 a.m.- 7 a.m.	2,769
7 a.m.- 8 a.m.	6,379
8 a.m.- 9 a.m.	7,813
9 a.m.-10 a.m.	7,220
10 a.m.-11 a.m.	7,170
11 a.m.-12 noon	6,330
12 noon- 1 p.m.	6,280
1 p.m.- 2 p.m.	5,736
2 p.m.- 3 p.m.	4,797
3 p.m.- 4 p.m.	4,401
4 p.m.- 5 p.m.	4,104
5 p.m.- 6 p.m.	4,352
6 p.m.- 7 p.m.	4,549
7 p.m.- 8 p.m.	3,550
8 p.m.- 9 p.m.	2,918
9 p.m.-10 p.m.	2,374
10 p.m.-11 p.m.	2,176
11 p.m.-12 midnight	2,225

*Mon.-Fri. average before 6 p.m., Sun-Sat., 6 p.m. and after.

AVERAGE HOURS RADIO USAGE PER HOME PER DAY—1959

Month	Hours
January	1.92
February	1.85
March	1.92
April	1.82
May	1.95
June	1.87
July	1.67
August	1.66
September	1.86
October	1.89
November	1.94
December	1.83

Sources: A. C. Nielsen

- KOTV**
TULSA (H-R)
- KHOU-TV**
HOUSTON (CBS-TV Spot Sales)
- KXTV**
SACRAMENTO (H-R)
- WANE-TV**
FORT WAYNE (H-R)
- WISH-TV**
INDIANAPOLIS (H-R)
- WANE-AM**
FORT WAYNE (H-R)
- WISH-AM**
INDIANAPOLIS (H-R)

STATIONS



... a born money-maker... especially for his sponsors.
The Phil Silvers Show, is the top comedy show
... audience stampedes in New York (23.7 rating), Louisville
(22.7 rating), Lansing (27.7 rating), Pittsburgh (21.6 rating), South
Florida (22.8 rating), San Diego (21.1 rating). In fact, everywhere
... five-star ratings!

No wonder top advertisers - *Cadillac American Stores, Ronzoni, New York
Telephone, Dryclean, Fairway Food Stores* (to mention a few) - are flocking to
put their money (more than \$2 million to date) on television's top-rated topkick.
Want a fast return on your advertising dollar? Just pass the buck to *Bitko*.

Available in New York, Chicago, Los Angeles, Detroit, Boston, Dallas,
San Francisco and Atlanta. Contact S.W. Caldwell, Ltd., Toronto. **CBS FILMS**

"... the best film programs for all stations"



For **SALIE** 714,560 EYES and EARS In the Rich Rochester Area !

As every time buyer knows, you really don't buy *time* on TV; you buy EYES and EARS!

We're very happy to tell you that, based on the latest Nielsen Report for the Rochester Area (November 1959), Channel 10 focuses no less than 714,560 beautiful eyes on your sales message afternoons from noon to 6:00 P.M.—and an equal number of dainty and attentive ears!

Based on the same Nielsen Report, Channel 10 focuses 689,040 eyes and ears on your sales message every evening, from 6:00 P.M. to Midnight, seven days a week!

In other words, Channel 10 offers you 56% of the TV viewers in the Rochester area, afternoons—and 54% of the Rochester area viewers every evening!

SO—if you want the *majority* of viewers and listeners in the Rochester area to see and hear about your product, your *best buy*, now as always, is Channel 10!

CHANNEL 10

ROCHESTER, N. Y.

CBS BASIC (WVET-TV • WHEC-TV) ABC AFFILIATE

THE BOLLING CO., INC. NATIONAL REPRESENTATIVES EVERETT-MCKINNEY INC.

RADIO WRAP-UP from page 11

times, with breaks in between for commercials. Anticipating criticism that the broadcasts, since receivable on any AM radio, will reach the general public, backers of Medical News of the Day say the contents of its programs will be far too technical for the public to understand.

Under the NBC system, doctors who subscribe for \$120 a year will receive in their waiting rooms, music, informational programs and pharmaceutical commercials. The broadcasts, running ten hours daily, five days a week, will operate on an FM multiplex sub-carrier channel to specially-built receivers.

BUSINESS PICTURE

With radio banking on expenditures reaching \$688.3 million this year, encouraging signs were provided these past weeks by some healthy activity in the medium.

A notable development is the return of Bulova after an absence from radio of ten years. The company's "Bulova Watchtime" spots, which ran from 1926 until 1949, when they were dropped in favor of heavy budgeting in television, will resume (via McCann-Erickson) in April in about 50 markets. Reason for the come-back, according to Bulova spokesman: "Radio is a better buy now."

Further brightening the billings picture is Pepsi-Cola's \$1.5 million, five-month saturation campaign (Kenyon & Eckhardt) over ABC, CBS, NBC and Mutual—said to be Pepsi's biggest radio campaign ever. Two hundred and eighteen commercials are scheduled weekly during the five months, with heaviest concentration Wednesdays through Sundays.

Here and there, action in the auto business: Lincoln-Mercury (K&E) has purchased its first batch of radio spots for the Comet, newest of the compact cars. Meantime, the New York District Lincoln-Mercury Dealers Association launched one of the most intensive spot campaigns in its history, covering the New York, New Jersey and Connecticut area. Across country, the Studebaker-Lark dealers associations for Los Angeles, Santa Barbara, Bakersfield, San Bernardino and central Arizona are readying a \$350,000 ad campaign with most of the budget earmarked for radio and newspapers.

END

We of BMI are proud to receive this honor...

AN APPRECIATION

FOR TWENTY YEARS BROADCAST MUSIC, INC. HAS HELD WIDE OPEN THE DOOR OF OPPORTUNITY FOR AUTHORS, COMPOSERS AND PUBLISHERS OF ALL TYPES OF MUSIC.

IT HAS SOUGHT THEM OUT IN EVERY CORNER OF THE COUNTRY.

IT HAS NURTURED THEM, AND ENCOURAGED THEM, AND ABETTED THEIR DEVELOPMENT IN EVERY HONORABLE, MEANINGFUL MATERIAL AND SPIRITUAL MANNER.

AND IN SO DOING, BROADCAST MUSIC, INC. HAS IMMEASURABLY ENRICHED ALL OF AMERICAN MUSIC.

AS MUSIC PUBLISHERS, AUTHORS AND COMPOSERS WHO WERE THUS ENABLED TO MAKE OUR OWN INDIVIDUAL CONTRIBUTIONS TO THE MUSICAL WEALTH OF OUR NATION AND THE WORLD, WE, ON THE OCCASION OF BROADCAST MUSIC, INC.'S 20TH ANNIVERSARY, HEREBY EXPRESS OUR DEEPEST APPRECIATION TO BMI AND ALL ITS OFFICERS, DIRECTORS AND EMPLOYEES.

FROM THE FAMILY OF

B. M. I.

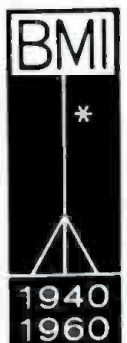
MUSIC PUBLISHERS, AUTHORS AND COMPOSERS

FEBRUARY 9TH, 1960

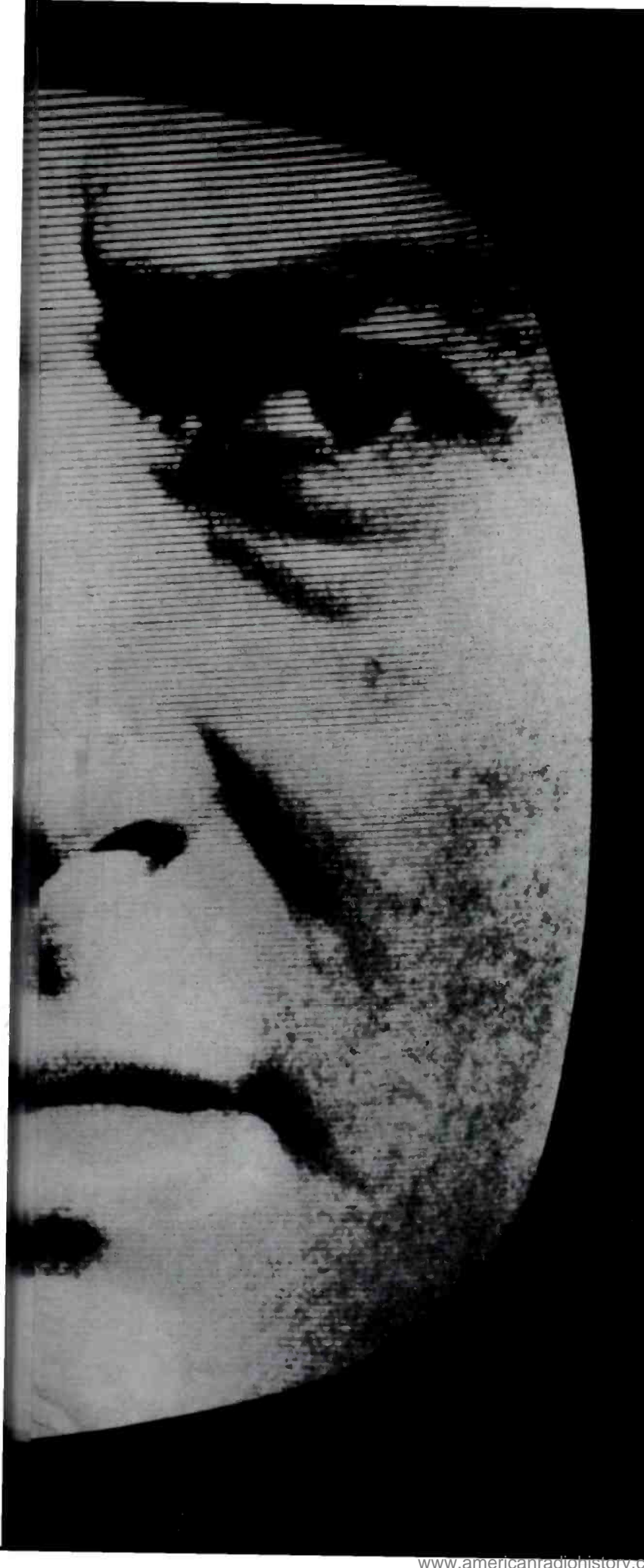
BROADCAST MUSIC, INC.

589 Fifth Avenue

• New York 17, N. Y.








not so private eye

... in point of fact, a most public one, with perhaps the best-known address in the USA: 77 Sunset Strip.

Private Eye Zimbalist is, of course, a household face in millions of homes. And 77 Sunset Strip, along with such other programming successes as *Maverick*, *Leave It to Beaver*, *The Real McCoys*, *The Untouchables*, does much to explain why ABC-TV is now first or second in share of audience every night of the week. And *never* third.

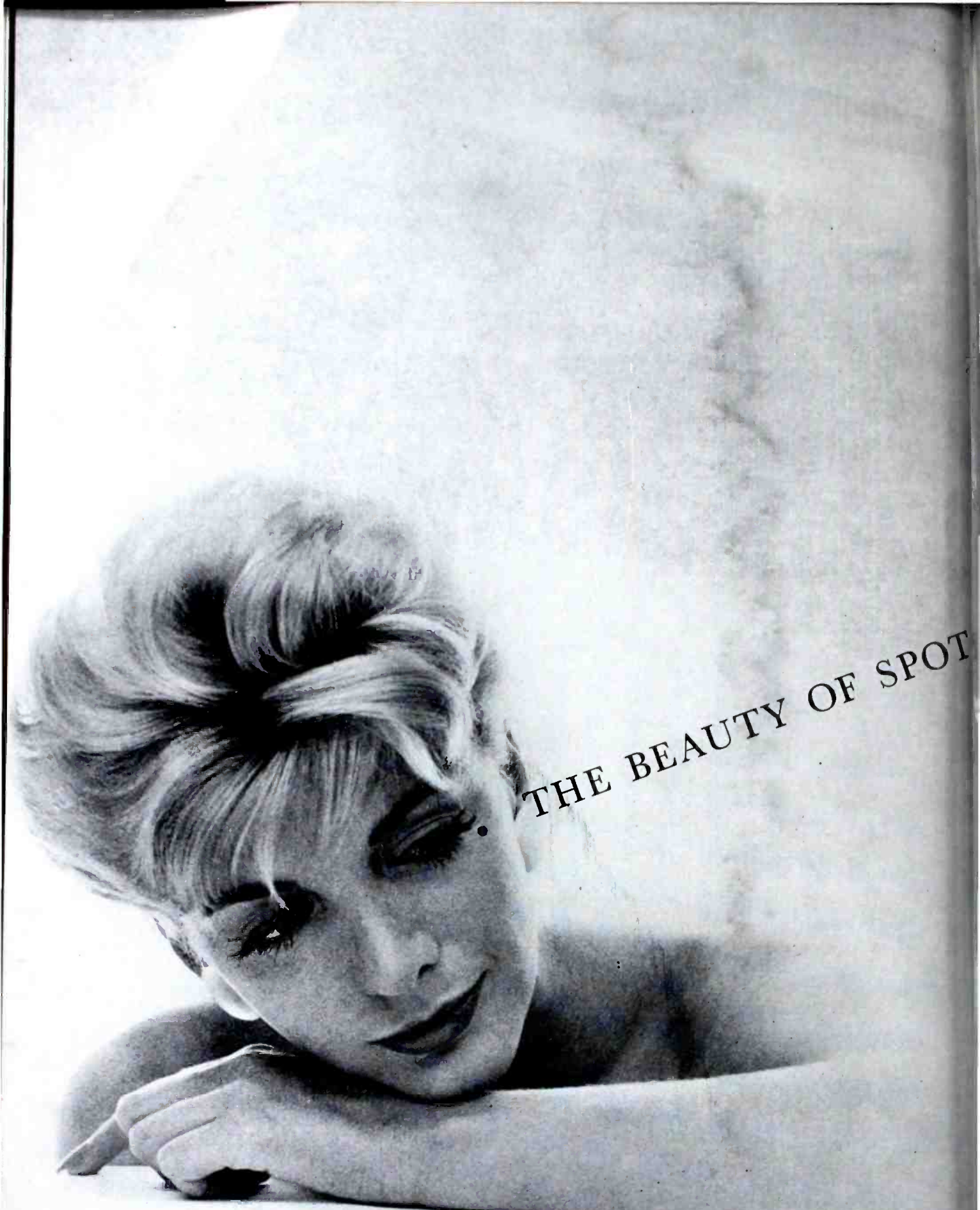
As more and more people choose ABC, they are in turn chosen. For any philosophy of programming must, by its nature, select its particular audience. In ABC-TV's case (with its new, younger stars) this would have to be an audience of *younger* homes... families with a consuming interest in products as well as programs. And from cars to cleansers, America's blue-chip sponsors know it.

COMING UP IN '60: an even stronger, prime-time lineup to consolidate ABC-TV's rise to the fore. New properties like *The Islanders*, *Stagecoach West*, *Naked City*, *The Corrupters*, *Asphalt Jungle*, *The Flagstones*, *Bugs Bunny* half-hour cartoon series, *Guestward Ho!*, and *Men From Miami* (hour-long show from Warner Bros.). Plus greater balance of programming by way of our new *special* look: *The Churchill Memoirs* and significant documentaries like "Korea, The Forgotten Country."

One final thought. The cost of doing business with this young and responsive audience is now \$2.88 per M homes. Statistically clear proof that the most efficient buy in network television today is ABC Television. 


WATCH ABC-TV IN '60

(more people will)



THE BEAUTY OF SPOT

Successful advertisers know the attention-getting power of a spot well-placed. Nothing is more flexible than spot advertising, and no other medium can offer the selectivity, exclusivity, and productivity of spot.

"We always send a man to do a man's job"  **HR** Television, In Representative

REPORT ON SPOT

Advertising Patterns of 53 Non-Alcoholic Beverage Advertisers

Tabulated below is a tabulation of non-alcoholic beverage spot TV advertising schedules for the first six months of 1959. The schedules for each advertiser represent spot activity in each of 15 monitored broadcast Advertisers Reports cities. Among the key findings:

Coca-Cola was the most extensive user of spot TV programs, with 20 15-minute daytime segments in New York alone. Of the 53 advertisers, only Fizzies used spot TV in each of the top 15 markets during the six weeks monitored by BAR Faygo Beverages accounted for the largest spot schedule in any one market.

In most cases, the figures below represent three randomly sampled weeks during the January-June 1959 period. It is important to note, however, that

these recording weeks for each of the markets differ. In some cases, schedules represent only two weeks of activity.

It is therefore not valid to make any inter-city comparisons, but rather only intra-city comparisons among the brands.

A theoretical example of how the table should be read follows:

Coca-Cola Sign-on-6 p.m. 6-11 p.m. After 11 p.m.
Chicago 5-60 min. per. 1-30 min. per. 2:10; 8:30

In Chicago, Coca-Cola ran five 60-minute periods before 6 p.m., one 30-minute period between 6-11 p.m., and two 10-second and eight 30-second announcements after 11 p.m.

	Sign-on—6 p.m.	6-11 p.m.	11 p.m. Sign-off
INSTANT			
Beverland	4:60	3:60	
Los Angeles	4:60	2:60	
LIQUID			
New York		2:60	1:60
OTHER			
Los Angeles	7:60	4:60	
San Francisco	4:60	1:60; 1-30 min. per.	
FRUIT			
Indianapolis	4:20; 4:60		4:60
FREE UP			
Los Angeles	20:10	13:10	5:10
NAME			
Los Angeles	4:30		
NONA DRY			
Baltimore	1:60		
Beverland		1:60; 2-30 min. per.	
Los Angeles		3:60; 1-30 min. per.	
New York	9:20; 3:60; 20-15 min. per.; 2F.B.G.*	3:10; 6:20; 8:60	
Philadelphia	2:20; 9:60	7:60	
San Francisco	25:60	1:60	
(Football Games)			
MILK			
Chicago	2:30	2-15 min. per.	
PEP			
San Francisco		2:60	3:60
QUOT CLUB			
Boston	6:60		
SOFT DRINKS			
Baltimore	1:20; 5:60	2:20; 1:60; 3-30 min. per.	
Boston	2:10; 2:20; 9:60	4:20; 2:60	
Chicago	20:20; 13:60; 6-5 min. per.	22:20; 3:60	1:60
Cleveland	10:10; 9:20; 16:60	10:20	2:10; 3:20; 4:60

	Sign-on—6 p.m.	6-11 p.m.	11 p.m. Sign-off
DALLAS—FT. WORTH			
Dallas—Fr. Worth	3:20	6:20; 3:60; 1-10 min. per.	
DETROIT			
Detroit		2:10; 2:20; 2-5 min. per.	
INDIANAPOLIS			
Indianapolis	2:5; 4:10; 1:30; 2:40; 6:60		
LOS ANGELES			
Los Angeles	2-30 min. per.	1-30 min. per.	
NEW YORK			
New York	20-15 min. per.		
SAN FRANCISCO			
San Francisco	1:60		
ST. LOUIS			
St. Louis	1:10; 1:20; 3:60	8:20; 3:60	
WASHINGTON			
Washington	4:10; 15:20; 3:40; 32:60	16:10; 8:60; 5-5 min. per.	
BOSTON			
Boston	1:40; 7:60	1:20; 1:30; 2:60; 2-30 min. per.	
New York		10:60	
COTTON CLUB			
Cleveland	8:10	12:10; 3:60; 2-10 min. per.	5:10; 6-10 min. per.
DAD'S ROOT BEER			
Detroit	2:60	7:60	
Los Angeles	2:60		
St. Louis	1:60		
DELAWARE PUNCH			
Los Angeles		3:20	
DOUBLE COLA			
Cleveland	4:10; 10:20; 2:60	1:10; 5:20; 3:60	5:10; 3:20
Detroit	1:10; 4:60	11:60	1:60
Los Angeles	1:60	1:60	
St. Louis	1:60		
DR. PEPPER			
Dallas—Ft. Worth	2:10; 6:20; 13:60	13:10; 8:20	
Los Angeles	1:20; 10:60	5:20; 14:60	1:20
New York	3:20; 22:60	12:60; 1-15 min. per.	1:60
San Francisco	4:10; 4:20		
FARM MAID			
Detroit	1:60		

To page 22

American Motors' automotive advertising manager has a particular reason for liking spot television. Says E. B. Brogan: "Dealer enthusiasm for Rambler's spot television campaign couldn't be greater. They've seen the showroom traffic our commercials produce and many dealers have been so impressed they've purchased additional schedules of their own."

Rambler's unique, million-dollar campaign concentrates 10- and 60-second announcements on Friday nights, carefully aimed at the Saturday upswing in auto sales. Attention-getting commercials are scheduled on 125 stations, including CBS Television Spot Sales-represented

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

"Great..."

"... the way
spot television sparks
Rambler
dealer enthusiasm."



WCBS-TV New York, WJXT Jacksonville, WBBM-TV Chicago, KSL-TV Salt Lake City, KHOU-TV Houston, WTOP-TV Washington, WCAU-TV Philadelphia, WBTV Charlotte, and KMOX-TV St. Louis. Result: Rambler demand outstrips the supply.

You, too, can speed up sales by backing your dealers with advertising they believe in... advertising that really works. Our informative booklet, "How Spot Television Builds Dealer Enthusiasm," is crammed with additional case histories...and it's yours for the asking. Write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES.**

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



REPORT ON SPOTS from page 19

Sign-on—6 p.m. 6-11 p.m. 11 p.m. Sign-off

	Sign-on—6 p.m.	6-11 p.m.	11 p.m.	Sign-off
FAYGO				
Detroit	6:10; 6:60	1:5	11:10	26:10
FIZZIES				
Baltimore	4:60	1:60		
Boston	5:60	1:60		
Chicago	6:60			
Cleveland	3:60	2:60		
Dallas—Ft. Worth	7:60			
Detroit	7:60			
Indianapolis	3:60			
Los Angeles	10:60	4:60		
Minneapolis	5:60	2:60		
New York	15:60	4:60		
Philadelphia	1:60	3:60		
Pittsburgh	13:60	2:60		
San Francisco	13:60			
St. Louis	7:60			
Washington	10:60	2:60		
FUN				
Baltimore	5:60	2:60		
HAMMER				
New York	65:10	34:10	7:10	
HI-C BREAKFAST				
New York	20:30; 4:60			
HIRES ROOT BEER				
Cleveland	11:60	2:60	3:60	
Detroit	2:20; 3:30; 14:60			
Los Angeles	1:10; 7:60	4:60		
Philadelphia		3:10; 1:40; 2-5		
		min. per.		
San Francisco		1:60		
HOFFMAN				
New York	21:20; 13:60	10:20; 13:60	10:20	
KOOL-AID				
Cleveland	3:60			
Dallas—Ft. Worth	3:60			
Detroit		3:60		
Minneapolis	5:60	2:60		
New York	3:60	1:60		
MARVEL				
Los Angeles	15:60			
MIRACLE AID				
Dallas—Ft. Worth	3:60	3:60		
NEHI				
Indianapolis	4:60			
NESBITT				
Los Angeles		2:20		
NO-CAL				
Los Angeles	1:10; 1:2			
NU-FIZZ				
Boston	8:60	1:60		
New York	16:60	7:60		
OLD DUTCH				
Chicago	1:60			
ORANGE CRUSH				
Minneapolis	5:20	3:20; 1:60		
ORANGE DRIVER				
Baltimore		2:10		
PEPSI COLA				
Baltimore		9:20; 14:60		
Boston	2:10; 16:20	1-30 min. per.	1:20	
Chicago	29:20; 1:40;	10:20; 1:60	3:20; 2:60	
	13:60; 2-35			
	min. per.			
Cleveland	26:10; 3-30	8:10; 2:20		
	min. per.			

Sign-on—6 p.m. 6-11 p.m. 11 p.m. Sign-off

Dallas—Ft. Worth	1-60 min. per.		
Detroit	25:60	9:60	17:60
Indianapolis	18:10	9:10; 1:60; 2-30	
		min. per.	
Los Angeles	4:10	3:10	1:10
Minneapolis	2:10; 1:20; 4:60	5:60	
New York	6:20; 2:30;	5:10; 18:20	3:60; 1-55
	7:40; 1:60		min. per.
Pittsburgh	1:60	2:60	
PUNCHINELLO			
Philadelphia	2:60		
REAL GOLD ORANGE			
Boston	3:60	2:60	
ROCK SPRING			
Minneapolis	1:60	2:10; 3-10	
		min. per.	
ROYAL CROWN			
Cleveland	1:10; 14:60		8:60
Detroit	1:10	3:60	
Indianapolis	3:10; 5:60		
SCHWEPPE			
New York	6:60	9:60	7:60
SEVEN UP			
Chicago	3-30 min. per.		
Dallas—Ft. Worth	4:60	1:60	
Indianapolis	1:20; 2:60	1:20; 1:60	2:60
Minneapolis		3-15 min. per.	
New York	18:20; 8:60		
SPRIG			
Los Angeles		2:60	
SPUR			
Chicago		6:10	5:60
Los Angeles		4:60	
San Francisco		1:60	
SQUIRT			
Chicago		1:60; 2-30	
		min. per.	
Cleveland	7:10	5:10; 1-5 min.	
		per.; 1-10	
		min. per.	
Detroit			6-5 min. per.
Minneapolis	5:10; 1:20; 3:60	2:10	1:10; 1:60
Los Angeles		22:10	1:10
SUBURBAN CLUB			
Baltimore	18:10	4:10	
TANG			
Boston	2:20; 5:60	2:20; 2:60	1:20
Chicago	5:60		
Los Angeles	1:5; 13:60		3:60
New York	11:20; 7:60	8:20; 5:60	1:60
San Francisco	6:60	1:60	1:60
St. Louis	3:60		
Washington	1:60	2:40	
TAVERN			
Los Angeles	1:20; 2:30; 1:40;		
	1:60		
THREE V COLA			
St. Louis	4:60		
TRIPLE COLA			
Philadelphia	3:60		
TRU-ADE			
Washington	13:20	4:20	
VERNONS			
Detroit		5:60	6:20
WHITE ROCK			
New York	33:10	53:10; 3:60	18:10

t pays
to be

Harrington, Righter and Parsons is the *only* representative with no other interest but television. We are therefore the *only* representative that can wholeheartedly concentrate upon creating *new* advertising dollars for television in competition with all other media.

Because of this, the stations listed here *and* the whole TV industry have profited.

We shall be glad to show you the facts.

creative...

WAPI-TV	Birmingham
WBEN-TV	Buffalo
WJRT	Flint
WFMY-TV	Greensboro
WTPA	Harrisburg
WTIC-TV	Hartford
WJAC-TV	Johnstown
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW-TV	Mt. Washington
WRVA-TV	Richmond
KSLA-TV	Shreveport
WSYR-TV	Syracuse

HARRINGTON, RIGHTER & PARSONS, INC.

television — the only medium we serve

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO

**YOU
CAN**

**DO
BETTER**

**WITH
SPOT**

MUCH BETTER!

**THE
KATZ
AGENCY
INC.**

**NATIONAL
ADVERTISING
REPRESENTATIVES**

THE TV COMMERCIAL

Beatrice Adams, Vice President, Gardner Advertising



A WORD FROM HART

...ving the television viewer into a commercial will increase its effectiveness



Chevrolet commercial produced by MPO.



Sweetheart Bread produced by animation. Agency: John Forney.



Kellogg's Variety Pack. Producer: Playhouse Pictures.



Ken-L Meal via J. Walter Thompson, Chicago.

Our text this month is from Moss Hart's *Act One*, page 401. "The vital scenes of a play are played as much by the audience as they are by the actors on the stage." Shouldn't this apply to good TV commercials? We think yes, and we think J. Walter Thompson (Chicago) has fathered such a one for Ken-L Meal.

The black poodle in the commercial is a great little actor, and the copy speaks to the heart. "Does the dog in your life have a personality all his own? Are some of his actions almost human? Is he sad when you're sad? Happy when you're happy?" With this kind of approach, how can Ken-L Meal miss? The dog-lovin' audience is with it from start to finish.

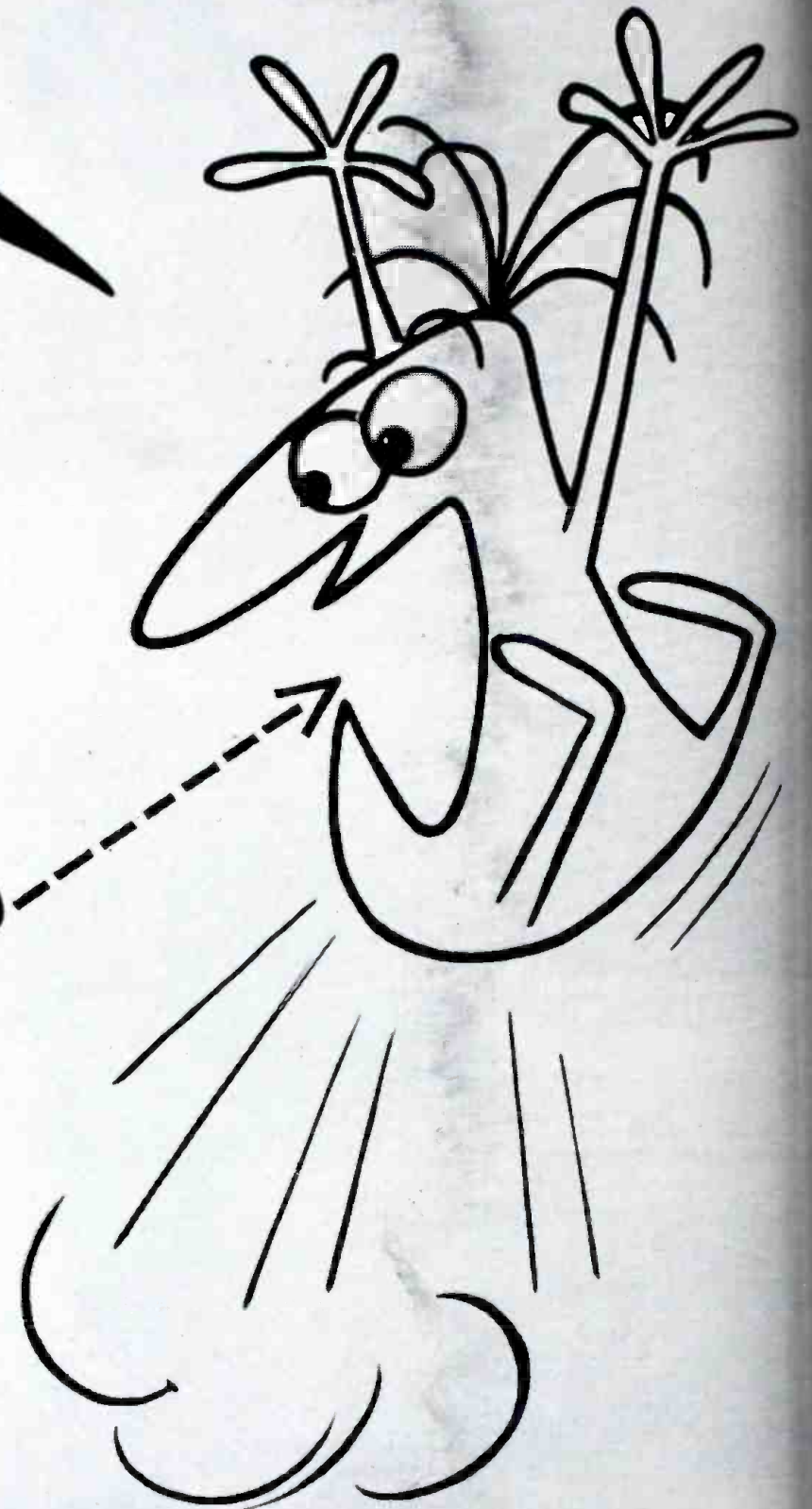
The intangibles in a car

Another charmer is Chevy's Sunday drive commercial which deals with the intangibles engineers can't build into cars. Examples: To the boy, the Chevy opens up a world of make-believe and he's drawing his guns at imagined Indians. To the little girl, the car is a royal coach and she is the queen. Even when we get to father, the Campbell-Ewald crowd restrained from sneaking in so-called "hard sell," bless them! Posies to writer Bob Murphy, assistant supervisor of production Merrill Sproul, agency producer Willard Hanes, and to MPO's Jim Chapin and Marv Rothenberg.

There's an Equitable Life commercial, too.

To page 27

FILM does the
"impossible!"



ALWAYS shoot in color . . . Eastman Color Film . . . You'll be glad you did.

example, helping LESTOIL seek and sell millions of housewives through brilliant, imaginative, and instantly understood ANIMATION is possible only with film.

fact, film—and film alone—these 3 things for you: (1) you crisp, vivid animation; (2) provides high-polish commercial rich with optical effects; (3) ensures penetration and coverage world over.

For more information, write Motion Picture Film Department EASTMAN KODAK COMPANY Rochester 4, N.Y.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

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



Advertiser: LESTOIL Inc.

Producer:

Robert Lawrence Animation Inc.

Advertising Agency:

Jackson Associates Inc.

which allows "the vital scenes to be played by the audience." It starts with grandparents Mary and Bob saying goodbye to their son and his family. Then comes the flash-back with Bob reflecting how an insurance plan made so many good things possible. Except for a few times when the audio gets a bit sticky, the commercial is warm and believable. The agency is Foote, Cone & Belding.

From Leo Burnett has come an excellent commercial on Kellogg's Variety Pack. Animation is great. Voice choice, superb. Amusement, sustained. Still, the sell is there. There's the mean dragon and the pure-hearted knight and you'd hardly expect two such different fellows to get along but when they meet, there's the Variety Pack and that settles all differences. At the breakfast table, anyway. Our personal Emmy Award to Playhouse Pictures, Inc. and to the agency handling the product.

Another cartoon sweetheart is the Glamor Gal for Sweetheart Bread, which you won't see unless you're in Montana, North or South Dakota, or on the mailing list of Animation, Inc. Hollywood. The Glamor Gal designed by Pete Bastiansen is a honey. Credit, too, to v.p. & creative director Fred Jones of John Forney agency, and agency art director Eric Erickson.

Falcon's straightforward sell

One commercial we admire for its straightforward selling job is the Ford Falcon spot using Warner Bros. "ultra violet" technique to superimpose live action over a drawing. Agency producer: J. Walter Thompson's Bob Carlson.

A Ford Thunderbird commercial we saw recently bothers us. It's okay. It demonstrates some of the car's exciting features. It uses symbols—a handsome hurdling horse, the thundering ocean waves. Still, the lovely lady in the car is alone. Throughout the whole lovely commercial. Is a Thunderbird *that* wonderful?

Another that gave us an uneasy feeling is a Dash commercial in which the man of the house is washing the clothes. The sell was solid, but the situation disturbing. According to a recent survey, 74.1% of the men say men shouldn't do the laun-

dry. And 81.1% of the women say men shouldn't do the laundry. So I wonder if this commercial was really written with the audience in mind.

One commercial that's likely to sell its head off but not get raves in columns is the Dacron Polyester Fibers spot re. "Dinner with the Boss." Boss invites young man and his wife to dinner after hard day at office. Young man has no time to change shirt. Old theme, but so naturally and so convincingly handled in this commercial, we're betting it has a big pay-off.

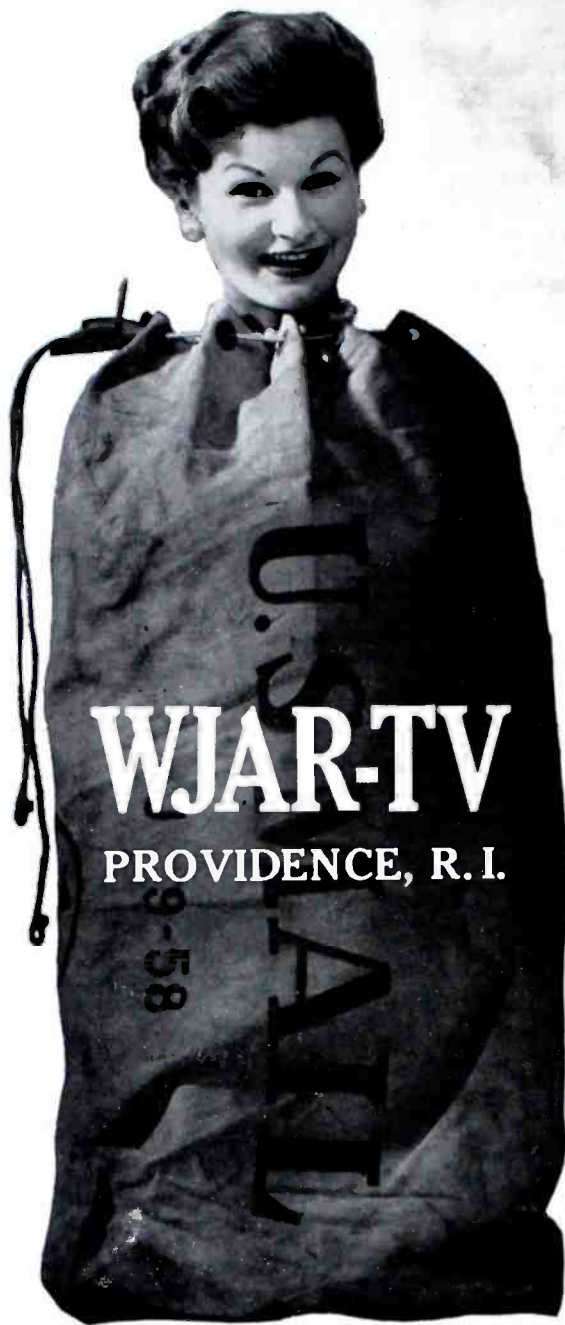
Sour words for Kaiser

Last month we praised a Kaiser Foil commercial. This month we'd like to say a few sour words about the Kaiser spots which yammer at dealers who don't stock Kaiser Foil. Could be, these unpleasant spots are achieving their purpose. However, an unfunny cartoon can do funny things to people and this one is causing quite a few women to react most unfavorably to Kaiser Foil. According to a limited survey of our own.

We're also crying in our Kleenex about a Kleenex commercial which boasts "the only tissue with the Kleenex touch." We thought this sort of lazy claim had gone out with the chemise. We can hear the chorus now. "Charmin, the only tissue with the Charmin touch." "Puff, the only tissue with the Puff touch." And so on, and on, and on.

Note to tired ad men: According to a One-a-Day Multiple Vitamin commercial, if the tired man will just take his vitamins, he'll jump up from his newspaper to dance with his daughter instead of asking her not to play the hi-fi so loudly. No comment.

This is, or soon will be, spring. The season of rebirth. So I say fie on FCC, and a fig for time spent simply to weed out weasels. Let's recapture some of the creative excitement we had when TV was young. Let's discover and rediscover the many ways in which a commercial can make happy personal contact with the viewer. Let's remember (thank you, Moss Hart!) that the vital scenes of a commercial should be played as much by the audience as by the actors on the screen. END



Compliments by the sackful!

Across our desk come letters of honest and sincere praise like the letter from the Navy wife who wrote: "Your station has always afforded the finest entertainment . . . we have lived in many parts of the country and never

before have I enjoyed watching television as much." The satisfaction of our viewers, as expressed by the volume and content of our mail, is more impressive, we think, than any rating picture could be.

NBC

abc

Represented by



CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

PROMOTION

By Gene Godt, President, BPA



A PLACE IN THE PAPERS

How to multiply the chances of getting your releases printed in the trade press

This month, my guest columnist is Charles L. Getz, J., public relations director for KYW-TV, Cleveland. A cracker-jack in the broadcast publicity field, Mr. Getz derives a good deal of his know-how from a stint as a publicity man for the New York Giants (before they left New York).

Have you ever been elated over an unusual station promotional campaign, prepared a release, and then felt miserably let-down when no mention of it appeared in the trade press? Has your general manager or fellow department head ever grumbled about why that terrific new program didn't hit the trades with screaming headlines while another station's program, similar to yours, got a good play? I imagine that any promotion or public relations director worth his salt has muttered yes to the above one time or another.

Odds are over 200 to 1 against you

If it's any consolation, every time you send out a release to the trade journals, you're bucking odds of at least 200 to 1 (and this is probably on the conservative side). Every broadcasting publication—whether a monthly, weekly or daily—is swamped with thousands of releases, week-in and week-out. How often can your station's activities have their "place in the sun"?

There's certainly no magic involved. Let's assume that two stations in different parts of the country have just started unique promotions, similar in every detail. The trade press makes a splash over one; seemingly ignores the other. Why? Probably because one station prepared a factual, hard-hitting release and sent it to the right people at the right publications at the right time.

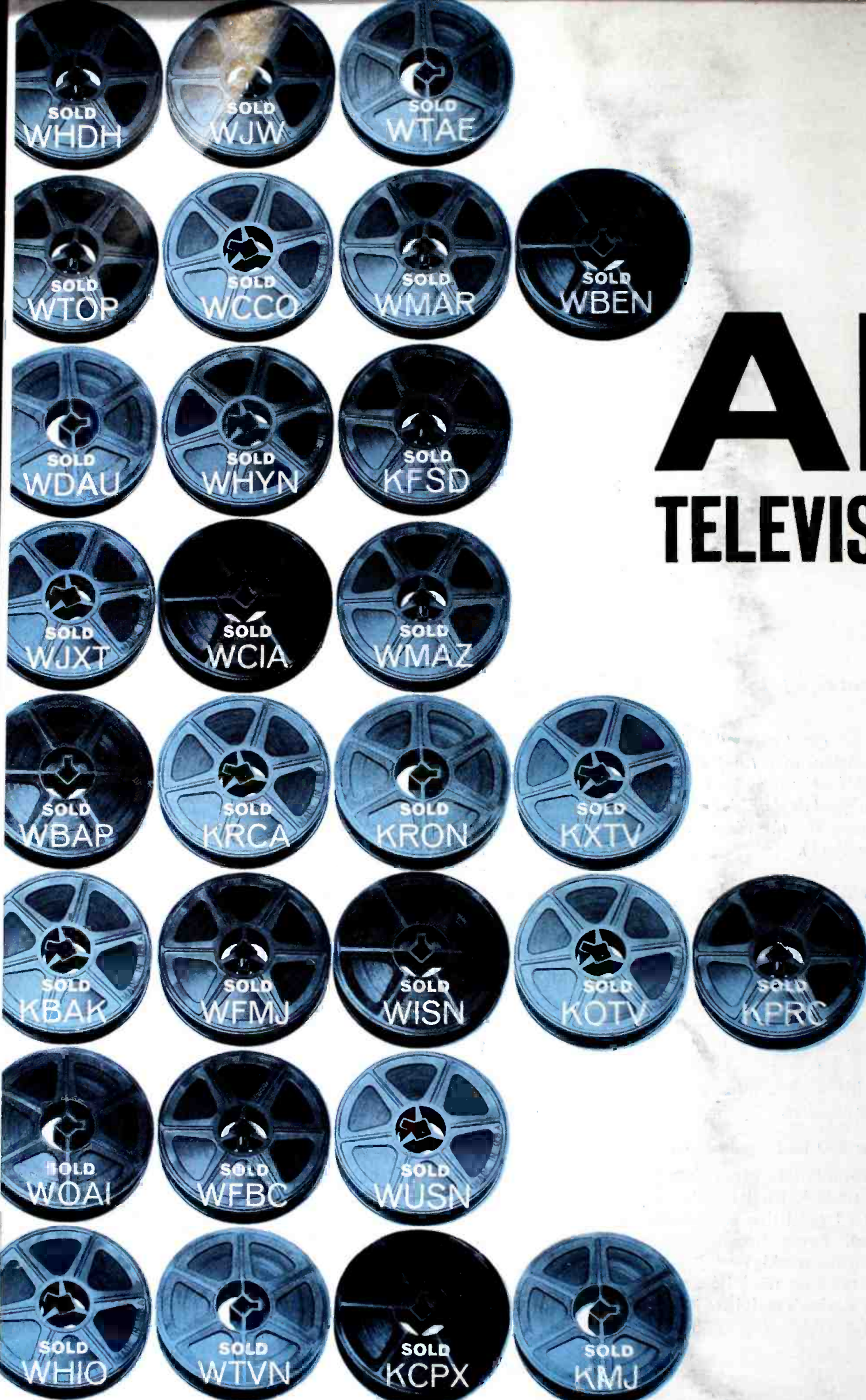
Flowery adjectives won't con anybody

To be effective, a release must tell the essential facts in the headline and first paragraph. If it whets the appetite of the recipient, he will read on. If not, it will be tossed into the wastebasket. Never mind the flowery adjectives. You won't con anybody.

Make certain your releases go to the proper people at the correct publications. *Study and analyze all of the publications and know the requirements of each.* A personal trip to visit the managing editors is well worth the effort. If this isn't possible, a simple letter to them will help you develop an up-to-date and correct mailing list.

Did you know that some publications that never use pictures get photos by the hundreds? That publications devoted solely to television activities receive radio releases by the carload and vice versa? That many stations waste time, paper and postage by even sending program schedules to trade journals? Little

To page 39

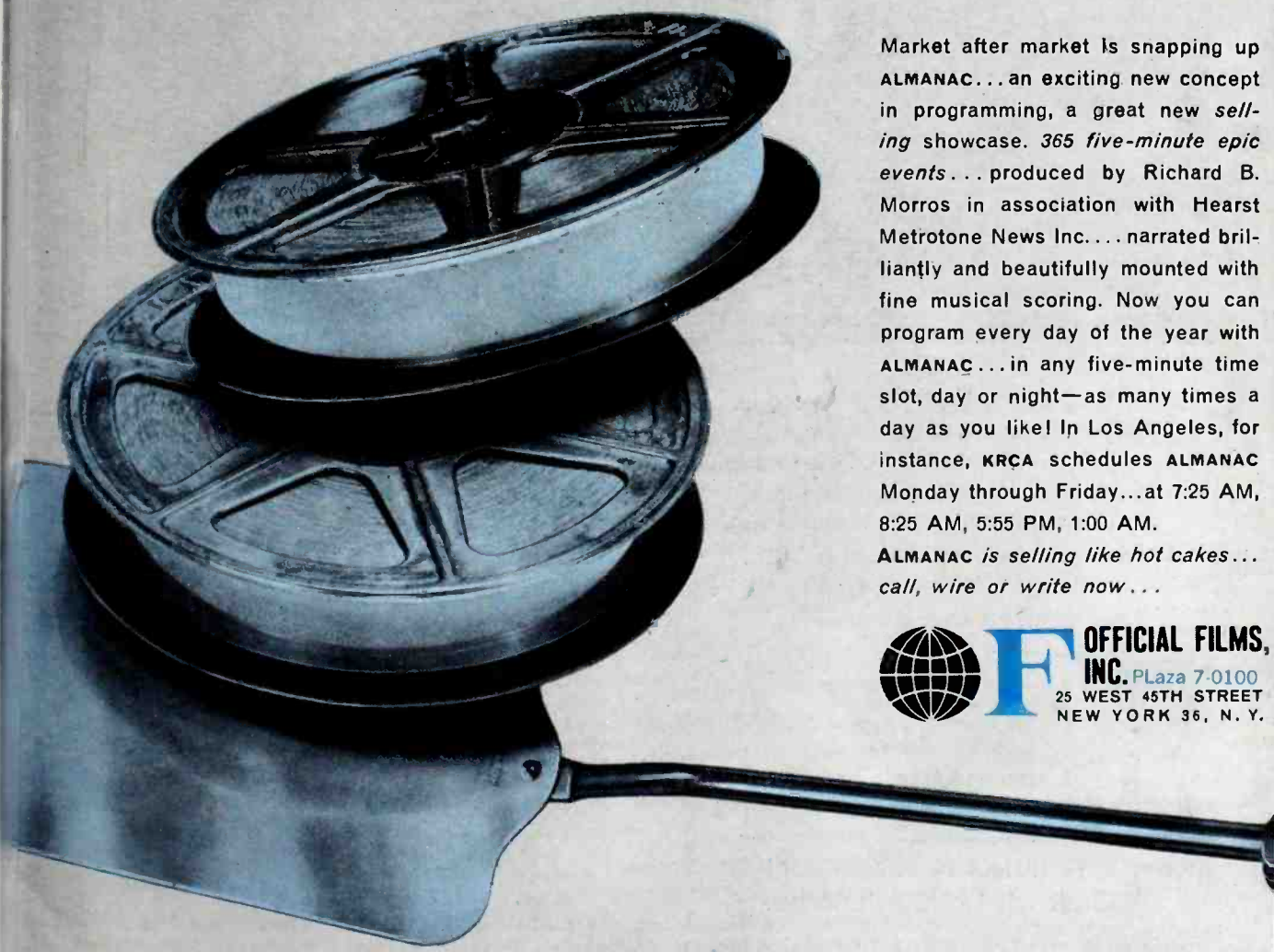


AL TELEVISION



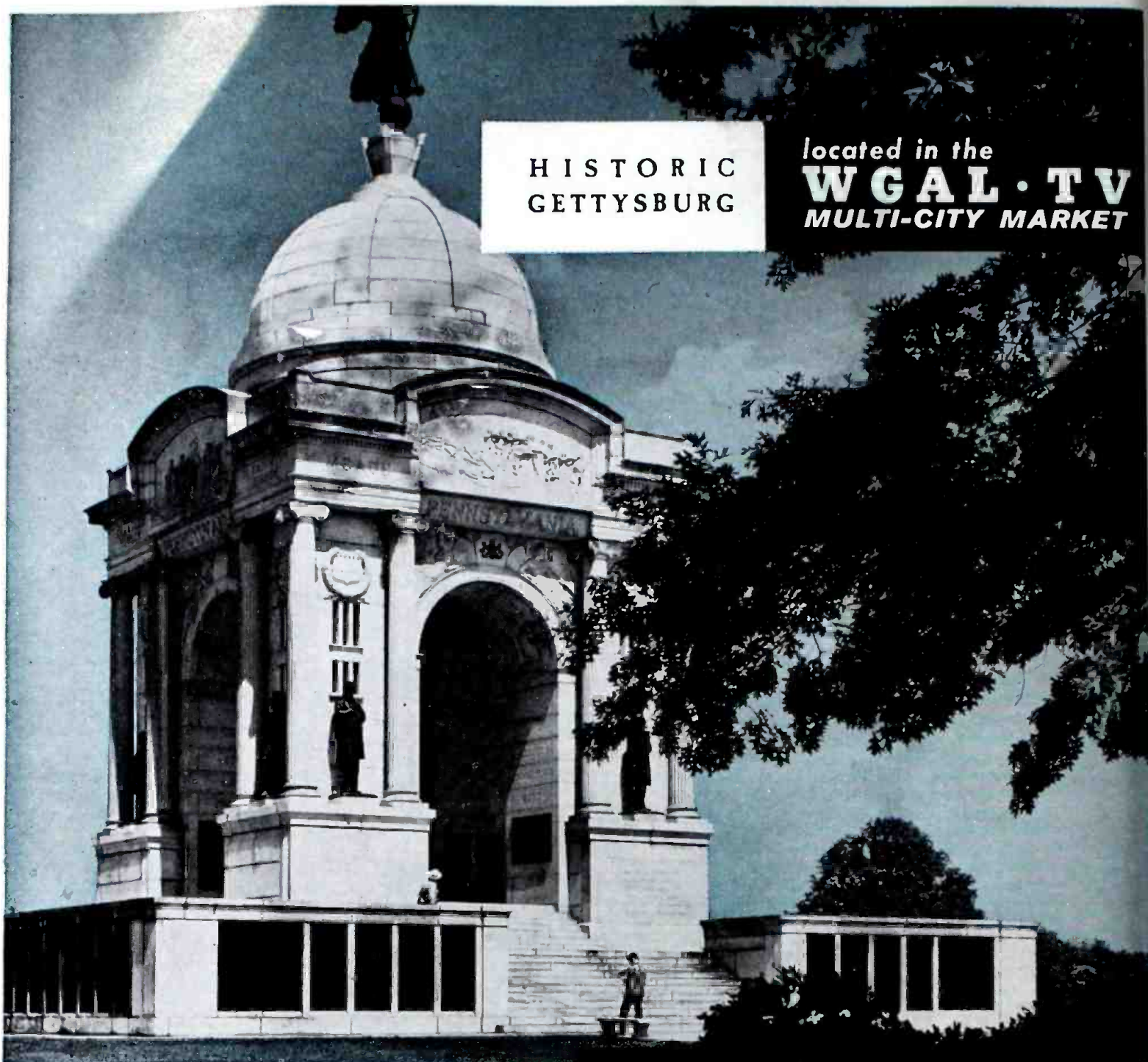
ALMANAC

BEST SELLING 5 MINUTES!



Market after market is snapping up **ALMANAC**... an exciting new concept in programming, a great new *selling* showcase. 365 five-minute epic events... produced by Richard B. Morros in association with Hearst Metrotone News Inc... narrated brilliantly and beautifully mounted with fine musical scoring. Now you can program every day of the year with **ALMANAC**... in any five-minute time slot, day or night—as many times a day as you like! In Los Angeles, for instance, KRCA schedules **ALMANAC** Monday through Friday... at 7:25 AM, 8:25 AM, 5:55 PM, 1:00 AM. **ALMANAC** is selling like hot cakes... call, wire or write now...

 **F** OFFICIAL FILMS, INC. PLaza 7-0100
25 WEST 45TH STREET
NEW YORK 36, N. Y.



**HISTORIC
GETTYSBURG**

located in the
WGAL-TV
MULTI-CITY MARKET

PENNSYLVANIA STATE MEMORIAL AT GETTYSBURG

The WGAL-TV market is richly steeped in tradition. This broad area has always been—and is—prosperous and stable . . . has \$6¾ billion in annual income, spends \$3¾ billion in retail sales. WGAL-TV delivers depth coverage in its many cities, is first with viewers in Lancaster, Harrisburg, York and numerous other cities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

AMERICA'S 10th TV MARKET

NBC and CBS
316,000 WATTS

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

THE TV SCENE

By George G. Huntington, v.p. and general manager, TvB



THE REASON FOR RAISING RATES

increase of audience and impact parallels and sometimes exceeds TV's rate increases

Suppose you made something and wanted to raise its selling price. How could you justify it? What could you say? I can think of one way to raise the price: Make the product scarce, hard to get.

As radio time periods must sardine advertisers

This increase-in-price-because-it's-scarce is behind much of the increase in radio rates. There are certain times of the day when radio's audience increases to a point where it's worth the effort to offer them. These are typically the commuting hours morning and evening. What happens?

More advertisers try to buy these specific time periods, there is only room for so many of them no matter how closely sardined they become, so the seller has an opportunity to cry "Scarcity!" and he raises the price.

You can also justify a price increase by showing that the cost of the basic ingredients in your product has increased. Everyone knows that the costs of labor and material has increased over the years. So they shouldn't be surprised when you increase the price of your product made by this labor.

This is the technique of the price rise in print media . . . both newspapers and magazines. Paper prices increase. Ink costs more. Trucks to haul the paper cost more. As people move out from the city center, trucking costs go up.

It isn't any thicker an issue, the articles aren't any better, the audience isn't any better . . . but the cost to the advertiser must go up because production costs have gone up.

Newspapers have tried to cut costs by cutting column width. They have tried to pass some of the increased costs on to their readers by raising the price of the paper. But, try as they can, their costs are going up faster than their circulation. Result: Their rates have to increase. This means a higher cost-per-thousand for the advertiser. The average newspaper increased its cost-per-thousand index by 23.6% since 1952.

Magazines, with the same problem of production costs going up faster than circulation, find their cost-per-thousand-circulation index has risen by 25.5% since 1952.

You can also improve the product

There's a third way of raising prices: improve the product, make it worth more. That's what happened to television.

We raised rates for a good reason: We offered the advertisers more, more in terms of homes he could reach (circulation), more homes he did reach (audience) and more in terms of impact (sales). Network television's cost-per-thousand index has decreased 44.4% since 1952.

To page 38

ON RADIO

By Kevin B. Sweeney, President, RAB



IN ANSWER TO A "LIBEL"

RAB's reply to media people who attack radio for a lack of qualitative research

Perhaps the most frequently voiced criticism of radio and its research when agency media directors get a platform is "Radio is sadly lacking in qualitative research." Some otherwise level-headed gents have been guilty of this libel in the past 12 months.

More quantitative research than most media

I specify "libel" because RAB contends that, as an industry, radio has as much or more qualitative research and a damn sight more quantitative research than most major media. And individual radio stations offer more indices than most other local media to help the agency decide what it should buy in the client's best interests.

If the agency and the client knew as much about the profile of their customer as radio knows about its listeners, there would be fewer advertising disasters. But that's another sermon.

This is not going to be a jeremiad; it's going to be a catalogue of several kinds of qualitative research that are available from RAB—and have been for many months. I might buck and snort a little toward the end when the catalogue is complete but first to the facts. First kind of qualitative research:

What various categories of individuals residing in metro areas listen to, when they listen, where they listen etc. The "categories of individuals" on which this information is available include: housewives and radio; working housewives and radio; young

homemakers and radio; single working women and radio; middle-income men and radio; blue-collar men and radio; young men and radio; teen-age boys and radio—They *all* listen to radio.

To provide some idea of what is available on each of these categories, here are some facts on working housewives and radio: 94.5% of working housewives listen to radio every week. Average weekly listening: 14 hours, 3 minutes. On an average weekday morning, 62.7% of working housewives listen on an average weekend day morning, 48.0% listen. The kitchen and bedroom lead the places where working housewives do their listening—56.3% of the total listening is done in one or the other place on weekdays. The average working housewife has 2.5 sets and 83.9% own more than one radio, etc. and so forth for about 50 other facts.

Best times and combinations to purchase

Not qualitative enough? Well, what other media can tell you the exact times and/or pages to buy to reach this group? Radio can—RAB can show you the best combinations of weekday half-hours to purchase to reach the largest segments of this group as well as many other groups.

This type of research—what we call Listening Habit studies—has been available since 1954 from RAB. Because it goes to the heart of the qualitative problem—what specifically shall I buy to reach the

To page



“...take four!”

In Television Central, the main control center of the new WBEN-TV studios, camera directions are delivered and executed by the most experienced hands in Buffalo telecasting.

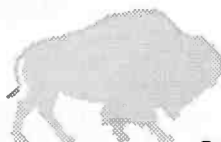
Equally important, these hands work with the finest, most advanced electronic equipment.

These new facilities are dedicated to quality—quality that builds audience loyalty and client satisfaction. To make your TV dollars count for more, we suggest you “take four”---Channel 4, pioneer television station on the Niagara Frontier and now, in its new home, the most modern and finest facility in America.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV

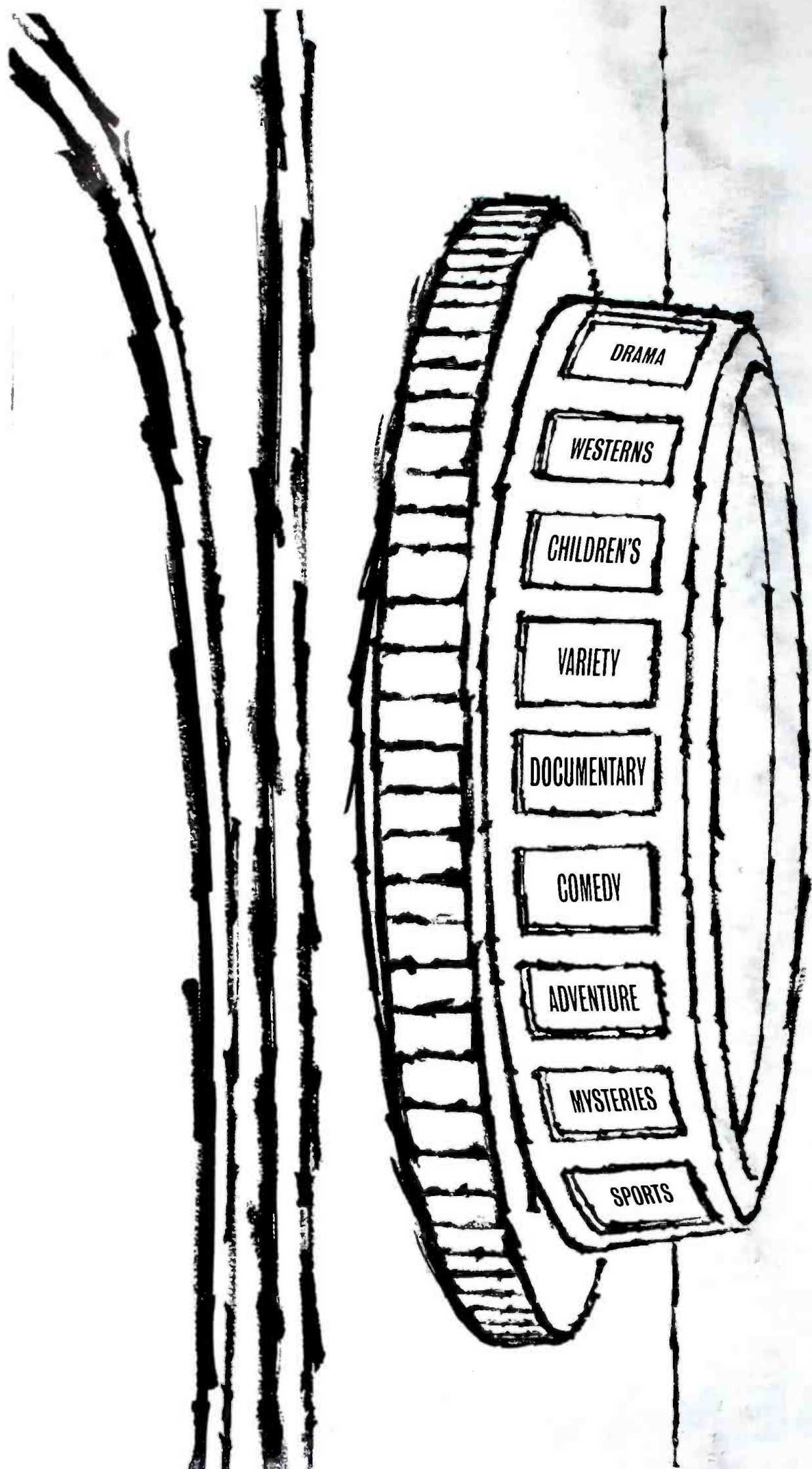
The Buffalo Evening News Station



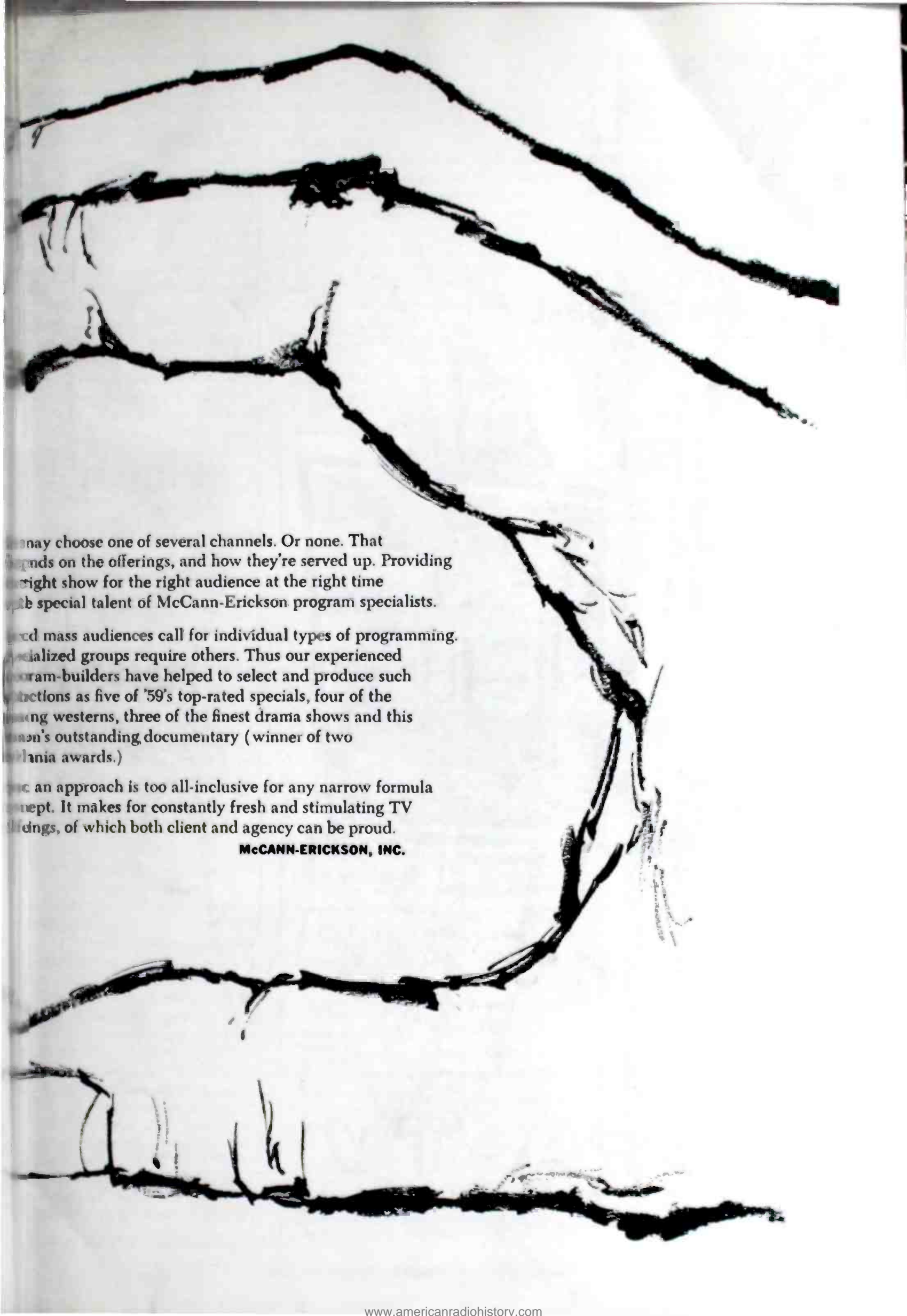
CH.

CBS in Buffalo

4



**TV-
WHICH
WAY?**



Many choose one of several channels. Or none. That depends on the offerings, and how they're served up. Providing the right show for the right audience at the right time is the special talent of McCann-Erickson program specialists.

Specialized mass audiences call for individual types of programming. Specialized groups require others. Thus our experienced program-builders have helped to select and produce such productions as five of '59's top-rated specials, four of the top-rated westerns, three of the finest drama shows and this year's outstanding documentary (winner of two Peabody awards.)

Such an approach is too all-inclusive for any narrow formula concept. It makes for constantly fresh and stimulating TV offerings, of which both client and agency can be proud.

McCANN-ERICKSON, INC.

TV's costs have skyrocketed over the past years. Why? Because the audience skyrocketed even faster. Result: Today's television advertiser reaches more homes per dollar spent than ever before, he gets more for his dollar, a better buy, a better product, one worth more.

Just as in print media, TV's production costs have gone up. Everything costs more.

But it isn't this increase in our costs that leads advertisers to pay more. It's the increases in their audiences that make our medium worth more. END

group—we submit it is possibly most qualitative of all general market research. Second kind of qualitative research:

Even more qualitative than Listening Habit Studies, it is close to the ultimate weapon in positioning advertising for maximum effectiveness. We call it "On Target" search.

Let me describe its importance being autobiographical. RAB paid me enough to be able to afford Hathaway shirts or any \$7.50-\$10.00-a-throw shirt. Instead I bought one from—of all places—the J. C. Penney Company. I have found that after the torture test—one-day home laundry service—their \$3.98 shirt was most likely to have all its buttons and a relatively unshredded collar. So, on a socio-economic basis, my profile should be Hathaway but actually J. C. Penney.

Profile and customers differ

A wider-gauge illustration: An advertiser we are working with introduced a product last summer that had a teen-age profile. At the end of the test period, the post-mortem research revealed a young-mother and older-family profile among actual customers. Teenagers did not buy.

"On Target," instead of theorizing about the profile, talks to actual consumers of the commodity and produces an exact pattern of their listening habits.

Thus far, the work we have done in the "On Target" field is 90% in the grocery commodity area. But we are expanding it to other fields this year. Some of the results:

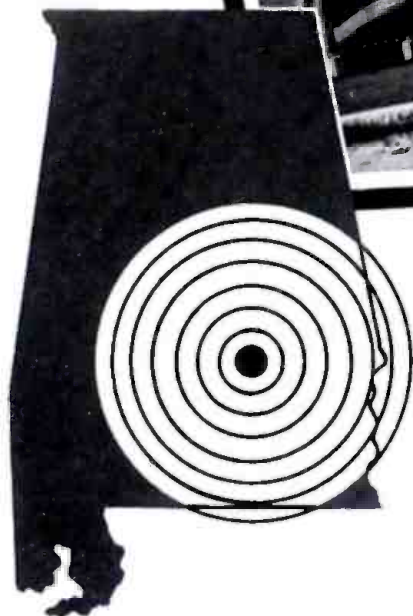
In a 12-station city, two stations will reach virtually all the buyers of canned fruit each week.

In a market of more than 20 stations, two stations will give you 80% of the canned milk market.

In another city with more than 20 stations, six stations and 29 stations half-hour periods will reach the quarters of the jet airplane passengers.

So, friend, when asked to form a group of broadcasters at their own invitation on what's wrong with their industry, choose something like "Has Van Doren Destroyed TV Image?" There are plenty of options on which radio may be open to criticism but availability of qualitative research isn't one of 'em.

**from a proud past
comes a...
FUTURE
UNLIMITED!**



Everywhere you look in Montgomery you see progress. This new futuristic Coliseum, scene of rodeos, sports events, and conventions, is only one example of this area's vast growth. Expansion means opportunity... an opportunity to expand your sales in a million market. And WSFA-TV covers the area like no one else can.

WSFA-TV

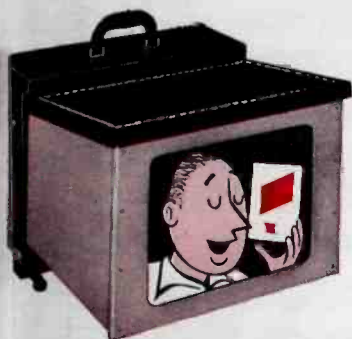
NBC / ABC MONTGOMERY - CHANNEL 12



Represented by Peters, Griffin, Woodward, Inc. The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

**MEMO TO: -
 TATIONS & REPS!
 TELL YOUR STORY
 TELL YOUR STORY**

As You Want It!
 Where You Want It!
 When You Want It!
 With



SALESMATE

Te Completely Self-Contained
 Sound Slide Film Viewer

- ★ No Setting Up!
- ★ No Records To Scratch!
- ★ No Muss — No Fuss!
- ★ It Re-winds Itself and Is Ready To Go Again
- ★ It Leaves Your Salesman

To

CLOSE THE SALE

Fr demonstration or information
 write or call

AMPTON HOWARD ENTERPRISES
 Cos Cob, Connecticut

Cob: TO 9-0271—N.Y.: YU 6-1457

GODT from page 29

wonder that editors and writers are groggy after sifting through the maze of releases.

Just because most of the trade journals are headquartered in New York and Washington, never get the impression they don't care about what goes on in the hinterlands. I make the flat statement that every publication is hungry to hear and write about your station's activities *provided* they are worth telling.

Which brings us to subject matter. Three cheers if your news room has just scooped everyone on a three-alarm fire. Your newsmen are doing the job they're paid for. Unless there is an unusual hook or angle to a news break, however, I strongly doubt if a trade journal will use it.

Exclusive may get better play

If you have carefully analyzed each publication, your judgment will tell you that quite often certain types of stories should be sent on an exclusive basis. An exclusive naturally stands to get a better play from a publication if the material warrants it. No reason, however, for not following up with a general release to the other trades concerned as long as the exclusive release date is honored. Another publication may use the material six months later in an industry-wide wrap-up story.

Know your deadlines. Phone calls or telegrams may well be in order. Don't bother editors, however, unless you really have a hot story. Put yourself in their shoes. No one is offended by a mimeographed release. People do become incensed, though, when four pages of rambling words could have been condensed to a page and a half with thought and care.

Finally, what does trade journal publicity mean to a station and is it worth the effort? Articles in broadcasting publications, read by all decision-making executives who want to stay abreast of the latest industry developments, assist considerably in building a station's image. Getting down to dollars and cents, I strongly believe, too, that consistent breaks in trade journals ultimately pay off in time sales. Out of the thousands of stations in the United States, your call letters begin to stand out as a "must buy" because it is the place where things are always happening in your market. **END**



After
 Statistics*

**THEN
 WHAT?**

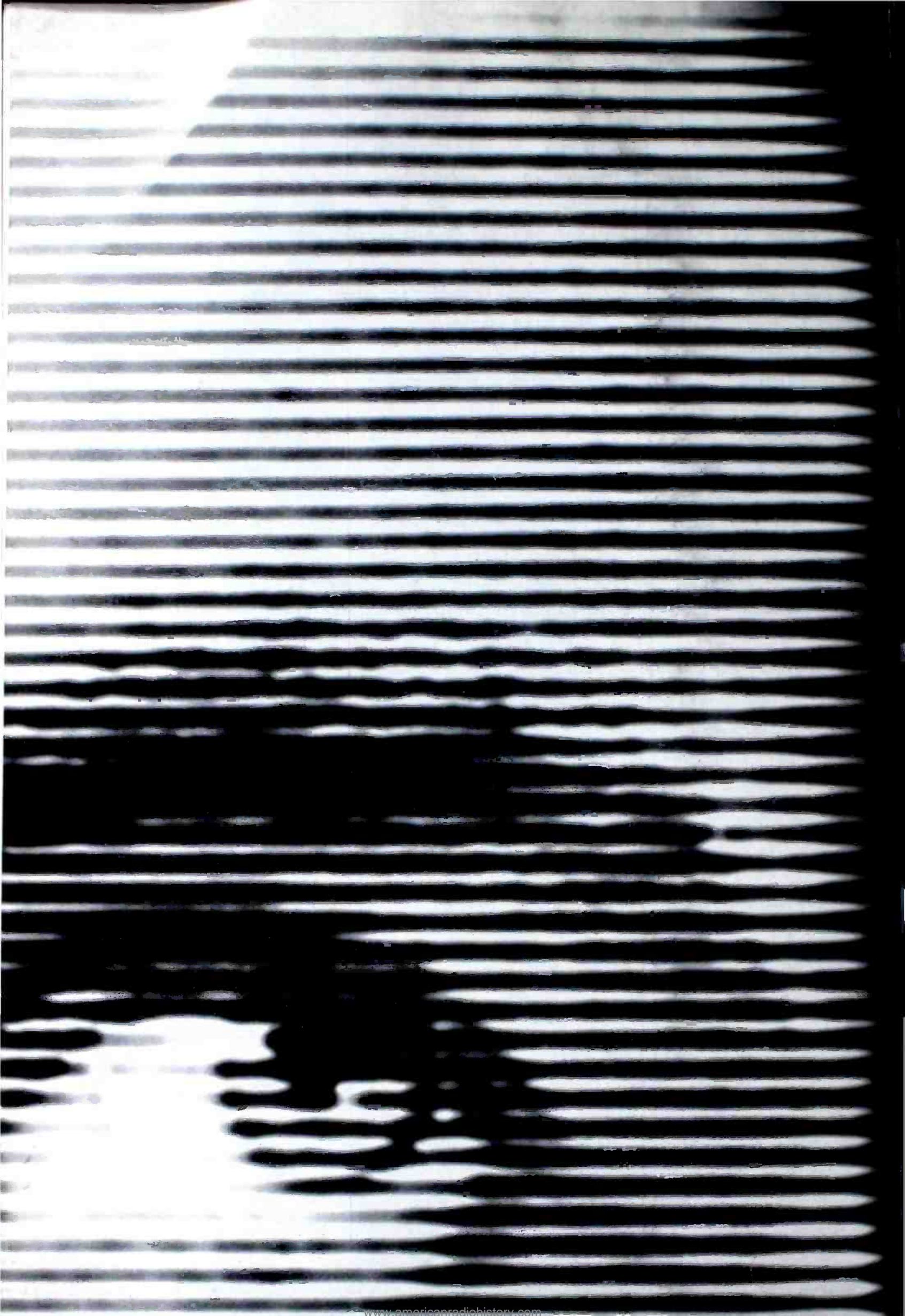
We have no quarrel with statistics. After all, they've been pretty good to us. But *sales* are made by audience response, and a responsive audience is *earned*.

KOIN-TV's high standards of program service have earned the type of confidence that causes people to respond and act. "Let's Face It," for example, is a weekly no-holds-barred panel discussion on matters of critical public interest, moderated by an ex-Governor of Oregon. Such bold programming in the service of its audience has brought rich reward in public confidence to KOIN-TV... and to its advertisers. This is why KOIN-TV is one of the nation's outstanding advertising media.

*Such as: (a) Highest Nielsen ratings in the area, and (b) widest coverage in the region... 7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties (Nielsen NCS #3).

KOIN-TV
 PORTLAND
 CHANNEL **6**

One of the Nation's Great
 Influence Stations
 Represented Nationally by CBS-TV
 Spot Sales



READING BETWEEN THE LINES...

Discerning Philadelphians detect a sharp difference in the quality of what they see on their television screens. One reason is what they don't see: WCAU-TV's local public affairs program staff (Philadelphia's largest!), working constantly behind the scenes to create programming that is timely, compelling, effective.

Example: "Caucus," winner of a 1960 Freedoms Foundation Award. A weekly probe of the American political scene, "Caucus" has presented such notables as Dean Acheson and Senators Paul Douglas, Hugh Scott Jr., Richard Neuberger, Joseph Clark Jr., J. William Fulbright. In this election year, "Caucus" and other locally-produced shows, plus information programs that are a regular part of Channel 10's CBS Television Network schedule, will continue the all-important job of alerting the Philadelphia electorate to its responsibilities.

This programming-in-depth — this unending search for new avenues to community service — is but one more reason why audiences with an eye to more than surface value keep their eye on...

GBS Owned • Channel 10, Philadelphia **WCAU-TV**



The top market-media men of MacManus, John & Adams, Michigan agency, winning out the best media to support their market coverage plan in an account solicitation. John B. Caldwell, Director of Marketing; Charles N. Campbell, Media Director (Consumer Products); Robert L. Garrison, Vice President and Account Supervisor (Consumer Products); David Raymond, Director of Merchandising; Vincent C. Skelton, Director of Research; Robert E. Britton, Vice President and Executive Director of Marketing, Media, Research, Merchandising.

the best kept media secret

— the media plan in an agency's account solicitation!

"Mum" is the word in new account media planning.

No word leaks out.

No selling leaks in.

As you might suspect, SRDS comes into play every inch of the way as the varied opinions and impressions of the agency's decision makers are resolved.

Grateful is the word for agency people's reactions when they find good, complete reviews of a medium's values in Service-Ads that supplement basic information in Standard Rate listing and market data sections.

Your representatives, your general promotion, all your *selling actions* (and your competitors') have implanted a variety of concepts in the minds of the agency men.

But that's all in the past. The time is now. Time for *buying actions*.

With competent, strategically positioned Service-Ads in SRDS

you are there selling by helping people buy

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD RD., SKOKIE, ILL., ORCHARD 5-8500

SALES OFFICES — SKOKIE, NEW YORK, ATLANTA, LOS ANGELES



What agency people want to know about TV stations is detailed in the new "SPOT TELEVISION PROMOTION HANDBOOK." Be sure to ask for one.

County-by-county coverage . . . Market data correlated to TV areas . . . TV Markets vs. Metro Areas . . . Advertiser investments in network and spot TV.

TELEVISION MAGAZINE DATA BOOK 1960

In 1959, gross television time charges for both network and spot activity were at a level of \$1,241,530 or 15% higher than that reported for 1958.

Spot advertiser expenditures

According to TvB, spot billings evidenced an increase of almost \$103,000,000 or 20% from the 1958 figure of \$511,704,000 to \$614,636,000 in 1959. Analysis of the quarterly breakdowns shows the expected summer slump in the third quarter rising to a fourth-quarter figure of \$165,732,000, highest for the year.

Although nighttime spot expenditures accounted for more than 50% of all money spent in spot, the greatest increase (36%) over 1958 spendings is credited to late night spot activity. By type of spot, announcements and participations continue to gain in importance. In 1959, better than 75% of all spot expenditures were spent on announcements and participations.

Procter & Gamble Co. again remained the leading spot advertiser, spending a gross total of \$45,698,900 in 1959 (35% more than in the previous year). Although rankings within the top ten spot group changed, there were no new additions to the list.

Food and grocery products remained in first place as the biggest-spending category for 1959. With spot investments at a level of \$167,768,000, an increase of \$32,106,000 or 24% over their 1958 expenditure as noted. Ranked second were the dollars spent in

GROSS NETWORK TIME SALES

1959	\$627,311,530
1958	566,590,401
1957	516,201,566
1956	488,167,634
1955	406,899,059
1954	320,154,274
1953	227,585,656

Source: LNA-BAR Network TV Service.

spot television by cosmetics and toiletries products.

The section on spot expenditures (page 97) lists all television activity by national or regional advertisers who used announcements and participations, ID's or programs on a market-by-market basis. These figures, supplied by TvB-Rorabaugh, are reported by product classifications for the entire year and by quarters.

Network advertiser expenditures

Gross network time expenditures, reported by LNA-BAR Network TV Service, amounted to \$627,311,530—an increment of almost 11% from 1958 expenditures.

Procter & Gamble Co. continued to lead in network advertising as well as spot activity. Their gross network time billings reached \$50,293,552.

To next page

TELEVISION MAGAZINE's estimate of gross time and program costs are listed separately for all companies, their products and programs in the Network Expenditure section. Companies spending the most money on time and programming during the year are listed below. Eight out of the ten advertisers are the same as noted in the preceding year, although there have been some changes in rank. The two new additions to the list are Liggett & Myers Tobacco Co. and P. Lorillard Co. These two tobacco companies replaced Bristol-Myers Co. and Chrysler Corporation in the list of the top ten network advertisers.

Exclusive programming estimates

Programming expenditures that have been included in these figures are also listed separately for each individual program on a per-telecast basis (page 47). These are exclusive estimates of TELEVISION MAGAZINE and include agency commissions but not commercial production costs. Generally speaking, regularly sponsored network programs showed relatively little change in programming costs from the previous year. However, there were a greater number of more costly one-time-only programs and spectacles in 1959. The Rose Bowl Football Game, sponsored by Gillette Company, headed this list of spectacles with a programming cost of \$500,000.

TOP TEN SPOT ADVERTISERS*		SPOT TV EXPENDITURES BY QUARTERS (1959)*	
Estimated gross time expenditures in 1959			
Rank	Company	Expenditures	
1.	Procter & Gamble Co. ...	\$45,698,900	First quarter \$156,419,000 (25.4%)
2.	Adell Chemical Co.	18,132,100	Second quarter 158,904,000 (25.9%)
3.	General Foods Corp. ...	14,645,900	Third quarter 133,581,000 (21.7%)
4.	Lever Brothers Co.	14,487,000	Fourth quarter 165,732,000 (27.0%)
5.	Colgate-Palmolive Co. ...	14,403,900	Four-Quarter Total ... \$614,636,000 (100.0%)
6.	Continental Baking Co. ...	11,204,500	
7.	Warner-Lambert Pharm. Co.	11,016,300	
8.	American Home Products Corp.	10,657,600	
9.	Brown & Williamson Tobacco Co.	9,502,600	
10.	Miles Laboratories, Inc. ...	7,927,000	

SPOT TV EXPENDITURES BY TIME OF DAY (1959)*	
Day	\$223,494,000 (36.4%)
Night	315,439,000 (51.3%)
Late Night	75,703,000 (12.3%)

SPOT TV EXPENDITURES BY TYPE OF SPOT (1959)*	
Announcements & Participations	\$469,739,000 (76.4%)
ID's	64,512,000 (10.5%)
Programs	80,385,000 (13.1%)

*Source: TvB-Rorabaugh

Exclusive TV Market report, county-by-county definitions of TV markets

TELEVISION MAGAZINE's exclusive Television Markets report defines the coverage area of each TV market and lists each county reached by that market. The data reflects the most current shifts in the ever-changing coverage picture. Facility and affiliation changes and additions or deletions of stations have all been considered. The number of TV homes and the penetration figure for each market are based on the station with the maximum amount of coverage in that market. In addition, vital market information—Population, Households, Retail Sales and Effective Buying Income—are listed for each of the television markets.

These totals are correlated for TV coverage by TELEVISION MAGAZINE research department. They are based on data from *Sales Management* 1959 "Survey of Buying Power."

TV Markets vs. Metropolitan Areas

TV Markets vs. Metropolitan Areas (see page 107) dynamical points up the extensive coverage by television markets and the overlap into various trading areas.

The directory section

A compact directory section (beginning on page 185) contains several lists often used by advertising people. All information in this box is copyrighted. Further reproduction without written permission, is not licensed.

THE TOP TEN NETWORK ADVERTISERS

Estimated gross time and programming expenditures

Company	Rank	1959 Expenditure (000)	Rank	1958 Expenditure (000)	Rank	1957 Expenditure (000)	Rank	1956 Expenditure (000)	Rank	1955 Expenditure (000)	Rank	1954 Expenditure (000)	Rank	1953 Expenditure (000)
Procter & Gamble	1	\$70,039	1	\$68,948	1	\$66,325	1	\$62,045	1	\$46,949	1	\$31,025	1	\$21,304
Lever Brothers	2	44,339	4	28,973	6	24,160	10	16,512					9	10,760
General Motors	3	38,375	2	40,206	7	23,776	2	36,221	3	26,340	3	18,480	4	12,881
American Home Products	4	32,312	7	26,026	8	23,094	8	19,793						
General Foods	5	30,441	5	28,802	3	25,576	3	29,126	6	21,651	6	16,450	6	11,430
Colgate-Palmolive	6	28,980	3	31,022	4	25,278	5	26,224	4	25,559	2	19,485	2	16,264
R. J. Reynolds	7	23,276	9	24,692	10	21,037	9	17,769	8	17,615	4	17,810	3	13,270
Gillette	8	22,147	8	25,235	5	24,709	6	23,210	5	22,684	5	17,190	7	11,000
Liggett & Myers	9	20,959											8	10,770
P. Lorillard	10	19,433												
Bristol-Myers			6	26,504										
Chrysler			10	20,784	2	28,458	4	27,609	2	27,615	9	12,730		
Ford Motors					9	22,081	7	20,228	9	16,389				
American Tobacco									7	17,786	7	15,700	5	12,240
General Mills									10	15,030	10	12,545		
General Electric											8	13,800	10	8,950

Note: Network time costs are equated on a gross time basis; actual costs may be considerably less, as much as 25%, when frequency and volume discounts are taken consideration.

Source: Television Magazine and LNA-BAR

TWO HISTORIC FIRSTS

ANOTHER FIRST

WFIL's "Studio Schoolhouse," winner of the 1954 and 1959 Freedoms Foundation Awards, is the **ONLY** program in America to receive the Award twice.

ANOTHER FIRST

Philadelphia's Home and School Council has just cited the WFIL Stations for "... valuable and continuous contributions to education of children and adults..." This is the **ONLY** Award ever made by the Council to a broadcaster.



THE PHILADELPHIA
HOME & SCHOOL COUNCIL

CERTIFICATE OF APPRECIATION

For valuable, effective and continuous contributions to the education of children and adults in the Delaware Valley area, through "Wifil Studio Schoolhouse" on WFIL-radio since 1943, and on WFIL-TV since 1948, produced cooperatively with the Philadelphia Public, Diocesan and Independent Schools, and through "University of the Air" presented in cooperation with 35 colleges and universities since 1950, the Philadelphia Home and School Council awards this special citation to

Stations WFIL, WFIL-TV

in recognition of this unique and distinguished service.

David B. Wilson
PRESIDENT

With those who know local public service programming best, it's WFIL again and again and again. Here are just a few of the WFIL Stations' many public service firsts:

- First broadcaster in America to win two duPont Awards
- First and only broadcaster to win the Marshall Field Award
- First and only broadcaster to win two Sloan Awards in one year

es In service to the community since 1922

TRIANGLE STATIONS

WFIL-AM • FM • TV
PHILADELPHIA, PENNSYLVANIA

ABC • BLAIR



IN THE PEOPLE'S INTEREST

Detroit's most complete Radio-TV news center

Another mark of leadership—additional evidence of the WWJ stations' sense of responsibility to the public. It's the new 1,272 square-foot WWJ NEWS-room, headquarters for the busy 12-man staff that provides southeastern Michigan with complete, reliable, award-winning coverage day and night.

Today, as it has been for nearly 40 years, WWJ NEWS is *real* news: comprehensive, balanced, and believable—great news for the audience, great for advertisers, too.

WWJ AM and FM
RADIO

Detroit's Basic Radio Station



WWJ-TV

Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Per-telecast estimates for network television programs broadcast during 1959. The agencies' commissions are included.

PROGRAMMING ESTIMATES

TELEVISION MAGAZINE's exclusive estimates of programming costs for 1959 network television programs indicate that the regularly sponsored shows experienced relatively little or no changes over the preceding year. No program equaled the high spot of last season which was "Wonderful Town" (\$58,000).

This season's highest cost was for Gillette's Rose Bowl Football Game, with a programming expenditure of \$500,000. This was followed by "Toast To

Jerome Kern" (U.S. Brewers Foundation, Inc.) which cost \$400,000.

Per-telecast programming costs, which include agency commissions but not commercial production expenses, are listed below by program, network and advertiser. Where more than one advertiser is listed per program, the expenditure is on an alternate or shared basis. The expenditure listed is the total programming cost per telecast, unless otherwise noted under the program title.

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Decision Love	NBC	General Motors Corp.	\$200,000
See the Board (Daytime Programming) (1/4 hour segments)	ABC	Multi-sponsored	3,000
Walt Disney Cartoon Series (F)	ABC		16,000
Adventures of Rin-Tin-Tin		Cracker Jack Co. General Mills, Inc. Louis I. Marx & Co. Sweets Co. of America, Inc.	
By Land Flicks		Cracker Jack Co. General Mills, Inc. Lionel Corp. Louis I. Marx & Co. Sweets Co. of America, Inc. General Mills, Inc. Louis I. Marx & Co.	
Doc & His Friends		General Mills, Inc. Louis I. Marx & Co.	
Adventure Showcase	CBS	Pharmaceuticals, Inc.	18,000
Adventures In Music	NBC	American Telephone & Telegraph Co.	145,000
Adventures In Paradise (F)	ABC	Multi-sponsored	80,000
Adventures of Ozzie & Harriet (F)	ABC	Eastman Kodak Co. Quaker Oats Co.	45,000
Adventures of Rin-Tin-Tin—see Walt Disney Cartoon Series			
Adventures of Rin-Tin-Tin (F)	ABC	National Biscuit Co.	30,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Adventures of Robin Hood (F) (1/4 hour segments) (1/2 hour segments)	CBS	Colgate-Palmolive Co.	\$ 3,750
Alaskans (F)	ABC	Multi-sponsored	6,000
Alcoa Presents (F) (new) (repeats)	ABC	Aluminum Co. of America	77,500
Alcoa Theatre	NBC	Aluminum Co. of America	54,118
Alfred Hitchcock Presents (F)	CBS	Bristol Myers Co.	14,706
All Star Baseball Game	NBC	Gillette Co.	42,500
All Star Bowling Tournament (F)	ABC	American Machine & Foundry Co.	250,000
All Star Football Game	ABC	Canadian Breweries, Ltd. Falstaff Brewing Corp. Liggett & Myers Tobacco Co. Standard Oil Co. of Indiana	185,000
All Star Game Lead-off	NBC	International Parts Corp.	4,000
All-Star Golf (F)	ABC	Miller Brewing Co. Reynolds Metals Co.	20,500
Alphabet Conspiracy—see Bell System Science Series			
America Pauses for Maytime; Springtime for Summer's End	CBS NBC	Coca-Cola Co.	250,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
American Bandstand (1/4 hour segments) (1 minute participations)	ABC	Multi-sponsored	\$ 1,700 700
American Festival	NBC	American Telephone & Telegraph Co.	200,000
Andy Williams Show	CBS	Estimote Co. Pittsburgh Plate Glass Corp. Revlon, Inc.	80,000
An Evening with Fred Astaire (new) (repeats)	NBC	Chrysler Corp.	280,000 180,000
An Evening with Jimmy Durante	NBC	E. I. DuPont de Nemours & Co., Inc. Warner-Lambert Pharmaceutical Co., Inc.	280,000
Ann Sothern Show (F)	CBS	General Foods Corp.	45,000
Armstrong Circle Theatre	CBS	Armstrong Cork Co.	51,000
Art Carney Meets the Sarsaparilla Apprentice	ABC	Minnesota Mining & Mfg. Co.	125,000
Art Carney Show	NBC	General Motors Corp.	287,500
Arthur Godfrey Show	CBS	Gillette Co. Pharmaceuticals, Inc.	35,000
Arthur Godfrey Special	CBS	Benrus Watch Co. Consolidated Foods Corp. Hoover Co.	225,000
Arthur Godfrey Time (1/4 hour segments) (AM & TV)	CBS	Multi-sponsored	4,600
Arthur Murray Show	NBC	P. Lorillard Co. Pharmaceuticals, Inc. Sterling Drug, Inc.	30,000
Art Linkletter's House Party (1/4 hour segments)	CBS	Multi-sponsored	3,400
As the World Turns (1/4 hour segments)	CBS	Multi-sponsored	2,900
At the Movies	NBC	Bevall Drug Co.	200,000
Bachelor Father (F)	CBS	American Tobacco Co.	38,500
Bachelor Father (F)	NBC	American Home Products Corp. American Tobacco Co.	39,500
Back to School	NBC	Sperry Rand Corp.	45,000
Baseball Game of the Week (per 1/4 package: Name, talent & rights)	CBS	Colgate-Palmolive Co. Falstaff Brewing Corp. General Mills, Inc. State Farm Mutual Insurance	900,000
Bat Masterson (F)	NBC	Hills Bros. Coffee, Inc. National Dairy Products Corp.	38,000
Beat the Clock (Daytime Programming) (1/4 hour segments)	ABC	Multi-sponsored	3,000
Behind Closed Doors (F)	NBC	American Home Products Corp. Liggett & Myers Tobacco Co.	51,800
Bell System Science Series	NBC	American Telephone & Telegraph Co.	
Alphabet Conspiracy (new)			100,000
Gateways to the Mind (R)			no charge
Unchained Goddess (R)			no charge
Bell Telephone Hour	NBC	American Telephone & Telegraph Co.	145,000
Belmont Stakes—see Triple Crown Races			
Bernstein in Moscow	CBS	Ford Motor Co.	45,000
Bernstein & the Philharmonic— see N. Y. Philharmonic			
Best of Groucho (F) (summer repeats)	NBC	Gillette Co. Lever Bros. Co.	18,925
Betty Hutton Show (F)	CBS	General Foods Corp.	50,000
Big Party	CBS	Revlon, Inc. Schick, Inc.	250,000
Big Payoff (per 1/4)	CBS	Colgate-Palmolive Co. General Foods Corp. Mentholatum Co. Quaker Oats Co.	3,250
Bing Crosby Golf Tournament	ABC	General Motors Corp.	125,000
Bing Crosby Show	ABC	General Motors Corp.	200,000
Black Saddle (F)	ABC	Alberto-Culver Co. Liggett & Myers Tobacco Co.	38,000
Black Saddle (F)	NBC	Colgate-Palmolive Co. Liggett & Myers Tobacco Co.	42,200
Blue Bonnet Bowl	CBS	American Home Products Corp. Carter Products, Inc. Liggett & Myers Tobacco Co.	50,000
Blue-Gray Football Game	NBC	Gillette Co.	50,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Bob Cummings Show (F)	NBC	Bulova Watch Co., Inc. General Electric Co. Huggins Bros. Inc. F. J. Raymond Toy Co.	180,000
Bob Hope Show	NBC	Chrysler-Motors Corp.	200,000
Bold Journey (F)	ABC	Edison Furine Co.	100,000
Bonanza (F) (new) (repeats)	NBC	Edison Furine Co. Liggett & Myers Tobacco Co. Miles Labs, Inc. Procter & Gamble Co. Radio Corp. of America	100,000 100,000 100,000 100,000
Bowling Bowl Bowl (F)	ABC	Multi-sponsored	100,000
Bowling Bonanza	ABC	American Machine & Foundry Co. General Mills, Inc.	100,000
Bowling Stars (F)	ABC	American Machine & Foundry Co.	100,000
Bronco (F)	CBS	Lever Bros. Co.	100,000
Bronco (F) (new) (repeats)	CBS	Procter & Gamble Co.	100,000
Brighter Day	CBS	Procter & Gamble Co.	100,000
Broken Arrow (F) (R)	ABC	General Corp. Mars, Inc.	100,000
Bronco (F)	ABC	Multi-sponsored	100,000
Buckskin (F)	NBC	Pillsbury Co. Procter & Gamble Co.	100,000
Buick Presents			
CBS Reports	CBS	General Motors Corp. Bell & Howell Co. B. F. Goodrich Co.	100,000 100,000 100,000
The Californians (F)	NBC	Colgate-Palmolive Co. Gulf Oil Corp. Lever Bros. Co. Singer Sewing Machine Co.	100,000 100,000 100,000 100,000
Captain Kangaroo (Mon.-Fri.) (1/4 hour segments)	CBS	Multi-sponsored	100,000
Captain Kangaroo (Sat.) (1/4 hour segments) (5 minute participations)	CBS	Multi-sponsored	100,000
Cavalcade of Sports	CBS	Participating	100,000
Championship Bridge	NBC	Gillette Co.	100,000
Charlie Weaver Show (Hobby Lobby)	ABC	N. American Van Lines	100,000
Chevy Show	ABC	Mogen David Wine Corp.	100,000
Cheyenne (F)	NBC	General Motors Corp.	100,000
Christmas at the Circus	ABC	Multi-sponsored	100,000
Cimarron City (F) (1/4 participations)	CBS	Sperry Rand Corp.	100,000
Circus Boy (F)	NBC	Participating	100,000
Colgate Western Theatre (F)	NBC	Mars, Inc. Miles Labs, Inc.	100,000 100,000
Cell 45 (F) (1 minute participations)	NBC	Colgate-Palmolive Co.	100,000
Concentration (1/4 hour segments)	ABC	Multi-sponsored Participating	100,000 100,000
Conquest	NBC	Multi-sponsored	100,000
Cotton Bowl Game	CBS	Monsanto Chemical Co.	100,000
County Fair (1/4 hour segments)	CBS	Texaco, Inc.	100,000
Cypress Gardens Water Show	NBC	Multi-sponsored	100,000
Danny Thomas Show (F)	NBC	Outboard Marine Corp.	100,000
DA's Man (F)	CBS	General Foods Corp.	100,000
David Niven Show (F) (new) (repeats)	NBC	Liggett & Myers Tobacco Co. Singer Sewing Machine Co.	100,000 100,000
Day in Court (Daytime Programming) (1/4 hour segments)	NBC	Standard Oil Co. of New Jersey	100,000
Dean Martin Show	ABC	Multi-sponsored	100,000
December Bride (F) (R) (1/4 hour segments)	NBC	U. S. Time Corp.	100,000
December Bride (new) (repeats)	CBS	General Foods Corp. Colgate-Palmolive Co. Vick Chemical Co.	100,000 100,000 100,000
Dennis O'Keefe (F)	CBS	General Foods Corp.	100,000
Dennis the Menace (F)	CBS	General Motors Corp.	100,000
Deputy (F)	NBC	Kellogg Co. General Cigar Co. Kellogg Co.	100,000 100,000 100,000
Desilu Playhouse (F)	CBS	Westinghouse Electric Corp.	100,000
Detective's Diary (F)	NBC	Sterling Drug, Inc.	100,000
Dick Clark Show	ABC	Beach-Nut Life Savers, Inc.	100,000
Dick Powell's Zane Grey Theatre (F)	CBS	General Foods Corp. S. C. Johnson & Son, Inc.	100,000 100,000
Dobie Gillis (F)	CBS	Philip Morris, Inc. Pillsbury Co.	100,000 100,000

Facts are facts, Ben . . .
Storer stations do the job for us."



Radio

- Philadelphia WIBG
- Detroit WJBK
- Cleveland WJW
- Columbo WSPD
- Miami WGBS
- Los Angeles KPOP
- Wheeling WWVA

Television

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

STORER BROADCASTING COMPANY

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Dennis Boyd Show (P) (1/4 hour segments)	NBC	Langstaff Soap Co. Winters & Johnson Procter & Gamble Co. Sylvania, Inc.	\$30,000
Dough & M. (1/4 hour segments)	NBC	Multi-sponsored	2,875
Doyle Edwards with the News Program (P)	CBS	Multi-sponsored	4,000
DuPont Show of the Month	CBS	Uggett & Myers Tobacco Co. Monsieur Co. Pittman Co. Procter & Gamble Co.	90,000
DuPont Show with June Allyson	CBS	F. J. DuPont as President & Co., Inc.	40,000
Eddie Fisher Show Edge of Night (1/4 hour segments)	NBC	Uggett & Myers Tobacco Co.	110,000
Ed Sullivan Show	CBS	Multi-sponsored CBS Electronics Div. Cigarette Patenting Co. Famous Brands Co. Ford Motor Co. General Foods Corp.	79,000
Steamer Roosevelt Diamond Jubilee— see Sunday Showpage	NBC	Bonny Watch Co.	740,000
Jimmy Awards	LBS	Firestone Tire & Rubber Co.	64,000
Eyewitness to History (1/4 hour segments)	CBS	Helene Curtis Industries, Inc.	12,000
Fare of Danger (P)		Lever Bros. Co.	
Fare of the Revolution	NBC	Mutual Benefit Health & Accident Assn.	30,000
Father Knows Best (P)	CBS	Lever Bros. Co. Scott Paper Co.	38,000
Fibber McGee & Molly	NBC	Singer Sewing Machine Co. Standard Brands, Inc.	48,875
Five Fingers (P) (per 1/2)	NBC	Multi-sponsored	17,710
For Better or Worse	CBS	Multi-sponsored	2,975
Ford Show	NBC	Ford Motor Co.	45,000
Fourth Coast	NBC	A.S.B. Products Corp.	65,000
Frances Langford Presents	NBC	Beall Drug Co.	175,000
Frank Sinatra Show	ABC	U. S. Time Corp.	300,000
From These Roots (1/4 hour segments)	NBC	General Motors Corp. Helene Curtis Industries, Inc. Nestle Co., Inc. Procter & Gamble Co. Standard Brands, Inc.	2,600
Frontier Justice (P)			
Further Adventures of Ellery Queen (1/4 hour segments)	CBS	General Foods Corp.	13,000
Fury (P)	NBC	Multi-sponsored	27,500
	NBC	Borden Co., Inc. General Foods Corp.	25,000
Gale Storm Show (Daytime Programming) (1/4 hour segments)	ABC	Multi-sponsored	3,000
Gale Storm Show (P)	ABC	Bristol Myers Co. Polaroid Corp. Shulton, Inc. Warner Lambert Pharmaceutical Co., Inc.	10,000
Garry Moore Show	CBS	S. C. Ashmore & Son, Inc. Kelllogg Co. Pittsburgh Plate Glass Co. Polaroid Corp. Revlon, Inc.	59,000
Gateways to the Mind—see Bell System Science Series			
G. E. College Bowl	CBS	General Electric Co.	15,000
Gene Kelly Show	CBS	General Motors Corp.	250,000
General Electric Theatre (P)	CBS	General Electric Co.	45,000
George Burns Show (P)	NBC	Colgate-Palmolive Co.	48,200
George Gabal Show	CBS	Lever Bros. Co.	55,000
George Gobel Show	NBC	BCA Whirlpool Corp.	120,000
George Hamilton TV Show (Daytime Programming) (1/4 hour segments)	ABC	Multi-sponsored	3,000
Golden Circle	ABC	Oster Mfg. Co.	150,000
Goodyear Theatre	NBC	Goodyear Tire & Rubber Co., Inc.	40,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
Grammy Awards—see Sunday Showpage			
Great Leap Forward (P)	NBC	Walter Lantz Pharmaceutical Co., Inc.	
Guiding Light	CBS	Procter & Gamble Co.	
Gunsmoke (P)	CBS	Uggett & Myers Tobacco Co. Lever Bros. Co.	
Huggie Buggie (1/4 hour segments)	NBC	Brito Mfg. Co. Lever Bros. Co. Monsieur Co. Sylvania, Inc.	
Hullmark Hall of Fame Have Gun - Will Travel (P)	NBC	Procter & Gamble Co.	
	CBS	American Home Products Corp. Lever Bros. Co.	
Hawker Eye (P) (per hour)	NBC	American Cattle Co. American Tissue Products Corp. Carter Products Inc. H. A. Burt Co.	
Hawaii Pacific Parade (1/4 hour segments)	NBC	United Air Lines Inc.	
Heath & Jackie (P)	CBS	General Mills, Inc. Lauri I. Marx & Co. Swift & Co.	
Hennessey (P)	CBS	General Foods Corp. P. Lorillard Co.	
High Adventure with Lowell Thomas (P)	CBS	General Motors Corp.	
High Road (P)	ABC	Ration Pyrite Co.	
Highways of the Greatest Show on Earth	ABC	Ford Motor Co.	
Hockey Preview	CBS	Carter Products, Inc.	
Holiday USA	CBS	Texaco, Inc.	
Hotel de Paris (P)	CBS	Kellogg Co.	
House on High Street (1/4 hour segments)	NBC	Uggett & Myers Tobacco Co. Alstare-Culver Co. Chesborough-Paul's Inc. Phillips-Van Heusen Corp. Procter & Gamble Co. Sterling Drug, Inc.	
Howdy Doody (1/4 hour segments)	NBC	Continental Baking Co., Inc. Lauri I. Marx & Co. National Biscuit Co. Sweet Co. of America, Inc.	
I Love Lucy (P) (day) (night)	CBS	Multi-sponsored Clavil, Inc. Helene Curtis Industries, Inc. Pillsbury Co. Purac Corp., Ltd.	
	CBS	Bristol Myers Co. R. J. Reynolds Tobacco Co.	
I've Got a Secret			
It Could Be You (day) (1/4 hour segments) (night)	NBC	Multi-sponsored	
	NBC	Pharmaceuticals, Inc.	
Jack Paar Show (1 minute participations)	NBC	Participating	
Jack Benny Show	CBS	American Tobacco Co. Lever Bros. Co.	
Jack Benny Special	CBS	Bonny Watch Co. Grayhound Corp.	
Jackie Gleason Show Jazz Age (P) (third repeat)	CBS	Pharmaceuticals, Inc.	
Jefferson Drum (P)	ABC	Sterling Drug, Inc.	
Jimmy Dean Show	NBC	Sweets Co. of America, Inc.	
Jimmy Rodgers Show	CBS	Multi-sponsored	
John Daly & the News (1/4 hour segments)	NBC	Uggett & Myers Tobacco Co.	
Johnny Ringo (P)	ABC	American Home Products Corp. P. Lorillard Co.	
	CBS	S. C. Johnson & Son, Inc. P. Lorillard Co.	
Johnny Staccato (P)	NBC	Bristol Myers Co. R. J. Reynolds Tobacco Co.	
Joseph Cotton Show	CBS	General Foods Corp.	
Journey to Understanding	NBC	Brown & Williamson Tobacco Corp.	
Jubilee USA (1 minute participations)	ABC	Participating	
Kalidoscope			
Keep Talking	NBC	Polaroid Corp.	
	ABC	Mutual Benefit Health & Accident Assn.	

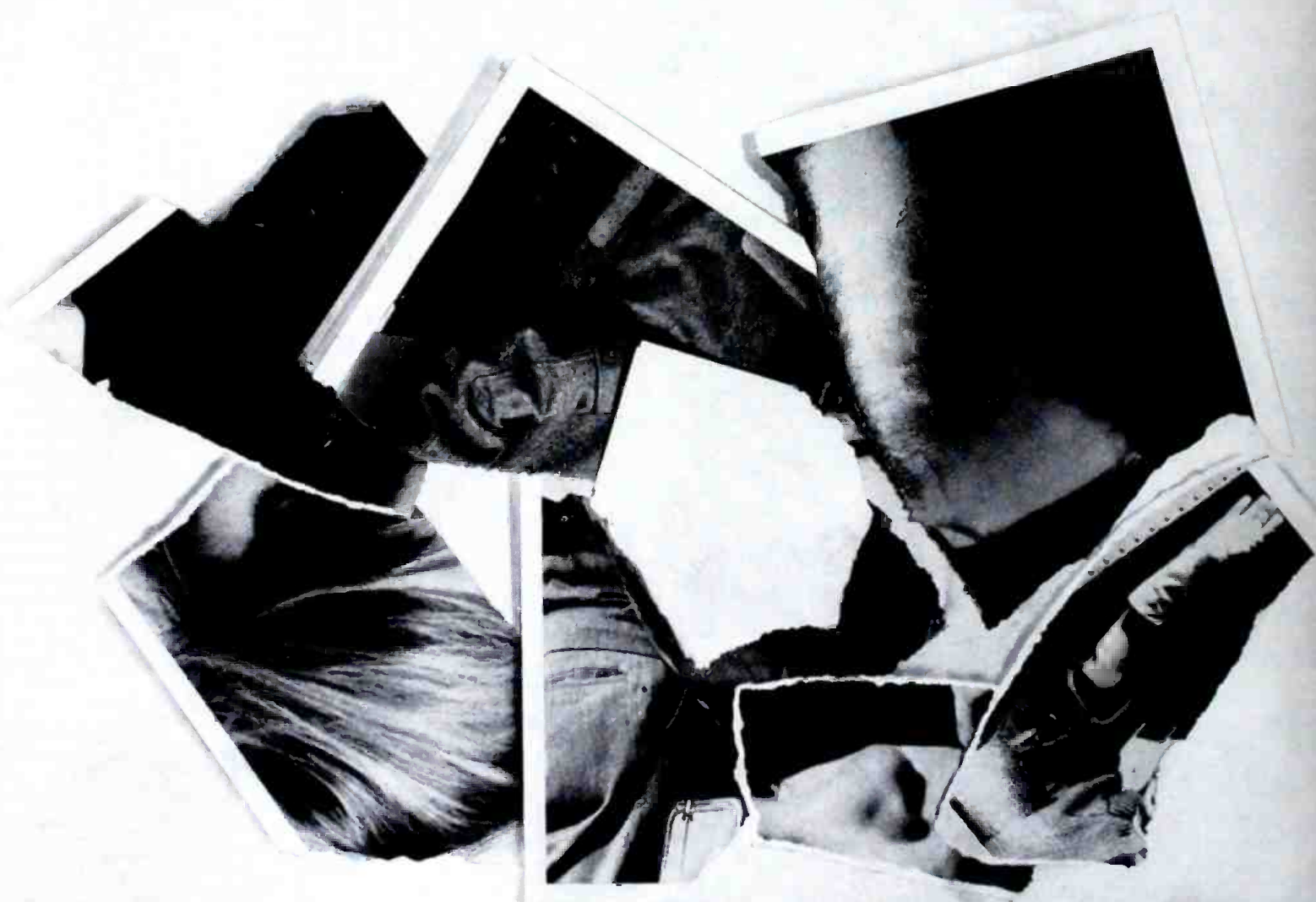
PROGRAM	NETWORK	ADVERTISER	PER TELECAST
... Talking	CBS	Drug Research Corp. P. Lorillard Co. Mutual Benefit Health & Accident Assn.	\$21,500
... Football Scoreboard	NBC	James S. Kemper & Co.	6,900
... Derby—see	CBS	International Parts Corp.	5,000
... Crown Races	ABC	Eastman Kodak Co.	85,000
... Derby Preview	NBC	Renault, Inc.	175,000
... Presents Disneyland—1959	NBC	National Dairy Products Corp.	55,000
... es an Music			
... Music Hall Presents David King			
... (F)	NBC	Multi-sponsored	95,050
... (F)	CBS	Campbell Soup Co.	34,000
... Line	NBC	American Home Products Corp.	28,000
... ss Years (F)	NBC	Alberto-Culver Co. International Parts Corp.	13,400
... (F)	ABC	American Home Products Corp. General Mills, Inc. R. J. Reynolds Tobacco Co.	43,048
... of the Plainsman	NBC	General Aniline & Film Corp. Renault, Inc. Sunshine Biscuits, Inc.	11,500
... (F ½)			
... nce Welk Show	ABC	Chrysler Corp.	22,500
... nce Welk's Plymouth Show	ABC	Chrysler Corp.	22,500
... er Bowl Football Game	NBC	Gillette Co. Stephen F. Whitman Son, Inc.	138,000
... (F)			
... (F ½)	CBS	Multi-sponsored	26,500
... it to Beaver (F)	ABC	Multi-sponsored	37,950
... (recharge for repeats)			
... ce Show (Daytime	ABC	Multi-sponsored	3,000
... rramming) (½ hour segments)	ABC	Cracker Jack Co. Frito Co., Inc. General Mills, Inc. Lionel Corp. Sweets Co. of America, Inc.	25,000
... ne Ranger (F)			
... ne Ranger (F)	CBS	General Mills, Inc. Nestle Co., Inc.	18,000
... Young Show (F)	NBC	Gillette Co. Phillip Morris, Inc. Procter & Gamble Co.	38,500
... ourdan Show	NBC	U. S. Time Corp.	125,000
... eva Marriage (F)	NBC	Noxzema Chemical Co.	54,213
... of Life	CBS	Multi-sponsored	2,800
... hat Bob (Daytime			
... rramming) (½ hour segments)	ABC	Multi-sponsored	3,000
... cil Ball-Dasi Arnaz Show—see			
... Delu Playhouse			
... nwith Soupy Sales	ABC	General Foods Corp.	6,901
... ayhouse (F)	CBS	Lever Bros. Co.	31,700
... s Thanksgiving Day Parade	NBC	Ideal Toy Corp. Lionel Corp.	11,600
... g with Mary Martin	NBC	General Foods Corp.	166,750
... and the Challenge (F)	NBC	Chemstrand Corp. R. J. Reynolds Tobacco Co.	40,250
... and the Moon—see Walt			
... Dkey Presents			
... atom Black Hawk (F)	ABC	Miles Labs., Inc. R. J. Reynolds Tobacco Co.	38,000
... am Space—see Walt Disney			
... Paints			
... with a Camera (F)	ABC	Block Drug Co., Inc. General Electric Co.	36,676
... nam (F)	CBS	Liggett & Myers Tobacco Co. Jos. Schlitz Brewing Co. Union Carbide Corp.	56,000
... aserade Party	CBS	American Home Products Corp.	30,000
... aserade Party	NBC	Block Drug Co., Inc. Hazel Bishop, Inc. P. Lorillard Co. Polk Miller Products Corp.	30,000
... ars Golf Tournament	CBS	American Express Co. Travelers Insurance Companies	150,000
... ar's Funday Funnies (F)	ABC	Mattel, Inc.	10,350
... arick (F)	ABC	Drackett Co. Kaiser Industries Corp.	75,000
... International (F)	NBC	Smith, Kline & French Labs.	150,000
... e McGraw (R)	ABC	Alberto-Culver Co.	13,800
... e Me in St. Louis	CBS	General Time Corp. Philco Corp.	500,000

PROGRAM	NETWORK	ADVERTISER	PER TELECAST
... Meet Mr. Lincoln (F)	NBC	Lincoln National Life Insurance Co.	\$25,000
... Meet the Press	NBC	Manhattan Shirt Co.	18,500
... Men into Space (F)	CBS	American Tobacco Co. Longines-Wittnauer Watch Co., Inc. Union Carbide Corp.	59,000
... Mickey Mouse Club (F)	ABC	Multi-sponsored	6,000
... (½ hour segments)			
... Mighty Mouse Playhouse (F)	CBS	Colgate-Palmolive Co. General Foods Corp.	7,750
... Millionaire (F)			
... (day) (per ¼ hour	CBS	Colgate-Palmolive Co. Quaker Oats Co.	3,250
... (night)	CBS	Colgate-Palmolive Co. Gulf Oil Corp.	34,000
... Milton Berle Special—see			
... Sunday Showcase			
... Milton Berle Starring in the Kraft			
... Music Hall	NBC	National Dairy Products Corp.	62,300
... Miracle on 34th Street	NBC	General Time Corp.	230,000
... Miss America Boardwalk Parade	CBS	Maybelline Co.	5,000
... Miss America Pageant	CBS	Philco Corp.	18,500
... Moon & Sixpence	NBC	Radio Corp. of America Renault, Inc.	339,250
... Mr. Lucky (F)	CBS	Brown & Williamson Tobacco Corp. Lever Bros. Co.	53,105
... Mrs. America Contest	CBS	Culligan, Inc. Johns-Manville Corp. Radio Corp. of America	160,000
... M-Squad (F)	NBC	American Tobacco Co. Bulova Watch Co., Inc. General Electric Co. Sterling Drug, Inc.	37,000
... Mother's Day (Daytime			
... Programming) (½ hour segments)	ABC	Multi-sponsored	3,000
... Music Bingo (Daytime Programming)			
... (½ hour segments)	ABC	Multi-sponsored	3,000
... Music from Manhattan	ABC	Manhattan Shirt Co.	12,000
... Music with Mary Martin			
... (½ participation)	NBC	U. S. Time Corp.	174,000
... My Friend Flicka—see Action			
... Cartoon Series			
... NARAS Awards—see Sunday			
... Showcase			
... NBA Pro Basketball Games	NBC	Anheuser-Busch Inc. Bayuk Cigars, Inc. General Mills, Inc.	25,000
... (per ¼ game; package: time			
... & talent)			
... NBC Major League Baseball	NBC	Anheuser-Busch Inc. Bayuk Cigars, Inc. Genesee Brewing Co. National Brewing Co. of Michigan	11,500
... (per ¼ game)			
... NBC News			
... (½ hour segments)	NBC	Multi-sponsored	7,500
... NCAA Football Games			
... (per ¼)	NBC	Multi-sponsored	67,390
... NCAA Football—Pre-game Telecast	NBC	Colgate-Palmolive Co. General Mills, Inc.	7,475
... Naked City (F)	ABC	American Home Products Corp. Brown & Williamson Tobacco Corp. Quaker Oats Co.	35,000
... (½ hour segments)			
... Name That Tune	CBS	American Home Products Corp. General Time Corp.	25,000
... National Invitational Basketball			
... Games Tournament	NBC	Bayuk Cigars, Inc.	18,885
... National League Playoff (Baseball)	ABC	Liggett & Myers Tobacco Co. Schick, Inc.	750,000
... (complete package)			
... National League Hockey	CBS	Canadian Breweries, Ltd. Theodore Hamm Brewing Co. Phillip Morris, Inc. Standard Oil Co. of Indiana Stroh Brewery Co.	12,500
... New Voice of Firestone—see			
... Voice of Firestone			
... New York Philharmonic Orchestra	CBS	Ford Motor Co.	25,000
... Northwest Passage (F)	NBC	Helene Curtis Industries, Inc.	49,000
... Oh! Susannah (F)	CBS	Lever Bros. Co. Nestle Co., Inc.	39,500
... Oldsmobile Music Theatre			
... Omnibus	NBC	General Motors Corp.	45,000
... (½ hour segments)			
... Once Upon a Christmas Time	NBC	Aluminum, Ltd. Longines-Wittnauer Watch Co., Inc.	35,000
			258,750

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
ALBERTO-CULVER CO. <i>continued</i>	Jack Paar Show	Wade	NBC	\$1,278,926
	Lawless Years	Wade	NBC	541,220
	Meet McGraw	Wade	ABC	1,833,530
	Price Is Right	Wade	NBC	359,807
	Queen for a Day	Wade	NBC	292,358
	Tic-Tac-Dough	Wade	NBC	243,528
	Treasure Hunt	Wade	NBC	298,120
	Truth or Consequences	Wade	NBC	273,212
ALLIED VAN LINES, INC. Long-distance moving	Rawhide	Campbell-Mithun	CBS	171,000
ALUMINUM CO. OF AMERICA Alcoa Wrap & Aluminum Alcoa Wrap, Aluminum & Pans	Alcoa Presents	F&S&M	ABC	4,527,178
	Alcoa Theatre	F&S&M	NBC	2,524,581
ALUMINIUM, LTD. Alcan Aluminum	Omnibus	JWT	NBC	430,143
AMANA REFRIGERATION, INC. Freezers, Refrigerators & Room Air Conditioners	ABC Daytime Programming	Maury, Lee & Marshall	ABC	758,730
AMERICAN AGRICULTURAL CHEMICAL CO. Agrico Fertilizers	Today	Marsteller, Rickard, Gebhardt & Reed	NBC	34,160
AMERICAN CAN CO. Dixie Cup Cups, Home Dispensers, Plates	County Fair	Hicks & Greist	NBC	102,820
	Jack Paar Show	Hicks & Greist	NBC	40,047
	Price Is Right	Hicks & Greist	NBC	104,650
	Today	Hicks & Greist	NBC	27,765
AMERICAN CHARACTER DOLL CORP. Dolls	Captain Kangaroo	Webb Associates	CBS	53,500
	Thanksgiving Day Jubilee	Webb Associates	CBS	65,775
AMERICAN CHICLE CO. Clorets Gum & Mints, Dentyne & Chiclets Gum, Roloids	Bronco	Ted Bates	ABC	227,575
	Cheyenne	Ted Bates	ABC	302,070
	Hawaiian Eye	Ted Bates	ABC	737,111
	77 Sunset Strip	Ted Bates	ABC	2,526,140
	Sugarfoot	Ted Bates	ABC	1,418,263
AMERICAN DAIRY ASSOCIATION Institutional	Perry Como Show	Campbell-Mithun	NBC	1,268,025
	Perry Presents	Campbell-Mithun	NBC	186,960
	Today	Campbell-Mithun	NBC	519,142
AMERICAN EXPRESS CO. Credit Cards, Travelers Checks, Service	Masters Golf Tournament	Benton & Bowles	CBS	215,453
AMERICAN GAS ASSOCIATION Institutional	Playhouse 90	L&N	CBS	3,164,286
AMERICAN HOME PRODUCTS CORP. Dristan Anacin, Dristan	ABC Daytime Programming	Ted Bates	ABC	1,231,450
	Blue Bonnet Bowl	Tatham-Laird	CBS	47,311
	Bronco	Ted Bates	ABC	31,966
	Jubilee USA	Ted Bates	ABC	97,800
	Leave It to Beaver	Ted Bates	ABC	61,510
	Have Gun—Will Travel	Ted Bates	CBS	2,797,956
	Hawaiian Eye	Ted Bates	ABC	737,061
	Concentration	Ted Bates	NBC	684,673
	It Could Be You	Ted Bates	NBC	1,325,400
	Love of Life	Ted Bates	CBS	3,343,418
	Price Is Right	Ted Bates	NBC	688,942
	Secret Storm	Ted Bates	CBS	3,527,473
	Treasure Hunt	Ted Bates	NBC	606,374
	Truth or Consequences	Ted Bates	NBC	516,963
	Verdict Is Yours	Ted Bates	CBS	485,076
	Colt .45	Ted Bates	ABC	382,750
	Naked City	Ted Bates	ABC	1,098,620
	Philip Marlowe	Ted Bates	ABC	615,680
	John Daly & the News	Ted Bates	ABC	124,825
	Lawman	Ted Bates	ABC	609,258
	Bachelor Father	Ted Bates	NBC	1,615,308
	77 Sunset Strip	Ted Bates	ABC	2,461,900
	Behind Closed Doors	Y&R	NBC	945,130
Anacin, Aero Shave Lather, Dristan				
Anacin, Dristan, Bisodol Powders & Mints, Heet Liniment				
Anacin, Chef Boy-ar-dee Products, Dristan				
Anacin, Dristan, Bisodol Powders & Mints, Freezone				

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
acin, Chef Boy-ar-dee Products, Dristan, Bisodol wders & Mints, Aero Wax, Heet Liniment, Infra-Rub, Easy Off Products	Douglas Edwards with the News	Ted Bates	CBS	\$5,781,080
acin, Dristan, Freezone, Aero Wax, Black Flag ecticide, Heet Liniment, Hoppers Facial Mask, Infra- Rub, Griffin Shoe Polish	Edge of Night	Ted Bates	CBS	638,449
acin, Dristan, Freezone, Aero Wax, Heet Liniment, asy Off Products, Wizard Deodorizer, Sani Flush	Masquerade Party Queen for a Day	Ted Bates Ted Bates	CBS NBC	882,351 195,149
acin, Dristan, Bisodol Powders & Mints, Freezone, ro Wax, Black Flag Insecticide, Heet Liniment, riffin Shoe Polish, Easy Off Products, Wizard Deodorizer	Name That Tune	Ted Bates	CBS	281,058
acin, Dristan, Bisodol Powders & Mints, Freezone, Griffin Shoe Polish, Sani Flush	Split Personality	Ted Bates	NBC	93,922
acin, Dristan, Bisodol Powders & Mints, Freezone, Heet Liniment, Outgro	Sunday News Special	Ted Bates	CBS	378,536
acin, Chef Boy-ar-dee Products, Dristan, Freezone, Infra-Rub, Griffin Shoe Polish, Sani Flush	Sugarfoot	Ted Bates	ABC	24,133
AMERICAN LUGGAGE WORKS, INC. raper Luggage	Jack Paar Show	John C. Dowd	NBC	31,261
AMERICAN MACHINE & FOUNDRY CO. king Supplies	American Bandstand Record Years Bowling Bonanza All Star Bowling Tournament Bowling Stars	C&W C&W C&W C&W C&W	ABC ABC ABC ABC ABC	67,500 223,860 14,640 79,435 427,380
ntitutional o Pin Spotter, Bowling Supplies, Institutional	Jack Paar Show	Turner	NBC	559,730
AMERICAN MARIETTA CO. ledar Brooms, Endust, Mops	Today	SSCB	NBC	257,394
AMERICAN PETROLEUM INSTITUTE nsitutional	Adventures in Music American Festival Bell System Science Series Bell Telephone Hour Further Adventures of Ellery Queen	Ayer Ayer Ayer Ayer BBDO	NBC NBC NBC NBC NBC	265,075 319,625 434,835 1,821,655 116,665
AMERICAN TELEPHONE & TELEGRAPH CO. e Telephone System	Bachelor Father Bachelor Father Jack Benny Show Men Into Space M-Squad Tales of Wells Fargo World Series Warmup Your Hit Parade Trackdown	Gumbinner Gumbinner BBDO BBDO SSCB SSCB SSCB BBDO BBDO	NBC CBS CBS CBS NBC NBC NBC CBS CBS	1,506,214 1,357,956 1,617,066 882,830 3,300,972 2,677,122 85,207 1,916,797 2,056,476
acific Telephone & Telegraph Co.	Jack Paar Show Today	Edw. H. Weiss Gordon Best	NBC NBC	146,822 43,426
AMERICAN TOBACCO CO. ayton Cigarettes	NBA Pro Basketball Games NBC Major League Baseball	Gardner Gardner	NBC NBC	#76,629 #267,158
luq Strike Cigarettes	Cheyenne Adventures in Paradise Alaskans Prologue 1960 Untouchables	FC&B FC&B FC&B FC&B FC&B	ABC ABC ABC ABC ABC	954,888 328,383 340,622 #28,580 281,690
PaMall Cigarettes	ABC Daytime Programming American Bandstand Concentration Dough-Re-Mi It Could Be You Price is Right Queen for a Day Treasure Hunt Young Doctor Malone	FC&B FC&B FC&B FC&B FC&B FC&B FC&B FC&B FC&B	ABC ABC NBC NBC NBC NBC NBC NBC NBC	1,813,900 121,430 813,901 380,633 480,430 185,428 167,609 385,595 98,432
HiParade Cigarettes luq Strike & Tareyton	Armstrong Circle Theatre Art Linkletter's House Party Jimmy Dean Show Top Dollar	BBDO BBDO BBDO BBDO	CBS CBS CBS CBS	3,684,265 132,075 256,370 156,155
ARMY LEATHER PRODUCTS CO. Bilbids				
BAEUSER-BUSCH INC. un Bavarian Beer				
AMOUR & CO. rDitDeodorant rDitDeodorant Soap, Dash Dog Food				
Caned, Spiced & Fresh Meats, Chiffon Liquid De- terent, Dial Soaps & Shampoo, Dash Dog Food				
AMSTRONG CORK CO. Flr & Wall Coverings, Industrial Products, Institu- tional				

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
BORDEN CO. <i>continued</i>	Treasure Hunt	D-F-S	NBC	\$ 25,047
	Truth or Consequences	D-F-S	NBC	102,678
	Young Doctor Malone	D-F-S	NBC	147,814
BORG-WARNER CORP. York Room Air Conditioner	Jack Paar Show	Keyes, Madden & Jones	NBC	107,221
BOTANY INDUSTRIES, INC. Tanfastic Suntan Lotion	American Bandstand	FC&B	ABC	49,410
BOYER INTERNATIONAL LABS., INC. Grooming Aids	Troubleshooters	R. J. Scott	NBC	435,749
JOHN H. BRECK, INC. Banish & Children's Shampoos, Creme Rinse, Hair Set Mist, Permanent Waves	Shirley Temple's Story Book	Ayer	ABC	1,832,380
BRILLO MFG. CO., INC. Scouring Pads	Concentration	JWT	NBC	230,990
	Haggis Baggis	JWT	NBC	15,010
	It Could Be You	JWT	NBC	436,306
	Treasure Hunt	JWT	NBC	218,806
BRISTOL MYERS CO. Ban Lotion Deodorant	Bonanza	Ogilvy, Benson & Mather	NBC	120,231
	Five Fingers	Ogilvy, Benson & Mather	NBC	50,188
	Larome	Ogilvy, Benson & Mather	NBC	132,840
Bufferin	Adventures in Paradise	Y&R	ABC	87,099
	Arthur Godfrey Time	Y&R	CBS	†77,470
	Bronco	Y&R	ABC	119,615
	Gale Storm Show	Y&R	ABC	111,660
	NBC News	Y&R	NBC	85,120
	Sugarfoot	Y&R	ABC	134,589
Ban, Bufferin	ABC Daytime Programming	Y&R	ABC	511,040
Clairal Products	I Love Lucy	FC&B	CBS	161,370
Ipana Toothpaste	Mickey Mouse Club	DCS&S	ABC	437,500



Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
Bufferin, Ipana, Vitals	I've Got a Secret Jack Paar Show Johnny Staccato Verdict is Yours Wanted: Dead or Alive	DCS&S	CBS	\$ 649,359
		Y&R	NBC	1,561,083
		Y&R	NBC	861,052
		Y&R	CBS	73,260
		Ted Bates	CBS	1,461,243
Bufferin, Ipana, Clairol Products, Sal Hepatica, Trig Deodorant, Vitalis	Alfred Hitchcock Presents Peter Gunn Today	Y&R	CBS	5,608,324
		DCS&S	NBC	4,447,841
		DCS&S	NBC	338,557
Shampoo, Groves 4-Way Cold Tablets				
BROWN SHOE CO., INC. Brown Shoes	Captain Kangaroo	Leo Burnett	CBS	68,599
BROWN & WILLIAMSON TOBACCO CORP. High Cigarettes	Concentration Dough-Re-Mi Jimmy Dean Show Tic-Tac-Dough Lineup Mr. Lucky Phillip Marlowe The Texan Wanted: Dead or Alive Wednesday Night Fights Naked City Five Fingers	Keyes, Madden & Jones	NBC	342,315
		Keyes, Madden & Jones	NBC	163,385
		Keyes, Madden & Jones	CBS	192,745
		Keyes, Madden & Jones	NBC	197,170
		Ted Bates	CBS	134,602
		Ted Bates	CBS	573,314
		Ted Bates	ABC	520,970
		Ted Bates	CBS	3,214,074
		Ted Bates	CBS	2,608,604
		Ted Bates	ABC	2,067,740
Ted Bates	ABC	1,895,350		
Cigarettes, Life Cigarettes				
Life & Viceroy Cigarettes				
Cigarettes, Viceroy Cigarettes				
Cigarettes, Raleigh Cigarettes				
BRUNSWICK-BALKE-COLLENDER CO. Brunswick Auto Pinset, Bowling Supplies & General Products	Women's Major League Bowling	McCann-Erickson	NBC	259,723
BUENA VISTA WATCH CO., INC. Wrist Watches	Adventures in Paradise Alaskans Bob Cummings Show Cimarron City M-Squad NBC News Untouchables	McCann-Erickson	ABC	87,699
		McCann-Erickson	ABC	57,632
		McCann-Erickson	NBC	333,543
		McCann-Erickson	NBC	170,467
		McCann-Erickson	NBC	536,855
		McCann-Erickson	NBC	186,900
		McCann-Erickson	ABC	198,101

"My children..."

OBSCENE PORNOGRAPHY: THE BUSINESS OF EVIL

"I think he got his ideas from that book that night."

"The books you can get five for a dollar... you can always buy the pictures easy."

"...involves chainings, beatings... masochistic practices you would find in a glossary of abnormal psychology."

"The national syndicated smut racket grosses approximately half a million dollars a year."

Obscene books, literature and motion pictures have been flooding the nation since the end of the war. To find out just how far this racket ate into the life of Boston, "capital of U.S. morality", WBZ News Director Jerry Landay and his staff spent months researching pornography in Boston. They taped interviews with members of Boston's Vice Squad, the D.A.'s office, parole boards of detention centers... with men, women and children personally involved... and edited the tapes

into "Pornography: The Business of Evil", an hour-long program shocking in its revelations of degeneracy.

The smut racket knows no barriers. Wealthy homes and work-a-day homes... highly educated and illiterate people have all dipped into this morass of filth. Most disconcerting, however, were the pitiful experiences of five and six-year-olds exposed to decadent photographs and forced into awkward situations and moral degradation.

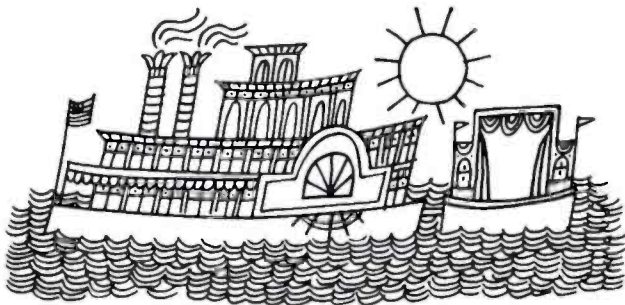
After hearing the program, Massachusetts Governor Foster Furcolo declared an emergency to put into effect immediately a new law establishing heavier penalties for violation of the state's obscene literature curbs.

The Boston Federation of Organizations, representing 140,000 members of 52 women's clubs, organized an all-community roundup against pornography which is still in progress.

WBZ + WBZA
BOSTON

roadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Co.
BULOVA WATCH CO. <i>continued</i> Bulova Phonographs, Radios, Watches	People Are Funny Today	McCann-Erickson McCann-Erickson	NBC NBC	\$ 635,402 247,539
BURGERMEISTER BREWING CORP. Burgermeister Beer	Cimarron City Further Adventures of Ellery Queen	BBDO BBDO	NBC NBC	84,050 132,365
BURGESS VIBROCRAFTERS, INC. Burgess Electric Paint Sprayer Burgess Electric Can Opener	Jack Paar Show Today	Olin & Bronner Olin & Bronner	NBC NBC	19,782 59,529
BURLINGTON INDUSTRIES, INC. Burmil Package Ribbon	Jack Paar Show Today	J. M. Mathes J. M. Mathes	NBC NBC	17,474 13,946
CBS ELECTRONICS DIV. Columbia Phonographs	Ed Sullivan Show	McCann-Erickson	CBS	206,180
CALIFORNIA PRUNE ADVISORY BOARD Institutional	Today	Botsford, Constantine & Gardner	NBC	104,271
CAMPBELL SOUP CO. Campbell's Pork & Beans, Soups, Swanson Frozen TV Dinners, V-8 Cocktail Vegetable Juice	ABC Daytime Programming Donna Reed Show	BBDO BBDO	ABC ABC	162,660 2,231,870
Campbell's Pork & Beans, Soups, Franco-American Canned Foods & Spaghetti Sauce	Lassie	BBDO	CBS	1,734,000
CANADA DRY CORP. Beverages	Walt Disney Presents	J. M. Mathes	ABC	680,774
CAPITAL AIRLINES Passenger & Freight Service	Orange Bowl Football Game	K&E	CBS	183,603



"Our culture..."

MUSIC MAN ON THE MUDDY OLD RIVER

Most people living along the Ohio used to think of it as a muddy old river—if they thought of it at all. But KDKA had a different notion about it. So — last summer, Robert Austin Boudreau and his American Wind Symphony, co-sponsored by KDKA, were sent on a mission: to rhapsodize from a river barge to twelve cities along the river.

The result of this voyage is best told by a townsman* of one of those cities:

"It was a typical hot July night last Wednesday when Huntington (W. Va.) tucked an old blanket under arm, took cushion in hand and headed down the bank toward the Ohio River. An orchestra was scheduled to play on a barge moored close to the bank and it seemed as good a way as any to relax and get cool — to sprawl on the riverbank and listen to music.

"It would be a light program . . . for relaxation.

"No one expected to come away 'thinking.' No one expected to get bawled out, not even by a Boston professor conducting a Pittsburgh orchestra. But that's what happened.

"Robert Boudreau conducting the American Wind Symphony paused between numbers to give what presumed to be an informal chat. He told his listeners he'd been warned not to come to Huntington because the city was notorious for staying home even before the distracting days of television. He expressed his gratification for the large audience attending.

"He spoke of the beautiful river that had been given us and the dirty river we had made of it. He

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
INDIAN BREWERIES, LTD. Black Label Beer Black Label Beer, Red Cap Ale	National League Hockey Pro Football Games All Star Football Game Phil Silvers Special	Laing, Fisher & Stashower	ABC	\$ 134,132
		Laing, Fisher & Stashower	CBS	#16,320
		Laing, Fisher & Stashower	ABC	124,710
		Laing, Fisher & Stashower	CBS	328,095
INTERNATIONAL CO. Sour Cream, Instant Chocolate Drink, Instant Dry Milk	Art Linkletter's House Party As the World Turns Sugarfoot Untouchables Verdict is Yours	EWR&R	CBS	1,427,307
		EWR&R	CBS	634,914
		EWR&R	ABC	432,003
		EWR&R	ABC	197,561
		EWR&R	CBS	466,227
WATER PRODUCTS, INC. Aftershave Deodorants, Carter's Little Pills, Nair, Rise Shave Cream, Colonaid Laxative Aftershave Cream Apricot Salad Dressing Carter's Little Pills Eucalyptus Whirl Deodorant	American Bandstand Douglas Edwards with the News Hawaiian Eye NBC News 77 Sunset Strip Sunday News Special Texas Championship Rodeo To Tell the Truth Blue Bonnet Bowl Hockey Preview Orange Bowl Football Game Pro Football Kickoff Jack Paar Show Jubilee USA Rawhide	SSCB	ABC	346,850
		Ted Bates	CBS	1,317,748
		Ted Bates	ABC	626,268
		Ted Bates	NBC	351,634
		Ted Bates	ABC	936,390
		Ted Bates	CBS	377,270
		SSCB	CBS	147,525
		SSCB	CBS	1,708,342
		SSCB	CBS	47,421
		Ted Bates	CBS	132,076
		SSCB	CBS	193,663
		SSCB	CBS	149,167
		Ted Bates	NBC	74,544
		Ted Bates	ABC	330,770
		Ted Bates	CBS	66,680
CHANNEL MASTER CORP. Antenna	ABC Daytime Programming Today	S. R. Leon	ABC	21,370
		S. R. Leon	NBC	17,838

was, of course, referring to the sanitary disposal of a waste. He touched on the value of the river recreation-wise. In addition to putting on a good show complete with fireworks he sent most of his audience away thinking.

"If a concert could be presented successfully why not other means of entertainment, including stage plays and even the revival of the minstrel-type of entertainment which had its start on the river showboats of old?

"The city is well aware of its advantages industry-wise... and what of its advantages tourist-wise? Such a recreation project would be of benefit not only to the area but would bring tourists into the city as well...

"Listening to the music against the backdrop of night and the sheen of water, with the lights of small boats gliding by in the darkness, brought home to many the thought that the dirty old Ohio river has its artistic possibilities.

"Why not a cultural project from what has hitherto been only commercial? Why not Ohio River Festival?

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

"Impossible? Think about it."

The orchestra played to crowds of 50,000. And everywhere people are asking the same questions, and others — about boating, water sports, river jazz, show boats and lots more.

Next year, the KDKA Concert Barge will revisit all twelve cities by request, and make eight new stops. How much more will the trip accomplish than bringing live concert music within earshot of industrial towns teeming with people? Will this discovery of the Ohio's value as a cultural center take hold?

It's too early to tell. But one thing KDKA knows for sure: people *are* thinking. In fact, not since a steamship first navigated up that muddy old river and opened the doors to the West has there been such excitement about it. And everyone knows what *that* led to.

*Bill Belanger in the *Herald-Advertiser*, Huntington, W. Va.

KDKA PITTSBURGH

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
CHEMSTRAND CORP. Acrlan Fibers	Man & the Challenge Perry Como Show Perry Presents	Doyle Dane Bernbach Doyle Dane Bernbach Doyle Dane Bernbach	NBC NBC NBC	\$ 713,090 939,363 281,358
CHESEBROUGH-POND'S INC. Pertussin Cough Syrup & Vaporizer, Pond's Angel Face, Angel Skin Hand Lotion & Cream, Angel Touch Toiletries, Saaforth Men's Toiletries, Vaseline Petroleum Jelly	Concentration It Could Be You Price Is Right Queen for a Day Tic-Tac-Dough Treasure Hunt Truth or Consequences	JWT JWT JWT JWT JWT JWT JWT	NBC NBC NBC NBC NBC NBC NBC	564,096 540,991 409,094 187,794 479,740 245,671 202,637
Pertussin Cough Syrup & Vaporizer, Pond's Angel Skin Hand Lotion & Creams, Vaseline	House on High Street Split Personality	JWT JWT	NBC NBC	98,446 70,048
CHICAGO PRINTED STRING CO. Crinkle Tie Package	Today	Henri, Hurst & McDonald	NBC	41,898
CHRYSLER CORP. Chrysler, DeSoto, Imperial, Plymouth & Simca Cars	An Evening with Fred Astaire Steve Allen Show Thanksgiving Day Parade Lawrence Welk Show Lawrence Welk Plymouth Show Ryder Cup Golf Today	Leo Burnett Ayer Leo Burnett Grant Grant BBDO Richard N. Meltzer	NBC NBC ABC ABC ABC NBC NBC	651,790 2,784,450 108,050 6,900,450 2,372,020 105,360 49,546
Dart & Dodge Cars, Dodge Dealers Service & Trucks Plymouth Cars Valiant Cars Simca Cars	I Love Lucy	FC&B	CBS	557,055
CLAIROL, INC. Hair Care Products				



THAT'S M

Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
CLARK CO. g Table, Ladder	Today	B. B. Brewer	NBC	\$ 84,954
TT, PEABODY & CO., INC. Shirts & Accessories	NCAA Football Games	L&N	NBC	#418,648
A-COLA CO. Cola	America Pauses America Pauses	McCann-Erickson McCann-Erickson	CBS NBC	997,945 376,205
LATE-PALMOLIVE CO. te Dental Cream, Palmolive Rapid Shave & Instant, Wildroot Cream Oil	Adventures of Robin Hood Black Saddle Cimarron City Colt .45 Mighty Mouse Playhouse Baseball Game of the Week Today	Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates Ted Bates	CBS NBC NBC ABC CBS CBS NBC	473,581 1,322,517 547,665 271,790 678,193 #265,442 68,568
te Regular & Aerated Dental Creams	Californians Reckoning NCAA Football Pre-game Telecast	Ted Bates Ted Bates Ted Bates	NBC CBS NBC	520,350 582,731 87,276
ive Shaving Preparations	Colgate Western Theatre Perry Mason Show	Ted Bates Ted Bates	NBC CBS	505,392 1,531,384
te Products, Halo Shampoo, Wildroot Cream Oil, Palmolive Products	Big Payoff December Bride Ed Sullivan Show The Millionaire The Thin Man Top Dollar	L&N Ted Bates Ted Bates L&N, Bates Ted Bates Ted Bates	CBS CBS CBS CBS NBC CBS	4,552,806 1,172,543 1,039,050 5,117,387 2,669,210 5,375,652
ive Rapid Shave, Wildroot Cream Oil				
ge Dental Creams, Fab, Halo, Palmolive Toilet tying Preparations, Vel, Wildroot Cream Oil & Tolletries				
ge Products, Ad, Ajax Cleanser, Fab, Kan Kil, ist, Halo, Lustre Creme Shampoo, Palmolive ees, Vel Liquid & Powdered Detergents, Wild- root Cream Oil				

"Our helpless and handicapped..."

*...last in line, as usual. Had to work late at the
voice again. Then a quick snack and a mad dash to
KYW. Hope I'm in good voice tonight.*

*Last night we went to an orphanage. Tonight,
hospital. Never thought one night stands would
mean so much to me. I joined the road show for
the experience, and thought it might help me
break into radio.*

*But some of these people I work with do it just
to help raise money for charity.*

*Couldn't understand that at all, at first. But
when I go into my act and see those faces light up
— little boys, veterans in wheel chairs, old people*

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

*who can hardly see. Well, if you were Ethel Mer-
man on Broadway, you couldn't get more of a
response.*

There are 128 other people in the KYW Road Show — singers, dancers, mimes, jugglers — aged 7 to 55 — and each must feel somewhat like this. They put on their act twice a week, sometimes four nights a week... travel up to 50 miles outside Cleveland city limits... to help raise money for charitable and welfare groups.

Last year the KYW Road Show received the American Legion Citation of Merit, a prize rarely awarded to non-Legionnaires, for its contribution to the civic and community life of Northern Ohio.

KYW CLEVELAND

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming C
COLGATE-PALMOLIVE CO. <i>continued</i> Ajax, Colgate Dental Creams, Fab, Halo, Colgate Products, Palmolive Products, Wildroot Cream Oil	George Burns Show	Ted Bates	NBC	\$ 1,726,905
	Laramie	Ted Bates	NBC	461,221
COLORFORMS, INC. Toys	Captain Kangaroo	Kudner	CBS	155,150
CONGOLEUM-NAIRN INC. Floor Coverings	Dough-Re-Mi	Keyes, Madden & Jones	NBC	151,207
	It Could Be You	Keyes, Madden & Jones	NBC	151,100
	Queen for a Day	Keyes, Madden & Jones	NBC	171,212
	Tic-Tac-Dough	Keyes, Madden & Jones	NBC	76,595
CONSOLIDATED CIGAR CORP. Muriel Cigars Dutch Masters Cigars	Cimarron City	L&N	NBC	547,665
	Take a Good Look	EWR&R	ABC	750,450
CONSOLIDATED ELECTRONICS INDUSTRIES CORP. Alliance Electrically-Controlled Doors	Jack Paar Show Today	C. J. LaRoche C. J. LaRoche	NBC NBC	32,196 13,922
CONSOLIDATED FOODS CORP. Sara Lee Baked Goods Sara Lee Baked Goods & Frozen Poultry	Arthur Godfrey Special	D'Arcy	CBS	114,008
	Captain Kangaroo	D'Arcy	CBS	144,450
	Prologue 1960	D'Arcy	ABC	#30,800
CONTINENTAL BAKING CO., INC. Hostess Cakes, Wonder Bread	Howdy Doody	Ted Bates	NBC	932,135
COOPERS, INC. Jockey Socks & Underwear for Men	Jack Paar Show	Henri, Hurst & McDonald	NBC	196,452

They pitch pennies for big stakes in the Midwest!

Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
NING GLASS WORKS Dishware Cooking Utensils	Alaskans Bronco Cheyenne Five Fingers Lineup Sugarfoot Today	Ayer	ABC	\$ 115,654
		Ayer	ABC	60,668
		Ayer	ABC	92,461
		Ayer	NBC	100,679
		Ayer	CBS	134,602
		Ayer	ABC	45,002
		Ayer	NBC	13,946
E PRODUCTS CO. Skippy Peanut Butter Skippy, Mazola Oil, Niagara Starch, Nusoft Fabric Softener	ABC Daytime Programming American Bandstand You Asked for It	Guild, Bascom & Bonfigli	ABC	90,630
		Guild, Bascom & Bonfigli	ABC	115,020
		Guild, Bascom & Bonfigli	ABC	2,032,500
	It Could Be You Price Is Right Queen for a Day Treasure Hunt Truth or Consequences	L&N	NBC	835,717
		L&N	NBC	544,558
		L&N	NBC	227,084
		L&N	NBC	377,698
		L&N	NBC	482,660
	Riverboat	L&N	NBC	1,676,630
	T. INC. Flair Compact Powder, Instant Beauty Liquid Makeup, Lipstick, Nail Polish, Perfume	ABC Daytime Programming American Bandstand	BBDO	ABC
BBDO			ABC	80,340
AKER JACK CO. Marshmallows, Cracker Jack	ABC Daytime Programming Captain Kangaroo Lone Ranger	Leo Burnett	ABC	18,780
		Leo Burnett	CBS	158,541
		Leo Burnett	ABC	143,950
GAN, INC. Water Service	Mrs. America Contest	Alex T. Franz	CBS	72,773
RAND-GARDNER CORP. Toilet Charcoal Briquets	Today	Doremus	NBC	67,628

"The emergencies..."

WHAT'S A PENNY PITCH?

For almost everyone it's a line you pitch to. Closest to the money's the winner and takes all.

For WOWO listeners it's different. They pitch pennies by the thousands to a kitty at WOWO... to help losers in the game of life. It started in '54, and it has been going on ever since.

That first year they pitched pennies for a new typewriter to help a crippled lad to continue putting out a local newspaper — his sole means of support.

In '55 pennies were pitched toward power tools for a disabled veteran. As a result he was able to start his own woodworking business.

In '56 WOWO pennies rebuilt a home for an elderly couple, unable to modernize on their own.

The next year WOWO broadcast the story of a blind woman and her four children, about to be evicted from their small apartment. 15,654 listen-

ers played... and purchased a home for this family.

In '58 WOWO coins jingled their way up to rebuilding a home and playground facilities for a couple that sheltered orphans.

Last year WOWO listeners burned a mortgage for a widow and six children. 19,232 people played that game. The kitty: \$11,230 — enough to pay the mortgage and provide for a much needed operation for one of the children.

The game that started with a typewriter for a small boy has furnished homes for needy families.

What will the stakes be next year? No one can say for sure. One thing is certain. No station in the Tri-State area is more eager to help its community... no station better known for the help already given.

WOWO FORT WAYNE

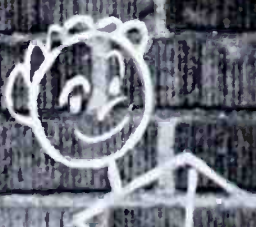
Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time Programming
DISTILLERS CORP.—SEAGRAMS Fresh Deodorants Fresh Deodorants, Coldene Liquid	Jack Paar Show Richard Diamond, Private Detective	JWT	NBC	\$ 215,280
		JWT	NBC	605,190
DOW CHEMICAL CO. Saran Wrap Benmont Home Decorating Materials	I Love Lucy Jack Paar Show Love of Life Woman! Today	MacManus, John & Adams	CBS	142,356
		MacManus, John & Adams	NBC	120,823
		MacManus, John & Adams	CBS	128,440
		MacManus, John & Adams	CBS	154,256
		MacManus, John & Adams	NBC	13,016
DRACKETT CO. Drano, Twinkle Copper Cleaner, Vanish Bowl Cleaner, Windex	ABC Daytime Programming Maverick	Y&R	ABC	1,877,440
		Y&R	ABC	2,164,840
DRUG RESEARCH CORP. Regimen Tablets Insta Pep Tablets, Regimen, Super Sustamin	American Bandstand NBC News Keep Talking Today	Kastor, Hilton, Chesley, Clifford & Atherton	ABC	201,880
			NBC	308,080
		Kastor, Hilton, Chesley, Clifford & Atherton	CBS	1,240,678
			NBC	34,365
		E. I. DU PONT DE NEMOURS & CO., INC. Fibers Zerex Anti Freeze Fibers, Synthetics Paints, Chemicals, Fibers, Explosives, Foam, Plastics	American Bandstand Douglas Edwards with the News DuPont Show with June Allyson Steve Allen Show An Evening with Jimmy Durante Sunday Showcase Today DuPont Show of the Month	BBDO
BBDO	CBS			656,180
BBDO	CBS			1,880,760
BBDO	NBC			623,990
BBDO	NBC			185,468
BBDO	NBC			267,902
BBDO	NBC			1,155,175
BBDO	CBS			3,894,564

SCHOOL STINKS

1/27/68

J.P. D.B.



Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
HARME Creme	ABC Daytime Programming	Graves	ABC	\$ 148,250
HEUESNE BREWING CO. OF PITTSBURGH Pilsene Beer	Pro Football Game	Vic. Maitland	CBS	#27,689
CO, INC. Aspirin Medication	American Bandstand	L&N	ABC	523,418
KODAK CO. Cameras, Film, Projectors & Equipment	Ed Sullivan Show	JWT	CBS	4,078,445
	I Love Lucy	JWT	CBS	587,650
	Jimmy Dean Show	JWT	CBS	23,515
	U.S. Open Golf Tournament	JWT	NBC	111,940
	Adventures of Ozzie & Harriet	JWT	ABC	2,582,750
	Kodak Presents Disneyland	JWT	ABC	237,590
GENERAL ELECTRIC INSTITUTE Educational	County Fair	F&S&R	NBC	130,648
	Price Is Right	F&S&R	NBC	258,335
	Split Personality	F&S&R	NBC	120,508
	Treasure Hunt	F&S&R	NBC	68,969
	Young Doctor Malone	F&S&R	NBC	128,839
ROOSEVELT INSTITUTE FOR CANCER RESEARCH Educational	Sunday Showcase	Parkson	NBC	241,235
GENERAL NATIONAL WATCH CO. Watches	American Bandstand	JWT	ABC	89,790
	Bronco	JWT	ABC	166,445
	Jack Paar Show	JWT	NBC	103,570
	Playhouse 90	JWT	CBS	231,432
	Rawhide	JWT	CBS	276,613
	77 Sunset Strip	JWT	ABC	67,850
	Sugarfoot	JWT	ABC	22,279

"Our schools..."

\$250 TO GO BACK!

No more pencils

No more books

No more teacher's dirty looks!

It used to be you'd hear this in June, when school ended. But in Chicago the happy chant had mournful overtones to adults hearing it in September. The nation's second largest city looked upon its school drop-outs and late enrollments as a grave social hazard. "What would they do *instead* this year? In ten years, what *then*?"

To help reverse this trend, WIND launched a "Start School When School Starts" campaign.

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Forty to fifty spots ran each day.

But WIND didn't stop with spots.

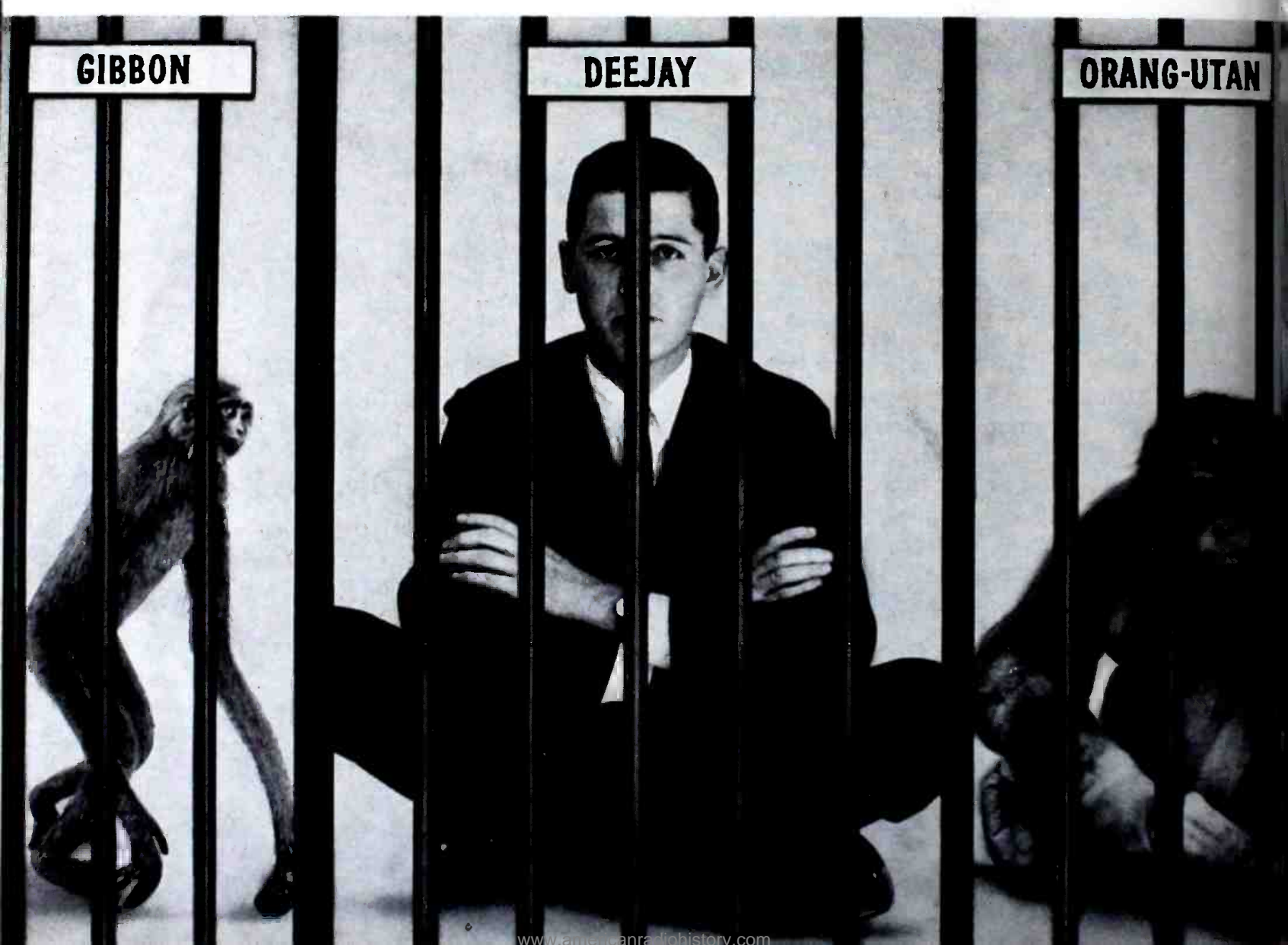
The station sponsored a "Start School Contest" with a \$25 daily award and \$250 grand prize. Teenagers entered by completing this sentence: "I am going back to school when school starts because..."

"We ran this campaign to sell the value of a high school education, just as we sell the value of cigarettes, cars, beer or coffee," says WIND's Dom Quinn.

Result was that WIND had 3,500 entries. *Chicago schools had new highs in enrollments.*

WIND CHICAGO

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U.S. Institutional	Douglas Edwards with the News Sunday Showcase (Our American Heritage)	FC&B	CBS	\$ 1,229,332
		FC&B	NBC	586,685
EX-LAX Ex-Lax Laxative	ABC Daytime Programming	Warwick & Legler	ABC	134,900
F & F LABS., INC. F & F Cough Lozenges	Jack Paar Show	Lilienfeld	NBC	8,914
FALSTAFF BREWING CORP. Falstaff Beer	All Star Football Game Baseball Game of the Week Pro Football Games	D-F-S	ABC	59,900
		D-F-S	CBS	#1,297,394
		D-F-S	CBS	#300,332
FIRESTONE TIRE & RUBBER CO. Tires, Plastics, Rubber Batteries, Tires, Dealers, Foamex, Velon	Eyewitness to History Voice of Firestone	Sweeney & James	CBS	964,500
		Sweeney & James	ABC	1,420,910
FLORIDA CITRUS COMMISSION Florida Fresh, Canned, & Frozen Fruits & Juices	Douglas Edwards with the News Perry Mason Show What's My Line?	Benton & Bowles	CBS	606,236
		Benton & Bowles	CBS	590,731
		Benton & Bowles	CBS	186,630
FORD MOTOR CO. Falcon Cars Edsel Cars Edsel, Mercury Cars Falcon Cars, Ford Trucks Lincoln, Continental Cars Mercury Cars, new & used	Bernstein in Moscow Phil Harris Show Playhouse 90 Ed Sullivan Show Highspots of the Greatest Show on Earth	JWT	CBS	102,390
		FC&B	NBC	229,620
		FC&B	CBS	115,851
		K&E	CBS	1,510,500
	Richard C Hottelet & the News Ford Show N. Y. Philharmonic Pro Bowl Football Game	K&E	ABC	390,380
		K&E	CBS	436,119
		JWT	NBC	4,702,512
		K&E	CBS	319,531
		K&E	NBC	150,564



Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
General Motors, Ford Cars & Trucks, Lincoln, Mercury Ford Cars, new & used General Motors, Ford new & used Cars & Trucks, Mercury	Startime 21 Beacon Street Wagon Train	JWT JWT JWT	NBC NBC NBC	\$ 5,060,934 1,341,746 4,340,655
C. FORMAN & SONS, INC. Cathedral, Relishes	Today	EWR&R	NBC	39,758
FRY'S FOOD CO., INC. French Chips	Lone Ranger	D-F-S	ABC	107,720
FLORID PRODUCTS, INC. Beauty Pins, Hair Products	American Bandstand	Rothbard & Haas	ABC	116,060
GENERAL ANILINE & FILM CORP. Motion Pictures & Film	Laramie Law of the Plainsman Playhouse 90	Benton & Bowles Benton & Bowles Benton & Bowles	NBC NBC CBS	189,766 128,360 703,401
GENERAL CIGAR CO. Cigarettes, White Owl Cigars	Deputy	Y&R	NBC	964,926
GENERAL ELECTRIC CO. Household Appliances	Bob Cummings Show M-Squad Man with a Camera Today Jack Paar Show G.E. College Bowl General Electric Theatre	Y&R Y&R Grey BBDO Y&R Maxon BBDO	NBC NBC ABC NBC NBC CBS CBS	223,884 559,435 760,888 362,490 193,892 1,490,905 5,870,133
GENERAL FOODS CORP. Ice Cream Whip Dessert Topping Ice Cream	Arthur Godfrey Time Mickey Mouse Club Walt Disney Presents Adventure Time	Y&R FC&B FC&B	CBS ABC ABC	†265,330 47,900 551,050

"Our town..."

PORTLAND'S CURIOUS COLLECTION

Portland, Oregon has one of the nation's newest and finest zoos. Soon it will be the only zoo in the world to feature in its collection an authentic *deejay* — a KEX disk jockey.

What's more, the KEX man is committed to do a broadcast from inside the cage, while his colleagues hurl peanuts at him.

What inspired this monkey business? Portlanders had spent two years and half a million dollars in labor and materials building the world's largest, most spectacular recreation railway for their zoo. But last November, just \$10,000 away from completion, funds ran out and all work topped.

KEX stepped in.

The deejays organized a gigantic community dance . . . and came up with a zany but immensely successful contest among themselves. Object: to see who could get the largest number of listeners to contribute. Booby prize: the monkey's cage and a shower of peanuts.

Well over half the \$10,000 needed to complete the Zoo Railway has already been raised. As the contest draws to a close (KEX promised delivery of the full amount this spring), townspeople are feeding the kitty with unabated zeal.

What a curious, wonderful way to build a recreational railway!

KEX PORTLAND

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
GENERAL FOODS CORP. continued Sanka Instant Coffee	Douglas Edwards with the News	Y&R	CBS	\$ 606,254
D Zerta Puddings & Gelatin	Twilight Zone	Y&R	CBS	895,276
Maxwell House Instant Coffee	American Bandstand	FC&B	ABC	34,650
Post Cereals	NBC News	Benton & Bowles	NBC	41,260
	Fury	Benton & Bowles	NBC	1,404,836
	Mighty Mouse Playhouse	Benton & Bowles	CBS	1,185,725
	Ruff & Reddy	Benton & Bowles	NBC	839,700
	Edge of Night	Y&R	CBS	57,054
	Jimmy Dean Show	Y&R	CBS	69,662
	Magic with Mary Martin	Y&R	NBC	228,393
	Today	FC&B	NBC	61,160
Tang Breakfast Drink				
	ABC Daytime Programming	Y&R	ABC	4,535,620
Tuffy Dish-washing Mesh	Henneseey	Y&R	CBS	779,262
S-O-S Magic Scouring Pads, Tuffy Mesh, Dream Whip, Bakers Coconut, Jell-O, Swans Down Mixes, Birds-Eye Frozen Foods, D Zerta Pudding, Minute Rice & Tapioca	Lunch with Soupy Sales	Y&R	ABC	287,613
Jell-O Puddings	Jack Paar Show	Y&R	NBC	988,789
Postum	Top Dollar	Y&R	CBS	167,833
Bakers Coconut, Jell-O Puddings	Betty Hutton Show	Benton & Bowles	CBS	1,604,780
Gaines Dog Meal, Post Cereals, Tang, Maxwell House Instant Coffee, Tuffy Mesh	Danny Thomas Show	Benton & Bowles	CBS	4,057,732
	December Bride	Benton & Bowles	CBS	3,999,537
	Frontier Justice	Benton & Bowles	CBS	162,000
	Joseph Cotton Show	Benton & Bowles	CBS	924,435
Bakers Coconut, Jell-O Puddings, Swans Down Mixes, Tang	Big Payoff	Y&R	CBS	343,413
Gaines Dog Meal, Maxwell House Coffee, S-O-S Scouring Pads, Tuffy Mesh	I Love Lucy	Y&R	CBS	237,822
Gaines Dog Meal, Maxwell House Instant Coffee, Post Cereals, S-O-S Scouring Pads, Tang, Tuffy Mesh	Dick Powell's Zone Grey Theatre	Ogilvy, Benson & Mather	CBS	2,195,016
	Ann Sothern Show	Benton & Bowles	CBS	3,869,354
GENERAL MILLS, INC. Cereals	Heckle & Jeckle	D-F-S	CBS	944,834
	Mickey Mouse Club	D-F-S	ABC	922,360
	Paul Winchell Show	D-F-S	ABC	247,680



"My neighbors..."
THE WORLD'S MOST UNUSUAL PYRAMID CLUB

In 1944 a fantastic experiment in rehabilitation of underdeveloped countries was begun: the Heifer Project, 44 heifers were sent to Puerto Rican farmers with the understanding that their offspring would be distributed among their neighbors. It was the beginning of a world-wide pyramid club.

Product & Program	Agency	Network	Estimated Gross Time & Programming Cost	
Cereals	Baseball Game of the Week	Knox-Reeves	CBS \$262,649	
	Bowling Bonanza	Knox-Reeves	ABC 13,680	
	NCAA Football Pre-Game Telecast	Knox-Reeves	NBC 116,713	
	Pro Football Preview	Knox-Reeves	CBS 122,744	
	Saturday Night Pro Football	Knox-Reeves	ABC 130,920	
	U.S.—Russian Track Meet	Knox-Reeves	NBC 59,009	
	Wheaties Sports Page	Knox-Reeves	NBC 49,017	
	World Series Warmup	Knox-Reeves	NBC 85,437	
	Jack Paar Show	Knox-Reeves	NBC 8,732	
	Flok Kit Crocker Products, Instant Mashed Potatoes, Gold Medal Flour, O-Celo Sponges, Sno- Flok Kit	American Bandstand	D-F-S	ABC 733,370
Jimmy Dean Show		D-F-S	CBS 166,717	
Lone Ranger		D-F-S	CBS 1,040,786	
Love of Life		D-F-S	CBS 669,100	
Secret Storm		D-F-S	CBS 1,092,469	
Verdict is Yours		D-F-S	CBS 1,044,641	
Wyatt Earp		D-F-S	ABC 2,285,940	
Crocker Products, Cereals, Gold Medal Flour, Instant Mashed Potatoes		ABC Daytime Programming	D-F-S	ABC 261,470
		As the World Turns	D-F-S	CBS 161,631
		Bronco	Tatham-Laird	ABC 147,512
	Captain Kongaroo	D-F-S	CBS 588,361	
	For Better or Worse	D-F-S	CBS 67,991	
	I Love Lucy	D-F-S	CBS 197,408	
	It Could Be You	D-F-S	NBC 123,190	
	Split Personality	D-F-S	NBC 126,553	
	Truth or Consequences	D-F-S	NBC 37,189	
	Crocker Products, Cereals, Instant Mashed Potatoes, Bisquick	Price is Right	D-F-S	NBC 459,385
Special Tonight		BBDO	CBS 243,401	
Tic-Tac-Dough		C&W	NBC 329,451	
Treasure Hunt		D-F-S	NBC 405,669	
Arthur Godfrey Time		D-F-S	CBS †105,123	
Crocker Products, Cereals, Gold Medal Flour, Bisquick	County Fair	D-F-S	NBC 454,715	

whose dividend today may be anything from goats, hatching eggs, pigs... to rabbits, honey bees, sheep or horses.

The Congregational Churches of New England have been taking part in the Heifer Project for many years. Last November, they were shipping 44 heifers to Iran. Members of the congregation were going along, too, as handlers of the animals and as observers of the results of previous shipments to other countries.

WBZ-TV felt the story of this modern pilgrimage would make an especially effective Christmas show and sent cameras along to record the trip on film.

Result: *Heifers for Hope*, a one-of-its-kind documentary.

Boston viewers watched as the men, women, boys and girls who had raised money to buy the livestock through cake sales and "heifer hops" gathered at Boston's Logan International Airport. Just before take-off ministers blessed the animals. Then — a Teheranian orphanage, recip-

ient of a heifer. Cameras panned the neighboring farms that would eventually profit.

Next stop: Greece. A priest told Bostonians how the Project replenished the livestock of his town, ravaged by four waves of invasion in a ten-year period. A mother explained gratefully that for the first time, and only because of the Project, her child is properly nourished. Farmers, town officials, even children told what the Heifer Project meant to them.

The trip started on Thanksgiving Day. It ended on Christmas Eve. It involved people reaching out halfway across the world to help other people. WBZ-TV feels it will stimulate even greater interest in the Heifer Project.

It was a most appropriate Christmas program for it told the story of the greatest gift man knows — the gift of Hope where there was none.

WBZ-TV BOSTON

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming C.
GENERAL MILLS, INC., continued Cereals, Gold Medal Flour, Surechamp Dog Food Betty Crocker Products, Cereals, Instant Mashed Potatoes, Surechamp Dog Food Betty Crocker Products, Wheaties	Lawman	D-F-S	ABC	\$2,006,240
	Lone Ranger	D-F-S	ABC	520,110
	NBA Pro Basketball Games	Knox-Reeves	NBC	11263,756
GENERAL MOTORS CORP. A. C. Filters, Spark Plugs & Lamps Buick Cars	Zorro	D. P. Brother	ABC	1,803,630
	Bob Hope Show	McCann-Erickson	NBC	3,103,620
Corvair & Chevrolet Cars Delco-Remy Batteries & Parts Frigidaire Home Appliances	Buick Presents	McCann-Erickson	CBS	435,775
	Tales of Wells Fargo	Kudner	NBC	1,769,030
	Red Skelton Special	Campbell-Ewald	CBS	408,830
	High Adventure with Lowell Thomas	Campbell-Ewald	CBS	452,690
	From These Roots	D-F-S	NBC	97,659
	It Could Be You	D-F-S	NBC	74,265
	Price Is Right	D-F-S	NBC	676,805
	Split Personality	D-F-S	NBC	156,585
	Treasure Hunt	D-F-S	NBC	957,673
	Truth or Consequences	D-F-S	NBC	104,080
Institutional Pontiac Cars	World Congress of Flight	D-F-S	NBC	227,375
	Accent on Love	MacManus, John & Adams	NBC	319,410
	Gene Kelly Show	MacManus, John & Adams	CBS	374,070
	Phil Silvers Show	MacManus, John & Adams	CBS	165,580
	Pontiac Presents Perry Como	MacManus, John & Adams	NBC	381,785
	Pontiac Star Parade	MacManus, John & Adams	NBC	1,158,575
	Bing Crosby Golf Tournament	D. P. Brother	ABC	229,370
	Bing Crosby Show	D. P. Brother	ABC	618,750
	Dennis O'Keefe Show	D. P. Brother	CBS	1,750,932
	Oldsmobile Music Theatre	D. P. Brother	NBC	726,882
Oldsmobile Cars, Institutional Frigidaire Home Appliances, Institutional	Patti Page Show	D. P. Brother	ABC	1,050,200
	Too Young to go Steady	D. P. Brother	NBC	781,004
	Concentration	D-F-S	NBC	1,076,243
	County Fair	D-F-S	NBC	449,500



“My rights...”

NO ROOM FOR THE PUBLIC
—OR IS THERE?

Maryland's State Legislature charged the Baltimore Commissioner of Police to be guilty of misconduct in office and incompetence...and recommended an immediate removal from office.

A hearing was promptly scheduled. The only hitch: it was a gubernatorial hearing — a closed affair.

WJZ-TV raised two important questions: isn't the public obligated to take an active interest in proceedings related to the conduct of a man entrusted with the safety of their homes and fam-

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
Filters & Spark Plugs, Delco-Remy Batteries, Chevrolet Cars, Chevrolet Corvair Cars, Trucks & Dealers, Institutional	Art Carney Show	Campbell-Ewald	NBC	\$ 1,307,716
	Chevy Show	Campbell-Ewald	NBC	13,739,670
	Pat Boone Chevy Show	Campbell-Ewald	ABC	3,977,680
GENERAL TELEPHONE & ELECTRONICS CORP. Projectors, Sylvania TV Sets & Tubes, Flash Bulbs	The Real McCoys	JWT	ABC	591,700
	Special Tonight	BBDO	CBS	242,959
GENERAL TIME CORP. Clock Watches Clock Clocks & Watches	Meet Me in St. Louis	BBDO	CBS	374,995
	Miracle on 34th Street	BBDO	NBC	347,835
	Name that Tune	BBDO	CBS	281,058
GENERAL TIRE & RUBBER CO. Tires	Top Pro Golf	D'Arcy	ABC	160,910
PILSENER BREWING CO.	NBC Major League Baseball	Marschalk & Pratt	NBC	#44,688
PEPPER PRODUCTS CO. Pepper Foods	Captain Kangaroo	D'Arcy	CBS	588,361
	I Love Lucy	D'Arcy	CBS	775,985
	Jimmy Dean Show	D'Arcy	CBS	571,618
PILLETTE CO. Hair Hair Spray, Paper Mate Pens, Toni & Pram Permansents, White Rain Lotion & Pamper Soap, Tanette Children's Home Permanent, Deep Magic Cleanser, Tame Creme Rinse	ABC Daytime Programming	Tatham-Laird	ABC	1,027,960
	For Better or Worse	Tatham-Laird	CBS	110,507
	I Love Lucy	Tatham-Laird	CBS	112,283
	Jimmy Dean Show	Tatham-Laird	CBS	56,923
	Love of Life	Tatham-Laird	CBS	332,513
	Verdict Is Yours	Tatham-Laird	CBS	470,922

Whis? Aren't the people entitled to complete coverage in such cases, rather than excerpts — as a guarantee of fairness to both sides?

Governor's initial reaction: "This executive hearing has many of the aspects of a judicial proceeding and to the extent possible, the Governor will adhere to the rules, procedures and customs of Canon 35."

WJZ-TV—NIX ON TV COVERAGE!

But WJZ-TV persisted in its demand that the people be informed, *completely*. The Governor submitted the matter to a U.S. District Court Judge. After review, the Governor's Office granted permission to televise the one-hour summations by both sides, provided the telecast was not live. WJZ-TV swung into action —

1. cancelled all regular programming beginning at 1:00 PM on the day of the hearing.
2. assigned full engineering and production staffs to originate a direct remote telecast from the hearing rooms at the Maryland State House in Annapolis, 20 miles from Baltimore.

3. recorded the entire proceedings on Videotape.
4. broadcast the proceedings in their entirety.

Richard W. Case, *Special Legal Advisor to the Governor*: "Fortunately, I did have an opportunity to see some of the program presented by WJZ-TV. I thought it was very well done... I have heard a number of attorneys say they could see no reason why important appellate cases could not be visually recorded."

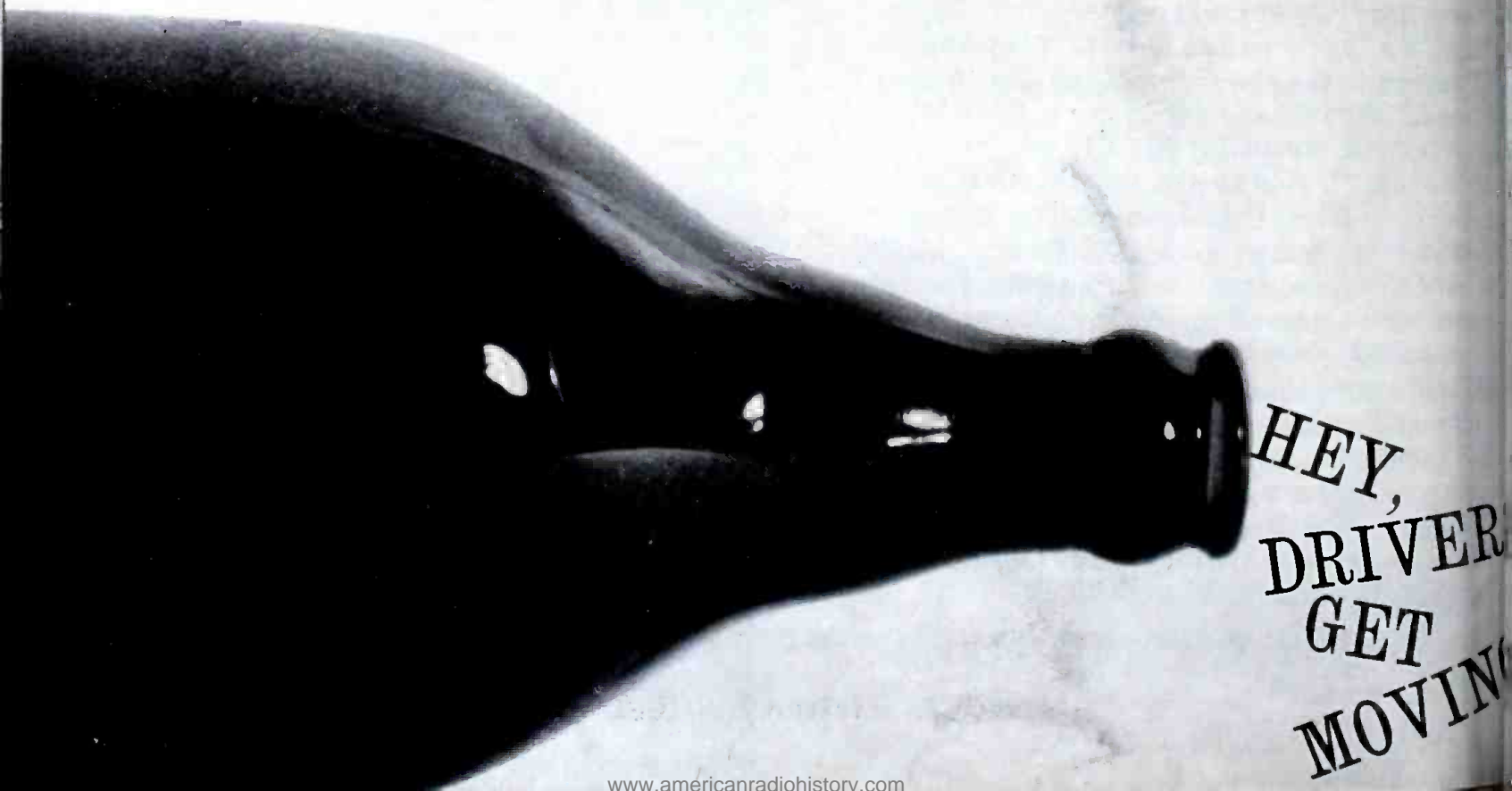
Governor *Taves*: "I was entirely satisfied with the television coverage given by WJZ-TV... My sincere thanks to you for your cooperation in the matter."

WJZ-TV proved that it could televise such major events with an absolute minimum of distraction to the participants and with no editorial bias resulting from extraneous comments or excision of any proceedings.

WJZ-TV BALTIMORE

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Co
GILLETTE CO. continued Adorn Hair Spray, Gillette Razors & Blades Adorn Hair Spray, Gillette Razors & Blades, Foamy, Paper Mate Pens, Toni Home Permanents, White Rain Shampoo	Triple Crown Races	Maxon	CBS	\$464,784
Adorn Hair Spray, Paper Mate Pens, Pamper & White Rain Shampoos, Tonette Children's & Toni Home Permanents, Tame, Deep Magic	All Star Baseball Game	Maxon	NBC	1,046,970
Adorn, Paper Mate Pens, Toni & Tonette Home Permanents, White Rain, Tame, Silver Curl	American Bandstand	North	ABC	798,680
Adorn, Paper Mate Pens, Toni, Tonette & Silver Curl Home Permanents, White Rain, Deep Magic, Thorexin Foamy, Razors & Blades, Paper Mate Pens, Thorexin, Toni Home Permanent, White Rain	Arthur Godfrey Show	North	CBS	339,544
Adorn, Foamy, Razors & Blades, Paper Mate Pens, Toni Home Permanent, Deep Magic, Thorexin	People are Funny	North	NBC	1,858,930
	To Tell the Truth	North	CBS	585,424
	Best of Groucho	North	NBC	578,410
	Loretta Young Show	North	NBC	836,198
	You Bet Your Life	North	NBC	1,459,292
	Art Linkletter's House Party	North	CBS	492,956
	Cavalcade of Sports	Maxon	NBC	6,481,000
	Rose Bowl Football Game	Maxon	NBC	673,642
	World Series Baseball Games	Maxon	NBC	4,419,724
GLIDDEN CO. Paints	Lineup	Meldrum & Fewsmith	CBS	66,038
Durkee Coconut & Instant Onions, Sauces, Spices	Sugarfoot	Meldrum & Fewsmith	ABC	65,247
	ABC Daytime Programming	Meldrum & Fewsmith	ABC	105,940
	Today	Meldrum & Fewsmith	NBC	35,429
GOEBEL BREWING CO. Beer	Pro Football Games	Campbell-Ewald	CBS	#30,459



HEY,
DRIVER
GET
MOVING

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
B SEAL CO. Wax, Snowy Bleach	Concentration	Campbell-Milham	NBC	\$ 90,160
	County Fair	Campbell-Milham	NBC	133,465
	Queen for a Day	Campbell-Milham	NBC	102,946
	Split Personality	Campbell-Milham	NBC	102,985
	Tk-Tex-Doogh	Campbell-Milham	NBC	181,774
GOODRICH CO. Tires, Rubber Men's Canvas Shoes	Treasure Hunt	Campbell-Milham	NBC	287,611
	CBS Reports	BBDO	CBS	289,830
	Mickey Mouse Club	McCann-Erickson	ABC	185,630
	Walt Disney Presents			
	Adventure Time	McCann-Erickson	ABC	166,700
GOODYEAR TIRE & RUBBER CO., INC. Tires Tires, Pliabond Adhesive, Neolite Sales & Meets	NBC News	Y&R	NBC	57,054
	Goodyear Theatre	Y&R	NBC	2,469,651
FOUNDA CORP. Lumber Business	Cimarron City	Grey	NBC	45,458
	Jack Benny Special	Grey	CBS	726,471
	Jubilee USA	Grey	ABC	36,333
	NBC News	Grey	NBC	46,740
	People are Funny	Grey	NBC	565,461
	Steve Allen Show	Grey	NBC	619,070
	Sugarfoot	Grey	ABC	50,047
GUARANTY LAND & TITLE CO. Mortgage	ABC Daytime Programming	Paul Venze	ABC	9,140
	Jack Paar Show	Paul Venze	NBC	14,604
	Jubilee USA	Paul Venze	ABC	12,220
	Today	Paul Venze	NBC	12,983
OIL CORP. Gasoline, Tires	Californians	Y&R	NBC	268,632
	Cimarron City	Y&R	NBC	181,766

"Our transportation..."

There's a serious, nasty problem in booming Pittsburgh — not one cent is being spent for mass transit. One of the most important facets of a major city is in a mess.

Pittsburgh's Chamber of Commerce knew something had to be done about it. But how do you present a complicated problem to a community without being dull?

The Chamber's first step: contact KDKA-TV.

KDKA-TV had facilities to get the Chamber of Commerce campaign against traffic snarl rolling in a hurry. Already on KDKA-TV's program schedule: "Decision," a half-hour public interest program in prime time. "Decision" has already probed such touchy topics as "Inflation" and "Unemployment." "Mass Transit" was added to

the program schedule.

KDKA-TV cameras called on various community leaders — the head of the trolley system, a department store president, a civic leader, a well-informed citizen. Each spoke up sharply and Pittsburghers got a realistic understanding of their problem. The decision was now up to them.

Television again demonstrated that it can act fast. That it can serve its community — and do it dynamically.

One Pittsburgh newspaperman's comment: "An effective demonstration of how to get rid of that flat cliché, the panel of experts, and still retain the punch of interviews. The program... was a hard-hitting look at a nasty Pittsburgh problem."

KDKA-TV PITTSBURGH

roadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming C
GULF OIL CORP. <i>continued</i> Gasoline	Further Adventures of Ellery Queen Reckoning Millionaire Perry Mason Show	Y&R Y&R Y&R Y&R	NBC CBS CBS CBS	\$ 215,222 204,583 434,163 702,486
Gasoline, Dealers Service Gasoline, Dealers, Motor Oil				
HAGEN CHEMICALS & CONTROLS, INC. Calgon Water Softener	Jack Paar Show	Ketchum, MacLeod & Grove	NBC	253,629
HALLMARK CARDS, INC. Cards, Gift Wrap, Stationery	Hallmark Hall of Fame	FC&B	NBC	2,368,794
HAMM BREWING CO. Beer	National League Hockey Perry Mason Show PGA Championship Golf Tournament Pro Football Games Reckoning Saturday Night Pro Football	Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun Campbell-Mithun	CBS CBS CBS CBS CBS ABC	180,032 603,709 111,836 #70,902 103,982 191,250
P. H. HANES KNITTING CO. Children's Sleepwear	Captain Kangaroo	Ayer	CBS	32,100
HARTZ MOUNTAIN CO. Bird Food, Dog Yummies, Dog Grooming Products	Paul Winchell Show	G. Hartman	ABC	596,858
HASSENFIELD BROS. Toys	Captain Kangaroo	Grey	CBS	53,500
HAZEL BISHOP, INC. Eye & Compact Makeup, Lipstick, Nail Polish	Bob Cummings Show Masquerade Party Steve Allen Show	Raymond Spector Raymond Spector Raymond Spector	NBC NBC NBC	330,888 562,782 628,340



Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
LENE CURTIS INDUSTRIES, INC. Men Shampoo, Tempo Men, Tempo, Suave Men Shampoo Men, Lentheric Perfumes Men, Spray Net, Suave	Cimarron City Perry Mason Show Face of Danger Further Adventures of Ellery Queen I Love Lucy Northwest Passage Five Fingers On the Go Playhouse 90 True Story From These Roots Split Personality Young Doctor Malone Sunday Showcase	McCann-Erickson	NBC	\$ 221,942
		McCann-Erickson	CBS	130,612
		McCann-Erickson	CBS	158,533
		McCann-Erickson	NBC	310,373
		McCann-Erickson	CBS	163,950
		McCann-Erickson	NBC	202,760
		McCann-Erickson	NBC	201,120
		McCann-Erickson	CBS	139,310
		McCann-Erickson	CBS	580,800
		McCann-Erickson	NBC	40,380
		Edw. H. Weiss	NBC	45,310
		Edw. H. Weiss	NBC	78,304
		Edw. H. Weiss	NBC	82,164
		McCann-Erickson	NBC	237,860
		K. HEINZ CO. Foods, Relishes, Pickles, Soups, Ketchup, Vinegar, Tomato Juice	Concentration County Fair Price is Right Queen for a Day Split Personality Tic-Tac-Dough Today Treasure Hunt Truth or Consequences	Maxon
Maxon	NBC			622,616
Maxon	NBC			336,325
Maxon	NBC			30,844
Maxon	NBC			169,980
Maxon	NBC			687,985
Maxon	NBC			109,940
Maxon	NBC			472,987
Maxon	NBC			169,000
KROCK MFG. CO., INC. Razors, Shavers, Men's Accessories	Today			Kastor, Hilton, Chesley, Clifford & Atherton

"Our hospitals..."

"After seeing the condition of the patients, I would beg, borrow or steal to prevent anyone from going to a state mental hospital."

— KYW-TV Reporter Hugh Dananceau

Something just had to be done to improve the condition of Cleveland's state mental hospitals... and KYW-TV did what no other medium could do.

KYW-TV moved right into the mental hospitals with cameras and microphones. Viewers saw the deplorable conditions first hand.

16,000 feet of film were edited into four one-hour programs dubbed "Forgotten People." The series, scheduled in prime time, replaced two popular network shows. Result: ARB ratings doubled those of the previous month.

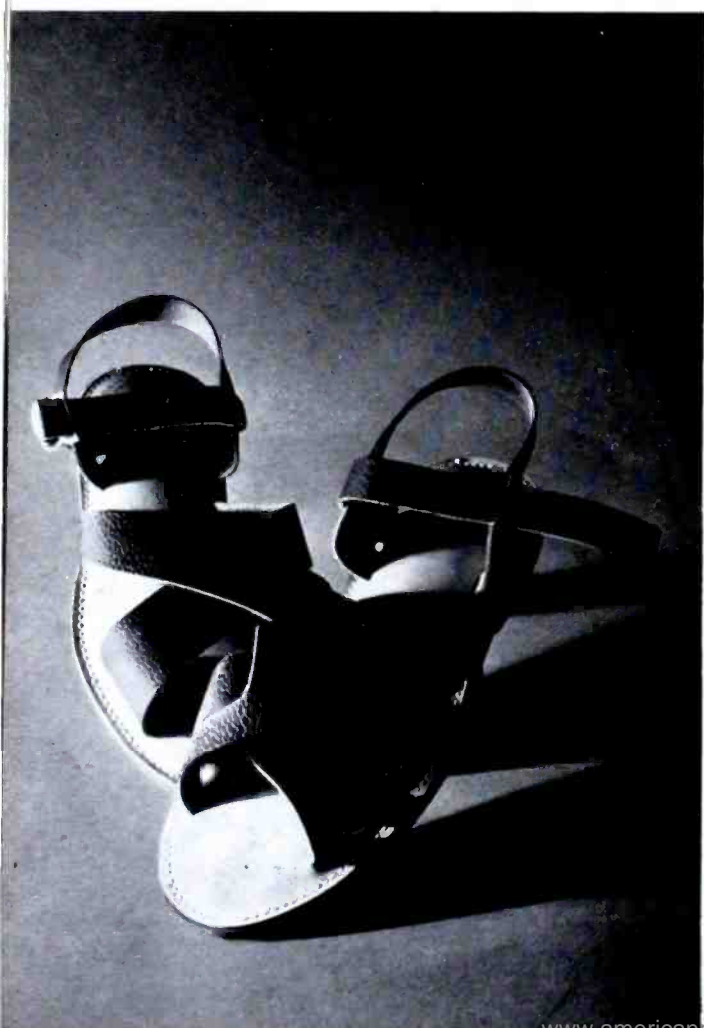
The impact upon viewers was so great that letters and phone calls poured in immediately. Governor DiSalle allowed KYW-TV news and cameramen to accompany him on his tour of mental institutions in Delaware, New York, New Jersey and Connecticut soon after the series.

The Governor's action proved that "Forgotten People" invoked the concern of those in the audience nearest to the problem and those best equipped to do something about it. Plans have been announced for a new hospital. And hundreds have volunteered their services.

KYW-TV CLEVELAND

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming CA
HILLS BROS. COFFEE INC. Coffee, Instant Coffee	ABC Daytime Programming Bat Masterson Jubilee USA Walt Disney Presents	Ayer Ayer Ayer Ayer	ABC NBC ABC ABC	\$ 46,630 325,920 146,410 1,896,282
HOLLYWOOD BRANDS, INC. Candy Bars	American Bandstand Captain Kangaroo	Grubb & Peterson Grubb & Peterson	ABC CBS	636,350 36,450
HOOVER CO. Floor Cleaning Appliances	Arthur Godfrey Special Arthur Godfrey Time Sam Levenson Show Verdict Is Yours	Leo Burnett Leo Burnett Leo Burnett Leo Burnett	CBS CBS CBS CBS	113,998 †179,505 52,900 423,530
HUDSON PULP & PAPER CORP. Bathroom Tissue, Napkins, Towels	Walt Disney Presents	Norman, Craig & Kummel	ABC	908,140
IDEAL TOY CORP. Toys	Macy's Thanksgiving Day Parade	Grey	NBC	32,777
INTERNATIONAL PARTS CORP. Midas Mufflers	All Star Game Lead-off Five Fingers Kentucky Derby Preview Lawless Years PGA Championship Golf Tournament	Irving J. Rosenbloom Irving J. Rosenbloom Irving J. Rosenbloom Irving J. Rosenbloom Irving J. Rosenbloom	NBC NBC CBS NBC CBS	26,174 143,565 29,503 286,124 70,701
INSURANCE CO. OF NORTH AMERICA Institutional	Today	Ayer	NBC	229,572
INTERNATIONAL SHOE CO. Weather Bird Shoes	Walt Disney Presents Adventure Time	Krupnick & Assoc.	ABC	41,510



“Religion...”

THE BEATNIKS AND CHRIST

They love Jesus in an off-beat way, with that hipster feeling that He was a very misunderstood person... would be even more so today. They identify with the figure of Christ... see themselves as innocents, as the victim Christ, slaughtered by an insensitive society.

The Rev. Pierre Delattre is speaking on KPIX's "Against the Stream," unique half-hour series on morality in the Beat Rebellion. He points to their sandals and beards... explains these are the outward signs of their identification with Christ... and the program continues.

Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
SON & PERKINS CO. Personal Products	Today	Wunderman, Ricotta & Kline	NBC	\$ 32,450
AR-RUBY, INC. Sportswear	Jack Paar Show	Wesley Assocs.	NBC	27,664
LAYDON INC. Trene Rug Shampoo	Arthur Godfrey Time	Jules Power	CBS	†176,295
AS-MANVILLE CORP. Cosmetics	Mrs. America Contest	JWT	CBS	72,733
SON & JOHNSON Products, Liquiprin, Red Cross Bandages, Tek-Hughes Products Buds, First-aid Cream, Band-Aids	ABC Daytime Programming Adventures in Paradise Alaskans Cheyenne Donna Reed Show	Y&R Y&R Y&R Y&R Y&R	ABC ABC ABC ABC ABC	1,890,820 103,109 422,020 1,737,445 648,910
powder, Medicine For Children	Today	Ayer	NBC	71,624
ARD D. JOHNSON CO. Toiletries, Ice Cream	ABC Daytime Programming Dick Powell's Zane Grey Theatre Edge of Night Garry Moore Show I Love Lucy Jimmy Dean Show Johnny Ringo Red Skelton Show Spotlight Playhouse Verdict Is Yours Yancy Derringer	Needham, Louis & Brorby Benton & Bowles Needham, Louis & Brorby Needham, Louis & Brorby Needham, Louis & Brorby Needham, Louis & Brorby Needham, Louis & Brorby FC&B FC&B Needham, Louis & Brorby Needham, Louis & Brorby	ABC CBS CBS CBS CBS CBS CBS CBS CBS CBS CBS	615,040 3,246,599 111,300 793,254 95,670 102,375 619,754 1,986,339 501,633 295,700 3,023,591
JOHNSON & SON, INC. Solid Cleaners, Floor Waxes, Glade Wick Deodorant, Insect Repellant, Car-Nu				

A phonograph plays a poem: "Crucifixion" by Lawrence Ferlinghetti. Enter willowy girl. Bopple, she dances to the words: *He was a kind of carpenter from some square type place like Galilee . . . who said the cat who really laid it on small was his Dad . . .*

Bongo drums. A man stands. He sees himself as Christ. Raspy voiced: *I was framed. Reading poetry in public without a permit is a crime. Maybe the lawyer Judas can swing it otherwise.*

A high trembling voice: *No saint is sane who sings upon the cross. No saint is sane.*

Poets, artists, musicians . . . one after another sings of man's soul . . . his search for Beauty and Truth.

Now a question from the Rev. Pierre Delattre. The jarring sounds fall into harmony as one explains: *We Beat People differ in many things, but we are all sure who the enemy is. There are too few of us. Too many of them. So we leave.*

To the millions of San Franciscans tuned in to KPIX that afternoon, the grave words had a jolt-

ing effect. In the past ten years they've seen their city become the heart of Beatdom, U.S.A. Now through KPIX — and in one of the most unusual and dynamic examples of religious programming yet conceived — they were face to face with their new neighbors.

And so was the entire nation through Time magazine's coverage of the KPIX show and Rev. Mr. Delattre.

Result: at the very least, a greater knowledge of the Beat phenomenon and its implications, religious and moral. As a spokesman for the Council of Churches put it following the show, the program was indeed "indicative of a creative spirit." Or, in the words of Rev. Paul K. Shelford, executive director of the Council: "Delattre's willingness to understand these people and to help them be understood is a good thing."

KPIX SAN FRANCISCO

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming C	
KAISER INDUSTRIES CORP. Aluminum Products, Willys Jeeps & Trucks	Maverick	Y&R	ABC	\$6,747,894	
KAROFF, INC. Institutional	Today	Post-Mark	NBC	25,921	
KAYSER-ROTH HOSIERY CO. Supp-Hose for Women	Arthur Godfrey Time	Daniel & Charles	CBS	†152,239	
	Jack Paar Show	Daniel & Charles	NBC	225,231	
	Jimmy Dean Show	Daniel & Charles	CBS	155,896	
	Treasure Hunt	Daniel & Charles	NBC	133,001	
	Young Doctor Malone	Daniel & Charles	NBC	129,898	
KELLOGG CO. Cereals Cereals, Gro Pup Dog Food	Dennis the Menace	Leo Burnett	CBS	645,900	
	Deputy	Leo Burnett	NBC	846,045	
	Hotel de Paree	Leo Burnett	CBS	681,378	
	Walt Disney Presents	Leo Burnett	ABC	270,296	
	What's My Line?	Leo Burnett	CBS	2,789,913	
	Andy Williams Show	Leo Burnett	CBS	604,440	
	Art Linkletter's House Party	Leo Burnett	CBS	2,444,193	
	Garry Moore Show	Leo Burnett	CBS	2,537,639	
	JAMES S. KEMPER & CO. Life Insurance	Kemper Football Scoreboard	J. W. Shaw	NBC	189,935
		NBC News	J. W. Shaw	NBC	390,920
Time: Present		J. W. Shaw	NBC	322,276	
KENDALL CO. Curad Bandages Curad Bandages, Blue Jay Corn Plasters, Bauer & Black Elastics	Captain Kangaroo	Leo Burnett	CBS	27,022	
	Concentration	Leo Burnett	NBC	502,050	

Summing up—

The things that matter most to people . . . matter to us. As they should to any responsible broadcaster.

For only by searching out community problems and participating in their solutions can a broadcaster gain the community's confidence — his key to good audience, good service to advertisers.

Hence, the preceding examples of WBC programming. And the community responses described in those stories. Unsolicited recognition, enthusiastically given . . . received with a sense of fulfillment by the WBC stations . . . as were Sylvania Awards, Edison Awards, Freedom Foundation and other awards for public service programming last year.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: WBZ+WBZA Boston, Springfield / KDKA Pittsburgh / KYW Cleveland / WOWO Fort Wayne/WIND Chicago/KEX Portland, Ore. *Represented by AM Radio Sales Company*
TELEVISION: WBZ-TV Boston / WJZ-TV Baltimore / KDKA-TV Pittsburgh / KYW-TV Cleveland/KPIX San Francisco *Represented by Television Advertising Representatives, Inc.*



Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
ERLY-CLARK CORP. Toilet Tissue, Kleenex Products	Perry Come Show Perry Presents Playhouse 90 Twilight Zone Wanted: Dead or Alive	FC&B FC&B FC&B FC&B FC&B	NBC NBC CBS CBS CBS	\$1,389,138 453,975 2,195,516 630,224 529,679
LEINERT RUBBER CO. Gloves, Foundations, Sanitary Wear	County Fair It Could Be You Queen for a Day Treasure Hunt Truth or Consequences	Gray Gray Gray Gray Gray	NBC NBC NBC NBC NBC	234,338 77,901 139,015 79,358 16,280
P-MONARCH CO. Oral, Radi-Bater	Today	Frank Black Assoc.	NBC	35,988
ON PARFUMS, INC.	Price is Right	Dowd, Redfield & Johnstone	NBC	99,608
AS LEBMING & CO., INC. Analgesic Analgesic, Parquins Silk & Satin Lotion	Tic-Tac-Dough It Could Be You Queen for a Day	Wm. Esty Wm. Esty Wm. Esty	NBC NBC NBC	52,438 205,902 124,605
IBROS. CO. Deodorants, Toilet Soaps, All Soaps, Good Luck Margarine Deodorants, Laundry Soaps, Hand Cleaners & Toilet Soaps, Imperial Margarine	Mr. Lucky Maggie Baggis Brenner Concentration Face of Danger George Gobel Show Have Gun—Will Travel Jack Benny Show Lux Playhouse Oh! Susannah Rawhide Stripe Playhouse Californians Jack Paar Show Tombstone Territory	Ogilvy, Benson & Mather Ogilvy, Benson & Mather Ogilvy, Benson & Mather Needham, Louis & Brorby Ogilvy, Benson & Mather JWT JWT JWT JWT Ogilvy, Benson & Mather JWT JWT JWT Y&R Y&R Y&R	CBS NBC CBS NBC CBS CBS CBS CBS CBS CBS NBC NBC ABC	570,839 80,141 2,026,731 2,154,639 279,251 788,922 2,478,372 955,244 1,219,355 872,234 2,107,175 562,475 648,450 177,239 1,262,416
Deodorants & Soap Mixes	ABC Daytime Programming American Bandstand Best of Groucho County Fair Father Knows Best For Better or Worse I Love Lucy Jimmy Dean Show Price is Right Split Personality Texan Treasure Hunt Verdict is Yours You Bet Your Life Young Doctor Malone	FC&B BBDO BBDO BBDO JWT SSCB JWT SSCB BBDO BBDO K&E JWT Ogilvy, Benson & Mather BBDO JWT	ABC ABC NBC NBC CBS CBS CBS CBS NBC NBC CBS NBC NBC NBC NBC	1,358,670 468,620 647,332 1,541,802 2,752,496 811,021 3,017,194 1,285,928 6,047,510 308,738 1,569,762 392,048 1,755,477 2,490,572 51,223
Deodorants, Toothpaste, Laundry Powders & Deter- gents, Hand Cleaners & Toilet Soaps, Imperial & Good Luck Margarine, Lipton Tea, Lucky Whip	Art Linkletter's House Party Love of Life	JWT FC&B	CBS CBS	2,698,803 957,834
HOWE CO.	Untouchables	McCann-Erickson	ABC	339,072
McNEILL & LIBBY Fruits & Vegetables	Arthur Godfrey Time As the World Turns Jimmy Dean Show Love of Life Verdict is Yours	JWT JWT JWT JWT JWT	CBS CBS CBS CBS CBS	1,338,802 34,518 156,113 26,980 134,450
BY-OWENS-FORD GLASS CO. Safety Goggles, EZ-Eye Safety Glass, Thermopane	Bourbon Street Beat	F&S&R	ABC	764,699
MYERS & MYERS TOBACCO CO. Cigarettes, Dubs, Oasis	Adventures in Paradise Ataskans Black Saddle Laramie	McCann-Erickson McCann-Erickson McCann-Erickson McCann-Erickson	ABC ABC NBC NBC	511,780 502,850 1,845,695 312,156

Client & Product	Program	Agency	Network	Estimated Gross Time Programming
LIGGETT & MYERS TOBACCO CO. <i>continued</i>				
L&M Filters	All Star Football Game	D-F-S	ABC	\$ 147,430
	Behind Closed Doors	D-F-S	NBC	817,980
	Blue Bonnet Bowl	D-F-S	CBS	77,950
	Jimmy Rodgers Show	D-F-S	NBC	1,209,500
	National League Playoff	D-F-S	ABC	452,840
	Pro Bowl Football Game	D-F-S	NBC	150,564
	Rebel	D-F-S	ABC	566,600
Chesterfields, Oasis	Black Saddle	McCann-Erickson	ABC	558,330
	Bonanza	McCann-Erickson	NBC	220,240
Chesterfields, L&M, Oasis	DA's Man	McCann-Erickson	NBC	4,389,174
	Dragnet	McCann-Erickson	NBC	502,730
	Eddie Fisher Show	McCann-Erickson	NBC	1,136,475
	Pete Kally's Blues	McCann-Erickson	NBC	703,044
	Some of Manie's Friends	McCann-Erickson	NBC	449,563
	Steve Canyon	McCann-Erickson	NBC	2,040,383
Duke, L&M Filters	Gunsmoke	D-F-S	CBS	2,858,759
	Hotel de Paree	D-F-S	CBS	678,834
Duke	Markham	McCann-Erickson	CBS	338,336
Chesterfields, Duke, L&M	Untouchables	McCann-Erickson	ABC	488,150
LINCOLN NATIONAL LIFE INSURANCE CO.				
Life Insurance	Meet Mr. Lincoln	Fred R. Becker	NBC	98,716
LIONEL CORP.				
Model Trains & Accessories	Broken Arrow	Grey	ABC	15,628
	Lone Ranger	Grey	ABC	55,830
	Macy's Thanksgiving Day Parade	Grey	NBC	36,080
LONGINES-WITTNAUER WATCH CO., INC.				
Watches	Men into Space	Victor A. Bennett	CBS	377,256
	Once Upon a Christmas Time	Victor A. Bennett	NBC	383,730
P. LORILLARD CO.				
Newport Cigarettes	Arthur Murray Show	L&N	NBC	2,468,301
Old Gold Cigarettes	Bourbon Street Beat	L&N	ABC	876,949
	John Daly & the News	L&N	ABC	1,248,620
	Rough Riders	L&N	ABC	3,448,638
Kent Cigarettes	Hennesey	L&N	CBS	741,372
	Johnny Ringo	L&N	CBS	723,404
	Lineup	L&N	CBS	960,651
	Person to Person	L&N	CBS	1,666,015
	Richard Diamond, Private Detective	L&N	CBS	3,160,215
	21 Beacon Street	L&N	ABC	43,490
	World of Talent	L&N	ABC	1,126,190
	Yancy Derringer	L&N	CBS	727,381
Kents, Newports	Keep Talking	L&N	CBS	353,750
	Masquerade Party	L&N	NBC	1,888,389
LUDEX'S, INC.				
Cough Drops, Candy Bars	Adventures in Paradise	J. M. Mathes	ABC	58,710
	Alaskans	J. M. Mathes	ABC	101,454
	American Bandstand	J. M. Mathes	ABC	286,890
	Sugarfoot	J. M. Mathes	ABC	423,030
M. & R. DIETETIC LABS, INC.				
Pream Instant Cream	Perry Mason Show	Mumm-Mullay & Nichols	CBS	326,138
	Rawhide	Mumm-Mullay & Nichols	CBS	489,175
MAGNUS ORGAN CORP.				
Organs	Jack Paar Show	Robbardt & Haas	NBC	58,068
MAREMONT AUTOMOTIVE PRODUCTS, INC.				
Mufflers	Jack Paar Show	Waldie & Briggs	NBC	103,268
	Today	Waldie & Briggs	NBC	110,582
MANHATTAN SHIRT CO.				
Men's Shirts	Jack Paar Show	Daniel & Charles	NBC	110,788
	Lineup	Daniel & Charles	CBS	133,085
	Meet the Press	Daniel & Charles	NBC	161,895
	Music from Manhattan	Daniel & Charles	ABC	273,480
MARS, INC.				
Candy Bars	Broken Arrow	Knox-Reeves	ABC	189,620
	Circus Boy	Knox-Reeves	NBC	746,806
	Ruff & Reddy	Knox-Reeves	NBC	412,813
	Walt Disney Presents	Knox-Reeves	ABC	890,191

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
S. I. MARX & CO.	Captain Kangaroo	Ted Bates	CBS	\$ 53,500
	Heckle & Jeckle	Ted Bates	CBS	43,325
	Howdy Doody	Ted Bates	NBC	58,290
	Paul Winchell Show	Ted Bates	ABC	53,005
KEY FERGUSON, INC. Trucks, Heavy Equipment	Jubilee USA	Needham, Louis & Brorby	ABC	2,037,210
MILL, INC.	Cheyenne	Carson, Roberts	ABC	92,391
	Matty's Funday Funnies	Carson, Roberts	ABC	408,520
	Mickey Mouse Club	Carson, Roberts	ABC	622,030
MELLINE CO. Cosmetics	Miss America Boardwalk Parade	Gordon Best	CBS	72,179
	Perry Como Show	Gordon Best	NBC	730,555
RAW-EDISON CO. Faster Small Appliances	ABC Daytime Programming	JWT	ABC	84,930
REGOR-DONIGER, INC. Socks	Jack Paar Show	McCann-Erickson	NBC	60,654
ROSEN CO. Deodorant Shave & After-shave Preparations, Skin Bracer, Spray & Stick Deodorant, Quinsana Foot Powder Cosmetics	American Bandstand	Warwick & Legler	ABC	161,970
	Cimarron City	Grey	NBC	874,050
	Dragnet	Grey	NBC	613,740
	I Love Lucy	Grey	CBS	65,610
	Jack Paar Show	Grey	NBC	184,642
	Pursuit	Grey	CBS	149,350
MENTHOLATUM CO. Mentholatum Deep Heat Rub Mentholatum, Deep Heat Rub	Big Payoff	JWT	CBS	343,413
	Dough-Re-Mi	JWT	NBC	136,785
	It Could Be You	JWT	NBC	108,416
	NBC News	JWT	NBC	163,850
	Price is Right	JWT	NBC	166,203
	Treasure Hunt	JWT	NBC	106,814
	As the World Turns	JWT	CBS	145,732
	Edge of Night	JWT	CBS	139,328
	Haggis Baggis	JWT	NBC	107,737
	I Love Lucy	JWT	CBS	149,568
	Verdict is Yours	JWT	CBS	130,446

GETTING IN TO SEE THE CLIENT

Telling your story directly to the advertising and sales manager—it's a tough job, but an important one.

One out of every four TV stations now on the air is advertising in this issue of TELEVISION MAGAZINE because it is used by almost all of TV's important clients.

When you tell your story in TELEVISION MAGAZINE, you're reaching the advertising man at the precise moment he is looking for information on your market and making his buying decision.

You talk directly to the advertiser when you tell your story in TELEVISION MAGAZINE.

Client & Product	Program	Agency	Network	Estimated Gross Time Programming
G. & C. MERRIAM CO. Merriam-Webster Dictionary	Today	Noyes	NBC	\$ 28,13
MILES LABS., INC. Alka Seltzer, Bactine, Nervine, One-A-Day Vitamins	As the World Turns	Wade	CBS	199,76
	Bonanza	Wade	NBC	259,15
	Circus Boy	Wade	NBC	746,80
	Concentration	Wade	NBC	648,46
	County Fair	Wade	NBC	101,604
	Edge of Night	Wade	CBS	206,22
	For Better or Worse	Wade	CBS	23,47
	It Could Be You	Wade	NBC	728,80
	Jimmy Dean Show	Wade	CBS	211,351
	Laramie	Wade	NBC	129,91
	Leave It to Beaver	Wade	ABC	1,683,32
	Man from Black Hawk	Wade	ABC	496,38
	Price is Right	Wade	NBC	438,42
	Queen for a Day	Wade	NBC	345,99
	Rifeman	Wade	ABC	1,428,44
	Split Personality	Wade	NBC	162,56
	Tic-Tac-Dough	JWT	NBC	153,11
	Treasure Hunt	JWT	NBC	234,99
	Truth or Consequences	Wade	NBC	130,54
	Walt Disney Presents Adventure Time	JWT	ABC	407,80
	Wednesday Night Fights	Wade	ABC	2,055,36
	Young Doctor Malone	Wade	NBC	52,68
MINNESOTA MINING & MFG. CO. Scotch Brand Tapes & Adhesive, Sasheen Ribbon	ABC Daytime Programming	McManus, John & Adams	ABC	567,78
	Art Carney Meets the Sorcerer's Apprentice	McManus, John & Adams	ABC	171,63
	Peter & The Wolf	McManus, John & Adams	ABC	106,32
MINUTE MAID CORP. Frozen Fruit Juices, Hi-C Fruit Drinks	Tournament of Roses Parade	Ted Bates	NBC	130,53
MOGEN DAVID WINE CORP. Wine	Charlie Weaver Show	Edw. H. Weiss	ABC	1,128,23
MONSANTO CHEMICAL CO. Chemicals, Plastics, Paints	Conquest	Gardner	CBS	269,49
MUTUAL BENEFIT, HEALTH & ACCIDENT ASSOCIATION OF OMAHA Life Insurance	Face of the Revolution	Bozell & Jacobs	NBC	84,075
	Keep Talking	Bozell & Jacobs	CBS	988,195
	Keep Talking	Bozell & Jacobs	ABC	683,500
	Steve Allen Show	Bozell & Jacobs	NBC	251,450
NATIONAL BISCUIT CO. Cereals	Howdy Doody	K&E	NBC	150,678
	Uncle Al Show	K&E	ABC	383,630
	Adventures of Rin-Tin-Tin	K&E	ABC	2,857,970
	Concentration	McCann-Erickson	NBC	682,361
	Dough-Re-Mi	McCann-Erickson	NBC	452,382
	It Could Be You	McCann-Erickson	NBC	479,749
	Queen for a Day	McCann-Erickson	NBC	367,066
	As the World Turns	McCann-Erickson	CBS	139,660
	Wagon Train	McCann-Erickson	NBC	2,559,956
	Edge of Night	K&E	CBS	113,322
	Truth or Consequences	K&E	NBC	138,810
	County Fair	K&E	NBC	156,397
	Love of Life	K&E	CBS	143,969
	Price is Right	K&E	NBC	174,423
	Treasure Hunt	K&E	NBC	101,303
	Rawhide	McCann-Erickson	CBS	486,420
	Sky King	K&E	CBS	551,269
NATIONAL BREWING CO. OF MICHIGAN Bohemian Beer	NBC Major League Baseball	W. B. Doner	NBC	#196,376
	Pro Football Games	W. B. Doner	CBS	#37,065
	Saturday Night Pro Football	W. B. Doner	ABC	165,180
NATIONAL DAIRY PRODUCTS CORP. Philadelphia Brand Cream Cheese; Sealtest Chocolate Drink, Cottage Cheese, Milk, Egg Nog, Ice Cream & Orange Juice; Kraft Dinner, Jellies & Preserves, Oil, Margarine, Salad Dressings, Candies & Cheeses; Cracker Barrel Cheese	Bat Masterson	Ayer	NBC	4,365,916
	Kraft Music Hall Presents David King	JWT	NBC	2,120,484
	Milton Berle Starring in the Kraft Music Hall	JWT	NBC	1,059,100

Company & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
DONAL GRAPE CO-OP ASSOCIATION Grape Juice, Jams & Jellies Jams & Jellies	American Bandstand Captain Kangaroo	Richard K. Manoff Richard K. Manoff	ABC CBS	\$ 331,840 49,150
DONAL PRESTO INDUSTRIES, INC. Coffic Coffee Maker, Control Master Appliances	Today	Donahue & Coe	NBC	396,396
DOLE CO., INC. Coffee & Tea, Quik, Chocolate Bars	ABC Daytime Programming Colt .45 Concentration From These Roots It Could Be You Lone Ranger Oh! Susannah	McCann-Erickson McCann-Erickson Wm. Esty McCann-Erickson Wm. Esty McCann-Erickson Bryan Houston	ABC ABC NBC NBC NBC CBS CBS	371,720 597,080 481,068 79,354 442,731 282,030 623,310
DORA THERAPY MFG. CORP. Beauty Equipment	Today	George L. Mallis	NBC	246,038
DUNN AMERICAN PHILLIPS CO., INC. Electric Shaver	Bronco Lineup NBC News	C.J. LaRoche C.J. LaRoche C.J. LaRoche	ABC CBS NBC	90,018 138,144 330,188
DUNN AMERICAN VAN LINES Transportation	Championship Bridge	Biddle	ABC	306,770
DUNN WARRIN CORP. Cosmetics	American Bandstand	Doyle Dane Bernbach	ABC	126,950
DUNN WARRIN CHEMICAL CO. Shaved Shaving Creams, Suntan & Cosmetic Lotions	Love & Marriage Perry Como Show Perry Presents	SSCB SSCB SSCB	NBC NBC NBC	1,536,741 1,235,790 269,090
DUNN WARRIN OIL CO. Lamp Oil, Gas & Motor Oil	Pro Football Games	Ayer	CBS	#26,111
DUNN WARRIN FOODS INC. Cookie Snacks, Melba Toast Rounds	American Bandstand	Richard K. Manoff	ABC	145,920
DUNN WARRIN CHEMICAL CORP. Aminum, Squibb Drug Products, Western Brass, Winchester Firearms & Ammunition	Small World	D'Arcy	CBS	2,221,932
DUNN WARRIN MFG. CO. Blender, Massage Equipment, Knife Sharpener, Blender, Small Appliances	Golden Circle	John Brady	ABC	230,970
DUNN WARRIN MARINE CORP. Johnson & Johnson Motors	Cypress Gardens Water Show Today	JWT JWT	NBC NBC	85,357 373,685
DUNN WARRIN MEACH CO. Men's Suits	Jack Paar Show Today	Grey Grey	NBC NBC	109,771 85,691
DUNN WARRIN NOVELTY MFG. CO. Globe Decorations	ABC Daytime Programming	Zlowe	ABC	18,990
DUNN WARRIN PICTURES CORP. Motion Picture "But Not For Me"	Jack Paar Show	L&N	NBC	24,102
DUNN WARRIN PAUL, INC. Almond Joys, Milk Chocolate	Lineup Rawhide	D.F-S D.F-S	CBS CBS	401,161 420,170
DUNN WARRIN MILK CO. Sterilized Milk, Infant Non-fat Dry Milk, Ritz Frozen Pies	Edge of Night Red Skelton Show Spotlight Playhouse	Gardner Gardner Gardner	CBS CBS CBS	565,755 2,152,051 455,814
DUNN WARRIN PHARMACEUTICALS, INC. Geritol, Serutan, Somitex	Adventure Showcase Arthur Godfrey Time Edge of Night Person to Person Treasure Hunt You Bet Your Life	Parkson Parkson Parkson Parkson Parkson Parkson	CBS CBS CBS CBS NBC NBC	343,224 125,745 22,475 392,468 97,745 738,038
DUNN WARRIN PHARMACEUTICALS, INC. Geritol, Serutan, Somitex, Confi Shampoo, Banarin, Sedalin, Zarumin	It Could Be You Ted Mack & The Original Amateur Hour	Parkson Parkson	NBC CBS	897,325 2,533,689

Client & Product	Program	Agency	Network	Programmin	Estimated Gross Time
PHARMACEUTICALS, INC. continued					
Geritol, Somnax, Aquavelva, Lectric Shave, Williams Shaving Preparations, Serutan	Rawhide	Parkson	CBS		\$1,957.5
	Texan	Parkson	CBS		791.5
	Tightrope!	Parkson	CBS		1,924.9
Devarex, Geritol, Serutan, Somnax, Williams Shaving Preparations	Jackie Gleason Show	Parkson	CBS		130.6
	Peck's Bad Girl	Parkson	CBS		1,327.3
Devarex, Geritol, Somnax, Aquavelva, Conti Shampoo, Lectric Shave, Williams Shaving Preparations, Banarin, Skol	Arthur Godfrey Show	Parkson	CBS		1,083.8
	Arthur Murray Show	Parkson	NBC		1,497.7
	Concentration	Parkson	NBC		222.1
Devarex, Geritol, Serutan, Conti Shampoo					
PHILCO CORP.					
Home Appliances, Radios, TV Sets, Phonographs	Meet Me In St. Louis	BBDO	CBS		375.0
	Miss America Pageant	BBDO	CBS		199.8
PHILIP MORRIS, INC.					
Alpine, Marlboro, Parliament & Philip Morris Cigarettes	Dobie Gillis	Leo Burnett	CBS		712.0
	Douglas Edwards with the News	Benton & Bowles	CBS		1,339.0
	Loretta Young Show	Leo Burnett	NBC		790.29
	Perry Mason Show	Benton & Bowles	CBS		1,408.34
	Pro Football Game—World Championship	Leo Burnett	NBC		261.2
	Pro Football Games	Leo Burnett	CBS		797.64
	Rawhide	Benton & Bowles	CBS		1,107.6
	Reckoning	Benton & Bowles	CBS		277.55
	Tombstone Territory	Leo Burnett	ABC		1,250.75
	To Tell the Truth	Leo Burnett	CBS		1,709.71
	Troubleshooters	Leo Burnett	NBC		1,578.00
	Jack Paar Show	Leo Burnett	NBC		490.93
	National League Hockey	Leo Burnett	CBS		560.25
Marlboro Cigarettes					
Philip Morris Cigarettes					
PHILLIPS-VAN HEUSEN CORP.					
Men's Shirts	Bourbon Street Beat	Grey	ABC		685.32
	House on High Street	Grey	NBC		19.40
	Perry Mason Show	Grey	CBS		446.97
	Play Your Hunch	Grey	NBC		26.97
	Split Personality	Grey	NBC		24.26
	Truth or Consequences	Grey	NBC		21.15
	Young Doctor Malone	Grey	NBC		26.07
PILLSBURY, INC.					
Batter Mixes	Buckskin	Campbell-Mithun	NBC		90.63
	Dragnet	Campbell-Mithun	NBC		205.97
	I Love Lucy	Campbell-Mithun	CBS		750.33
	NBC News	Campbell-Mithun	NBC		239.90
	Pillsbury Bake-off	Campbell-Mithun	NBC		61.05
	Concentration	Campbell-Mithun/ Leo Burnett	NBC		104.14
	Price is Right	Campbell-Mithun/ Leo Burnett	NBC		113.28
	Dobie Gillis	Leo Burnett	CBS		832.13
	Art Linkletter's House Party	Leo Burnett/ Campbell-Mithun	CBS		892.66
	As the World Turns	Leo Burnett/ Campbell-Mithun	CBS		896.85
	Edge of Night	Leo Burnett/ Campbell-Mithun	CBS		957.37
	It Could Be You	Leo Burnett/ Campbell-Mithun	NBC		103.60
	Queen for a Day	Leo Burnett/ Campbell-Mithun	NBC		112.50
	Tic-Tac-Dough	Leo Burnett/ Campbell-Mithun	NBC		102.46
	Treasure Hunt	Leo Burnett/ Campbell-Mithun	NBC		128.99
PIONEER INDUSTRIES, INC.					
Men's Accessories	Jack Paar Today	Doner & Peck	NBC		8.66
		Doner & Peck	NBC		28.94
PITTSBURGH PLATE GLASS CO.					
Paints, Plate Glass, Twindow	Andy Williams Show	BBDO	CBS		603.43
Columbia Chemicals, Pennvernon Glass, Pitco Sliding Doors, Paints, Glass, Twindow	Garry Moore Show	BBDO	CBS		2,538.63
POLAROID CORP.					
Polaroid Land Camera	Adventures in Paradise	Doyle Dane Bernbach	ABC		87.31
	Gale Storm Show	Doyle Dane Bernbach	ABC		113.25
	Garry Moore Show	Doyle Dane Bernbach	CBS		936.82
	Jack Paar Show	Doyle Dane Bernbach	NBC		454.95
	Kaleidoscope	Doyle Dane Bernbach	NBC		144.37
	Leave it to Beaver	Doyle Dane Bernbach	ABC		120.83

Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
	NCAA Football Games	Doyle Dane Bernbach	NBC	\$ 35,331
	Perry Como Show	Doyle Dane Bernbach	NBC	561,804
	Steve Allen Show	Doyle Dane Bernbach	NBC	248,255
	Today	Doyle Dane Bernbach	NBC	69,601
	You Bet Your Life	Doyle Dane Bernbach	NBC	124,057
MILLER PRODUCTS CORP. Pet Care Products	American Bandstand	Ayer	ABC	80,770
	Jack Paar Show	Ayer	NBC	229,902
	Jubilee USA	Ayer	ABC	162,810
	Masquerade Party	Ayer	NBC	243,468
JOND CO. Icicle Diamond Rings	American Bandstand	Flack	ABC	119,960
WALTER & GAMBLE CO. Soap Toothpaste	Sugarfoot	Leo Burnett	ABC	22,573
	Alaskans	Benton & Bowles	ABC	38,836
	Bonanza	Benton & Bowles	NBC	63,825
	Further Adventures of Ellery Queen	Benton & Bowles	NBC	219,115
	Laramie	Benton & Bowles	NBC	129,766
	Leave It to Beaver	Benton & Bowles	ABC	121,540
	Sunday Showcase	Benton & Bowles	NBC	470,875
	Untouchables	Benton & Bowles	ABC	85,130
	Mickey Mouse Club	Compton	ABC	92,860
Peanut Butter	Walt Disney Presents Adventure Time	Compton	ABC	40,710
	Rifeman	Benton & Bowles	ABC	1,788,136
	Emmy Awards	Grey	NBC	218,136
	Rawhide	Benton & Bowles	CBS	66,747
	Bronco	Benton & Bowles	ABC	60,873
	Cimarron City	Benton & Bowles	NBC	532,476
	Five Fingers	Benton & Bowles	NBC	99,915
	Tales of Wells Fargo	Compton	NBC	981,354
	Cheyenne	Benton & Bowles	ABC	525,402
	Donna Reed Show	Compton	ABC	1,084,380
	From these Roots	Benton & Bowles	NBC	1,428,510
	As the World Turns	Benton & Bowles	CBS	4,424,224
	Brighter Day	Y&R	CBS	4,195,807
	Guiding Light	Compton	CBS	4,387,582
	House on High Street	D-F-S	NBC	97,885
	It Could Be You	D-F-S	NBC	2,070,196
	Tic-Tac-Dough	Compton	NBC	3,345,052
	Truth or Consequences	Compton	NBC	2,709,834
	Young Doctor Malone	Compton	NBC	1,286,902
	Buckskin	Benton & Bowles	NBC	2,375,162
	Dragnet	Benton & Bowles	NBC	1,306,000
	Real McCoys	Compton	ABC	4,834,530
	Rebel	Y&R	ABC	555,760
	Restless Gun	Leo Burnett	NBC	1,654,303
	Wyatt Earp	Compton	ABC	2,077,790
	Colt .45	Benton & Bowles	ABC	1,176,470
	Lineup	Y&R	CBS	2,706,060
	Loretta Young Show	Benton & Bowles	NBC	3,743,485
	Robert Taylor Starring in The Detectives	Benton & Bowles	ABC	1,036,940
	Wichita Town	Benton & Bowles	NBC	1,450,769
	Edge of Night	Benton & Bowles	CBS	4,263,757
	Search for Tomorrow	Compton	CBS	4,451,534
	Queen for a Day	Y&R	NBC	1,364,017
	Treasure Hunt	Y&R	NBC	1,094,775
PRUDENTIAL INSURANCE CO. OF AMERICA Insurance	Twentieth Century	Reach McClinton	CBS	6,071,169
WILEY CORP., LTD. Dial Bleach, Dutch Cleanser, Sweetheart Soap, Trend Detergent, Wrisley Toiletries	I Love Lucy	Edw. H. Weiss	CBS	856,710
	Who Pays?	Edw. H. Weiss	NBC	349,700
WYRON CORP. Pifier	Today	Maxwell Sackheim	NBC	21,184
QUAKER OATS CO. Quaker-Dog Foods, Quaker Cereals Quaker Pancake Mix, Ken-L Dog Foods, Quaker Cereals	Naked City	JWT	ABC	79,810
	Edge of Night	JWT	CBS	70,808

Client & Product	Program	Agency	Network	Estimate Gross Time Programming
QUAKER OATS CO. continued Aunt Jemima Pancake Mix, Ken-L Dog Foods, Puss-nr Boots Cat Food	Big Payoff	JWT	CBS	\$ 17,35
Aunt Jemima Coffee Cake & Corn Bread Mixes, Ken-L Dog Foods, Cereals, Puss-n-Boots Cat Food, Flakorn Baking Mixes	As the World Turns	JWT	CBS	310,96
	Love of Life	JWT	CBS	265,91
	Secret Storm	JWT	CBS	377,96
	Tournament of Roses Parade	Lynn Baker	ABC	143,96
	Verdict is Yours	JWT	CBS	133,44
	Adventures of Ozzie & Harriet	JWT	ABC	2,583,06
	Millionaire	JWT	CBS	104,40
	Walt Disney Presents	JWT	ABC	477,53
Pancake Mix, Dog & Cat Food, Cereals	Jack Paar Show Today	K&E K&E	NBC NBC	88,14 50,17
RADIO CORP. OF AMERICA, INC. TV Tubes	Bonanza	K&E	NBC	1,473,11
Hi-fi Equipment, Picture Tubes, Radios & Phonographs, Records, Tape Recorders, TV Sets	George Gobel Show	K&E	NBC	936,37
	Steve Allen Show	K&E	NBC	1,365,82
	Sunday Showcase	K&E	NBC	477,02
	Third Commandment	K&E	NBC	69,15
Hi-fi Equipment, Picture Tubes, Radios & Phonographs, Records, Industrial Products	Further Adventures of Ellery Queen	K&E	NBC	711,84
Whirlpool Appliances	Mrs. America Contest	K&E	CBS	71,23
Hi-fi Equipment, TV Sets, Industrial Products	Moon & Sixpence	K&E	NBC	264,73
Hi-fi Equipment, Picture Tubes, Radios & Phonographs, Records, TV Sets, Whirlpool Appliances	Perry Como Show Perry Presents	K&E K&E	NBC NBC	991,18 376,85
RAINBOW CRAFTS, INC. Toys	Captain Kangaroo	Farson, Huff & Northlich	CBS	37,41
RALSTON PURINA CO. Cereals, Dog Chow	Bold Journey	Guild, Bascom & Bonfigli	ABC	1,718,011
	Cheyenne	Gardner	ABC	448,091
	High Road	Guild, Bascom & Bonfigli	ABC	1,230,051
	Leave it to Beaver	Gardner	ABC	1,780,181
	Rifleman	Gardner	ABC	1,544,971
Dog Chow	Jack Paar Show	Lilienfeld	NBC	415,58
REALEMON-PURITAN CO. Realemon Lemon Juice	Jack Paar Show	D'Arcy	NBC	315,331
REARDON CO. Bondex Home Paints, Dramex	Jack Paar Show Queen for a Day	North North	NBC NBC	48,791 35,971
REDDI-WIP, INC. Cream	Captain Kangaroo Thanksgiving Day Jubilee	Lewis Advertising Lewis Advertising	CBS CBS	86,001 65,771
REMCO INDUSTRIES Toys	Ed Sullivan Show	Needham, Louis & Brorby	CBS	116,181
	Kovacs on Music	Needham, Louis & Brorby	NBC	294,681
	Moon & Sixpence	Needham, Louis & Brorby	NBC	264,891
	Playhouse 90	Needham, Louis & Brorby	CBS	1,064,631
	Law of the Plainsman	Kudner	NBC	756,661
RENAULT, INC. Dauphine Passenger Car	Tonight with Belafonte	Warwick & Legler	CBS	343,061
Caravel & Dauphine	Person to Person	Warwick & Legler	CBS	778,781
REVLON, INC. Lipstick Cases & Compacts	Andy Williams Show	Warwick & Legler	CBS	1,191,201
Lipstick, Hair Spray, Aquamarine Lotion, Makeup, Mascara & Skin Creams	Big Party	Warwick & Legler	CBS	2,032,771
Lipstick, Hair Spray, Nail Polish, Perfumes, Mascara, Lotions & Skin Creams, Top Brass Men's Hairdressing	Garry Moore Show	Warwick & Legler	CBS	1,475,001
REXALL DRUG CO. Drug Products	At The Movies	BBDO	NBC	321,911
	Frances Langford Presents	BBDO	NBC	296,971
	Sunday Showcase	BBDO	NBC	239,921
	Ten Little Indians	BBDO	NBC	267,551
	Ransom of Red Chief	BBDO	NBC	224,891
Drug Products, Fast Home Permanent	ABC Daytime Programming	Clinton E. Frank	ABC	473,461
REYNOLDS METALS CO. Household & Gift Wrap, Aluminum	Adventures in Paradise	Clinton E. Frank	ABC	512,581
	All-Star Golf	Clinton E. Frank	ABC	815,391
	Bourbon Street Beat	L&N	ABC	61,601
	Walt Disney Presents	Leo Burnett	ABC	2,632,601

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
REYNOLDS TOBACCO CO. Winston Cigarettes	Bob Cummings Show	Wm. Eby	NBC	\$ 2,982,852
	I've Got a Secret	Wm. Eby	CBS	4,624,272
	Cheyenne	Wm. Eby	ABC	30,647
	Lawman	Wm. Eby	ABC	2,644,420
	NBC News	Wm. Eby	NBC	717,060
	Phil Silvers Show	Wm. Eby	CBS	1,679,339
	Playhouse 90	Wm. Eby	CBS	2,373,048
	Superfoot	Wm. Eby	ABC	442,821
	Man & the Challenge	Wm. Eby	NBC	355,129
	Man from Black Hawk	Wm. Eby	ABC	307,650
	Orange Bowl Football Game	Wm. Eby	CBS	193,663
	Peter Gunn	Wm. Eby	NBC	928,709
	Johnny Staccato	Wm. Eby	NBC	980,693
	People are Funny	Wm. Eby	NBC	1,888,123
	77 Sunset Strip	Wm. Eby	ABC	381,750
	Wagon Train	Wm. Eby	NBC	2,592,166
FRANK P. BYENIE CO. Team Refreshing	American Bandstand	K&E	ABC	144,500
	Bronco	K&E	ABC	180,030
	Cheyenne	K&E	ABC	548,306
	Colt .45	K&E	ABC	434,690
	Hawaiian Eye	K&E	ABC	185,470
	77 Sunset Strip	K&E	ABC	1,207,690
PROOF AGES CORP. Cosmetics	Today	Harold Cabot	NBC	92,669
SCORRA CO. Vinyl Floor Coverings	Jack Paar Show	Hicks & Groat	NBC	641,628
	Price is Right	Hicks & Groat	NBC	46,710
TRUSS & LOAN FOUNDATION (National)	Today	McCann-Erickson	NBC	34,264
CHARLEY INDUSTRIES INC. Saxons & Dyes	Concentration	Mogul, Williams & Saylor	NBC	20,548
	County Fair	Mogul, Williams & Saylor	NBC	19,785
	Dough-Be-Mi	Mogul, Williams & Saylor	NBC	14,424
	Huggie Baggie	Mogul, Williams & Saylor	NBC	34,330
	It Could Be You	Mogul, Williams & Saylor	NBC	39,930
	Queen for a Day	Mogul, Williams & Saylor	NBC	20,132
	Treasure Hunt	Mogul, Williams & Saylor	NBC	19,105
TRUD, INC. Women's Electric Shavers, Pre-shave Lotion, Lighters	Big Party	Benton & Bowles	CBS	547,330
	National League Playoff	Benton & Bowles	ABC	452,840
	NCAA Football Games	Benton & Bowles	NBC	451,553
	Phil Silvers Show	Benton & Bowles	CBS	1,656,747
WILLIAMS BROTHERS BREWING CO.	Markham	JWT	CBS	2,468,220
	Schitz Playhouse	JWT	CBS	712,747
WILLIAM SCHWINN & CO.	Captain Kangaroo	George Bond & Assoc.	CBS	151,092
WILSON PAPER CO. Waxed Paper, Scott Towels & Tissues	Play Your Hunch	JWT	CBS	16,378
WILSON PAPER CO. Waxed Paper & Sandwich Bags, Scott Napkins, Toilet Tissue & Towels, Scotties Tissues	Art Linkletter's House Party	JWT	CBS	169,935
	Father Knows Best	JWT	CBS	2,771,567
	For Better or Worse	JWT	CBS	186,907
	I Love Lucy	JWT	CBS	789,014
	Secret Storm	JWT	CBS	440,647
	Verdict is Yours	JWT	CBS	899,960
WILSON BROS. & CO. Paper	Playhouse 90	Leo Burnett	CBS	1,215,000
WILSON BROS. & CO. Paper	Alaska	JWT	ABC	215,272
	American Bandstand	JWT	ABC	94,690
	Bourbon Street Beat	JWT	ABC	30,563
	Bronco	JWT	ABC	70,133
	Prologue 1960	JWT	ABC	331,210
	Unforgettable	JWT	ABC	341,597
	Zorro	JWT	ABC	1,959,120
WILSON BROS. & CO. Paper	Jack Paar Show	MacDonald-Cook	NBC	16,480
	Today	MacDonald-Cook	NBC	14,759

Client & Product	Program	Agency	Network	Estimated Gross Time Programming
FRANK G. SHATTUCK CO. Schraffts Candies	Jack Paar Show Today	Richard K. Manoff Richard K. Manoff	NBC NBC	\$ 205,322 7,733
W. A. SHEAFFER PEN CO. Pens, Pencils	Sunday Showcase	BBDO	NBC	246,460
SHELL OIL CO. Gas & Motor Oil	Pro Football Games	JWT	CBS	#112,183
SHULTON, INC. Desert Flower Toilet Water & Bath Lotion, Beauty Ice, Old Spice Shaving Preparations	ABC Daytime Programming	Wesley Assoc.	ABC	196,110
	American Bandstand	Wesley Assoc.	ABC	122,050
	Donna Reed Show	Wesley Assoc.	ABC	521,320
	For Better or Worse	Wesley Assoc.	CBS	14,338
	Lineup	Wesley Assoc.	CBS	37,208
	Gale Storm Show	Wesley Assoc.	ABC	28,290
	Love of Life	Wesley Assoc.	CBS	15,764
	On the Go	Wesley Assoc.	CBS	15,466
	People are Funny	Wesley Assoc.	NBC	85,766
	Secret Storm	Wesley Assoc.	CBS	18,003
	Today	Wesley Assoc.	NBC	14,276
Old Spice Shaving Preparations				
HENRY I. SIEGEL CO. Men's Sportswear	American Bandstand	Leber & Katz	ABC	24,480
SINCLAIR OIL CORP. Dealers Service	Shubert Alley	Geyer, Morey, Madden & Ballard	NBC	357,050
SINGER SEWING MACHINE CO. Sewing Machines, Vacuum Cleaners	Californians	Y&R	NBC	652,665
	David Niven Show	Y&R	NBC	1,581,205
	Fibber McGee & Molly	Y&R	NBC	1,147,610
SMITH, KLINE & FRENCH LABS. Institutional	MD International	Doremus-Eshelman	NBC	200,625
SOCONY-MOBIL OIL CO., INC. Petroleum Products	NCAA Football Games	Compton	NBC	#44,775
	Trackdown	Compton	CBS	1,707,507
SOUTH PENN OIL CO. Pennzoil Motor Oil	Today	F&S&R	NBC	8,593
SPEIDEL CORP. Watch Bands, Identification Bracelets	American Bandstand	Norman, Craig & Kummel	ABC	81,100
	Price is Right	Norman, Craig & Kummel	NBC	1,157,970
SPERRY RAND CORP. Remington Rand Typewriters & Portables	Back to School	Compton	NBC	154,910
	Douglas Edwards with the News	Compton	CBS	361,684
	Christmas at the Circus	Y&R	CBS	438,030
	Gunsmoke	Y&R	CBS	2,819,927
Men's & Ladies' Electric Shavers & Accessories				
A. E. STALEY MFG. CO. Sta Flo Starch, Sta Puf, Sta Puf Rinse	Art Linkletter's House Party	EWR&R	CBS	634,015
STANDARD BRANDS, INC. Chase & Sanborn Instant Coffee, Fleischmann's Margarine	Fibber McGee & Molly	JWT	NBC	684,360
Blue Bonnet Margarine, Chase & Sanborn Instant Coffee, Royal Desserts	Arthur Godfrey Time	Compton/Bates	CBS	†310,094
Chase & Sanborn Regular & Instant Coffee, Royal Desserts, Tenderleaf Tea	Sam Levenson Show	Compton/Bates	CBS	1,070,487
Blue Bonnet Margarine, Royal Desserts, Tenderleaf Tea	Art Linkletter's House Party	JWT	CBS	627,451
Blue Bonnet Margarine, Chase & Sanborn Regular & Instant Coffee, Royal Desserts, Tenderleaf Tea	From these Roots	Ted Bates	NBC	102,690
	Split Personality	Ted Bates	NBC	40,961
	Young Doctor Malone	Ted Bates	NBC	46,117
	It Could Be You	Ted Bates	NBC	674,743
	Price is Right	Ted Bates	NBC	1,809,825
	Queen for a Day	Ted Bates	NBC	232,364
	Tic-Tac-Dough	Ted Bates	NBC	725,111
	Truth or Consequences	Ted Bates	NBC	442,495
	Verdict is Yours	Ted Bates	CBS	745,555
STANDARD OIL OF CALIFORNIA Insecticides	Further Adventures of Ellery Queen	BBDO	NBC	44,164
STANDARD OIL CO. OF INDIANA Gasoline & Oil	All Star Football Game	D'Arcy	ABC	59,720

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
	NCAA Football Game	D'Arcy	NBC	#\$ 44,732
	National League Hockey	D'Arcy	CBS	36,064
	Pro Football Game	D'Arcy	CBS	#335,154
DARD OIL CO. OF NEW JERSEY Insecticide	Cimarron City	McCann-Erickson	NBC	184,634
Gasolines, Esso Products & Dealer Service, Humboldt Products, Uni Flo Motor Oil	David Niven Show	McCann-Erickson	NBC	429,075
	NCAA Football Games	McCann-Erickson	NBC	#412,214
LEY-WARNER CORP. Gargle, Isode	Adventures in Paradise	Reach, McClinton	ABC	27,903
FARM MUTUAL AUTOMOBILE INSURANCE CO. Automobile	Baseball Game of the Week	Needham, Louis & Brorby	CBS	#562,429
OF WASHINGTON Washington State Potatoes	Today	H. J. Ryan & Son	NBC	19,488
ING DRUG, INC. Aspirin & Aspirin for Children, Phillips Milk of Magnesia, Nasal Spray	Arthur Murray Show	D-F-S	NBC	703,902
	Five Fingers	D-F-S	NBC	198,612
	House on High Street	D-F-S	NBC	125,402
	Jazz Age	D-F-S	NBC	93,160
	M-Squad	D-F-S	NBC	753,742
	NBC News	D-F-S	NBC	541,640
	Perry Mason Show	D-F-S	CBS	1,252,097
	Queen for a Day	D-F-S	NBC	235,422
	Reckoning	D-F-S	CBS	277,830
	Restless Gun	D-F-S	NBC	1,932,690
	Saber of London	D-F-S	NBC	1,708,430
	Today	D-F-S	NBC	83,586
	Truth or Consequences	D-F-S	NBC	347,111
Aspirin & Children's Aspirin, Haley's M-O, Yeast Tablets, Phillips Milk of Magnesia	ABC Daytime Programming	D-F-S	ABC	132,120
	Price is Right	D-F-S	NBC	1,111,906
	Play Your Hunch	D-F-S	NBC	26,772
	Treasure Hunt	D-F-S	NBC	654,336
Aspirin & Children's Aspirin, Nasal Spray, Fletcher's Castoria, Haley's M-O, Ironized Yeast Tablets, Phillips Milk of Magnesia	County Fair	D-F-S	NBC	768,251
	Edge of Night	D-F-S	CBS	998,193
	Split Personality	D-F-S	NBC	227,177
	Verdict is Yours	D-F-S	CBS	1,179,650
Lyns Tooth Powder, Energine, Aspirin, Nasal Spray, Haley's M-O, Phillips Milk of Magnesia, Finer Cornet Food, Ironized Yeast Tablets, Sunday Dry Dog Shampoo	As the World Turns	D-F-S	CBS	1,624,526
	Detective's Diary	D-F-S	NBC	1,175,784
	True Story	D-F-S	NBC	1,044,117
URING SILVERSMITHS GUILD OF AMERICA Mutual	American Bandstand	F&S&R	ABC	79,670
	Today	F&S&R	NBC	78,712
IRMS NURSERIES Mutual	ABC Daytime Programming	Fairfax	ABC	13,040
	Today	Fairfax	NBC	288,718
DKY-VAN CAMP, INC. Beans, Fruit Juices	Jack Paar Show	L&N	NBC	160,540
	Today	L&N	NBC	250,454
TO BREWERY CO. Pilsener Beer	National League Hockey	Zimmer, Keller & Calvert	CBS	92,570
RUO MFG. CO. Crisps	ABC Daytime Programming	EWR&R	ABC	18,280
	Captain Kangaroo	EWR&R	CBS	53,500
UDIAKER-PACKARD CORP. Coke Crs	Jack Paar Show	D'Arcy	NBC	693,684
INEAM CORP. Electric Frying Pans, Clocks, Irons, Mixmasters, Shave-Masters, Dryers, Can Openers, Toasters	Perry Presents	Perrin-Paus	NBC	284,583
	What's My Line?	Perrin-Paus	CBS	3,388,578
NSINE BISCUITS, INC. Hot Crackers, Sunshine Cookies & Saltines, Hydrox Cookies	ABC Daytime Programming	C&W	ABC	81,750
	Laramie	C&W	NBC	331,716
	Law of the Plainsman	C&W	NBC	217,494

Client & Product	Program	Agency	Network	Estimate Gross Tim Programming
SUNSHINE BISCUITS, INC. <i>continued</i>	Price Is Right	C&W	NBC	\$ 482,2
	Tic-Tac-Dough	C&W	NBC	469,6
SWEETS CO. OF AMERICA, INC. Tootsie Rolls, Fudge, Pops	Captain Kangaroo	Henry Eisen	CBS	150,0
	Dough-Re-Mi	Henry Eisen	NBC	72,5
	Howdy Doody	Henry Eisen	NBC	180,0
	Price Is Right	Henry Eisen	NBC	24,6
	Restless Gun	Sweets Co.	ABC	117,8
	Split Personality	Henry Eisen	NBC	64,1
Tootsie Rolls & Pops, Rockwood Chocolate Bits & Wafers	ABC Daytime Programming	Sweets Co.	ABC	53,8
	Jefferson Drum	Henry Eisen	NBC	410,3
	Lone Ranger	Sweets Co.	ABC	124,5
	Mickey Mouse Club	Sweets Co.	ABC	568,7
	Tales of the Texas Rangers	Sweets Co.	ABC	527,5
	True Story	Henry Eisen	NBC	37,8
SWIFT & CO. Peter Pan Peanut Butter, Premium Meats, Brookfield Sausages	Art Linkletter's House Party	McCann-Erickson	CBS	647,0
	Verdict Is Yours	McCann-Erickson	CBS	328,4
	As the World Turns	McCann-Erickson	CBS	307,9
	Captain Kangaroo	McCann-Erickson	CBS	580,5
	Colt .45	McCann-Erickson	ABC	497,0
	Heckle & Jeckle	McCann-Erickson	CBS	178,6
	Play Your Hunch	McCann-Erickson	CBS	13,8
	Walt Disney Presents	McCann-Erickson	ABC	714,8
Premium Meats, Brookfield Sausages Peter Pan Peanut Butter	Today	Wm. Barton Marsh	NBC	97,3
SYNTEX CHEMICAL CO., INC. Aqua Ivy A-P Tablets	Cotton Bowl Game	C&W	CBS	317,8
	Holiday USA	C&W	CBS	309,7
	Swing into Spring	C&W	CBS	322,5
Dealer Service, Fire Chief Gasoline, Havoline Motor Oil, Marfak Lubrication & Anti Freeze, Sky Chief Gasoline	Texaco Huntley-Brinkley Report	C&W	NBC	5,956,6
TIME, INC. Time Magazine	Today	Y&R	NBC	6,9
THE TRAVELERS INSURANCE COMPANIES Travelers Insurance	Masters Golf Tournament	Y&R	CBS	215,7
UNION CARBIDE CORP. Prestone Anti Freeze	Jubilee USA	Wm. Esty	ABC	63,6
	Saturday Night Pro Football	Wm. Esty	ABC	37,1
	Alaskans	Wm. Esty	ABC	145,8
	Cheyenne	Wm. Esty	ABC	218,8
	Douglas Edwards with the News	Wm. Esty	CBS	203,5
	Markham	Wm. Esty	CBS	206,2
	Men into Space	Wm. Esty	CBS	251,6
	Sugarfoot	Wm. Esty	ABC	132,3
Eveready Flashlights & Batteries, Prestone Anti Freeze	Pro Football	EW&R	CBS	#85,1
UNION OIL CO. OF CALIFORNIA Gas & Motor Oil	Hawaii Pacific Miracle	Ayer	NBC	35,9
UNITED AIR LINES INC. Passenger & Freight Traffic	Summer on Ice	JWT	NBC	326,3
	Toast to Jerome Kern	JWT	NBC	586,0
U. S. BREWERS FOUNDATION, INC. Institutional	Arthur Godfrey Time	BBDO	CBS	169,7
	I Love Lucy	BBDO	CBS	152,8
	Sam Levenson Show	BBDO	CBS	503,8
	U. S. Steel Hour	BBDO	CBS	4,301,6
UNITED STATES STEEL CORP. Institutional	Dean Martin Show	Doner & Peck	NBC	696,1
	Frank Sinatra Timex Show	Doner & Peck	ABC	785,8
	Music with Mary Martin	Doner & Peck	NBC	244,1
	Phil Harris Show	Doner & Peck	NBC	229,4
	Timex All Star Jazz Show	Doner & Peck	CBS	221,4
Institutional, Cyclone Fence	Art Linkletter's House Party	EW&R	CBS	622,4
U. S. TIME CORP. Timex Watches	Jimmy Dean Show	EW&R	CBS	145,1
	Verdict Is Yours	EW&R	CBS	142,4
VAN CAMP SEAFOOD CO., INC. Chicken of the Sea Tuna				

Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
CHEMICAL CO. Drops Tablets, Cough Syrup, Vaporub	American Bandstand As the World Turns December Bride Edge of Night For Better or Worse I Love Lucy Top Dollar Verdict is Yours Lineup Rawhide	Morse Morse Morse Morse Morse Morse Morse Morse Morse Ogilvy, Benson & Mather Ogilvy, Benson & Mather	ABC CBS CBS CBS CBS CBS CBS CBS CBS CBS CBS	\$ 158,200 125,544 115,641 116,553 105,778 140,772 18,655 129,429 335,767 491,736
CON SALES CO. Vitamins	ABC Daytime Programming Jack Paar Show Today	Fairfax Fairfax Fairfax	ABC NBC NBC	55,710 15,992 213,329
DAWAGENWERK, G.M.B.H. Wagen Cars	Sugar Bowl Football Game	Compton	NBC	33,632
WAGNER MFG. CO. Rug Shampoo, Wagner Carpet Sweeper	Jack Paar Show	Sid Stone	NBC	71,707
DISNEY PRODUCTIONS Walt Disney Film Distribution Co.	Walt Disney Presents	Monroe Greenthal	ABC	174,157
DOUGHERTY CO. Captain Kangaroo	Captain Kangaroo	Tatham-Laird	CBS	68,550
DRYDEN CO. Walt Disney Presents	Walt Disney Presents	Grey	ABC	499,414
LAMBERT PHARMACEUTICAL CO., INC. Anahist Tablets, Syrup, Throat & Nasal Spray & Lozenges	ABC Daytime Programming Adventures in Paradise Alaskans Bronco Five Fingers Gale Storm Show Laramie Leave It to Beaver	Lambert & Feasley Ted Bates Ted Bates Ted Bates Ted Bates Lambert & Feasley Ted Bates Ted Bates	ABC ABC ABC ABC ABC ABC NBC ABC	109,300 87,719 57,242 120,374 303,597 921,220 533,141 91,810
LAMBERT PHARMACEUTICAL CO., INC. An Evening with Jimmy Durante Jack Paar Show Sunday Showcase Bourbon Street Beat Cheyenne Captain Kangaroo Great Leap Forward World Ahead	An Evening with Jimmy Durante Jack Paar Show Sunday Showcase Bourbon Street Beat Cheyenne Captain Kangaroo Great Leap Forward World Ahead	Lambert & Feasley Lambert & Feasley Lambert & Feasley Ted Bates Ted Bates Lambert & Feasley Lambert & Feasley Lambert & Feasley	NBC NBC NBC ABC ABC CBS NBC NBC	185,468 105,625 267,902 30,503 51,440 44,050 111,306 47,451
LAMBERT PHARMACEUTICAL CO., INC. Person to Person	Person to Person	Lambert & Feasley	CBS	588,762
MAKERS OF SWITZERLAND Sunday Showcase	Sunday Showcase	C&W	NBC	238,085
WATERPROOF PRODUCTS CORP. Jack Paar Show	Jack Paar Show	Direct	NBC	35,309
WATERPROOF PRODUCTS CORP. Jack Paar Show	Jack Paar Show	Walker-Sausy	NBC	134,208
WATERPROOF PRODUCTS CORP. Desilu Playhouse	Desilu Playhouse	McCann-Erickson	CBS	11,166,205
WHITMAN SON, INC. Wizard of Oz	Wizard of Oz	Ayer	CBS	257,150
WILSON-DICKIE Jubilee USA	Jubilee USA	Evans & Assoc.	ABC	347,640
WILSON-DICKIE Captain Kangaroo	Captain Kangaroo	R. Jack Scott	CBS	68,550
WILSON-DICKIE Clarron City Further Adventures of Ellery Queen	Clarron City Further Adventures of Ellery Queen	JWT JWT	NBC NBC	118,833 94,382

Includes AM programming costs.
Gross time billing only.

Source: Television Magazine for estimates of programming costs, LNA-BAR for estimated network gross time costs.



The Story of Warm Springs

NEWEST DOCUMENTARY
IN THE WSB-TV
"ROAD BACK" SERIES

This dramatic inside story showed WSB-TV viewers the personal struggle of paralysis patients on the "road back" from polio, arthritis and crippling birth defects. The half-hour film was written and produced by the WSB-TV staff, and filmed at Georgia's famous Warm Springs Foundation. It captured the spirit of plucky laughter and courageous hope so evident among patients. WSB-TV timed its showing to coincide with the New March of Dimes. Imaginative, responsible programming of this character has earned heart-warming rewards for WSB-TV...and for the station's advertisers.

WSB-TV
Channel 2 / ATLANTA

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

A quarterly breakdown of spot television expenditures listed and ranked by product category with year's total figures for 1959.

SPOT ADVERTISER EXPENDITURES

In 1959, national spot advertisers spent \$614,636,000 for gross time, 20% more than that spent in 1958. The most significant increase in spot expenditures is credited to the gain made in late night activity. In 1959, late night spot investments rose almost 36% as compared to the dollars spent during the part of the day in 1958. Announcements and participations accounted for the major portion of 1959 spending—76.4%. ID's took 10.5% of the total expenditures and the balance, 13.1%, went to show sponsorship. The 1959 shares for ID's and programs were somewhat lower than those reported in 1958. Procter & Gamble Co. again leads the top ten spot advertiser list with an expenditure of almost twelve

million dollars over last year's total. Adell Chemical Company (Lestoil), which ranked second in spot TV investments in 1959, first appeared on the top ten spot advertiser list in 1958.

Continuing its trend, food and grocery products spent more in spot television than any other product category. In 1959 a total of \$167,768,000 was spent by food and grocery advertisers, 24% more than was invested in 1958.

Reported below are the annual and quarterly spot expenditures for each product group. The figures, which are supplied by TvB-Rorabaugh, are based on gross time rates and include information from more than 300 reporting television stations.

HOW THEY RANK BY PRODUCT GROUPS

	TOTAL '59		1ST QUARTER '59		2ND QUARTER '59		3RD QUARTER '59		4TH QUARTER '59	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
Agriculture	24	\$ 1,782,000	22	\$ 536,000	24	\$ 410,000	24	\$ 451,000	24	\$ 385,000
Foods, Meals		1,004,000		330,000		248,000		212,000		214,000
Miscellaneous		778,000		206,000		162,000		239,000		171,000
Alcohol, Beer & Wine	4	48,522,000	4	11,653,000	4	12,826,000	3	12,314,000	4	11,729,000
Beer & Ale		43,356,000		9,999,000		12,044,000		11,597,000		9,716,000
Vine		5,166,000		1,654,000		782,000		717,000		2,013,000
Amusements, Entertainment	26	1,019,000	28	140,000	27	268,000	25	312,000	25	299,000

HOW THEY RANK BY PRODUCT GROUPS *continued*

	TOTAL '59	1ST QUARTER '59	2ND QUARTER '59	3RD QUARTER '59	4TH QUARTER					
	Estimated	Estimated	Estimated	Estimated	Estimated					
Rank	Expenditure	Rank	Expenditure	Rank	Expenditure					
Automotive	10	18,228,000	15	1,816,000	10	5,744,000	9	5,233,000	10	5,438,000
Anti-Freeze		158,000		—		1,000		36,000		121,000
Batteries		448,000		160,000		42,000		16,000		230,000
Cars		12,158,000		750,000		4,080,000		3,390,000		3,938,000
Tires & Tubes		1,755,000		161,000		485,000		871,000		238,000
Trucks & Trailers		303,000		26,000		98,000		40,000		139,000
Misc. Accessories & Supplies		3,406,000		719,000		1,038,000		880,000		769,000
Building Materials, Eqpt., Fixt., Paints	23	2,827,000	24	423,000	19	1,240,000	22	555,000	23	609,000
Fixtures, Plumbing, Supplies		503,000		108,000		148,000		126,000		121,000
Materials		731,000		135,000		237,000		163,000		196,000
Paints		1,011,000		78,000		665,000		181,000		87,000
Power		232,000		8,000		79,000		4,000		141,000
Misc.		350,000		94,000		111,000		81,000		64,000
Clothing, Furnishings, Acces- sories	12	16,273,000	12	3,827,000	12	4,025,000	13	3,295,000	11	5,126,000
Clothing		12,206,000		2,889,000		2,983,000		2,224,000		4,110,000
Footwear		2,910,000		723,000		835,000		838,000		514,000
Hosiery		804,000		148,000		57,000		147,000		452,000
Misc.		353,000		67,000		150,000		86,000		50,000
Confections & Soft Drinks	8	28,669,000	8	7,559,000	7	7,783,000	8	6,631,000	8	6,696,000
Confections		13,548,000		4,662,000		2,819,000		2,275,000		3,792,000
Soft Drinks		15,121,000		2,897,000		4,964,000		4,356,000		2,904,000
Consumers Services	11	17,550,000	11	4,216,000	11	4,908,000	11	3,825,000	12	4,601,000
Dry Cleaning & Laundries		34,000		8,000		10,000		6,000		10,000
Financial		2,975,000		637,000		745,000		695,000		898,000
Insurance		3,482,000		768,000		874,000		863,000		977,000
Medical & Dental		197,000		43,000		48,000		45,000		61,000
Moving, Hauling & Storage		489,000		35,000		204,000		139,000		111,000
Public Utilities		7,861,000		1,804,000		2,148,000		1,703,000		2,206,000
Religious, Political, Unions		1,277,000		387,000		451,000		201,000		238,000
Schools & Colleges		185,000		51,000		35,000		44,000		55,000
Misc. Services		1,050,000		483,000		393,000		129,000		45,000
Cosmetics & Toiletries	2	53,883,000	3	12,056,000	3	13,349,000	2	14,196,000	3	14,282,000
Cosmetics		12,566,000		2,973,000		2,854,000		2,958,000		3,781,000
Deodorants		6,059,000		278,000		2,058,000		2,793,000		930,000
Depilatories		153,000		34,000		43,000		45,000		31,000
Hair Tonic & Shampoos		11,066,000		3,449,000		2,904,000		2,777,000		1,936,000
Hand & Face Creams, Lotions		4,124,000		1,214,000		1,138,000		709,000		1,063,000
Home Permanents & Colorings		5,339,000		921,000		1,684,000		1,844,000		890,000
Perfumes, Toilet Waters, etc.		1,822,000		218,000		229,000		187,000		1,188,000
Razors, Blades		2,444,000		235,000		317,000		283,000		1,609,000
Shaving Creams, Lotions, etc.		513,000		450,000		343,000		429,000		291,000
Toilet Soaps		7,266,000		2,002,000		1,560,000		1,987,000		1,717,000
Misc.		1,531,000		282,000		219,000		184,000		84,000
Dental Products	13	14,345,000	10	4,530,000	13	3,176,000	12	3,302,000	13	3,337,000
Dentifrices		9,294,000		2,415,000		2,239,000		2,229,000		2,411,000
Mouthwashes		4,184,000		1,859,000		682,000		864,000		779,000
Misc.		867,000		256,000		255,000		209,000		147,000
Drug Products	3	53,442,000	2	16,453,000	5	9,966,000	5	10,100,000	2	16,923,000
Cold Remedies		16,728,000		7,042,000		995,000		1,485,000		7,206,000
Headache Remedies		10,481,000		2,718,000		2,061,000		2,240,000		3,462,000
Indigestion Remedies		10,540,000		2,998,000		2,556,000		2,158,000		2,828,000

	TOTAL '59		1ST QUARTER '59		2ND QUARTER '59		3RD QUARTER '59		4TH QUARTER '59	
	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure	Rank	Estimated Expenditure
axatives		3,032,000		764,000		747,000		790,000		731,000
itamins		4,034,000		770,000		1,033,000		1,294,000		937,000
Veight Aids		1,910,000		553,000		596,000		476,000		285,000
Misc. Drug Prods.		5,621,000		1,327,000		1,714,000		1,331,000		1,249,000
Drug Stores		1,096,000		281,000		264,000		326,000		225,000
Food & Grocery Products	1	167,768,000	1	46,566,000	1	43,240,000	1	30,218,000	1	47,744,000
Baked Goods		29,392,000		8,022,000		7,857,000		5,830,000		7,683,000
Cereals		15,332,000		4,120,000		3,930,000		3,501,000		3,781,000
Coffee, Tea & Food Drinks		37,138,000		10,680,000		8,787,000		6,809,000		10,662,000
Condiments, Sauces, Appetizers		7,274,000		1,287,000		2,026,000		1,565,000		2,396,000
Dairy Products		7,978,000		2,412,000		2,684,000		1,199,000		1,683,000
Desserts		1,395,000		541,000		270,000		139,000		445,000
Dry Foods (Flour, Mixes, Rice, etc.)		9,881,000		4,764,000		4,888,000		2,671,000		7,558,000
Fruits & Vegetable Juices		9,715,000		4,099,000		2,556,000		944,000		2,116,000
Macaroni, Noodles, Chili, etc.		2,196,000		621,000		428,000		533,000		614,000
Margarine, Shortenings		8,968,000		2,706,000		2,493,000		1,016,000		2,753,000
Meat, Poultry & Fish		8,909,000		2,437,000		2,666,000		1,950,000		1,856,000
Soups		988,000		392,000		81,000		68,000		447,000
Misc. Foods		7,849,000		1,773,000		1,753,000		1,503,000		2,820,000
Misc. Frozen Foods		1,502,000		240,000		318,000		226,000		718,000
Food Stores		9,451,000		2,472,000		2,503,000		2,264,000		2,212,000
Hardware Supplies & Equipment	27	808,000	26	262,000	25	369,000	28	110,000	29	67,000
Gasoline & Lubricants	9	23,245,000	9	5,315,000	9	7,196,000	10	5,102,000	9	5,632,000
Gasoline & Oil		21,511,000		5,063,000		6,656,000		4,488,000		5,304,000
Oil Additives		1,218,000		202,000		436,000		285,000		295,000
Misc.		216,000		50,000		104,000		29,000		33,000
Hotels, Resorts, Restaurants	29	567,000	29	109,000	29	112,000	27	158,000	27	188,000
Household Cleaners, Cleansers, Polishes, Waxes	5	45,029,000	5	11,395,000	2	13,582,000	4	10,848,000	5	9,204,000
Cleaners, Cleansers		37,945,000		9,651,000		10,815,000		9,921,000		7,558,000
Floor & Furniture Polish, Waxes		3,543,000		1,141,000		1,360,000		549,000		493,000
Glass Cleaners		659,000		120,000		120,000		75,000		394,000
Home Dry Cleaners		569,000		29,000		453,000		52,000		35,000
Shoe Polish		1,776,000		263,000		616,000		209,000		688,000
Misc. Cleaners		537,000		191,000		218,000		42,000		86,000
Household Equipment Appliances	17	4,988,000	20	801,000	18	1,365,000	18	987,000	16	1,835,000
Household Furnishings	22	3,677,000	16	1,345,000	23	767,000	20	806,000	22	759,000
Beds, Mattresses, Springs		1,786,000		480,000		472,000		486,000		348,000
Furniture & Other Furnishings		1,891,000		865,000		295,000		320,000		411,000
Household Laundry Projects	6	37,503,000	6	9,873,000	6	9,740,000	6	8,776,000	6	9,114,000
Beaches, Starches		6,732,000		1,403,000		2,116,000		1,311,000		1,902,000
Packaged Soaps, Detergents		28,748,000		7,765,000		7,147,000		7,006,000		6,830,000
Misc.		2,023,000		705,000		477,000		459,000		382,000
Household Paper Products	19	4,563,000	17	1,306,000	17	1,428,000	21	780,000	21	1,049,000
Bleaching Tissues		668,000		287,000		107,000		27,000		247,000
Food Wraps		1,524,000		312,000		548,000		338,000		326,000
Napkins		315,000		253,000		39,000		1,000		22,000
Toilet Tissue		1,164,000		328,000		407,000		152,000		277,000
Misc.		892,000		126,000		327,000		262,000		177,000

HOW THEY RANK BY PRODUCT GROUPS *continued*

	TOTAL '59	1ST QUARTER '59	2ND QUARTER '59	3RD QUARTER '59	4TH QUARTER					
	Estimated	Estimated	Estimated	Estimated	Estima					
Rank	Expenditure	Expenditure	Expenditure	Expenditure	Expend					
Household General	16	5,638,000	19	922,000	14	2,245,000	15	1,291,000	19	1,180
Brooms, Brushes, Mops, etc.		616,000		217,000		153,000		50,000		196
China, Glassware, Crockery, Containers		940,000		148,000		375,000		205,000		212
Disinfectants, Deodorizers		1,165,000		246,000		377,000		207,000		335
Fuels (heating, etc.)		309,000		55,000		45,000		90,000		119
Insecticides, Rodenticides		1,701,000		105,000		802,000		689,000		105
Kitchen Utensils		106,000		32,000		52,000		5,000		17
Misc.		801,000		119,000		441,000		45,000		196
Notions	30	325,000	31	42,000	28	171,000	31	65,000	31	47
Pet Products	15	6,738,000	13	2,441,000	16	1,647,000	17	1,020,000	18	1,630
Publications	28	679,000	25	332,000	30	50,000	26	218,000	28	79
Sporting Goods, Bicycles, Toys	18	4,887,000	21	586,000	22	825,000	23	547,000	14	2,929,000
Bicycles & Supplies		36,000		—		7,000		3,000		26,000
Toys & Games		4,530,000		547,000		732,000		457,000		2,794,000
Misc.		321,000		39,000		86,000		87,000		109,000
Stationery, Office Equipment	31	221,000	30	65,000	31	20,000	30	80,000	30	56,000
TV, Radio, Phonograph, Musical Instruments	25	1,179,000	23	501,000	26	319,000	29	90,000	26	269,000
Radio & TV Sets		388,000		162,000		126,000		29,000		71,000
Records		281,000		135,000		33,000		21,000		92,000
Misc.		510,000		204,000		160,000		40,000		106,000
Tobacco Products & Supplies	7	33,300,000	7	8,109,000	8	7,770,000	7	8,398,000	7	9,023,000
Cigarettes		30,563,000		7,629,000		6,990,000		7,999,000		7,945,000
Cigars, Pipe Tobacco		2,332,000		382,000		659,000		368,000		923,000
Misc.		405,000		98,000		121,000		31,000		155,000
Transportation & Travel	20	4,460,000	18	1,184,000	21	1,082,000	16	1,129,000	20	1,065,000
Air		3,281,000		926,000		587,000		924,000		844,000
Bus		423,000		56,000		285,000		45,000		37,000
Rail		718,000		189,000		206,000		157,000		166,000
Misc.		38,000		13,000		4,000		3,000		18,000
Watches, Jewelry, Cameras	21	3,854,000	27	148,000	20	1,121,000	19	817,000	17	1,768,000
Cameras, Accessories, Supplies		1,174,000		49,000		504,000		63,000		558,000
Clocks & Watches		23,000		1,000		1,000		7,000		14,000
Jewelry		174,000		12,000		34,000		34,000		94,000
Pens & Pencils		2,230,000		82,000		543,000		635,000		970,000
Misc.		253,000		4,000		39,000		78,000		132,000
Miscellaneous	14	8,667,000	14	1,908,000	15	2,160,000	14	1,927,000	15	2,672,000
Trading Stamps		953,000		117,000		205,000		169,000		462,000
Misc. Products		3,724,000		775,000		921,000		952,000		1,076,000
Misc. Stores		3,990,000		1,016,000		1,034,000		806,000		1,134,000
TOTAL		614,636,000		156,419,000		158,904,000		133,581,000		165,732,000

Source: TvB and N.C. Rorabough Co., Inc.

A breakdown of the United States television audience by territories and county and family size during the last four years.

THE TELEVISION AUDIENCE

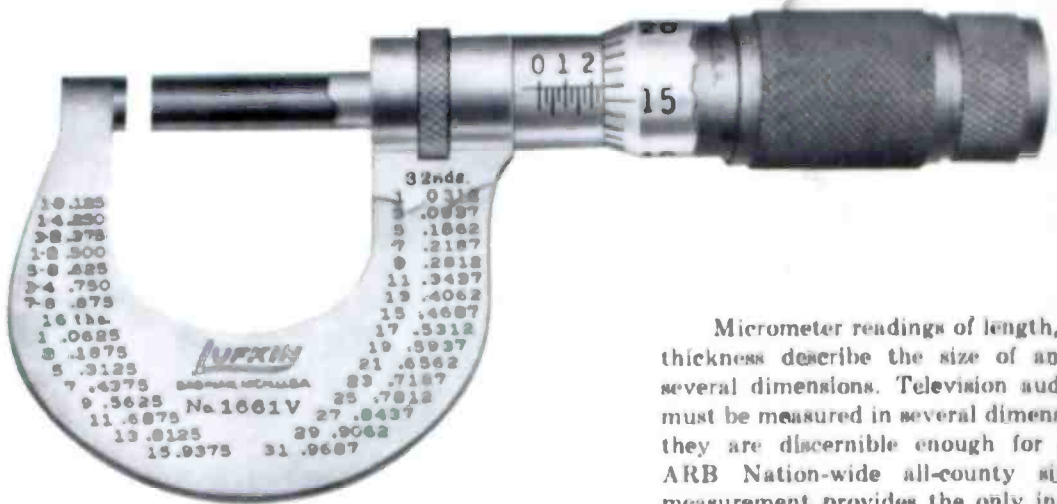
SEPTEMBER—DECEMBER OF EACH YEAR

	% of Families In Each Group Owning TV Set				% of Total U.S. TV Families Found In Each Group				% of Total U.S. Non-TV Families Found In Each Group			
	1959	1958	1957	1956	1959	1958	1957	1956	1959	1958	1957	1956
REGIONS												
Northeast	91%	91%	89%	83%	27%	26%	28%	29%	16%	16%	16%	19%
East Central	89	89	87	82	18	17	18	18	13	13	12	13
West Central	87	86	81	77	19	19	19	20	18	18	21	19
South	78	76	71	65	22	24	21	20	39	39	39	34
Pacific	87	86	84	74	14	14	14	13	14	14	12	15
COUNTY SIZE												
A	92	92	90	85	40	37	40	41	21	21	20	23
B	90	89	86	82	29	27	29	29	21	21	22	20
C	82	80	75	69	18	20	18	18	26	26	27	26
D	72	70	66	57	13	16	13	12	32	32	31	31
FAMILY SIZE												
1 & 2 Members	78	75	70	64	38	40	34	33	66	67	68	61
3 & 4 Members	93	92	90	85	39	38	42	43	20	21	20	24
5+ Members & Over	91	92	90	84	23	22	24	24	14	12	12	15
TOTAL U.S. FAMILIES	86%	85%	82%	76%	100%	100%	100%	100%	100%	100%	100%	100%

Total U.S. Family Base: 1959—51,625,000; 1958—51,100,000; 1957—50,200,000; 1956—49,432,000.

Source: A. C. Nielsen Company

The standard
by which others
are judged



This is a micrometer, one of the most precise of measuring instruments. Visible inside it is an electric lead screw which makes it so—the so-called lead screw which is made to exacting specifications set by instruments (and a master screw in the United States National Bureau of Standards).

This micrometer shows .241-inch distance between its anvils, the product of two readings .016" in the thimble plus .225" on the barrel.

The circular movement of this screw, related to its axial movement, is what makes it accurate. The amount of axial movement per unit of circular movement (revolution), depends on the thread, and is known as the lead. Hence, lead screw.

Micrometer readings of length, width and thickness describe the size of an object in several dimensions. Television audiences also must be measured in several dimensions before they are discernible enough for evaluation. ARB Nation-wide all-county simultaneous measurement provides the only industry to with the full dimensions of station and program audience size . . . TOTAL home potential, TOTAL net weekly circulation, quarter-hour, TOTAL homes reached . . . found by actual survey, not projection or interpolation. Total audience composition data and one week/10 week metro area rating breakouts are also available: in complete separate market reports or in summary form for all 240 U. S. markets, and offered to ARB clients with .

Accuracy . . . Reliability . . .
Believability



AMERICAN
RESEARCH
BUREAU, INC.

WASHINGTON NEW YORK CHICAGO
LOS ANGELES

Reports offered, methodology, sample sizes, survey periods, frequency, data supplied, delivery dates, and projectability.

THE RATING SERVICES

AMERICAN RESEARCH BUREAU, INCORPORATED

Baltimore, Md.: 4320 Ammendale Rd. (WEbster 5-2600); James W. Fisher, Director. New York: 400 Park Ave. (PLaza 1-5577). Chicago 11: 215 Tribune Tower. Los Angeles: 523 Selma Ave. (HOLlywood 9-1683)

Report: ARB TV Nationals

Frequency: 10 times a year

Method: Diary

Sample: 2,000-2,200 different homes each month (telephone homes in all U.S.)

Survey period: A pre-determined 7-day period each month; alternate-week programs following 7 days

Delivery date: 3-4 weeks after last survey date

Data supplied: Program coverage, ratings, homes and viewers reached, audience composition

Projectable to: U.S. TV homes

Report: ARB Market Area Reports (week and 4-week reports)

Frequency: Monthly to bi-annually, varying with market size

Method: Diary

Sample: 200-1,400 different telephone

homes each month; different homes each week in 4-week reports

Survey period: 1 typical week; 4-week reports, 4 consecutive weeks

Delivery date: 3-4 weeks after last survey date

Data supplied: Sets-in-use, audience composition, total homes, ratings

Projectable to: TV telephone homes in survey area

Report: Arbitron (New York and Multi-City)

Frequency: Continuous

Method: Electronic Meter

Sample: Currently 251 homes in New York report; currently 454 homes in 7-city report, fixed sample

Survey period: Continuous

Delivery date: Following day

Data supplied: New York—sets-in-use, ratings, audience composition monthly (from diaries placed in 300 homes). Multi-City—sets-in-use, ratings, share, number of cities program telecast. Special tabulations (90-second ratings, audience flow, etc.) available

Projectable to: TV homes in survey area

Report: ARB Coverage Study

Frequency: Annual

Method: Diary

Sample: Minimum of 50 diaries for each reporting unit

Survey period: November, 1959, and March, 1960

Delivery date: Summer, 1960

Data supplied: Total homes, metropolitan areas, TV homes, % penetration, weekly and daily audiences for stations by counties, station facilities and network affiliations

Projectable to: U.S. TV homes

HOME TESTING INSTITUTE, INC.

Port Washington, N.Y.: 90 Main St. (Port Washington 7-7520); Henry Brenner, President

Report: National TV Q-Ratings

Frequency: Monthly

Method: National mail consumer panel, questionnaires filled out by all members of family 6 years and over

Sample: 12,000 homes, fixed sample; 1,000 homes (approximately 750 TV homes) surveyed each month

Survey period: First week in month (except Sept.—no report, Oct.—two reports)

To next page

Delivery date: 21st of each month
Data supplied: Data on all network and some syndicated programs. Familiarity (% of respondents who have seen the program) and TV Q-Ratings (% of those familiar with program who rate it "one of their favorites"); breakdowns by sex and age. Other breakdowns (income, market size, etc.) available
Projectable to: U.S. TV homes

A. C. NIELSEN CO.

Chicago 45: 2101 Howard St. (HOLycourt 5-4400); Henry Rahmel, Executive Vice President and Broadcast Division Manager. Chicago: 360 N. Michigan Ave. (FRanklin 2-3810). New York: 575 Lexington Ave. (MURrayhill 8-1020). San Francisco: 70 Willow Rd., Menlo Park (DAvenport 5-0021)

Report: Nielsen Television Index
Frequency: Semi-monthly, 24 times a year

Method: Audimeter

Sample: 1,050 TV homes, permanent sample

Survey period: Continuous

Delivery date: 3 weeks after last survey date to be included in report

Data supplied: Bi-Weekly Rating Reports (pocket-piece)—homes using television, program coverage, ratings, shares, homes reached, trends in set-usage and ratings by program types. Bi-Monthly Complete Reports—additional program data such as minute-by-minute audience flow, cumulative audience, audience by various market breakdowns, etc. Special analyses available

24-Market TV Ratings (a breakout of national): weekly, mailed 6 days after last reported telecast. Homes using television, ratings, shares, and coverage figures for network programming at original telecast-time in 24 cities (41% U.S. TV homes)

National Nielsen Audience Composition Report: audience composition issued 4 times a year (from matched sample of 1,050 TV homes with Audilogs and Recordimeters)

Projectable to: Semi-Monthly, Bi-Monthly, and Audience Composition Reports projectable to all U.S. TV homes; 24-Market TV Ratings projectable to 41% U.S. TV homes

Report: Nielsen Station Index (television)

Frequency: 2-12 monthly reports per year, depending upon the market

Method: Audilog (diary), Audilog-Recordimeter, and Audimeter

Sample: Varies by size of market and total reach of individual stations. Not less than 150 different homes reporting a minimum of one week each per report month for the smallest or "metro area" breakout

Survey period: Monthly reports, 4-week cycles; Bi-Monthly reports, 8 weeks of broadcasting

Delivery date: 3 weeks after last survey date

Data supplied: In Monthly reports—homes using television, program metro-area ratings and shares, station total homes reached, and audience composition. In Bi-Monthly reports—per-broadcast ratings, 4-week cumulative audiences in metro area and station's complete broadcasting area, and audience composition

Projectable to: TV homes in survey area

Report: NCS #1

Method: Mail ballot, personal interview, and Audimeter

Sample: 200,000 homes

Survey period: Scheduled for 1960-61

Data supplied: Daily, weekly, monthly audiences day and night, for stations by counties

THE PULSE, INC.

New York 19: 730 Fifth Ave. (Judson 6-3316); Dr. Sydney Roslow, Director. Los Angeles 48: 6399 Wilshire Blvd.; Edwin Cahn, Director. Chicago: 435 N. Michigan Ave.; John Schulz, Director. San Juan, P.R.: P.O. Box 3442; Fernando Zegri, Director. London: 41 Dover St.; John D. F. Martyn, Director

Report: U.S. Pulse TV

Frequency: Monthly

Method: Personal interview, roster-recall, different homes each month

Sample: 5,000 per once-a-week program; 20,000 per daytime strip

Survey period: 4 weeks, from 15th to 15th of each month

Delivery date: 30 days after completion of interviewing

Data supplied: Ratings in 22 indi-

vidual markets and weighted average ratings for network programs and spot film programs, and audience composition. Monthly Quality Program Audience Analyses on various factors such as cigarette smoking, automobile ownership, coffee consumption, etc.

Projectable to: TV homes in survey area

Report: Telepulse Reports

Frequency: 22 markets monthly; 2 markets variously

Method: Personal interview, roster-recall, different homes each month

Sample: 200 homes per quarter-hour in single-station markets; 300-400 per quarter-hour in multi-station markets

Survey period: 4 continuing weeks
Delivery date: 30 days after completion of interviewing

Data supplied: Quarter-hour sets-in-use and ratings, program audience composition

Projectable to: TV homes in survey area

TRENDEX, INC.

New York 17: 535 Fifth Ave. (MURrayhill 2-1182); Edward G. Hyn Jr., President; Robert B. Rogers, Executive Vice President; Mary Smith, Vice President, Secretary; Eugene Reilly, Vice President, Sales Director. Bridge Square, Westport, Conn. John P. List, Vice President, Treasurer

Report: TV Program Popularity Evening

Frequency: Monthly

Method: Telephone-coincidental non-toll areas in 30 markets, each having 3 or more VHF stations

Sample: 1,000 calls per half-hour evening, different homes each month

Survey period: First 7 days of month
Delivery date: Advance reports, 10 days after telecast; full reports, 15 days of each month (overnight on special orders)

Data supplied: Sets-in-use, program ratings and shares

Projectable to: Telephone TV homes in the 30 cities

Report: Dimensionalized TV Program

Frequency: 6 times a year

Method: Telephone-coincidental in all areas in 30 markets, each with 3 or more VHF stations
Sample: 1,000 calls per half-hour, different homes each month
Survey period: First 7 days of month
Delivery date: 30th of month of survey

Data supplied: Audience composition, program selectivity, sponsor identification, type of household, reaction to program, return to series, frequency of viewing
Special data on any program available on request.

Projectable to: Telephone TV surveys, 30 cities

VIDEODEX, INC.

New York 17: 342 Madison Ave. (Manhattan 7-8837); Allan V. Jay, President

Report: Network TV Ratings
Frequency: Monthly
Method: Diary
Sample: 9,200 tabulated diaries, representative panel each month, each home included in 6 reports

Survey period: 7 days early in month, subject when holiday bias
Delivery date: 21st of each month
Data supplied: Sets-in-use, program usage, ratings, and homes reached, audience composition by time period, opinions of programs and commercials (quarterly). *Multi-city report* (broken out from national) copy 29 individual city ratings for network programs and spot shows. Special tabulations available.

Projectable to: All TV homes in the least area

Report: Individual City Videodex reports
Frequency: Monthly, quarterly, and bi-annually

Method: Diary
Sample: An average of 350-450 homes; 250 in single-station markets, 600 in multi-station markets
Survey period: 7 days of each month, usually early in month

Delivery date: 3 weeks after last survey date
Data supplied: Quarter-hour sets-in-use, program ratings, shares and viewers, audience composition, and scheduled summary analyses
Projectable to: All TV homes in the least area

Report: Videodex Station Conversion and Station Penetration Series
Frequency: Semi-annual

Method: BMB-type ballot
Sample: UHF conversion series, based on 700 minimum for multi-county range; county-by-county station penetration series, based on minimum of 100 ballots per county
Survey period: Spring and autumn
Delivery date: Within 5 weeks after completion

Data supplied: Station-by-station penetration levels, station viewed most by day part, reception quality on a channel-by-channel basis
Projectable to: All TV homes in county units surveyed. All UHF markets; all individual county units with minimum of \$1 million annual retail sales volume. **END**

Is this your DATA BOOK?

If you're relying on route-list or departmental copies of TELEVISION MAGAZINE, now is the time to enter a subscription of your own and get your personal copy of the Data Book—FREE. Send us your order—start 12 full months of TELEVISION MAGAZINE for \$5.00.

Just send us the coupon below and we will start your subscription immediately.

Please enter my 12-month subscription to TELEVISION MAGAZINE and include a free copy of the 1960 Data Book.

Name

Company

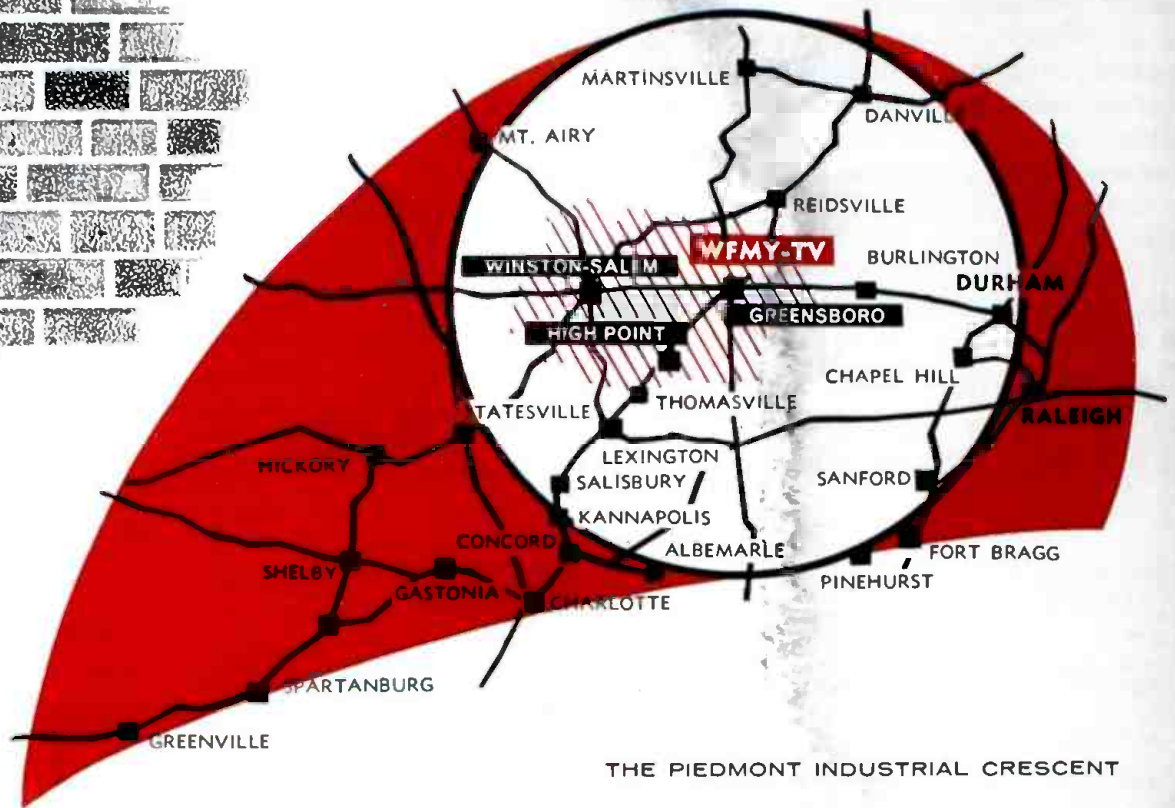
Address

City Zone State

Send to Home

Address

PUBLISHED BY FREDERICK KUGEL CO., INC. • 422 MADISON AVE., NEW YORK 17, N. Y.



THE PIEDMONT INDUSTRIAL CRESCENT

the **BRICK** industry . . .
creates buying power in the Piedmont Industrial Crescent !

The South's vast brick industry is **another reason why** WFMY-TV . . .
 located in the heart of the industrial Piedmont . . . is the **dominant selling influence**
 in this \$3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy
 industrial 54-county area where 2,250,000 people live, work and buy.



wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 11th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
 New York, Chicago, San Francisco, Atlanta, Boston, Detroit



A TELEVISION MAGAZINE EXCLUSIVE

TV coverage goes far beyond the limits of standard metropolitan areas. This latest Television Magazine study stresses the need for a revised marketing concept.

TELEVISION MARKETS VS. STANDARD METRO AREAS

The concept of TV coverage departs drastically from traditional definitions of retail markets or metropolitan county areas. The TV market is a unique development in sales and advertising. It generally includes several trading areas.

The difference between TV and metro areas can be dramatic, not only in small markets, but also in major market areas. For example, the coverage of the TV stations in Boston includes more than half a million TV homes outside of the Boston metro area. These homes represent more than \$2.5 billion in retail sales not listed in the standard metropolitan-area breakdown.

The extent of the difference between TV markets

and metropolitan areas is strikingly illustrated in the following comparisons of the television markets as defined by TELEVISION MAGAZINE's research department and the metropolitan statistical areas reported in the 1959 *Sales Management's* "Survey of Buying Power."

Where no data appear in the metropolitan-area column, the city was not large enough to be ranked on a standard-area basis. However, where there is an adjacent metropolitan area covered by the market, this information is reported in a footnote. "D.I." indicates that data on the TV area are inadequate. For intermixed markets, only VHF data are shown. Dagger (†) indicates UHF.

	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)	
	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (\$000)	Standard Metro Area (\$000)
Albany, S. D.	19.4	—	28.1	—	97.4	—	112,886	—
Albany, Tex.	77.8	20.7	98.1	95.9	330.8	88.6	380,670	105,369
Albany, Okla.	80.4	—	105.3	—	366.2	—	314,631	—
Albany, Ohio	169.9	—	156.8	156.8	522.0	522.0	626,626	626,626
Albany, Ga.	90.8	13.0	141.8	17.2	595.6	62.2	400,187	68,568
Albany-Schenectady-Troy, N. Y.	461.9	196.9	503.2	212.9	1646.0	681.2	1,923,885	798,004
Albuquerque, N. M.	125.5	62.7	174.8	70.6	686.1	251.7	716,074	303,475
Alfred, La.	93.2	23.7	133.4	30.9	505.3	114.2	348,198	100,120

JHMarket.

Publication & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction at censored.

Television Market (Thousands)	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)	
	Standard	Standard	Television	Standard	Television	Standard	Television	Standard
	Market	Metro Area	Market	Metro Area	Market	Metro Area	Market	Metro Area

Alexandria, Minn.	51.5	—	67.3	—	258.0	—	263,866	—
Alltoona, Pa.	277.6	37.1	308.3	39.4	1102.4	134.4	1,081,409	—
Amarillo, Tex.	110.3	44.2	143.7	52.0	492.7	167.0	614,849	—
Ames, Iowa	316.3	—	347.0	—	1107.5	—	1,420,843	—
Anderson, S. C.	13.8	—	23.5	—	89.4	—	75,043	—
Ardmore, Okla.	30.4	—	40.2	—	136.9	—	127,799	—
Asheville, N. C.-Greenville-Spartanburg, S. C.	394.5	110.9 ²	502.4	136.3	1971.6	507.4	1,517,766	—
Atlanta, Ga.	573.9	244.7	690.7	268.4	2644.9	944.9	2,553,101	—
Augusta, Ga.	190.6	58.7	258.2	70.0	1015.9	261.7	721,659	—
Austin, Minn.	121.0	—	135.8	—	465.6	—	585,552	—
Austin, Tex.	154.8	49.4	198.5	60.0	715.3	214.6	730,281	—
Bakersfield, Calif.	175.5	75.7	195.9	85.7	634.0	288.2	842,738	—
Baltimore, Md.	670.3	448.4	723.9	478.0	2570.5	1700.6	2,800,304	—
Bangor, Me.	117.8	28.2	132.2	30.8	436.5	114.9	532,871	—
Baton Rouge, La.	266.5	56.2	362.1	68.7	1391.6	246.5	1,150,668	—
Bay City-Saginaw, Mich.	304.4	79.4	332.2	84.3	1159.7	292.5	1,274,732	—
Beaumont-Port Arthur, Tex.	152.2	74.3	195.7	88.9	695.7	307.0	702,418	—
Bellingham, Wash.	53.1	20.3	64.3	24.6	198.2	73.7	214,593	—
Big Spring, Tex.	24.3	—	29.4	—	109.1	—	142,842	—
Billings, Mont.	49.9	21.1	79.5	26.1	257.1	81.2	322,255	—
Binghamton, N. Y.	326.8	57.3	365.0	62.4	1232.9	208.4	1,290,493	—
Birmingham, Ala.	427.3	163.0	549.1	180.6	2096.6	637.4	1,724,231	—
Bismarck, N. D.	45.7	—	66.9	—	252.7	—	271,653	—
Bloomington, Ind.	635.0	—	684.7	—	2216.1	—	2,512,329	—
Bluefield, W. Va.	126.9	—	170.2	—	724.2	—	438,074	—
Boise, Ida.	68.4	37.1	87.5	44.2	291.8	144.5	372,795	—
Boston, Mass.	1442.5	812.4	1548.9	869.7	5319.4	3022.2	6,700,858	—
Bridgeport, Conn. (D. I.)	—	—	—	—	—	—	—	—
Bristol, Va.-Johnson City, Tenn.	153.1	52.6 ⁵	221.5	70.8	926.3	278.1	542,625	—
Bryan, Tex.	41.4	—	56.1	—	203.1	—	193,386	—
Buffalo, N. Y.	645.6	368.0	708.0	399.6	2400.1	1354.9	2,728,131	—
Burlington, Vt.	166.4	16.8	185.2	18.1	665.7	68.4	751,025	—
Butte, Mont.	34.5	21.7 ⁶	50.9	27.7	154.8	81.9	177,018	—
Cadillac, Mich.	118.9	—	136.5	—	479.3	—	550,178	—
Cape Girardeau, Mo.	225.0	—	271.2	—	911.5	—	830,486	—
Carlsbad, N. M.	11.1	—	14.1	—	51.5	—	53,004	—
Carthage-Watertown, N. Y.	77.7	—	92.0	—	319.1	—	310,382	—
Casper, Wyo.	24.6	9.3	45.2	15.9	146.7	48.2	210,735	—
Cedar Rapids-Waterloo, Iowa	325.0	74.6	357.3	78.6	1181.8	251.7	1,484,424	—
Champaign, Ill.	343.9	31.3 ⁷	377.5	33.7	1227.0	127.2	1,440,176	—
Charleston, S. C.	149.5	47.5	200.1	56.1	832.3	205.5	611,827	—
Charleston-Huntington, W. Va.	443.4	146.8 ⁸	546.4	163.6	2149.8	599.6	1,557,521	—

†UHF market.

1. See Des Moines, Iowa.
2. Combined standard metropolitan area shown.
3. See Rochester, Minn., or Mason City, Iowa.
4. See Indianapolis, Ind.

5. Standard metropolitan area listed as Bristol-Johnson City-Kingsport, Tenn.
6. Standard metropolitan area listed as Butte-Anaconda.
7. Watertown, N.Y.
8. Standard metropolitan area listed as Champaign-Urbana.
9. Standard metropolitan area listed as Charleston-Huntington-Ashland.

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

TV Market *
* TV Mag.

**NSI CHAMPAIGN-DANVILLE AREA
DECATUR-SPRINGFIELD AREA PROVES
WCIA's DOMINANCE in Central Illinois**

Nielsen Station Index Nov. 1959 Central Illinois Area						
MONDAY THRU FRIDAY				SUNDAY THRU SATURDAY		
STATIONS CH.	MORNING		AFTERNOON		NIGHT	
	6 am-9 am Homes	9 am-Noon Homes	Noon-3 pm Homes	3 pm-6 pm Homes	6 pm-9 pm Homes	9 pm-Mid Homes
WCIA 3	11,300	47,800	60,000	57,500	96,400	55,400
Station A	4,900	8,000	7,100	12,700	21,000	14,600
Station B	3,400	6,500	11,900	25,200	11,400
Station C	800	700	2,000	1,600
Station D	1,100	3,500	6,600	2,000



WCIA Channel 3
CHAMPAIGN, ILLINOIS
George P. Hollingbery * Representative

1000
 900
 800
 700
 600
 500
 400
 300
 200
 100
 0
 -100
 -200
 -300
 -400
 -500
 -600
 -700
 -800
 -900
 -1000
 -1100
 -1200
 -1300
 -1400
 -1500
 -1600
 -1700
 -1800
 -1900
 -2000
 -2100
 -2200
 -2300
 -2400
 -2500
 -2600
 -2700
 -2800
 -2900
 -3000
 -3100
 -3200
 -3300
 -3400
 -3500
 -3600
 -3700
 -3800
 -3900
 -4000
 -4100
 -4200
 -4300
 -4400
 -4500
 -4600
 -4700
 -4800
 -4900
 -5000
 -5100
 -5200
 -5300
 -5400
 -5500
 -5600
 -5700
 -5800
 -5900
 -6000
 -6100
 -6200
 -6300
 -6400
 -6500
 -6600
 -6700
 -6800
 -6900
 -7000
 -7100
 -7200
 -7300
 -7400
 -7500
 -7600
 -7700
 -7800
 -7900
 -8000
 -8100
 -8200
 -8300
 -8400
 -8500
 -8600
 -8700
 -8800
 -8900
 -9000
 -9100
 -9200
 -9300
 -9400
 -9500
 -9600
 -9700
 -9800
 -9900
 -10000
 -10100
 -10200
 -10300
 -10400
 -10500
 -10600
 -10700
 -10800
 -10900
 -11000
 -11100
 -11200
 -11300
 -11400
 -11500
 -11600
 -11700
 -11800
 -11900
 -12000
 -12100
 -12200
 -12300
 -12400
 -12500
 -12600
 -12700
 -12800
 -12900
 -13000
 -13100
 -13200
 -13300
 -13400
 -13500
 -13600
 -13700
 -13800
 -13900
 -14000
 -14100
 -14200
 -14300
 -14400
 -14500
 -14600
 -14700
 -14800
 -14900
 -15000
 -15100
 -15200
 -15300
 -15400
 -15500
 -15600
 -15700
 -15800
 -15900
 -16000
 -16100
 -16200
 -16300
 -16400
 -16500
 -16600
 -16700
 -16800
 -16900
 -17000
 -17100
 -17200
 -17300
 -17400
 -17500
 -17600
 -17700
 -17800
 -17900
 -18000
 -18100
 -18200
 -18300
 -18400
 -18500
 -18600
 -18700
 -18800
 -18900
 -19000
 -19100
 -19200
 -19300
 -19400
 -19500
 -19600
 -19700
 -19800
 -19900
 -20000
 -20100
 -20200
 -20300
 -20400
 -20500
 -20600
 -20700
 -20800
 -20900
 -21000
 -21100
 -21200
 -21300
 -21400
 -21500
 -21600
 -21700
 -21800
 -21900
 -22000
 -22100
 -22200
 -22300
 -22400
 -22500
 -22600
 -22700
 -22800
 -22900
 -23000
 -23100
 -23200
 -23300
 -23400
 -23500
 -23600
 -23700
 -23800
 -23900
 -24000
 -24100
 -24200
 -24300
 -24400
 -24500
 -24600
 -24700
 -24800
 -24900
 -25000
 -25100
 -25200
 -25300
 -25400
 -25500
 -25600
 -25700
 -25800
 -25900
 -26000
 -26100
 -26200
 -26300
 -26400
 -26500
 -26600
 -26700
 -26800
 -26900
 -27000
 -27100
 -27200
 -27300
 -27400
 -27500
 -27600
 -27700
 -27800
 -27900
 -28000
 -28100
 -28200
 -28300
 -28400
 -28500
 -28600
 -28700
 -28800
 -28900
 -29000
 -29100
 -29200
 -29300
 -29400
 -29500
 -29600
 -29700
 -29800
 -29900
 -30000
 -30100
 -30200
 -30300
 -30400
 -30500
 -30600
 -30700
 -30800
 -30900
 -31000
 -31100
 -31200
 -31300
 -31400
 -31500
 -31600
 -31700
 -31800
 -31900
 -32000
 -32100
 -32200
 -32300
 -32400
 -32500
 -32600
 -32700
 -32800
 -32900
 -33000
 -33100
 -33200
 -33300
 -33400
 -33500
 -33600
 -33700
 -33800
 -33900
 -34000
 -34100
 -34200
 -34300
 -34400
 -34500
 -34600
 -34700
 -34800
 -34900
 -35000
 -35100
 -35200
 -35300
 -35400
 -35500
 -35600
 -35700
 -35800
 -35900
 -36000
 -36100
 -36200
 -36300
 -36400
 -36500
 -36600
 -36700
 -36800
 -36900
 -37000
 -37100
 -37200
 -37300
 -37400
 -37500
 -37600
 -37700
 -37800
 -37900
 -38000
 -38100
 -38200
 -38300
 -38400
 -38500
 -38600
 -38700
 -38800
 -38900
 -39000
 -39100
 -39200
 -39300
 -39400
 -39500
 -39600
 -39700
 -39800
 -39900
 -40000
 -40100
 -40200
 -40300
 -40400
 -40500
 -40600
 -40700
 -40800
 -40900
 -41000
 -41100
 -41200
 -41300
 -41400
 -41500
 -41600
 -41700
 -41800
 -41900
 -42000
 -42100
 -42200
 -42300
 -42400
 -42500
 -42600
 -42700
 -42800
 -42900
 -43000
 -43100
 -43200
 -43300
 -43400
 -43500
 -43600
 -43700
 -43800
 -43900
 -44000
 -44100
 -44200
 -44300
 -44400
 -44500
 -44600
 -44700
 -44800
 -44900
 -45000
 -45100
 -45200
 -45300
 -45400
 -45500
 -45600
 -45700
 -45800
 -45900
 -46000
 -46100
 -46200
 -46300
 -46400
 -46500
 -46600
 -46700
 -46800
 -46900
 -47000
 -47100
 -47200
 -47300
 -47400
 -47500
 -47600
 -47700
 -47800
 -47900
 -48000
 -48100
 -48200
 -48300
 -48400
 -48500
 -48600
 -48700
 -48800
 -48900
 -49000
 -49100
 -49200
 -49300
 -49400
 -49500
 -49600
 -49700
 -49800
 -49900
 -50000
 -50100
 -50200
 -50300
 -50400
 -50500
 -50600
 -50700
 -50800
 -50900
 -51000
 -51100
 -51200
 -51300
 -51400
 -51500
 -51600
 -51700
 -51800
 -51900
 -52000
 -52100
 -52200
 -52300
 -52400
 -52500
 -52600
 -52700
 -52800
 -52900
 -53000
 -53100
 -53200
 -53300
 -53400
 -53500
 -53600
 -53700
 -53800
 -53900
 -54000
 -54100
 -54200
 -54300
 -54400
 -54500
 -54600
 -54700
 -54800
 -54900
 -55000
 -55100
 -55200
 -55300
 -55400
 -55500
 -55600
 -55700
 -55800
 -55900
 -56000
 -56100
 -56200
 -56300
 -56400
 -56500
 -56600
 -56700
 -56800
 -56900
 -57000
 -57100
 -57200
 -57300
 -57400
 -57500
 -57600
 -57700
 -57800
 -57900
 -58000
 -58100
 -58200
 -58300
 -58400
 -58500
 -58600
 -58700
 -58800
 -58900
 -59000
 -59100
 -59200
 -59300
 -59400
 -59500
 -59600
 -59700
 -59800
 -59900
 -60000
 -60100
 -60200
 -60300
 -60400
 -60500
 -60600
 -60700
 -60800
 -60900
 -61000
 -61100
 -61200
 -61300
 -61400
 -61500
 -61600
 -61700
 -61800
 -61900
 -62000
 -62100
 -62200
 -62300
 -62400
 -62500
 -62600
 -62700
 -62800
 -62900
 -63000
 -63100
 -63200
 -63300
 -63400
 -63500
 -63600
 -63700
 -63800
 -63900
 -64000
 -64100
 -64200
 -64300
 -64400
 -64500
 -64600
 -64700
 -64800
 -64900
 -65000
 -65100
 -65200
 -65300
 -65400
 -65500
 -65600
 -65700
 -65800
 -65900
 -66000
 -66100
 -66200
 -66300
 -66400
 -66500
 -66600
 -66700
 -66800
 -66900
 -67000
 -67100
 -67200
 -67300
 -67400
 -67500
 -67600
 -67700
 -67800
 -67900
 -68000
 -68100
 -68200
 -68300
 -68400
 -68500
 -68600
 -68700
 -68800
 -68900
 -69000
 -69100
 -69200
 -69300
 -69400
 -69500
 -69600
 -69700
 -69800
 -69900
 -70000
 -70100
 -70200
 -70300
 -70400
 -70500
 -70600
 -70700
 -70800
 -70900
 -71000
 -71100
 -71200
 -71300
 -71400
 -71500
 -71600
 -71700
 -71800
 -71900
 -72000
 -72100
 -72200
 -72300
 -72400
 -72500
 -72600
 -72700
 -72800
 -72900
 -73000
 -73100
 -73200
 -73300
 -73400
 -73500
 -73600
 -73700
 -73800
 -73900
 -74000
 -74100
 -74200
 -74300
 -74400
 -74500
 -74600
 -74700
 -74800
 -74900
 -75000
 -75100
 -75200
 -75300
 -75400
 -75500
 -75600
 -75700
 -75800
 -75900
 -76000
 -76100
 -76200
 -76300
 -76400
 -76500
 -76600
 -76700
 -76800
 -76900
 -77000
 -77100
 -77200
 -77300
 -77400
 -77500
 -77600
 -77700
 -77800
 -77900
 -78000
 -78100
 -78200
 -78300
 -78400
 -78500
 -78600
 -78700
 -78800
 -78900
 -79000
 -79100
 -79200
 -79300
 -79400
 -79500
 -79600
 -79700
 -79800
 -79900
 -80000
 -80100
 -80200
 -80300
 -80400
 -80500
 -80600
 -80700
 -80800
 -80900
 -81000
 -81100
 -81200
 -81300
 -81400
 -81500
 -81600
 -81700
 -81800
 -81900
 -82000
 -82100
 -82200
 -82300
 -82400
 -82500
 -82600
 -82700
 -82800
 -82900
 -83000
 -83100
 -83200
 -83300
 -83400
 -83500
 -83600
 -83700
 -83800
 -83900
 -84000
 -84100
 -84200
 -84300
 -84400
 -84500
 -84600
 -84700
 -84800
 -84900
 -85000
 -85100
 -85200
 -85300
 -85400
 -85500
 -85600
 -85700
 -85800
 -85900
 -86000
 -86100
 -86200
 -86300
 -86400
 -86500
 -86600
 -86700
 -86800
 -86900
 -87000
 -87100
 -87200
 -87300
 -87400
 -87500
 -87600
 -87700
 -87800
 -87900
 -88000
 -88100
 -88200
 -88300
 -88400
 -88500
 -88600
 -88700
 -88800
 -88900
 -89000
 -89100
 -89200
 -89300
 -89400
 -89500
 -89600
 -89700
 -89800
 -89900
 -90000
 -90100
 -90200
 -90300
 -90400
 -90500
 -90600
 -90700
 -90800
 -90900
 -91000
 -91100
 -91200
 -91300
 -91400
 -91500
 -91600
 -91700
 -91800
 -91900
 -92000
 -92100
 -92200
 -92300
 -92400
 -92500
 -92600
 -92700
 -92800
 -92900
 -93000
 -93100
 -93200
 -93300
 -93400
 -93500
 -93600
 -93700
 -93800
 -93900
 -94000
 -94100
 -94200
 -94300
 -94400
 -94500
 -94600
 -94700
 -94800
 -94900
 -95000
 -95100
 -95200
 -95300
 -95400
 -95500
 -95600
 -95700
 -95800
 -95900
 -96000
 -96100
 -96200
 -96300
 -96400
 -96500
 -96600
 -96700
 -96800
 -96900
 -97000
 -97100
 -97200
 -97300
 -97400
 -97500
 -97600
 -97700
 -97800
 -97900
 -98000
 -98100
 -98200
 -98300
 -98400
 -98500
 -98600
 -98700
 -98800
 -98900
 -99000
 -99100
 -99200
 -99300
 -99400
 -99500
 -99600
 -99700
 -99800
 -99900
 -100000



*"Made it after all! Didn't take us any time
to agree on Huntington-Charleston and WSAZ-TV!"*

WHAT MAKES HUNTINGTON-CHARLESTON stand out as a pretty obvious must-buy market? 2,000,000 people? 40,000 TV homes? \$4 billion to spend annually—from the giant payrolls of the concentration of giant industries in this 68-county, 4-state area? All good reasons. Also the fact that WSAZ-TV (and WSAZ-TV one) covers this Dynamic Circle in the booming Ohio River Valley as if it owned it. Better than the other two stations *combined*. Call the Katz Agency for further reasons why so many sales and advertising managers insist on a high-up place in their national schedules for Huntington-Charleston and WSAZ-TV.

WSAZ-TV

HUNTINGTON • CHARLESTON — CHANNEL 3 NBC



	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)		Sta Metr (\$)
	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (\$000)	Standard Metro Area (\$000)	
Charlotte, N. C.	595.9	65.4	732.0	76.0	2885.2	283.0	2,408,071	31	
Chattanooga, Tenn.	201.5	72.9	267.6	86.8	1018.1	301.9	801,974	28	
Cheboygan, Mich.	28.6	—	36.7	—	131.9	—	170,034	—	
Cheyenne, Wyo.	86.4	15.0	112.7	17.5	381.1	61.1	449,078	—	
Chicago, Ill.	2175.7	1850.5	2338.5	1985.5	7650.9	6469.2	10,054,852	8.61	
Chico, Calif.	96.4	—	120.9	—	380.3	—	495,824	—	
Cincinnati, Ohio	649.5	324.5	722.1	342.6	2396.1	1080.3	2,546,556	1.35	
Clarksburg, W. Va.	76.6	14.7	105.9	21.6	396.7	76.0	338,821	—	
Cleveland, Ohio	1305.7	506.1	1385.0	534.9	4662.8	1775.5	5,503,127	2.30	
Clovis, N. M.	11.8	—	16.9	—	62.1	—	65,758	—	
Colorado Springs-Pueblo, Colo.	91.7	62.3	116.6	71.2	416.1	252.5	454,541	31	
Columbia-Jefferson City, Mo.	127.0	—	148.3	—	512.9	—	498,436	—	
Columbia, S. C.	207.2	49.1	264.0	55.8	1125.4	239.6	793,906	25	
Columbus, Ga.	143.4	50.3	192.7	59.3	793.7	267.0	535,564	17	
Columbus, Miss.	55.2	—	92.0	—	361.2	—	220,204	—	
Columbus, Ohio	486.8	190.7	516.6	200.7	1739.0	674.9	1,967,128	85	
Corpus Christi, Tex.	112.5	57.3	152.5	72.3	588.6	271.1	551,735	27	
Dallas-Ft. Worth, Tex.	698.7	460.9	823.4	523.3	2727.0	1715.8	3,261,394	2.15	
Danville, Ill.	124.7	—	38.2	29.6	118.8	92.4	142,250	11	
Davenport, Ia.-Rock Island, Ill.	348.5	79.7 ¹⁰	375.3	84.2	1226.4	273.9	1,530,422	34	
Dayton, Ohio	488.2	196.4	517.9	207.4	1744.5	697.8	1,857,541	75	
Daytona Beach-Orlando, Fla.	217.2	99.1	298.4	130.9	972.5	410.6	1,219,297	55	
Decatur, Ala.	122.3	— ¹¹	45.4	—	172.2	—	137,609	—	
Decatur, Ill.	1123.8	—	148.1	36.7	466.5	114.5	588,185	15	
Denver, Colo.	355.6	250.3	419.6	275.8	1362.4	880.3	1,811,468	1.25	
Des Moines, Iowa	277.5	81.9	301.7	86.2	953.8	266.0	1,205,205	34	

†UHF market.

10. Standard metropolitan area listed as Davenport-Rock Island-Moline.

11. See Florence, Ala.

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.



Down Town Corpus Christi at Dusk—From New Harbor Bridge Over Ship Channel, Built In Preparation For An Even Greater Growth Of The Market.

KRIS - TV
CHANNEL 6
MOST POWERFUL CHANNEL
IN CORPUS CHRISTI

NBC
ABC

T. FRANK SMITH
PRESIDENT

PETERS, GRIFFITH & WOODWARD
REPRESENTATIVES

GROWTH

AMONG AMERICAN CITIES
CORPUS CHRISTI RANKS

18th

IN RATE OF
POPULATION GROWTH
1950-1959

	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)	
	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (\$000)	Standard Metro Area (\$000)
Ala.	1592.3	1076.9	1703.5	1151.0	5893.6	4015.8	6,656,509	4,614,336
Ala., N. D.	22.9	—	41.5	—	148.4	—	197,993	—
Ala.	74.3	—	120.4	—	486.8	—	376,136	—
Ill.-Superior, Wis.	171.5	79.0	206.3	85.4	695.5	277.6	744,503	318,036
aleigh, N. C.	275.5	60.9	362.9	71.3	1559.5	284.2	1,238,391	320,392
Wis.	119.6	28.8	131.1	30.3	467.0	107.7	509,716	123,338
ex.-Juarez, Mexico	96.7	68.9 ¹²	121.0	83.5	469.2	316.6	451,106	328,672
arden City, Kan.	39.0	—	61.9	—	214.2	—	289,163	—
re.	181.9	65.6	196.9	69.5	655.3	238.7	735,897	269,045
re.	109.8	45.1	134.7	48.2	430.7	153.4	474,675	181,449
Illif.	47.8	—	61.9	—	191.6	—	242,054	—
Ind.-Henderson, Ky.	250.4	68.5	295.7	74.4	981.4	240.8	910,918	255,142
D.	151.4	27.7	199.2	30.3	738.9	110.4	835,626	146,037
la.	367.2	100.5	395.5	110.7	1363.1	375.6	1,495,034	452,862
Ala.	18.7	—	28.5	28.5	108.4	108.4	94,154	94,154
S. C.	176.5	— ¹³	246.1	—	1093.6	—	735,877	—
Iowa	127.1	—	48.5	—	160.8	—	206,510	—
Fla.	17.6	—	26.0	—	86.6	—	134,329	—
Ark.	52.3	17.4	69.2	18.3	253.9	69.6	233,257	100,243
Ind.	1207.0	—	237.8	71.6	777.9	230.7	864,086	283,014
Dallas, Tex.	698.7	460.9	823.4	523.3	2727.0	1715.8	3,261,394	2,194,778
Illif.	222.1	93.3	250.9	105.8	829.7	346.8	1,080,517	466,692
Mont.	3.0	—	5.7	—	18.8	—	25,551	—
Ill. Kan. (D. I.)	—	—	—	—	—	—	—	—

13. Covers Fayetteville, N. C.

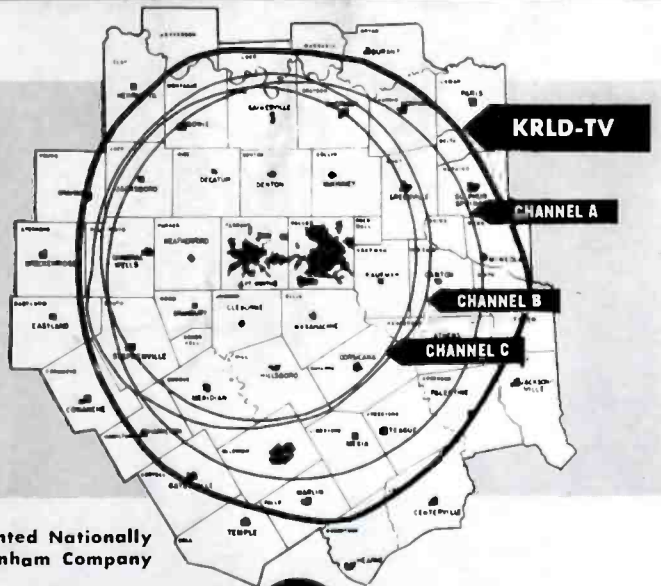
Station & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction prohibited.

Only KRLD-TV Channel 4 Dallas covers ALL of the 698,700 TV Homes credited here to the Dallas-Fort Worth Market

Television Magazine prefaces circulation reports with this statement:

"The sets credited to each market are those covered by the station with the maximum coverage in that market. It must be remembered that the statistics for each market are based on the coverage of one station only. Figures for other stations . . . will vary . . ."

The "maximum coverage" station in Dallas-Fort Worth is KRLD-TV, which means that the TV Magazine Dallas-Fort Worth Market is the KRLD-TV Market only.



KRLD-TV

Represented Nationally by The Branham Company

THE DALLAS TIMES HERALD STATIONS



Contours shown are 100 microvolt or equivalent signal.

Channel 4, Dallas

Clyde W. Rembert, President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.



SERVING MILLIONS FROM
ATOP THE ALLEGHENIES

WJAC-TV
JOHNSTOWN · CHANNEL 6

what is your main interest
STATISTICS
or product-purchasing
PEOPLE?

We can show you all kinds of industry-accepted statistics about the WJAC-TV audience--sets in use, viewers per set, television homes and coverage area--and WJAC-TV is consistently the top station in the Johnstown-Altoona market.

But, after all, as an advertiser, you're interested only in selling your products to living, breathing people and that's where WJAC-TV really excels.

It all adds up to this--people BUY the products that SEE advertised on WJAC-TV.

get the whole story from
**HARRINGTON, RIGHT
AND PARSONS, INC.**

	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)	
	Television Market	Standard Metro Area	Television Market	Standard Metro Area	Television Market	Standard Metro Area	Television Market	Standard Metro Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
And Forks, N. D.	39.1	18.6	52.1	23.9	194.8	86.1	236,114	122,919
and Junction, Colo.	24.8	—	37.8	—	129.3	—	165,918	—
and Rapids, Mich.	457.1	100.7	487.2	107.2	1629.5	351.0	1,797,506	423,021
Bend-Hays, Kan.	89.3	—	118.4	—	396.6	—	515,962	—
Falls, Mont.	43.4	18.3	67.8	22.5	218.4	73.5	311,006	102,944
Bay, Wis.	323.0	30.3	354.5	32.4	1242.7	118.6	1,386,076	153,121
boro, N. C.	400.8	55.1 ¹⁴	475.0	62.1	1893.2	235.7	1,818,203	343,901
ville-Spartanburg, S. C.-Asheville, N. C.	394.5	110.9 ¹⁵	502.4	136.3	1971.6	507.4	1,517,766	463,492
ville-Washington, N. C.	193.0	—	252.3	—	1133.8	—	762,350	—
ibal, Mo.-Quincy, Ill.	192.7	20.0 ¹⁶	211.8	21.1	655.5	65.5	736,405	75,755
ngen-Weslaco, Tex.	74.1	64.6 ¹⁷	104.1	91.0	442.6	384.1	276,678	244,186
burg, Ill.	173.9	—	209.1	—	679.2	—	651,857	—
burg, Pa.	1113.8	—	159.5	100.2	542.6	338.0	621,379	400,130
onburg, Va.	65.5	—	87.6	—	349.5	—	341,889	—
ard-New Britain, Conn.	636.3	177.1	683.3	190.8	2339.5	655.8	2,976,978	920,410
ngs, Neb.	115.1	—	149.1	—	482.6	—	577,175	—
burg, Miss.	50.3	—	79.8	—	312.4	—	215,787	—
erson, Ky.-Evansville, Ind.	250.4	68.5	295.7	74.4	981.4	240.8	910,918	255,142
erson-Las Vegas, Nev.	36.5	35.3 ¹⁸	48.0	45.6	151.8	143.8	200,222	186,808
ston, Tex.	495.4	334.5	588.6	381.9	2015.7	1272.2	2,299,532	1,508,051
ngton-Charleston, W. Va.	443.4	146.8 ¹⁹	546.4	163.6	2149.8	599.6	1,557,521	603,433
urville, Ala. (D. I.)	—	—	—	—	—	—	—	—
unson-Wichita, Kan.	258.8	123.2	305.0	134.1	956.3	408.1	1,163,001	494,166
al Falls, Ida.	59.7	—	84.5	—	301.7	—	375,822	—
inapolis, Ind.	714.2	196.5	771.9	210.2	2482.0	664.7	2,805,769	947,671
bn, Miss.	235.9	42.5	357.9	52.5	1362.5	197.4	985,152	195,460
on, Tenn.	88.4	—	124.9	—	454.9	—	318,272	—
obnville, Fla.	301.3	114.2	408.8	128.9	1534.1	456.3	1,659,666	636,908
ffion City-Columbia, Mo.	127.0	—	148.3	—	512.9	—	498,436	—
han City, Tenn.-Bristol, Va.	153.1	52.6 ²⁰	221.5	70.8	926.3	278.1	542,625	239,693
htown, Pa.	565.5	72.3	616.1	77.2	2200.3	286.3	2,081,675	261,494
ra, Mo.-Pittsburg, Kan.	152.1	33.6 ²¹	187.2	37.4	582.7	111.5	584,592	133,772
almaxoo, Mich.	593.4	46.6	635.5	49.0	2111.5	163.3	2,326,014	226,803
ans City, Mo.	610.8	325.5	678.0	349.1	2106.7	1066.4	2,541,742	1,424,324
oey, Neb.	102.6	—	139.4	—	456.4	—	577,580	—
oath Falls, Ore.	20.6	—	30.3	—	95.1	—	123,948	—
oaille, Tenn.	228.6	90.6	326.3	100.7	1311.6	372.7	848,145	370,995
atosse, Wis.	117.3	19.6	134.8	21.2	476.3	73.5	496,030	100,646
alrette, La.	97.2	14.4	138.5	19.2	533.6	72.6	427,352	90,708
al Charles, La.	86.8	29.7	120.8	40.1	440.0	141.6	358,671	132,115
aster, Pa.	515.6	65.5	571.1	69.2	1971.0	241.4	2,170,847	296,338
ains, Mich.	422.6	85.1	455.8	90.5	1550.7	307.5	1,710,169	342,017
ardo, Tex.	10.0	10.0	15.9	15.9	71.0	71.0	55,986	55,986
as Vegas-Henderson, Nev.	36.5	35.3 ²²	48.0	45.6	151.8	143.8	200,222	186,808
on, Okla.	49.2	17.7	59.6	19.2	219.0	80.5	221,131	79,264
on, Pa.	158.6	—	74.6	24.3	255.3	84.2	289,435	101,120
oston, Ky.	144.0	—	99.9	36.1	363.7	125.5	322,192	156,833
in, Ohio	147.8	—	59.5	31.3	197.9	104.2	211,567	122,620
raln, Neb.	187.2	43.6	223.2	46.8	712.8	146.8	883,289	194,620
to Rock-Pine Bluff, Ark.	231.9	63.7 ²³	316.0	80.1	1128.3	266.4	945,363	280,591
o Angeles, Calif.	2708.0	2103.5 ²⁴	3012.7	2334.2	8973.9	6759.6	11,536,012	8,984,687
oville, Ky.	459.2	196.5	558.5	213.8	1973.9	710.1	1,820,726	810,900
urock, Tex.	105.5	41.3	137.2	53.0	497.0	188.1	624,656	212,691
ulin, Tex.	51.9	—	72.1	—	259.4	—	233,467	—
lyhburg, Va.	152.8	28.5	190.6	35.3	770.1	139.3	646,353	125,734

¹UF market.
¹⁴Standard metropolitan area listed as Greensboro-High Point.
¹⁵Combined standard metropolitan area shown.
¹⁶Quincy only.
¹⁷Standard metropolitan area listed as Brownsville-Harlingen-McAllen.
¹⁸Las Vegas only.
¹⁹Standard metropolitan area listed as Charleston-Huntington-Ashland.
²⁰Standard metropolitan area listed as Bristol-Johnson City-Kingsport, Tenn.-Va.
²¹Joplin only.
²²Las Vegas only.
²³Standard metropolitan area listed as Little Rock-North Pine Bluff.
²⁴Standard metropolitan area listed as Los Angeles-Long Beach.

	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)		
	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (Thousands)	Standard Metro Area (Thousands)	Television Market (\$'000)	Standard Metro (\$'00)	
Macon, Ga.	109.1	38.7	151.2	47.5	594.8	171.6	464,133	183	
Madison, Wis.	231.2	55.0	258.0	61.5	883.7	217.4	1,033,574	269	
Manchester, N. H.	571.7	46.4	613.5	49.5	2082.4	165.3	2,421,591	218	
Marquette, Mich.	63.5	—	75.1	—	257.6	—	280,408	—	
Mason City, Iowa	161.0	15.9	183.4	16.7	624.6	53.2	783,675	73	
Medford, Ore.	45.0	—	58.0	—	178.8	—	221,617	—	
Memphis, Tenn.	485.3	147.9	645.4	163.6	2404.0	573.6	1,894,437	704	
Meridian, Miss.	102.6	15.6	161.0	19.5	632.8	65.9	411,419	70	
Miami, Fla.	439.4	253.6	527.1	286.2	1700.9	930.0	2,509,142	1,484	
Midland-Odessa, Tex.	85.3	34.9	118.4	46.4	420.3	155.7	568,179	217	
Milwaukee, Wis.	600.4	334.6	642.5	354.3	2169.7	1194.1	2,648,056	1,556	
Minneapolis-St. Paul, Minn.	743.4	402.9	822.0	425.3	2842.7	1411.1	3,435,600	1,846	
Minot, N. D.	42.8	—	65.6	—	238.9	—	267,434	—	
Missoula, Mont.	49.2	—	70.3	—	212.0	—	250,927	—	
Mobile, Ala.	225.2	68.6	293.9	78.4	1120.3	283.2	1,084,247	312	
Monroe, La.-El Dorado, Ark.	139.1	21.4 ²⁵	189.9	26.0	697.4	90.0	566,859	110	
Montgomery, Ala.	153.0	40.3	220.0	46.4	872.3	165.4	692,976	199	
Muncie, Ind.	131.5	—	46.4	34.8	148.3	111.3	156,562	119	
Nashville, Tenn.	345.2	96.2	463.4	107.5	1731.4	379.3	1,426,693	477	
New Britain-Hartford, Conn.	636.3	177.1	683.3	190.8	2339.5	655.8	2,976,978	920	
New Haven, Conn.	857.5	175.1 ²⁶	938.3	186.6	3254.8	633.4	4,081,016	774	

†UHF market.

25. Standard metropolitan area listed as Manree-West Manree.

26. Standard metropolitan area listed as New Haven-Waterbury.

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

WSIX-TV Tops them all in the Nashville Area

Leading in 6 out of TOP 10 3 out of TOP 5 shows*

- ★ **WSIX SELLS WITH TOWER HEIGHT**
2049 ft. above sea level . . . none taller permitted in this area by CAA.
- ★ **WSIX SELLS WITH POWER**
316,000 powerful watts . . . maximum - permitted by FCC.
- ★ **WSIX SELLS WITH EFFICIENCY**
Maximum coverage and low cost per thousand make WSIX-TV your most efficient buy in the rich Tennessee, Kentucky, Alabama TVA area.

NASHVILLE

WSIX
TV 8
@
NASHVILLE

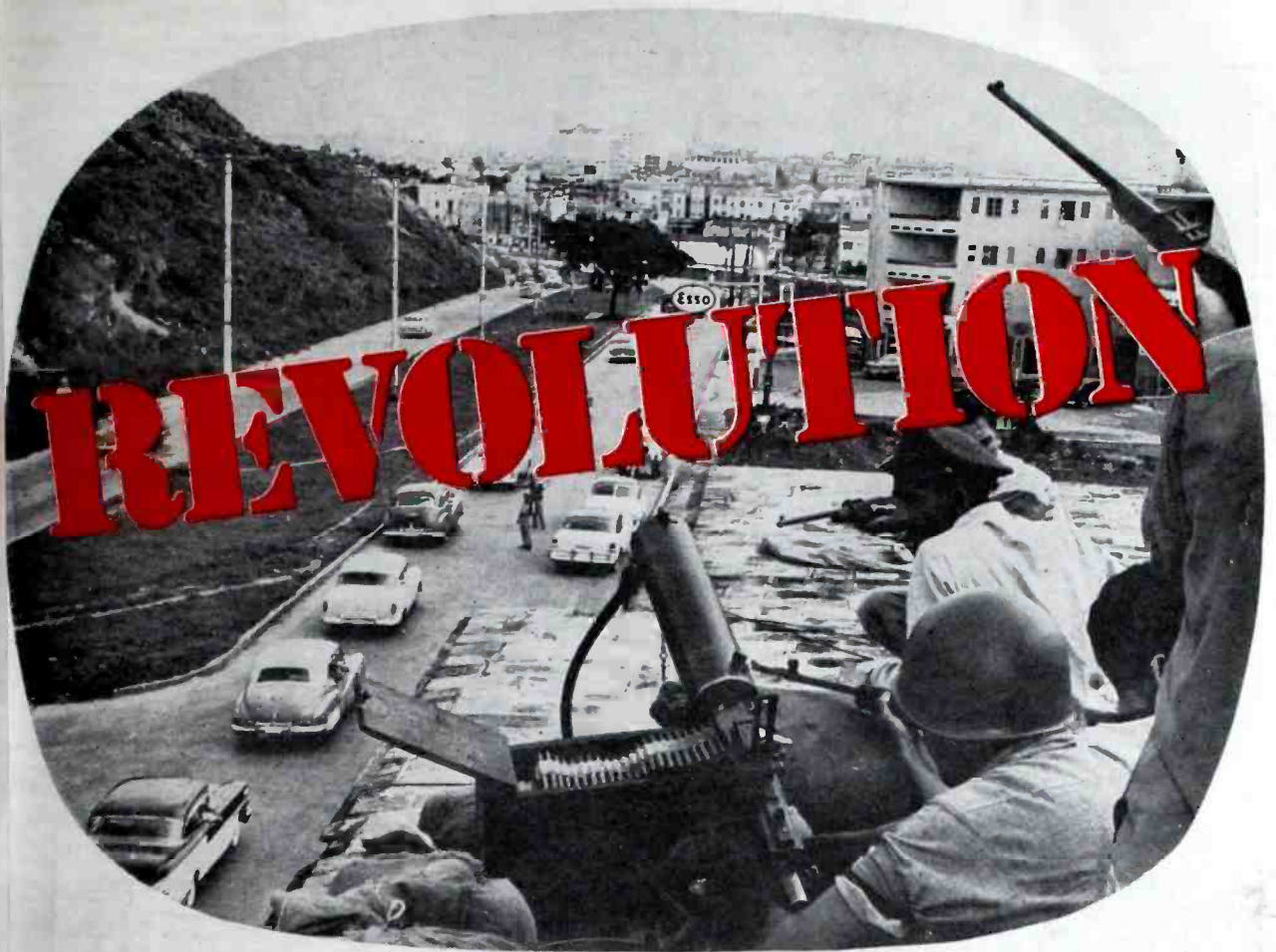
*Source— 1960 Nielsen report

CHECK THESE FACTS:

- ✓ TV HOMES - 370,700
- ✓ Population - 1,965,500
- ✓ Effective Buying Income - \$2,155,868,000
- ✓ Retail Sales - \$1,585,308,000

Represented by: Peters, Griffin, Woodward, Inc.

TV 8 LAND OF THE CENTRAL SOUTH



A MARKETING REVOLUTION IN THE UPPER MIDWEST!

REVOLUTION '59 . . . COMPLETION OF THE ST. LAWRENCE SEAWAY, which opened the Great Lakes to ocean vessels, brought an exciting revolution in transportation to the Head of the Lakes. Over 200 foreign ships, combined with domestic traffic, made Duluth-Superior the NATION'S THIRD BUSIEST PORT in '59.

REVOLUTION '60 . . . the revolution in commerce will grow in 1960 as DULUTH and SUPERIOR become established as AMERICA'S FOURTH SEACOAST and as the major outlet for the Upper Midwest and the Canadian-American Heartland

You don't cover the Upper Midwest without Duluth-Superior Television!

Where the Prairie Meets the Sea...



... Distribution Center for 40 Million People!

DULUTH - SUPERIOR TELEVISION



New proof
of progress—
\$7 million worth
in the
market on the move
TAMPA -
ST. PETERSBURG

This giant new span of concrete and steel, dedicated by Florida's Governor LeRoy Collins on January 1 is the *third* bridge linking Florida Hillsborough County (Tampa) and Pinellas County (St. Petersburg and Clearwater).

Dominating Tampa - St. Petersburg "market on the move," is the static on the move, WTVT—your most profitable buy in the entire Southeast.

TOTAL SHARE OF AUDIENCE
48.6% Latest ARB

Check the Top 50 Shows!

	ARB	Nielsen
WTVT	37	WTVT 3
Station B	9	Station B 1
Station C	4	Station C

station on the move

WTVT 
Chan 13

TAMPA - ST. PETERSBURG

The WKY TELEVISION SYSTEM, INC. • WKY-TV/WKY-RADIO Oklahoma City • Represented by the Katz Agency

	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)	
	Television Market	Standard Metro Area	Television Market	Standard Metro Area	Television Market	Standard Metro Area	Television Market	Standard Metro Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$'000)	(\$'000)
Orleans, La.	383.4	225.4	468.8	258.4	1710.7	888.4	1,556,221	888,440
ork, N. Y.	4943.3	4156.6 ²⁷	5317.0	4471.3	17533.7	14652.5	22,690,546	18,838,362
r, Va.	340.6	203.3 ²⁸	394.7	219.8	1527.8	797.3	1,343,439	780,566
latte, Neb.	20.6	—	29.6	—	97.9	—	116,277	—
Ill, W. Va.	130.5	—	178.0	—	743.7	—	460,635	—
Midland, Tex.	85.3	34.9	118.4	46.4	420.3	155.7	538,179	217,027
ma City, Okla.	335.4	142.3 ²⁹	401.0	165.2	1338.5	527.1	1,490,493	665,294
l, Neb.	337.1	125.8	367.1	132.6	1189.4	439.4	1,487,257	567,700
Daytona Beach, Fla.	217.2	99.1	298.4	130.9	972.5	410.6	1,219,297	558,654
ss, Iowa	137.0	—	159.6	—	492.1	—	549,240	—
g, Ky.	189.4	14.5	241.8	19.9	803.9	62.7	726,894	70,934
City, Fla.	22.0	13.5	30.7	17.3	118.5	65.0	125,832	75,868
urg, W. Va.	125.3	—	43.7	25.4	143.8	84.6	153,914	86,868
da, Fla.	196.2	43.1	254.4	52.4	963.3	198.0	954,094	233,856
all.	1168.1	—	215.6	88.2	696.5	284.9	821,936	356,846
phia, Pa.	1907.1	1178.5 ³⁰	2062.2	1280.2	7138.9	4455.2	8,501,729	5,058,782
n Mesa, Ariz.	201.7	155.7 ³¹	243.0	174.0	864.6	599.2	1,004,825	707,806
BF-Little Rock, Ark.	231.9	63.7 ³²	316.0	80.1	1128.3	266.4	945,363	280,591
ea, Kan.-Joplin, Mo.	152.1	33.6 ³³	187.2	37.4	582.7	111.5	584,592	133,772
sh, Pa.	1267.3	656.4	1361.8	691.2	4791.8	2405.3	5,107,719	2,746,908
ng, N. Y.	121.1	—	140.0	—	519.5	—	538,198	—
opring, Me.	313.3	— ³⁴	341.9	—	1201.2	—	1,405,173	—
ar, Me.	212.4	47.1	230.8	51.1	797.1	172.9	972,632	241,963
ar, Ore.	462.8	260.0	544.4	289.0	1671.1	858.1	1,936,905	1,026,174
uisle, Me.	19.7	—	24.0	—	99.7	—	82,438	—
idce, R. I.	793.0	196.9 ³⁵	851.8	210.2	2900.5	704.7	3,308,392	843,192
icolorado Springs, Colo.	91.7	62.3	116.6	71.2	416.1	252.5	454,541	318,690
ncill.-Hannibal, Mo.	192.7	20.0 ³⁶	211.8	21.1	655.5	65.5	736,405	75,755
g Durham, N. C.	275.5	60.9	362.9	71.3	1559.5	284.2	1,238,391	320,392
in Calif.	59.8	—	77.9	—	234.2	—	324,163	—
o, Wv.	39.6	27.4	47.6	28.8	151.0	87.0	242,220	143,972
med, Va.	272.5	124.9 ³⁷	329.2	137.8	1315.5	512.8	1,266,846	597,055
rtal Wyo.	8.2	—	15.5	—	54.3	—	69,403	—
onal, Va.	296.0	39.2	366.9	43.1	1482.2	157.3	1,171,600	178,786
hez, Minn.	91.9	13.4	103.3	14.1	362.4	50.8	415,353	87,150
hez, N. Y.	319.7	170.9	350.7	185.5	1168.4	598.2	1,435,740	734,283
ko, Ill.	200.9	55.8	220.9	61.6	718.3	195.0	914,636	250,435
lk Island, Ill.-Davenport, Ia.	348.5	79.7 ³⁸	375.3	84.2	1226.4	273.9	1,530,422	362,368
gwell N. M.	55.7	—	78.0	—	284.0	—	303,732	—
ramto-Stockton, Calif.	384.6	196.3	447.3	224.7	1438.8	718.5	1,797,190	914,181
nao Bay City, Mich.	304.4	79.4	332.2	84.3	1159.7	292.5	1,274,732	318,115
osh, Mo.	203.8	30.4	228.9	32.4	716.8	102.3	781,101	115,084
Lou. Mo.	849.6	600.9	919.8	642.2	2988.4	2086.3	3,296,274	2,399,000
Petersburg-Tampa, Fla.	321.7	195.0	406.5	228.7	1282.4	693.5	1,759,072	963,592
nas Monterey, Calif.	195.1	—	228.4	—	725.4	—	885,592	—
ebu, Md.	134.2	—	62.8	—	211.0	—	264,611	—
La City, Utah	249.4	145.1 ³⁹	286.2	154.2	1038.7	548.9	1,086,570	587,452
ielo, Tex.	28.5	17.5	37.4	22.6	129.9	77.6	160,065	96,030
Aonia, Tex.	276.3	156.0	325.2	179.2	1220.3	656.3	1,174,465	657,815
llo, Calif.-Tijuana, Mexico	296.9	282.0 ⁴⁰	315.9	296.8	1076.0	1005.1	1,268,348	1,170,045
Frisco-Oakland, Calif.	1312.9	845.8	1475.6	920.8	4565.2	2789.5	5,633,122	3,536,688
os, Calif.	239.4	160.0	281.6	189.9	906.2	616.9	1,037,961	720,673
eta Irbara, Calif.	70.3	41.2	83.8	47.7	260.5	147.0	335,968	190,445
ann, Ga.	107.4	46.0	149.0	53.3	564.9	181.1	482,712	201,691

MF market.

Standard metropolitan area listed as New York-N.E. New Jersey.

Standard metropolitan area listed as Norfolk-Portsmouth. For purposes of radio-revision coverage, Newport News-Hampton may be considered part of the Norfolk-Portsmouth metropolitan area.

Oshama City listing includes Enid, Okla.

Includes Camden, N. J.

Phoenix only.

Standard metropolitan area listed as Little Rock-North Pine Bluff.

San Diego only.

34. See Portland, Me.

35. Standard metropolitan area listed as Providence-Pawtucket.

36. Quincy only.

37. Standard metropolitan area listed as Petersburg-Hopewell-Richmond.

38. Standard metropolitan area listed as Davenport-Rock Island-Moline.

39. Includes metropolitan areas of Salt Lake City and Provo, Utah.

*Unadjusted for new data pending further study.

40. San Diego only.

Publication & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction is prohibited.

	TV HOMES (March 1960)		TOTAL HOUSEHOLDS (August 1959)		POPULATION (August 1959)		RETAIL SALES (January 1959)	
	Television Market	Standard Metro Area	Television Market	Standard Metro Area	Television Market	Standard Metro Area	Television Market	Standard Metro Area
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(\$000)	(\$000)
Schenectady-Albany-Troy, N. Y.	461.9	196.9	503.2	212.9	1646.0	681.2	1,923,885	79
Scranton-Wilkes-Barre, Pa.	†253.1	— ⁴¹	311.4	172.7	1090.9	608.0	1,043,721	57
Seattle-Tacoma, Wash.	549.5	407.6	617.4	446.9	1877.8	1356.3	2,264,289	1,67
Sedalla, Mo.	26.5	—	30.4	—	91.7	—	91,351	—
Shreveport, La.	252.6	65.6	322.2	74.5	1160.1	265.6	1,084,635	28
Sioux City, Iowa	203.9	34.2	230.1	36.0	769.6	114.0	961,518	16
Sioux Falls, S. D.	223.5	26.2	296.4	27.7	1031.5	89.5	1,197,290	12
South Bend-Elkhart, Ind.	†143.9	—	210.7	104.4	686.8	345.2	774,334	41
Spokane, Wash.	247.7	86.5	319.9	95.4	1022.0	291.6	1,230,814	34
Springfield, Ill.	†126.3	—	190.7	45.4	624.0	140.1	763,359	20
Springfield-Holyoke, Mass.	†171.1	—	214.2	142.2	740.5	492.0	898,682	62
Springfield, Mo.	179.7	38.4	217.5	40.7	728.4	122.5	697,188	14
Stuebenville, Ohio	437.8	96.7 ⁴²	481.3	102.5	1686.2	355.9	1,678,395	39
Superior, Wis.-Duluth, Minn.	171.5	79.0	206.3	85.4	635.5	277.6	744,503	31
Sweetwater, Tex.	65.1	— ⁴³	79.8	—	270.2	—	312,498	—
Syracuse, N. Y.	456.0	113.8	500.2	123.1	1690.3	413.3	1,975,039	51
Tacoma-Seattle, Wash.	549.5	407.6	617.4	446.9	1877.8	1356.3	2,264,289	1,67
Tallahassee, Fla.-Thomasville, Ga.	116.2	9.2	185.6	16.2	743.6	66.2	632,946	9
Tampa-St. Petersburg, Fla.	321.7	195.0	406.5	228.7	1282.4	693.5	1,759,072	96
Temple-Waco, Tex.	126.0	58.2	157.8	69.1	556.4	249.5	553,396	26
Terre Haute, Ind.	217.2	32.5	236.2	34.2	744.2	104.7	801,272	12
Texarkana, Tex.	82.9	26.5	111.4	29.7	395.5	100.9	328,574	9
Toledo, Ohio	380.6	139.0	404.7	146.3	1338.7	479.7	1,425,281	54
Topeka, Kan.	115.5	40.9	142.8	43.8	459.2	134.3	531,534	16
Traverse City, Mich.	38.3	—	44.7	—	156.2	—	200,287	—
Tucson, Ariz.	101.9	67.1	126.0	78.4	447.7	258.0	444,037	27
Tulsa, Okla.	304.2	110.5	362.2	123.7	1187.4	390.6	1,232,683	46
Tupelo, Miss.	56.8	—	94.4	—	359.9	—	225,845	—
Twin Falls, Ida.	26.8	—	36.9	—	132.8	—	159,094	—
Tyler, Tex.	112.8	18.8	155.8	24.2	543.9	83.8	533,548	9
Utica-Rome, N. Y.	140.0	86.8	150.2	91.9	503.5	311.0	545,732	33
Valley City, N. D.	168.9	— ⁴⁴	225.2	—	832.0	—	948,340	—
Waco-Temple, Tex.	126.0	58.2	157.8	69.1	556.4	249.5	553,396	26
Washington, D. C.	831.8	528.1	925.0	573.8	3353.9	2024.5	3,934,061	2,55
Waterbury, Conn. (D.I.)	—	—	—	—	—	—	—	—
Waterloo-Cedar Rapids, Iowa	325.0	74.6	357.3	78.6	1181.8	251.7	1,484,424	33
Wausau, Wis.	98.0	22.2	109.8	24.5	395.2	89.6	399,848	8
Weslaco-Harlingen, Tex.	74.1	64.6 ⁴⁵	104.1	91.0	442.6	384.1	276,678	24
West Palm Beach, Fla.	75.8	59.0	97.8	70.7	299.8	205.4	485,458	34
Wheeling, W. Va.	350.4	96.7 ⁴⁶	393.9	102.5	1380.2	355.9	1,354,782	39
Wichita-Hutchinson, Kan.	258.8	123.2	305.0	134.1	956.3	408.1	1,163,001	49
Wichita Falls, Tex.	127.7	30.7	158.7	36.4	569.6	136.5	614,211	14
Wilkes-Barre-Scranton, Pa.	†253.1	— ⁴⁷	311.4	172.7	1090.9	608.0	1,043,721	57
Williston, N. D.	20.4	—	39.7	—	135.8	—	180,028	—
Wilmington, N. C.	121.5	18.9	175.4	21.6	803.9	77.4	545,800	8
Winston-Salem, N. C.	338.7	45.2	389.8	50.2	1519.5	184.3	1,492,756	21
Worcester, Mass. (D.I.)	—	—	—	—	—	—	—	—
Yakima, Wash.	†106.5	—	156.8	46.8	518.9	151.6	601,302	17
York, Pa.	†39.5	—	65.8	65.8	219.5	219.5	259,754	25
Youngstown, Ohio	†144.5	—	203.7	173.1	715.7	610.2	790,291	68
Yuma, Ariz.	25.7	—	33.6	—	122.5	—	153,922	—
Zanesville, Ohio	†23.9	—	27.7	24.2	90.4	79.5	92,570	8

†UHF market.

41. Standard metropolitan area listed as Scranton-Wilkes-Barre-Hazleton.

42. Standard metropolitan area listed as Wheeling-Stuebenville.

43. See Abilene, Tex.

44. See Grand Forks, N. D.

45. Standard metropolitan area listed as Brownsville-Harlingen-McAllen.

46. Standard metropolitan area listed as Wheeling-Stuebenville.

47. Standard metropolitan area listed as Scranton-Wilkes-Barre-Hazleton.

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley

No. 17
WTRF-TV Image Series
FASHIONS



Bobbie Brooks

Fashions for smart women, by smart women in a market where the buying habits of *all* women are constantly influenced by advertising on WTRF-TV. With new expansion near completion, the Bobbie Brooks 300 employee payroll will soar above the million dollar mark. BB—another growing industry comprising the rich, busy and booming WTRF-TV Wheeling Market. Here, in a 36-county area, *two million people* with an annual spendable income over *2½ billion dollars*, spend at 7,500 retail outlets and ring up nearly two billion dollars yearly in retail sales. People who *work*, people who *spend*, people who find WTRF-TV *worth looking into!*

BELLAIRE GARMENT COMPANY, Bellaire, Ohio (Just 3 miles from Wheeling on the Ohio side) One of the 11 plants producing smart, nationally famous Bobbie Brooks Fashions for Women.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at Cedar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts **NBC** network color

WHEELING 7, WEST VIRGINIA

reaching a market that's reaching new importance!

wtrf tv
7
CHANNEL



Food for thought ...

Just as your appetite is whetted by seeing this food, so are your customer's *buying appetites* whetted by what you tell them on Meredith family stations. To sell your product or service to the influential, big-spending "family board of directors", use your *local* Meredith Station — "one of the family" in the vast area it serves.

Meredith family Stations

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.
			—Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With
BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines

Defining each television market in terms of the counties covered; 1959 market data correlated to these television areas.

TELEVISION MARKETS

THE backbone of TELEVISION MAGAZINE's comprehensive re-evaluation of all television markets has been provided by the Nielsen Coverage Service Number 3, where this has been made available to NCS subscribers. In working with the Nielsen data, it became apparent that any cut-off plan previously applied could not provide an accurate picture of station coverage.

The method adopted by TELEVISION MAGAZINE utilizes a flexible cut-off point of 25% based on a prime time weekly-viewing index. Normally a county will be credited to a market if one quarter of the homes in that county view the market's dominant station at least one night a week. This plan was arrived at after careful study, testing of various formulas, and consulting with a number of the country's major advertising agencies.

The coverage picture is constantly shifting with the emergence of new stations, changes in power and antennae, and transmitter site moves by older stations. For this reason, the TELEVISION MAGAZINE research department is continuously re-examining markets and revising its television market data accordingly.

In addition to the Nielsen Coverage Service, ARB "A & Z" Reports and, in some cases, ARB and Pulse rating reports were used.

There are certain markets for which it has been impossible to evaluate the available data. These markets are being restudied and new figures will be reported only when TELEVISION MAGAZINE's research department is convinced that a sound estimate can be made.

Since a television station usually covers a much greater area than the standard metropolitan county area (see market comparison, p. 107), it is essential for the advertiser to have market data specifically correlated with TV coverage.

Listed on the following pages, for each TV market, are:

- 1) Television Homes
- 2) Total Households
- 3) Population
- 4) Retail Sales
- 5) Effective Buying Income (E.B.I.)
- 6) Counties covered

The estimates on population and households were prepared especially for TELEVISION MAGAZINE by *Sales Management* and are updated to August 1959. Retail sales and Effective Buying Income are based on estimates from *Sales Management's* 1959 "Survey of Buying Power" (copyright, *Sales Management*; reproduction not licensed). TV market definition and circulation are computed by the research department of TELEVISION MAGAZINE. This data is copyrighted and may not be reproduced without permission of the publisher.

The counties listed for each market on the following pages are those covered by the station with the maximum coverage in that market. Figures for each station may vary according to channel, power, affiliation, antenna height, etc.

THE TELEVISION MARKETS

ABERDEEN, S.D.

TV Homes	19,400
Total Households	28,100
Population	97,400
Retail Sales	\$112,886,000
E.B.I.	\$138,986,000

NORTH DAKOTA: Dickey;
SOUTH DAKOTA: Brawn, Clark, Day, Edmunds,
Faulk, McPherson, Marshall, Spink

ABILENE, Tex.

TV Homes	77,800
Total Households	98,100
Population	330,800
Retail Sales	\$380,670,000
E.B.I.	\$531,868,000

TEXAS: Brown, Callahan, Coke, Coleman,
Comanche, Concho, Eastland, Fisher, Haskell,
Jones, McCulloch, Menard, Mitchell, Nalan,
Runnels, Scurry, Shackelford, Stephens,
Stonewall, Taylor, Throckmorton, Young

ADA, Okla.

TV Homes	80,400
Total Households	105,300
Population	366,200
Retail Sales	\$314,631,000
E.B.I.	\$443,508,000

OKLAHOMA: Atoka, Bryan, Carter, Choctaw,
Coal, Garvin, Haskell, Hughes, Johnston,
Latimer, Love, Marshall, Murray, Okfuskee,
Pittsburg, Pontotoc, Pottawatomie, Pushmataha,
Seminole

AKRON, Ohio

TV Homes	169,900
Total Households	156,800
Population	522,000
Retail Sales	\$626,626,000
E.B.I.	\$995,194,000

OHIO: Summit

ALBANY, Ga.

TV Homes	90,800
Total Households	141,800
Population	595,600
Retail Sales	\$400,187,000
E.B.I.	\$644,565,000

GEORGIA: Baker, Berrien, Brooks, Calhoun,
Chattahoochee, Clay, Colquitt, Cook, Crisp,
Decatur, Dooly, Dougherty, Early, Grady,
Irwin, Lee, Lowndes, Macon, Marion, Miller,
Mitchell, Pulaski, Quitman, Randolph, Schley,
Seminole, Stewart, Sumter, Taylor, Terrell,
Thomas, Tift, Turner, Webster, Wilcox, Worth

ALBANY-SCHENECTADY-TROY, N.Y.

TV Homes	**46
Total Households	50
Population	1,64
Retail Sales	\$1,923,88
E.B.I.	\$3,022,52

MASSACHUSETTS: Berkshire;
NEW YORK: Albany, Columbia, Delaware,
Fulton, Greene, Hamilton, Herkimer,
Montgomery, Otsego, Rensselaer, Saratoga,
Schenectady, Schoharie, Ulster, Warren,
Washington;

VERMONT: Addison, Bennington, Chittenden,
Rutland, Washington, Windsor

ALBUQUERQUE, N.M.

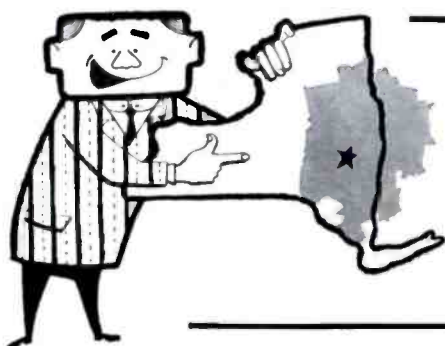
TV Homes	121
Total Households	171
Population	681
Retail Sales	\$716,071
E.B.I.	\$914,591

COLORADO: Alamosa, Archuleta, Conejos,
Costilla, Dolores, Gunnison, Hinsdale, Huer,
La Plata, Mineral, Mantezuma, Pitkin,
Rio Grande, Saguache, San Juan;

NEW MEXICO: Bernalillo, Catron, Colfax,
Guadalupe, Harding, Lincoln, Los Alamos, I

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

WRGB IS TOPS



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

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

Represented Nationally by NBC Spot Sales

NBC Affiliate . . . Channel Six

Albany . . . Schenectady . . . and Troy

ley, Mora, Rio Arriba, Sandoval, San Juan,
 Alguel, Santa Fe, Sierra, Socorro, Taos,
 ace, Union, Valencia

ANDRIA, Ia.
 TV Homes 93,200
 Total Households 133,400
 Population 505,300
 Retail Sales \$348,198,000
 E.B.I. \$544,589,000

IANA: Allen, Avoyelles, Beauregard,
 ell, Catahoula, Concordia, Evangeline,
 LaSalle, Natchitoches, Rapides, Sabine,
 ndry, Vernon, Winn;

SSIPPI: Adams

ANDRIA, Minn.
 TV Homes 51,500
 Total Households 67,300
 Population 258,000
 Retail Sales \$263,866,000
 E.B.I. \$340,953,000

ESOTA: Chippewa, Douglas, Grant,
 dahl, Morrison, Pope, Stearns, Stevens,
 Todd

ONA, Pa.
 TV Homes 277,000
 Total Households 308,300
 Population 1,102,400
 Retail Sales \$1,081,409,000
 E.B.I. \$1,631,404,000

NYLVANIA: Bedford, Blair, Cambria,
 en, Centre, Clearfield, Clinton, Elk,
 20%, Franklin, Fulton, Huntingdon,
 at, Jefferson, Juniata, Lycoming, Mifflin,
 y Snyder, Somerset 50%;

WIRGINIA: Hampshire, Morgan

ALLO, Tex.
 TV Homes 110,300
 Total Households 143,700
 Population 492,700
 Retail Sales \$614,849,000
 E.B.I. \$919,507,000

SS: Grant, Hamilton, Haskell, Kearny,
 rie, Seward, Stanton, Stevens;

WEXICO: Colfax, Curry, Harding, Quay,
 on

LAOMA: Cimmaron, Texas;
AI: Armstrong, Briscoe, Carson, Castro,
 idas, Collingsworth, Dallam, Deaf Smith,
 eale Gray, Hall, Hansford, Hartley, Hemphill,
 erson, Lipscomb, Moore, Ochiltree, Oldham,
 on, Potter, Randall, Roberts, Sherman,
 ish, Wheeler

ES Iowa
 TV Homes 316,300
 Total Households 347,000
 Population 1,107,500
 Retail Sales \$1,420,843,000
 E.B.I. \$1,931,340,000

W: Adair, Adams, Appanoose, Audubon,
 on, Buena Vista, Butler, Calhoun, Carroll,
 ss, Clarke, Dallas, Decatur, Emmet, Franklin,
 eeb, Grundy, Guthrie, Hamilton, Hancock,
 rd, Humboldt, Jasper, Kassuth, Lucas,
 on, Mahaska, Marion, Marshall, Monroe,
 olto, Pcahontas, Polk, Poweshiek, Sac,
 ell, Story, Tama, Union, Wapello, Warren,
 ay, Webster, Winnebago, Wright

NCORAGE, Alaska†

ANDERSON, S.C.

TV Homes 1*3,800
 Total Households 23,500
 Population 89,400
 Retail Sales \$75,043,000
 E.B.I. \$108,729,000

SOUTH CAROLINA: Anderson

ARDMORE, Okla.

TV Homes 30,400
 Total Households 40,200
 Population 136,900
 Retail Sales \$127,799,000
 E.B.I. \$173,319,000

OKLAHOMA: Bryan, Carter, Garvin, Johnston,
 Love, Marshall, Murray

**ASHEVILLE, N.C.-GREENVILLE-SPARTANBURG,
 S.C.**

TV Homes 394,500
 Total Households 502,400
 Population 1,971,600
 Retail Sales \$1,517,766,000
 E.B.I. \$2,365,109,000

GEORGIA: Banks, Barrow, Clarke, Elbert,
 Franklin, Hart, Jackson, Lincoln, Madison,
 Stephens, Taliaferro, Wilkes;
KENTUCKY: Harlan;

NORTH CAROLINA: Buncombe, Burke, Caldwell,
 Catawba, Cleveland, Gaston, Graham, Haywood,
 Henderson, Jackson, Lincoln, McDowell, Macon,
 Madison, Polk, Rutherford, Swain, Transylvania,
 Yancey;

SOUTH CAROLINA: Abbeville, Anderson,
 Cherokee, Chester, Greenville, Greenwood,
 Laurens, McCormick, Newberry, Oconee, Pickens,
 Spartanburg, Union, York;
TENNESSEE: Greene, Jefferson

ATLANTA, Ga.

TV Homes 573,900
 Total Households 690,700
 Population 2,644,900
 Retail Sales \$2,553,101,000
 E.B.I. \$3,517,591,000

ALABAMA: Chambers, Cherokee, Clay, Cleburne,
 Coosa, Randolph;

GEORGIA: Atkinson, Baldwin, Banks, Barrow,
 Bartow, Ben Hill, Berrien, Bibb, Bleckley, Butts,
 Carroll, Chattahoochee, Chattooga, Cherokee,
 Clarke, Clayton, Cobb, Coffee, Coweta,
 Crawford, Crisp, Dade, Dowson, DeKalb, Dodge,
 Dooly, Douglas, Elbert, Fannin, Fayette, Floyd,
 Forsyth, Franklin, Fulton, Gilmer, Gordon,
 Greene, Gwinnett, Habersham, Hall, Hancock,
 Haralson, Harris, Hart, Heard, Henry, Houston,
 Irwin, Jackson, Jasper, Jeff Davis, Johnson,
 Jones, Lamar, Lincoln, Lumpkin, Macon, Madison,
 Marion, Meriwether, Monroe, Morgan, Murray,
 Newton, Oconee, Oglethorpe, Paulding, Peach,
 Pickens, Pike, Polk, Pulaski, Putnam, Rabun,
 Rockdale, Schley, Spaulding, Stephens, Stewart,
 Sumter, Talbot, Taliaferro, Taylor, Telfair,
 Towns, Troup, Turner, Twiggs, Union, Upson,
 Walton, Washington, Webster, Wheeler,
 White, Whitfield, Wilcox, Wilkes, Wilkinson,
 Worth;

NORTH CAROLINA: Cherokee, Clay, Macon;
TENNESSEE: Polk

AUGUSTA, Ga.

TV Homes 190,600
 Total Households 258,200
 Population 1,015,900
 Retail Sales \$721,659,000
 E.B.I. \$1,083,265,000

In The KGNC MARKET

The Percentages
 Are In Your Favor!

24.3%*
 Growth in Population

25.4%*
 Growth in Households

33.1%*
 Growth in Retail Sales

45.9%*
 Growth in Effective
 Buying Income

Growth reflects Market Vitality
 and increasing Sales Potential.

Tap this Fast Growing Market
 for Greater Sales.

*Source: TELEVISION Magazine—100 Fastest
 Growing Markets study covering the period
 1950-1959.

Channel **4** **KGNC-TV**
AMARILLO

NBC
 Represented by **KATZ**

ation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales
 nment Survey of Buying Power; further reproduction not licensed.

AUGUSTA, GA. continued

GEORGIA: Ben Hill, Bulloch, Burke, Candler, Columbia, Effingham, Elbert, Emanuel, Glascock, Greene, Hart, Jeff Davis, Jefferson, Jenkins, Johnson, Laurens, Lincoln, McDuffie, Montgomery, Oglethorpe, Richmond, Screven, Taliaferro, Tattnall, Telfair, Toombs, Treutlen, Twiggs, Warren, Washington, Wheeler, Wilkes, Wilkinson;

SOUTH CAROLINA: Abbeville, Aiken, Allendale, Bamberg, Barnwell, Calhoun, Edgefield, Fairfield, Greenwood, Hampton, Jasper, Lexington, McCormick, Newberry, Orangeburg, Saluda

AUSTIN, Minn.

TV Homes	121,000
Total Households	135,800
Population	465,600
Retail Sales	\$585,552,000
E.B.I.	\$758,712,000

IOWA: Cerro Gordo, Chickasaw, Floyd, Franklin, Hancock, Howard, Kossuth, Mitchell, Winnebago, Worth;

MINNESOTA: Dodge, Faribault, Fillmore, Freeborn, Martin, Mower, Olmsted, Steele, Waseca

AUSTIN, Tex.

TV Homes	154,800
Total Households	198,500
Population	715,300
Retail Sales	\$730,281,000
E.B.I.	\$1,011,719,000

TEXAS: Bastrop, Bell, Blanco, Brazos, Burleson, Burnet, Caldwell, Comal, Concho, Coryell, Fayette, Gillespie, Gonzales, Guadalupe, Hays, Kerr, Kimble, Lampasas, Lavaca, Lee, Llano, McCulloch, Mason, Menard, Milam, Mills, Robertson, San Saba, Travis, Williamson

BAKERSFIELD, Calif.

TV Homes	175,500
Total Households	195,900
Population	654,000
Retail Sales	\$842,738,000
E.B.I.	\$1,137,143,000

CALIFORNIA: Fresno 50%, Kern, Kings, Tulare

BALTIMORE, Md.

TV Homes	670,300
Total Households	723,900
Population	2,570,500
Retail Sales	\$2,800,304,000
E.B.I.	\$4,415,918,000

DELAWARE: Sussex;

MARYLAND: Anne Arundel, Baltimore, Calvert, Caroline, Carroll, Cecil, Dorchester, Frederick, Harford, Howard, Kent, Prince George 25%, Queen Annes, Somerset, Talbot, Wicomico, Worcester;

PENNSYLVANIA: Adams, York

BANGOR, Me.

TV Homes	117,800
Total Households	132,200
Population	476,500
Retail Sales	\$532,871,000
E.B.I.	\$732,003,000

MAINE: Arostook, Franklin, Hancock, Kennebec, Knox, Penobscot, Piscataquis, Somerset, Waldo, Washington

BATON ROUGE, La.

TV Homes	266,500
Total Households	362,100
Population	1,391,600
Retail Sales	\$1,150,668,000
E.B.I.	\$1,654,714,000

LOUISIANA: Acadia, Allen, Ascension, Assumption, Avoyelles, Cameron, Catahoula, Concordia, E. Baton Rouge, E. Feliciana, Evangeline, Iberia, Iberville, Jeff Davis, Lafayette, Lafourche, Livingston, Pointe Coupee, Rapides 25%, St. Charles, St. Helena, St. James, St. John Bapt., St. Landry, St. Martin, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Vermilion, Washington, W. Baton Rouge, W. Feliciana;

MISSISSIPPI: Adams, Amite, Claiborne, Franklin, Jefferson, Lamar, Marion, Pike, Walthall, Wilkinson

BAY CITY-SAGINAW, Mich.

TV Homes	304,400
Total Households	332,200
Population	1,159,700
Retail Sales	\$1,274,732,000
E.B.I.	\$1,861,366,000

MICHIGAN: Alcona, Alpena, Arenac, Bay, Clare, Clinton, Crawford, Genesee, Gladwin, Gratiot, Huron, Iosco, Isabella, Lapeer, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, Shiawassee, Tuscola

BEAUMONT-PORT ARTHUR, Tex.

TV Homes	152,200
Total Households	195,700
Population	695,700
Retail Sales	\$702,418,000
E.B.I.	\$1,026,225,000

LOUISIANA: Allen, Beauregard, Calcasieu, Cameron, Jeff Davis, Sabine, Vernon;

TEXAS: Chambers, Hardin, Jasper, Jefferson, Liberty, Newton, Orange, Palk, Sabine, San Jacinto, Trinity, Tyler

BELLINGHAM, Wash.

TV Homes	*53,100
Total Households	64,300
Population	198,200
Retail Sales	\$214,593,000
E.B.I.	\$311,385,000

WASHINGTON: Clallam, Island, San Juan, Skagit, Snohomish 15%, Whatcom

BIG SPRING, Tex.

TV Homes	24,300
Total Households	29,400
Population	109,100
Retail Sales	\$142,842,000
E.B.I.	\$187,362,000

TEXAS: Borden, Coke, Dawson, Howard, Martin, Mitchell, Scurry

BILLINGS, Mont.

TV Homes	49
Total Households	79
Population	257
Retail Sales	\$322,280
E.B.I.	\$427,930

MONTANA: Big Horn, Carbon, Custer, Fergus, Garfield, Golden Valley, Judith Basin, Musselshell, Park, Petroleum, Phillips, Powder River, Rosebud, Stillwater, Sweet Grass, Teton, Wheatland, Yellowstone;

WYOMING: Big Horn, Hot Springs, Johnson Park, Sheridan, Teton, Washakie, Yellowstone Park

BINGHAMTON, N.Y.

TV Homes	326
Total Households	365
Population	1,232
Retail Sales	\$1,290,493
E.B.I.	\$2,098,459

NEW YORK: Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler, Steuben, Tioga, Tompkins;

PENNSYLVANIA: Bradford, Lackawanna, Lycoming, Sullivan, Susquehanna, Tioga, Wayne, Wyoming

BIRMINGHAM, Ala.

TV Homes	427
Total Households	549
Population	2,096
Retail Sales	\$1,724,231
E.B.I.	\$2,591,338

ALABAMA: Bibb, Blount, Calhoun, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullin, Dallas, Elmore, Etowah, Fayette, Franklin, Greene, Hale, Jefferson, Lamar, Lauderdale, Lawrence, Limestone, Madison, Marengo, Marshall, Morgan, Perry, Pickens, St. Clair, Shelby, Talladega, Tallapoosa, Tuscaloosa, Walker, Wilcox, Winston;

MISSISSIPPI: Choctaw, Clay, Lowndes, Macon, Noxubee, Oktibbeha

BISMARCK, N.D.

TV Homes	***43
Total Households	64
Population	252
Retail Sales	\$271,653
E.B.I.	\$324,103

NORTH DAKOTA: Adams, Billings, Bowman, Burleigh, Dickey, Dunn, Emmons, Golden Valley, Grant, Hettinger, Kidder, LaMoure, Logan, McIntosh, McLean, Mercer, Morton, Oliver, Pierce, Sheridan, Sioux, Slope, Stark, Wells;

SOUTH DAKOTA: Butte, Campbell, Corson, Dewey, Edmunds, Harding, McPherson, Perkins, Walworth, Ziebach

BLOOMINGTON, Ind.

TV Homes	633
Total Households	684
Population	2,216
Retail Sales	\$2,512,320
E.B.I.	\$3,890,623

ILLINOIS: Clark, Edgar, Jasper;
INDIANA: Bartholomew, Benton, Boone, Brown, Carroll, Cass, Clay, Clinton, Crawford, Dav

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

FOR INCOME

BUY

Louisiana's *second* market in size is *first* in buying power. The \$6,455 EBI per household in Baton Rouge is several lengths ahead of New Orleans and Shreveport. To sell in Louisiana, buy advertising in at least two markets—*the right two*. Buy 2 in Baton Rouge.



in LOUISIANA

NBC ABC



WBRZ
Channel 2
BATON ROUGE, LOUISIANA

\$6455*

**RICH
BATON
ROUGE**

BUYING INCOME*
(Metropolitan Area)

\$5796*

Shreveport

\$5676*

**New
Orleans**

* Source: SM Survey
1959. Effective buying
income per household

2-State Sales for
Half-State Costs!—

**WWTV AREA
RETAILERS
OUTSELL
THOSE
IN HAWAII
AND ALASKA
COMBINED!**



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Imagine it! Retail sales are greater in the Cadillac-Northern Lower Michigan area than those in the states of Hawaii and Alaska combined!*

You need only WWTV, Cadillac to get complete, effective coverage of this area. It's the *only station* with daily circulation in all of Northern Lower Michigan (NCS No. 3). NSI (November, 1959) for Cadillac- Traverse City shows that WWTV delivers more homes than Station "B" in 344 of 352 competitive quarter hours surveyed, Sunday through Saturday.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of Michigan worth having. *If you want it all, give us a call!*

*Combined annual retail sales for Hawaii and Alaska are currently \$809,033,000. WWTV area sales are \$809,795,000.

WWTV
316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

BLOOMINGTON, IND. continued

Decatur, Dubois, Fayette, Fountain, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Jackson, Jefferson, Jennings, Johnson, Knox, Lawrence, Madison, Marion, Martin, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Pike, Putnam, Ripley, Rush, Scott, Shelby, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Warren, Washington, White

BLUEFIELD, W. Va.
TV Homes 126,900
Total Households 170,200
Population 724,200
Retail Sales \$438,074,000
E.B.I. \$817,165,000

KENTUCKY: Pike;
VIRGINIA: Bland, Buchanan, Carroll, Giles, Grayson, Russell, Smyth, Tazewell, Wythe;
WEST VIRGINIA: Greenbrier, McDowell, Mercer, Mingo, Monroe, Raleigh, Summers, Wyoming

BOISE, Ida.
TV Homes 68,400
Total Households 87,500
Population 291,800
Retail Sales \$372,795,000
E.B.I. \$460,485,000

IDAHO: Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Twin Falls, Valley, Washington;
OREGON: Grant, Harney, Lake, Malheur, Wheeler

BOSTON, Mass.
TV Homes 1,442,500
Total Households 1,548,900
Population 5,319,400
Retail Sales \$6,700,858,000
E.B.I. \$10,467,587,000

CONNECTICUT: Windham;
MAINE: York;
MASSACHUSETTS: Barnstable, Bristol, Dukes, Essex, Franklin, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester;
NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan;
RHODE ISLAND: Bristol, Kent, Newport, Washington;
VERMONT: Windham, Windsor

BRIDGEPORT, Conn.††

BRISTOL, Va.-JOHNSON CITY, Tenn.
TV Homes 153,100
Total Households 221,500
Population 926,300
Retail Sales \$542,625,000
E.B.I. \$947,780,000

KENTUCKY: Harlan, Letcher, Perry, Pike;
NORTH CAROLINA: Avery, Mitchell, Watauga;
TENNESSEE: Carter, Cocke, Grainger, Greene, Hamblen, Hancock, Hawkins, Johnson, Sullivan, Unicoi, Union, Washington;
VIRGINIA: Buchanan, Dickenson, Lee, Russell, Scott, Smyth, Washington, Wise

BRYAN, Tex.
TV Homes 41,400
Total Households 56,100
Population 203,100
Retail Sales \$193,386,000
E.B.I. \$248,339,000

TEXAS: Austin, Brazos, Burleson, Freestone, Grimes, Houston, Lee, Leon, Madison, Milam, Robertson, Walker, Washington

BUFFALO, N.Y.
TV Homes 645,600
Total Households 708,000
Population 2,400,100
Retail Sales \$2,728,131,000
E.B.I. \$4,361,530,000

NEW YORK: Allegany, Cattaraugus, Chautauque, Erie, Genesee, Livingston, Niagara, Orleans, Steuben, Wyoming;
PENNSYLVANIA: Cameron, Crawford, Forest, McKean, Potter, Tioga, Warren

BURLINGTON, Vt.
TV Homes
Total Households
Population
Retail Sales \$751,032
E.B.I. \$1,032,000

NEW HAMPSHIRE: Coos, Grafton, Sullivan;
NEW YORK: Clinton, Essex, Franklin, Washington;

VERMONT: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orleans, Rutland, Washington, Windsor

BUTTE, Mont.
TV Homes
Total Households
Population
Retail Sales \$177,259
E.B.I. \$259,000

MONTANA: Beaverhead, Broadwater, Lake, Lodge, Gallatin, Granite, Jefferson, Meagher, Park, Powell, Silver Bow, Sweetwater

CADILLAC, Mich.
TV Homes
Total Households
Population
Retail Sales \$550,622
E.B.I. \$622,000

MICHIGAN: Alcona, Alpena, Antrim, Benzie, Charlevoix, Cheboygan, Clare, Crawford, Emmet, Gladwin, Grand Traverse, Iosco, Leelanau, Mackinac, Manistee, Marquette, Mecum, Montcalm, Muskegon, Oshtemo, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, Shiawassee, St. Ignace, Washtenaw, Westland, Winemac, Ypsilanti

Circulation & market definition © 1960
VISION MAGAZINE, Market Data © 1959
Management Survey of Buying Power; reproduction not licensed.

**TOTAL
TELEVISION**

The only way to sell all of
the big Bristol-Johnson City
quad-state supermarket

W C Y B - T

Reaches 56% more homes than any
other station. Source ARB Nov. '59

9 A.M. — Midnight

Represented by Headley-R

ta, Lake, Leelanau, Manistee, Mason,
 a, Midland, Missaukee, Montcalm,
 rency, Newaygo, Oceana, Ogemaw,
 s, Oscoda, Otsego, Presque Isle,
 mon, Wexford

GIRARDEAU, Mo.
 TV Homes 225,000
 Total Households 271,200
 Population 911,500
 Retail Sales \$830,486,000
 E.B.I. \$1,161,749,000

SAS: Clay:
 S: Alexander, Franklin, Gallatin,
 r, Hardin, Jackson, Jefferson, Johnson,
 Perry, Pope, Pulaski, Randolph, Saline,
 White, Williamson;
 KY: Ballard, Carlisle, Crittenden, Fulton,
 Hickman, Livingston, Lyan, McCracken,
 Trigg;
 RI: Bollinger, Butler, Cape Girardeau,
 Dunklin, Madison, Mississippi, New
 Perry, Reynolds, Ripley, Ste. Genevieve,
 Toddard, Wayne;
BEE: Lake, Obion, Weakley

AD, N.M.
 TV Homes 11,100
 Total Households 14,100
 Population 51,500
 Retail Sales \$53,004,000
 E.B.I. \$85,996,000

MEXICO: Eddy

GE-WATERTOWN, N.Y.
 TV Homes *77,700
 Total Households 92,000
 Population 319,100
 Retail Sales \$310,382,000
 E.B.I. \$509,091,000

**YRK: Hamilton, Jefferson, Lewis, Oswego,
 Lawrence**

EF Wyo.
 TV Homes 24,600
 Total Households 45,200
 Population 146,700
 Retail Sales \$210,735,000
 E.B.I. \$249,100,000

**MIG: Big Horn, Campbell, Converse,
 n, remont, Hot Springs, Johnson,
 ni Niobrara, Sheridan, Washakie, Weston**

R APIDS-WATERLOO, Iowa
 TV Homes 325,000
 Total Households 357,300
 Population 1,181,800
 Retail Sales \$1,484,424,000
 E.B.I. \$1,986,804,000

ot Jo Daviess
 s: Ilamakee, Benton, Black Hawk, Bremer,
 ni, Butler, Cedar, Cerra Gordo,
 osw, Clayton, Delaware, Dubuque, Emmet,
 e Floyd, Franklin, Grundy, Hardin,
 y, oward, Iowa, Jackson, Jefferson,
 ar Jones, Keokuk, Linn, Louisa, Mahaska,
 na Muscatine, Palo Alto, Poweshiek,
 apello, Washington, Winneshiek,
 ht;

OSIN: Crawford, Grant

MRIGN, Ill.
 TV Homes 343,900
 Total Households 377,500
 Population 1,227,000
 Retail Sales \$1,440,176,000
 E.B.I. \$2,231,121,000

**IO: Champaign, Christian, Clark, Clay,
 umberland, DeWitt, Douglas, Edgar,
 red Effingham, Fayette, Ford, Iroquois,
 r, Livingston, Logan, McLean, Macon,**

Menard, Montgomery, Moultrie, Platt,
 Richland, Sangamon, Shelby, Vermilion,
 Woodford;
**INDIANA: Benton, Fountain, Parke, Tippecanoe,
 Vermillion, Warren**

CHARLESTON, S.C.
 TV Homes 149,500
 Total Households 200,100
 Population 832,300
 Retail Sales \$611,827,000
 E.B.I. \$802,379,000

**GEORGIA: Appling, Candler, Long, Tattnall,
 Toombs, Wayne;**
NORTH CAROLINA: Brunswick;
**SOUTH CAROLINA: Allendale, Bamberg,
 Beaufort, Berkeley, Calhoun, Charleston,
 Clarendon, Colleton, Dorchester, Florence,
 Georgetown, Hampton, Horry, Jasper,
 Orangeburg, Williamsburg**

CHARLESTON-HUNTINGTON, W. Va.
 TV Homes 443,400
 Total Households 546,400
 Population 2,149,800
 Retail Sales \$1,557,521,000
 E.B.I. \$2,652,598,000

**KENTUCKY: Bath, Boyd, Breathitt, Carter,
 Elliott, Estill, Fleming, Floyd, Greenup, Johnson,
 Knott, Lawrence, Lee, Letcher, Lewis, Magoffin,
 Martin, Menifee, Montgomery, Morgan, Perry,
 Pike, Powell, Rowan, Wolfe;**

**OHIO: Athens, Gallia, Jackson, Lawrence,
 Meigs, Morgan, Pike, Scioto, Vinton,
 Washington;**

VIRGINIA: Buchanan, Dickenson, Wise;
**WEST VIRGINIA: Boone, Braxton, Cabell,
 Calhoun, Clay, Doddridge, Fayette, Gilmer,
 Jackson, Kanawha, Lewis, Lincoln, Logan,
 McDowell, Mason, Mingo, Nicholas, Pocahontas,
 Putnam, Raleigh, Ritchie, Roane, Wayne,
 Webster, Wirt, Wood, Wyoming**

CHARLOTTE, N.C.
 TV Homes 595,900
 Total Households 732,000
 Population 2,885,200
 Retail Sales \$2,408,071,000
 E.B.I. \$3,541,095,000

**NORTH CAROLINA: Alexander, Alleghany,
 Anson, Ashe, Avery, Buncombe, Burke, Cabarrus,
 Caldwell, Catawba, Cleveland, Davidson, Davie,
 Forsyth, Gaston, Haywood, Henderson, Hoke,
 Iredell, Jackson, Lincoln, McDowell, Madison,
 Mecklenburg, Mitchell, Montgomery, Polk,
 Richmond, Rowan, Rutherford, Scotland, Stanly,
 Surry, Transylvania, Union, Watauga, Wilkes,
 Yadkin, Yancey;**

**SOUTH CAROLINA: Cherokee, Chester,
 Chesterfield, Darlington, Edgefield, Fairfield,
 Kershaw, Lancaster, Laurens, Lexington,
 Marlboro, Newberry, Saluda, Spartanburg,
 Union, York;**

**TENNESSEE: Johnson, Sullivan, Unicoi,
 Washington;**

VIRGINIA: Grayson

CHATTANOOGA, Tenn.
 TV Homes 201,500
 Total Households 267,600
 Population 1,018,100
 Retail Sales \$801,974,000
 E.B.I. \$1,162,773,000

ALABAMA: DeKalb, Jackson, Madison;
**GEORGIA: Catoosa, Chattooga, Dade, Fannin,
 Floyd, Gilmer, Gordon, Lumpkin, Murray, Union,
 Walker, Whitfield;**
NORTH CAROLINA: Cherokee, Clay;
TENNESSEE: Bledsoe, Bradley, Cumberland,

Franklin, Grundy, Hamilton, McMinn, Marion,
 Meigs, Monroe, Moore, Polk, Rhea, Roane,
 Sequatchie, Van Buren, Warren, White

CHEBOYGAN, Mich.
 TV Homes 28,600
 Total Households 36,700
 Population 131,900
 Retail Sales \$170,034,000
 E.B.I. \$166,370,000

**MICHIGAN: Alpena, Charlevoix, Cheboygan,
 Chippewa, Emmet, Mackinac, Montmorency,
 Otsego, Presque Isle**

CHEYENNE, Wyo.
 TV Homes 86,400
 Total Households 112,700
 Population 381,100
 Retail Sales \$449,078,000
 E.B.I. \$646,174,000

**COLORADO: Eagle, Grand, Jackson, Larimer,
 Logan, Summit, Washington, Weld;**
**NEBRASKA: Banner, Box Butte, Cheyenne,
 Deuel, Garden, Kimball, Morrill, Scotts Bluff,
 Sioux;**
**WYOMING: Albany, Carbon, Goshen, Laramie,
 Platte**

CHICAGO, Ill.
 TV Homes 2,175,700
 Total Households 2,338,500
 Population 7,650,900
 Retail Sales \$10,054,852,000
 E.B.I. \$16,727,889,000

**ILLINOIS: Boone, Cook, DeKalb, DuPage, Ford,
 Grundy, Iroquois, Kane, Kankakee, Kendall,
 Lake, LaSalle, Livingston, McHenry, Will;**
**INDIANA: Benton, Jasper, Lake, LaPorte,
 Marshall, Newton, Porter, Pulaski, Storke,
 White;**

MICHIGAN: Berrien;
WISCONSIN: Kenosha, Racine, Walworth

CHICO, Calif.
 TV Homes 96,400
 Total Households 120,900
 Population 380,300
 Retail Sales \$495,824,000
 E.B.I. \$678,308,000

**CALIFORNIA: Butte, Colusa, Glenn, Lake,
 Lassen, Placer, Shasta, Sutter, Tehama, Trinity,
 Yolo, Yuba**

CINCINNATI, Ohio
 TV Homes 649,500
 Total Households 722,100
 Population 2,396,100
 Retail Sales \$2,546,556,000
 E.B.I. \$3,983,508,000

**INDIANA: Dearborn, Decatur, Fayette, Franklin,
 Jefferson, Jennings, Ohio, Ripley, Rush,
 Switzerland, Union, Wayne;**

**KENTUCKY: Bath, Boone, Bourbon, Bracken,
 Campbell, Carroll, Clark, Estill, Fayette,
 Fleming, Franklin, Gallatin, Grant, Harrison,
 Henry, Kenton, Lewis, Madison, Mason, Menifee,
 Montgomery, Nicholas, Oldham, Owen,
 Pendleton, Powell, Robertson, Rowan, Scott,
 Trimble, Woodford;**

**OHIO: Adams, Brown, Butler, Clermont,
 Clinton, Darke, Greene, Hamilton, Highland,
 Preble, Warren**

CLARKSBURG, W. Va.
 TV Homes 76,600
 Total Households 105,900
 Population 396,700
 Retail Sales \$338,821,000
 E.B.I. \$544,234,000

**WEST VIRGINIA: Barbour, Braxton, Doddridge,
 Gilmer, Grant, Hardy, Harrison, Lewis, Marion,
 Monongalia, Pendleton, Preston, Randolph,
 Ritchie, Taylor, Tucker, Upshur**

ation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction
 icensed.

FRIGHTFUL NUISANCE,

turning the page quarter way
'round, but worth the effort, old
horseman. All about how to reach
all the great state of South
Carolina with a flick of a finger,
by pointing at **WIS-TELEVISION,**
COLUMBIA, SOUTH CAROLINA.



I'm Major Sellingforce, and old-timers
will tell you when I got out of Hampton's
Redshirts I designed the state of South Carolina
so that **NBC** and **ABC** programs from
WIS-TV's 1526-foot tower would
reach the whole state (well, most of it, anyway).
Not easy, but I'm foresighted. Think of it!
1,207,500 people, 286,500 homes,
233,931 TV homes, \$853,000,000 retail sales,
and \$1,274,000,000 buying income!
Incredible, but word of honor! All for one buy,
WIS-TV, major selling force in South Carolina.
Named for me, old musketeer. Proud of it.
Ask your **PETERS, GRIFFIN, WOODWARD, INC.**
representative. Or mail a doubting
query direct, see what happens in the way
of proof. Outstanding, frankly.

WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

CLEVELAND, Ohio
TV Homes 1,305,700
Total Households 1,385,000
Population 4,662,800
Retail Sales \$5,503,127,000
E.B.I. \$9,040,139,000

OHIO: Ashland, Ashtabula, Carroll, Columbiana, Coshocton, Crawford, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Ottawa, Portage, Richland, Sandusky, Seneca, Stark, Summit, Trumbull, Tuscarawas, Wayne, Wyandot;
PENNSYLVANIA: Crawford, Mercer, Venango

CLOVIS, N.M.
TV Homes 11,800
Total Households 16,900
Population 62,100
Retail Sales \$65,758,000
E.B.I. \$103,620,000

NEW MEXICO: Curry, DeBaca, Quay, Roosevelt

COLORADO SPRINGS-PUEBLO, Colo.
TV Homes 91,700
Total Households 116,600
Population 416,100
Retail Sales \$454,541,000
E.B.I. \$644,630,000

COLORADO: Baca, Bent, Cheyenne, Crowley, Custer, Douglas, Elbert, El Paso, Fremont, Kiowa, Kit Carson, Las Animas, Lincoln, Otero, Prowers, Pueblo;
NEW MEXICO: Colfax, Harding, Union

COLUMBIA-JEFFERSON CITY, Mo.
TV Homes 127,000
Total Households 148,300
Population 512,900
Retail Sales \$498,436,000
E.B.I. \$754,650,000

MISSOURI: Audrain, Benton, Boone, Callaway, Camden, Charlton, Cole, Cooper, Dent, Gasconade, Hickory, Howard, Linn, Macon, Maries, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Pettis, Phelps, Pulaski, Ralls, Randolph, Saline, Shelby, Warren

COLUMBIA, S.C.
TV Homes 207,200
Total Households 264,000
Population 1,125,400
Retail Sales \$793,906,000
E.B.I. \$1,147,955,000

SOUTH CAROLINA: Aiken, Allendale, Bamberg, Barnwell, Calhoun, Chester, Chesterfield, Clarendon, Darlington, Dillon, Edgefield, Fairfield, Florence, Kershaw, Lancaster, Lee, Lexington, Marion, Marlboro, Newberry, Orangeburg, Richland, Saluda, Sumter, Union, Williamsburg

COLUMBUS, Ga.
TV Homes 143,400
Total Households 192,700
Population 793,700
Retail Sales \$535,564,000
E.B.I. \$962,993,000

ALABAMA: Barbour, Bullock, Chambers, Dale, Henry, Houston, Lee, Macon, Pike, Randolph, Russell, Tallapoosa;
GEORGIA: Baker, Calhoun, Chattahoochee, Clay, Harris, Lee, Macon, Marion, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Terrell, Troup, Upson, Webster

COLUMBUS, Miss.
TV Homes
Total Households
Population
Retail Sales \$2
E.B.I. \$3

ALABAMA: Fayette, Lamar, Marion, P
MISSISSIPPI: Calhoun, Carroll, Chicka
Choctaw, Clay, Itawamba, Lee, Lowne
Monroe, Montgomery, Noxubee, Oktib
Prentiss, Webster, Winston

COLUMBUS, Ohio
TV Homes
Total Households
Population
Retail Sales \$1.9
E.B.I. \$3.0

OHIO: Athens, Champaign, Clark, Cro
Delaware, Fairfield, Fayette, Franklin,
Highland, Hocking, Jackson, Knox, Lie
Logan, Madison, Marion, Morgan, M
Muskingum, Noble, Perry, Pickaway, I
Union, Vinton, Wyandot

CORPUS CHRISTI, Tex.
TV Homes
Total Households
Population
Retail Sales \$55
E.B.I. \$80

Circulation & market definition © 19
VISION MAGAZINE, Market Data © 19
Management Survey of Buying Power
reproduction not licensed.

WESH-TV

is
the choice
of
national spot buyers
in the

ORLANDO- DAYTONA BEACH MARKET

100,000
watts

2

NBC AFFILIATE

Call Avery-Knodel

Aransas, Bee, Brooks, Calhoun, Duval,
 Jim Hagg, Jim Wells, Karnes, Kenedy,
 LaSalle, Live Oak, McMullen, Nueces,
 San Patricio, Starr, Victoria, Willacy,

S-FT. WORTH, Tex.

TV Homes 698,700
 Total Households 823,400
 Population 2,727,000
 Retail Sales \$3,261,394,000
 E.B.I. \$4,399,174,000

OMA: Bryan, Choctaw, Love, Marshall,
 Mahala;

Anderson, Bosque, Brown, Callahan,
 Clay, Collin, Comanche, Cooke,
 Delta, Denton, Eastland, Ellis, Erath,
 Franklin, Freestone, Grayson, Hamilton,
 Hill, Hood, Hopkins, Houston, Hunt,
 Johnson, Kaufman, Lamar, Leon, Limestone,
 Madison, Montague, Navarro,
 Parker, Rains, Red River, Rockwall,
 Smith, Somervell, Stephens, Tarrant,
 Wise, Wood

EVLE, Ill.

TV Homes †24,700
 Total Households 38,200
 Population 118,800
 Retail Sales \$142,250,000
 E.B.I. \$214,136,000

MS: Vermilion;

IAIA: Fountain, Warren

DAVENPORT, Ia.-ROCK ISLAND, Ill.

TV Homes 348,500
 Total Households 375,300
 Population 1,226,400
 Retail Sales \$1,530,422,000
 E.B.I. \$2,164,644,000

ILLINOIS: Bureau, Carroll, Hancock, Henderson,
 Henry, Jo Daviess, Knox, Lee, McDonough,
 Marshall, Mercer, Ogle, Putnam, Rock Island,
 Stark, Stephenson, Warren, Whiteside;
 IOWA: Cedar, Clinton, Des Moines, Dubuque,
 Henry, Jackson, Jefferson, Johnson, Jones,
 Louisa, Muscatine, Scott, Washington;

WISCONSIN: Grant, Lafayette

DAYTON, Ohio

TV Homes 488,200
 Total Households 517,900
 Population 1,744,500
 Retail Sales \$1,857,541,000
 E.B.I. \$3,131,987,000

INDIANA: Adams, Fayette, Franklin, Jay,
 Randolph, Union, Wayne;

OHIO: Allen, Auglaize, Butler, Champaign,
 Clark, Clinton, Darke, Fayette, Greene,
 Highland, Logan, Madison, Mercer, Miami,
 Montgomery, Preble, Shelby, Warren

DAYTONA BEACH-ORLANDO, Fla.

TV Homes 217,200
 Total Households 298,400
 Population 972,500
 Retail Sales \$1,219,297,000
 E.B.I. \$1,310,568,000

FLORIDA: Brevard, Citrus, Dixie, Flagler,
 Gilchrist, Glades, Hendry, Hernando, Highlands,
 Indian River, Lafayette, Lake, Levy, Marion,
 Okeechobee, Orange, Osceola, Pasco, Polk,
 Putnam, Seminole, Sumter, Volusia

DECATUR, Ala.

TV Homes †22,300
 Total Households 45,400
 Population 172,200
 Retail Sales \$137,609,000
 E.B.I. \$194,208,000

ALABAMA: Lauderdale, Lawrence, Limestone,
 Morgan

DECATUR, Ill.

TV Homes †123,800
 Total Households 148,100
 Population 466,500
 Retail Sales \$588,185,000
 E.B.I. \$865,566,000

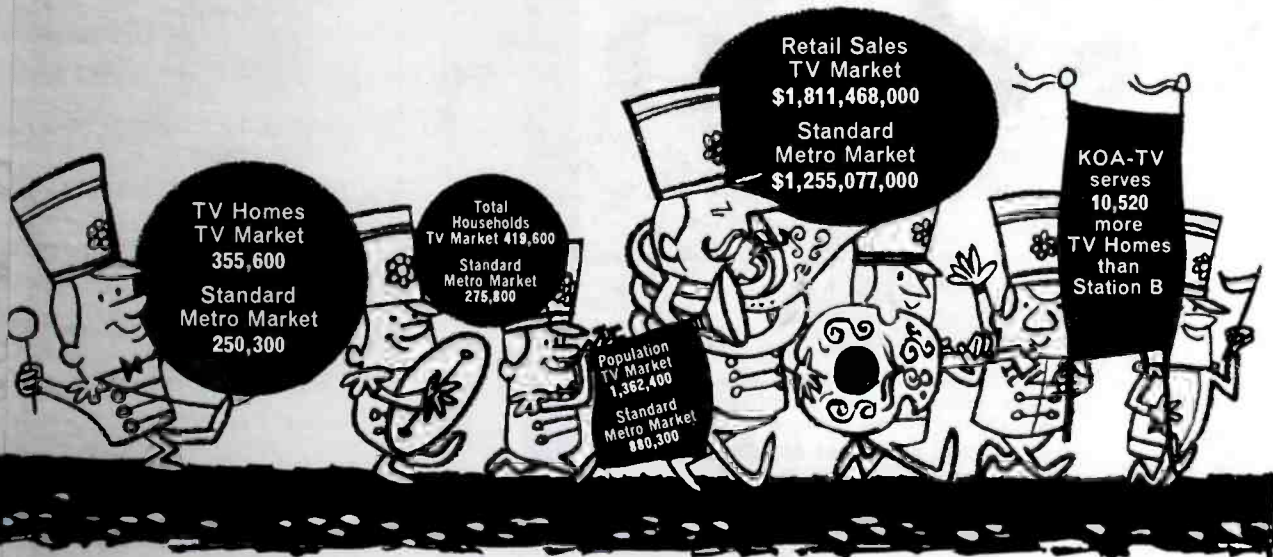
ILLINOIS: Cass, Christian, Coles, DeWitt,
 Douglas, Logan, Macon, Moultrie, Platt,
 Sangamon, Shelby

DENVER, Colo.

TV Homes 355,600
 Total Households 419,600
 Population 1,362,400
 Retail Sales \$1,811,468,000
 E.B.I. \$2,482,122,000

Publication & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction
 prohibited.

COLORADO LEADS THE WESTERN PARADE



When you buy in Denver, buy ALL the market. KOA-TV (NBC) gives more coverage
 than any other station in the Rocky Mountain West.

REPRESENTED BY NBC SPOT SALES

DENVER, COLO., continued

COLORADO: Adams, Arapahoe, Boulder, Chaffee, Cheyenne, Clear Creek, Denver, Douglas, Eagle, Elbert, Gilpin, Grand, Jackson, Jefferson, Kiowa, Kit Carson, Lake, Larimer, Los Animas, Lincoln, Logan, Moffat, Morgan, Park, Phillips, Routt, Sedgwick, Summit, Teller, Washington, Weld, Yuma;
NEBRASKA: Cheyenne, Deuel, Garden;

WYOMING: Albany, Carbon, Laramie, Natrona

DES MOINES, Iowa

TV Homes	277,500
Total Households	301,700
Population	953,800
Retail Sales	\$1,205,205,000
E.B.I.	\$1,653,579,000

IOWA: Adair, Adams, Appanoose, Boone, Calhoun, Carroll, Clarke, Dallas, Decatur, Franklin, Greene, Grundy, Guthrie, Hamilton, Hardin, Jasper, Keokuk, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Polk, Poweshiek, Ringgold, Story, Tama, Taylor, Union, Wapello, Warren, Wayne, Webster, Wright;

MISSOURI: Putnam, Sullivan

DETROIT, Mich.-WINDSOR, Canada

TV Homes	1,592,300
Total Households	1,703,500
Population	5,893,600
Retail Sales	\$6,656,509,000
E.B.I.	\$11,277,973,000

MICHIGAN: Genesee, Jackson, Lapeer, Lenawee,

Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, Wayne;

OHIO: Fulton, Henry, Lucas, Ottawa, Sandusky, Wood

DICKINSON, N.D.

TV Homes	22,900
Total Households	41,500
Population	148,400
Retail Sales	\$197,993,000
E.B.I.	\$221,922,000

MONTANA: Carter, Custer, Dawson, Fallon, McCone, Prairie, Richland, Roosevelt, Sheridan, Wibaux;

NORTH DAKOTA: Adams, Billings, Bowman, Dunn, Golden Valley, Hettinger, McKenzie, Mercer, Mountrail, Oliver, Slope, Stark;

SOUTH DAKOTA: Butte, Harding, Perkins

DOTHAN, Ala.

TV Homes	74,300
Total Households	120,400
Population	486,800
Retail Sales	\$376,136,000
E.B.I.	\$471,478,000

ALABAMA: Barbour, Coffee, Covington, Dale, Geneva, Henry, Houston, Pike;

FLORIDA: Calhoun, Gadsden, Gulf, Holmes, Jackson, Walton, Washington;

GEORGIA: Baker, Calhoun, Clay, Decatur, Early, Grady, Miller, Mitchell, Quitman, Randolph, Seminole

DULUTH, Minn.-SUPERIOR, Wis.

TV Homes	17
Total Households	20
Population	69
Retail Sales	\$744,500
E.B.I.	\$999,180

MICHIGAN: Gogebic, Houghton, Ontonagon

MINNESOTA: Aitkin, Beltrami, Carlton, Cass, Clearwater, Cook, Crow Wing, Hubbard, Itasca, Kanabec, Koochiching, Lake, Lake of the Woods, Pine, St. Louis, Todd, Wadena;

WISCONSIN: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer, Washburn

DURHAM-RALEIGH, N.C.

TV Homes	275
Total Households	362
Population	1,559
Retail Sales	\$1,238,391
E.B.I.	\$1,772,900

NORTH CAROLINA: Alamance, Bladen, Caswell, Chatham, Cumberland, Duplin, Durham, Edgecombe, Franklin, Granville, Greene, Halifax, Harnett, Hoke, Johnston, Lee, Montgomery, Moore, Nash, Orange, Person, Robeson, Sampson, Scotland, Vance, Wake, Warren, Wayne, Wilson;

VIRGINIA: Mecklenburg

EAU CLAIRE, Wis.

TV Homes	119
Total Households	131
Population	467
Retail Sales	\$509,716
E.B.I.	\$655,853

WISCONSIN: Barron, Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, LaCrosse, Monroe, Pepin, Price, Rusk, Taylor, Trempealeau, Waushara

ELKHART, Ind. — See South Bend

EL DORADO, Ark. — See Monroe, La.

EL PASO, Tex.-JUAREZ, Mexico

TV Homes	96
Total Households	121
Population	469
Retail Sales	\$451,106
E.B.I.	\$711,408

NEW MEXICO: Dona Ana, Grant, Hidalgo, Lea, Otero, Sierra;

TEXAS: Brewster, Culberson, El Paso, Hudspeth, Jeff Davis, Presidio

ENID, Okla. — See Oklahoma City

ENSIGN-GARDEN CITY, Kan.

TV Homes	39
Total Households	61
Population	214
Retail Sales	\$289,163
E.B.I.	\$389,093

COLORADO: Baca, Bent, Prowers;

KANSAS: Clark, Edwards, Finney, Ford, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kearny, Lane, Logan, Meade, Morton, Ness, Pawnee, Scott, Seward, Stafford, Stanton, Stevens, Wallace, Wichita;

OKLAHOMA: Beaver, Cimarron, Ellis, Harper, Texas, Woodward

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Survey Management Survey of Buying Power; reproduction not licensed.

yes, No. 1 in DENVER

KBTV CHANNEL 9

* 6 out of the top 10 programs are on KBTV!

Greatest share of audience from 3 P.M. to sign off!

Greatest number of homes reached from 3 P.M. to sign off!

The figures are in . . . and they conclusively prove that for the second straight rating period . . . Channel 9 is the top station with Denver TV viewers.

Great ABC-Television network shows, powerful local programs combine with KBTV's "perpetual promotion" to place Channel 9 in this number one position.

HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTV?

* Nelson Station Index For Denver February 1960

KBTV

THE FAMILY STATION

Call your P G W Colonel

9

Denver, Colorado
 JOHN C. MULLINS,
 President
 JOE HEROLD
 Station Manager

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

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

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

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

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

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

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

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

KRNT RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

ERIE, Pa.
 TV Homes 181,900
 Total Households 196,900
 Population 655,300
 Retail Sales \$735,897,000
 E.B.I. \$1,165,525,000

NEW YORK: Chautauqua;

OHIO: Ashtabula;

PENNSYLVANIA: Crawford, Erie, McKean, Warren

EUGENE, Ore.

TV Homes **109,800
 Total Households 134,700
 Population 430,700
 Retail Sales \$474,675,000
 E.B.I. \$685,062,000

OREGON: Benton, Coos, Douglas, Lane, Lincoln, Linn, Polk

EUREKA, Calif.

TV Homes 47,800
 Total Households 61,900
 Population 191,600
 Retail Sales \$242,054,000
 E.B.I. \$339,518,000

CALIFORNIA: Del Norte, Humboldt, Mendocino;

OREGON: Curry

EVANSVILLE, Ind.-HENDERSON, Ky.

TV Homes 250,400
 Total Households 295,700
 Population 981,400
 Retail Sales \$910,918,000
 E.B.I. \$1,397,275,000

ILLINOIS: Clay, Crawford, Edwards, Gall, Hamilton, Hardin, Jasper, Jefferson, Law, Pope, Richland, Saline, Wabash, Wayne,

INDIANA: Crawford, Davless, Dubols, Gib, Knox, Martin, Orange, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick;

KENTUCKY: Breckinridge, Butler, Caldwell, Crittenden, Davless, Grayson, Hancock, Henderson, Hopkins, Livingston, McLean, Muhlenberg, Ohio, Union, Webster

FAIRBANKS, Alaska

FARGO, N.D.

TV Homes 13
 Total Households 19
 Population 73
 Retail Sales \$835,62
 E.B.I. \$1,003,64

MINNESOTA: Becker, Beltrami, Big Stone, Clearwater, Douglas, Grant, Hubbard, Kitt, Mahanomen, Marshall, Norman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Stevens, Traverse, Wadena, Wilkin;

NORTH DAKOTA: Barnes, Benson, Cass, Cavalier, Dickey, Eddy, Foster, Grand Fork, Griggs, La Moure, Logan, McIntosh, Nelson, Pembina, Ramsey, Ransom, Richland, Rolette, Sargent, Steele, Stutsman, Towner, Traill, Walsh;

SOUTH DAKOTA: Day, Grant, Marshall, Re

FLINT, Mich.

TV Homes 36
 Total Households 39
 Population 1,36
 Retail Sales \$1,495,03
 E.B.I. \$2,302,15

MICHIGAN: Arenac, Bay, Clinton, Eaton, Genesee, Gladwin, Gratiot, Huron, Ingham, Isabella, Lapeer, Midland, Montcalm, Saginaw, Sanilac, Shiawassee, Tuscola

FLORENCE, Ala.

TV Homes 1
 Total Households 2
 Population 10
 Retail Sales \$94,15
 E.B.I. \$135,88

ALABAMA: Colbert, Lauderdale

FLORENCE, S.C.

TV Homes 17
 Total Households 24
 Population 1,09
 Retail Sales \$735,87
 E.B.I. \$1,036,69

NORTH CAROLINA: Anson, Bladen, Colum, Cumberland, Hoke, Moore, Richmond, Robt, Scotland;

SOUTH CAROLINA: Calhoun, Chesterfield, Clarendon, Darlington, Dillon, Florence, Georgetown, Horry, Kershaw, Lancaster, Le, Marion, Marlboro, Sumter, Williamsburg

ST. DODGE, Iowa

TV Homes 12
 Total Households 4
 Population 14
 Retail Sales \$206,51
 E.B.I. \$280,06

IOWA: Calhoun, Emmet, Humboldt, Kossut, Palo Alto, Pocahontas, Webster, Wright

Circulation & market definition © 1960.
 VISION MAGAZINE, Market Data © 1959.
 Management Survey of Buying Power: reproduction not licensed.



Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly \$116,000,000 per year!

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one—the Nation's No. 1 market in retail-sales-per-family. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC



PETERS, GRIFFIN, WOODWARD, Inc.
 Exclusive National Representatives



Jane Johnston speaks for Red Owl on the Red Owl Theatre on WDAY-TV



Carol Olson speaks for Fairway-Super Fair in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for Super Valu in their very heavy spot schedule on WDAY-TV



Glen Hanson speaks for Piggly Wiggly on "Bold Venture" on WDAY-TV



FLORIDA: TV Homes 17,600
 Total Households 26,000
 Population 86,600
 Retail Sales \$134,329,000
 E.B.I. \$111,753,000

MARKETS: Charlotte, Collier, De Soto, Hardee,

ARKANSAS: TV Homes 52,300
 Total Households 69,200
 Population 253,900
 Retail Sales \$233,257,000
 E.B.I. \$297,954,000

MARKETS: Crawford, Franklin, Johnson, Logan, Sebastian, Washington, Yell;

MARKETS: Adair, Haskell, Latimer, LeFlore, Lincoln, Poinsett, Scott, Van Buren, Washington, White, Woodruff

INDIANA: TV Homes 1207,000
 Total Households 237,800
 Population 777,900
 Retail Sales \$864,086,000
 E.B.I. \$1,352,088,000

MARKETS: Adams, Allen, Blackford, DeKalb, Elkhart, Kosciusko, LaGrange, Noble, Owen, Wabash, Wells, Whitley;

MARKETS: Allen, Defiance, Mercer, Paulding, Putnam, Van Wert, Williams

Texas: TV Homes 698,700
 Total Households 823,400
 Population 2,727,000
 Retail Sales \$3,261,394,000
 E.B.I. \$4,399,174,000

MARKETS: Bryan, Choctaw, Love, Marshall, Tarrant, Wichita;

NEW MEXICO: Anderson, Bosque, Brown, Callahan, Colfax, Clay, Collin, Comanche, Cooke, Deuel, Delta, Denton, Eastland, Ellis, Erath, Garfield, Grant, Guadalupe, Hamilton, Hendon, Hill, Hood, Hopkins, Houston, Hunt, Johnson, Kaufman, Lamar, Leon, Lincoln, McIntosh, McLennan, Madison, Montague, Mora, Palo Pinto, Parker, Rains, Red River, Sandoval, Shackelford, Smith, Somervell, Tarrant, Van Zandt, Wise, Wood

CALIFORNIA: TV Homes 222,100
 Total Households 250,900
 Population 829,700
 Retail Sales \$1,080,517,000
 E.B.I. \$1,396,293,000

MARKETS: Fresno, Inyo, Kings, Madera, Merced, Stanislaus, Tulare

MONTANA: TV Homes 3,000
 Total Households 5,700
 Population 18,800
 Retail Sales \$25,551,000
 E.B.I. \$32,665,000

MARKETS: Dawson, McCone, Prairie, Wilboux

MARKETS: Coland, Kan.†††

ND: TV Homes 39,100
 Total Households 52,100
 Population 194,800
 Retail Sales \$236,114,000
 E.B.I. \$274,771,000

MARKETS: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau;

MARKETS: Grand Forks, Griggs, Pembina, Steele, Traill, Walsh

COLO: TV Homes **24,800
 Total Households 37,800
 Population 129,300
 Retail Sales \$165,918,000
 E.B.I. \$190,330,000

MARKETS: Delta, Garfield, Mesa, Montrose, Ouray, Rio Blanco, San Miguel;

MARKETS: Daggett, Duchesne, Uintah

MICH: TV Homes 457,100
 Total Households 487,200
 Population 1,629,500
 Retail Sales \$1,797,506,000
 E.B.I. \$2,696,697,000

MARKETS: Allegan, Barry, Calhoun, Cass, Clinton, Eaton, Gratiot, Ingham, Ionia, Isabella, Kalamazoo, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, Van Buren

KAN: TV Homes ***89,300
 Total Households 118,400
 Population 396,600
 Retail Sales \$515,962,000
 E.B.I. \$667,998,000

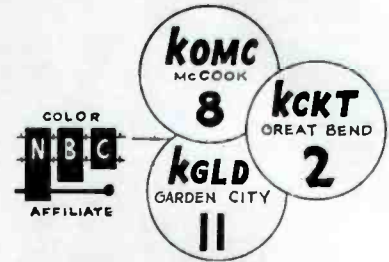
MARKETS: Barber, Barton, Clark, Clay, Cloud, Comanche, Decatur, Edwards, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Gray, Greeley, Hodgeman, Jewell, Kiowa, Lane, Lincoln, Logan, Meade, Mitchell, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Pratt, Rice, Rooks, Rush, Russell, Saline, Scott, Sheridan, Smith, Stafford, Trego, Wallace, Wichita

MT: TV Homes 43,400
 Total Households 67,800
 Population 218,400
 Retail Sales \$311,006,000
 E.B.I. \$405,337,000

MARKETS: Blaine, Broadwater, Cascade, Chouteau, Fergus, Gallatin, Glacier, Hill, Judith Basin, Lewis & Clark, Liberty, Meagher, Pondera, Teton, Toole

WI: TV Homes 323,000
 Total Households 354,500
 Population 1,242,700
 Retail Sales \$1,386,076,000
 E.B.I. \$1,835,243,000

MARKETS: Alger, Benzie, Delta, Dickinson, Iron, Leelanau, Luce, Manistee, Mason, Menominee, Oceana, Schoolcraft;



**KANSAS
 2nd
 Largest**

**TV
 Market
 ONE BUY ON
 KCKT-TV**

**DOES
 IT ALL !**

**THE TRI-CIRCLE
 TV NETWORK**

KCKT-TV TV HOMES
 Great Bend, Kansas 89,300
KGLD-TV
 Garden City, Kansas . . . 39,000
KOMC-TV
 McCook, Nebraska 40,000
Total 168,300

*Over 1 Million People in
 270,000 Homes with over
 \$1,273,000,000 to spend !*

**REPRESENTED BY THE
 BOLLING CO.**

Location & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.



Again, as in every major survey, the ratings show WFBC-TV's dominance in its service area. Only "The Giant" can give you maximum coverage in the metropolitan areas of all three... Greenville, Spartanburg and Asheville.

WFBC-TV LEADS WITH...
22 OF THE TOP 30 PROGRAMS!
TOP 7 SYNDICATED PROGRAMS!
TOP-RATED MOVIE



"The Giant of Southern Skies"

NB

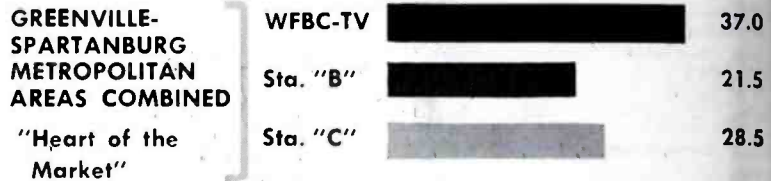
Channel 4
WFBC-TV
 Greenville, S. C.

Proof OF WFBC-TV's CONTINUING LEADERSHIP in Greenville, Spartanburg & Asheville

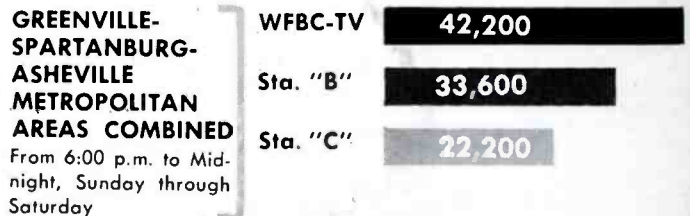
← Facts from the latest ARB (November, 1959)

Share of Sets-in-Use

9:00 A.M. to Midnight, Sunday through Saturday



Average Quarter Hour "Homes Reached"



For complete information about this Giant Market, and for Rates and Availabilities, we invite you to contact our National Representatives

AVERY-KNODEL, INC.

BAY, WIS. continued

NSIN: Brown, Calumet, Door, Florence, Du Lac, Forest, Green Lake, Kewaunee, Lincoln, Manitowac, Marathon, Menasha, Marquette, Oconto, Oneida, Portage, Shawano, Sheboygan, Waupaca, Waushara, Winnebago, Wood

BORO, N.C.

TV Homes	400,800
Total Households	475,000
Population	1,893,200
Retail Sales	\$1,818,203,000
E.B.I.	\$2,484,285,000

CAROLINA: Alamañce, Caswell, Davidson, Davie, Durham, Forsyth, Guilford, Harnett, Lee, Montgomery, Orange, Person, Randolph, Rockingham, Stanly, Stokes, Surry, Vance, Wake, Yadkin

IA: Carroll, Floyd, Franklin, Grayson, Henry, Mecklenburg, Patrick, Watauga

WILMINGTON-SPARTANBURG, S.C.-ASHEVILLE,

TV Homes	394,500
Total Households	502,400
Population	1,971,600
Retail Sales	\$1,517,766,000
E.B.I.	\$2,365,109,000

ARCA: Banks, Barrow, Clarke, Elbert, Gentry, Hart, Jackson, Lincoln, Madison, Moore, Taliaferro, Wilkes

ARKY: Harlan

CAROLINA: Buncombe, Burke, Caldwell, Cleveland, Gaston, Graham, Haywood, Johnston, Jackson, Lincoln, McDowell, Macon, Polk, Rutherford, Swain, Transylvania

CAROLINA: Abbeville, Anderson, Cherokee, Chester, Greenville, Greenwood, Lenoir, McCormick, Newberry, Oconee, Pickens, Spartanburg, Union, York

NEE: Greene, Jefferson

ASHEVILLE-WASHINGTON, N.C.

TV Homes	193,000
Total Households	252,300
Population	1,133,800
Retail Sales	\$762,350,000
E.B.I.	\$1,163,001,000

CAROLINA: Beaufort, Bertie, Carteret, Craven, Dare, Duplin, Edgecombe, Franklin, Gates, Greene, Halifax, Harnett, Jones, Hyde, Johnston, Jones, Lenoir, Martin, Northampton, Onslow, Pamlico, Pender, Sampson, Tyrrell, Vance, Warren, Watauga, Wayne, Wilson

MINNESOTA, Mo.-QUINCY, Ill.

TV Homes	192,700
Total Households	211,800
Population	655,500
Retail Sales	\$736,405,000
E.B.I.	\$1,059,655,000

ILLINOIS: Adams, Brown, Cass, Fulton, Greene, Hancock, Henderson, McDonough, Morgan, Pike, Schuyler, Scott, Warren

IOWA: Davis, Des Moines, Jefferson, Lee, Van Buren

MISSOURI: Adair, Audrain, Clark, Knox, Lewis, Macon, Marlon, Monroe, Montgomery, Pike, Ralls, Randolph, Schuyler, Scotland, Shelby, Warren

HARLINGEN-WESLACO, Tex.

TV Homes	*74,100
Total Households	104,100
Population	442,600
Retail Sales	\$276,678,000
E.B.I.	\$447,332,000

TEXAS: Brooks, Cameron, Hidalgo, Jim Hogg, Kenedy, Starr, Willacy, Zapata

HARRISBURG, Ill.

TV Homes	173,900
Total Households	209,100
Population	679,200
Retail Sales	\$651,857,000
E.B.I.	\$915,419,000

ILLINOIS: Alexander, Edwards, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson, Johnson, Massac, Perry, Pope, Pulaski, Saline, Union, Wayne, White, Williamson

INDIANA: Posey

KENTUCKY: Ballard, Caldwell, Carlisle, Crittenden, Graves, Hickman, Livingston, Lyon, McCracken, Marshall, Union, Webster

MISSOURI: Cape Girardeau, Mississippi, Perry, Scott

HARRISBURG, Pa.

TV Homes	+113,800
Total Households	159,500
Population	542,600
Retail Sales	\$621,379,000
E.B.I.	\$1,260,351,000

PENNSYLVANIA: Cumberland, Dauphin, Juniata, Lebanon, Mifflin, Perry, York 20%

HARRISONBURG, Va.

TV Homes	65,500
Total Households	87,600
Population	349,500
Retail Sales	\$341,889,000
E.B.I.	\$434,013,000

MARYLAND: Garrett

VIRGINIA: Albemarle, Augusta, Clarke, Culpeper, Greene, Madison, Orange, Page, Rappahannock, Rockingham, Shenandoah, Warren

WEST VIRGINIA: Grant, Hardy, Pendleton, Tucker

HARTFORD-NEW BRITAIN, Conn.

TV Homes	636,300
Total Households	683,300
Population	2,339,500
Retail Sales	\$2,976,978,000
E.B.I.	\$5,055,529,000

CONNECTICUT: Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham

MASSACHUSETTS: Franklin, Hamden, Hampshire

HASTINGS, Neb.

TV Homes	115,100
Total Households	149,100
Population	482,600
Retail Sales	\$577,175,000
E.B.I.	\$735,125,000

KANSAS: Cloud, Decatur, Graham, Jewell, Mitchell, Morton, Osborne, Phillips, Republic, Rooks, Sheridan, Smith, Washington

NEBRASKA: Adams, Arthur, Blaine, Boone, Boyd, Brown, Buffalo, Cherry, Clay, Custer, Dawson, Fillmore, Franklin, Furnas, Garfield, Gasper, Grant, Greeley, Hall, Hamilton, Harlan, Holt, Hooker, Howard, Jefferson, Kearney, Keya Paha, Logan, Loup, McPherson, Merrick, Nance, Nuckolls, Phelps, Polk, Rock, Seward, Sherman, Thayer, Thomas, Valley, Webster, Wheeler, York

HATTIESBURG, Miss.

TV Homes	50,300
Total Households	79,800
Population	312,400
Retail Sales	\$215,787,000
E.B.I.	\$274,896,000

MISSISSIPPI: Clarke, Covington, Forrest, George, Greene, Jasper, Jeff Davis, Jones, Lamar, Lawrence, Marion, Perry, Scott, Smith, Stone, Walthall, Wayne

HENDERSON, Ky.-EVANSVILLE, Ind.

TV Homes	250,400
Total Households	295,700
Population	981,400
Retail Sales	\$910,918,000
E.B.I.	\$1,397,275,000

ILLINOIS: Clay, Crawford, Edwards, Gallatin, Hamilton, Hardin, Jasper, Jefferson, Lawrence, Pope, Richland, Saline, Wabash, Wayne, White

INDIANA: Crawford, Daviess, Dubois, Gibson, Knox, Martin, Orange, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick

KENTUCKY: Breckinridge, Butler, Caldwell, Crittenden, Daviess, Grayson, Hancock, Henderson, Hopkins, Livingston, McLean, Meade, Muhlenberg, Ohio, Union, Webster

HENDERSON-LAS VEGAS, Nev.

TV Homes	36,500
Total Households	48,000
Population	151,800
Retail Sales	\$200,222,000
E.B.I.	\$262,184,000

ARIZONA: Mohave

NEVADA: Clark

HONOLULU, Hawaii

TV Homes	***129,900
Total Households	146,100
Population	614,100
Retail Sales	\$509,979,000
E.B.I.	\$1,025,046,000

HILO: Hawaii

OAHU: Honolulu

WAILUKU: Maui

HOUSTON, Tex.
 TV Homes 495,400
 Total Households 588,600
 Population 2,015,700
 Retail Sales \$2,299,532,000
 E.B.I. \$3,342,035,000

TEXAS: Aransas, Austin, Brazoria, Brazos, Burleson, Calhoun, Chambers, Colorado, Fayette, Ft. Bend, Galveston, Grimes, Hardin, Harris, Houston, Jackson, Jasper, Lavaca, Lee, Liberty, Madison, Matagorda, Montgomery, Polk, Refugio, San Jacinto, Trinity, Tyler, Victoria, Walker, Waller, Washington, Wharton

HUNTINGTON-CHARLESTON, W. Va.
 TV Homes 443,400
 Total Households 546,400
 Population 2,149,800
 Retail Sales \$1,557,521,000
 E.B.I. \$2,652,598,000

KENTUCKY: Bath, Boyd, Breathitt, Carter, Elliott, Estill, Fleming, Floyd, Greenup, Johnson, Knott, Lawrence, Lee, Letcher, Lewis, Magoffin, Martin, Menifee, Montgomery, Morgan, Perry, Pike, Powell, Rowan, Wolfe;
OHIO: Athens, Gallia, Jackson, Lawrence, Meigs, Morgan, Pike, Scioto, Vinton, Washington;
VIRGINIA: Buchanan, Dickenson, Wise;
WEST VIRGINIA: Boone, Braxton, Cabell, Calhoun, Clay, Doddridge, Fayette, Gilmer, Jackson, Kanawha, Lewis, Lincoln, Logan, McDowell, Mason, Mingo, Nicholas, Pocahontas, Putnam, Raleigh, Ritchie, Roane, Wayne, Webster, Wirt, Wood, Wyoming

HUNTSVILLE, Ala.†††

HUTCHINSON-WICHITA, Kan.

TV Homes ***258,800
 Total Households 305,000
 Population 956,300
 Retail Sales \$1,163,001,000
 E.B.I. \$1,607,573,000

KANSAS: Barber, Barton, Butler, Chase, Chautauqua, Clark, Clay, Coffey, Comanche, Cowley, Dickinson, Edwards, Elk, Ellsworth, Ford, Greenwood, Harper, Harvey, Hodgeman, Kingman, Kiowa, Lincoln, Lyon, McPherson, Marion, Meade, Morris, Ottawa, Pawnee, Pratt, Reno, Rice, Saline, Sedgwick, Stafford, Sumner, Wabaunsee, Wilson, Woodson;
OKLAHOMA: Woods;
TEXAS: Hemphill, Lipscomb, Ochiltree, Roberts

IDAHO FALLS-POCATELLO, Ida.

TV Homes 59,700
 Total Households 84,500
 Population 301,700
 Retail Sales \$375,822,000
 E.B.I. \$467,389,000

IDAHO: Bannock, Bear Lake, Bingham, Blaine, Bonneville, Butte, Camas, Caribou, Cassia, Clark, Custer, Franklin, Fremont, Jefferson, Lemhi, Madison, Oneida, Power, Teton;
MONTANA: Beaverhead, Gallatin, Park, Sweet Grass;
WYOMING: Lincoln, Park, Sublette, Teton, Uinta, Yellowstone Park

INDIANAPOLIS, Ind.

TV Homes 7
 Total Households 7
 Population 2,41
 Retail Sales \$2,805,74
 E.B.I. \$4,402,03

ILLINOIS: Clark, Crawford, Edgar, Jasper, Lawrence, Vermilion;
INDIANA: Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clay, Clinton, Daviess, Decatur, Delaware, Fayette, Fountain, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Jackson, Jay, Jennings, Johnson, Lawrence, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Parke, Putnam, Randolph, Rush, Shelby, Sullivan, Tippecanoe, Tipton, Vermillion, Vigo, Wabash, Warren, White

JACKSON, Miss.

TV Homes 22
 Total Households 35
 Population 1,36
 Retail Sales \$985,15
 E.B.I. \$1,312,77

ARKANSAS: Chicot;
LOUISIANA: E. Carroll, Madison, Tensas;
MISSISSIPPI: Adams, Amite, Attala, Bolivar, Carroll, Choctaw, Claiborne, Clay, Copiah, Covington, Forrest, Franklin, Hinds, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Jeff Davis, Jones, Kemper, Lamar, Lauderdale

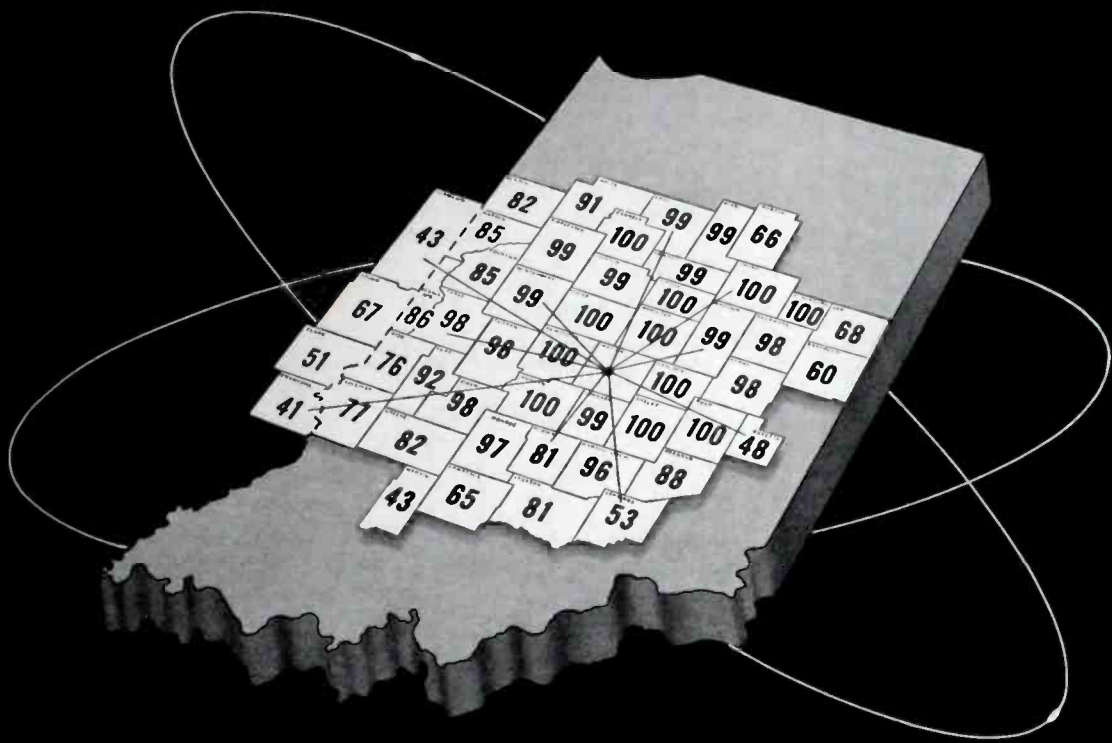
Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

THE
VITAL
 BUY...
42 COUNTIES

6 OF THE TOP 10

10 OF THE TOP 20*

KTRK-TV
HOUSTON
 ABC Basic - Hollingsberg
 *NIELSEN - Dec.-Jan. 1960



See How WFBM-TV Dominates Mid-Indiana!

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

where else . . .

- will you find satellite markets that are 15% richer and 30% bigger than the metropolitan trading zone itself?
- does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?
- do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

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

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

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

11 Satellites—Each a recognized marketing area and well within WFBM-TV's basic area of influence—*totaling more than 420,000 additional TV homes.* Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Lafayette • Peru • Logansport • Kokomo • Danville, Illinois.

Represented Nationally by the **KATZ Agency**



11TH YEAR
OF LEADERSHIP

going

UP

TALL
TOWER

1529 feet

highest
from Texas
to Maine

adding

50%

more TV
homes

Completion:
May, 1960

WLBT
channel 3
Jackson,
Miss.
Hollingbery

place
your
spots
on 3!

JACKSON, MISS. *continued*

Lawrence, Leake, Leflore, Lincoln, Madison,
Marion, Montgomery, Neshoba, Newton,
Oktibbeha, Pike, Rankin, Scott, Sharkey,
Simpson, Smith, Sunflower, Walthall, Warren,
Washington, Webster, Wilkinson, Winston, Yazoo

JACKSON, Tenn.

TV Homes 88,400
Total Households 124,900
Population 454,900
Retail Sales \$318,272,000
E.B.I. \$485,614,000

KENTUCKY: Fulton:

MISSISSIPPI: Alcorn, Tishomingo;

TENNESSEE: Benton, Carroll, Chester, Crockett,
Decatur, Dyer, Gibson, Hardeman, Hardin,
Haywood, Henderson, Henry, Lake, Lauderdale,
McNairy, Madison, Obion, Perry, Wayne,
Weakley

JACKSONVILLE, Fla.

TV Homes 301,300
Total Households 408,800
Population 1,534,100
Retail Sales \$1,659,666,000
E.B.I. \$1,909,822,000

FLORIDA: Alachua, Baker, Bradford, Citrus,
Clay, Columbia, Dixie, Duval, Flagler, Franklin,
Gadsden, Gilchrist, Hamilton, Hernando,
Jefferson, Lafayette, Leon, Levy, Liberty, Madison,
Marion, Nassau, Putnam, St. Johns, Suwannee,
Taylor, Union, Volusia, Wakulla;

GEORGIA: Appling, Atkinson, Bacon, Ben Hill,
Berrien, Brantley, Brooks, Bryan, Camden,
Candler, Charlton, Clinch, Coffee, Colquitt, Cook,
Echols, Evans, Glynn, Irwin, Jeff Davis, Lanier,
Liberty, Long, Lowndes, McIntosh, Pierce,
Tattnall, Telfair, Thomas, Toombs, Ware, Wayne,
Wheeler

JEFFERSON CITY-COLUMBIA, Mo.

TV Homes 127,000
Total Households 148,300
Population 512,900
Retail Sales \$498,436,000
E.B.I. \$754,650,000

MISSOURI: Audrain, Benton, Boone, Callaway,
Camden, Charlton, Cole, Cooper, Dent,
Gasconade, Hickory, Howard, Linn, Macon,
Maries, Miller, Moniteau, Monroe, Montgomery,
Morgan, Osage, Pettis, Phelps, Pulaski, Ralls,
Randolph, Saline, Shelby, Warren

JOHNSON CITY, Tenn.-BRISTOL, Va.

TV Homes 153,100
Total Households 221,500
Population 926,300
Retail Sales \$542,625,000
E.B.I. \$947,780,000

KENTUCKY: Harlan, Letcher, Perry, Pike;
NORTH CAROLINA: Avery, Mitchell, Watauga;

TENNESSEE: Carter, Cocke, Grainger, Greene,
Hamblen, Hancock, Hawkins, Johnson, Sullivan,
Unicoi, Union, Washington;

VIRGINIA: Buchanan, Dickenson, Lee, Russell,
Scott, Smyth, Washington, Wise

JOHNSTOWN, Pa.

TV Homes 54
Total Households 61
Population 2,200
Retail Sales \$2,081,670
E.B.I. \$3,307,960

MARYLAND: Allegany, Garrett;

PENNSYLVANIA: Armstrong, Bedford, Blair,
Butler, Cambria, Cameron, Centre, Clarion,
Clearfield, Clinton, Elk, Fayette, Forest, Fulton,
Greene, Huntingdon, Indiana, Jefferson, Mc
Mifflin, Potter, Somerset, Venango, Warren,
Washington, Westmoreland;

WEST VIRGINIA: Hampshire, Mineral, Morgan;

JOPLIN, Mo.-PITTSBURG, Kan.

TV Homes 152
Total Households 187
Population 582
Retail Sales \$584,592
E.B.I. \$795,879

ARKANSAS: Benton, Washington;

KANSAS: Allen, Bourbon, Cherokee, Coffey,
Crawford, Labette, Montgomery, Neosho, Win
Woodson;

MISSOURI: Barry, Barton, Cedar, Dade, Jay,
Lawrence, McDonald, Newton, Vernon;

OKLAHOMA: Craig, Delaware, Nowata, Okfuskee;

JUNEAU, Alaska †

Circulation & market definition © 1960, TV
VISION MAGAZINE, Market Data © 1959, S
Management Survey of Buying Power; fur
reproduction not licensed.

TOTAL
TELEVISION

The only way to sell all of
the big Bristol-Johnson City
quad-state supermarket

W C Y B - T V

Reaches 56% more homes than any
other station. Source ARB Nov. '59

9 A.M. — Midnight

Represented by Headley-Ree

KALAMAZOO, Mich.
 TV Homes 593,400
 Total Households 635,500
 Population 2,111,500
 Retail Sales \$2,326,014,000
 E.B.I. \$3,505,044,000

KANSAS CITY, Mo.
 TV Homes 610,800
 Total Households 678,000
 Population 2,106,700
 Retail Sales \$2,541,742,000
 E.B.I. \$3,756,279,000

IOWA: Ringgold, Taylor;
KANSAS: Allen, Anderson, Atchison, Bourbon, Brown, Coffey, Doniphan, Douglas, Franklin, Jackson, Jefferson, Johnson, Leavenworth, Linn, Lyon, Marshall, Miami, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabunsee, Woodson, Wyandotte;

INDIANA: Elkhart, LaGrange, Noble, Steuben;
MICHIGAN: Allegan, Barry, Betrien, Branch, Cass, Clinton, Eaton, Hillsdale, Ionia, Jackson, Kalamazoo, Kent, Lake, Montcalm, Muskegan, Newaygo, Osceola, Ottawa, St. Joseph, Van Buren

Printed in U.S.A. by Television Magazine, Inc. Market & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

Over 50% of the top spot TV agencies use

TELEVISION MAGAZINE'S

Receiver Circulation Report*:

MCCANN-ERICKSON

"We find TELEVISION MAGAZINE's circulation data extremely useful . . . it's essential information."

FOOTE, CONE & BELDING

"We use TELEVISION MAGAZINE's circulation figures and TV market data extensively."

N. W. AYER

"Your method of computing circulation produces the soundest available figures; we've decided to adopt them as a standard."

ESTY

"Your circulation report comes closer to what we need than anything else that is generally available. We really do make use of it."

CUNNINGHAM & WALSH

"The Receiver Circulation is excellent."

MAXON

"We find your set count essential. We've put your data to use in many projects."

For stations, the importance of these agencies' acceptance of TELEVISION MAGAZINE as the standard source for vital TV data cannot be overestimated. This acceptance insures readership throughout the month.

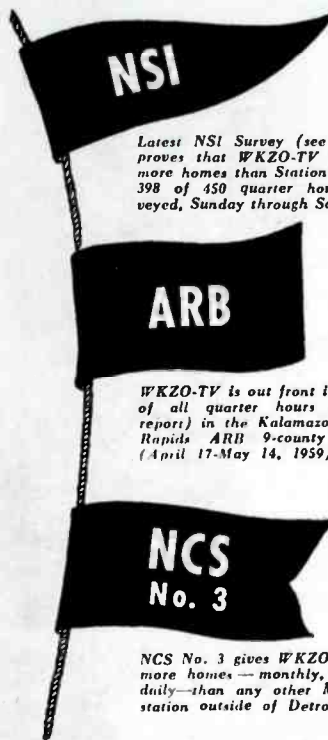
TELEVISION MAGAZINE is the publication that advertising men MUST read when they're making market decisions and buying TV time and programs.

Our Circulation Report is one of several exclusive features that guarantees readership of the magazine—and of your advertising—among the people you want most to reach.

Put TELEVISION MAGAZINE to work for you. It gets your sales message to your prime prospects at the very time that they are seeking TV information.

*Source: H-R Television Inc. Survey

WKZO-TV gets all the banners!



Latest NSI Survey (see below) proves that WKZO-TV delivers more homes than Station "B" in 398 of 450 quarter hours surveyed, Sunday through Saturday!

WKZO-TV is out front in 74.6% of all quarter hours (1-week report) in the Kalamazoo-Grand Rapids ARB 9-county survey (April 17-May 14, 1959).

NCS No. 3 gives WKZO-TV far more homes—monthly, weekly, daily—than any other Michigan station outside of Detroit!

NSI, ARB, NCS No. 3—all three give WKZO-TV the banner position in the Kalamazoo-Grand Rapids and Western Michigan market.

Remember, too—add WWTW, Cadillac, to your WKZO-TV schedule for all the rest of outstate Michigan worth having!

NSI SURVEY
 Kalamazoo-Grand Rapids Area
 (November, 1959)

STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	Station B	WKZO-TV	Station B
Mon. thru Fri.				
9 a.m.-Noon	57,000	29,300	66%	34%
Noon-3 p.m.	72,100	38,900	65%	35%
3 p.m.-6 p.m.	62,100	43,600	58%	42%
Sun. thru Sat.				
6 p.m.-9 p.m.	141,600	81,300	63%	37%
9 p.m.-Midnight	117,800	62,400	65%	35%

WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.
 Exclusive National Representatives

K. C. SIDEMAN RON HINOTE
reaches for one way down low
and hands it to the alligators.
Photo: Don Pratt



Kansas City and all that jazz



CBS-TV
Channel 5



There's a new kind of jazz in Kansas City these days. Cool. Collected. Professional. But also very much alive.

And it's jumped right off Twelfth St. (the Rag, you know) and into the auditoriums at Kansas City University and the Conservatory. Or you can catch it in more traditional surroundings over on Troost Ave. or out on Blue Ridge Road. This new jazz harmonizes with Kansas City. For

exciting things are happening here. It's a moving, imaginative, responsive community of more than a million.

And Kansas City responds — so say ARB and Nielsen — to KCMO-TV. Largely because we broadcast at maximum power from America's tallest self-supported tower. And partly due to the fact that we dig Kansas City all the way.

KCMO-TV

Kansas City,
E. K. Hartenbower,
Vice President and
Sid Tremble, St

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.—Blair-TV
John Blair & Co.

Represented nationally by The

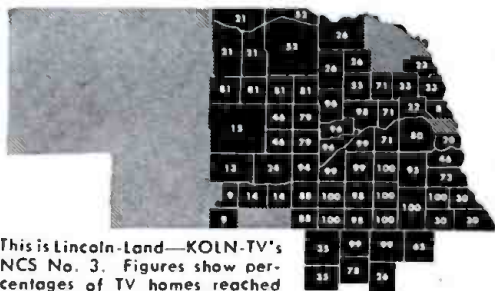
Meredith stations are all
BETTER HOMES AND GARDEN
SUCCESSFUL FARMING Magazines

**YOU'RE ONLY
HALF-COVERED**

**IN
NEBRASKA**



**IF YOU
DON'T USE
KOLN-TV!**



This is Lincoln-Land—KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

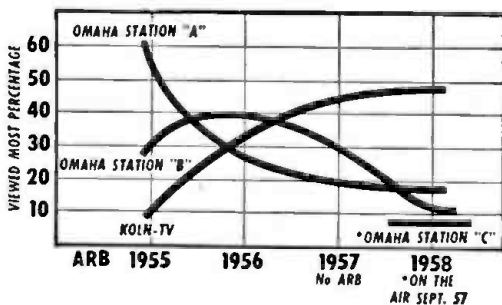
To do a TV job in Nebraska, you've got to consider two major markets—the extreme East and Lincoln-Land.

The Eastern market "pie" is sliced three ways, with three stations battling for your dollar and the viewers' attention.

In well-heeled Lincoln-Land (contains more than HALF the state's buying power), there's no such problem. Just one station—KOLN-TV—really covers the area.

Avery-Knodel will give you all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

NO OMAHA STATION COVERS LINCOLN!



KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery Knodell, Inc., Exclusive National Representatives

LEXINGTON, Ky.

TV Homes	†44,000
Total Households	99,900
Population	363,700
Retail Sales	\$322,192,000
E.B.I.	\$462,769,000

KENTUCKY: Bath, Bourbon, Boyle, Clark, Estill, Fayette, Garrard, Jackson, Jessamine, Lincoln, Madison, Menfee, Mercer, Montgomery, Nicholas, Powell, Rockcastle, Scott, Woodford

LIMA, Ohio

TV Homes	†47,800
Total Households	59,500
Population	197,900
Retail Sales	\$211,567,000
E.B.I.	\$337,368,000

OHIO: Allen, Auglaize, Putnam, Van Wert

LINCOLN, Neb.

TV Homes	187,200
Total Households	223,200
Population	712,800
Retail Sales	\$883,289,000
E.B.I.	\$1,136,692,000

KANSAS: Clay, Cloud, Jewell, Marshall, Mitchell, Republic, Washington;

NEBRASKA: Adams, Antelope, Blaine, Boone, Boyd, Butler, Cass, Clay, Colfax, Fillmore, Gage, Garfield, Greeley, Hall, Hamilton, Holt, Howard, Jefferson, Johnson, Knox, Lancaster, Loup, Madison, Merrick, Nance, Nemaha, Nuckolls, Otae, Pawnee, Pierce, Platte, Polk, Richardson, Saline, Saunders, Seward, Sherman, Stanton, Thayer, Valley, Webster, Wheeler, York

LITTLE ROCK-PINE BLUFF, Ark.

TV Homes	231,900
Total Households	316,000
Population	1,128,300
Retail Sales	\$945,363,000
E.B.I.	\$1,268,782,000

ARKANSAS: Arkansas, Baxter, Boone, Bradley, Calhoun, Carroll, Chicot, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Franklin, Fulton, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Johnson, Lincoln, Logan, Lonoke, Madison, Marion, Monroe, Montgomery, Nevada, Newton, Ouachita, Perry, Pike, Polk, Pope, Prairie, Pulaski, Randolph, St. Francis, Saline, Scott, Searcy, Sharp, Stone, Van Buren, White, Woodruff, Yell;

MISSISSIPPI: Bolivar;

MISSOURI: Howell, Oregon, Shannon

LOS ANGELES, Calif.

TV Homes	2,708,000
Total Households	3,012,700
Population	8,973,900
Retail Sales	\$11,536,012,000
E.B.I.	\$18,023,533,000

CALIFORNIA: Imperial, Inyo, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, Ventura

LOUISVILLE, Ky.

TV Homes	459,200
Total Households	558,500
Population	1,973,900
Retail Sales	\$1,820,726,000
E.B.I.	\$2,709,921,000

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

**How much
sales power
you reach?**

	RETAIL SALES	
	Television Market (000)	Metropolitan Area (000)
Beaumont	\$ 702,418	\$ 355,000
Bellingham	214,593	58,000
Birmingham	1,724,231	650,000
Boston	6,700,858	4,089,000
Champaign	1,440,176	145,000
Charlotte	2,408,071	334,000
Chattanooga	801,974	298,000
Chicago	10,054,852	8,676,000
Cincinnati	2,546,556	1,320,000

TELEVISION MAGAZINE's Television Vs. Standard Markets study stresses the need for revising marketing concepts. The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 90 per cent of the television market's spending money is outside the metropolitan area.

For retail sales and population data correlated to TV-coverage are TELEVISION MAGAZINE is the only standard source.

**TELEVISION
MAGAZINE**

*The Management Magazine
of Broadcast Advertising*

image of one million dollars



In six years, the WHAS-TV Crusade for Children has raised more than \$1,000,000 to aid mentally and physically handicapped children in Kentucky and Southern Indiana.

Only a station that has earned the respect of its viewing audience could stimulate such response. Only a station that concerns itself day in and day out with the interests of its community can earn this respect and move people to respond.



WHAS-TV • CHANNEL 11 • LOUISVILLE • 316,000 WATTS • CBS TV NETWORK • VICTOR A. SHOLIS, DIRECTOR
REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.

THERE'S ONLY ONE

In every field,
there's one basic reference
source—

in broadcast advertising,
it's

TELEVISION MAGAZINE

The Management Magazine of Broadcast Advertising

LOUISVILLE, KY. *continued*

INDIANA: Bartholomew, Brown, Clark, C. Davless, Dubois, Floyd, Harrison, Jackson, Jefferson, Jennings, Lawrence, Martin, C. Perry, Pike, Scott, Spencer, Warrick, Washington

KENTUCKY: Adair, Anderson, Boyle, Brecht, Bullitt, Butler, Carroll, Casey, Clinton, D. Edmonson, Estill, Fayette, Franklin, Galle, Gartard, Grant, Grayson, Green, Hancock, Hardin, Hart, Henry, Jackson, Jefferson, Jessamine, Larue, Lincoln, McLean, Madlar, Marion, Meade, Menifee, Mercer, Muhler, Nelson, Ohio, Oldham, Owen, Powell, P. Rockcastle, Russell, Scott, Shelby, Spence, Taylor, Trimble, Washington, Wayne, We

LUBBOCK, Tex.

TV Homes	1
Total Households	1
Population	4
Retail Sales	\$624,6
E.B.I.	\$856,5

NEW MEXICO: Lea;

TEXAS: Andrews, Bailey, Borden, Briscoe, Cochran, Cottle, Crosby, Dawson, Dickens, Gaines, Garza, Hale, Hall, Hockley, Kent, Lamb, Lubbock, Lynn, Martin, Motley, Swin, Terry, Yoakum

LUFKIN, Tex.

TV Homes	1
Total Households	1
Population	21
Retail Sales	\$233,44
E.B.I.	\$310,84

TEXAS: Anderson, Angelina, Cherokee, Ho, Madison, Nacogdoches, Newton, Polk, Rai, Sabine, San Augustine, San Jacinto, Shelby, Trinity

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Management Survey of Buying Power; reproduction not licensed.

Check these COVERAGE FACTS

TV Homes in Area	408,540
Total Household	460,000
Total Population	1,565,100
Total Retail Sales	1,864,047,000
County Coverage	32 (Wisc., Ill., Iowa)
Maximum POWER	at "Tower Height"
Maximum TOWER	1200 Ft. A.A.T.
Antenna Height	2,226 Ft. A.S.L.

It's TWO with ONE,
for primary CBS!



MADISON, WISC.

ROCKFORD, ILL.

WISC-TV

MADISON, WISC.

CHANNEL



Represented nationally by
Peters, Griffin, Woodward

**IN MADISON,
FAX,**

**THE SMART BUY IS
WM-TV**

• DELIVERING THE HEART
OF THE MADISON
RETAIL MARKET

• TOPS IN PROGRAMMING



• REACHING THE METRO
AREA AT THE LOWEST
COST PER THOUSAND

WM-TV
MADISON, WISCONSIN



See Branham Co.
National Representatives

LYNCHBURG, Va.

TV Homes	152,800
Total Households	190,600
Population	770,100
Retail Sales	\$646,353,000
E.B.I.	\$969,046,000

NORTH CAROLINA: Caswell, Person, Vance, Warren;
VIRGINIA: Albemarle, Amherst, Appomattox, Bath, Bedford, Campbell, Charlotte, Franklin, Halifax, Highland, Mecklenburg, Nelson, Pittsylvania, Prince Edward, Roanoke, Rockbridge

MACON, Ga.

TV Homes	109,100
Total Households	151,200
Population	594,800
Retail Sales	\$464,133,000
E.B.I.	\$650,681,000

GEORGIA: Baldwin, Ben Hill, Berrien, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Emanuel, Hancock, Houston, Irwin, Jeff Davis, Johnson, Jones, Lamar, Laurens, Macon, Monroe, Montgomery, Peach, Pulaski, Putnam, Sumter, Taylor, Telfair, Treutlen, Turner, Twiggs, Upson, Washington, Wheeler, Wilcox, Wilkinson, Worth

MADISON, Wis.

TV Homes	231,200
Total Households	258,000
Population	883,700
Retail Sales	\$1,033,574,000
E.B.I.	\$1,456,588,000

ILLINOIS: Jo Daviess, Stephenson;
WISCONSIN: Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Green Lake, Iowa, Jefferson, Juneau, Lafayette, Marquette, Monroe, Richland, Rock, Sauk, Walworth, Waushara

MANCHESTER, N.H.

TV Homes	571,700
Total Households	613,500
Population	2,082,400
Retail Sales	\$2,421,591,000
E.B.I.	\$3,927,679,000

MAINE: York;
MASSACHUSETTS: Essex, Middlesex 25%, Worcester;
NEW HAMPSHIRE: Belknap, Carroll, Cheshire, Grafton, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan;
VERMONT: Windham

MARINETTE, Wis. — See Green Bay

MARQUETTE, Mich.

TV Homes	63,500
Total Households	75,100
Population	257,600
Retail Sales	\$280,408,000
E.B.I.	\$334,588,000

MICHIGAN: Alger, Baraga, Delta, Dickinson, Gagebic, Houghton, Iron, Keweenaw, Luce, Marquette, Menominee, Ontonagon, Schoolcraft;
WISCONSIN: Florence, Forest

MASON CITY, Iowa

TV Homes	161,000
Total Households	183,400
Population	624,600
Retail Sales	\$783,675,000
E.B.I.	\$1,028,458,000

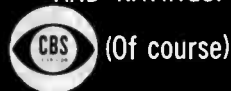
IOWA: Butler, Cerro Gordo, Chickasaw, Dickinson, Emmet, Floyd, Franklin, Hancock, Howard, Humboldt, Kossuth, Mitchell, Osceola, Palo Alto, Pocahontas, Winnebago, Worth, Wright;

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

**IN MASON CITY,
MARION,**

**THE PLACE TO BE IS
KGLO-TV**

- FIRST IN COVERAGE!*
- TOPS IN PROGRAMMING,
AND RATINGS!**



- LOWEST COST PER
THOUSAND!

*NCS #3 **Pulse

KGLO-TV
MASON CITY, IOWA



See Branham Co.
National Representatives

outstanding
in Memphis
and the
Mid-South

CHANNEL
5
WMCT
MEMPHIS



5 Reasons Why Channel 5 Is Outstanding In Memphis and the Mid-South

1. **Outstanding public service programs** of the highest character and caliber.
2. **Outstanding 81-county area coverage** reaching *more* people, over a *larger* area, than any other Memphis or Mid-South TV station.
3. **Studio productions keyed to regional tastes** present a *consistent* variety of *live* programs to—and for—this area audience.
4. **First Mid-South television station** with *over 11 years* of programming success, production knowledge, and merchandising know-how.
5. **Outstanding NBC programs**, plus the regionally adapted schedules, are presented via the newest, largest, finest and most completely equipped TV studios in the South!

SHOW PLACE OF THE SOUTH

WMCT

100,000 Watts • NBC Affiliate



We are an original subscriber to this code.
We *believe* in it and *live by* it completely.

CITY, IOWA continued

IOWA: Cottonwood, Dodge, Faribault, Freeborn, Jackson, Marlin, Mower, Steele, Waseca, Watonwan

D, Ore.
 TV Homes 45,000
 Total Households 58,000
 Population 178,800
 Retail Sales \$221,617,000
 E.B.I. \$295,995,000

OREGON: Siskiyou;
OREGON: Jackson, Josephine, Klamath

TENN.
 TV Homes 485,300
 Total Households 645,400
 Population 2,404,000
 Retail Sales \$1,894,437,000
 E.B.I. \$2,684,172,000

TENN.: Clay, Craighead, Crittenden, Cross, Greene, Independence, Izard, Jackson, Lee, Mississippi, Monroe, Phillips, Randolph, St. Francis, Sharp, Woodruff;

MISSISSIPPI: Alcorn, Benton, Bolivar, Calhoun, Chickasaw, Choctaw, Clay, Coahoma, Grenada, Itawamba, Lafayette, Lee, Marshall, Monroe, Montgomery, Panola, Pontotoc, Prentiss, Quitman, Tallahatchie, Tate, Tippah, Tunica, Union, Webster, Yalobusha;
LOUISIANA: Carter, Dunklin, Howell, New Madrid, Vermilion, Reynolds, Ripley, Shannon,

MISSISSIPPI: Benton, Carroll, Chester, Crockett, Currier, Fayette, Gibson, Hardeman, Hendon, Henderson, Lake, Lauderdale, Madison, Obion, Shelby, Tipton,

MERIDIAN, Miss.
 TV Homes 102,600
 Total Households 161,000
 Population 632,800
 Retail Sales \$411,419,000
 E.B.I. \$578,159,000

ALABAMA: Bibb 20%, Choctaw, Clarke, Greene, Hale, Morengo, Perry 20%, Pickens, Sumter, Washington, Wilcox;

MISSISSIPPI: Choctaw, Clarke, Clay, Forrest, Jasper, Jones, Kemper, Lauderdale, Leake, Lowndes, Neshoba, Newton, Noxubee, Oktibbeha, Scott, Smith, Wayne, Winston

MIAMI, Fla.
 TV Homes 439,400
 Total Households 527,100
 Population 1,700,900
 Retail Sales \$2,509,142,000
 E.B.I. \$2,769,481,000

FLORIDA: Broward, Collier, Dade, Glades, Hendry, Highlands, Indian River, Lee, Martin, Monroe, Palm Beach, St. Lucie

MIDLAND-ODESSA, Tex.
 TV Homes 85,300
 Total Households 118,400
 Population 420,300
 Retail Sales \$568,179,000
 E.B.I. \$738,447,000

NEW MEXICO: Lea;

TEXAS: Andrews, Borden, Brewster, Coke, Crane, Crockett, Dawson, Ector, Gaines, Glasscock, Howard, Irion, Loving, Martin, Midland, Mitchell, Pecos, Presidio, Reagan, Reeves, Schleicher, Sterling, Sutton, Terrell, Upton, Ward, Winkler

MILWAUKEE, Wis.
 TV Homes 600,400
 Total Households 642,500
 Population 2,169,700
 Retail Sales \$2,648,056,000
 E.B.I. \$3,951,120,000

MICHIGAN: Mason, Oceana;

WISCONSIN: Adams, Calumet, Columbia, Dodge, Fond Du Lac, Green Lake, Jefferson, Juneau, Kenosha, Manitowoc, Marquette, Milwaukee, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Waushara, Winnebago

MINNEAPOLIS-ST. PAUL, Minn.
 TV Homes 743,400
 Total Households 822,000
 Population 2,842,700
 Retail Sales \$3,435,600,000
 E.B.I. \$4,685,441,000

MINNESOTA: Aitkin, Anoka, Benton, Blue Earth, Brown, Carver, Cass, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Dodge, Douglas, Faribault, Goodhue, Grant, Hennepin, Hubbard, Isanti, Jackson, Kanabec, Kandiyohi, Le Sueur, Lincoln, Lyon, McLeod, Martin, Meeker, Mille Lacs, Morrison, Nicollet, Olmsted, Pine, Pope, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens,

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.



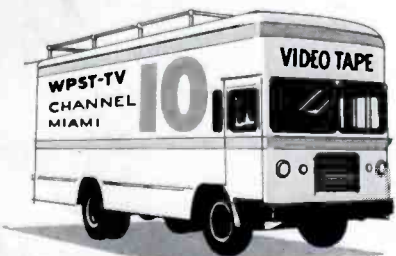
**FIRST WITH
 VIDEOTAPE***
IN SOUTH FLORIDA

**ADDS
 ANOTHER
 PLUS**

Feature at **5**

A full hour and a half of outstanding movies—Daily Monday through Friday, Featuring the Best from the Hollywood libraries of RKO, Columbia, and 20th Century.

NOW! Channel 10 offers the most complete facilities for selling your products...
 1) Outstanding local personalities. 2) Finest film facilities. 3) And videotape... station and complete remote facilities—available for commercial production. It all adds up to more viewers per advertising dollar.



*T. M. Ampex Corp.

WPST • channel 10
 PUBLIC SERVICE TELEVISION, MIAMI
ABC NETWORK

Nationally represented by EDWARD PETRY CO., INC.

Additional

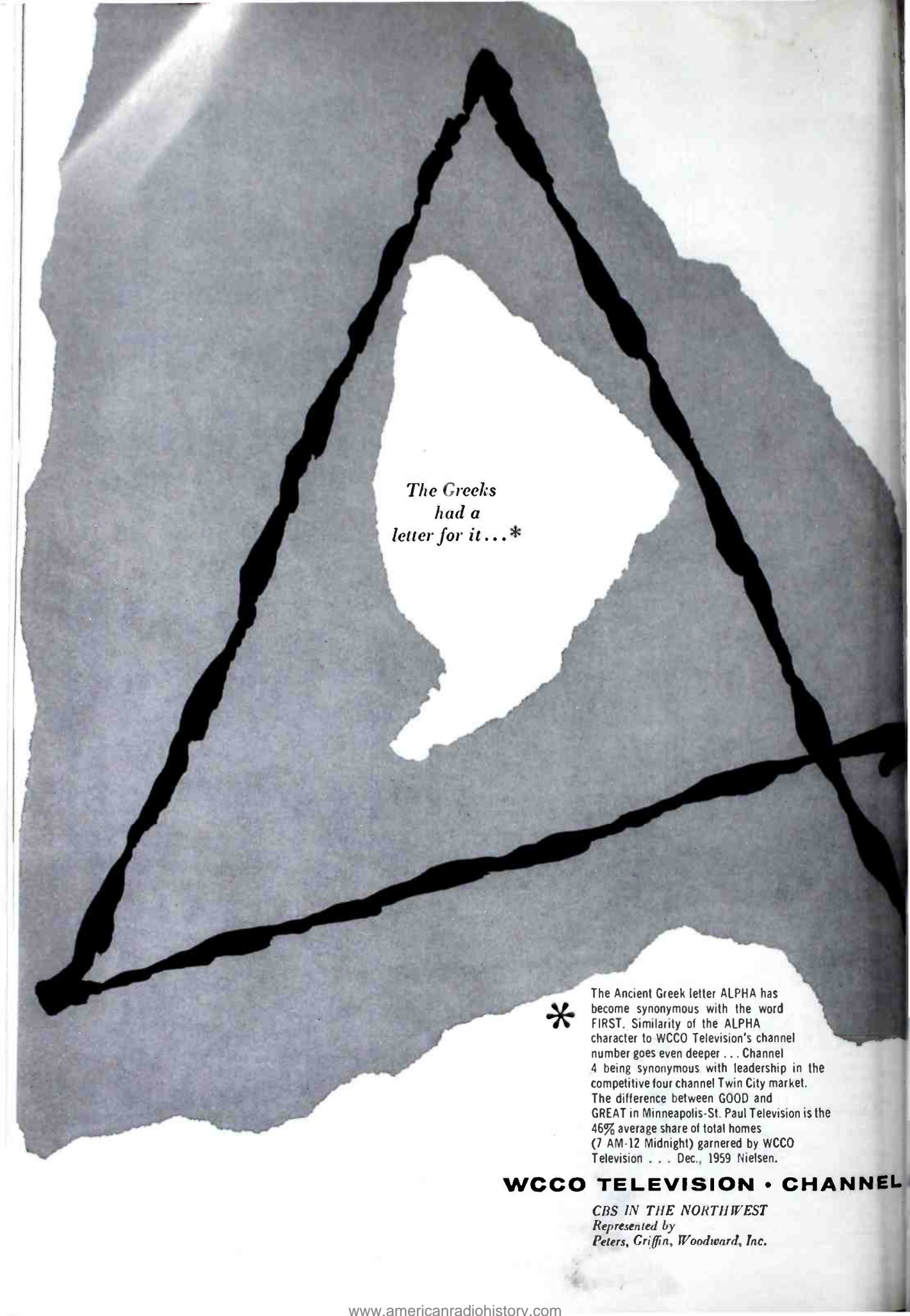
copies

of the

**DATA
 BOOK**

are available

at \$2.50



*The Greeks
had a
letter for it...**



The Ancient Greek letter ALPHA has become synonymous with the word FIRST. Similarity of the ALPHA character to WCCO Television's channel number goes even deeper . . . Channel 4 being synonymous with leadership in the competitive four channel Twin City market. The difference between GOOD and GREAT in Minneapolis-St. Paul Television is the 46% average share of total homes (7 AM-12 Midnight) garnered by WCCO Television . . . Dec., 1959 Nielsen.

WCCO TELEVISION • CHANNEL

*CBS IN THE NORTHWEST
Represented by
Peters, Griffin, Woodward, Inc.*

MINN. continued

add, Wabasha, Wadena, Waseca,
 gton, Watonwan, Winona, Wright,
 Medicine;

MINN.: Barron, Buffalo, Burnett, Chippewa,
 au Claire, Pepin, Pierce, Polk, Price,
 Croix, Washburn

N.D.

TV Homes	42,800
Total Households	65,600
Population	238,900
Retail Sales	\$267,434,000
E.B.I.	\$324,794,000

DAKOTA: Benson, Bottineau, Burke,
 Divide, Dunn, Eddy, Foster, McHenry,
 a, McLean, Mercer, Mountrail, Oliver,
 Ramsey, Renville, Rolette, Sheridan,
 Sells, Williams

MONTANA: Flathead, Granite, Lake,
 Lewis & Clark, Mineral, Missoula, Powell,
 Ravalli, Sanders, Silver Bow

MOBILE, Ala.

TV Homes	225,200
Total Households	293,900
Population	1,120,300
Retail Sales	\$1,084,247,000
E.B.I.	\$1,367,211,000

ALABAMA: Baldwin, Choctaw, Clarke, Conecuh,
 Covington, Escambia, Mobile, Monroe,
 Washington, Wilcox;

FLORIDA: Bay, Escambia, Holmes, Okaloosa,
 Santa Rosa, Walton, Washington;

MISSISSIPPI: Forrest, George, Greene,
 Harrison, Jackson, Perry, Stone

MONAHANS, Tex.††

MONROE, La.-EL DORADO, Ark.

TV Homes	139,100
Total Households	189,900
Population	697,400
Retail Sales	\$566,859,000
E.B.I.	\$803,780,000

ARKANSAS: Ashley, Chicot, Union;

LOUISIANA: Bienville, Caldwell, Catahoula,

Claiborne, Concordia, E. Carroll, Franklin,
 Grant, Jackson, LaSalle, Lincoln, Madison,
 Morehouse, Natchitoches, Ouachita, Richland,
 Tensas, Union, W. Carroll, Winn;

MISSISSIPPI: Adams, Issaquena, Sharkey,
 Warren, Washington

MONTGOMERY, Ala.

TV Homes	153,000
Total Households	220,000
Population	872,300
Retail Sales	\$692,976,000
E.B.I.	\$964,839,000

ALABAMA: Autauga, Barbour, Bibb, Bullock,
 Butler, Chilton, Clarke, Clay, Coffee, Conecuh,
 Coosa, Covington, Crenshaw, Dale, Dallas,
 Elmore, Geneva, Henry, Houston, Lee, Lowndes,
 Macon, Monroe, Montgomery, Perry, Pike,
 Tallapoosa, Wilcox;

FLORIDA: Holmes, Walton, Washington

IA, Mont.

TV Homes	49,200
Total Households	70,300
Population	212,000
Retail Sales	\$250,927,000
E.B.I.	\$346,519,000

MUNCIE, Ind.

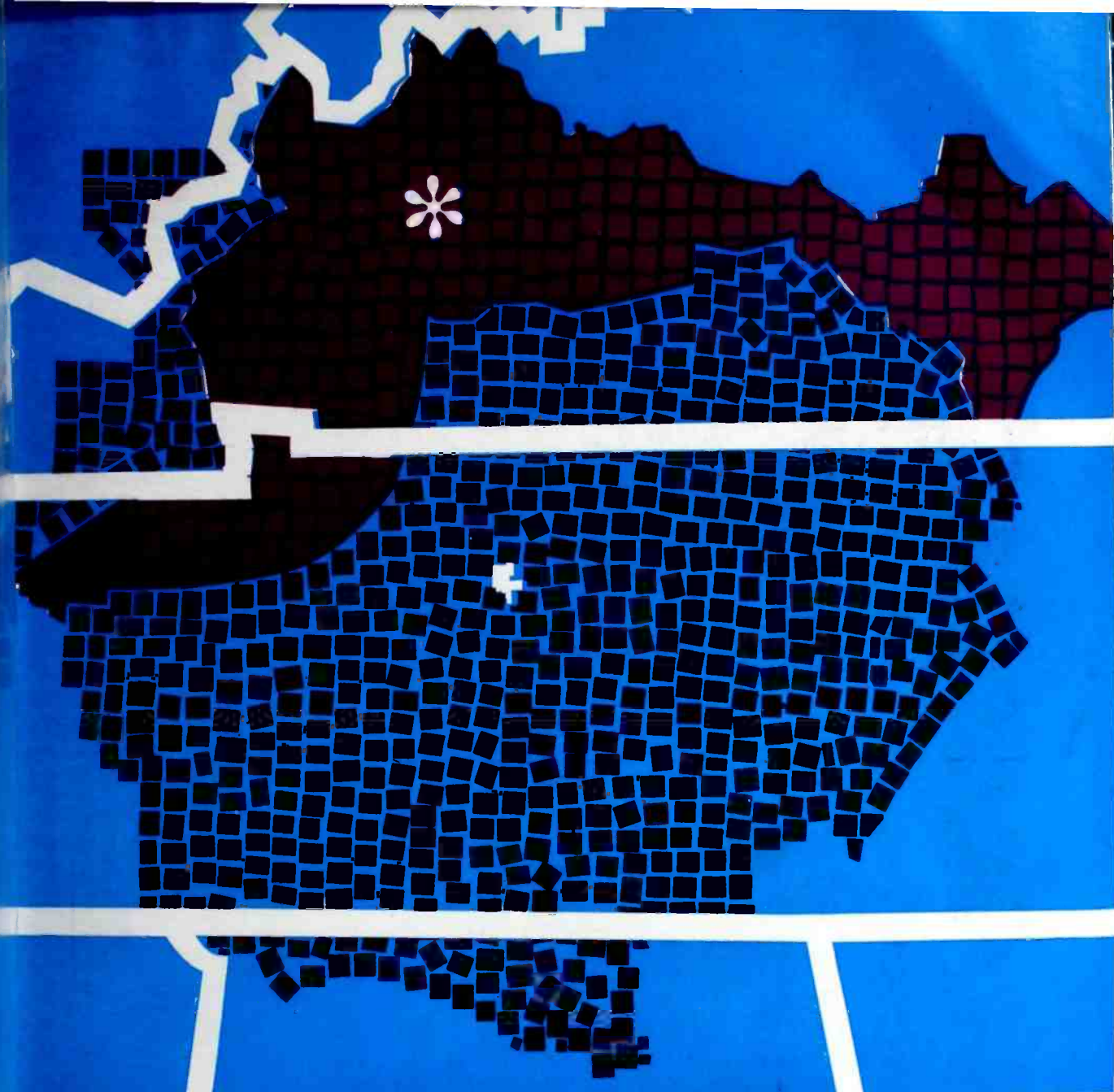
TV Homes	131,500
Total Households	46,400
Population	148,300
Retail Sales	\$156,562,000
E.B.I.	\$259,054,000

INDIANA: Blackford, Delaware, Jay


Market & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction
 is prohibited.

In using TV Homes figures, remember—

- TELEVISION MAGAZINE's TV Homes estimates are the only ones published which update television homes each month on a county-by-county basis.
- All TV Homes figures are VHF. Market totals preceded by a dagger (†) indicate UHF.
- TELEVISION MAGAZINE's research department has defined each market according to the full coverage of the most powerful station in the market. In inter-mixed markets, the coverage is that of the powerful VHF outlet.
- In many areas, individual markets have been combined in a dual-market listing where there is almost complete duplication of their coverage and no substantial difference in TV homes reached. The decision to combine markets is based on advertiser use and common marketing practice.
- A 95% ceiling has been established at the most logical theoretical cutoff on penetration.
- These figures cannot be compared with estimates of network circulation, which are unduplicated. If a county is reached by more than one market, its sets, population, etc., are credited to every market that reaches it, when there is positive evidence of viewing.
- "DI" indicates that data is incomplete.
- TV Homes estimates and market definition are compiled by TELEVISION MAGAZINE's research department. This exclusive data may not be reproduced without permission.



The best way to reach the rich heart of the Central South? Through its main TV artery: WLAC-TV, covering a 91-county, 4-state area that's pulsing with vast sales potential!

This virtually unduplicated network coverage (proved by NCS #3) and unparalleled local programming maintain WLAC-TV's acknowledged position of leadership. , of course.



WLAC-TV
nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager



GREATEST CONCENTRATION OF PEOPLE IN THE ENTIRE SOUTHEAST

Metro Area	People Per Square Mile	Population* 1-1-60	Square Miles
Tidewtar	891	821,469	922
New Orleans	796	889,977	1,118
Louisville	790	717,462	908
Memphis	780	585,754	751
Birmingham	578	646,354	1,118
Atlanta	552	951,046	1,724
Tampa-St. Pete	530	691,308	1,304
Miami	449	921,700	2,054

*As of 1-1-60, projected from Sales Management figures of 1-1-59 according to forecasts in November 10 issue.



TIDEWATER, VA. NORFOLK AND NEWPORT NEWS

821,469 People
in HALF the area
of Metro Atlanta or Miami!*

Tidewater, Va., is a metropolitan area as rich in retail sales as the Charlotte, Greensboro-High Point, and Durham metro areas combined . . . yet so compact that you can sell more through fewer outlets, get better distribution of advertised merchandise, better coordinated wholesale and retail promotion, more sales per man-hour of your merchandising effort, and more per advertising dollar!

TIDEWTAR is a better way to spell it—and sell it. For WTAR-TV has led in every audience survey ever made here, has *no duplication* within the metro area, and virtually no competition from any station outside the market.

WTAR-TV



NORFOLK, VIRGINIA • CHANNEL 3

Surprised? No wonder. Since 1950 Tidewtar has been growing at 2¼ times the national rate. Also its true size is obscured by unrealistic separation of Norfolk and Newport News as two metro areas. Their *downtown business districts* are less than 10 miles apart. These are the only cities in the U. S. of such size and proximity that are separated, excepting New York, Newark, Jersey City.



The Original Station Representative

Always add Norfolk & Newport News, all ways. They are much closer together than Tampa-St. Pete, for example, with more people, and nearly twice the population density.



Bad Tolz, Germany—Oklahomans with the Army's 10th Special Forces Group speak to the folks at home via Bruce Palmer and KWTV.



Little Rock, Arkansas—Segregation violence brings Army to maintain order—and KWTV's Clyde Davis and Max Wolf to report details.



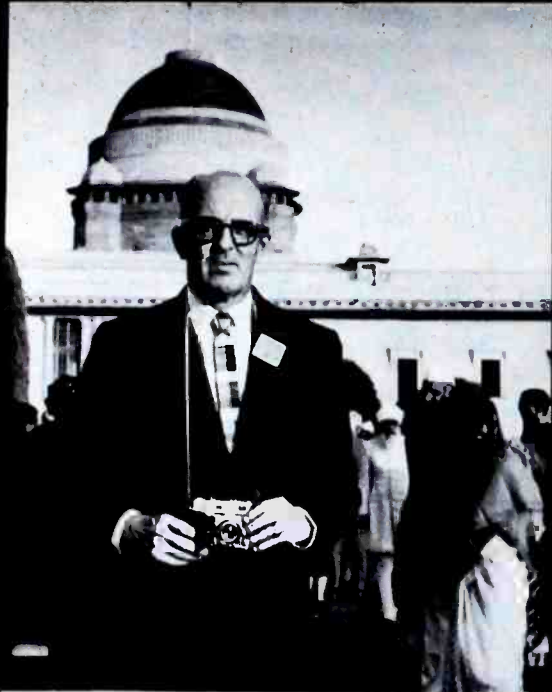
Dateline: The World
... Byline: KWTV



Mecker, Oklahoma—KWTV newsmen follow in the wake of a tornado disaster.



Casablanca, Morocco—A crowd assembles in front of the palace of King Mohammed V to see President Eisenhower. Bruce Palmer reports.



New Delhi, India—Bruce Palmer attends the President of India's official reception for President Eisenhower.



Tokyo, Japan—Palmer tours Army, Navy and Air Force Bases in Japan to report on military preparedness in the Far East.

Chicago, Illinois—
Coverage of Oklahoma's
delegation to the
Democratic Convention
is complete with film
by KWTV News.



...hitory-making Presidential Tour—
...national political convention—
...tornado's havoc in Oklahoma—
...there there's NEWS
...there's KWTV!

...uring the past four years, KWTV News
...repor Bruce Palmer travelled 65,000 miles
...trips to the Middle East, Far East,
...and South Asia for on-the-scene film
...to KWTV's 54-County Community.

...stand out its newsgathering facilities,
...WV utilizes:

...Statewide network of KWTV newsfilm
...correspondents

...All news and telephoto services

...Radio dispatched cars, aircraft

...Complete news coverage is an
...part of the exceptional services
...responsible for viewer loyalty in the
...WV Community.



EDGAR T. BELL, General Manager
JACK DELIER, Sales Manager

Presented by
Edward Petry & Co., Inc.
Original Station Representative

OAK HILL, W. Va.
TV Homes 130,500
Total Households 178,000
Population 743,700
Retail Sales \$460,635,000
E.B.I. \$890,909,000

VIRGINIA: Buchanan, Tazewell;
WEST VIRGINIA: Barbour, Boone, Braxton,
Calhoun, Clay, Doddridge, Fayette, Gilmer,
Greenbrier, Lewis, McDowell, Mercer, Monroe,
Nicholas, Pocahontas, Raleigh, Ritchie, Roane,
Summers, Upshur, Webster, Wyoming

ODESSA-MIDLAND, Tex.
TV Homes 85,300
Total Households 118,400
Population 420,300
Retail Sales \$568,179,000
E.B.I. \$738,447,000

NEW MEXICO: Lea;
TEXAS: Andrews, Borden, Brewster, Coke, Crane,
Crockett, Dawson, Ector, Gaines, Glasscock,
Howard, Irion, Loving, Martin, Midland,
Mitchell, Pecos, Presidio, Reagan, Reeves,
Schleicher, Sterling, Sutton, Terrell, Upton,
Ward, Winkler

OKLAHOMA CITY, Okla.
TV Homes 335,400
Total Households 401,000
Population 1,338,500
Retail Sales \$1,490,993,000
E.B.I. \$2,061,231,000

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

KOSA-TV

ODESSA-MIDLAND LEADS BY

2 to 1

The November 1959 ARB shows — unquestionably — why KOSA-TV is the first choice to cover oil-rich West Texas . . . with a 2.09 to 1 leadership in station average homes reached. Sunday thru Saturday,

9:00 AM to Midnight. Here is the complete picture:

MONDAY THRU FRIDAY	KOSA-TV	STATION "A"
Sign-on to Noon	10,500	5,900
Noon to 6:00 PM	9,900	5,100
6:00 PM to Midnight	22,200	11,300
SATURDAY		
6:00 PM to Midnight	35,700	8,400
SUNDAY		
6:00 PM to Midnight	22,700	12,000
SUNDAY THRU SATURDAY		
6:00 PM to Midnight	24,200	11,000
9:00 AM TO MIDNIGHT	16,300	7,800

Call your Bolling man for the full story on Texas' No. 1 "spendable income" market.

7 KOSA-TV CBS

ODESSA-MIDLAND, TEXAS

The **TV** Buy

KROD-TV KVII-TV KOSA-TV
EL PASO AMARILLO ODESSA-MIDLAND
DELIVERS TEXAS' 3 FASTEST-GROWING MARKETS
IN EFFECTIVE BUYING INCOME — 1959 - 1965*

*Sales Management, Nov. 10, 1959
"Marketing On the Move"

1. ODESSA-MIDLAND	Up 66.9%
2. El Paso	Up 57.8%
3. Amarillo	Up 53.3%
4. Lubbock	Up 50.9%
5. Corpus Christi	Up 48.2%
6. Houston	Up 47.7%
7. Dallas-Fort Worth	Up 46.1%
8. Temple	Up 45.5%

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

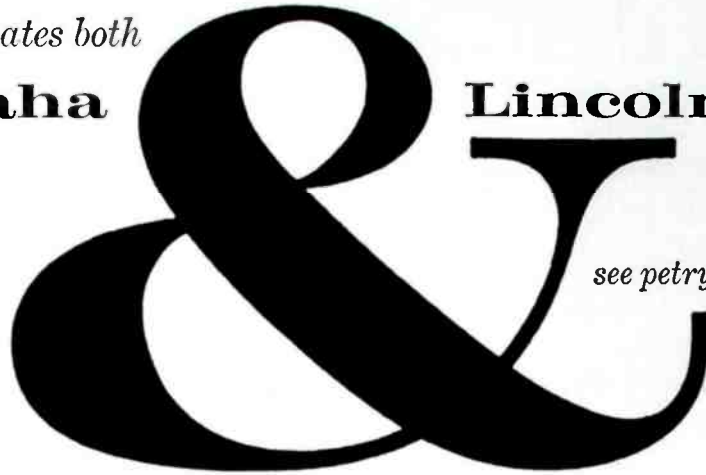
Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Colle, Nat. Sales Mgr.

a TV aughn STATION
KROD-TV KVII-TV KOSA-TV

only KMTV dominates both

Omaha

Lincoln



see petry for the reach story

OKLAHOMA CITY, OKLA. continued

OKLAHOMA: Alfalfa, Atoka, Beckham, Blaine, Caddo, Canadian, Carter, Cleveland, Coal, Comanche, Creek, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Harper, Hughes, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, McClain, Major, Murray, Noble, Okfuskee, Oklahoma, Pawnee, Payne, Pontatoc, Pottawatomie, Roger Mills, Seminole, Stephens, Washita, Woods, Woodward

OMAHA, Neb.

TV Homes	337,100
Total Households	367,100
Population	1,189,400
Retail Sales	\$1,487,257,000
E.B.I.	\$2,039,548,000

IOWA: Adair, Adams, Audubon, Cass, Crawford, Fremont, Harrison, Mills, Monona, Montgomery, Page, Pottawattamie, Ringgold, Shelby, Taylor;
MONTANA: Atchison, Holt, Nodaway;
NEBRASKA: Antelope, Burt, Butler, Cass, Colfax,

Cuming, Dodge, Douglas, Gage, Hamilton, Jefferson, Johnson, Knox, Lancaster, Madison, Nemaha, Otoe, Pawnee, Pierce, Platte, Polk, Richardson, Saline, Sarpy, Saunders, Seward, Stanton, Thurston, Washington, York

ORLANDO-DAYTONA BEACH, Fla.

TV Homes	217,2
Total Households	298,4
Population	972,5
Retail Sales	\$1,219,297,0
E.B.I.	\$1,310,568,0

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

**AN EXTRA COPY
OF THE DATA BOOK
CAN BE YOURS
FREE**

As a bonus with a year's subscription to TELEVISION MAGAZINE, you will receive a free introductory copy of the 1960 Data Book—usually \$2.50.

Just fill in one of the coupons you will find scattered throughout this issue and mail with your check for \$5.00 to TELEVISION MAGAZINE, 422 Madison Avenue, New York 17, N. Y.

IMPACT in CENTRAL FLORIDA

TOP 50 SHOWS
WDBO-TV ... 42

STATION B... 5
STATION C... 3

WDBO-TV'S AUDIENCE SHARE

56.3% DAYTIME
105.5% more than Sta. B
299.3% more than Sta. C

47.9% NIGHTTIME
66.9% more than Sta. B
139.5% more than Sta. C

WDBO-TV'S 1/4 HR. FIRSTS

402*
OUT OF
456

* 264 with shares of
50% or MORE

TOTAL VIEWING HOMES

MORE TV homes view WDBO-TV

in the average 1/4 hour...

DAY and NIGHT...

than the other two stations

COMBINED!



WDBO-TV
CHANNEL 6 ORLANDO

Blair TVA has more FACTS!

(SOURCE: Orlando-Daytona-Nimrod, Dec./69)

FLORIDA: Brevard, Citrus, Dixie, Flagler, Gilchrist, Glades, Hendry, Hernando, Highlands, Indian River, Lafayette, Lake, Levy, Marion, Okeechobee, Orange, Osceola, Pasco, Polk, Putnam, Seminole, Sumter, Volusia

OTTUMWA, Iowa

TV Homes	137,000
Total Households	159,600
Population	492,100
Retail Sales	\$549,240,000
E.B.I.	\$740,257,000

IOWA: Appanoose, Davis, Decatur, Henry, Jefferson, Keokuk, Lee, Louisa, Mahaska, Marion, Monroe, Van Buren, Wapello, Washington, Wayne;

MISSOURI: Adair, Charlton, Clark, Grundy, Harrison, Knox, Lewis, Linn, Livingston, Macon, Mercer, Putnam, Randolph, Schuyler, Scotland, Shelby, Sullivan

PADUCAH, Ky.

TV Homes	189,400
Total Households	241,800
Population	803,900
Retail Sales	\$726,894,000
E.B.I.	\$1,015,740,000

ILLINOIS: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Johnson, Massac, Pope, Pulaski, Saline, Union, White, Williamson;

KENTUCKY: Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Hopkins, Livingston, Lyon, McCracken, Marshall, Trigg, Union, Webster;

MISSOURI: Cape Girardeau, Mississippi, New Madrid, Scott, Stoddard;

TENNESSEE: Carroll, Henry, Lake, Obion, Weakley

PANAMA CITY, Fla.

TV Homes	22,000
Total Households	30,700
Population	118,500
Retail Sales	\$125,832,000
E.B.I.	\$137,093,000

FLORIDA: Bay, Calhoun, Gulf, Holmes, Walton, Washington

PARKERSBURG, W. Va.

TV Homes	†25,300
Total Households	43,700
Population	143,800
Retail Sales	\$153,914,000
E.B.I.	\$208,498,000

OHIO: Morgan, Washington;

WEST VIRGINIA: Wood

PENSACOLA, Fla.

TV Homes	196,200
Total Households	254,400
Population	963,300
Retail Sales	\$954,094,000
E.B.I.	\$1,174,830,000

ALABAMA: Baldwin, Butler, Clarke, Conecuh, Covington, Escambia, Geneva, Mobile, Monroe;
FLORIDA: Bay, Calhoun, Escambia, Franklin, Gulf, Holmes, Liberty, Okaloosa, Santa Rosa, Wakulla, Washington;

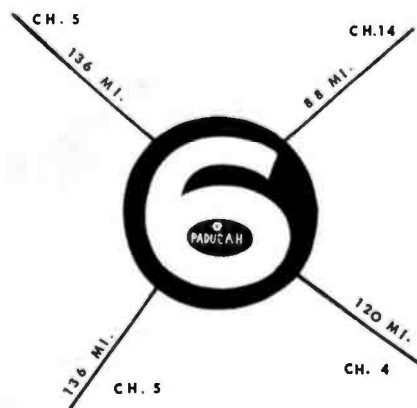
MISSISSIPPI: George, Greene, Jackson

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

NO,
we don't cover St. Louis
... or Memphis... or Nashville.

But what a whale of a job we do in putting a picture into the 189,400 TV homes within our own circle!

And when you use our station you are assured of NBC coverage with virtually no overlap. Just look at the mileage separation between Paducah and the nearest NBC stations:



And remember, WPSD-TV is the only station located in Paducah, the largest city and the only **METRO MARKET** in west Kentucky, southeast Missouri, southern Illinois and northwestern Tennessee.

WPSD-TV
NBC

CHANNEL 6 PADUCAH, KY.

**ORDER YOUR OWN COPY OF TELEVISION MAGAZINE
—AND SEVERAL FOR OTHERS ON YOUR STAFF**

**Please send me TELEVISION MAGAZINE
every month**

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00

Group { \$3.00 each for ten or more Bill Co.
Rates { \$3.50 each for five or more Bill Me

Add 50¢ per year for Canada, \$1.00 for foreign

Name

Company

Address

City Zone State

Send to Home

Address

PUBLISHED BY FREDERICK KUGEL CO., INC. • 422 MADISON AVE., NEW YORK 17, N. Y.

**Please send me TELEVISION MAGAZINE
every month**

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00

Group { \$3.00 each for ten or more Bill Co.
Rates { \$3.50 each for five or more Bill Me

Add 50¢ per year for Canada, \$1.00 for foreign

Name

Company

Address

City Zone State

Send to Home

Address

PUBLISHED BY FREDERICK KUGEL CO., INC. • 422 MADISON AVE., NEW YORK 17, N. Y.

**Please send me TELEVISION MAGAZINE
every month**

1 YEAR \$5.00 2 YEARS \$9.00 3 YEARS \$12.00

Group { \$3.00 each for ten or more Bill Co.
Rates { \$3.50 each for five or more Bill Me

Add 50¢ per year for Canada, \$1.00 for foreign

Name

Company

Address

City Zone State

Send to Home

Address

PUBLISHED BY FREDERICK KUGEL CO., INC. • 422 MADISON AVE., NEW YORK 17, N. Y.

PEORIA, Ill.

TV Homes	1,116
Total Households	21
Population	69
Retail Sales	\$821,931
E.B.I.	\$1,326,861

ILLINOIS: Bureau, Cass, Fulton, LaSalle, Le
McLean, Marshall, Mason, Menard, Peoria,
Putnam, Stark, Tazewell, Woodford

PHILADELPHIA, Pa.

TV Homes	1,907
Total Households	2,062
Population	7,138
Retail Sales	\$8,501,729
E.B.I.	\$13,794,790

DELAWARE: Kent, New Castle, Sussex;

MARYLAND: Cecil;

NEW JERSEY: Atlantic, Burlington, Camden,
Cape May, Cumberland, Gloucester, Hunterdon,
Mercer, Ocean, Solem, Warren;

PENNSYLVANIA: Berks, Bucks, Carbon, Chester,
Delaware, Lancaster, Lebanon, Lehigh, Monroe,
Montgomery, Northampton, Northumberland,
Philadelphia, Schuylkill

PHOENIX-MESA, Ariz.

TV Homes	201
Total Households	243
Population	864
Retail Sales	\$1,004,825
E.B.I.	\$1,301,852

ARIZONA: Coconino, Gila, Graham, Greenlee,
Maricopa, Mohave, Navajo, Pinal, Santa Cruz,
Yavapai;

NEW MEXICO: Grant, Hidalgo

PINE BLUFF-LITTLE ROCK, Ark.

TV Homes	231
Total Households	216
Population	1,128
Retail Sales	\$945,363
E.B.I.	\$1,268,782

ARKANSAS: Arkansas, Baxter, Boone, Bradley,
Colhoun, Carroll, Chicot, Clark, Cleburne,
Cleveland, Conway, Dallas, Desha, Drew,
Faulkner, Franklin, Fulton, Garland, Grant,
Hot Spring, Independence, Izard, Jackson,
Jefferson, Johnson, Lincoln, Logan, Lonoke,
Madison, Marion, Monroe, Montgomery, Nevada,
Newton, Ouachita, Perry, Pike, Polk, Pope,
Prairie, Pulaski, Randolph, St. Francis, Saline,
Scott, Searcy, Sharp, Stone, Van Buren, White,
Woodruff, Yell;

MISSISSIPPI: Bolivar;

MISSOURI: Howell, Oregon, Shannon

PITTSBURG, Kan.-JOPLIN, Mo.

TV Homes	152
Total Households	187
Population	582
Retail Sales	\$584,592
E.B.I.	\$795,879

ARKANSAS: Benton, Washington;

KANSAS: Allen, Bourbon, Cherokee, Coffey,
Crawford, Lobette, Montgomery, Neosho, Wilson,
Woodson;

MISSOURI: Barry, Barton, Cedar, Dade, Jasper,
Lawrence, McDonald, Newton, Vernon;

OKLAHOMA: Craig, Delaware, Nowata, Ottawa

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction not licensed.

Now-In Peoriarea... ALL Surveys Show WMBD-TV

The Dominant FIRST!

**A.R.B. 1ST
WMBD-TV . . .**

TOTAL AREA TV HOMES

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

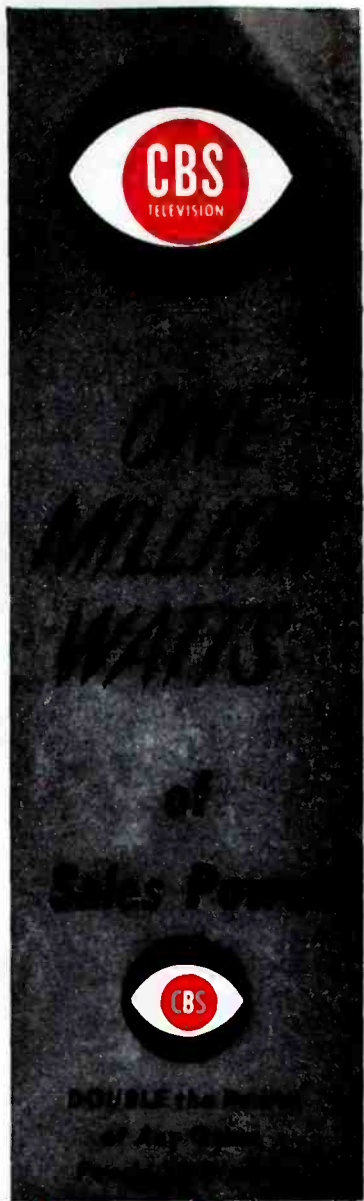
ARB—NOVEMBER, 1959
Sign-on to Sign-off, (Sun. thru Sat.)

**Nielsen 1ST
WMBD-TV . . .**

TOTAL AREA TV HOMES

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


NIELSEN—NOVEMBER, 1959
Sign-on to Sign-off, (Sun. thru Sat.)



WMBD

D

Illinois'
2nd Market




Peoriarea

TV

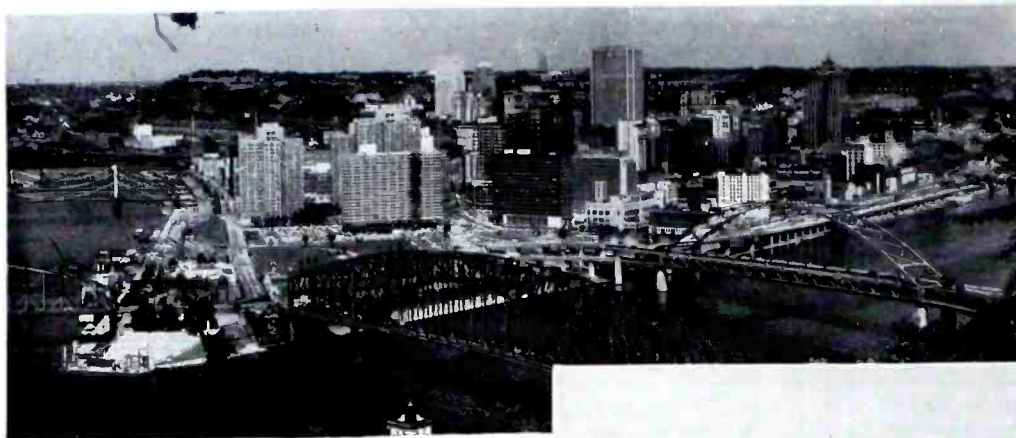
Buy Stability . . . Call or Write
Mark Wodlinger, National Sales Manager

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



this is.. Pittsburgh

HEART OF AMERICA'S INDUSTRIAL MIGHT



which has been claimed throughout the world for remarkable achievements and its continuing vitality . . .



and this is

the television station which, through its programming concepts, mirrors the vitality of more than FIVE MILLION PEOPLE in Pittsburgh and the Tri-State area with an effective buying income of NINE BILLION DOLLARS.

REDDING, Calif.
 TV Homes 59,800
 Total Households 77,900
 Population 234,200
 Retail Sales \$324,163,000
 E.B.I. \$429,061,000

CALIFORNIA: Butte, Colusa, Glenn, Lake, Modoc, Shasta, Siskiyou, Tehama, Trinity

RENO, Nev.
 TV Homes 39,600
 Total Households 47,600
 Population 151,000
 Retail Sales \$242,220,000
 E.B.I. \$295,131,000

CALIFORNIA: Lassen, Modoc;

NEVADA: Churchill, Douglas, Esmeralda, Eureka, Humboldt, Lander, Lincoln, Lyon, Mineral, Nye, Ormsby, Pershing, Storey, Washoe

RICHMOND, Va.
 TV Homes 272,500
 Total Households 329,200
 Population 1,315,500
 Retail Sales \$1,266,846,000
 E.B.I. \$1,773,011,000

NORTH CAROLINA: Northampton;

VIRGINIA: Albemarle, Amelia, Amherst, Appomattox, Augusta, Brunswick, Buckingham, Caroline, Charlotte, Charles City, Chesterfield, Culpeper, Cumberland, Dinwiddie, Essex, Fluvanna, Gloucester, Goochland, Greene, Greensville, Hanover, Henrico, Isle of Wight, James City, King & Queen, King George, King William, Lancaster, Louisa, Lunenburg, Madison,

Mathews, Mecklenburg, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Page, Powhatan, Prince Edward, Prince George, Rappahannock, Richmond, Rockingham, Southampton, Spotsylvania, Stafford, Surry, Sussex, Westmoreland, York

RIVERTON, Wyo.
 TV Homes 8,200
 Total Households 15,500
 Population 54,300
 Retail Sales \$69,403,000
 E.B.I. \$81,123,000

WYOMING: Big Horn, Fremont, Hot Springs, Johnson, Washakie

ROANOKE, Va.
 TV Homes 296,000
 Total Households 366,900
 Population 1,482,200
 Retail Sales \$1,171,600,000
 E.B.I. \$1,829,647,000

NORTH CAROLINA: Alamance, Caswell, Person, Rockingham, Stokes;

VIRGINIA: Alleghany, Amherst, Appomattox, Augusta, Bath, Bedford, Bland, Botetourt, Buckingham, Campbell, Carroll, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Giles, Grayson, Halifax, Henry, Highland, Mecklenburg, Montgomery, Nelson, Patrick, Pittsylvania, Prince Edward, Pulaski, Roanoke, Rockbridge, Smyth, Tazewell, Wythe;

WEST VIRGINIA: Greenbrier, Mercer, Monroe, Pocahontas, Summers, Webster

ROCHESTER, Minn.

TV Homes
 Total Households
 Population
 Retail Sales \$415.3
 E.B.I. \$547.2

IOWA: Howard, Mitchell, Worth;

MINNESOTA: Dodge, Faribault 50%, Filli, Freeborn, Houston, Mower, Olmsted, Stea, Wabasha, Waseca, Winona;

WISCONSIN: Buffalo, Pepin

ROCHESTER, N.Y.

TV Homes 31
 Total Households 38
 Population 1.16
 Retail Sales \$1,435.74
 E.B.I. \$2,189.99

NEW YORK: Allegany, Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Schu, Seneca, Steuben, Wayne, Wyoming, Yates

ROCKFORD, Ill.

TV Homes 204
 Total Households 224
 Population 718
 Retail Sales \$914,634
 E.B.I. \$1,335,955

ILLINOIS: Boone, Carroll, DeKalb, Jo Davie, Lee, McHenry, Ogle, Stephenson, Whiteside, Winnebago;

WISCONSIN: Green, Lafayette, Rock, Wa

ROCK ISLAND, Ill.-DAVENPORT, Ia.

TV Homes 348
 Total Households 375
 Population 1,226
 Retail Sales \$1,530,422
 E.B.I. \$2,164,644

ILLINOIS: Bureau, Carroll, Hancock, Hender, Henry, Jo Daviess, Knox, Lee, McDonough, Marshall, Mercer, Ogle, Putnam, Rock Island, Stark, Stephenson, Warren, Whiteside;

IOWA: Cedar, Clinton, Des Moines, Dubuque, Henry, Jackson, Jefferson, Johnson, Jones, Louisa, Muscatine, Scott, Washington;

WISCONSIN: Grant, Lafayette

ROSWELL, N.M.

TV Homes 55
 Total Households 78
 Population 284
 Retail Sales \$303,732
 E.B.I. \$463,460


NEW MEXICO: Chaves, Curry, DeBaca, Eddy, Lea, Lincoln, Otero, Quay, Roosevelt

SACRAMENTO-STOCKTON, Calif.

TV Homes 384
 Total Households 447
 Population 1,438
 Retail Sales \$1,797,190
 E.B.I. \$2,701,061

CALIFORNIA: Amador, Butte, Calaveras, Col, Contra Costa 15%, El Dorado, Lake, Mendoc, Nevada, Placer, Plumas, Sacramento, San Joaquin, Sierra, Solano, Stanislaus, Sult, Yalo, Yuba

Circulation & market definition © 1960, TE VISION MAGAZINE, Market Data © 1959, S Management Survey of Buying Power; fur reproduction not licensed.

**IN ROANOKE,
 SELL LIKE
 SIXTY WITH
 SEVEN**  **7**
WDBJ-TELEVISION
 ROANOKE, VIRGINIA

SEE YOUR PGW "COLONEL" FOR CURRENT AVAILABILITIES

SAGINAW-BAY CITY, Mich.

TV Homes	304,400
Total Households	332,200
Population	1,159,700
Retail Sales	\$1,274,732,000
E.B.I.	\$1,861,366,000

ALCONA: Alcona, Alpena, Arenac, Bay, Clare, Crawford, Genesee, Gladwin, Gratiot, Iosco, Isabella, Lapeer, Midland, Ogemaw, Otsego, Presque Isle, Roscon, Sonilac, Shiawassee, Tuscola

SPRINGFIELD, Mo.

TV Homes	203,800
Total Households	228,900
Population	716,800
Retail Sales	\$781,101,000
E.B.I.	\$1,156,407,000

Page, Ringgold, Taylor;

Atchison, Brown, Doniphan, Jackson, Leavenworth, Marshall, Nemaha, Osage, Shawnee;

Barry: Andrew, Atchison, Buchanan, Carroll, Clinton, Daviess, DeKalb, Grundy, Harrison, Holt, Lafayette, Linn, Mercer, Nodaway, Platte, Putnam, Sullivan, Worth;

Atchison, Nemaha, Pawnee, Richardson

ILLINOIS: Bond, Calhoun, Clay, Clinton, Effingham, Fayette, Franklin, Greene, Jackson, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Morgan, Perry, Pike, Randolph, St. Clair, Scott, Shelby, Washington, Wayne, Williamson;

MISSOURI: Bollinger, Carter, Crawford, Dent, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Montgomery, Oregon, Osage, Perry, Phelps, Pike, Reynolds, Ripley, St. Charles, St. Francois, St. Louis, Ste. Genevieve, Shannon, Warren, Washington, Wayne

ST. PETERSBURG-TAMPA, Fla.

TV Homes	321,700
Total Households	406,500
Population	1,282,400
Retail Sales	\$1,759,072,000
E.B.I.	\$1,833,190,000

FLORIDA: Charlotte, Citrus, De Soto, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lake, Lee, Levy, Manatee, Marion, Okeechobee, Osceola, Pasco, Pinellas, Polk, Sarasota, Sumter

SALINAS-MONTEREY, Calif.

TV Homes	195,100
Total Households	228,400
Population	725,400
Retail Sales	\$885,592,000
E.B.I.	\$1,355,371,000

CALIFORNIA: Alpine, Mariposa, Merced, Mono, Monterey, San Benito, San Luis Obispo, Santa Barbara 50%, Santa Clara 6%, Santa Cruz, Stanislaus, Tuolumne

SALISBURY, Md.

TV Homes	134,200
Total Households	62,800
Population	211,000
Retail Sales	\$264,611,000
E.B.I.	\$307,436,000

DELAWARE: Sussex;

MARYLAND: Somerset, Wicomico, Worcester;

VIRGINIA: Accomack

SALT LAKE CITY, Utah

TV Homes	249,400
Total Households	286,200
Population	1,038,700
Retail Sales	\$1,086,570,000
E.B.I.	\$1,530,500,000

IDAHO: Bannock, Bear Lake, Caribou, Franklin, Oneida, Power;

NEVADA: Elko, White Pine;

UTAH: Beaver, Box Elder, Cache, Carbon, Daggett, Davis, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Morgan, Piute, Rich, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, Wayne, Weber;

WYOMING: Lincoln, Sublette, Sweetwater, Uinta

SPRINGFIELD, Mo.

TV Homes	849,600
Total Households	919,800
Population	2,988,400
Retail Sales	\$3,296,274,000
E.B.I.	\$5,261,978,000

SAN ANGELO, Tex.

TV Homes	28,500
Total Households	37,400
Population	129,900
Retail Sales	\$160,065,000
E.B.I.	\$208,745,000

Classification & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction prohibited.

**IF YOU
CAN COUNT
UP TO
5...**



**YOU CAN
BUY RIGHT
IN
EASTERN
MICHIGAN**

Take the November Reports on either of the markets
... Saginaw-Bay City-Flint or Lansing ... NSI or ARB ...
and you'll find the answer, but *plain!*



- SEE page 5 any NSI Report for
Total Station Audience Delivered
- SEE page 4 in the ARB Saginaw-Bay City-Flint Report for
Total Station Audiences Delivered
- SEE page 3 in the ARB Lansing Report for
Total Station Audiences Delivered.

You'll find WNEM-TV's more than 57,000 actual Viewing Homes* TOPS THEM ALL . . . and by mighty margins. And only actual viewing counts! Put it on a dollars and cents basis and you can't miss—The Right Buy for Eastern Michigan.

WNEM-TV



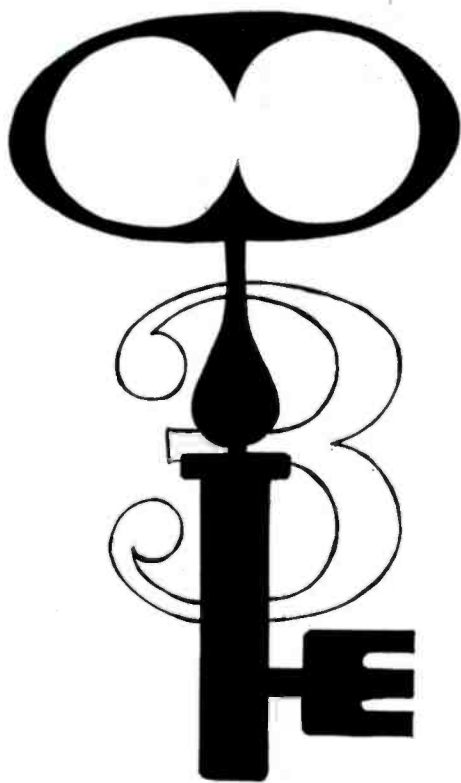
Saginaw • Bay City • NBC
Represented By Edward Petry & Co., Inc.

(*6 PM-12 Midnight)

Your Key To Sales

IN FABULOUS SANTA BARBARA

ONE OF AMERICA'S
15 BONANZA MARKETS



KEY-T CHANNEL 3
NBC • ABC • CBS

SERVING CENTRAL AND SOUTHERN
COASTAL CALIFORNIA

INCOME—

15th in growth nationally—increase: 81 %

HOUSEHOLD—

15th in growth nationally—increase: 52.6%

POPULATION—

16th in growth nationally—increase: 46.1%

*Source: Sales Management 1959 Survey of Buying
Power; Television Magazine.

KEY TELEVISION INC.

730 Miramonte Drive

Santa Barbara, Calif.

REPRESENTED BY HEADLEY-REED

SAN ANGELO, TEX. *continued*

TEXAS: Coleman, Concho, Crockett, McCulloch,
Menard, Runnels, Schleicher, Sutton, Tom Green

SAN ANTONIO, Tex.

TV Homes	•276,300
Total Households	325,200
Population	1,220,300
Retail Sales	\$1,174,465,000
E.B.I.	\$1,635,686,000

TEXAS: Atascosa, Bandera, Bee, Bexar, Blanco,
Caldwell, Comal, Crockett, DeWitt, Dimmit,
Duval, Edwards, Fayette, Frio, Gillespie, Goliad,
Gonzales, Guadalupe, Hays, Karnes, Kendall,
Kerr, Kimble, Kinney, LaSalle, Lavaca, Live Oak,
McMullen, Maverick, Medina, Real, Schleicher,
Sutton, Uvalde, Val Verde, Victoria, Webb,
Wilson, Zavala

SAN DIEGO, Calif.-TIJUANA, Mexico

TV Homes	296,900
Total Households	315,900
Population	1,076,000
Retail Sales	\$1,268,348,000
E.B.I.	\$1,977,401,000

CALIFORNIA: Imperial, San Diego

SAN FRANCISCO-OAKLAND, Calif.

TV Homes	1,312,900
Total Households	1,475,600
Population	4,565,200
Retail Sales	\$5,633,122,000
E.B.I.	\$9,637,155,000

CALIFORNIA: Alameda, Alpine, Amador,
Calaveras, Colusa, Contra Costa, El Dorado,
Lake, Marin, Mariposa, Mendocino, Mono,
Monterey, Napa, Nevada, Placer, San Benito,
San Francisco, San Joaquin, San Mateo, Santa
Clara, Santa Cruz, Solano, Sonoma, Stanislaus,
Tuolumne, Yolo

SAN JOSE, Calif.

TV Homes	239,400
Total Households	281,600
Population	906,200
Retail Sales	\$1,037,961,000
E.B.I.	\$1,681,043,000

CALIFORNIA: Monterey, San Benito, Santa Clara,
Santa Cruz

SAN LUIS OBISPO, Calif. — See Salinas- Monterey

SANTA BARBARA, Calif.

TV Homes	70,300
Total Households	83,800
Population	260,500
Retail Sales	\$335,968,000
E.B.I.	\$508,087,000

CALIFORNIA: San Luis Obispo, Santa Barbara,
Ventura 25%

SAVANNAH, Ga.

TV Homes	107,400
Total Households	149,000
Population	564,900
Retail Sales	\$482,712,000
E.B.I.	\$637,498,000

GEORGIA: Appling, Atkinson, Ben Hill,
Bryan, Bulloch, Candler, Chatham, Clinch,
Echols, Effingham, Emanuel, Evans, Glynn,
Jeff Davis, Jenkins, Lanier, Liberty, Long,
McIntosh, Montgomery, Pierce, Screven,
Telfair, Taombs, Treutlen, Wayne, Wheeler

SOUTH CAROLINA: Beaufort, Hampton,

SCHENECTADY-ALBANY-TROY, N.Y.

TV Homes	•••
Total Households	300
Population	1,600
Retail Sales	\$1,923,000
E.B.I.	\$3,022,500

MASSACHUSETTS: Berkshire;

NEW YORK: Albany, Columbia, Delaware,
Fulton, Greene, Hamilton, Herkimer, Montgo-
mery, Otsego, Rensselaer, Saratoga, Schenectady,
Schoharie, Ulster, Warren, Washington;

VERMONT: Addison, Bennington, Chittenden,
Rutland, Washington, Windsor

SCRANTON-WILKES-BARRE, Pa.

TV Homes	128
Total Households	31
Population	1,000
Retail Sales	\$1,043,720
E.B.I.	\$1,663,720

PENNSYLVANIA: Bradford, Columbia,
Lackawanna, Luzerne, Lycoming, Mifflin, Mon-
rothermerland, Snyder, Susquehanna, Union,
Wayne, Wyoming

SEATTLE-TACOMA, Wash.

TV Homes	540
Total Households	615
Population	1,877
Retail Sales	\$2,264,280
E.B.I.	\$3,523,110

OREGON: Clatsop, Wasco;

WASHINGTON: Clallam, Grays Harbor, Isles,
Jefferson, King, Kitsap, Kittitas, Lewis, Mason,
Pacific, Pierce, San Juan, Skagit, Snohomish,
Thurston, Wahkiakum, Whatcom

SEDALIA, Mo.

TV Homes	264
Total Households	30
Population	91
Retail Sales	\$91,351
E.B.I.	\$133,803

MISSOURI: Benton, Cooper, Hickory, Moniteau,
Morgan, Pettis, St. Clair

SHREVEPORT, La.

TV Homes	252
Total Households	322
Population	1,160
Retail Sales	\$1,084,635
E.B.I.	\$1,498,632

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, S
Management Survey of Buying Power; further reproduction not licensed.

VALLEJO

RICHMOND

BERKELEY

DUBLIN

CLAYTON

ARIN

COVERAGE

KTVU Channel 2

San Francisco Bay Area

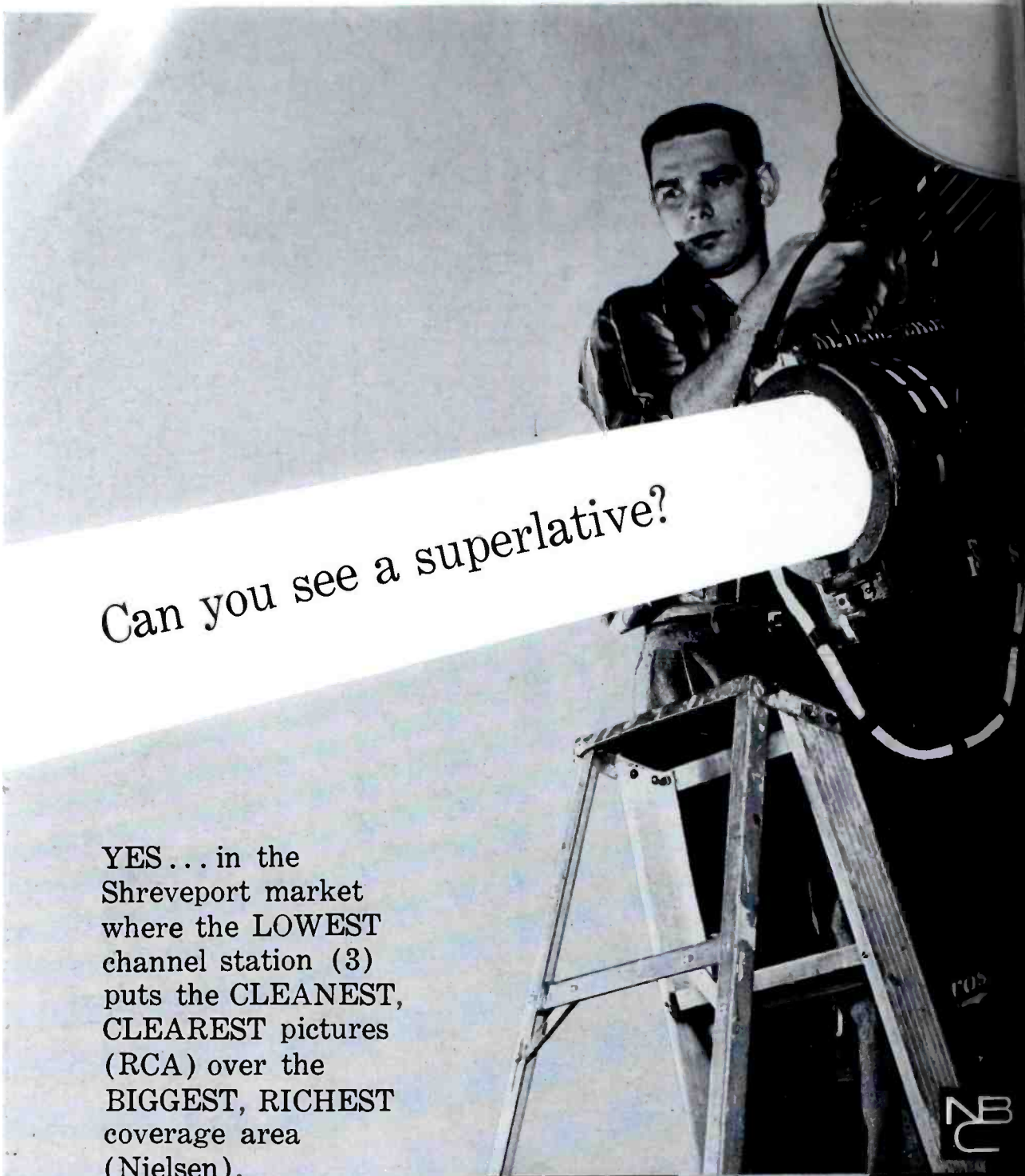
KTVU transmits from TV peak, high atop the San Bruno Mountains... the location for three of the five VHF stations... only five miles from the center of San Francisco... near the populous East Bay and Peninsula areas... close to the geographical population center of the Bay Area.



MAXIMUM POWER
on low band channel 2



represented by M-R Television, Inc.



Can you see a superlative?

YES... in the
Shreveport market
where the **LOWEST**
channel station (3)
puts the **CLEANEST,**
CLEAREST pictures
(RCA) over the
BIGGEST, RICHEST
coverage area
(Nielsen).

*Your product deserves
identification with*

The superlative station in the Shreveport market

KTBS-TV

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

KTBS-TV

CHANNEL **3** SHREVEPORT, LOUISIANA

In Tallahassee-Thomasville, there's
BIG NEWS

WCTV

is now



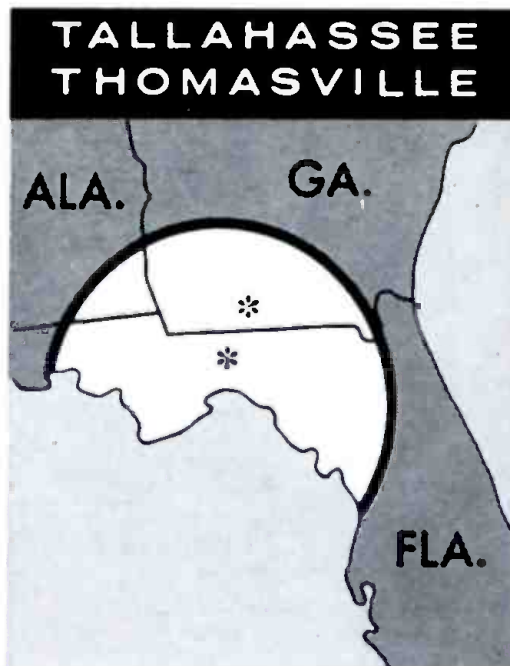
with a New Tower that means

23% MORE REACH

The big sales-reach of WCTV is now bigger than ever! Our new tower (taller than the Chrysler Building, if you'd care to know) increases the extensive WCTV coverage-area by more than 23 percent.

Extending far beyond metro limits, the WCTV Market covers 52 counties, over 225,000 families. And WCTV sells it all—at remarkably low cost.

With the great CBS programs plus top ABC-TV shows, WCTV provides stand-out service to this responsive market. In the entire U.S., Tallahassee stands fifth in retail sales per household. Naturally WCTV carries strong spot schedules for leading brands. Get the complete picture from Blair Television Associates.



WCTV

TALLAHASSEE CHANNEL 6 THOMASVILLE



BLAIR TELEVISION ASSOCIATES
National Representatives

*a John H. Phipps
Broadcasting Station*

SUPERIOR, Wis.-DULUTH, Minn.
TV Homes
Total Households
Population
Retail Sales
E.B.I.
\$744,5
\$999,1

MICHIGAN: Gogebic, Houghton, Ontonagon
MINNESOTA: Aitkin, Beltrami, Carlton, Clearwater, Cook, Crow Wing, Hubbard, Kanabec, Koochiching, Lake, Lake of the Pines, St. Louis, Todd, Wadena;
WISCONSIN: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer, Washburn

SWEETWATER, Tex.
TV Homes
Total Households
Population
Retail Sales
E.B.I.
\$312,45
\$445,32

TEXAS: Callahan, Coke, Eastland, Fisher, Hardeman, Haskell, Jones, Knox, Mitchell, Scurry, Shackelford, Stephens, Stonewall, Throckmorton, Young

SYRACUSE, N.Y.
TV Homes
Total Households
Population
Retail Sales
E.B.I.
\$1,975,03
\$3,006,44

NEW YORK: Cayuga, Chemung, Chenango, Cortland, Hamilton, Herkimer, Jefferson, Madison, Oneida, Onondaga, Ontario, Otsego, Schuyler, Seneca, Steuben, Tompkins, Wayne, Yates;
PENNSYLVANIA: Tioga

TACOMA-SEATTLE, Wash.
TV Homes
Total Households
Population
Retail Sales
E.B.I.
\$2,264,28
\$3,523,11

OREGON: Clatsop, Wasco;
WASHINGTON: Clallam, Grays Harbor, Jefferson, King, Kitsap, Kittitas, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Wahkiakum, Whatcom

TALLAHASSEE, Fla.-THOMASVILLE, Ga.
TV Homes
Total Households
Population
Retail Sales
E.B.I.
\$632,94
\$788,25

ALABAMA: Houston;
FLORIDA: Bay, Calhoun, Dixie, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Suwannee, Taylor, Wakulla;

GEORGIA: Atkinson, Baker, Berrien, Broome, Calhoun, Clinch, Coffee, Colquitt, Cook, DeKalb, Early, Echals, Grady, Irwin, Lanier, Lowndes, Miller, Mitchell, Seminole, Thomas, Tift, Worth

TAMPA-ST. PETERSBURG, Fla.
TV Homes
Total Households
Population
Retail Sales
E.B.I.
\$1,759,07
\$1,833,15

Circulation & market definition © 1960, VISION MAGAZINE, Market Data © 1959, Management Survey of Buying Power; reproduction not licensed.

Charlotte, Citrus, De Soto, Glades,
Hendry, Hernando, Highlands,
Lake, Lee, Levy, Manatee, Marion,
Osceola, Pasco, Pinellas, Polk,
Sumter

CO, Tex.

Homes 126,000
Total Households 157,800
Population 556,400
Retail Sales \$553,396,000
E.B.I. \$774,796,000

Bosque, Brazos, Burleson, Burnet,
Coryell, Falls, Freestone, Hamilton,
Jasper, Lee, Leon, Limestone, Llano,
Mason, Milam, Mills, Robertson,
Somervell, Williamson

TE, Ind.

Homes 217,200
Total Households 236,200
Population 744,200
Retail Sales \$801,272,000
E.B.I. \$1,218,345,000

Clark, Clay, Coles, Crawford,
Douglas, Edgar, Edwards,
Jasper, Lawrence, Richland, Vermilion,

Benton, Clay, Daviess, Fountain,
Hox, Martin, Montgomery, Owen,
Putnam, Sullivan, Vermillion, Vigo,

TEXARKANA, Tex.

TV Homes 82,900
Total Households 111,400
Population 395,500
Retail Sales \$328,574,000
E.B.I. \$430,408,000

ARKANSAS: Columbia, Hempstead, Howard,
Lafayette, Little River, Miller, Montgomery,
Nevada, Ouachita, Pike, Polk, Sevier;

OKLAHOMA: Choctaw, McCurtain, Pushmataha;

TEXAS: Bowie, Cass, Lamar, Marion, Morris,
Red River, Titus

THOMASVILLE, Ga. — See Tallahassee, Fla.

TOLEDO, Ohio

TV Homes 380,600
Total Households 404,700
Population 1,338,700
Retail Sales \$1,425,281,000
E.B.I. \$2,478,400,000

MICHIGAN: Hillsdale, Lenawee, Monroe;

OHIO: Allen, Defiance, Erie, Fulton, Hancock,
Hardin, Henry, Lucas, Ottawa, Putnam, Sandusky,
Seneca, Williams, Wood, Wyandot

TOPEKA, Kan.

TV Homes 115,500
Total Households 142,800
Population 459,200
Retail Sales \$531,534,000
E.B.I. \$746,066,000

KANSAS: Anderson, Brown, Chase, Clay, Cloud,
Coffey, Dickinson, Douglas, Franklin, Geary,
Greenwood, Jackson, Jefferson, Lyon, Marshall,
Morris, Nemaha, Osage, Pottawatomie, Riley,
Shawnee, Wabaunsee, Woodson

TRAVERSE CITY, Mich.

TV Homes 38,300
Total Households 44,700
Population 156,200
Retail Sales \$200,287,000
E.B.I. \$194,400,000

MICHIGAN: Antrim, Benzie, Charlevoix,
Crawford, Emmet, Grand Traverse, Kalkaska,
Leelanau, Manistee, Missaukee, Otsego,
Roscommon, Wexford

TUCSON, Ariz.

TV Homes 101,900
Total Households 126,000
Population 447,700
Retail Sales \$444,037,000
E.B.I. \$681,443,000

ARIZONA: Apache, Cochise, Gila, Pima, Pinal,
Santa Cruz

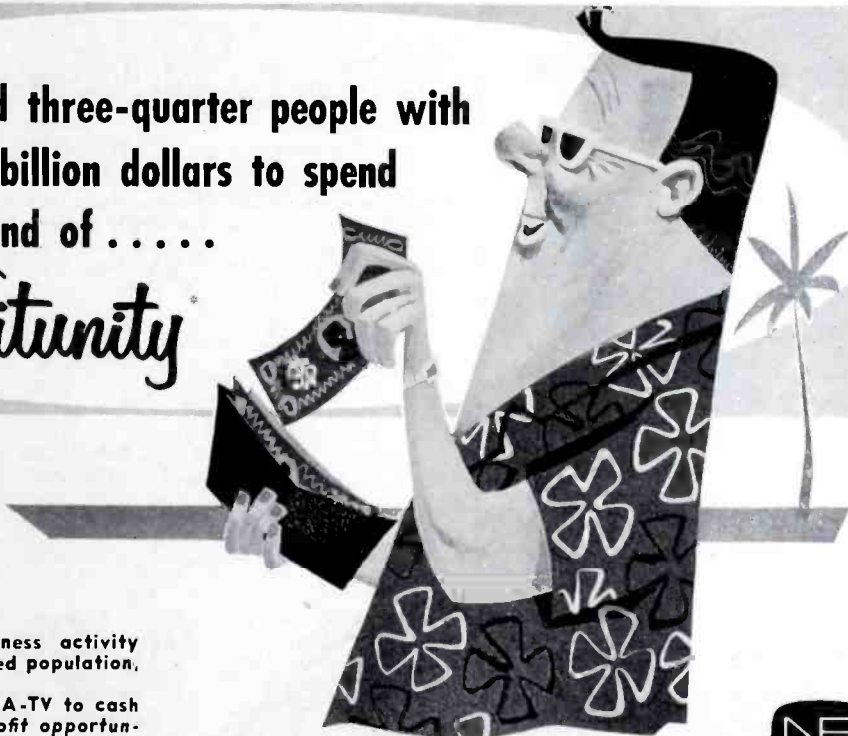
TULSA, Okla.

TV Homes 304,200
Total Households 362,200
Population 1,187,400
Retail Sales \$1,232,683,000
E.B.I. \$1,757,316,000

Market & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Sales Management Survey of Buying Power; further reproduction prohibited.

A million and three-quarter people with
nearly three billion dollars to spend
live in the land of

Profitunity



Big, able-to-
26-county
A-TV sales
ed

Accelerating industrial and business activity
in the Land of Profitunity have rocketed population,
incomes and sales to new highs!

Use the blanket coverage of WFLA-TV to cash
in on this sales opportunity—and profit opportunity.
Channel 8 delivers the Tampa-St. Petersburg
metropolitan market—and 26 rich industrial-
agricultural counties in busy West Coast and
Central Florida.

Write us, or consult your Blair-TV man for top-
rated availabilities on WFLA-TV—sales power-
house in the Land of Profitunity!

NATIONAL REPRESENTATIVES, BLAIR-TV

CHANNEL 8
wfla-tv 8
TAMPA - ST. PETERSBURG

YOU KCAN'T KCOVER TEXAS

without

KCEN-TV



MISSING LINK!

between Dallas-Ft. Worth
—Houston and San
Antonio markets... that's
the big Waco-Temple
market dominated by us.



BLAIR TELEVISION ASSOCIATES
National Representatives

TULSA, OKLA. continued

ARKANSAS: Benton, Washington;

KANSAS: Chautauqua, Cowley, Elk, Greenwood, Labette, Montgomery, Neosho, Wilson;

MISSOURI: McDonald;

OKLAHOMA: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Hughes, Kay, Latimer, Lincoln, McIntosh, Mayes, Muskogee, Noble, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Pawnee, Payne, Pittsburg, Rogers, Sequoyah, Tulsa, Wagoner, Washington

TUPELO, Miss.

TV Homes	56,800
Total Households	94,400
Population	359,900
Retail Sales	\$225,845,000
E.B.I.	\$329,399,000

ALABAMA: Franklin, Marion;

MISSISSIPPI: Alcorn, Benton, Calhoun, Chickasaw, Choctaw, Clay, Itawamba, Lee, Lowndes, Monroe, Oktibbeha, Pontotoc, Prentiss, Tippah, Tishomingo, Union

TWIN FALLS, Ida.

TV Homes	26,800
Total Households	36,900
Population	132,800
Retail Sales	\$159,094,000
E.B.I.	\$202,944,000

IDAHO: Blaine, Butte, Camas, Cassia, Elmore, Gooding, Jerome, Lincoln, Minidoka, Oneida, Owyhee, Power, Twin Falls

TYLER, Tex.

TV Homes	112,800
Total Households	155,800
Population	543,900
Retail Sales	\$533,548,000
E.B.I.	\$703,879,000

TEXAS: Anderson, Camp, Cherokee, Delta, Franklin, Gregg, Harrison, Henderson, Hopkins, Lamar, Nacogdoches, Panola, Rains, Red River, Rusk, San Augustine, Smith, Titus, Upshur, Van Zandt, Wood

UTICA-ROME, N.Y.

TV Homes	140,000
Total Households	150,200
Population	503,500
Retail Sales	\$545,732,000
E.B.I.	\$893,245,000

NEW YORK: Herkimer, Lewis, Madison, Montgomery, Oneida, Otsego

VALLEY CITY, N.D.

TV Homes	168,900
Total Households	225,200
Population	832,000
Retail Sales	\$948,340,000
E.B.I.	\$1,131,267,000

MINNESOTA: Becker, Beltrami, Big Stone, Clay, Clearwater, Douglas, Grant, Hubbard, Kittson, Mahanomen, Marshall, Narman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Stevens, Traverse, Wadena, Wilkin;

NORTH DAKOTA: Barnes, Benson, Cass, Dickey, Eddy, Emmons, Foster, Grand Griggs, Kidder, La Moure, Logan, McIn Nelson, Pembina, Pierce, Ramsey, Ran Richland, Rolette, Sargent, Sheridan, S Stutsman, Towner, Traill, Walsh, Wells,

SOUTH DAKOTA: Brown, Campbell, De Edmunds, Grant, McPherson, Marshall, Walworth

WACO-TEMPLE, Tex.

TV Homes	
Total Households	
Population	
Retail Sales	\$553
E.B.I.	\$774

TEXAS: Bell, Bosque, Brazos, Burleson, Comanche, Coryell, Falls, Freestone, Hart Hill, Lampasas, Lee, Leon, Limestone, Llano, McLennan, Mason, Milam, Mills, Robertson, San Saba, Somervell, Williamson

WASHINGTON, D.C.

TV Homes	
Total Households	
Population	3,2
Retail Sales	\$3,934,4
E.B.I.	\$6,181,2

DISTRICT OF COLUMBIA: District of Columbia
MARYLAND: Allegany, Anne Arundel, Calvert, Caroline, Carroll, Charles, Dorchester, Frederick, Howard, Kent, Montgomery, Prince George's, Queen Anne's, St. Marys, Somerset, Talbot, Washington, Wicomico;

PENNSYLVANIA: Adams, Franklin, Fulton
VIRGINIA: Arlington, Caroline, Clarke, Culpeper, Fairfax, Fauquier, Frederick, Gooch, King & Queen, King George, King William, Loudoun, Madison, Orange, Page, Prince William, Rappahannock, Richmond, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland

WEST VIRGINIA: Berkeley, Hampshire, Jefferson, Mineral, Morgan

WASHINGTON-GREENVILLE, N.C.

TV Homes	1
Total Households	2
Population	1,1
Retail Sales	\$762,3
E.B.I.	\$1,163,0

NORTH CAROLINA: Beaufort, Bertie, Cabarrus, Chowan, Craven, Dare, Duplin, Edgecombe, Franklin, Gates, Greene, Halifax, Harnett, Hertford, Hyde, Johnston, Jones, Lenoir, Nash, Northampton, Onslow, Pamlico, Perdue, Pitt, Sampson, Tyrrell, Vance, Warren, Washington, Wayne, Wilson

WATERBURY, Conn.††

WATERLOO-CEDAR RAPIDS, Iowa

TV Homes	3
Total Households	3
Population	1,1
Retail Sales	\$1,484,4
E.B.I.	\$1,986,8

Circulation & market definition © 1960, TELEVISION MAGAZINE, Market Data © 1959, Management Survey of Buying Power; further reproduction not licensed.

this is Magoo talking...

... from **INSIDE MAGOO**. That's a movie I just made for the American Cancer Society—for their April Crusade.

In the movie I learn I can't be near-sighted about cancer. Too dangerous. Got to look ahead. Got to fight cancer with regular checkups. And checks, too. Fighting cancer costs money.

The movie runs 14:30 minutes. But you can get a quick look at all the Society's TV material—including me and other famous people—in only 17 minutes. On a special presentation reel MC'd by Ralph Edwards. Listen to the radio material, too. Big stars in short important messages and announcements. Music spots too, with name artists, for deejay show or as 5-minute specials.

A local representative of the ACS will contact you. Look and listen.

Be kind to your audiences. Program the Society's material.



©1959, UPA PICTURES, INC

WATERLOO-CEGAR RAPIDS, IOWA continued

ILLINOIS: Jo Daviess;

IOWA: Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Cedar, Cerro Gordo, Chickasaw, Clayton, Delaware, Dubuque, Emmet, Fayette, Floyd, Franklin, Grundy, Hardin, Henry, Howard, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Linn, Louisa, Mahaska, Marshall, Muscatine, Palo Alto, Poweshiek, Tama, Wapello, Washington, Winneshiek, Wright;

WISCONSIN: Crawford, Grant

WAUSAU, Wis.

TV Homes	98,000
Total Households	109,800
Population	395,200
Retail Sales	\$399,848,000
E.B.I.	\$540,815,000

WISCONSIN: Clark, Florence, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Shawano, Taylor, Vilas, Waupaca, Wood

WESLACO-HARLINGEN, Tex.

TV Homes	*74,100
Total Households	104,100
Population	442,600
Retail Sales	\$276,678,000
E.B.I.	\$447,332,000

TEXAS: Braaks, Cameron, Hidalgo, Jim Hogg, Kenedy, Starr, Willacy, Zapata

WEST PALM BEACH, Fla.

TV Homes	75,800
Total Households	97,800
Population	299,800
Retail Sales	\$485,458,000
E.B.I.	\$449,671,000

FLORIDA: Glades, Hendry, Highlands, Indian River, Martin, Palm Beach, St. Lucie

WHEELING, W. Va.

TV Homes	350,400
Total Households	393,900
Population	1,380,200
Retail Sales	\$1,354,782,000
E.B.I.	\$2,126,642,000

OHIO: Belmont, Carroll, Columbiana, Coshacton, Guernsey, Harrison, Jefferson, Monroe, Noble, Tuscarawas, Washington;

PENNSYLVANIA: Greene, Washington;

WEST VIRGINIA: Barbour, Braxton, Brooke, Doddridge, Gilmer, Hancock, Harrison, Lewis, Marion, Marshall, Monongalia, Ohio, Pleasants, Preston, Randolph, Ritchie, Taylor, Tyler, Upshur, Wetzel

WICHITA-HUTCHINSON, Kan.

TV Homes	***258,800
Total Households	305,000
Population	956,300
Retail Sales	\$1,163,001,000
E.B.I.	\$1,607,573,000

KANSAS: Barber, Barton, Butler, Chase, Chautauqua, Clark, Clay, Coffey, Comanche, Cowley, Dickinson, Edwards, Elk, Ellsworth, Ford, Greenwood, Harper, Harvey, Hodgeman, Kingman, Kiowa, Lincoln, Lyon, McPherson, Marion, Meade, Morris, Ottawa, Pawnee, Pratt, Rena, Rice, Saline, Sedgwick, Stafford, Sumner, Wabaunsee, Wilson, Woodson;

OKLAHOMA: Woodward

TEXAS: Hemphill, Lipscomb, Ochiltree, Roberts

WICHITA FALLS, Tex.

TV Homes	127,700
Total Households	158,700
Population	569,600
Retail Sales	\$614,211,000
E.B.I.	\$887,912,000

OKLAHOMA: Carter, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Love, Marshall, Stephens, Tillman;

TEXAS: Archer, Baylor, Briscoe, Callahan, Childress, Clay, Collingsworth, Cottle, Faard, Hall, Hardeman, Haskell, King, Knox, Montague, Motley, Shackelford, Stephens, Throckmorton, Wheeler, Wichita, Wilbarger, Young

WILKES-BARRE-SCRANTON, Pa.

TV Homes	†253,100
Total Households	311,400
Population	1,090,900
Retail Sales	\$1,043,721,000
E.B.I.	\$1,663,728,000

PENNSYLVANIA: Bradford, Columbia, Lackawanna, Luzerne, Lycoming, Mifflin, Montour, Northumberland, Snyder, Susquehanna, Union, Wayne, Wyoming

WILLISTON, N.D.

TV Homes	20,400
Total Households	39,700
Population	135,800
Retail Sales	\$180,028,000
E.B.I.	\$199,911,000

MONTANA: Daniels, Dawson, Garfield, McCone, Phillips, Prairie, Richland, Roosevelt, Sheridan, Valley, Wibaux;

NORTH DAKOTA: Burke, Divide, McKenzie, Mountrail, Renville, Williams

WILMINGTON, N.C.

TV Homes	121,500
Total Households	175,400
Population	803,900
Retail Sales	\$545,800,000
E.B.I.	\$801,783,000

NORTH CAROLINA: Bladen, Brunswick, Columbus, Cumberland, Duplin, Hoke, New Hanover, Onslow, Pender, Robeson, Sampson, Scotland;

SOUTH CAROLINA: Dillon, Horry, Marion, Marlboro

WINSTON-SALEM, N.C.

TV Homes	1.5
Total Households	\$1,492,7
Population	\$1,979,0
Retail Sales	
E.B.I.	

NORTH CAROLINA: Alamance, Alexander, Alleghany, Ashe, Cabarrus, Caswell, Catawba, Davidson, Davie, Forsyth, Guilford, Iredell, Montgomery, Person, Randolph, Rockingham, Rowan, Stanly, Stokes, Surry, Wilkes, Yadon

VIRGINIA: Carroll, Floyd, Grayson, Henry, Patrick, Pittsylvania

WORCESTER, Mass.††

YAKIMA, Wash.

TV Homes	†*10
Total Households	15
Population	51
Retail Sales	\$601,30
E.B.I.	\$883,23

IDAHO: Benewah, Idaho, Latah, Lewis, Nez Perce;

OREGON: Gilliam, Morrow, Sherman, Umatilla

WASHINGTON: Asotin, Benton, Columbia, Franklin, Garfield, Grant, Kittitas, Walla Walla, Yakima

YORK, Pa.

TV Homes	†35
Total Households	62
Population	215
Retail Sales	\$259,754
E.B.I.	\$388,148

PENNSYLVANIA: York

YOUNGSTOWN, Ohio

TV Homes	†144
Total Households	203
Population	715
Retail Sales	\$790,291
E.B.I.	\$1,322,046

OHIO: Mahoning, Trumbull;

PENNSYLVANIA: Lawrence, Mercer

YUMA, Ariz.

TV Homes	23
Total Households	33
Population	122
Retail Sales	\$153,927
E.B.I.	\$196,600

ARIZONA: Yuma;

CALIFORNIA: Imperial

ZANESVILLE, Ohio

TV Homes	†27
Total Households	27
Population	90
Retail Sales	\$92,570
E.B.I.	\$141,599

OHIO: Morgan, Muskingum

* Due to conflicting research data, this market not been re-evaluated pending further study
† U.H.F.

†† Incomplete data.

††† New station - coverage study not complete

* U.S. coverage only.

** Includes circulation of satellite (or booster)

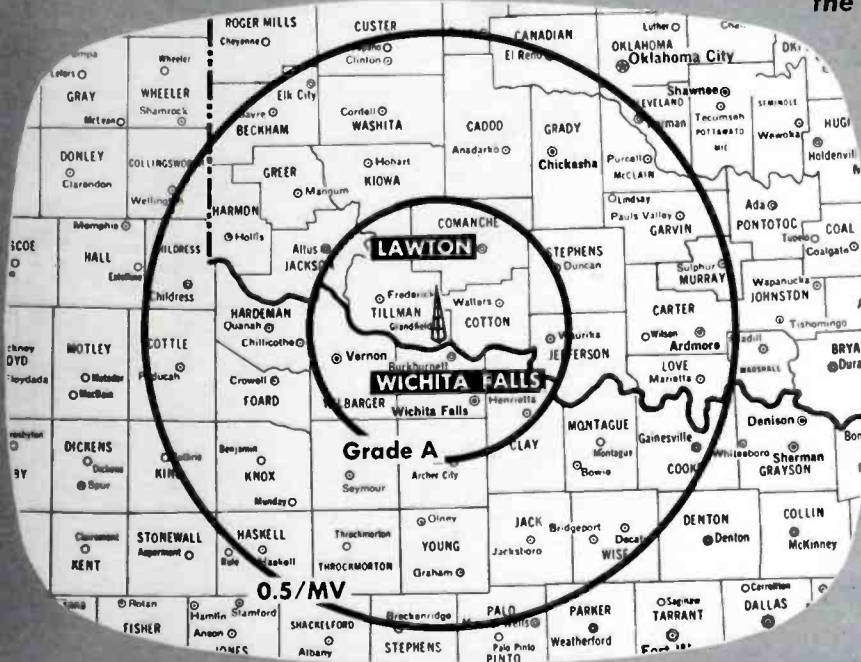
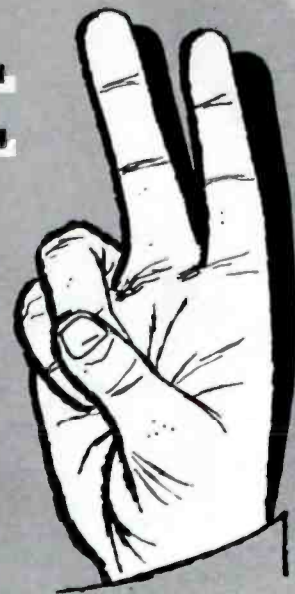
*** Does not include circulation of satellite.

Order a **DOUBLE**

for sales strength
in Wichita Falls, Texas
and Lawton, Oklahoma

KSWO-TV

CHANNEL 7—ABC



the only station

providing a
city grade
signal
in both
markets.

Here are the
basic facts—
KSWO-TV
coverage includes
the area of
competing
stations—PLUS

new prosperous areas.

STATION A		STATION B		KSWO-TV		KSWO-TV		KSWO-TV	
Counties	Homes	Counties	Homes	Counties	Homes	in Coverage of	other stations	ADDED	
OKLA. 12	55,340	12	55,340	21	105,890	11	54,010	10	51,880
TEXAS 26	72,800	25	67,240	23	79,080	21	67,430	2	11,650
TOTAL 38	128,140	37	122,580	44	184,970	32	121,440	12	63,530

(A. C. Nielsen Co.)

represented
nationally
by

McGAVREN TV, Inc.

CLARKE BROWN Co.

NEW YORK 60 East 56th St.	CHICAGO 35 East Wacker Drive	DETROIT 1216 Dime Bldg.	ST. LOUIS 7603 Forsythe Blvd.
SAN FRANCISCO 110 Sutter St.	LOS ANGELES 1741 Ivar Ave.	SEATTLE 101 Janes Bldg.	
DALLAS 1507 Southland Center	HOUSTON 3520 Montrose Blvd.	ATLANTA 1182 W. Peachtree St., N.W.	
DENVER 233 Guaranty Bank Bldg.	NEW ORLEANS 910 Royal St.		



**WE
BUTTER
THE BREAD
ON BOTH
SIDES AT
KERO-TV**

**There's More Than
One Side to KERO-
Bakersfield.**
It's the one and only
advertising medium
that spreads over
the whole of the
Southern San Joaquin
Valley, all five
rich-living counties
of it.

KERO-TV BAKERSFIELD

CALIFORNIA'S SUPER-market

Represented by



The Original Station Representative



A TRANSCONTINENT STATION

CHANNEL 10



MARCH TELEVISION HOMES

Estimates computed by Television Magazine's Research Department for all markets updated each month from projections for each U.S. county

Homes in each market are based on TELEVISION MAGAZINE's county-by-county projections "National Survey of Television Sets in U.S. Homes" for March 1956 and March 1958, the county-by-county estimates prepared by the Advertising Research Foundation in cooperation with the Bureau of the Census and the A. C. Nielsen Co. Penetration potential varies by sections of the country. Many areas in New England have achieved penetration level above 90%. Other areas, for example sections of the South, have reached a rather low plateau. Future increases from either level are expected to be distributed over a longer period of time than was characterized by the early stages of television growth.

A number of markets, therefore, the TV Homes are at a temporary plateau even though the penetration level is below the 95% ceiling established by TELEVISION MAGAZINE. These figures will be held for an indefinite period.

The factor chiefly responsible for this situation is the penetration increases off-set by current trends of population movement which for some regions has meant at least a temporary decline (cf. Bureau of the Census, Current Population Reports, Series No. 160).

A 95% ceiling on TV penetration has been established for all markets. Many rating services show higher penetration in metropolitan areas (e.g., 99% in Cleveland and Milwaukee), but the available evidence shows that penetration drops off outside the metropolitan area itself and that 95% is the most logical theoretical ceiling for the TV market as a whole. This does not mean that penetration may not actually go higher in some markets. Penetration figures in markets with both VHF and UHF outlets refer to VHF only.

The coverage area of a television market is determined by TELEVISION MAGAZINE's research department. Viewer studies are used when current—engineering contours, only where research data is made available by station facility or market changes.

Antenna height, power and terrain determine the actual contour of a station's coverage and the

The TV Homes credited to each market are those covered by the station with maximum coverage in that market. Figures for other stations in the market may vary according to programming, channel, power, tower height, etc.

probable quality of reception. Other factors, however, may well rule out any incidence of viewing despite the quality of the signal.

Network affiliations, programming, number of stations in the service area must all be weighed. The influence of these factors is reflected in the Nielsen Coverage Study, the ARB A-Z surveys and, in some cases, the regular reports of the various rating services. The Nielsen data in particular, where made available to TELEVISION MAGAZINE by NCS subscribers, has become the backbone of estimating coverage and re-evaluating markets.

After testing various formulae, TELEVISION MAGAZINE adopted a method which utilizes a flexible cutoff point of 25%. Normally, a county will be credited to a market if one-quarter of the TV homes in that county view that market's dominant station at least one night a week.

In some markets it has been impossible to evaluate the available and sometimes contradictory data. These areas are being restudied by this magazine's research department and new figures will be reported as soon as a sound estimate can be made.

In many regions, individual markets have been combined in a dual-market listing. This has been done wherever there is almost complete duplication of coverage and no substantial difference in TV homes. The decision to combine markets is based on advertiser use and common marketing practice.

The coverage picture is constantly shifting. Conditions are altered by the emergence of new stations and by changes in power, antenna, channel and network affiliation. For this reason, our research department is continuously re-examining markets and revising TV Homes figures accordingly. ▶

TOTAL U.S. HOUSEHOLDS 43,448,000
 TOTAL U.S. TV PENETRATION 32,167,500
 U.S. TV PENETRATION 87.1%

Units, other than satellite coverage figures, these are neither estimates nor actual figures. They are copyrighted and may not be reproduced without permission. Listed below are all commercial stations on the air.

Market & Stations—% Penetration	TV Homes
ABERDEEN, S.D.—69.0	19,400
KRAB-TV (N,C,A)	
ABILENE, Tex.—79.0	77,800
KRBC-TV (N)	
ADA, Okla.—76.0	80,400
KTEN (A,C,N)	
AGANA, Guam	
KUAM-TV (C,N,A)	↑↑
AKRON, Ohio—45.0	↑69,900
WKRR-TV (A)	
ALBANY, Ga.—64.0	90,800
WAJB-TV (A,N)	
ALBANY-SCHENECTADY-TROY, N.Y.—92.0	**461,900
W-TEN (C); WAST (A); WRGB (N)	
(W-TEN operates satellite WCDC, Adams, Mass.)	
ALBUQUERQUE, N.M.—72.0	125,500
KGGM-TV (C); KOAT-TV (A); KOB-TV (N)	
ALEXANDRIA, La.—70.0	93,200
KALB-TV (A,C,N)	
ALEXANDRIA, Minn.—77.0	51,500
KCMT (N,A)	
ALTOONA, Pa.—90.0	277,600
WFBG-TV (A, C)	
AMARILLO, Tex.—77.0	110,300
KFDA-TV (C); KGNC-TV (N); KVII-TV (A)	
AMES, Iowa—91.0	316,300
WOI-TV (A)	
ANCHORAGE, Alaska	*31,000
KENI-TV (A,N); KTVA (C)	

Market & Stations—% Penetration TV Homes

ANDERSON, S.C.—16.0	↑18,800
WAIM-TV (A,C)	
ARDMORE, Okla.—76.0	30,400
KJBI (N)	
ASHEVILLE, N.C.—GREENVILLE-SPARTANBURG, S.C.—79.0	394,800
WISE-TV (C,N); WLOS-TV (A); WTBC-TV (N); WSPA-TV (C)	↑↑
ATLANTA, Ga.—83.0	573,900
WAGA-TV (C); WLW-A (A); WSB-TV (N)	
AUGUSTA, Ga.—74.0	190,600
WJBF (A,N); WRDW-TV (C)	
AUSTIN, Minn.—89.0	121,000
KMMT (A)	
AUSTIN, Tex.—78.0	154,800
KTBC-TV (A,C,N)	
BAKERSFIELD, Calif.—90.0	173,800
KBAK-TV (C); KERO-TV (N); KLYD-TV (A)	163,100
BALTIMORE, Md.—93.0	670,300
WJZ-TV (A); WBAL-TV (N); WMAR-TV (C)	
BANGOR, Me.—89.0	117,800
WABI-TV (A,C); WLZ-TV (N,A)	
BATON ROUGE, La.—74.0	266,500
WAFB-TV (C); WBZZ (A,N)	163,200
BAY CITY-SAGINAW, Mich.—92.0	304,400
WNEM-TV (A,N); WKXN-TV (A,C)	167,100
BEAUMONT-PORT ARTHUR, Tex.—78.0	152,200
KFDM-TV (C); KPAC-TV (N,A)	
BELLINGHAM, Wash.—83.0	*53,100
KVOS-TV (C)	
(This does not include "A" contour in Vancouver & Victoria, British Columbia)	
BIG SPRING, Tex.—83.0	24,300
KEDY-TV (C)	
BILLINGS, Mont.—63.0	49,900
KOOK-TV (A,C); KGLH-TV (N)	
BINGHAMTON, N.Y.—90.0	326,800
WNBF-TV (A,C); WINR-TV (A,N,C)	141,900
BIRMINGHAM, Ala.—78.0	427,300
WAPL-TV (A,N); WBRC-TV (C)	
BISMARCK, N.D.—68.0	***45,700
KBMB-TV (C,A); KFYP-TV (A,N)	
(KFYP-TV operates satellites KUMV-TV, Williston, N.D., and KMOT-TV, Minot, N.D.)	
BLOOMINGTON, Ind.—93.0	635,000
WTTV	
(See also Indianapolis, Ind.)	
BLUEFIELD, W.Va.—75.0	126,900
WHIS-TV (N,A)	
BOISE, Idaho—78.0	68,400
KBOI-TV (C); KTVB (A,N); KCIX-TV (Nampa)	
BOSTON, Mass.—93.0	1,442,500
WBZ-TV (N); WNAC-TV (C); WHDH-TV (A,C,N)	
BRIDGEPORT, Conn.	
WICC-TV (A)	↑↑
BRISTOL, Va.—JOHNSON CITY, Tenn.—69.0	153,100
WCYB-TV (A,N); WJHL-TV (A,C)	
BRYAN, Tex.—74.0	41,400
KBTX-TV (A,C)	
BUFFALO, N.Y.—91.0	645,600
WBEN-TV (C); WGR-TV (N); WKBW-TV (A)	
BURLINGTON, Vt.—90.0	*166,400
WCAX-TV (C)	
BUTTE, Mont.—68.0	34,500
KXLF-TV (A,C,N)	
CADILLAC, Mich.—87.0	118,900
WWVT (A,C)	
CAPE GIRARDEAU, Mo.—83.0	225,000
KFVS-TV (C)	
CARLSBAD, N.M.—79.0	11,100
KAVE-TV (A,C)	
CARTHAGE-WATERTOWN, N.Y.—85.0	*77,700
WCNY-TV (A,C)	
CASPER, Wyo.—54.0	24,600
KTWO-TV (A,N,C)	
CEDAR RAPIDS-WATERLOO, Iowa—91.0	325,000
KCRG-TV (A); WMT-TV (C); KWWL-TV (N)	
CHAMPAIGN, ILL.—91.0	343,900
WCIA (C); WCHU-TV (A)†	
(† See Springfield listing)	
CHARLESTON, S.C.—75.0	149,500
WCSC-TV (C); WUSN-TV (A,N)	
CHARLESTON-HUNTINGTON, W.Va.—81.0	443,400
WCBS-TV (A); WHTN-TV (C); WSAZ-TV (N)	
CHARLOTTE, N.C.—81.0	595,900
WBTV (C); WSOC-TV (A,N)	

Market & Stations—% Penetration

CHATTANOOGA, Tenn.—93.0	
WDEF-TV (A,C); WRDQ-TV (N); WTVC (A)	
CHEROKEE, Mich.—78.0	
WTOM-TV (N,A)	
CHEYENNE, Wyo.—76.0	
KPCC-TV (A,C,N)	
(Operates satellite ESTY, Scottsbluff, Neb.)	
CHICAGO, Ill.—93.0	
WBBM-TV (C); WBBB (A); WGN-TV; WNRG (N)	
CHICO, Calif.—80.0	
KHSL-TV (A,C)	
CINCINNATI, Ohio—90.0	
WCPO-TV (A); WRBC-TV (C); WLWT-TV (N)	
CLARKSBURG, W.Va.—72.0	
WBOY-TV (A,C,N)	
CLEVELAND, Ohio—94.0	
WEWS (A); KYW-TV (N); WJW-TV (C)	
CLOVIS, N.M.—70.0	
KVEE-TV (C)	
COLORADO SPRINGS-PUEBLO, Colo.—79.0	
KKTV (C); KRDO-TV (A); KCSJ-TV (N)	
COLUMBIA-JEFFERSON CITY, Mo.—86.0	
KOMU-TV (A,N); KRGC-TV (A,C)	
COLUMBIA, S.C.—79.0	
WIS-TV (N); WNOK-TV (C)	
COLUMBUS, Ga.—74.0	
WTVM-TV (A,N); WRBL-TV (A,C)	
COLUMBUS, Miss.—60.0	
WCBI-TV (C,N,A)	
COLUMBUS, Ohio—94.0	
WBNS-TV (C); WLW-C (N); WTVN-TV (A)	
CORPUS CHRISTI, Tex.—74.0	
KRIS-TV (N); KZTV (C,A)	
DALLAS-FORT WORTH, Tex.—85.0	
KRFD-TV (C); WFAA-TV (A); KFJZ-TV; WFBP-TV (N)	
DANVILLE, Ill.—65.0	
WDAN-TV (A)	
DAVENPORT, Ia.—ROCK ISLAND, Ill.—93.0	
WOC-TV (N); WHBF-TV (A,C)	
DAYTON, Ohio—94.0	
WHIO-TV (C); WLW-D (A,N)	
DAYTONA BEACH-ORLANDO, Fla.—73.0	
WESH-TV (N); WDBO-TV (C); WLOF-TV (A)	
DECATUR, Ala.—49.0	
WMSL-TV (C,N)	
DECATUR, Ill.—84.0	
WTVP-TV (A)	
DENVER, Colo.—85.0	
KBTV (A); KJZ-TV (C); KOA-TV (N); KTVB	
DES MOINES, Iowa—92.0	
KRNT-TV (C); WHO-TV (N)	
DETROIT, Mich.—WINDSOR, Canada—94.0	
WJBK-TV (C); WWJ-TV (N); WXYZ-TV (A); CKLW-TV	
DICKINSON, N.D.—55.0	
KDIX-TV (C)	
DOTHAN, Ala.—62.0	
WTVY (A,C)	
DULUTH, Minn.—SUPERIOR, Wis.—83.0	
KDAL-TV (C); WDSM-TV (A,N)	
DURHAM-RALEIGH, N.C.—76.0	
WTVD (A,C); WRAL-TV (N)	
EAU CLAIRE, Wis.—91.0	
WEAU-TV (A,N,C)	
EL DORADO, Ark. (See Monroe, La.)	
ELKHART, Ind. (See South Bend)	
EL PASO, Tex.—JUAREZ, Mexico—80.0	
KELP-TV (A); KROD-TV (C); KTSM-TV (N); XEJ-TV	
ENID, Okla. (See Oklahoma City)	
ENSIGN-GARDEN CITY, Kan.—63.0	
KTVG (A); KGLD-TV (N)	
ERIE, Pa.—92.0	
WICU-TV (A,N); WSEE-TV (A,C)	
EUGENE, Ore.—82.0	
KVAL-TV (N)	
(Operates satellite KPCC-TV, Roseburg, Ore.)	
EUREKA, Calif.—77.0	
KIEM-TV (A,C); KVIG-TV (A,N)	

TOTAL TELEVISION

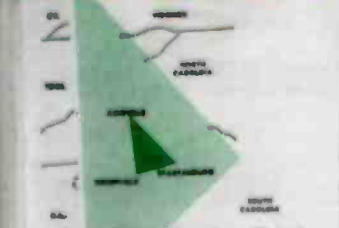
The only way to sell all of the big Bristol-Johnson City quad-state supermarket

W C Y B - T V

Reaches 56% more homes than any other station. Source ARB Nov. '59
 9 A.M. — Midnight

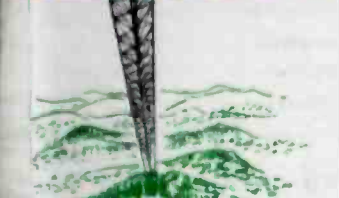
Represented by Headley-Reed

MIGHT



... the mighty Carolina Triad, flourishing 62-county area stretching into six states, with retail sales of over \$2 billion. WLOS-TV is the only unduplicated network signal in the entire triad!

HEIGHT



... the South's highest antenna, atop 6,089-ft. Mt. Pisgah, carries the WLOS-TV signal into 446,650 homes*. Only WLOS-TV delivers total coverage of the market!

SIGHT



WLOS-TV viewers see five of the ten highest-rated shows in the area, the highest-rated movie, the highest-rated daytime strip, and the largest children's audience participation strip!

WLOS-TV

UNITED NEW FORCE IN THE CAROLINA TRIAD
 Unduplicated ABC in Greenville • Asheville • Spartanburg
 Represented by Fox, Griffin, Woodward, Inc. Southeastern Rep. James S. Ayers Co.
 *1983 updated



Market & Stations—% Penetration	TV Homes
EVANSVILLE, Ind.-MENDERSON, Ky.—85.0	250,400
WPIE-TV† (NI); WTVW (A); WEHT-TV† (C)	†124,600
FAIRBANKS, Alaska	††
KFAR-TV (A,NI); KTVF (C)	
FARGO, N.D.—76.0	151,400
WDAY-TV (NI); KIGO-TV (A)	
(See also Valley City, N.D.)	
FLINT, Mich.—93.0	367,200
WJBT (A)	
FLORENCE, Ala.—30.0	†8,700
WOWL-TV† (C,N,A)	
FLORENCE, S.C.—72.0	176,500
WBTW (A,C,NI)	
FT. DODGE, Iowa—56.0	†27,100
KQTV† (NI)	
FT. MYERS, Fla.—66.0	17,600
WINX-TV (A,C)	
FT. SMITH, Ark.—75.0	52,300
KFSB-TV (C,N,A)	
FT. WAYNE, Ind.—87.0	†207,000
WANE-TV† (C); WKIG-TV† (NI); WPTA† (A)	
FT. WORTH-DALLAS, Tex.—85.0	698,700
KFJZ-TV; WBAP-TV (NI); KRFD-TV (C); WFAA-TV (A)	
FRESNO, Calif.—89.0	222,100
KFRE-TV (C); KJEO-TV† (A); KMJ-TV† (NI)	†166,200
GARDEN CITY, Kan. (See Ensign-Garden City)	
GLENVIEW, Mont.—52.0	3,000
KXGN-TV (C,A)	
GOODLAND, Kan.	†††
KBIR-TV (C)	
GRAND FORKS, N.D.—75.0	39,100
KNOX-TV (NI)	
GRAND JUNCTION, Colo.—66.0	**24,800
KREX-TV (A,C,NI)	
(Operates satellite KREY-TV, Montrose, Colo.)	
GRAND RAPIDS, Mich.—94.0	457,100
WOOD-TV (A,NI)	
(See also Kalamazoo)	
GREAT BEND-HAYS, Kan.—75.0	***89,300
KCKT-TV (NI); KAYS-TV (A)	
(KCKT-TV operates satellites KGID-TV, Garden City, Kan. and KOMC-TV, McCook, Neb.)	
GREAT FALLS, Mont.—64.0	43,400
KFBB-TV (A,C,NI); KRTV (NI)	
GREEN BAY, Wis.—91.0	323,000
WBAY-TV (C); WFRY (NI); WLUK-TV (A)	
GREENSBORO, N.C.—84.0	400,800
WPMY-TV (A,C)	
GREENVILLE-SPARTANBURG, S.C.-ASHEVILLE, N.C.—79.0	394,500
WFBC-TV (NI); WSPA-TV (C); WLOS-TV (A); WISE-TV† (C,NI)	††
GREENVILLE-WASHINGTON, N.C.—77.0	193,000
WNCT (A,C); WITN (NI)	
HANNIBAL, Mo.-QUINCY, Ill.—91.0	192,700
RHGA-TV (C,A); WGEM-TV (A,NI)	
HARLINGEN-WESLACO, Tex.—71.0	*74,100
KGBT-TV (A,C); KRGV-TV (A,NI)	
HARRISBURG, Ill.—83.0	173,900
WSIL-TV (A)	
HARRISBURG, Pa.—53.0	†113,800
WHP-TV† (C); WTPA† (A)	
HARRISONBURG, Va.—75.0	65,500
WWSA-TV (A,C,NI)	
HARTFORD-NEW BRITAIN, Conn.—93.0	636,300
WTIC-TV (C); WNBC† (NI); WHCT†	†294,500
HASTINGS, Neb.—77.0	115,100
KHAS-TV (NI)	
MATTIESBURG, Miss.—63.0	50,300
WDAM-TV (A,NI)	
MENDERSON, Ky.-EVANSVILLE, Ind.—85.0	250,400
WEHT-TV† (C); WRE-TV† (NI); WTVW (A)	†124,600
MENDERSON-LAS VEGAS, Nev.—76.0	36,500
KIRI-TV (NI); KLAS-TV (C); KSHO-TV (A)	
HONOLULU, Hawaii	**129,900
KGMB-TV (C); KONA (NI); KHVH-TV (A)	
(Includes 14,600 television homes on military bases)	
(Satellites: KHBC-TV, Hilo, and KMAU-TV, Waikulu to KGMB-TV, KMVI-TV, Waikulu, to KHVH-TV; KALA-TV, Waikulu to KONA)	
HOUSTON, Tex.—84.0	495,400
KPRC-TV (NI); KTRK-TV (A); KHOU-TV (C)	
HUNTINGTON-CHARLESTON, W.Va.—81.0	443,400
WHTN-TV (C); WSAZ-TV (NI); WCHS-TV (A)	



SELLING the GOLDEN OHIO VALLEY?

you can do it...
 and you can do it
 better for less with
 1 full-powered station

WHTN-TV

HUNTINGTON-CHARLESTON, W. VA.

- better VIEWING
- better PROGRAMMING
- better SELLING
- for 443,400 TV Homes in 5 prime cities 89 counties 4 states



WHTN-TV

A Cowles Operation
 Huntington-Charleston, W. Va.



From Palm Beach to
the Florida Keys



WTVJ MIAMI

IS SOUTH FLORIDA'S
LARGEST DAILY
CIRCULATION MEDIUM!

South Florida's 1,700,000 permanent residents month after month select WTVJ as their overwhelming favorite. The Nov.-Dec. 8-week NSI shows WTVJ with a 48.9% share of audience, sign-on to sign-off. This preference applies specifically to Palm Beach viewers also. The Nov. NSI gives WTVJ a 40% share of audience, 6 p.m. to midnight.

Only WTVJ—with unduplicated network signal—delivers TOTAL COVERAGE of South Florida. See Your PGW Colonel for complete details.

WTVJ SOUTH FLORIDA

CHANNEL 4



Represented Nationally by Peters, Griffin, Woodward, Inc.

Market & Stations—% Penetration TV Homes

HUNTSVILLE, Ala. WAFG-TV†	†††
HUTCHINSON-WICHITA, Kan.—85.0 KTVH (C); KAKE-TV (A); KARD-TV (N) (KTVC, Ensign, Kan., satellite of KAKE-TV)	***258,800
IDAHO FALLS-POCATELLO, Ida.—71.0 KID-TV (A,C,N); KTLN (N)	59,700
INDIANAPOLIS, Ind.—93.0 WFBM-TV (N); WISH-TV (C); WLW-I (A) (See also Bloomington, Ind.)	714,200
JACKSON, Miss.—66.0 WJTV (C,A); WLBT (A,N)	235,900
JACKSON, Tenn.—71.0 WDXI-TV (A,C)	88,400
JACKSONVILLE, Fla.—74.0 WJXT (A,C); WFGA-TV (N)	301,300
JEFFERSON CITY-COLUMBIA, Mo.—86.0 KRCG-TV (A,C); KOMU-TV (A,N)	127,000
JOHNSON CITY, Tenn.-BRISTOL, Va.—69.0 WJHL-TV (A,C); WCYB-TV (A,N)	153,100
JOHNSTOWN, Pa.—92.0 WARD-TV† (A,C); WJAC-TV (N)	565,500 †10,700
JOPLIN, Mo.-PITTSBURG, Kan.—81.0 KODE-TV (A,C); KOAM-TV (A,N)	152,100
JUNEAU, Alaska KINY-TV (C)	††
KALAMAZOO, Mich.—93.0 WKZO-TV (A,C) (See also Grand Rapids)	593,400
KANSAS CITY, Mo.—90.0 KCMO-TV (C); KMBC-TV (A); WDAF-TV (N)	610,800
KEARNEY, Neb.—74.0 KHOL-TV (C) (Operates satellite KHPL-TV, Hayes Center, Neb.)	**102,600
KLAMATH FALLS, Ore.—68.0 KOTI-TV (A,C,N)	20,600
KNOXVILLE, Tenn.—70.0 WATE-TV (N); WBIR-TV (C); WTVK† (A)	228,600 †58,800
LA CROSSE, Wis.—87.0 WKBT (A,C,N)	117,300
LAFAYETTE, La.—70.0 KIFY-TV (C)	97,200
LAKE CHARLES, La.—72.0 KPLC-TV (A,N); KTAG-TV† (C)	86,800 †16,900
LANCASTER, Pa.—90.0 WGAL-TV (C,N)	515,600
LANSING, Mich.—93.0 WJIM-TV (C,N); WILX-TV (N) (Onondaga)	422,600
LAREDO, Tex.—63.0 KGNS-TV (A,C,N)	10,000
LA SALLE, Ill. (See Peoria, Ill.)	
LAS VEGAS-HENDERSON, Nev.—76.0 KLAS-TV (C); KSHO-TV (A); KLRJ-TV (N)	36,500
LAWTON, Okla.—83.0 KSWO-TV (A)	49,200
LEBANON, Pa.—79.0 WLYH-TV† (A)	†58,600
LEXINGTON, Ky.—44.0 WLEX-TV† (A,N); WKYT† (C)	†44,000
LIMA, Ohio—80.0 WIMA-TV† (A,C,N)	†47,800
LINCOLN, Neb.—84.0 KOIN-TV (A,C)	187,200
LITTLE ROCK-PINE BLUFF, Ark.—73.0 KARK-TV (N); KTHV (C); KATV (A)	231,900
LOS ANGELES, Calif.—90.0 KABC-TV (A); KCOP; KHJ-TV; KNXT (C); KRCA (N); KTLA; KTTV	2,708,000
LOUISVILLE, Ky.—82.0 WAVE-TV (A,N); WHAS-TV (C)	459,200

How much
sales power
you reach?

RETAIL SALES
Television Market (000)
Metropolitan Area (000)

Beaumont	\$ 702,418	\$ 355,000
Bellingham	214,593	58,000
Birmingham	1,724,231	650,000
Boston	6,700,858	4,089,000
Champaign	1,440,176	145,000
Charlotte	2,408,071	334,000
Chattanooga	801,974	298,000
Chicago	10,054,852	8,676,000
Cincinnati	2,546,556	1,320,000

TELEVISION MAGAZINE's Television Vs. Standard Markets study stresses the need for revising marketing concepts. The metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power. But in many instances, the remainder of the coverage area far outranks the home county. In Champaign, for example, 90 per cent of the television market's spending money is outside the metropolitan area.

For retail sales and population data correlated to TV-coverage area, TELEVISION MAGAZINE is the standard source.

TELEVISION
MAGAZINE

The Management Magazine
of Broadcast Advertising

Station—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
AL, Tex.—77.0 TV (S), EDUS-TV (D)	105,500	MILWAUKEE, Wis.—93.0 WISN-TV (A), WITI-TV (D), WTMJ-TV (B), WISN-TV (F)	600,400
AL, Tex.—73.0 TV (A), (D)	51,900	MINNEAPOLIS-ST. PAUL, Minn.—90.0 KMSA-TV (A), KSTP-TV (B), WCCO-TV (C), WTCN-TV (A)	743,400
AR, Va.—66.0 TV (A)	153,600	MOBIL, N.D.—65.0 KBAC-TV (A), EMOT-TV (A), (B)	43,600
CA, Cal.—73.0 TV (A), (C), (N)	106,100	MISSOULA, Mont.—70.0 KMSO-TV (A), (C), (N)	49,200
CA, Cal.—90.0 TV (C), WISW-TV (A), WMTV (B)	231,200	MOBILE, Ala.—77.0 WALA-TV (A), WFGO-TV (A), (B)	225,200
CT, Conn.—93.0 TV (A)	571,200	MONAHANS, Tex. EVERM-TV (A)	??
GA, Fla.—66.0 TV (A), (B)	63,800	MONROE, La.—EL DORADO, Ark.—73.0 KNOE-TV (A), (D), ETVE (A), (B)	129,100
IA, Iowa.—68.0 TV (C)	161,000	MONTGOMERY, Ala.—70.0 WCOV-TV (D), WSA-TV (A), (B)	153,000
IL, Ill.—71.0 TV (A), (B)	??	MUNCIE, Ind.—68.0 WBBC-TV (A), (C), (N)	131,800
IN, Ind.—78.0 TV (A), (C), (N)	45,000	NASHVILLE, Tenn.—73.0 WLAC-TV (C), WSEL-TV (A), WSM-TV (B)	345,200
MO, Mo.—78.0 TV (A), (B), WHCY (B), WREC-TV (C)	485,300	NEW BRITAIN-HARTFORD, Conn.—93.0 WTC-TV (C), WNBC-TV (B), WHCT-TV	636,300
MS, Miss.—64.0 TV (A), (C), (N)	102,600	NEW HAVEN, Conn.—91.0 WNHC-TV (A)	857,500
NC, N.C.—83.0 TV (B), WPST-TV (A), WTVJ (C)	439,400	NEW ORLEANS, La.—82.0 WDSU-TV (A), (B), WYVE (A), WWL-TV (C)	383,400
ND, N.D.—72.0 TV (A), (B), KOSA-TV (D)	85,300	NEW YORK, N.Y.—93.0 WABC-TV (A), WNEW-TV, WNAT-TV, WCBS-TV (C), WOR-TV, WPIX, WCA-TV (B)	4,943,300

Growing
GROWING
GROWING

CBS·NBC·ABC

KMSO-TV

MISSOULA, MONTANA

Now Reaching
51,000 TV HOMES

And Gaining New Viewers All Over
WESTERN MONTANA
PERFECT TEST MARKET

- 51,000 TV Homes
- Drug Sales Index 167
- Retail Sales Index 143
- Auto Sales Index 176

PERFECT TEST STATION

- Captive Audience in 90% of the area
- Dominates the remainder completely
- Now the only TV station on the air in Western Montana
- Low Cost/1,000 Homes

NATIONAL REPRESENTATIVES

FOR JOE-TV, Inc

Another WSM-TV First

VIDEO TAPE

Firsts are a habit with WSM-TV

1st First on the air

1st First (and only) with Remote Equipment

1st First with full power

1st First with film and network color

And now

1st First (and only) with Video Tape

Small wonder that the Nashville market and National advertisers look to Nashville's Pioneer Station for leadership.



Represented by

Edward Petry & Co., Inc.

The Original Station Representative

WSM-TV



OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY



KOCO-TV's whisper reaches more audience in Oklahoma's Richest Market than other stations' shouts!

Whispers and shouts now available... see Blair Television Associates.



Oklahoma City
Charlie Keys, General Manager

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration
NORFOLK, Va.—86.0 WAVY-TV (NI); WTAR-TV (CI); WVEC-TV (AI)	340,600	RIVERTON, Wyo.—52.0 KWRB-TV (C,N,AI)
NORTH PLATTE, Neb.—70.0 KNOP-TV (NI)	20,600	ROANOKE, Va.—81.0 WDBJ-TV (CI); WSLI-TV (A,NI)
OAK HILL, W.Va.—73.0 WOAY-TV (A,C)	130,500	ROCHESTER, Minn.—89.0 KROC-TV (NI)
ODESSA-MIDLAND, Tex.—72.0 KOSA-TV (CI); KMID-TV (A,NI)	85,300	ROCHESTER, N.Y.—91.0 WROC-TV (A,NI); WHEC-TV (A,CI); WYET-TV (A,C)
OKLAHOMA CITY, Okla.—84.0 KWTU (CI); WKY-TV (NI); KOCO-TV (AI) (Enld)	335,400	ROCKFORD, Ill.—91.0 WREX-TV (A,CI); WTVO† (NI)
OMAHA, Neb.—92.0 KMTV (NI); WOW-TV (CI); KETV (AI)	337,100	ROCK ISLAND, Ill.-DAVENPORT, Ia.—93.0 WHRB-TV (A,CI); WOC-TV (NI)
ORLANDO-DAYTONA BEACH, Fla.—73.0 WDBO-TV (CI); WLOF-TV (AI); WESH-TV (NI)	217,200	ROSWELL, N.M.—71.0 KSWI-TV (A,C,NI)
OTTUMWA, Iowa—86.0 KTVO (C,N,AI)	137,000	SACRAMENTO-STOCKTON, Calif.—86.0 KXTV (CI); KCRA-TV (NI); KOVR-TV (AI); KVEU-TV†
PADUCAH, Ky.—78.0 WPSD-TV (NI)	189,400	SAGINAW-BAY CITY, Mich.—92.0 WKBN-TV† (A,CI); WNNM-TV (A,NI)
PANAMA CITY, Fla.—72.0 WJDM-TV (A,C,NI)	22,000	ST. JOSEPH, Mo.—89.0 KFEQ-TV (C,AI)
PARKERSBURG, W.Va.—58.0 WTAP† (A,C,NI)	†25,300	ST. LOUIS, Mo.—92.0 KSD-TV (NI); KTVI (AI); KMOX-TV (CI); KPLR-TV
PENSACOLA, Fla.—77.0 WEAR-TV (AI)	196,200	ST. PETERSBURG-TAMPA, Fla.—79.0 WSUN-TV† (AI); WFLA-TV (NI); WTVT (CI)
PEORIA, Ill.—78.0 WEEK-TV† (NI); WMBD-TV† (CI); WTVH† (AI) (WEEK-TV operates WEEQ-TV, La Salle, Ill.)	**†168,100	SALINAS-MONTEREY, Calif.—85.0 KSBW-TV (A,C,NI) (Includes circulation of optional satellite, KSBY-TV, San Luis Obispo)
PHILADELPHIA, Pa.—93.0 WCAU-TV (CI); WFIL-TV (AI); WRCV-TV (NI)	1,907,100	
PHOENIX-MESA, Ariz.—83.0 KOOL-TV (CI); KPHO-TV; KTVK (AI); KVAR (NI)	201,700	
PINE BLUFF-LITTLE ROCK, Ark.—73.0 KATV (AI); KARK-TV (NI); KTHV (CI)	231,900	
PITTSBURG, Kan.-JOPLIN, Mo.—81.0 KOAM-TV (A,NI); KODE-TV (A,C)	152,100	
PITTSBURGH, Pa.—93.0 KDKA-TV (CI); WIC (NI); WTAE (AI)	1,267,300	
PLATTSBURG, N.Y.—87.0 WPTZ-TV (A,NI)	121,100	
POLAND SPRING, Me.—92.0 WMTW-TV (A,C) (Mt. Washington, N.H.)	313,300	
PONCE, P.R. WSUR-TV; WRIK-TV (C,AI)	††	
PORTLAND, Me.—92.0 WCSH-TV (NI); WGAN-TV (CI)	212,400	
PORTLAND, Ore.—85.0 KGW-TV (NI); KOIN-TV (CI); KPTV (AI); KHTV†	462,800 †††	
PRESQUE ISLE, Me.—82.0 WAGM-TV (A,C,NI)	19,700	
PROVIDENCE, R.I.—93.0 WJAR-TV (A,NI); WPRO-TV (CI)	793,000	
PUEBLO-COLORADO SPRINGS, Colo.—79.0 KCSJ-TV (NI); KKTU (CI); KRDO-TV (A)	91,700	
QUINCY, Ill.-HANNIBAL, Mo.—91.0 WGEM-TV (A,NI); KHQA-TV (C,AI)	192,700	
RALEIGH-DURHAM, N.C.—76.0 WRAL-TV (NI); WTVD (A,C)	275,500	
RAPID CITY, S.D.—55.0 KOTA-TV (A,C); KRSD-TV (NI) (KOTA-TV operates satellite KDUH-TV, Hay Springs, Neb.)	**34,900	
REDDING, Calif.—77.0 KVIP-TV (A,NI)	59,800	
RENO, Nev.—83.0 KOLO-TV (A,C,NI)	39,600	
RICHMOND, Va.—83.0 WRVA-TV (CI); WTVR (AI); WXEX-TV (NI) (Petersburg, Va.)	272,500	

a T.W.X. from "REX"

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

- AT NIGHT
45 of the Top 50 Shows . .
- IN THE DAYTIME
All 20 of the Top 20 Shows

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

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

J. M. BAISCH Represented By
Vice Pres.-Gen. Mgr. H-E Television, Inc.

abc WREX-TV CHANNEL 13 ROCKFORD

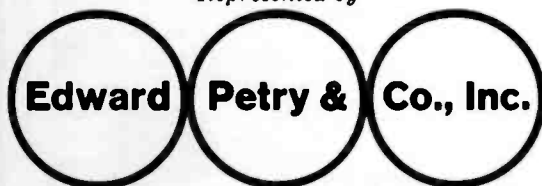
CHANNEL 5 WROC-TV AUDIENCE GROWS!

Leads New York State's 3rd largest market with 31.5% more homes reached than station X.

TOTAL TV HOMES REACHED:	
WROC-TV	327,200
Station X	248,800

NBC-ABC • CHANNEL 5 • ROCHESTER

Represented by



The Original Station Representative

SYMBOL OF SERVICE

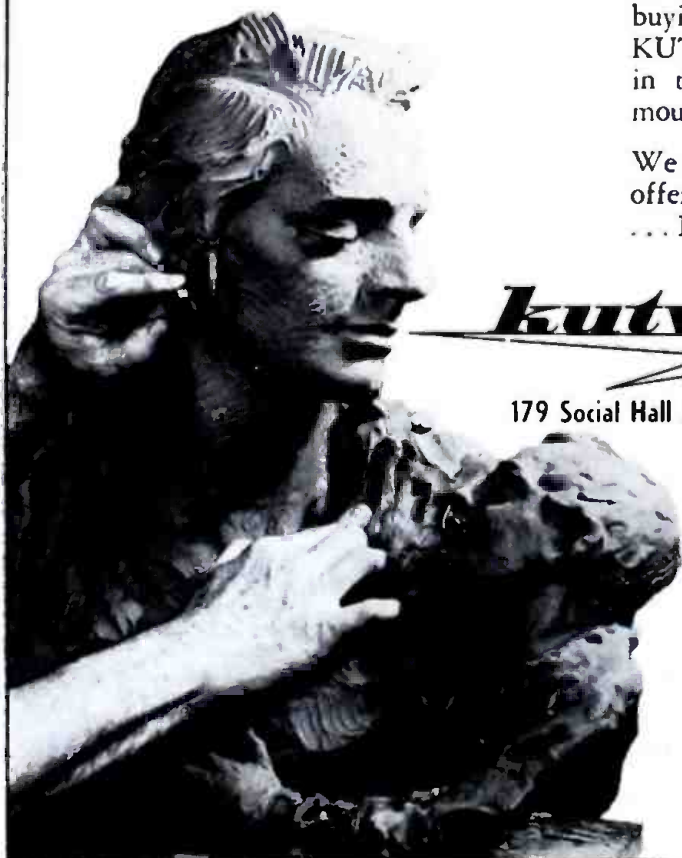


A TRANSCONTINENT STATION

WGR-TV, Buffalo, N. Y. • KFMB-TV, San Diego, Calif. • WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif. • WNEP-TV, Scranton - Wilkes-Barre, Pa.
WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-AM, KFMB-FM, San Diego, Calif. • WROC-FM, Rochester, N. Y.
Transcontinent Television Corporation • 380 Madison Avenue, New York, N. Y. • YUkon 6-2121

Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes	Market & Stations—% Penetration	TV Homes
SALISBURY, Md.—55.0 WBOC-TV (A,C)	†34,200	SEDALIA, Mo.—87.0 KMOS-TV (A)	26,500	TACOMA-SEATTLE, Wash.—89.0 KTNT-TV; KTVW; KING-TV (N); KOMO-TV (A); KIRO-TV (C)	
SALT LAKE CITY, Utah—87.0 KSL-TV (C); KCPX-TV (N); KUTV (A); KLOR-TV (Provo, Utah)	249,400	SHREVEPORT, La.—78.0 KSLA-TV (A,C); KTBS-TV (A,N)	252,600	TALLAHASSEE, Fla.—THOMASVILLE, Ga.—63.0 WCTV (C,A)	
SAN ANGELO, Tex.—76.0 KCTV (A,C,N)	28,500	SIoux CITY, Iowa—89.0 KTIV (A,N); KVTY (A,C)	203,900	TAMPA-ST. PETERSBURG, Fla.—79.0 WFLA-TV (N); WTVT (C); WSUN-TV† (A)	
SAN ANTONIO, Tex. KCOR-TV†; KENS-TV (C); KONO-TV (A); WOAI-TV (N) ††	*276,300	SIoux FALLS, S.D.—75.0 KELO-TV (C,N,A) (Operates boosters KDLO-TV, Florence S.D. and KPLO-TV, Reliance, S.D.)	**223,500	TEMPLE-WACO, Tex.—80.0 KCEN-TV (N); KWTX-TV (A, C)	
SAN DIEGO, Calif.—TIJUANA, Mexico—94.0 KFMB-TV (C); KFSD-TV (N); XETV (A)	296,900	SOUTH BEND-ELKHART, Ind.—68.0 WNDU-TV† (N); WSBT-TV† (C); WSJV-TV† (A)	†143,900	TERRE HAUTE, Ind.—92.0 WTHI-TV (A,C)	
SAN FRANCISCO-OAKLAND, Calif.—89.0 KGO-TV (A); KPIX (C); KRON-TV (N); KTVU	1,312,900	SPARTANBURG, S.C. (See Asheville, N.C.—Greenville-Spartanburg, S.C.)		TEXARKANA, Tex.—74.0 KCMC-TV (A,C)	
SAN JOSE, Calif.—85.0 KNTV (A,C,N)	239,400	SPOKANE, Wash.—77.0 KHQ-TV (N); KREM-TV (A); KXLY-TV (C)	247,700	THOMASVILLE, Ga.—TALLAHASSEE, Fla. (See Tallahassee)	
SAN JUAN, P.R. WAPA-TV (A,N); WKAQ-TV (C)	††	SPRINGFIELD, Ill.—66.0 WICS† (N) (Operates satellite WCHU, Champaign, Ill.)	**†126,300	TOLEDO, Ohio—94.0 WSPD-TV (A,N); WTOL-TV (C,N)	
SAN LUIS OBISPO, Calif. (See Salinas-Monterey)		SPRINGFIELD-HOLYOKE, Mass.—80.0 WHYN-TV† (A,C); WWLP† (N) (WWLP operates satellite WRLP†, Greenfield, Mass.)	**†171,100	TOPEKA, Kan.—81.0 WIBW-TV (C,A,N)	
SANTA BARBARA, Calif.—84.0 KEY-T (A,C,N)	70,300	SPRINGFIELD, Mo.—83.0 KTTS-TV (C); KYTV (A,N)	179,700	TRAVERSE CITY, Mich.—86.0 WPBN-TV (N,A)	
SAVANNAH, Ga.—72.0 WSAV-TV (N); WTOG-TV (A,C)	107,400	STEBENVILLE, Ohio—91.0 WSTV-TV (A,C)	437,800	TUCSON, Ariz.—81.0 KGUN-TV (A); KOLD-TV (C); KVOA-TV (N)	
SCHENECTADY-ALBANY-TROY, N.Y.—92.0 WRGB (N); W-TEN (C); WAST (A) (W-TEN operates satellite WCDC, Adams, Mass.)	**461,900	SUPERIOR, Wis.—DULUTH, Minn.—83.0 WDSM-TV (N,A); KDAL-TV (C)	171,500	TULSA, Okla.—84.0 KOTV (C); KVOO-TV (N); KTUL-TV (A)	
SCRANTON-WILKES-BARRE, Pa.—81.0 WDAU-TV† (C); WBRE-TV† (N); WNEP-TV† (A) (Includes community antennae in counties not credited)	†253,100	SWEETWATER, Tex.—82.0 KPAR-TV (C)	65,100	TUPELO, Miss.—50.0 WTWV (N)	
SEATTLE-TACOMA, Wash.—89.0 KING-TV (N); KOMO-TV (A); KTNT-TV; KTVW; KIRO-TV (C)	549,500	SYRACUSE, N.Y.—91.0 WHEN-TV (A,C); WSYR-TV (N,A) (WSYR-TV operates satellite WSYE-TV, Elmira, N.Y.)	**456,000	TWIN FALLS, Ida.—73.0 KUX-TV (A,C,N)	

For a sculptor, hands create
**AN EXPRESSION
OF GREATNESS**



FOR a television station, Integrity and Leadership create greatness. And leadership is actually the result of integrity in serving the public. Because KUTV, Channel 2 has provided this service, responsive, buying viewers have made KUTV the undisputed leader* in the vast, Salt Lake-Intermountain Market.

We add one more factor in offering our facilities to you
... RESULTS.



kutv
CHANNEL 2
179 Social Hall Ave. Salt Lake City, Utah

* Highest rated station for nearly four years in every national survey.

Represented nationally—
Avery Knodel, Inc.
Affiliated with ABC
Television Network

Sketch model of Linclon's Mother with the hands of Dr. Avarad Fairbanks, Internationally known sculptor and Head of the Department of Sculpture, University of Utah

A Part of Every
Community Project

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV
CHANNEL 10 CBS · ABC
TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.

How many households do you reach?

TOTAL HOUSEHOLDS

Television Market	Metro. Area
Wichita Falls, Tex.	158,700
Wilmington, N.C.	175,400
Winston-Salem, N.C.	389,800
Spokane, Wash.	156,800
Fort Pe.	65,800
Columbus, Ohio	203,700
Yuma, Ariz.	33,600
Zanesville, Ohio	27,700

* Does not rank as a Metropolitan Area

the metropolitan area is the heart of a television market and in some cases accounts for the bulk of the area's buying power.

In many instances, the remainder of the coverage area outranks the home county. In Winston-Salem, for example, 37% of the television market's households are outside the metropolitan area.

For income and sales data correlated to TV coverage areas, TELEVISION MAGAZINE is the primary standard source.

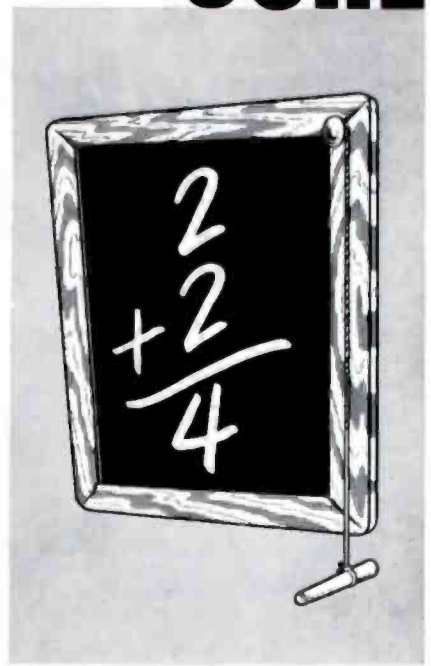
Market & Stations—% Penetration	TV Homes
TYLER, Tex.—72.0 K1TV (A,C,N)	112,800
UTICA-ROME, N.Y.—93.0 WRTV (A,C,N)	140,000
VALLEY CITY, N.D.—75.0 KXJB-TV (C) (See also Fargo, N.D.)	168,900
WACO-TEMPLE, Tex.—80.0 KWTX-TV (A,C); KCEN-TV (N)	126,000
WASHINGTON, D.C.—90.0 WMAL-TV (A); WRC-TV (N); WTOP-TV (C); WTTG	831,800
WASHINGTON-GREENVILLE, N.C.—77.0 WTTN (N); WNCT (A,C)	193,000
WATERBURY, Conn. WATR-TV† (A)	††
WATERLOO-CEDAR RAPIDS, Iowa—91.0 KWWL-TV (N); KCRG-TV (A); WMT-TV (C)	325,000
WAUSAU, Wis.—89.0 WSAU-TV (A,C,N)	98,000
WESLACO-HARLINGEN, Tex.—71.0 KRGV-TV (N,A); KGBT-TV (A,C)	274,100
WEST PALM BEACH, Fla.—78.0 WEAT-TV (A); WPTV (N)	75,800
WHEELING, W.Va.—89.0 WTRF-TV (A,N)	350,400
WICHITA-HUTCHINSON, Kan.—85.0 *** KAKE-TV (A); KARD-TV (N); KTVH (C) KTVG, Ensign, Kan., satellite of KAKE-TV	258,800
WICHITA FALLS, Tex.—81.0 KFDX-TV (A,N); KSYD-TV (C)	127,700
WILKES-BARRE-SCRANTON, Pa.—81.0 † WBRE-TV† (N); WNEP-TV† (A); WDAU-TV† (C) (Includes community antennae in counties not credited)	253,100
WILLISTON, N.D.—52.0 KUMV-TV (N,A)	20,400
WILMINGTON, N.C.—69.0 WECT (A,N,C)	121,500
WINSTON-SALEM, N.C.—87.0 WSJS-TV (N)	338,700
WORCESTER, Mass. WWOR† (N)	††
YAKIMA, Wash.—68.0 † KIMA-TV† (C,N); KNDO-TV† (A) (KIMA-TV operates satellites KLEW-TV, Lewiston, Ida., KBAS-TV†, Ephrata, Wash., KEPR-TV†, Pasco, Wash.)	106,500
YORK, Pa.—60.0 WSBA-TV† (A,C,N)	139,500
YOUNGSTOWN, Ohio—71.0 † WFMY-TV† (N); WKBN-TV† (C); WKST-TV† (A) (Includes community antennae in counties not credited)	144,500
YUMA, Ariz.—76.0 KIVA (C,N,A)	25,700
ZANESVILLE, Ohio—86.0 WHIZ-TV† (A,C,N)	123,900

* Due to conflicting research data, this market has not been re-evaluated pending further study.
† U. H. F.
†† Incomplete data.
††† New station—coverage study not completed.
• U. S. coverage only.
•• Includes circulation of satellite (or booster).
••• Does not include circulation of satellite.

TV MARKETS

1-channel markets	124
2-channel markets	67
3-channel markets	59
4-or more—channel markets	14
Total U. S. markets	264
Commercial stations, U. S. & possessions	517

YOU CAN BE SURE



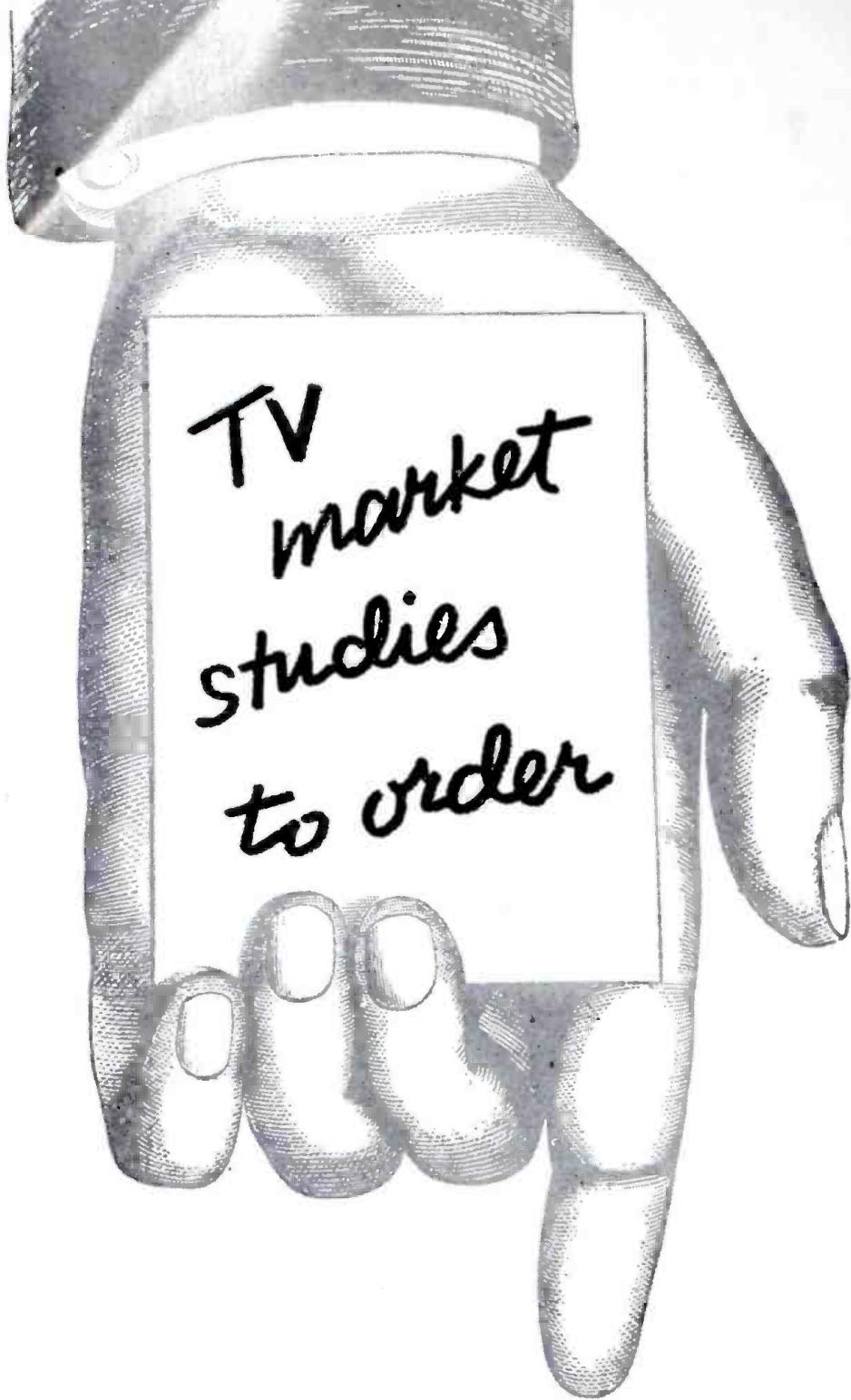
... when you buy the Shreveport market. Like every other business, television stations must build their own reputations to gain the respect and loyalty of their customers and the industry. Six years ago KSLA-TV started operations as Shreveport's first and only television station. Today it is still the #1 preference of viewers and advertisers alike.

We like to feel that this is possible because of our strict adherence to good station practices . . . consistent, yet imaginative, programming . . . and loyalty to national and local advertisers who can depend on KSLA-TV to fulfill its obligations to both advertisers and viewers.

This consistency PLUS dynamic ratings (and we have 'em) add up to KSLA-TV, Your Harrington, Righter & Parsons man has the complete story. Why not give him a call?

KSLA-TV
channel 12 shreveport, la.
CBS

Represented nationally by:
Harrington, Righter and Parsons, Inc.



A NEW MARKET SERVICE

Television Magazine and Sales Management's Market Statistics have pooled resources to offer a new television research service.

Number of TV Homes (August 1959)
Number of Households (August 1959)
Population (August 1959)

We can provide an IBM listing of the cumulated (unduplicated) counties for any given scheduled TV stations (numbering over 20), plus the full range of market characteristics available from Market Statistics library of data published in the *Sales Management Survey of Buying Power*.

- **INCOME DISTRIBUTION:** Number of low, middle or high income households.
- **RETAIL SALES:** Volume of retailing broken down by food store sales, drug store sales, or any other components desired.
- **MANY OTHER KEY MARKETING CHARACTERISTICS:** Degree of urbanization, degree of resort activity, etc.

For details, write or call Marvin Melnikoff, director of research, Television Magazine or Jay Gould, director of research, Market Statistics.

Listing television stations, TV station representatives, networks and an index to Television Magazine articles for 1959.

DIRECTORIES

STATIONS

STATION STUDIO LOCATION ADDRESS & PHONE NO. GEN. MGR. NAT'L SALES MGR. REP. & NETW'K

WV	Detroit, Mich.	3300 Guardian Bldg.; Woodward 1-7200	J. E. Campeau	Norman Hawkins	Young
QV	Manila, P. I.	P.O. Box 1344; 3-7458			Pan-American
WV	Los Angeles, Calif.	Prospect & Talmadge Aves.; Normandy 3-3311	Selig J. Seligman	Elton Rule	Katz. A
WV	Wichita, Kan.	1500 N. West St.; Whitehall 3-4221	Martin Umansky	Don Waldron	Katz. A
WV	Walluku, Hawaii	1170 Auahi St., Honolulu; 6-2366	John D. Keating	Jim Spencer	NBC Spot. N
WV	Alexandria, La.	605-11 Washington St.; HI 5-2456	Willard L. Cobb	Willard L. Cobb	Weed. A,C,N
WV	Wichita, Kan.	833 N. Main; AMherst 5-5633	William J. Moyer	Don Sbarra	Petry. N
WV	Little Rock, Ark.	10th & Spring Sts.; FRanklin 6-2481	Douglas J. Romine	Lee Bryant	Petry. N
WV	Little Rock, Ark.	310 West 3 St.; FRanklin 4-1691	Robert Doubleday	Jim Black	Avery-Knodel. A
WV	Carlsbad, N. M.	P.O. Box 631; TUxedo 5-4101	Tom Wiseheart		Bolling. A,C
WV	Hays, Kan.	P.O. Box 695	Robert E. Schmidt	Gene Canfield	Holman. A
WV	Bakersfield, Calif.	P.O. Box 1448; EXport 9-1761	Edward R. Tabor		PGW. C
WV	Ephrata, Wash.	P.O. Box 702, Yakima; GLencourt 29-111	Jim Schroeder	Bill Hansen	Hollingbery. C,N
WV	Medford, Ore.	P.O. Box 1189; SPring 3-4581	Don Telford	Jerry Poulos	Hollingbery. A,C,N
WV	Goodland, Kan.	17th & Broadway; TW 0-2331	Leslie E. Whittemore	Jack Kaufman	Gill-Perna. C
WV	Bismarck, N.D.	P.O. Box 358; CApital 3-9197	Howard F. Morris		Weed. A,C
WV	Boise, Ida.	1007 W. Jefferson St.; 3-2511	Westerman Whillock	Earl Glade, Jr.	PGW. C
WV	Denver, Colo.	1089 Bannock St.; AMherst 6-3601	Joseph Herold	Robert L. Brown	PGW. A
WV	Bryan, Tex.	P.O. Box 3237; Vctor 6-7777	M. N. Bostick	Pete McNee	Raymer. A,C
WV	Lubbock, Tex.	P.O. Box 1507; SHERwood 4-1414	Joe H. Bryant	Ray Polndexter	Raymer, A,N
WV	Temple-Waco, Tex.	P.O. Box 188, Temple; PRospect 3-6868	Burton Bishop		Blair TV Assoc. N
WV	Nampa, Ida.	315 North 8, Boise; 4-8311	Roger L. Hagadone	Ralph Frazer	
WV	Great Bend, Kan.	P.O. Box 182; GLadstone 3-7868	E. C. Wedell	Elton Kuhlman	Bolling. N
WV	Texarkana, Tex.	P.O. Box 1948; 33-1133	Walter M. Windsor	Jack Rollings	VR&M. A,C

STATION STUDIO LOCATION ADDRESS & PHONE NO. GEN. MGR. NAT'L SALES MGR. REP. & NE

KCBO-TV KMAT KCOP KCOR-TV KCPX-TV KCRA-TV KCRG-TV KCSJ-TV KCTV	Kansas City, Mo. Alexandria, Minn. Los Angeles, Calif. San Antonio, Tex. Salt Lake City, Utah Sacramento, Calif. Cedar Rapids, Iowa Pueblo, Colo. San Angelo, Tex.	125 East 31 St.; Jefferson 1-6789 P.O. Box 25; 3-5166 1000 Cahuenga Blvd.; HOLlywood 2-7311 111 Martinez St.; CAPITAL 5-2751 130 Social Hall Ave.; DAVIS 2-5681 310 Tenth St.; HISTORY 4-7300 1st Ave. & 1st. St. SW; EMPIRE 4-4194 P.O. Box 755; LINCOLN 4-5782 P.O. Box 1941; 7183	E. K. Martenbower Glenn W. Flint Alvin G. Flanagan Nathan Safir Norman Louvau Ewing C. Kelly Redd Gardner Jim Croll J. Marley Hubbard	S. B. Tremble Amos T. Baron Harold Woolley Eugene McClure Richard Keomey J. Marley Hubbard	Kate C Avery-Knodel Patry O'Connell Kate N Patry N Branham, A Meeker, N VR&M, A.C.
KDAL-TV KDIX-TV KDKA-TV KDLO-TV KDSJ-TV KDUB-TV KDUH-TV	Duluth, Minn. Dickinson, N.D. Pittsburgh, Pa. Florence, S.D. Deadwood, S.D. Lubbock, Tex. Hay Springs, Neb.	10 E. Superior; RANDOLPH 2-4466 P.O. Box 1152; 5133 One Gateway Center; EXPRESS 1-3000 Phillips at 8th, Sioux Falls; 8-9631 P.O. Box 755; Pueblo; LINCOLN 4-5782 P.O. Box 1475; SHERWOOD 4-2345 PO. Box 1752, Rapid City, S.D.; FILLMORE 2-2000	Odin S. Ramsland Stanley Deck Jerome R. Reeves Evans A. Nord T. H. Walrod W. H. Shipley Helen S. Duhamel	John Grandy Mel Hallock Henry V. Greene, Jr. John Henry W. F. Turner	Avery-Knodel Holman, C TVAR H.R. A.C.N Meeker, N Branham, C Headley-Reed
KEDY-TV KELO-TV KELP-TV KENI-TV KENS-TV KEPR-TV KERO-TV KETV KEY-T	Big Spring, Tex. Sioux Falls, S.D. El Paso, Tex. Anchorage, Alaska San Antonio, Tex. Pasco, Wash. Bakersfield, Calif. Omaha, Neb. Santa Barbara, Calif.	P.O. Box 1475, Lubbock; SHERWOOD 4-2345 Phillips at 8th; 8-9631 P.O. Box 105; KE 3-5911 P.O. Box 1160; 5-2201 P.O. Box 2171; CAPITAL 5-7411 P.O. Box 702, Yakima; Glencourt 29-111 321 21st St.; FAIRVIEW 7-1441 27th & Douglas Sts.; HARNEY 7777 730 Miramonte Dr.; WOODLAND 5-8533	W. D. Rogers Joseph L. Floyd Gene Roth Alvin O. Bramstedt Wayne Kearl Bill Moody A. M. Mortensen Eugene S. Thomas Richard C. D. Bell	John Henry Evans A. Nord Gene Roth William Stewart William Lydle Bill Hansen Roland T. Kay Robert O. Paxson Robert C. Burris	Branham, C H.R. A.C.N Young, A Fletcher, A.N PGW, C Hollingbery, C Patry, N H.R. A Headley-Reed
KFAR-TV KFBB-TV KFBC-TV KFDA-TV KFDM-TV KFDX-TV KFEQ-TV KFJZ-TV KFMB-TV KFRE-TV KFSA-TV KFSD-TV KFVS-TV KFYR-TV	Fairbanks, Alaska Great Falls, Mont. Cheyenne, Wyo. Amarillo, Tex. Beaumont, Tex. Wichita Falls, Tex. St. Joseph, Mo. Ft. Worth, Tex. San Diego, Calif. Fresno, Calif. Ft. Smith, Ark. San Diego, Calif. Cape Girardeau, Mo. Bismarck, N.D.	P.O. Box 910; 2125 P.O. Box 1139; Glendale 3-4377 2923 E. Lincolnway P.O. Box 1400; EVERGREEN 3-2226 P.O. Box 2950; TE 8-4731 P.O. Box 2040; 492-4530 40th & Faraon Sts.; ADAMS 3-2528 P.O. Box 1317; PERSHING 7-6631 1405 Fifth Ave.; BELMONT 2-2114 733 "L" St.; AMHERST 8-6444 P.O. Box 330; SUNSET 3-3131 P.O. Box 628; CONGRESS 2-2421 P.O. Box 422; EDgewater 5-5511 P.O. Box 720; CAPITAL 3-0900	Alvin O. Bramstedt J. P. Wilkins William C. Grove Ed Moore C. B. Locke Darold A. Cannon Ted Nelson Stan Wilson George Whitney Leslie H. Peard J. W. Slatos William C. Goetze Oscar C. Hirsch William A. Eckberg	Ralph Crider W. C. Blanchette C. P. Cahill Ed Moore Mait H. Johnson Howard H. Fry J. Ted Branson Cal Druyman William Fox Les Norlines John Whitl Jay Grill A. L. Anderson	Fletcher, A.N Hollingbery, A Hollingbery, A Blair TV Assoc PGW, C Raymer, A.N Blair TV Assoc Blair Patry, C Blair, C Headley-Reed Katz, N Headley-Reed Blair TV Assoc
KGBT-TV KGGM-TV KGHL-TV KGDL-TV KGLO-TV KGMB-TV KGNC-TV KGNS-TV KGO-TV KGUN-TV KGW-TV	Harlingen, Tex. Albuquerque, N.M. Billings, Mont. Garden City, Kan. Mason City, Iowa Honolulu, Hawaii Amarillo, Tex. Laredo, Tex. San Francisco, Calif. Tucson, Ariz. Portland, Ore.	P.O. Box 711; GA 3-4880 1414 Coal Ave. SW; CHapel 3-2285 P.O. Box 2512; Alpine 2-4676 P.O. Box 182, Great Bend; Gladstone 3-7868 2nd & Pennsylvania; GARDEN 3-2540 1534 Kapiolani Blvd.; 9-2011 P.O. Box 751; EVERGREEN 3-3321 P.O. Box 1378; RANDOLPH 3-3674 277 Golden Gate Ave.; UN 3-0077 P.O. Box 5147; MAIN 3-3633 1139 SW 13th Ave.; CAPITAL 3-6364	Troy McDaniel A. R. Hebenstreit J. L. Robinson E. C. Wedell Herbert H. Ohrt Franklyn M. Warren Jack Iliston Roy J. Bowman John H. Mitchell Tolbert Foster Walter E. Wagstaff	Joe Yowell Vergie Abeyta Robert McCann Walter Rothschild Robert Sevey Bill Clarke Roy J. Bowman Nuel Pazdral Ben L. Slack Fred Elchhorn	VR&M, A.C Branham, C Devney, N Bolling, N Branham, C PGW, C Katz, N Headley-Reed Blair, A Headley-Reed Blair, N
KHAS-TV KHBC-TV KHJ-TV KHOL-TV KHOU-TV KHPL-TV KHQ-TV KHOA-TV KHSL-TV KHTV KHVH-TV	Hastings, Neb. Hilo, Hawaii Los Angeles, Calif. Kearney, Neb. Houston, Tex. Hayes Center, Neb. Spokane, Wash. Hannibal, Mo. Chico, Calif. Portland, Ore. Honolulu, Hawaii	P.O. Box 476; 3-1321 1534 Kapiolani Blvd., Honolulu; 9-2011 1313 N. Vine St.; HOLLYWOOD 2-2133 Holdrege, Neb.; WYMAN 5-5952 1900 Prudential Bldg.; JACKSON 9-4811 Holdrege, Neb.; WYMAN 5-5952 700 Radio Central Bldg.; MADISON 4-5131 510 Maine St., Quincy, Ill.; BALDWIN 2-6200 P.O. Box 1041; FRESIDE 2-0141 1220 SW Stark St.; CAPITAL 6-4051 1290 Ala Moana Blvd.; 5-3991	Duane L. Watts Franklyn M. Warren John T. Reynolds Harold J. Hamilton James C. Richdale, Jr. Harold J. Hamilton R. O. Dunning Walter Rothschild M. F. Woodling J. Benton Heald Richard C. Block	Robert Sevey Howard L. Wheeler Jack Gilbert Robert S. Wilson Jack Gilbert J. Birney Blair Walter Rothschild George Ross Stuart Nathanson Richard C. Block	Weed, N PGW, C H-R Meeker, C CBS TV Spot. Meeker, C Katz, N Branham, A.C Avery-Knodel Gill-Perna Young, A
KID-TV KIEM-TV KIMA-TV KING-TV KINY-TV KIRO-TV KIVA	Idaho Falls, Ida. Eureka, Calif. Yakima, Wash. Seattle, Wash. Juneau, Alaska Seattle, Wash. Yuma, Ariz.	P.O. Box 2008; JACKSON 2-5100 P.O. Box 1021; Hillside 3-3123 P.O. Box 702; Glencourt 29-111 320 Aurora Ave.; MUTUAL 2-3555 231 S. Franklin St. 1530 Queen Anne Ave.; ATwater 3-9800 P.O. Box 1671; STATE 6-8311	C. N. Layne Don Telford Tom Bostic Otto P. Brandt J. W. McKinley Saul Haas Roger O. Van Duzer	Claude Cain Jerry Poulos Bill Grogan Jim Neidigh William A. Exline Patrick Carrick	Hollingbery, A Hollingbery, A Hollingbery, A Blair, N Weed, C PGW, C Hollingbery, A
KJEO-TV	Fresno, Calif.	P.O. Box 1708; BA 2-2411	Joe C. Drilling	W. O. Edholm	H-R, A
KKTV	Colo. Springs, Colo.	P.O. Box 1078; MEIrose 4-2844	James D. Russell	Robert D. Ellis	Bolling, C

STATION, STUDIO LOCATION, ADDRESS & PHONE NO.

GEN. MGR. NAT'L SALES MGR. REP. & NETW'K

STATION	STUDIO LOCATION	ADDRESS & PHONE NO.	GEN. MGR.	NAT'L SALES MGR.	REP. & NETW'K
V	Las Vegas, Nev.	P.O. Box 1230; DU 2-6138	Howard A. Kolmerson	Richard N. Jacobson	Weed. C
V	Lewiston, Ida.	P.O. Box 702, Yakima; Glencourt 29-111	Ben Shropshire	Bill Hensen	Hollingbery. C,N
V	Lafayette, La.	P.O. Box 398; CEnter 5-9494	Guy Corly		Headley-Reed. C
V	Twin Falls, Ida.	Elizabeth at Eastland; REdwood 3-5840	Gordon Glassman		Hollingbery. A,C,N
V	Provo, Utah	P.O. Box 44; Franklin 3-2951	Samuel B. Nissley	Samuel B. Nissley	Forjoe
V	Henderson, Nev.	P.O. Box 550, Las Vegas; UDdley 2-1760	William D. Stiles	Allen W. Dunn	Headley-Reed. N
V	Tyler, Tex.	P.O. Box 957; LYric 2-3873	Marshall H. Pengra	John Lennox	H-R. A,C,N
V	Bakersfield, Calif.	2831 Eye St.; FAIview 7-7511	Ed Urner	John Barrett	Hollingbery. A
V	Denver, Colo.	131 Speer Blvd.; MAIN 3-4271	Hugh B. Terry	Jack Tipton	Katz. C
V	Walluku, Hawaii	1534 Kapiolan Blvd., Honolulu; 9-2011	Franklyn M. Warren	Robert Sevey	PGW. C
V	Kansas City, Mo.	11th & Central	Donald D. Davis	George J. Higgins	PGW. A
V	Midland, Tex.	Midland, Tex.; MU 2-7321	Roy Herndon	Howard Evans	VR&M. A,N
V	Fresno, Calif.	1544 Van Ness; AMherst 8-6666	John I. Edwards	Wilson Lefler	Katz. N
V	Austin, Minn.	KMMT; HEMlock 3-8836	Thomas L. Young		Avery-Knodel. A
V	Sedalia, Mo.	2100 W. Broadway; TAYlor 6-1651	John Garner		Pearson. A
V	Mt. Airy, N.C.	P.O. Box 720, Bismarck; CApiitol 3-0900	William A. Eckberg	A. I. Anderson	A,N
V	St. Louis, Mo.	1215 Cole St.; MAIn 1-9100	Eugene R. Wilkey	Charles McAbee, Jr.	CBS TV Spot. C
V	Missoula, Mont.	P.O. Box 1470; 9-4169	A. J. Mosby		Forjoe. A,C,N
V	Minneapolis, Minn.	Foshay Tower; FE 9-8811	Don Swartz	Richard Butterfield	Young
V	Omaha, Neb.	2615 Farnham St.; HARney 3333	Owen Saddler	Arden E. Swisher	Petry. N
V	Walluku, Hawaii	P.O. Box 374	Ezra J. Crane		Clark. A
V	Yakima, Wash.	23 South 1 St.; CH 8-2300	Hugh Davis	Gene Adams	Weed. A
V	Monroe, La.	P.O. Box 1472; FAIrfax 2-8155	Paul H. Goldman		H-R. A,C
V	North Platte, Neb.	P.O. Box 756; LENnox 2-2222	Bob Riedy	Bob Riedy	Holman. N
V	Grand Forks, N.D.	P.O. Box 1110; 4-4611	Robert C. Lukkason		N
V	San Jose, Calif.	P.O. Box 1188; CYpress 7-5577	Al Gilliland	Fran Conrad	Young. A,C,N
V	Los Angeles, Calif.	1313 N. Vine St.; HOLlywood 9-1212	Robert D. Wood	Roy L. Beindorf	CBS TV Spot. C
V	Denver, Colo.	P.O. Box 5012 Terminal Annex; CHerry 4-4141	William Grant	Dick Harris	NBC Spot. N
V	Pittsburg, Kan.	P.O. Box 659; 2508	R. E. Wade		Katz. A,N
V	Albuquerque, N.M.	122 Tulane Dr. SE; Alpine 5-8716	Clinton D. McKinnon	Max A. Sklower	Bolling. A
V	Albuquerque, N.M.	P.O. Box 1351; CHApel 3-4411	George Johnson	R. D. Williams	Petry. N
V	Enid, Okla.	P.O. Box 7641 Lakeside Sta., Oklahoma City; Vctor 2-6633	Charlie Keys	Ed Robbins	Blair TV Assoc. A
V	Joplin, Mo.	1928 West 13 St.; MAyfair 3-7260	D. T. Knight	Lee Gaynor	Avery-Knodel. A,C
V	Portland, Ore.	140 SW Columbia St.; CApiitol 8-3333	C. Howard Lane	John L. Palmer	CBS TV Spot. C
V	Tucson, Ariz.	115 W. Drachman St.; MAIn 4-2511	E. S. Mittendorf	Bernie Perlin	Hollingbery. C
V	Lincoln, Neb.	40th & W Sts.; 6-2367	A. James Ebel	Duane Holman	Avery-Knodel. A,C
V	Reno, Nev.	P.O. Box 2610; FAIrfax 3-0721	Lee D. Hirschland	Bob Lake	Headley-Reed. A,C,N
V	McCook, Neb.	P.O. Box 182, Great Bend, Kan.; Gladstone 3-7868	E. C. Wedell		Bolling. N
V	Seattle, Wash.	100 Fourth Ave. N; SENeca 6000	W. W. Warren	Reg Miller	Katz. A
V	Columbia, Mo.	Highway 63, South; GIBson 2-1122	Glenn G. Griswold	John O. Conwell	H-R. A,N
V	Honolulu, Hawaii	1170 Auahi St.; 6-2366	John D. Keating	Jim Spencer	NBC Spot. N
V	San Antonio, Tex.	P.O. Box 2777; CApiitol 6-7611	James M. Brown	Bob Roth	Katz. A
V	Billings, Mont.	P.O. Box 2557	Joseph S. Sample	John Conner	Hollingbery. A,C
V	Phoenix, Ariz.	511 W. Adams St.; ALPine 3-3121	Tom Chauncey	Kenneth Morton	Hollingbery. C
V	Odessa, Tex.	P.O. Box 4186; FEderal 7-8301	Cecil L. Trigg	George Collie	Bolling. C
V	Rapid City, S.D.	P.O. Box 1752; FILLmore 2-2000	Helen S. Duhamel	W. F. Turner	Headley-Reed. A,C
V	Klamath Falls, Ore.	P.O. Box 732; TUXedo 4-8131	Don Telford	Jerry Paulos	Hollingbery. A,C,N
V	Tulsa, Okla.	302 S. Frankfort; CHerry 2-9233	George Stevens	Ed Pfeiffer	H-R. C
V	Port Arthur, Tex.	P.O. Box 1059	Julius M. Gordon	Mack Newberry	Headley-Reed. A,N
V	Sweetwater, Tex.	P.O. Box 1475, Lubbock; SHerwood 4-2345	W. H. Shipley	John Henry	Branham. C
V	Phoenix, Ariz.	631 N. First Ave.; ALPine 8-4511	Richard B. Rawls	Howard Stalnaker	Katz
V	Roseburg, Ore.	P.O. Box 670	S. W. McCready		Hollingbery. N
V	San Francisco, Calif.	2655 Van Ness Ave.; PRospect 6-5100	Louis S. Simon	William G. Hune-feld, Jr.	TvAR. C
V	Lake Charles, La.	P.O. Box 1521; HEMlock 6-3631	Pelham Mills, Jr.	Art Reuben	Weed. A,N
V	Relliance, S.D.	Phillips at 8th, Sioux Falls; 8-9631	Evans A. Nord		H-R. A,C,N
V	St. Louis, Mo.	4935 Lindell Blvd.; FOrrest 7-7211	James L. Caddigan	James E. Goldsmith	PGW
V	Houston, Tex.	P.O. Box 1234; MADison 3-9271	Jack Harris	Jack McGrew	Petry. N
V	Portland, Ore.	735 SW 20th Pl.; CApiitol 2-9921	John S. Hansen	Donald E. Tykeson	Petry. A
V	Ft. Dodge, Iowa	Television Square; 4-0311	Edward Breen	Gene Loffler	Pearson. N
V	Abilene, Tex.	4510 South 14 St.; OW 2-4242	Dale Ackers	George Breeding	Raymer. N
V	Los Angeles, Calif.	Sunset & Vine; THornwall 5-7000	Thomas C. McCray	James Parks	NBC Spot. N
V	Jefferson City, Mo.	Callaway Hills Farm; 6-6188	Robert Blosser	Ron E. Maxwell	Blair TV Assoc. A,C
V	Colorado Springs, Colo.	P.O. Box 1457; MEIrose 2-1515	Larry Hoth	Jay Gardner	Branham. A
V	Spokane, Wash.	4103 S. Regal St.; KEystone 4-0466	Louis Wasmer	Ted Richeson	Petry. A
V	Grand Junction, Colo.	P.O. Box 30; CHApel 2-5000	Rex Howell	Robert McMahan	Holman. A,C,N
V	Montrose, Colo.	P.O. Box 30, Grand Junction; CHApel 2-5000	Rex Howell	Robert McMahan	Holman. A,C,N
V	Weslaco, Tex.	311 Missouri St.; WOODlawn 8-3131	J. C. Kellam	Charles L. Brooks	Raymer. A,N
V	Corpus Christi, Tex.	P.O. Box 840; TULip 3-6511	T. Frank Smith, Sr.	William M. Eikner	PGW. N

KRFD-TV	Dallas, Tex.	Herald Square; RI 2-6811	Roy M. Flynn	Eugene Cuny	Branham, C.
KRNT-TV	Des Moines, Iowa	9th & Pleasant Sts.; CHerry 3-4141	Robert Dillon	Paul Elliott	Katz, C.
KROC-TV	Rochester, Minn.	100 First Ave. Bldg.; ATlas 9-3924	G. David Gentling	Willard Lampman	Meeker, N.
KROD-TV	El Paso, Tex.	P.O. Box 1799; KEystone 2-6551	Cecil L. Trigg	George Collier	Bolling, C.
KRON-TV	San Francisco, Calif.	929 Mission St.; GA 1-1100	Harold P. See	William A. Morrison	PGW, N.
KRSD-TV	Rapid City, S.D.	1438 Mountain View Dr.	T. H. Walrod		Meeker, N.
KRTV	Great Falls, Mont.	P.O. Box 1453; GL 3-2433	Dan Snyder		Forjoe, N.
KSBW-TV	Salinas, Calif.	P.O. Box 1651; HArrison 2-6422	John C. Cohan	Graham Moore	H-R, A,C,N
KSBY-TV	San Luis Obispo, Calif.	P.O. Box 286; LIBerty 3-0920	John C. Cohan	Graham Moore	H-R, A,C,N
KSD-TV	St. Louis, Mo.	1111 Olive St.; MAIn 1111	Harold Grams	Guy E. Yeldell	NBC Spot, N
KSHO-TV	Las Vegas, Nev.	El Rancho Vegas Hotel	Alex Gold		Forjoe, A
KSL-TV	Salt Lake City, Utah	145 Social Hall Ave.; ELgin 3-4641	D. Lennox Murdoch	Lloyd E. Cooney	CBS TV Spot, S
KSLA-TV	Shreveport, La.	P.O. Box 92; 4-8101	Ben Beckham, Jr.	Deane R. Flatt	HR&P, A,C
KSTF	Scottsbluff, Neb.	2923 E. Lincolnway; CHEyenne, Wyo.	William C. Grave	C. P. Cahill	Hollingbery, A
KSTP-TV	St. Paul, Minn.	3415 University Ave.; MIDway 5-2724	Stanley E. Hubbard	James E. Blake	Petry, N
KSWO-TV	Lawton, Okla.	P.O. Box 699; ELgin 5-7000	R. H. Drewry		
KSWs-TV	Roswell, N. M.	P.O. Box 670; MAIn 2-6450	John A. Barnett	Paul B. McEvoy	Meeker, A,C,N
KSYD-TV	Wichita Falls, Tex.	P.O. Box 2130; 322-6957	Syd Grayson		Blair TV Assoc.
KTAG-TV	Lake Charles, La.	P.O. Box MM; HE 9-9413	Harper Clark		Pearson, C
KTBC-TV	Austin, Tex.	P.O. Box 1155; GREENwood 2-2424	J. C. Kellam	O. P. Bobbitt	Raymer, A,C,N
KTBS-TV	Shreveport, La.	312 E. Kings Highway; 7-3644	E. Newton Wray	Joe B. Foster	A,N
KTEN	Ada, Okla.	P.O. Box 10; FEderal 2-2211	Bill Hoover	Brown Morris	VR&M, A,C,N
KTHV	Little Rock, Ark.	P.O. Box 269; FRanklin 4-3764	B. G. Robertson	William V. Hutt	Branham, C
KTIV	Sioux City, Iowa	10th & Grandview; 8-0545	Dietrich Dirks	Eugene Flaherty	Hollingbery, A
KTLA	Los Angeles, Calif.	5800 Sunset Blvd.; HOLlywood 9-3181	James A. Schulke	Jack Donahue	PGW
KTLE	Pocatello, Ida.	928 N. Main St.	John Miner	Richard Dale Dunn	Forjoe, N
KTNT-TV	Tacoma, Wash.	S. 11th & Grant Sts.; FULTon 3-2567	Mox H. Bice	Merchel Cary	Weed
KTRE-TV	Lufkin, Tex.	P.O. Box 701; NE 4-7771	Richmon Lewin	Murphy Martin	VR&M, A,C,N
KTRK-TV	Houston, Tex.	P.O. Box 12; JACKson 6-1313	Willard E. Walbridge	Bill Bennett	Hollingbery, A
KTSM-TV	El Paso, Tex.	801 N. Oregon St.; KEystone 2-5423	Karl O. Wylar	Roy T. Chapman	Hollingbery, N
KTTS-TV	Springfield, Mo.	P.O. Box 1716; UNiversity 2-7474	G. Pearson Ward		Weed, C
KTTV	Los Angeles, Calif.	5746 Sunset Blvd.; HOLlywood 2-7111	Robert Breckner	Charles Young	Blair
KTUL-TV	Tulsa, Okla.	P.O. Box 9697; HICKory 6-6184	Bill Swanson	Jim Black	Avery-Knodel, A
KTVA	Anchorage, Alaska	P.O. Box 2200; 5-4321	A. G. Hiebert		Weed, C
KTVB	Boise, Ida.	Chamber of Commerce Bldg.; 2-4611	Georgia M. Davidson	Bob Krueger	Blair TV Assoc.
KTVC	Ensign, Kan.	705 Second St.; DODge City; HUNter 3-6666	Wendell Elliott		A
KTVE	El Dorado, Ark.	P.O. Box 791; UNION 2-3488	Bill Bigley		Weed, A,N
KTVF	Fairbanks, Alaska	P.O. Box 590	A. G. Hiebert	John M. Griffin	Weed, C
KTVH	Hutchinson, Kan.	1800 N. Plum St.; MOhawk 5-5503	M. Dale Larsen	Dick Fairbanks	Blair TV Assoc.
KTVI	St. Louis, Mo.	5915 Berthold Ave.; MISSION 7-3600	Joseph J. Bernard	Shaun F. Murphy	Blair, A
KTVK	Phoenix, Ariz.	P.O. Box 5068; AMherst 6-5691	Leon Nowell	Burton B. LaDow	Blair TV Assoc.
KTVO	Ottumwa, Iowa	KTVO Bldg.; MURray 2-4535	James J. Conroy	I. W. King	Hollingbery, A
KTVR	Denver, Colo.	550 Lincoln St.; KEystone 4-8281	James T. Brennan	Ralph H. Davison, Jr.	Young
KTVU	Oakland, Calif.	One Jack London Sq.; TEmplebar 4-2000	William D. Pobst	Frank G. King	H-R
KTVW	Tacoma, Wash.	5544 N. 35 St.; SKYline 2-3544	James J. Hawkins	Jack F. Agnew	O'Connell
KTWO-TV	Casper, Wyo.	3900 East 2 St.; 3-3711	Lawrence S. Berger		Meeker, A,C,N
KUAM-TV	Agana, Guam	P.O. Box 368, Route #4, Sinajana; 7961	Harry M. Engel, Jr.	Mary C. Chappelle	Intercontinental, A,C,N
KUMV-TV	Williston, N.D.	P.O. Box 720, Bismarck; CApital 3-0900	William A. Eckberg	A. L. Anderson	A,N
KUTV	Salt Lake City, Utah	179 Social Hall Ave.; DAvis 2-2505	Brent Kirk	Robert Smith	Avery-Knodel, A
KVAL-TV	Eugene, Ore.	P.O. Box 548; Diamond 3-2551	S. W. McCreedy	Glenn Nickell	Hollingbery, N
KVAR	Phoenix, Ariz.	P.O. Box 711; ALPine 4-4161	R. O. Lewis	Ray C. Smucker	Avery-Knodel, A
KVER-TV	Clovis, N.M.	P.O. Box 1475, Lubbock; SHerwood 4-2345	W. H. Shipley	John Henry	Branham, C
KVII-TV	Amarillo, Tex.	P.O. Box 925; FLEetwood 6-5241	C. R. Watts	George Collier	Bolling, A
KVIP-TV	Redding, Calif.	2770 Pioneer Dr.; CHEstnut 1-1414	George C. Fleharty	Ray Grant	Hollingbery, A
KVIQ-TV	Eureka, Calif.	P.O. Box 1019; Hillside 3-3061	Ted Dooley	George C. Fleharty	A,N
KVKM-TV	Monahans, Tex.	P.O. Box 1118; WILson 3-3231	J. Ross Rucker		Masla, A
KVOA-TV	Tucson, Ariz.	P.O. Box 5188; MA 3-2555	Fred L. Vance	Fred L. Vance	Rayham, N
KVOO-TV	Tulsa, Okla.	P.O. Box 1349, 3701 S. Peoria; RI 2-5561	C. B. Akers	John Devlne	Blair TV Assoc.
KVOS-TV	Bellingham, Wash.	1151 Ellis St.; RE 3-4567	David Mintz	Fred Elsethagen	Forjoe, C
KVTV	Sioux City, Iowa	7th & Douglas Sts.; 2-2711	Donald D. Sullivan	Robert B. Donovan	Katz, A,C
KVUE-TV	Sacramento, Calif.	P.O. Box 9197 Ft. Sutter Station	H. Richard Maguire	Richard H. Godon	Gill-Perna
KWRB-TV	Riverton, Wyo.	500 Broadway, Thermopolis; 800	Mildred & Joe Ernst	Jacques Deller	Gill-Perna, A,C
KWTV	Oklahoma City, Okla.	P.O. Box 8788; VICTor 3-6641	Edgar T. Bell	Pete McNeer	Petry, C
KWTX-TV	Waco, Tex.	P.O. Box 7128 Triangle Station; Plaza 6-4451	M. N. Bostick	Lester, C. Rau	Raymer, A,C
KWWL-TV	Waterloo, Iowa	Insurance Bldg.; ADams 4-4404	Ralph J. McElroy		Avery-Knodel, A
KXAB-TV	Aberdeen, S.D.	Country Club Rd.	Neal Edwards	W. L. Hurley	Weed, A,C,N
KXGN-TV	Glendive, Mont.	P.O. Box 200; EMpire 5-3377	Daniel C. Palen		A,C
KXGO-TV	Fargo, N.D.	P.O. Box 32; ADams 5-4461	John W. Boler	W. L. Hurley	Weed, A
KXII	Ardmore, Okla.	P.O. Box 1839; 946	C. E. Hinkle	Pete McNeer	Pearson, N
KXJB-TV	Valley City, N.D.	P.O. Box 32, Fargo; 5-4461	John W. Boler	W. L. Hurley	Weed, C
KXLF-TV	Butte, Mont.	P.O. Box 1956; 2-9111	Melvin B. Wright	Melvin B. Wright	Hollingbery, A
KXLJ-TV	Helena, Mont.	Cherry St. at Montana Ave.; Hickory 2-6620	Melvin B. Wright		Hollingbery, A

STATION STUDIO LOCATION ADDRESS & PHONE NO. GEN. MGR. NAT'L SALES MGR. REP. & NETW'K

TV	Spokane, Wash.	315 W. Sprague; MAdison 4-4291	James Agostino	Robert V. Weltze	H-R. C
TV	Minor, N.D.	300 Roanoke Bldg.; FEderal 5-1341	John W. Boler		Weed. A,C
	Sacramento, Calif.	106 Seventh Ave.; GIlbert 1-4041	Richard P. Hogue	James Osborn	H-R. C
	Springfield, Mo.	P.O. Box 2266; 6-2766	R. L. Stufflebam		Hollingbery. A,N
	Cleveland, Ohio	815 Superior St. NE; CHerry 1-0942	George H. Mathieson	Albert P. Kriven	TvAR. N
	Corpus Christi, Tex.	Show Room Bldg.; TULip 3-5415	Vann M. Kennedy	Harry Mooradian	Branham. A,C
TV	New York, N.Y.	7 West 66 St.; SUsquehanna 7-5000	Joseph Stamler	Bill J. Scharton	Blair. A
TV	Greenwood, Miss.	P.O. Box 414	Cy N. Bahakel		Weed. C
	Bangor, Me.	55 State St.; 6446	Richard B. Bronson	Robert J. Gold	Hollingbery. A,C
TV	Baton Rouge, La.	P.O. Box 2671	Tom E. Gibbens	Tom E. Gibbens	Blair TV Assoc. C
TV	Huntsville, Ala.	P.O. Box 484	John Higdon		Weed
TV	Atlanta, Ga.	P.O. Box 4207; TRinity 5-5551	Terry H. Lee	William J. Flynn	Katz. C
MTV	Presque Isle, Me.	Presque Isle; 9-2461	Stanley A. Lyons	Robert J. Gold	Hollingbery. A,C,N
TV	Anderson, S.C.	321 Kingsley Rd.; CAnal 6-1511	Glenn P. Warnock	John McCallum	Devney. A,C
TV	Akron, Ohio	853 Copley; POrtage 2-8811	Roger G. Berk	Kenneth M. Keegan	McGavren. A
TV	Mobile, Ala.	P.O. Box 1548; HEMlock 3-3756	W. B. Pape	John Dixon	Bolling. A,N
TV	Albany, Ga.	Stuart Ave. at Greenwood Dr.; HEMlock 5-8386	Raymond E. Carow		VR&M. A,N
E-TV	Ft. Wayne, Ind.	2915 W. State Blvd.; ANthony 9411	Reid G. Chapman	John J. Keenan	H-R. C
A-TV	San Juan, P.R.	P.O. Box 2050; 3-3006	John G. Johnson	Helena Martinez Schettini	Caribbean. A,N
I-TV	Birmingham, Ala.	P.O. Box 2553; FAirfax 3-6141	Charles F. Grisham	Albert J. Gillen	HR&P. A,N
D-TV	Johnstown, Pa.	Porch Bldg.; 7-0761	William D. Confer		Weed. A,C
I	Albany, N.Y.	P.O. Box 4035; 5-5291	William A. Rippe	Dom Tovino	H-R. A
E-TV	Knoxville, Tenn.	612 Gay St. SW; 4-4651	W. H. Linebaugh	J. T. McCloud	Avery-Knodel. N
E-TV	Waterbury, Conn.	440 Meadow St.; Plaza 5-1121	Sam Elman		A
E-TV	Louisville, Ky.	334 E. Broadway; JUNiper 5-2201	Nathan Lord	Ralph Jackson	NBC Spot. A,N
E-TV	Portsmouth, Va.	801 Middle St.; EXport 3-7331	J. Glen Taylor	Edward J. Hennessy	H-R. N
L-TV	Baltimore, Md.	2610 N. Charles St.; HOPkins 7-3000	Brent O. Gunts	Willis K. Friert	Petry. N
P-TV	Ft. Worth, Tex.	P.O. Box 1780; JEFFerson 6-1981	Roy I. Bacus	Jack Rogers	PGW. N
I-Y-TV	Green Bay, Wis.	115 S. Jefferson; HEMlock 2-3333	Haydn R. Evans	Earl H. Huth	Katz. C
M-Y	Chicago, Ill.	630 N. McClurg Ct.; WHIttehall 4-6000	Clark B. George	Edward Kenefick	CBS TV Spot. C
M-TV	Buffalo, N.Y.	2077 Elmwood Ave.; BEdford 0930	C. Robert Thompson	N. J. Malter	HR&P. C
I-TV	Knoxville, Tenn.	1513 Hutchinson Ave.; 5-8101	John P. Hart	John P. Hart	Katz. C
B	Chicago, Ill.	190 N. State St.; ANdover 3-0800	Matthew Vietacker	Clar Heider	Blair. A
S-TV	Columbus, Ohio	33 N. High St.; CAPital 8-4501	Richard A. Borel	Robert D. Thomas	Blair. C
IC-TV	Salisbury, Md.	Radio Park; PI 9-6131	Charles J. Turell		Headley-Reed. A,C
NY-TV	Clarksburg, W.Va.	912 W. Pike St.; MAin 4-7573	Roger Garrett	Lee Gaynor	Headley-Reed. A,C,N
C-TV	Birmingham, Ala.	P.O. Box 6007; FAirfax 2-4701	Robert T. Schlinkert	Oliver Naylor	Katz. C
E-TV	Wilkes-Barre, Pa.	P.O. Box 230; VALley 3-3101	David M. Baltimore	Carleton C. Hince	Headley-Reed. N
SZ	Baton Rouge, La.	P.O. Box 2906; DICKens 8-1491	Douglas L. Manship	Jules L. Mayeux	Hollingbery. A,N
W	Charlotte, N.C.	One Jefferson Pl.; EDison 3-8832	Charles H. Crutchfield	Thomas B. Cookerly	CBS TV Spot. C
W	Florence, S.C.	P.O. Box 630; MOhawk 2-1566	J. William Quinn	John H. Brock	CBS TV Spot. A,C,N
TV	Boston, Mass.	1170 Soldiers Field Rd.; ALgonquin 4-5670	James E. Allen	Kenneth T. MacDonald	TvAR. N
AU-TV	Philadelphia, Pa.	City & Monument Aves.; GREENwood 7-8300	John A. Schneider	James Conley	CBS TV Spot. C
A-TV	Burlington, Vt.	P.O. Box 608; UNIVersity 2-5761	Stuart T. Martin	John A. Dabson	Weed. C
M-TV	Columbus, Miss.	Highway 12 North; FAirfax 8-5631	P. B. Hinman	Bill Whitfield	Everett-McKinney. A,C,N
S-TV	New York, N.Y.	485 Madison Ave.; Plaza 1-2345	Frank Shakespeare, Jr.	Norman E. Walt, Jr.	CBS TV Spot. C
O-TV	Minneapolis, Minn.	50 South 9 St.; FEderal 8-0552	F. Von Konyenburgh	Don Gillies	PGW. C
OC	Adams, Mass.	P.O. Box 10, Albany, N.Y.; 3-2225	Thomas S. Murphy	William J. Lewis	Blair. C
MS-TV	Charleston, W.Va.	1111 Virginia St.; DICKens 6-5358	John T. Gelder, Jr.	C. E. Wheeler	PGW. A
HU	Champaign, Ill.	17-19 E. University Ave.; FLEetwood 2-7673	Milton D. Friedland	Milton D. Friedland	Young. A
A	Champaign, Ill.	509 S. Neil St.; FLEetwood 6-8333	August C. Meyer	Guy Main	Hollingbery. C
KT	Miami, Fla.	P.O. Box 38M	Niles Trammell	Robert L. Fidler	NBC Spot. N
NY-TV	Carthage, N.Y.	P.O. Box 211, Watertown; SUNset 2-2600	Louis Saiff, Jr.	Alfred M. Tauroney	Weed. A,C
OV-TV	Montgomery, Ala.	P.O. Box 2505; 5-3561	Hugh M. Smith	Morris South	VR&M. C
PO-TV	Cincinnati, Ohio	2345 Symmes St.; UNIVersity 1-9000	Mort Watters	Marian Finney	Blair. A
SC-TV	Charleston, S.C.	485 E. Bay St.; RAYmond 3-8371	John M. Rivers	Roland Weeks	PGW. C
BE-TV	Portland, Me.	157 High St.; SPRuce 2-0181	William H. Rines	Bruce McGorrill	Weed. N
TV	Tallahassee, Fla.	P.O. Box 3547; 3-3666	L. Herschel Graves	Joseph E. Hosford	Blair TV Assoc. A,C
FB-TV	Bristol, Tenn.	P.O. Box 603; NOrth 9-4161	Robert H. Smith	Fey Rogers	Headley-Reed. A,N
AF-TV	Kansas City, Mo.	Signal Hill; Plaza 3-4567	William A. Bates	E. Manne Russo	HR&P. N
IAM-TV	Hattiesburg, Miss.	P.O. Box 1649; JU 4-8441	Marvin Reuben	Jerry Keith	Weed. A,N
AN-TV	Danville, Ill.	1500 N. Washington Ave.	Max Shaffer	Max Shaffer	Everett-McKinney. A.
AU-TV	Scranton, Pa.	1000 Wyoming Ave.; DIAMond 2-7634	Vance L. Eckersley	Francis H. Conway	H-R. C
AY-TV	Fargo, N.D.	207 North 5 St.; ADams 2-3371	Thomas K. Barnes	Jack Lester	PGW. N
BJ-TV	Roanoke, Va.	P.O. Box 150; DIAMond 3-8031	John W. Harkrader	Blake H. Brown	PGW. C
BO-TV	Orlando, Fla.	P.O. Box 1833; CHerry 1-1491	Arnold F. Schoen	Leonard S. Davey, Jr.	Blair TV Assoc. C
EF-TV	Chattanooga, Tenn.	3300 Broad St.; AMHerst 7-3393	Carter M. Parham	Oris H. Segler	Branham. A,C
SM-TV	Superior, Wls.	921 Tower Ave.; EXport 4-4451	Robert J. Rich	R. W. Pearson	PGW. A,N

WLSU-TV 2 DXI-TV	New Orleans, La. Jackson, Tenn.	520 Royal St.; Tulane 4371 Williams Bldg.; 7-9611	A. Louis Eard John E. North	Robert Schultz	Blair, A.J. VR&M, A.C.
WEAR-TV WEAT-TV WEAU-TV WECT WEEK-TV WEEQ-TV WEHT-TV WESH-TV WEWS	Pensacola, Fla. W. Palm Beach, Fla. Eau Claire, Wis. Wilmington, N.C. Peoria, Ill. LaSalle, Ill. Henderson, Ky. Daytona Beach, Fla. Cleveland, Ohio	P.O. Box 431; GL 5-7311 P.O. Box 70; Temple 3-9668 2415 S. Hastings Way; 2-3474 205 W. Shipyard Blvd.; ROger 3-4666 2907 Springfield Rd., E. Peoria; 9-3961 2907 Springfield Rd., E. Peoria; Peoria 9-3961 P.O. Box 395, Evansville, Ind.; MArrison 4-9215 P.O. Box 1712, Clinton 3-6591 Euclid at 30th; MEnderson 2-1500	Mel Wheeler Bertram Lebar, Jr. Leo Howard Dan Cameron Fred C. Mueller Fred C. Mueller Edwin G. Richter, Jr. T. S. Gilchrist, Jr. James C. Manahan	Milton deReyna, Jr. Godfrey Lebar Leo Howard Claud O'Shields John Leslie John Leslie Howard Duncan Dean J. Maitten Jay S. Kerekas	Blair TV Assn. Wood, A. Hollingbery, C. Wood, A.C.N. Headley, R. Headley, R. Young, C. Avery-Knodel, H.R. A. Blair, A.
WFAA-TV WFAM-TV WFBC-TV WFBG-TV WFBM-TV WFGA-TV WFIE-TV WFIL-TV WFLA-TV WFMJ-TV WFMY-TV WFRV	Dallas, Tex. Lafayette, Ind. Greenville, S.C. Altoona, Pa. Indianapolis, Ind. Jacksonville, Fla. Evansville, Ind. Philadelphia, Pa. Tampa, Fla. Youngstown, Ohio Greensboro, N.C. Green Bay, Wis.	3000 Harry Miner Blvd.; Riverside 1-3315 3940 Bluff Rd., Indianapolis P.O. Box 1140; CE 9-1321 1320 11th Ave.; Windsor 4-2031 1330 N. Meridian St.; MEIrose 4-8521 1070 E. Adams St.; Elgin 6-3381 1115 Mt. Auburn Rd.; MArrison 5-6201 46th & Market Sts.; EVergreen 2-4700 P.O. Box 1410; 2-0131 101 W. Boardman St.; Riverside 4-8611 Drawer A; BRoadway 4-0114 Mason & Roosevelt Sts.; HEMlock 7-5411	Alex Keese Robert G. Halben Ken Beachboard Frank Palmer Eidon Campbell Jesse S. Cripe E. Berry Smith Roger W. Clipp George W. Harvey Mitchell F. Stanley Gaines Kelley Jack R. Gennaro	Dick Drummy Robert Q. Glass, Jr. Robert Miller Hugh Kibbey Ralph W. Nimmons Lee Browning Ken Curto William B. Faber Mitchell F. Stanley Richard W. Holloway Jack R. Gennaro	Petry, A. Young, C. Avery-Knodel, H.R. A. Blair, A.C. Katz, N. PGW, N. Raymer, N. Blair, A. Blair, N. Headley, R. HR&P, A.C. Headley, R.
WGAL-TV WGAN-TV WGEM-TV WGN-TV WGR-TV	Lancaster, Pa. Portland, Me. Quincy, Ill. Chicago, Ill. Buffalo, N.Y.	Lincoln Hwy. W; EXpress 3-5851 390 Congress St.; SPruce 2-6661 Hotel Quincy; BALdwin 2-6840 441 N. Michigan Ave.; MICHigan 2-7600 184 Barton St.; SUmmer 7115	Clair R. McCullough Creighton E. Gatchell Joe Bonansinga Ward L. Quaal Van Beuren W. DeVries	J. Robert Gulick Richard E. Bates Ben Stuart Bradley Eidmann G. P. Swift	Master, C.N. Avery-Knodel, H.R. A. Young, A.N. Petry Petry, N.
WHAS-TV WHBF-TV WHBQ-TV WHCT WHDH-TV WHEC-TV	Louisville, Ky. Rock Island, Ill. Memphis, Tenn. Hartford, Conn. Boston, Mass. Rochester, N.Y.	525 W. Broadway; JUniper 5-2211 Telco Bldg.; 6-5441 P.O. Box 176; BRoadway 2-3441 555 Asylum St.; JACkson 5-2611 6 St. James Ave.; MAncock 6-5500 191 East Ave.; BAKER 5-3050	Victor A. Sholis Leslie C. Johnson D. A. Noel Edward D. Taddel William B. McGrath Lowell H. MacMillan	George Johnson Maurice J. Coken Gordon Lowhead Keith G. Dare David Abbot LeMoine C. Wheeler	HR&P, C. Avery-Knodel, H.R. A. Young Blair, A.C.N. McKinney, B. A.C. Katz, A.C. Hollingbery, C. Katz, A.N. Pearson, A.C. PGW, N. Boiling, C. Blair, C. Branham, A.C.
WHEN-TV WHIO-TV WHIS-TV WHIZ-TV WHO-TV WHP-TV WHTN-TV WHYN-TV	Syracuse, N.Y. Dayton, Ohio Bluefield, W. Va. Zanesville, Ohio Des Moines, Iowa Harrisburg, Pa. Huntington, W. Va. Springfield, Mass.	101 Court St.; GRAnite 4-8511 1414 Wilmington Ave.; Clearwater 4-5311 Municipal Bldg.; DAVenport 7-7115 Lind Arcade Bldg.; GLadstone 2-5431 1100 Walnut St.; ATLantic 8-6511 216 Locust St.; CE 4-3211 625 Fourth Ave.; JACkson 5-7661 1300 Liberty St.; RE 4-1126	Paul Adanti Robert H. Moody Hugh Shott, Jr. Allan Land Paul A. Loyet Cecil Sansbury Robert R. Tinscher Charles N. DeRose	Fred Menzies Robert H. Moody Nate Milder Robert H. Harter O. W. Myers Zack Land	Katz, A.C. Hollingbery, C. Katz, A.N. Pearson, A.C. PGW, N. Boiling, C. Blair, C. Branham, A.C.
WIBW-TV WICC-TV WICS WICU-TV WIIC WILX-TV WIMA-TV WINK-TV WINR-TV	Topeka, Kan. Bridgeport, Conn. Springfield, Ill. Erie, Pa. Pittsburgh, Pa. Onondaga, Mich. Lima, Ohio Ft. Myers, Fla. Binghamton, N.Y.	P.O. Box 119; CRestwood 2-3456 2190 Post Rd., Fairfield; AMherst 8-6591 523 E. Capitol Ave.; LAKeside 8-0465 35th & State St.; GLendale 4-5201 341 Rising Main St.; FAirfax 1-8700 236 W. Michigan Ave.; JACkson; STate 3-2621 1424 Rice Ave.; CA 5-3010 P.O. Box 1072 70 Henry St.; 3-8251	Thad M. Sandstrom Kenneth M. Cooper Milton D. Friedland Ben McLaughlin Robert A. Morfensen John C. Pomeroy Robert W. Mack A. J. Bauer David F. Milligan	Robert Kearns Milton D. Friedland Bob Lunquist Roger D. Rice Martin Gialmo Jack L. Spring	Avery-Knodel, H.R. A. Young, A. Blair TV Assn. Blair, N. VR&M, N. A.C.N. Forjoe, A.C. Everett-McKinney, A.C.N. PGW, N. PGW, C. Broadcast Tim. H.R. C. Petry, A. Blair TV Assn. Headley, R.
WIS-TV WISC-TV WISE-TV WISH-TV WISN-TV WITI-TV WITN	Columbia, S.C. Madison, Wis. Asheville, N.C. Indianapolis, Ind. Milwaukee, Wis. Milwaukee, Wis. Washington, N.C.	1111 Bull St.; ALPine 3-6431 4801 W. Beltline Hwy.; CEdar 3-9791 92 Haywood St.; ALPine 3-5381 P.O. Box 1176; MEIrose 4-6411 759 North 19 St.; DIvision 2-3000 P.O. Box 641; FLagstone 2-6600 P.O. Box 468; WH 6-3131	Charles A. Batson Ralph O'Connor Harold H. Thoms Robert B. McConnell William C. Goodnow Joseph Evans W. R. Robertson, Jr.	Law Epps Richard S. Nickeson Joseph E. Lake Richard D. Foerster E. A. Hassett, Jr. G. Earle Broome	PGW, N. PGW, C. Broadcast Tim. H.R. C. Petry, A. Blair TV Assn. Headley, R.
WJAC-TV WJAR-TV WJBF WJBK-TV WJDM-TV WJHL-TV	Johnstown, Pa. Providence, R.I. Augusta, Ga. Detroit, Mich. Panama City, Fla. Johnson City, Tenn.	P.O. Box 309; 7-8711 176 Weybossett St.; GASpee 1-8255 P.O. Box 490; PARk 2-6664 7441 Second Blvd.; TRinity 3-7400 P.O. Box 428; ADams 4-2251 P.O. Box 1080; WALnut 6-2151	Alvin D. Schrott Joseph S. Sinclair J. B. Fuqua William Michaels Hugh Barclay W. Haynes Lancaster, Jr. Harold F. Gross Donovan Faust L. M. Sepaugh Ben Wickham Glenn Marshall, Jr. John J. McCloy	John Hepburn Edward Boghosian Thomas J. Hennesy Bob Buchanan Milton R. deReyna	HR&P, N. Petry, A.N. Hollingbery, C. Katz, C. Hollingbery, C. Pearson, A.C.
WJIM-TV WJRT WJTV WJW-TV WJXT WJZ-TV	Lansing, Mich. Flint, Mich. Jackson, Mich. Cleveland, Ohio Jacksonville, Fla. Baltimore, Md.	E. Saginaw at Howard St.; IVanhoe 2-1333 2302 Lapeer Rd.; CEdar 9-6611 P.O. Box 8187; FLeetwood 4-2512 605 S. Main St.; EXbrook 8-0501 Television Hill; MOhowk 4-7600	Harold F. Gross Donovan Faust L. M. Sepaugh Ben Wickham Glenn Marshall, Jr. John J. McCloy	Phil Sherck Robert Mart Owens Alexander Frank Barron David H. Booher Robert E. Newsham	Blair, C.N. HR&P, A. Katz, A.C. Katz, C. CBS TV Spots TV&A

STATION STUDIO LOCATION ADDRESS & PHONE NO. GEN. MGR. NAT'L SALES MGR. REP. & NETW'K

TV	San Juan, P.R.	Box 5096, Stop 8, Puerta de Tierra Station; 3-3800	Ventura Lamas, Jr.	Carlos A. Vizcarrondo	Inter-American. C
TV	Youngstown, Ohio	3930 Sunset Blvd.; STerling 2-1146	W. P. Williamson, Jr.	David V. Stewart	Raymer. C
TV	La Crosse, Wis.	141 South 6 St.; 2-4678	Howard Dahl	Robert Z. Morrison, Jr.	H-R. A,C,N
TV	Buffalo, N.Y.	1420 Main St.; GARfield 0770	Dr. Clinton H. Churchill	John H. Norton	Avery-Knodel. A
TV	Ft. Wayne, Ind.	2633 W. State Blvd.; ANthony 2295	Edward G. Thoms	Carleton B. Evans	Bronham. N
TV	Saginaw, Mich.	221 S. Washington Ave.; PLeasant 3-4471	William J. Edwards	Robert M. Chondler	Gill-Perna. A,C
TV	Madison, Wis.	215 W. Washington Ave.; ALPine 7-2261	Ben F. Hovel		Headley-Reed. A
TV	Cincinnati, Ohio	Times Star Bldg.; GARfield 1-1331	J. W. McGough	Charles Dwyer	Katz. C
TV	Mobille, Ala.	162 St. Louis St.; HEMlock 2-5505	C. P. Persons, Jr.	C. P. Persons, Jr.	Avery-Knodel. A,C
TV	New Castle, Pa.	3800 Shady Run Rd.; Youngstown, Ohio	Sam W. Townsend	Robert C. Hornack	Weed. A
TV	Utica, N.Y.	P.O. Box 386; 3-0404	Gordon Gray	Gordon Gray	H-R. A,C,N
TV	Oklahoma City, Okla.	P.O. Box 8668 Britton Station; TR 8-2161	Norman P. Bagwell	Tom Parrington	Katz. N
TV	Lexington, Ky.	1087 New Circle Rd. NE; 2-2533	Robert Wiegand	Don L. Chapin	Young. C
TV	Kalamazoo, Mich.	590 W. Maple St.; FI 5-2101	Carl E. Lee	Donald W. DeSmit, Jr.	Avery-Knodel. A,C
TV	Nashville, Tenn.	159 Fourth Ave. N; CH 2-4331	T. B. Baker, Jr.	Robert M. Reuschle	Katz. C
TV	Muncie, Ind.	P.O. Box 271; ATLAS 8-4403	W. F. Craig	W. F. Craig	Holman. A,C,N
TV	Jackson, Miss.	715 S. Jefferson St.; FLeetwood 2-2691	Fred Beard	Frank Gentry	Hollingbery. A,N
TV	Bangor, Me.	P.O. Box 732; 2-4822	Rudolph O. Marcoux		Weed. A,N
TV	Lexington, Ky.	P.O. Box 1457; 4-8747	Earl L. Boyles	Harry C. Barfield	Bolling. A,N
TV	Orlando, Fla.	P.O. Box 5795; GARDen 4-8537	Joseph Brechner	William Latham	Headley-Reed. A
TV	Asheville, N.C.	P.O. Box 2150; ALPine 4-4321	Theodore A. Eiland	Saul Rosenzweig	PGW. A
TV	Marquette, Mich.	P.O. Box 546; CANal 6-3524	John H. Borgen		Hollingbery. A,C,N
TV	Marinette, Wis.	Wells St.; REdwood 5-6631	Joseph D. Mackin	Forster Cooper	Hollingbery. A
TV	Lynchburg, Va.	P.O. Box 238; VICTor 5-1242	Philip P. Allen	Tom Turner	Hollingbery. A
TV	Atlanta, Ga.	1611 W. Peachtree St. NE; TRinity 2-1141	Harry LeBrun	James H. Burgess	Crosley. A
TV	Columbus, Ohio	3165 Olentangy River Rd.; AMherst 3-5441	James Leonard	Walter E. Bartlett	Crosley. N
TV	Dayton, Ohio	4595 S. Dixie Hwy.; AXminster 3-2101	George Gray	Dale A. Smith	Crosley. A,N
TV	Indianapolis, Ind.	1401 N. Meridian St.; MEtrose 9-2311	John Babcock	Bob Lamb	Crosley. A
TV	Cincinnati, Ohio	140 West 9 St.; CHerry 1-1822	John T. Murphy	Steve Crane	Crosley. N
TV	Lebanon, Pa.	R.D. #5; CRestview 3-4511	Joe Zimmermann	Edward H. Benedict	Blair TV Assoc. A
TV	Washington, D.C.	4461 Connecticut Ave. NW; KEllogg 7-1100	Frederick S. Houwink	Neal J. Edwards	H-R. A
TV	Baltimore, Md.	Baltimore & Charles Sts.; MULberry 5-5670	E. K. Jett	Ernest A. Lang	Katz. C
TV	Macon, Ga.	Bankers Insurance Bldg.; 2-7373	Wilton E. Cobb	Frank Crowther	Avery-Knodel. A,C,N
TV	Peoria, Ill.	212 SW Jefferson Ave.; 6-0711	Robert O. Runnerstrom	Mark Wodlinger	PGW. C
TV	Memphis, Tenn.	P.O. Box 8325; BRoadway 2-0552	H. W. Slavick	Earl Moreland	Blair. N
TV	Decatur, Ala.	P.O. Box 72; EL 3-0361	Frank Whisenant		Masla. C,N
TV	Cedar Rapids, Iowa	P.O. Box 1111; EMpire 4-0171	W. B. Quarton	Lew Van Nostrand	Katz. C
TV	Madison, Wis.	P.O. Box 168; CEDar 3-5381	Merritt Milligan	Walter Rothschild	Branham. N
TV	Poland Spring, Me.	Poland Spring; WYman 8-4311	John W. Guider	Robert L. Maynard	HR&P. A,C
TV	Manchester, N.H.	1819 Elm St.; NATional 3-8061	David O'Shea	Jack Conway	Weed. A
TV	Boston, Mass.	21 Brookline Ave.; COMmonwealth 6-0800	Norman Knight	F. Proctor Jones	H-R. C
TV	New Britain, Conn.	1422 New Britain Ave.; W. Hartford; ADams 3-8551	Jack Fox	Robert W. Bray	NBC Spot. N
TV	Binghamton, N.Y.	Sheraton Inn; RAYmond 3-7311	George R. Dunham	Ed Scala	Blair. A,C
TV	Chicago, Ill.	Merchandise Mart; SUPerior 7-8300	Lloyd Yoder	George Diefenderfer	NBC Spot. N
TV	Greenville, N.C.	P.O. Box 898; 6181	A. Hartwell Campbell	John G. Clark, Jr.	Hollingbery. A,C
TV	South Bend, Ind.	P.O. Box 989; CENTral 3-7111	William T. Hamilton	William Garden	VR&M. N
TV	Bay City, Mich.	Bishop Airport, Flint; CEDar 5-3555	James Gerity, Jr.	Tom Matthews	Petry. A,N
TV	Scranton, Pa.	333 Madison Ave.	Thomas P. Shelburne	Malcolm W. Dale	Petry. A
TV	New York, N.Y.	205 East 67 St.; LEXington 5-1000	Bennet H. Korn	John F. Cundiff	Petry
TV	New Haven, Conn.	135 College St.; SPRuce 7-3611	Howard Maschmeier	David C. Phillips	Blair. A
TV	Columbia, S.C.	P.O. Box 5307; AL 2-7737	H. Moody Mc-Elveen, Jr.		Raymer. C
TV	Newark, N.J.	1020 Broad St.; MITchell 2-6400	Malcolm C. Klein	Don J. Quinn	Young
TV	San Antonio, Tex.	P.O. Box 2641; CAPital 7-4221	James M. Gaines	Edward V. Cheviot	Petry. N
TV	Oak Hill, W. Va.	P.O. Box 251; HOBart 9-3361	Robert R. Brown		Pearson. A,C
TV	Davenport, Iowa	805 Brady St.; 3-3661	Ernest C. Sanders	F. Paxon Shaffer	PGW. N
TV	Ames, Iowa	Service Bldg.; CEDar 2-3400	Robert C. Mulhall	Ted Tostlebe	H-R. A
TV	Grand Rapids, Mich.	120 College St. SE; GLEndale 9-4125	Willard Schroeder	John S. Markward	Katz. A,N
TV	New York, N.Y.	1440 Broadway; LONGacre 4-8000	Robert Leder	Burt Lambert	
TV	Mayaguez, P.R.	Darlington Bldg.; P.O. Box 43; 1151	Alfredo R. de Arellano, Jr.	Reinaldo M. DuPont	Inter-American. A,C
TV	Omaha, Neb.	Insurance Bldg.; WEBster 3400	Frank P. Fogarty	Fred Ebener	Blair. C
TV	Florence, Ala.	P.O. Box 600	Richard B. Biddle	Bill Mapes	A,C,N
TV	Traverse City, Mich.	Paul Bunyan Bldg.; WINDsor 7-7675	Les Biederman	Robert E. Detwiler	VR&M. A,N
TV	New York, N.Y.	220 East 42 St.; MURrayhill 2-6500	Fred M. Thrower	Thomas P. Robinson	PGW
TV	Providence, R.I.	24 Mason St.; PLantations 1-9776	Joseph P. Dougherty	Eugene W. Wilkin	Blair. C

WP5D-TV WPST-TV WPTA WPTV WPTZ-TV	Paducah, Ky. Miami, Fla. Ft. Wayne, Ind. W. Palm Beach, Fla. Plattsburg, N.Y.	P.O. Box 1037; 2-8214 Biscayne Blvd. & 21st St.; FRanklin 1-6501 Butler Rd.; ANthony 7125 P.O. Box 510; TEmple 3-2471 357-361 Cornella St.; JOrdan 1-5555	Sam Livingston Walter Koessler Ronald R. Ross L. Herschel Graves George BarenBregge	Charles M. Neel Robert Hanna Richard Morgan Chester E. Pike George BarenBregge	Pearson, N. Petry, A Young, A Blair TV Ass Blair TV Ass
WRAL-TV WRBL-TV WRC-TV WRCA-TV WRCV-TV	Raleigh, N.C. Columbus, Ga. Washington, D.C. New York, N.Y. Philadelphia, Pa.	2619 Western Blvd.; VAnce 8-2511 1350 13th Ave.; FAirfax 2-0601 4001 Nebraska Ave.; EMerson 2-4000 30 Rockefeller Plaza; Circle 7-8300 1619 Walnut St.; LOcust 4-3700	Fred Fletcher J. W. Woodruff, Jr. Carleton D. Smith William N. Davidson Raymond W. Welpott	Fletcher Turner George Jenkins William E. Coyle Jay J. Heitlin Theodore H. Walworth, Jr.	H-R. N Hollingbery NBC Spot. NBC Spot. NBC Spot.
WRDW-TV	Augusta, Ga.	Georgia & Observatory Ave., N. Augusta, S.C.; TAYlor 4-5432	James W. Hicks		Branham, C
WREC-TV WREX-TV WRGB WRGP-TV WRIK-TV WRLP-TV WROC-TV WRVA-TV	Memphis, Tenn. Rockford, Ill. Schenectady, N.Y. Chattanooga, Tenn. Ponce, P.R. Greenfield, Mass. Rochester, N.Y. Richmond, Va.	Hotel Peabody Bldg.; JACkson 5-1313 W. Auburn & Winnebago Rds.; WO 8-1813 140 Balltown Rd.; FRanklin 7-2261 1214 McCallie Ave.; OX 8-1505 Darlington Bldg., Mayaguez; 2-0280 P.O. Box 32, Northfield; 336 201 Humboldt St.; BUtler 8-8400 P.O. Box 2370; BElmont 3-5461	Hoyt B. Wooten J. M. Balsch J. Milton Lang Harry D. Burke William Cortada William L. Putnam Gunnar O. Wllg Barron Howard	Charles Brakefield J. M. Balsch George F. Spring George P. Moore John W. Kennedy, Jr. James D. Clark, Jr.	Katz, C H-R. A,C NBC Spot. H-R. N Inter-Americ Hollingbery, Petry, A,N HR&P, C
WSAU-TV WSAV-TV WSAZ-TV WSB-TV WSBA-TV WSBT-TV WSEE-TV WSFA-TV WSIL-TV WSIX-TV WSJS-TV WSJV-TV WSLS-TV WSM-TV WSOC-TV WSPA-TV WSPD-TV WSTV-TV WSUN-TV WSUR-TV	Wausau, Wis. Savannah, Ga. Huntington, W.Va. Atlanta, Ga. York, Pa. South Bend, Ind. Erie, Pa. Montgomery, Ala. Harrisburg, Ill. Nashville, Tenn. Winston-Salem, N.C. South Bend, Ind. Roanoke, Va. Nashville, Tenn. Charlotte, N.C. Spartanburg, S.C. Toledo, Ohio Stuebenville, Ohio St. Petersburg, Fla. Ponce, P.R.	P.O. Box 29; 2-1021 Liberty Nat'l Bank Bldg.; ADams 6-0303 P.O. Box 2115; JA 9-4127 1601 W. Peachtree St.; TRinity 5-7221 P.O. Box 1661; 2-5531 300 W. Jefferson Blvd.; CEntal 3-3141 1220 Peach St.; Glendale 5-7575 P.O. Box 2566; AMherst 5-1251 21 W. Poplar St. Nashville Trust Bldg.; ALpine 5-5431 419-21 N. Spruce St.; PARk 5-2311 P.O. Box 28; CEntal 2-2828 P.O. Box 2161; DIamond 4-9227 301 Seventh Ave. N; ALpine 4-5656 P.O. Box 2536; FRanklin 6-8401 224 E. Main St.; 3-3621 136 Huron St.; CHerry 8-2601 Exchange Realty Bldg.; ATLantic 2-6265 Million Dollar Pier; 5-4121 P.O. Box 4189, San Juan; 2-1278	Richard D. Dudley Harben Daniel C. T. Garten Marcus Bartlett Louis J. Appell, Jr. Neal B. Welch Donald M. Boyce Carier Hardwick Oscar L. Turner Louis R. Draughon Harold Essex Paul C. Brines Horace Fitzpatrick Irving Waugh Larry Walker Walter J. Brown Peter Storer John J. Laux Fred P. Shawn Mariano Angelet Escudero Hamilton Shea E. R. Vadeboncoeur E. R. Vadeboncoeur	Richard D. Dudley Mack Humpidge C. T. Garten Don Elliot Heald Robert M. Stough Wilbur R. Darch Jack Long James S. McMurry Harry B. Shaw Vincent Doyle A. S. Trevilian Hi Bramham C. George Henderson Roger A. Shaffer Floyd E. Beaton Lee Gaynor Earl Welde R. H. Johnson William R. Alford, Jr. William R. Alford, Jr.	Meeker, A,C Blair TV Ass Katz, N Petry, N Masla, A,C,I Raymer, C Young, A,C PGW, A,N Walker-Row PGW, A Headley-Res Branham, A Blair TV Ass Petry, N H-R, A,N Hollingbery, Katz, A,N Avery-Knott VR&M, A Pan-America
WSVA-TV WSYE-TV WSYR-TV	Harrisonburg, Va. Elmira, N.Y. Syracuse, N.Y.	Rawley Pike; 4-4431 1030 James St., Syracuse; GRanite 4-3911 1030 James St.; GRanite 4-3911			H-R, A,C,N HR&P, A,N HR&P, A,N
WTAE WTAP WTAR-TV WTCN-TV W-TEN WTHI-TV WTIC-TV WTMJ-TV WTOC-TV WTOK-TV WTOL-TV WTOM-TV	Pittsburgh, Pa. Parkersburg, W.Va. Norfolk, Va. Minneapolis, Minn. Albany, N.Y. Terre Haute, Ind. Hartford, Conn. Milwaukee, Wis. Savannah, Ga. Meridian, Miss. Toledo, Ohio Cheboygan, Mich.	400 Ardmore Blvd.; CHurchill 2-4300 121 West 7 St.; HUdson 5-4589 720 Boush St.; MADison 5-6711 2925 Dean Blvd.; WALnut 7-8881 P.O. Box 10; 3-2225 918 Ohio St.; CRawford 9481 26 Grove St.; JA 5-0801 720 E. Capitol Dr.; BRoadway 1-6000 P.O. Box 858; ADams 2-0127 Southern Bldg.; 3-1441 604 Jackson St.; CHerry 4-7411 Paul Bunyan Bldg., Traverse City; Windsor 7-7675	Franklin C. Snyder Milton Komito Robert M. Lambe, Jr. Phil Hoffman Thomas S. Murphy J. M. Higgins Walter C. Johnson George Comte W. T. Knight, Jr. Robert F. Wright Thomas S. Bretherton John Anderson	Alan Trench Karl R. Nelson Robert C. Fransen William J. Lewis George Foulkes Irwin C. Cowper William Klumb Ben Williams W. B. Crooks, Jr. George J. Kapel	Katz, A Pearson, A,C Petry, C Katz, A Blair, C Bolling, A,C HR&P, C HR&P, N Avery-Knott Headley-Res H-R, C,N VR&M, A,N
WTOP-TV WTPA WTRF-TV WTTG WTTV WTVC WTVD WTVH WTVJ WTVK WTVM WTVN-TV WTVO WTVR WTVT	Washington, D.C. Harrisburg, Pa. Wheeling, W.Va. Washington, D.C. Bloomington, Ind. Chattanooga, Tenn. Durham, N.C. Peoria, Ill. Miami, Fla. Knoxville, Tenn. Columbus, Ga. Columbus, Ohio Rockford, Ill. Decatur, Ill. Richmond, Va. Tampa, Fla.	40th & Brandywine Sts. NW; EMerson 2-9300 3235 Hoffman St.; CEdar 8-7171 1329 Market St.; CEdar 2-7777 Hotel Raleigh; STerling 3-5300 3940 Bluff Rd., Indianapolis; STate 7-2211 P.O. Box 1150; AMherst 6-4151 P.O. Box 2009; 2-2111 621 Main St.; 9-7211 P.O. Box 2770; FR 4-6262 P.O. Box 1388; MU 7-2312 P.O. Box 1640; FAirfax 2-8828 P.O. Box 718; CAPital 8-5801 P.O. Box 470; 3-5413 P.O. Box 631; 8-4304 P.O. Box 5229; EL 5-8611 P.O. Box 1198; REdwood 6-1313	George F. Hartford Donald D. Wear Robert W. Ferguson John E. McArdle Robert G. Holben Reeve Owen Harmon L. Duncan Harold V. Phillips Lee Ruwitch John A. Engelbrecht Frank Ragsdale Sam T. Johnston Hal Froelich Ben K. West Wilbur M. Havens E. B. Dodson	Robert A. J. Bordley H. Needham Smith John E. McArdle William Thomas Joseph Windsor Mike Thompson David J. Schlink William Brazzil Bill Eckstein Ben Purvis Fred von Stad Gene Denari William Kemple Donald Menard	CBS TV Spo HR&P, A Hollingbery, PGW Young Young, A Petry, A,C Blair TV Ass PGW, C Pearson, A Young, A,N Katz, A Headley-Res Gill-Perna, Blair TV Ass Katz, C

Evansville, Ind. Dothan, Ala. Tupelo, Miss.	405 Carpenter St.; HARRison 2-1121 Cottonwood Rd.; 5-2810 P.O. Box 163; VInewood 2-7620	Dick Shively F. E. Busby Frank K. Spain	Al McKelfresh Arthur Creamer Charles H. Hicks, Jr.	Hollingbery. A A,C Masla. N
Charleston, S.C.	P.O. Box 879; TULip 4-4141	J. Drayton Hastie	Ansley D. Cohen, Jr.	Bolling. A,N
Norfolk, Va. Rochester, N.Y.	110 North 3 St.; MADison 7-7774 17 S. Clinton Ave.; HAMILton 6-4820	Thomas P. Chisman Ervin F. Lyke	Harrol A. Brauer, Jr. Arthur Murrellwright	Avery-Knodel. A Bolling; McKinney. A,C Weed. A
New Orleans, La.	1418 Cleveland Ave.; JACkson 5-9011	Joseph A. Paretti	John H. Bone	
Detroit, Mich. New Orleans, La. Springfield, Mass. Worcester, Mass. Cadillac, Mich.	622 W. lafayette Ave.; WOODward 2-2000 1024 N. Rampart St.; EXpress 4444 P.O. Box 2210; STate 5-5311 P.O. Box 2210, Springfield; STate 5-5311 417 N. Mitchell St.; PRospect 5-3478	Edwin K. Wheeler Larry Carino William L. Putnam William L. Putnam Gene Ellerman	John A. Wales Maurice Guillerman James H. Ferguson, Jr. James H. Ferguson, Jr. Gene Ellerman	PGW. N Katz. C Hollingbery. N Hollingbery. N Avery-Knodel. A,C
Petersburg, Va. Milwaukee, Wis. Detroit, Mich.	124 W. Tabb St.; REgent 3-7876 Schroeder Hotel; BR 2-1862 20777 West 10 Mile Rd.; KENwood 4-7000	Irvin G. Abeloff Gene Posner John F. Pival	Irvin G. Abeloff Lawrence Turet Ralph Dawson	Young. N Gill-Perna Blair. A
SUPPLEMENTARY LISTING DUE TO U.S. COVERAGE:				
Ciudad Juarez, Mexico Mexicali, Mexico	P.O. Box 442, El Paso, Tex.; 3-7240 Hotel Barbara Worth, El Centro, Calif.; Elgin 2-7321	P. Meneses Hoyos Bob Kelley	Ralph Fitzmaurice	Nat'l Time Sales Nat'l Time Sales
Tijuana, Mexico	7th & Ash Sts., San Diego, Calif.; BElmont 4-8431	Julian H. Kaufman		Blair TV Assoc. A

STATION REPRESENTATIVES

ALASKA RADIO-TV SALES CORP.

Associated with Weed Television Corp.)

NEW YORK

Manager: Roy Smith. 579 Fifth Ave. (PLaza 9-4700),
New York 17

STATIONS: KTVA, Anchorage; KTVF, Fairbanks;
KTVL, Juneau

AVERY-KNODEL, INC.

President: Lewis H. Avery

Executive Vice President: J. W. Knodel

Director of TV Sales: Thomas J. White, Jr.

Director of Promotion: John W. Owen

Director of Research: John F. Wade

NEW YORK

579 Fifth Ave. (PLaza 7-1800), New York 19

ATLANTA

Manager: Charles C. Coleman. 41 Marietta St., N. W.
Atlanta 3 (Akon 3-2545), Atlanta 3

CHICAGO

Manager: Raymond M. Neihengen. 3125 Prudential
Chicago 1 (WHitehall 4-6869), Chicago 1

DALLAS

Manager: Wallis S. Ivy. Suite 320, Fidelity Union
Life Bldg. (Riverside 7-7484), Dallas 1

DETROIT

Manager: Glenn W. Gilbert. 2226 Guardian Bldg.
(WOODward 1-9607), Detroit 26

LOS ANGELES

Manager: Robert Mohr. 3325 Wilshire Blvd. (DUN-
kirk 5-6394), Los Angeles 5

SAN FRANCISCO

Pacific Coast Manager: David Melbin. 369 Pine St.
(YUKon 1-2345), San Francisco 4

STATIONS: KCMT, Alexandria, Minn.; KMMT,
Austin, Minn.; WKBK-TV, Buffalo; WWTV, Cadillac-
Traverse City; KHSL-TV, Chico; KDAL-TV, Duluth;
WFBC-TV, Greenville-Asheville; KODE-TV, Joplin;
WKZO-TV, Kalamazoo; WATE-TV, Knoxville; KOLN-TV,
Lincoln; WMAZ-TV, Macon; WKRG-TV, Mobile; WVEC-
TV, Norfolk; WESH-TV, Orlando; KVAR, Phoenix;
KATV, Pine Bluff; WGAN-TV, Portland, Me; WHBF-TV,
Rock Island; KUTV, Salt Lake City; WTOG-TV, Savan-
nah; WSTV-TV, Steubenville; WIBW-TV, Topeka; KTUL-
TV, Tulsa; KWVL-TV, Waterloo

BLAIR-TV

President: John P. Blair
Executive Vice President: Edward P. Shurick
Vice President & Eastern Sales Manager: John P. Denninger
Vice President & Research Director: W. Ward Dorrell
Director of Sales Development: Martin Katz

NEW YORK

717 Fifth Ave. (PLaza 2-0400), New York 22

BOSTON

Manager: Bruce Pattyson. 118 Newberry St. (KENmore 6-1472), Boston 16

CHICAGO

Manager: Harry Smart. 520 N. Michigan Ave (SUperior 7-2300), Chicago 11

DALLAS

Manager: Steve Beard. 3028 Southland Center (Riverside 1-4228), Dallas 1

DETROIT

Manager: Gabriel Dype. 617 Book Bldg. (WOODward 1-6030), Detroit 26

JACKSONVILLE

Manager: Harry Cummings. 1402 Barnett Bank Bldg. (ELgin 6-5770), Jacksonville 2

LOS ANGELES

Manager: Dave Lundy. 3460 Wilshire Blvd. (DUNKirk 1-3811), Los Angeles 5

ST. LOUIS

Manager: Richard Quigley, Jr. 937 Paul Brown Bldg. (CHEstnut 1-5686), St. Louis 1

SAN FRANCISCO

Manager: Edward Smith. 155 Sansome St. (YUKon 2-7068), San Francisco 4

SEATTLE

Manager: John Burr. White-Henry-Stuart Bldg. (MAIn 3-6270), Seattle

STATIONS: W-TEN, Albany-Schenectady-Troy; WBNF-TV, Binghamton; WHDH-TV, Boston; WBKB, Chicago; WCPO-TV, Cincinnati; WEWS, Cleveland; WBNS-TV, Columbus, Ohio; KFJZ-TV, Dallas-Ft. Worth; WXYZ-TV, Detroit; KFRE-TV, Fresno; WNIH-TV, Hartford-New Haven; WFBG-TV, Johnstown-Altoona; WJIM-TV, Lansing; KTTV, Los Angeles; WMCT, Memphis; WDSU-TV, New Orleans; WABC-TV, New York; WOW-TV, Omaha; WFIL-TV, Philadelphia; WIIC, Pittsburgh; KGW-TV, Portland, Ore; WPRO-TV, Providence; KTVI, St. Louis; KGO-TV, San Francisco; KING-TV, Seattle; WFLA-TV, Tampa

BLAIR TELEVISION ASSOCIATES, INC.

Executive Vice President & General Manager: Richard L. Foote

NEW YORK

717 Fifth Ave. (PLaza 2-0400), New York 22

BOSTON

Manager: Bruce Pattyson. 118 Newberry St. more 6-1472), Boston 16

CHICAGO

Manager: Arthur C. Stringer. 333 N. Michigan (FRanklin 2-3819), Chicago 11

DALLAS

Manager: Steve Beard. 3028 Southland (Riverside 1-4228), Dallas 1

DETROIT

Manager: Gabriel Dype. 617 Book Bldg. (WOODward 1-6030), Detroit 26

JACKSONVILLE

Manager: Harry Cummings. 1402 Barnett Bldg. (ELgin 6-5770), Jacksonville 2

LOS ANGELES

Manager: Dave Lundy. 3460 Wilshire Blvd. (DUNKirk 1-3811), Los Angeles 5

ST. LOUIS

Manager: Richard Quigley, Jr. 937 Paul Brown (CHEstnut 1-5686), St. Louis 1

SAN FRANCISCO

Manager: Edward Smith. 155 Sansome St. (YUKon 2-7068), San Francisco 4

SEATTLE

Manager: John Burr. White-Henry-Stuart Bldg. (MAIn 3-6270), Seattle

STATIONS: KFDA-TV, Amarillo; WAFB-TV, Baton Rouge; KFVR-TV, Bismarck; KTVB, Boise; WIC, Erie; WHTN-TV, Huntington-Charleston; KRCC-TV, Jefferson City-Columbia; WLYH-TV, Lebanon-Lancaster; WITI-TV, Milwaukee; WEAR-TV, Mobile-Pensacola; KOCO-TV, Oklahoma City; WDBO-TV, Orlando; WPEORIA-TV, Peoria; KTVK, Phoenix; WPTZ-TV, Plattsburg-Burton; WTVR, Richmond; WSLS-TV, Roanoke; KFVS-TV, St. Joseph; XETV, San Diego; WSAV-TV, Savannah; WCTV, Tallahassee-Thomasville; KCEN-TV, Tempe; KVOO-TV, Tulsa; WPTV, West Palm Beach; KTVH, Wichita-Hutchinson; KSYD-TV, Wichita

THE BOLLING COMPANY

President: George W. Bolling
Vice President in Charge of TV: G. Richard Swift
Director of Sales Development: Nina Fluitt

NEW YORK

247 Park Ave. (YUKon 6-4545), New York 17

ATLANTA

Sales Manager: Don Naylor. 32 Peachtree St. N. (JACKson 5-7930), Atlanta 3

BEVERLY HILLS

Manager: John A. King. 204 S. Beverly Dr. (BEEchshaw 2-0544), Beverly Hills

BOSTON

Manager: Richard Keating. 80 Boylston St. (HUB-2-0346), Boston 16

CHICAGO

President: Morton A. Barrett. 435 N. Michigan (WHitehall 3-2040), Chicago 11

DALLAS

Manager: Thomas Murphy. Vaughn Bldg. (RIVER-2172), Dallas 1

DENVER

Manager: M. A. Briley. 260 Denver Club Bldg. (DEN-4-7463), Denver 2

DETROIT

Manager: Larry Gentile. 1761 First National (WOODward 1-4761), Detroit 26

KANSAS CITY

Manager: Eugene F. Gray. KMBC Bldg., 11th Central (GRand 1-7822), Kansas City 5

MEMPHIS

Manager: C. K. Beaver. 2158 Union Ave. Bldg. (MADway 2-7503), Memphis 4

ST. LOUIS

Manager: Eugene F. Gray. 705 Olive St. (CHEstnut 1-4350), St. Louis 1

SAN FRANCISCO

Manager: John T. Coy. 5 Third St. (GARfield 6-44), San Francisco 3

STATIONS: KOAT-TV, Albuquerque; KVII-TV, Amarillo; KAVE-TV, Carlsbad; WUSN-TV, Charleston, S.C. (Regional only); KRQD-TV, El Paso; KCKT-TV, Great Bend; WHP-TV, Harrisburg, Pa.; WLEX-TV, Lexington; KLVY-TV, Mobile; KOSA-TV, Odessa; KKTU, Pueblo; KRDO-TV, Colorado Springs; WVET-TV & WHET-TV, Rochester, N.Y.; WTHI-TV, Terre Haute

THE BRANHAM COMPANY

President: Eugene F. Corcoran

Executive Vice President: Joseph F. Timlin

Vice President: Thomas B. Campbell

Vice President & Treasurer: Lewis S. Greenberg

Promotion & Research: Donald H. Richards

NEW YORK

Manager: James A. McManus. 99 Park Ave. (MURphy 2-4606), New York 16

ATLANTA

Manager: H. L. Ralls. Rhodes-Haverty Bldg. (JACKson 3-3025), Atlanta 3

CHARLOTTE

Manager: Bertram C. Finch. 2001 Liberty Life Bldg. (EASTon 2-8839), Charlotte 2

CHICAGO

Manager: John F. Murphy. 360 N. Michigan Ave. (CENTral 6-5726), Chicago 1

DALLAS

Manager: George Harding. 1005 Fidelity Union Life Bldg. (RIVERside 8-5831), Dallas 3

DETROIT

Manager: Fred A. Weber. General Motors Bldg. (TRinity 1-0440), Detroit 2

LOS ANGELES

Manager: Norman E. Noyes. 6399 Wilshire Blvd. (OLive 3-6363), Los Angeles 48

MEMPHIS

Manager: Sidney L. Nichols. 627 Sterick Bldg. (JACKson 6-2344), Memphis 3

MIAMI

Manager: Dan Gattoni. 496 N.E. 29th Terrace (FRanklin 9-4685), Miami

MINNEAPOLIS

Manager: Robert L. Brockman. Northwestern Bank Bldg. (FEderal 2-6522), Minneapolis 2

ST. LOUIS

Manager: John J. Schwarz. Title Guaranty Bldg., 706 Chestnut St. (CHEstnut 1-6192), St. Louis 1

SAN FRANCISCO

Manager: Walter F. Patzlaff. 703 Market St. (YUKon 2-1582), San Francisco 3

STATIONS: KGGM-TV, Albuquerque; WRDW-TV, Augusta; KCRG-TV, Cedar Rapids; WDEF-TV, Chattanooga; KRDO-TV, Colorado Springs; KZTV, Corpus Christi; KRLD-TV, Dallas; WKJG-TV, Ft. Wayne; KTHV, Little Rock; WMTV, Madison; KGLO-TV, Mason City; KHQA-TV, Quincy; WSJV-TV, South Bend-Elkhart; WHYN-TV, Springfield, Mass.; KVOA-TV, Tucson; West Texas Network: KPAR-TV, Abilene-Sweetwater; KEDY-TV, Big Spring; KVER-TV, Clovis; KDUB-TV, Lubbock

CBS TELEVISION SPOT SALES

Vice President & General Manager: Bruce R. Bryant

Director of Client Relations: John J. Kelly

Sales Promotion Manager: Joseph P. Dowling

Research Manager: Robert Schneider

NEW YORK

Eastern Sales Manager: Arthur C. Elliot. 485 Madison Ave. (PLaza 1-2345), New York 22

ATLANTA

Manager: H. H. Holtshouser. 805 Peachtree Bldg., N.E. (TRinity 5-6677), Atlanta 8

CHICAGO

Midwestern Sales Manager: Theodore W. O'Connell. 630 N. McClurg Ct. (WHitehall 4-6000), Chicago 11

DETROIT

Manager: John S. Logan. 932 Fisher Bldg. (TRinity 2-5500), Detroit 2

LOS ANGELES

Manager: Samuel F. Hill, Jr. 1313 N. Vine St. (HOLlywood 9-1212), Los Angeles 28

SAN FRANCISCO

Manager: Richard R. Loftus. Palace Hotel (YUkon 2-7000), San Francisco 5

STATIONS: WBTV, Charlotte; WBBM-TV, Chicago; WBIW, Florence, S.C.; KHOU-TV, Houston; WJXT, Jacksonville; KNXT, Los Angeles; WCBS-TV, New York; WCAU-TV, Philadelphia; KOIN-TV, Portland, Ore; KMOX-TV, St. Louis; KSL-TV, Salt Lake City; WTOP-TV, Washington, D.C.

CROSLY BROADCASTING CORPORATION

President & General Manager: Robert E. Dunville

Vice President in Charge of TV: John T. Murphy

Vice President in Charge of Sales: H. Peter Lasker

NEW YORK

TV Manager: Eugene S. Sumner. 3 East 54 St. (PLaza 1-5353), New York 22

ATLANTA

Manager: Bomar Lowrance. (Bomar Lowrance & Assoc.) 710 N. Peachtree St., N.E. (TRinity 6-3726), Atlanta

CHICAGO

Vice President: Harry Albrecht. 360 N. Michigan Ave. (STate 2-6693), Chicago 1

CLEVELAND

Manager: James Sefert. Suite 727, National City East 6th Bldg. (MAin 1-7756), Cleveland 14

DALLAS

Manager: Robert Keefe. (Bomar Lowrance & Assoc.) Fidelity Union Life Bldg. (Riverside 2-8206), Dallas

DETROIT

Manager: John C. Treacy. (NBC Spot Sales) 1165 Penobscot Bldg. (WOODward 1-1610), Detroit 26

HOLLYWOOD

Manager: Walter Davison. (NBC Spot Sales) Sunset & Vine (THornwall 5-7000), Hollywood 28

LOS ANGELES

Manager: Jerome Moore. (Tracy Moore & Assoc.) 6381 Hollywood Blvd. (HOLLYwood 2-2351), Los Angeles 28

SAN FRANCISCO

Manager: Robert Anderson. (NBC Spot Sales) NBC Bldg., Taylor & O'Farrell Sts. (GRaystone 4-8700), San Francisco 2

SAN FRANCISCO

Manager: Charles Morin. (Tracy Moore & Assoc.) Merchants Exchange Bldg. (EXbrook 2-6444), San Francisco 4

STATIONS: WLW-A, Atlanta; WLW-T, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis

DEVNEY INC.

President: Edward J. Devney

Sales Manager: Arthur O'Connor

NEW YORK

Manager: E. J. Devney. 535 Fifth Ave. (Y 6-4390), New York 17

CHICAGO

Manager: John K. Markey. 185 N. Wabash (STate 2-5282), Chicago 1

HOLLYWOOD

Manager: Jim Gates. 5746 Sunset Blvd. (Hollywood 2-4253), Hollywood 28

SAN FRANCISCO

Manager: Ted Hall. 681 Market St. (EX 2-1507), San Francisco 4

STATIONS: WAIM-TV, Anderson; KGHL-TV, Kings; WBPZ-TV, Lock Haven; CFCL-TV, Timmins, Cros-TV, Yorkton, Sask.

EVERETT-MCKINNEY, INC.

President: Max M. Everett

National Sales Manager: Powell H. Ensign

NEW YORK

40 East 49 St. (PLaza 3-9332), New York 17

BEVERLY HILLS

Manager: Lee F. O'Connell. 111 N. La Cienega (OLympia 2-1313), Beverly Hills

CHICAGO

Manager: Thomas S. Buchanan. 410 N. Michigan Ave. (SUPERior 7-9052), Chicago 11

SAN FRANCISCO

Manager: Don R. Pickens. 166 Geary St. (YU 6-1689), San Francisco 8

STATIONS: WINR-TV, Binghamton; WCE Columbus, Miss.; WDAN-TV, Danville; WHEC-TV, WVET-TV, Rochester, N.Y.

FORJOE-TV, INC.

President: Joseph Bloom

NEW YORK

Executive Vice President: Mort Bassett. 580 1 Ave. (JUDson 6-3100), New York 36

ATLANTA

General Manager: Robert W. Jensen. 1371 Peach St., N.E. (TRinity 5-0404), Atlanta 9

CHICAGO

General Manager: Robert A. Lazar. 435 N. Michigan Ave. (DElaware 7-3504), Chicago 11

DETROIT

General Manager: Larry Gentile. 1761 National Bank Bldg. (WOODward 2-3524), Detroit 26

LOS ANGELES

General Manager: Jack Shapiro. 451 N. La Cienega Blvd. (OLEander 5-7755), Los Angeles 48

PHILADELPHIA

General Manager: Morton Lowenstein. 310 W. Glen Rd. (CHestnut Hill 7-4510), Philadelphia 19

PORTLAND

Commerce 9735), Portland

SAN FRANCISCO

General Manager: Charles E. Haddix. 681 Market St. (1-7569), San Francisco 5

SEATTLE

9496), Seattle

STATIONS: KVOS-TV, Bellingham; WINK-TV, Ft. KRTV, Great Falls; KSHO-TV, Las Vegas, KMSO-TV, Bossoula; KTLB, Pocatello; KLOR-TV, Salt Lake

GILL-PERNA, INC.

President: Helen Gill

Executive Vice President: John J. Perna, Jr.

Promotion & Research Manager: Richard Mileto

NEW YORK

Madison Ave. (TEmpleton 8-4740), New York 21

BOSTON

Manager: Harry Wheeler. 80 Boylston St. (LIBerty 1 Boston 16

CHICAGO

Manager: Walter Beadell. 75 E. Wacker Dr. (FRank-865), Chicago 1

DETROIT

Manager: Daniel W. Bowen. 2915 Book Bldg. (OWard 2-7022), Detroit 26

LOS ANGELES

Manager: Robert W. Walker. 730 S. Western Ave. (WArk 7-4388), Los Angeles

SAN FRANCISCO

Manager: Allan S. Young. 57 Post St. (SUtter 1-5568), San Francisco

STATIONS: WTVP-TV, Decatur, Ill.; KBLR-TV, Oakland; WXIX, Milwaukee; KHTV, Portland, Ore.; KSTV, Riverton; KVUE-TV, Sacramento-Stockton; KTVB-TV, Saginaw

ARRINGTON, RIGHTER & PARSONS, INC.

President: John E. Harrington, Jr.

Vice Presidents: Volney Righter, James O. Parsons, Jr.

Vice President in Charge of Research & Promotion: Maurice Rashbaum, Jr.

Promotion Manager: Helen Harney

Research Director: Howard Shepard

NEW YORK

Madison Ave. (MUrrayhill 8-7050), New York 17

ATLANTA

Manager: Frank B. Rice. 1430 W. Peachtree St., N.W. (TRinity 5-8458), Atlanta 9

BOSTON

Manager: Carter Knight. 80 Boylston St. (LIBerty 2-7537), Boston 16

CHICAGO

Vice President & Western Sales Manager: Carroll Layman. Tribune Tower (WHitehall 4-0510), Chicago 11

DETROIT

Manager: William Snyder. Penobscot Bldg. (WOodward 3-0910), Detroit 26

SAN FRANCISCO

Manager: Frank Dougherty. 235 Montgomery St. (SUtter 1-4125), San Francisco 4

STATIONS: WAPI-TV, Birmingham; WBEN-TV, Buffalo; WJRT, Flint; WFMY-TV, Greensboro; WTPA, Harrisburg, Pa; WTIC-TV, Hartford; WJAC-TV, Johnstown; WDAF-TV, Kansas City; WHAS-TV, Louisville; WTMJ-TV, Milwaukee; WMTW-TV, Mt. Washington; WRVA-TV, Richmond; KSLA-TV, Shreveport; WSYR-TV, Syracuse

HEADLEY-REED TV

Chairman of the Board: Frank W. Miller, Sr.
Director: Frank W. Miller, Jr.

President: John H. Wrath

Vice President & Sales Manager: I. N. Hardingham

Vice Presidents: Robert A. Schmid, William Shaw

Promotion & Research Managers: Geno Cioe, Melvin Trauner

NEW YORK

750 Third Ave. (YUkon 6-5800), New York 17

ATLANTA

Manager: Frank A. Cason. Peachtree St. Bldg. (TRinity 4-2736), Atlanta 8

CHICAGO

Manager: William Shaw. 230 N. Michigan Ave. (FRanklin 2-4686), Chicago 1

DALLAS

Manager: Charles H. Boland. 211 N. Ervay Bldg. (RIVerside 8-7129), Dallas 1

HOLLYWOOD

Manager: N. Arthur Astor. Taft Bldg. (HOLlywood 4-8248), Hollywood 28

PHILADELPHIA

Manager: Robert S. Dome. Philadelphia National Bank Bldg. (LOcust 4-6027), Philadelphia 7

ST. LOUIS

Manager: Earl Gallagher. 915 Olive St., Rm. 1005 (CEntral 1-9151), St. Louis 1

SAN FRANCISCO

Manager: James Ingram. 110 Sutter St. (YUkon 2-4917). San Francisco 4

STATIONS: WCVB-TV, Bristol; KJVO-TV, Cape Girardeau; WROV-TV, Clarksburg; KFBA-TV, Ft. Smith; WERY, Green Bay; KLFY-TV, Lafayette; KONO-TV, Laredo; KLRJ-TV, Las Vegas; WGOW-TV, Madison; WTOR-TV, Meridian; WLOF-TV, Orlando; WELK-TV, Peoria; KFAC-TV, Port Arthur; KOTA-TV, Rapid City; KOLO-TV, Reno; WTVU, Rockford; WBOC-TV, Salisbury; KEY-TV, Santa Barbara; KGOV-TV, Tucson; WITS, Washington, N.C.; WARE-TV, Wilkes-Barre; WJSJ-TV, Winston-Salem; WEMJ-TV, Youngstown

GEORGE P. HOLLINGBERY COMPANY

Chairman of the Board: George P. Hollingbery

Vice Chairman: F. E. Spencer, Jr.

President of the TV Division: H. H. Wise, Jr.

Sales Development Director: E. R. Eadeh

NEW YORK

Manager: F. E. Spencer, Jr. 500 Fifth Ave. (OXford 3-5560). New York 36

ATLANTA

Manager: Richard N. Hunter. 134 Peachtree St., N.W. (JACKson 4-8081). Atlanta 3

CHICAGO

Manager: George P. Hollingbery. 307 N. Michigan Ave. (DEarborn 2-6060). Chicago 1

DETROIT

Manager: Joseph D. Payne. 500 Griswold St. (WOodward 1-3555). Detroit 26

LOS ANGELES

Manager: Roy S. Edwards, Jr. 3325 Wilshire Blvd. (DUnkirk 5-2071). Los Angeles 13

SAN FRANCISCO

Manager: George Hemmerle. 110 Bush St. (YUkon 1-2110). San Francisco 4

SEATTLE

Manager: Hugh Feltis. Tower Bldg. (MAin 3-1868). Seattle 1

STATIONS: WJBF, Augusta; KLYD-TV, Bakersfield; WABI-TV, Bangor; WBRZ, Baton Rouge; KXLF-TV, Butte; WCIA, Champaign; KFBC-TV, Cheyenne (and satellite KSTF, Scottsbluff); WRBL-TV, Columbus, Ga.; WHIO-TV, Dayton; WEAU-TV, Eau Claire; KTSM-TV, El Paso; KVAL-TV, Eugene (and satellite KPIC-TV, Roseburg); KIEM-TV, Eureka; WTVW, Evansville; WLUK-TV, Green Bay; WNCT, Greenville, N.C.; KTRK-TV, Houston; WLBT, Jackson, Miss.; KOTI, Klamath Falls; WLVA-TV, Lynchburg-Roanoke; WLUC-TV, Marquette; KBES-TV, Medford; KTVO, Ottumwa; WJDM-TV, Panama City; KOOL-TV, Phoenix; WAGM-TV, Presque Isle; KVIP-TV, Redding; KTTV, Sioux City; Skyline Network;

WSPA-TV, Spartanburg; WWLP, Springfield, Ill. (and satellite WELP-TV, Greenfield); WWOZ, Waterloo; KSTV, Springfield, Mo.; WOLN-TV, Tucson; TV, Wheeling; KJMA-TV, Yakima (Cascade Network); RIVA, Yuma

HAL HOLMAN COMPANY

President: Hal Holman

NEW YORK

Manager: Ed Devney. 535 Fifth Ave. (YUkon 6-4980). New York 17

CHICAGO

Manager: Hal Holman. 64 E. Lake St. (FRanklin 2-0016). Chicago 1

LOS ANGELES

Manager: Tracy Moore. 6381 Hollywood Blvd. (HOLLYwood 2-2351). Los Angeles 28

SAN FRANCISCO

Manager: Charles Morin. 465 California St. (SUNdrome 2-6444). San Francisco 8

STATIONS: KDIX-TV, Dickinson; KREK-TV, Goshute Junction; KAYS-TV, Hays; KREY-TV, Montrose; WFTV-TV, Muncie; KNOP-TV, North Platte

H-R TELEVISION, INC.

President: Frank M. Headley

Executive Vice President (Chicago): Dr. S. Reed

Executive Vice President: Frank E. Pella

Eastern Sales Manager: Jack White

Vice President-Sales Development: Aver Gibson

Director of Promotion: Joe Cook

NEW YORK

375 Park Ave. (PLaza 9-6800). New York 22

ATLANTA

Manager: William McRae. 1182 W. Peachtree St., N.W. (TRinity 5-9539). Atlanta 9

CHICAGO

Manager: Dwight S. Reed. 35 E. Wacker Dr. (FRanklin 6-6440). Chicago 1

DALLAS

Manager: Clarke R. Brown. 1507 Southland Center (Riverside 2-5148). Dallas 2

DETROIT

Manager: Andrew M. Gent. 1065 Penobscot Bldg. (WOodward 1-4148). Detroit 26

DES MOINES

Manager: Donald G. Peterson. 509 Grand Ave. (FRanklin 2-0201). Des Moines 9

HOLLYWOOD

Manager: Harold Lindley. 6253 Hollywood Blvd. (HOLLYwood 2-6453). Hollywood 28

HOUSTON

Manager: Jack Eisele. 3520 Montrose Blvd. (JACKSON 1-1000), Houston 6

NEW ORLEANS

Manager: Robert Stuart. 910 Royal St. (JACKSON 1-1000), New Orleans

ST. LOUIS

Manager: Arthur Kelley. 915 Olive St., St. Louis

SAN FRANCISCO

Manager: Hal Chase. 155 Montgomery St. (YUKON 1-1000), San Francisco

STATIONS: WAST, Albany, N.Y.; WNAC-TV, Albany, N.Y.; WSOC-TV, Charlotte; WRGP-TV, Chattanooga; WISN-TV, Columbia, Mo.; WOI-TV, Des Moines-Ames; WPTV-TV, Ft. Wayne; KJEO-TV, Fresno; WSWA-TV, Harlingen; WISH-TV, Indianapolis; WKBT, La Crosse; KTLA-TV, Los Angeles; WHBQ-TV, Memphis; KNOE-TV, Mobile; WAVY-TV, Norfolk-Portsmouth; KETV-TV, Omaha; WRAL-TV, Raleigh; WREX-TV, Rockford; KXTV-TV, Sacramento; KSBW-TV, Salinas-Monterey (and satellite KSTV-TV, San Luis Obispo); KTVU, San Francisco; WFSB-TV, Scranton; KELO-TV, Sioux Falls (and satellite KSDO-TV, Florence); KPLO-TV, Reliance); KXLY-TV, Reno; WTOL-TV, Toledo; KOTV, Tulsa; KLTW-TV, Wichita; WKTV, Utica-Rome; WMAL-TV, Washington, D.C.

THE KATZ AGENCY, INC.

President: Eugene Katz

Vice President, Client Relations: Edward Codel

Vice President, TV Sales: Scott Donahue, Jr.

Vice President, Research & Promotion: Daniel Denenholz

NEW YORK

150 W. 42nd St. (Judson 2-9200), New York 19

ATLANTA

Manager: Gregory Murphy, Jr. 1321 Fulton Bank Bldg. (JACKSON 5-1637), Atlanta 3

CHICAGO

Manager: Roy Miller; Vice President, TV Sales: William Joyce. Prudential Plaza (MOHAWK 4-7150), Chicago 1

DALLAS

Manager: David Rutledge. 2006 Bryan St. (RIVERSIDE 1-1000), Dallas 1

DETROIT

Manager: Arthur J. Underwood, Jr. Penobscot Bldg. (HOWARD 3-8420), Detroit 26

LOS ANGELES

Manager: Richard Hasbrook. 3325 Wilshire Blvd. (MARK 5-6284), Los Angeles 5

MINNEAPOLIS

Manager: David Abbey. First National Bank Bldg., Minneapolis

ST. LOUIS

Manager: Alan T. Axtell. 915 Olive St. (CENTRAL 1-1868), St. Louis 1

SAN FRANCISCO

Manager: Stanley J. Reulman. Russ Bldg. (DOUGLAS 2-7628), San Francisco 4

STATIONS: KGNC-TV, Amarillo; WAGA-TV, Atlanta; WMAR-TV, Baltimore; WBRC-TV, Birmingham; WHIS-TV, Bluefield; WMT-TV, Cedar Rapids; WKRC-TV, Cincinnati; WJW-TV, Cleveland; WTVN-TV, Columbus, Ohio; KLZ-TV, Denver; KRNT-TV, Des Moines; WJBK-TV, Detroit; KMJ-TV, Fresno; WOOD-TV, Grand Rapids; WBAY-TV, Green Bay; WSAZ-TV, Huntington, W. Va.; WFBM-TV, Indianapolis; WJTV, Jackson, Miss.; KCMO-TV, Kansas City; WBIR-TV, Knoxville; KABC-TV, Los Angeles; WREC-TV, Memphis; WTCN-TV, Minneapolis; WLAC-TV, Nashville; WWL-TV, New Orleans; WKY-TV, Oklahoma City; KPHO-TV, Phoenix; KOAM-TV, Pittsburgh; WTAE, Pittsburgh; KCPX-TV, Salt Lake City; KONO-TV, San Antonio; KFSD-TV, San Diego; KOMO-TV, Seattle; KVTI, Sioux City; KHQ-TV, Spokane; WHEN-TV, Syracuse; WTVT, Tampa; WSPD-TV, Toledo; KAKE-TV, Wichita

JACK MASLA & CO. INC.

President: Jack Masla

NEW YORK

40 East 49 St. (PLAZA 3-8571), New York

BEVERLY HILLS

Manager: Lee F. O'Connell. 111 N. La Cienega Blvd. (OLYMPIA 2-1313), Beverly Hills

CHICAGO

Manager: Clem G. O'Neill. 435 N. Michigan Ave. (SUPERIOR 7-6048), Chicago

SAN FRANCISCO

Manager: Don R. Pickens. 166 Geary St. (YUKON 6-0621), San Francisco

STATIONS: WSML-TV, Decatur, Ala.; KVKM-TV, Monahans; WTVV, Tupelo; WSBA-TV, York

McGAVREN TV, INC.

President: Daren F. McGavren

Executive Vice President: Ken Johnson

Director of Research & Promotion: Frank Woodruff

NEW YORK

Sales Manager: Roger Hudson. 60 East 56 St. (PLAZA 1-4650), New York

CHICAGO

Manager: Ed Gardner. 35 E. Wacker Dr. (FRANKLIN 2-1370), Chicago

DETROIT

2338 Dime Bldg. (WOODWARD 1-1675), Detroit

LOS ANGELES

Manager: Jack Davis. 1741 Ivar Ave. (HOLlywood 4-6140), Los Angeles

ST. LOUIS

703 Forsythe Blvd. (PARKview 7-7375), St. Louis

SAN FRANCISCO

Manager: Cy Ostrup. 110 Sutter St. (YUKon 6-4112), San Francisco

SEATTLE

101 Jones Bldg. (MAIn 4-8133), Seattle

STATION: WAKR-TV, Akron

THE MEEKER COMPANY, INC.

President: Robert D. C. Meeker

Vice Presidents: Edgar B. Fillion, Charles E. Standard, Carl F-J Jewett

Director of Station Relations & Sales Development: Robert L. Dudley

Promotion & Research Director: Mimi von Zelowitz

NEW YORK

Manager: Charles Standard. 521 Fifth Ave. (MURrayhill 2-2170), New York 17

CHICAGO

Manager: Carl F-J Jewett. 333 N. Michigan Ave. (CENTral 6-1742), Chicago 1

LOS ANGELES

Manager: Don Palmer. 6362 Hollywood Blvd. (HOLlywood 2-6501), Los Angeles 28

OMAHA

Manager: Harold Soderlund. 807 Kilpatrick Bldg. (ATLantic 7535), Omaha

SAN FRANCISCO

Manager: Don Pontius. 928 Russ Bldg. (YUKon 6-4940), San Francisco 4

STATIONS: KTWO-TV, Casper; KHOL-TV, Kearney (and satellite KHPL-TV, Hayes Center); WGAL-TV, Lancaster; KCSJ-TV, Pueblo (and satellite KDSJ-TV, Deadwood); KRSD-TV, Rapid City; KROC-TV, Rochester, Minn.; KSWs-TV, Roswell; WSAU-TV, Wausau

NBC SPOT SALES

Director: Richard H. Close

Director of TV Sales: Edwin T. Jameson

Manager, New Business & Promotion: Wilbur M. Fromm

Manager, Sales Development: Joseph J. Casola

Manager, Research: Tony Liotti

NEW YORK

30 Rockefeller Plaza (CIRcle 7-8300), New York 20

ATLANTA

Manager: Bomar Lowrance. (Bomar Lowrance & Assoc.) 710 Peachtree St., N.E. (TRinity 6-3726), Atlanta

CHICAGO

Central Division Manager: Francis Mangan. Fidelity Union Life Bldg. (Riverside 2-8206), Chicago

DALLAS

Manager: Robert Keefe. (Bomar Lowrance & Assoc.) Fidelity Union Life Bldg. (Riverside 2-8206), Dallas

DETROIT

Manager: John C. Treacy. 1165 Penobscot Bldg. (WOODward 1-1610), Detroit

HARTFORD

Division Manager: Dave Scott. 1422 New Britain Ave. (ADams 2-9118), Hartford

HOLLYWOOD

Western Division Manager: Walter Davison. Sun & Vine (HOLlywood 9-6161), Hollywood

SAN FRANCISCO

Taylor & O'Farrell Sts. GRAYstone 4-8700), San Francisco

STATIONS: WNBQ, Chicago; KOA-TV, Denver; KONA-TV, Honolulu; KRCA, Los Angeles; WAVE-TV, Louisville; WCKT, Miami; WNBC, New Britain; WRNY-TV, New York; WRCV-TV, Philadelphia; KSD-TV, St. Louis; WRGB, Schenectady; WRC-TV, Washington, D.C.

RICHARD O'CONNELL INC.

President: Richard O'Connell

Vice President: Faust Couture

NEW YORK

Manager: Richard O'Connell. 527 Madison Ave. (PLaza 5-7161), New York 22

CHICAGO

Manager: William J. Reilly. 55 E. Washington (ANDover 3-6137), Chicago

LOS ANGELES

Manager: Lee F. O'Connell. 111 N. La Cienega Blvd. (OLympia 2-1313), Los Angeles

SAN FRANCISCO

Manager: Lee F. O'Connell. 166 Geary St. (YUKon 6-0621), San Francisco

STATIONS: KCOR-TV, San Antonio (Spanish language station); KTVW, Seattle-Tacoma

JOHN E. PEARSON TELEVISION INC.

President: John E. Pearson

Vice Presidents: Russel Walker, Raymond Henze, Jr., William Wilson

NEW YORK

405 Park Ave. (PLaza 1-3366), New York 22

ATLANTA

Manager: Jon Farmer. 1371 Peachtree St., Suite 1000 (TRinity 5-6644), Atlanta 9

CHICAGO

er: Bob Flanigan. 333 N. Michigan Ave.
(2-7494), Chicago 1

DALLAS

er: Allen Hundley. 511 N. Akard Bldg.
side 7-3723), Dallas 1

LOS ANGELES

er: Clark N. Barnes. 1901 West 8 St. (DUn-
5084), Los Angeles 57

SAN FRANCISCO

er: John Palmer. 58 Sutter St. (DOuglas
San Francisco 4

STATIONS: KQTV, Ft. Dodge; WJHL-TV, Johnson
TVK, Knoxville; KTAG-TV, Lake Charles; WOAY-
Hill; WPSD-TV, Paducah; WTAP, Parkersburg;
v, Sedalia; KXII, Sherman-Dennison; WHIZ-TV,
lle

PETERS, GRIFFIN, WOODWARD, INC.

President: H. Preston Peters
Executive Vice President: Russel Woodward
Vice President & Director of TV: Lloyd
Griffin
Vice President-TV Sales Development:
George C. Castleman
Vice President-Sales: John B. Sias
*Assistant Vice President & Manager, TV Pro-
motion:* Lon A. King

NEW YORK

W Pak Ave. (YUkon 6-7900), New York 17

ATLANTA

at Vice President & Sales Manager: William J.
1372 Peachtree St., N.E. (TRinity 5-7763),
nt 9

BOSTON

erOffice Bldg. (HUBbard 2-6884), Boston 16

CHICAGO

resident-Midwest Sales Manager: William J.
an Vice President: John A. Cory. Prudential
Franklin 2-6373), Chicago 1

DALLAS

anager: W. Hal Thompson. Fidelity Union
ldg. (Riverside 7-2398), Dallas 1

DETROIT

anager: Louis J. Hummel, Jr. Penobscot
g. WOODward 1-4255), Detroit 26

FT. WORTH

anager: W. Hal Thompson. 406 W. 7 St.
n 6-3349), Ft. Worth 2

HOLLYWOOD

anager: John P. Haskell. 1750 N. Vine St.
ollywood 9-1688), Hollywood 28

SAN FRANCISCO

Sales Manager: Andrew B. Powell. Russ Bldg.
(YUkon 2-9188), San Francisco 4

STATIONS:

KBAK-TV, Bakersfield; KFDM-TV,
Beaumont; KBOI-TV, Boise; WCSC-TV, Charleston, S.C.;
WCHS-TV, Charleston-Huntington-Ashland; WIS-TV,
Columbia, S.C.; KRIS-TV, Corpus Christi; WOC-TV,
Davenport; KBTB, Denver; WHO-TV, Des Moines;
WWJ-TV, Detroit; WDSM-TV, Duluth-Superior; WDAY-
TV, Fargo; WBAP-TV, Ft. Worth-Dallas; WLOS-TV,
Greenville-Asheville-Spartanburg; KGMB-TV, Hono-
lulu (and KHBC-TV Hilo; KMAU-TV, Wailuku); WFGA-
TV, Jacksonville; KMBC-TV, Kansas City; KTLA, Los
Angeles; WISC-TV, Madison; WTVJ, Miami; WCCO-TV,
Minneapolis; WSFA-TV, Montgomery; WSIX-TV, Nash-
ville; WPIX, New York; WMBD-TV, Peoria; WDBJ-TV,
Roanoke; KPLR-TV, St. Louis; KENS-TV, San Antonio;
KRON-TV, San Francisco; KIRO-TV, Seattle-Tacoma;
WTTG, Washington, D.C.

EDWARD PETRY & CO., INC.

Chairman of the Board: Edward Petry
President: Edward E. Voynow
Executive Vice President: Martin L. Nierman
Vice President & Promotion Manager: Robert
L. Hutton, Jr.
Research Director: George Johannessen
Marketing Director: William B. Rohn

NEW YORK

3 East 54 St. (MUrrayhill 8-0200), New York 22

ATLANTA

Manager: Richard W. Hughes. 101 Marietta St.
Bldg. (JACKson 4-8861), Atlanta 3

BOSTON

Manager: William D. Walsh, 801 Statler Bldg.
(HUBbard 2-6440), Boston 16

CHICAGO

Vice President & Manager: Louis A. Smith. 400 N.
Michigan Ave. (WHitehall 4-0011), Chicago 11

DALLAS

Manager: Hugh O. Kerwin. 211 N. Ervay St. Bldg.
(Riverside 1-9454), Dallas 1

DETROIT

Manager: Bruce C. Mayer. 645 Griswold St.
(WOODward 3-0125), Detroit 26

LOS ANGELES

Manager: Bill Larimer. 3424 Wilshire Blvd. (DUn-
kirk 8-1143), Los Angeles 5

ST. LOUIS

Manager: Fred Johnson. 915 Olive St. (CHestnut
1-7191), St. Louis 1

SAN FRANCISCO

Manager: George Ledell. Russ Bldg. (YUkon
2-3631), San Francisco 4

STATIONS: KOB-TV, Albuquerque; WSB-TV, Atlanta; WGT-TV, Bakersfield; WBAL-TV, Baltimore; WGR-TV, Buffalo; WGN-TV, Chicago; WFAA-TV, Dallas; WJMG-TV, Flint; WBTV-TV, Greenville; WPTX-TV, Ft. Worth; KARK-TV, Little Rock; KCOP-TV, Los Angeles; WPTV-TV, Miami; WISN-TV, Milwaukee; KSTP-TV, Minneapolis; WSMV-TV, Nashville; WNEW-TV, New York; WJAR-TV, Norfolk; KWTU-TV, Oklahoma City; KMLB-TV, Omaha; KPTV, Portland, Ore.; WJAR-TV, Providence; WYLD, Raleigh-Durham; WRoc-TV, Rochester, N.Y.; KCRA-TV, Sacramento; WOAI-TV, San Antonio; KFMB-TV, San Diego; WNEP-TV, Scranton-Wilkes-Barre; KRFM-TV, Spokane; KARD-TV, Wichita

PAUL H. RAYMER COMPANY, INC.

*President: Paul H. Raymer
Executive Vice President: Fred C. Brokaw
Vice President: Stuart M. Kelly
Promotion & Research: Mitchell B. DeGroot*

NEW YORK

444 Madison Ave. (PLaza 9-5570), New York 22

ATLANTA

Manager: Edward D. Brandt, 1627 Peachtree St., N.E. (TRinity 3-3519), Atlanta 9

CHICAGO

Manager: James C. Rogers, 435 N. Michigan Ave. (SUperior 7-4473), Chicago 11

DALLAS

Manager: Ralph Widman, 306 Mercantile Securities Bldg. (Riverside 1-5663), Dallas 1

DETROIT

Manager: Robert B. Rains, 2949 Penobscot Bldg. (WOodward 3-0764), Detroit 26

HOLLYWOOD

Manager: John D. Gale, 1680 Vine St. (HOLlywood 2-2376), Hollywood 28

SAN FRANCISCO

Manager: J. Milton Seropan, 2613 Russ Bldg. (DOuglas 2-8909), San Francisco 4

STATIONS: KRBC-TV, Abilene; KTBC-TV, Austin, Tex.; KBTX-TV, Bryan; WNOK-TV, Columbia, S.C.; WFIE-TV, Evansville; KCBF-TV, Lubbock; WSBT-TV, South Bend; KWTX-TV, Waco; KRGV-TV, Weslaco; KFDX-TV, Wichita Falls; WKBN-TV, Youngstown

TELEVISION ADVERTISING REPRESENTATIVES, INC.

(Westinghouse Broadcasting Co., Inc.)
*General Manager: Larry H. Israel
Director of Marketing & Research: Robert M. Hoffman
Eastern Sales Manager: Jack Mohler*

NEW YORK

666 Fifth Ave., New York 22

CHICAGO

Manager: L. L. Thompson, 400 N. Michigan (WHitchhall 4-4567), Chicago 11

DETROIT

Manager: Raymon L. Hamilton, 2161 Penobscot Bldg. (WOodward 5-6454), Detroit 26

HOLLYWOOD

Manager: Richard Loughrin, 1717 Highland (HOLlywood 6-1144), Hollywood 28

SAN FRANCISCO

Manager: Harry Diner, 155 Montgomery St. (Brook 7-5088), San Francisco 4

STATIONS: wjz-TV, Baltimore; wBz-TV, Boston; KYW-TV, Cleveland; KDKA-TV, Pittsburgh; KATV-TV, San Francisco

VENARD, RINTOUL & McCONNELL, INC.

*President: Lloyd George Venard
Vice Presidents: Stephen R. Rintoul, James V. McConnell*

NEW YORK

579 Fifth Ave. (MUrrayhill 8-1088), New York 1

CHICAGO

Vice President: Howard B. Meyers, 35 E. Wacker Dr. (STate 2-5260), Chicago 1

DALLAS

Manager: Clyde B. Melville, 1915 Elm St. (Riverside 8-5239), Dallas 1

DETROIT

Manager: James A. Brown, Jr., 808 Penobscot Bldg. (WOodward 3-4075), Detroit 26

LOS ANGELES

Manager: Peter Schulz, 1901 West 8 St. (DUNKIN 8-4151), Los Angeles 57

SAN FRANCISCO

Manager: Duncan A. Scott, 85 Post St. (GARFIELD 1-7950), San Francisco 4

STATIONS: KTen, Ada; WALB-TV, Albany, Ga.; KGBT-TV, Brownsville-Harlingen-Weslaco; WTOP-TV, Cheboygan; WDXI-TV, Jackson, Tenn.; WILX-TV, Lansing-Jackson-Battle Creek; KTRE-TV, Lufkin; KMID-TV, Midland; WCOV-TV, Montgomery; KCRV-TV, San Angelo; WNDU-TV, South Bend; WSUN-TV, Tampa-St. Petersburg; KCMC-TV, Texarkana; WPBN-TV, Traverse City

THE WALKER RAWALT CO.

*President: J. Wythe Walker
Vice President: C. Otis Rawalt*

NEW YORK

347 Madison Ave. (MUrrayhill 3-5830), New York 17

ATLANTA

Manager: Clayton Cosse. Mortgage Guarantee Bldg. (HUB-1370), Atlanta

BOSTON

Manager: George Bingham. 100 Boylston St. (HUB-1370), Boston

CHICAGO

Manager: Lionel Colton. 350 N. Michigan Ave. (HUB-1377), Chicago 1

KANSAS CITY

Manager: Eugene F. Gray. KMBC Bldg. (Grand Kansas City 5)

LOS ANGELES

Manager: Harlan Oakes. 672 S. Lafayette Park Pl. (HUB-1370), Los Angeles 5

SAN FRANCISCO

Manager: Don M. Ferrull. 260 Kearney St. (EX-14827), San Francisco 8

STATIONS: WSIL-TV, Harrisburg, Ill.

WEED TELEVISION CORPORATION

President: Joseph J. Weed

Vice President: Edwin C. Metcalfe

Sales Promotion & Research: Winifred Schaefer

NEW YORK

11th Ave. (PLaza 9-4700), New York 17

ATLANTA

Manager: Mel Whitmire. 501 Glenn Bldg. (JACK-1381), Atlanta 3

BOSTON

Manager: Robert R. Reardon. Statler Bldg. (HUB-13677), Boston 16

CHICAGO

Manager: Cornelius C. Weed. Prudential Bldg. (HUB-1370), Chicago 1

DETROIT

Manager: Bernard P. Pearse. 1610 Book Bldg. (HUB-1370), Detroit 26

HOLLYWOOD

Manager: Paul Kennedy. 6331 Hollywood Blvd. (HUB-1370), Hollywood 28

ST. LOUIS

Manager: Fred Edwards. 915 Olive St. (CHESTNUT-1370), St. Louis

SAN FRANCISCO

Manager: Boyd Rippey. 625 Market St. (DOUGLAS-1370), San Francisco

SEATTLE

Manager: J. Wagner, Assoc. 1001 Tower Bldg. (MAIN-1370), Seattle

STATIONS: KXAB-TV, Aberdeen; KALB-TV, Alexandria, La.; KTVA, Anchorage; WLBZ-TV, Bangor; KBMB-TV, Bismarck; WCAX-TV, Burlington; WCNY-TV, Carthage; KTVE, El Dorado; KTVF, Fairbanks; KXGO-TV, Fargo; WABG-TV, Greenwood; KHAS-TV, Hastings; WDAM-TV, Hattiesburg; WAFG-TV, Huntsville; WARD-TV, Johnstown; KINY-TV, Juneau; KPLC-TV, Lake Charles; KLAS-TV, Las Vegas; WMUR-TV, Manchester; KXMC-TV, Minot; WVUE, New Orleans; WCSH-TV, Portland, Me.; KTTS-TV, Springfield, Mo.; KTNT-TV, Tacoma; KXJB-TV, Valley City; WEAT-TV, West Palm Beach; WECT, Wilmington, N.C.; KNDO-TV, Yakima; WKST-TV, Youngstown

YOUNG TELEVISION CORPORATION

President: Adam Young

Executive Vice President: James F. O'Grady, Jr.

Vice President in Charge of Advertising & Research: Frank G. Boehm

NEW YORK

Eastern Sales Manager: Harold M. Parks. 3 East 54 St. (PLaza 1-4848), New York 22

ATLANTA

Manager: Charles E. Trainor. 1182 W. Peachtree St. (TRinity 3-2564), Atlanta

CHICAGO

Manager: R. John Stella. Prudential Plaza (MICHIGAN-2-6190), Chicago 1

DETROIT

Manager: E. A. W. Smith. 2940 Book Bldg. (WOODWARD-3-6919), Detroit 26

LOS ANGELES

Manager: William L. Wallace. 6331 Hollywood Blvd. (HOLLYWOOD-2-2289), Los Angeles 28

ST. LOUIS

Manager: Dell Simpson. Syndicated Trust Bldg., 915 Olive St. (MAIN-1-5020), St. Louis 23

SAN FRANCISCO

Manager: Frank A. Waters. Russ Bldg. (YUKON-6-6769), San Francisco 4

STATIONS: WICC-TV, Bridgeport; WTVC, Chattanooga; WCHU, Champaign; WTVM, Columbus, Ga.; KTVR, Denver; CKLW-TV, Detroit; KERP-TV, El Paso; WSEE-TV, Erie; WEHT-TV, Evansville; WPTA, Ft. Wayne; WHCT, Hartford; KHVH-TV, Honolulu; WTTV, Indianapolis; WFAM-TV, Lafayette, Ind.; WKYT, Lexington; KMSP-TV, Minneapolis; WNTA-TV, New York; WXEX-TV, Richmond; WGEM-TV, Quincy; KNTV, San Jose; WICS, Springfield, Ill.

AMERICAN BROADCASTING COMPANY

Division of American Broadcasting-Paramount Theatres, Inc.
7 West 66 St., New York 23, N.Y. (SUsquehanna 7-5000)

PRESIDENT OF AB-PT: Leonard H. Goldenson.

FINANCE, PERSONNEL & GENERAL SERVICES:
Simon B. Siegel, financial v.p. of AB-PT & v.p. & treasurer of ABC.
James L. Brown, comptroller & assistant treasurer.
Martin Brown, assistant treasurer of AB-PT & v.p. & assistant treasurer of ABC.

ABC Television Network

PRESIDENT: Oliver Treyz.

Alfred Schneider, v.p. in charge of administration.

V.P. IN CHARGE OF ENGINEERING:
Frank Marx.

LEGAL:

Mortimer Weinbach, v.p. & general counsel.
Omar F. Elder, Jr., v.p. & general counsel.
Richard L. Freund, director of labor relations.

DIRECTOR OF CONTINUITY ACCEPTANCE:
Grace Johnsen.

NEWS, SPECIAL EVENTS, PUBLIC AFFAIRS:
John C. Daly, v.p. in charge.
Francis Littlejohn, director of news & public affairs.

ADVERTISING DIRECTOR: Dean Linger.

PRESS INFORMATION:
Michael J. Foster, v.p. in charge.
Stephen Strassberg, director of press information.

PROGRAMMING:

Thomas W. Moore, v.p. in charge of TV network programming.
Theodore H. Fetter, v.p. & program director.
Armand Grant, director of daytime programming.
Daniel Melnick, v.p. & program development director.
James McNaughton, executive art director.

RESEARCH & SALES DEVELOPMENT:

Julius Barnathan, v.p. for affiliated stations (in charge of research).
Frederick Pierce, manager of research.
Bert Briller, director of sales development.

SALES:

William Mullen, v.p. in charge.
Slocum Chapin, v.p. for Western Division
Henry T. Hede, v.p. & administrative sales manager.
Charles T. Ayres, v.p. & eastern sales manager.
Harold Day, v.p. in charge of daytime sales.

STATION CLEARANCE DIRECTOR: Donald Shaw.

STATION RELATIONS:

Robert Coe, director.
Ralph S. Hatcher, manager.

ABC INTERNATIONAL DIVISION:

Donald W. Coyle, v.p. in charge.

ABC OFFICES:

Hollywood: James G. Riddell, v.p. in charge of Western Division.
San Francisco: John H. Mitchell, v.p. in charge.
Washington: Alfred Beckman, v.p. in charge.

ABC Owned Stations

Stephen C. Riddleberger, v.p. O-&O TV stations.
KABC-TV, Hollywood: Selig J. Seligman, v.p.
KGO-TV, San Francisco: John Mitchell, v.p. in charge.
WABC-TV, New York: Joseph Stan v.p. & general manager.
WBKB-TV, Chicago: Sterling C. Q. Lan, v.p. in charge; James W. Be. director of TV network & v.p., Central Division; Matthew Vierac general manager.
WXYZ-TV, Detroit: John Pival, v.p. in charge of TV.

ABC Films, Inc.

Henry Plitt, president.
Howard Anderson, v.p., superv. of sales.
Harold Klein, v.p., business aff.
Raymond Fox, controller.
William L. Clark, v.p., Western vision manager.
Irving Paley, advertising & promotion manager.

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Ave., New York 22, N.Y. (PLaza 1-2345)

CHAIRMAN OF THE BOARD: William S. Paley.

PRESIDENT: Frank Stanton.

SECRETARY: Julius F. Brauner.

TREASURER: Samuel R. Dean.

VICE PRESIDENTS:

Henry C. Bonfig.
Edmund C. Bunker (Washington)

William C. Fitts, Jr.
Clarence H. Hopper.
Lawrence W. Lowman.
E. Kidder Meade, Jr.
Edmund W. Pugh, Jr.
Richard S. Salant.

CBS Television Network

PRESIDENT: James T. Aubrey, Jr.

VICE PRESIDENT IN CHARGE OF NETWORK PROGRAMS: Oscar Katz.

ACCOUNTING CONTROLLER: James G.

BUSINESS AFFAIRS:

W. Spencer Harrison, v.p. & business manager of talent & contact properties.
Merritt H. Coleman, director.
Philip Feldman, v.p. & director of business affairs, Hollywood.

PRING V.P.: William B. Lodge.
P. & GENERAL ATTORNEY: Thomas
 er.
SALES:
 n H. Hylan, v.p. of sales ad-
 ation.
 s H. Dawson, v.p. network
 arrol, v.p., special projects.
 Maxwell, Jr., general sales
 r.
 Curl, daytime sales manager.
 ats, Detroit sales manager.
 Livingston, Pacific sales man-
 n J. Fagan, administrative
 nager.
 Zurich, national sales service
 r.
 nker, manager, program sales.
 kelson, president.
 l Day, v.p.
 s:
 atz, v.p.
 Dann, v.p. (New York).
 Milford, director, network
 as (New York).
 Dila Cioppa, v.p. (Hollywood).
 hite, director, daytime pro-

Robert Weitman, v.p., independent
 productions.

**INFORMATION SERVICES, PRESS, RESEARCH,
 SPECIAL PROJECTS, ADVERTISING & SALES
 PROMOTION:**

John Cowden, v.p.
 Charles Steinberg, v.p. of public in-
 formation.
 Jay Eliasberg, director of research.
 Leonard DeNooyer, manager of cov-
 erage.
 Richard D. Heffner, director of spe-
 cial projects.
 Louis Dorfsman, creative director,
 advertising & sales promotion.
 George Bristol, operations director.
 Alex Kennedy, director of program
 promotion.

STATION RELATIONS:
 William B. Lodge, v.p.
 Carl Ward, v.p. & director.
 Gordon Hayes, national manager of
 affiliate relations.

CBS Television Stations Divisions

Merle S. Jones, president.
 Craig Lawrence, v.p. in charge of
 owned television stations & spot sales.
 Thomas Means, director, sales pro-
 motion & advertising.

CBS Owned Television Stations

KMOX-TV, St. Louis: Gene Wilkey,
 v.p. & general manager.
 KNXT, Los Angeles: Robert Wood,
 v.p. & general manager.
 WBBM-TV, Chicago: Clark B. George,
 v.p. & general manager.
 WCAU-TV, Philadelphia: John Schnei-
 der, v.p. & general manager.
 WCBS-TV, New York: Frank Shake-
 speare, Jr., v.p. & general manager.

CBS TELEVISION SPOT SALES:

Bruce R. Bryant, v.p. & general man-
 ager.
 Frank Elliot, Jr., director of sales de-
 velopment.
 William Hohmann, director of sales
 promotion & research.
 John J. Kelly, director of client re-
 lations.

CBS Films, Inc.

Sam Cook Digges, administrative v.p.
 Robert Lewine, v.p. in charge of
 production.
 Fred Mahlstedt, director of opera-
 tions & sales service, domestic & in-
 ternational.
 Eugene Moss, sales promotion man-
 ager.

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N.Y. (Circle 7-8300)

MEMBER OF THE BOARD: Robert W.

CHAIRMAN: Robert E. Kintner

EXECUTIVE VICE PRESIDENTS: David C.
 incorporate relations.
 Clifford, administration.

ugg, NBC owned stations,
 spt sales.

MANAGEMENT:
 erbeuveaux, v.p. Central Divi-

West, v.p., Pacific Division.

PLANNING & FACILITIES ADMINISTRATION

Andrew L. Hammerschmidt.

Thomas E. Ervin, v.p. & general
 ngr.

MANAGER V.P.: B. Lowell Jacobsen.

MANAGER OF INTERNATIONAL OPERATIONS:
 ecStern.

MANAGER OF SPECIAL RELATIONS: David C. Adams,
 v.p. & general manager.

erBernstein, v.p., corporate af-
 hm Cole, manager, information.

PLANNING & RESEARCH:

Hugh M. Beville, v.p.
 Dr. Thomas E. Coffin, director, re-
 search.

Allen R. Cooper, director, corporate
 planning.

STATION RELATIONS:

Harry R. Bannister, v.p. in charge.
 Thomas E. Knode, v.p.
 Donald J. Mercer, director of station
 relations

NBC Television Network

ADMINISTRATION:

Walter D. Scott, executive v.p.
 George D. Matson, v.p., general man-
 ager.

DIRECTOR OF BUSINESS AFFAIRS: John J.
 Heywood.

V.P. OF FACILITIES OPERATIONS: Robert
 Stone.

PARTICIPATING PROGRAMS:

Jerry A. Danzig, v.p.
 William F. Storke, director, sales.

**PUBLIC RELATIONS, ADVERTISING, PROMO-
 TIONAL SERVICES, PRESS & PUBLICITY:**

Sydney H. Eiges, v.p., public infor-
 mation.

John H. Porter, director, national
 advertising.

J. Donald Foley, manager, trade &
 NBC owned stations advertising.

John Graham, art director.
 Edwin Vane, manager, audience ad-
 vertising & promotion.

Alexander S. Rylander, director, pro-
 motivational services.

Peter M. Tintle, manager, guest re-
 lations.

Ellis Moore, director, press & pub-
 licity.

Charles A. Henderson, manager,
 press relations.

Milton Brown, manager, program
 publicity.

NEWS:

William McAndrew, v.p.
 Julian Goodman, director, news &
 public affairs

Joseph D. Meyers, director, news.
Edward Stanley, director, public affairs.

STANDARDS & PRACTICES:

James A. Stabile, v.p.
John A. Cimperman, director, practices.
Ernest Lee Jahncke, Jr., director, standards.
Stockton Helffrich, director, continuity acceptance.

PROGRAMS:

David Levy, v.p., programs & talent.
Carl Lindemann, Jr., v.p., daytime programs.
Thomas S. Gallery, director, sports.
Donald B. Hyatt, director, special projects.
Herbert Sussan, director, special programs.
David Tebet, director, talent relations.

SALES:

Don Durgin, v.p.
Max Buck, v.p., Eastern sales.
Thomas B. McFadden, v.p., national sales.

Nicholas Gordon, director, sales development.
Angus Robinson, director, central sales.
Richard L. Linkroum, director, special program sales.
Dean Shaffner, director, sales planning.

PACIFIC DIVISION:

John K. West, v.p.
Alan W. Livingston, v.p., TV network programs.
Richard H. Graham, v.p., law.
Thomas W. Sarnoff, v.p., production & business affairs.

NBC Owned Stations & NBC Spot Sales

P. A. Sugg, executive v.p.
Thomas S. O'Brien, director, business affairs.

NBC SPOT SALES:

Richard Close, director.
Edwin T. Jameson, director of TV sales.
Wilbur Fromm, advertising & promotion manager.

Daniel Lissance, sales development & research manager.

NBC Owned TV Stations*

KRCA, Los Angeles: Thomas M. v.p., & general manager.
WNBQ, Chicago: Lloyd Yoder, general manager.
WRC-TV, Washington: Carleton Smith, v.p., & general manager.
WRCA-TV, New York: William Davidson, v.p., & general manager.
WRCV-TV, Philadelphia: Raymond Welpott, v.p., & general manager.

California National Productions, Inc.

Earl Rettig, president.
Frank Cleaver, v.p., program.
H. Weller Keever, v.p., sales.
John Bechtel, administrative manager.
Arthur Perles, director, production.

*At press time there is a possibility that stations may be transferred or sold.

INDEX FOR TELEVISION MAGAZINE 1959

ADVERTISER AND AGENCY

An Appeal to the Conscience of Advertising, by Barton A. Cummings, President, Compton Advertising, Inc.Jan. p. 36
The Problems of Maturity, by Clifford S. Samuelson, Advertising Director, General MillsJan. p. 38
ANA: Voice of American AdvertisingFeb. p. 44
Bryan Houston, Cultural DemocratFeb. p. 54
Network Advertiser ExpendituresMar. p. 57
The AAAA: Advertising's Silent SpokesmenApr. p. 46
Claggett of Gardner, The View from the Mid-WestApr. p. 48
Pontiac: A TV Commercial Pacemaker?Apr. p. 52
A Testimonial from the Buyers (Huntington)May p. 43
U.S. Steel's Search for An ImageMay p. 50
Texaco, The Crisis of ContinuityMay p. 58
Wordenburg of DuPont, The New Look in WilmingtonJune p. 54
Firestone, The Stilled VoiceJune p. 58
Togetherness, Inc., The Borowskys of HolyokeJuly p. 46
The Top 50 Advertisers—Exclusive Nine-year Budget TrendsSept. p. 46
Gross of Gillette, Always a Jump AheadOct. p. 54
Bolté of SSC&B, New Product SpecialistNov. p. 50
Tang: The Sweet Smell of SuccessNov. p. 56
Busch Bavorian's Radical New Marketing Strategy, by Hermon W. Lond, P.R. Dir. Corinthian Broadcasting Corp.Dec. p. 56
Percy of Bell & Howell, Public Service for ProfitDec. p. 58

BRAND AWARENESS; A Trend Study

I Bought It Because of TVJan
Shampoos, Beers, Breads, Headache Remedies in New YorkApr
Shampoos, Beers, Breads, Headache Remedies in ChicagoMa
I Bought It Because of TVJun
Shampoos, Beers, Breads, Headache Remedies in Los AngelesJul
Liquid Detergents, Dentifrices, Instant Coffees, Gasolines in New York, Chicago, and Los AngelesSep
Automobiles, Cereals, Deodorants, Soft Drinks in New York, Chicago, and Los AngelesOct
Cigarettes, Cameras, Desserts and Toppings in New York, Chicago, and Los AngelesNov
Shampoos, Beers, Breads, Headache Remedies in New York, Chicago, and Los AngelesDec

COMMERCIALS

Radio Commercials, 1958Feb
Pontiac: A TV Commercial Pacemaker?Ap
U.S. Steel's Search for An ImageMa
How Long Should a Commercial Be?Mc

Which Should a TV Commercial Tell? by Mack Hanan, Management Consultant	Jan.	p. 52
Commercial—A Status Report	July	p. 42
Witchdog on the Potomac	July	p. 50
Will It Be Built In? by Mack Hanan, Management Consultant	July	p. 56

McMahan—Column

Who's in the Top 100?	Jan.	p. 23
Who and the Gal are Both Pregnant	Feb.	p. 24
How to Avoid Production Bribery	Mar.	p. 32
Witchdog and Other Springtime Topics	Apr.	p. 41
Who Gets Money in the Bank of America	May	p. 37
Who Are the Masters	June	p. 37
Who Progress from Coast to Coast	July	p. 35
Who Follows Maypo with Split-Pea Success	Aug.	p. 35
Who Must Be Saved	Sept.	p. 30
Who Can Do with Tape	Oct.	p. 37

DIRECTORIES

Who's Who Directory	Mar.	p. 197
Who's Who of Owned Stations Directory	Mar.	p. 205
Who's Who of Representatives Directory	Mar.	p. 207
Who's Who of World Directory	Mar.	p. 214
Who's Who of Road & Feature Film Directory	Mar.	p. 219

LOCAL

Who's Who of Local TV Crisis	Feb.	p. 50
Who's Who of Road & Feature Film Directory	Mar.	p. 219
Who's Who of The Battle for Power	May	p. 46

GENERAL

Who's Who of Problems of Maturity, by Clifford S. Samuelson, Advertising Director, General Mills	Jan.	p. 38
Who's Who of Mind for Self-Criticism, by Robert E. Dunville, President, Crosley Broadcasting Corp.	Jan.	p. 40
Who's Who of Inside: New Road to the World of Books	Apr.	p. 56
Who's Who of TV Academy, An Organization at the Crossroads	May	p. 54
Who's Who of Television's Image?	June	p. 46
Who's Who of Hutins' TV Crusade	Sept.	p. 54
Who's Who of Hey! CBS, A New Era Ahead	Sept.	p. 58
Who's Who of Special Editorial—Are We Losing Our Perspective?	Dec.	p. 42

More G. Huntington, V.P. & Gen. Mgr., TvB—Column

Who's Who of Rank I'd Like to See	Jan.	p. 29
Who's Who of Don't Put You Out of Business	Feb.	p. 33
Who's Who of Don't Drink from the Bottom of a 20-year-old Barrel	Mar.	p. 23
Who's Who of Corporate Responsibilities	Apr.	p. 39
Who's Who of Professional from the Buyers	May	p. 43
Who's Who of Don't Argue the Ad But I Bought the Product	June	p. 45
Who's Who of Don't Buy Role in TV	July	p. 41
Who's Who of Don't Give to Automobiles with TV Research	Aug.	p. 33
Who's Who of Don't Mch of the ID's	Sept.	p. 39
Who's Who of Don't Let Fan Mail Really Worth?	Oct.	p. 35
Who's Who of Don't List Viewers	Nov.	p. 31
Who's Who of Don't Make Forbidden Comparisons	Dec.	p. 35

GOVERNMENT

Who's Who of Witchdog on the Potomac	July	p. 50
--------------------------------------	------	-------

LOCAL

Who's Who of TV Is a Local Affair, by H. Preston Peters, President, Peters, Griffin, Woodward, Inc.	Jan.	p. 42
Who's Who of Television as a Communications Force	Feb.	p. 58
Who's Who of Station Directory	Mar.	p. 197
Who's Who of Group Owned Stations Directory	Mar.	p. 205
Who's Who of Three Roads to Station Leadership	June	p. 60

MANAGEMENT

Who's Who of Booz, Allen and Hamilton	Jan.	p. 48
Who's Who of TV's Union Crisis	Feb.	p. 50
Who's Who of The TV VP—An Agency Man in Evolution	June	p. 50
Who's Who of Now, When I was at Harvard	Sept.	p. 50
Who's Who of The Corporation TV Specialist—Man on a Tightrope	Oct.	p. 50
Who's Who of New Guardians of the Radio and TV Budget	Nov.	p. 46
Who's Who of Rate Yourself as an Executive	Nov.	p. 52
Who's Who of A Guide to Executive Development Programs	Dec.	p. 54

MEDIA

Who's Who of Television 1959	Jan.	p. 33
Who's Who of The Second Top Hundred TV Markets	Jan.	p. 46
Who's Who of TV Outlook for Summer	Feb.	p. 62
Who's Who of The TV Audience	Mar.	p. 87
Who's Who of Spot Advertiser Expenditures	Mar.	p. 89
Who's Who of The Spot Medium—Primer for Management	Apr.	p. 50
Who's Who of Three Roads to Station Leadership	June	p. 60
Who's Who of The Top 50 Advertisers—Exclusive Nine-year Budget Trends	Sept.	p. 46
Who's Who of A New Guide to Buying Spot TV	Oct.	p. 58
Who's Who of Tang: The Sweet Smell of Success	Nov.	p. 56
Who's Who of Gallup & Robinson's Ground Rules for TV Success	Dec.	p. 44
Who's Who of Busch Bavarian's Radical New Marketing Strategy, by Herman W. Land, P.R. Dir. Corinthian Broadcasting Corp.	Dec.	p. 56

Media Strategy Series

Who's Who of Media Strategy, A New Series	Feb.	p. 48
Who's Who of A Marketing-Media Plan from J. Walter Thompson, by Arthur A. Porter, v.p., J. Walter Thompson	Apr.	p. 68
Who's Who of How to Increase Your Share of Market Economically, by Newman F. McEvoy, Sr. v.p., Cunningham & Walsh	May	p. 70
Who's Who of A Media Plan for Test Markets from Young & Rubicam, by William E. Matthew, v.p., Young & Rubicam	June	p. 56
Who's Who of Introducing a New Food Product Region-by-Region, by Robert Boulware, Associate Media Director, Fletcher Richards, Calkins & Holden	July	p. 52
Who's Who of The Problem of Problem Markets, by John W. Setear, Assistant Media Department Manager, Leo Burnett	Sept.	p. 56
Who's Who of The Changing Role of the Media Planner, by James J. McCaffrey, Sr. v.p., Ogilvy, Benson & Mather	Oct.	p. 52
Who's Who of A Marketing Plan for Introducing a New Product, by Robert R. Riemenschneider, Media Director, Gardner Advertising	Nov.	p. 43
Who's Who of How to Establish a Regional Brand Image, by Bloir Vedder, v.p., Needham, Louis & Brorby	Dec.	p. 52

Monthly Report on Spot

Who's Who of How Advertisers of Various Product Categories Use Spot Television:		
Who's Who of Frozen Food, Sugar, and Seasonings	Feb.	p. 8
Who's Who of Beers and Ales	Mar.	p. 13
Who's Who of Hair Preparations	Apr.	p. 13
Who's Who of Gasolines, Motor Oils and Additives	May	p. 25
Who's Who of Cereals and Flour	June	p. 17
Who's Who of Baked Goods	July	p. 17

MONTHLY REPORT ON SPOT *continued*

Headache and Cold Remedies	Aug.	p. 13
Top 25 Spot TV Advertisers	Sept.	p. 19
Cigarettes (First Half 1959)	Oct.	p. 16
Beers (First Half 1959)	Nov.	p. 21
Cosmetics and Beauty Aids	Dec.	p. 25

PROGRAMMING

Programs I'd Like to See (Huntington)	Jan.	p. 29
Bryan Houston, Cultural Democrat	Feb.	p. 54
Television as a Communications Force	Feb.	p. 58
Network TV Expenditures	Mar.	p. 43
The Current Season: Prophecy and Performance	Apr.	p. 42
Goodson & Todman, The "Nowness" Boys	July	p. 54
The New Season's Rankings in Advance	Oct.	p. 46
The Corporation's TV Specialist—Man on a Tightrope	Oct.	p. 50
TV as a Communications Force, No. 3: The International Scene	Oct.	p. 60
The Light Viewers (Huntington)	Nov.	p. 31
The Freedom of Taste, by Victor Ratner, Advertising Consultant	Nov.	p. 54
A Special Editorial—Are We Losing Our Perspective?	Dec.	p. 42
Hubbell Robinson Evaluates TV Programming Today	Dec.	p. 48

PROMOTION

Charles Wilson, President, BPA—Column

Getting to Know You	Jan.	p. 21
The Contest Nobody Wins	Feb.	p. 31
What to do when the Guest Star Visits	Mar.	p. 25
Merchandising or Moachandising	Apr.	p. 33
Back to School for Promotion Reports	May	p. 33
Ten Points for Unity	June	p. 41
Use & Abuse of the Ratings	July	p. 39
The Mislabeled Announcement	Aug.	p. 37
Know Thy Market, Advertisers	Sept.	p. 29
We're Stations, Not Stores	Oct.	p. 38
Why Advertise Advertising?	Nov.	p. 33
To See Ourseles as Others See Us	Dec.	p. 37

RADIO

Radio—The Evolving Medium, by Matthew J. Culligan, Executive v.p., NBC Radio Network	Jan.	p. 44
Radio Commercials, 1958	Feb.	p. 67

Radio Studies

Five Major Case Histories	Jan.	p. 53
Radio to Pre-Test TV?	Apr.	p. 60

Primer on Coverage	M
The Forty Spot Fallacy	Ju
The New York Pattern	Se
A Provocative New Approach to Programming	Q
A Programming Expert Evaluates Radio	Ne
Selling a Corporate Image with Radio	De

Kevin B. Sweeney, President, RAB—Column

Impact Lost in a Sea of Announcements	Ma
The Last Word from Car Radio	Apr
No Waste with Tailor-made Buys	Ma
Radio, The Agency and the Expert	Jun
The Troubled Times of Newspapers	July
Men, and How to Buy Them	Aug
Getting the Most out of Saturation	Sep
What's Exciting About Radio?	Oct
The Boom of the Transistor	Nov
The Rock in Radio	Dec

RATINGS

The Rating Services	Mar
The Current Season: Prophecy and Performance	Apr
Use & Abuse of the Ratings (Wilson)	July
The New Season's Rankings in Advance	Oct

RESEARCH

Monthly Report on Television Homes	
The Second Top Hundred TV Markets	Jan.
Scraping the Bottom of a 20-year-old Barrel (Huntington)	Mar.
Business Survey	Mar.
Network TV Expenditures	Mar.
Production Estimates	Mar.
The TV Audience	Mar.
The TV Markets	Mar.
TV Markets vs. Standard Markets	Mar.
How Much Should a TV Commercial Tell? by Mack Hanan, Management Consultant	June
Can Recall be Built In? by Mack Hanan, Management Consultant	July
From Tissues to Automobiles with TV Research (Huntington)	Aug.
How Coverage is Defined	Aug.
Comparison of All TV Markets vs. Metropolitan Markets, with Data for TV Homes, Total Households, Population, and Retail Sales	Aug.
U.S. TV Homes by Counties	Aug.
TV Markets—County-by-county Data for 265 TV Markets	Aug.
What the Compact Car Personality Means to New Product Advertising, by Mack Hanan, Management Consultant	Sept.
Gallup & Robinson's Ground Rules for TV Success	Dec.

Additional copies of the

DATA BOOK

are available at \$2.50