

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

The Star stations

Your "MUST BUY" Stations

KMYR

DENVER

KOIL

OMAHA

TIED FOR FIRST PLACE
ALL DAY — JULY PULSE

★ ★ ★ ★

17 County Area Pulse - July
More quarter-hour firsts than
any other station, 6 AM to 6 PM
• Morning - 3 Points out of 1st
• AFTERNOON - 1st PLACE
• Evening - 2nd Place

★ ★ ★ ★

HOOPER-July-Aug-1st ALL DAY
See Adam Young or chat with
General Manager Chic Crabtree

SOLID NO. 1

Morning - Afternoon - Evening

★ ★ ★ ★

• PULSE - June - Mon thru Sat
6 AM to 1st Place - 30.5 share
Midnight

★ ★ ★ ★

• HOOPER-June-July 43.5 share
Dominant First ALL DAY
See Avery-Knodel or Station
Manager James H. Schoonover

RESULTS ARE A MUST, SO ARE . . .

The Star stations

DON W. BURDEN — President

★ KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL
★ KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

NEW LIGHT ON NET RADIO'S TOUGH FIGHT

New programing strategy and hard selling have pushed net radio figures for '58 close to 1957's \$66 million. Here's the rundown for the fourth quarter

Page 33

Bob Eastman's road map for time- buyers, sellers

Page 36

SPECIAL REPORT: Tv's revolutionary videotape—Part

Page 40

ARF's new study on tv sets, county-by-county

Page 47



YOU'LL HAVE THE AUDIENCE...

There's an audience waiting to jack up the time-period that's proving to be your trouble spot. Here's the show that does that job—fast!

Why does "Public Defender" build solid audiences—fast? These are the reasons:

- ★ It's loaded with sleuthing suspense and terrific excitement, yet...
- ★ It's a family-type show, with no gore and no bodies, and...

★ The star, Reed Hadley, has tremendous popularity with women. In addition...

★ It's a big-budget, carefully made, quality show.

An audience pleaser—both sexes, all ages, and right for stripping. Any or all of the 69 segments of "Public Defender" will do a bang-up job for you... morning, noon, or night! To tighten up your programming *right now*

Call your Interstate Television representative!

**REED
HADLEY**
as the



PUBLIC DEFENDER

NEW YORK, N. Y., 445 Park Avenue, MUrray Hill 8-2545
 SAN FRANCISCO, CAL., 260 Kearny Street
 CHICAGO, ILL., Allied Artists Pictures Inc., 1250 S. Wabash Avenue
 DALLAS, TEXAS, 2204-06 Commerce St.
 GREENSBORO, N. C., 3207 Friendly Road
 TORONTO, CANADA, Sterling Films Ltd., King Edward Hotel

**Interstate
Television**
CORPORATION

Now - Proved by New Depth Study

KRNT RADIO Cowles

Is - far and away - THE MOST

BELIEVABLE

STATION IN

DES MOINES, IOWA

MORE LISTENERS, TOO!

This Central Surveys study reveals many interesting facts that show without question KRNT is the station to use to get the kind of results an advertiser must get these days.

Central Surveys has been engaged in nation-wide market research and public opinion surveys for over 20 years. Among the more than 200 clients are many PUBLIC UTILITY companies. List shown on request.

FACTS-FINDING EXAMPLES

"If you heard conflicting accounts of the same incident on different radio stations, which station would you believe?"

KRNT52%
No. 2 STA. . . .18%
No. 3 STA. . . .17%

Personalities Preference

- $\frac{2}{3}$ name KRNT personalities.
- 40% name KRNT personalities EXCLUSIVELY.
- Re: Sta. 2 & 3. NO personalities named by 72% and 90%, respectively.

KATZ has the NEW - the TRUE - facts on Des Moines Radio Listening!

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

New developments in network radio

- 33** Rebounding sharply after a summer slump, radio networks expect strong 4th quarter to push 1958 total close to 1957's healthy \$60 million

Fifteen ways to help timebuyers

- 36** Station Representative Robert E. Eastman outlines sales road map for improving timebuyer-timeseller relations and helping spot business

Play-Doh: \$3,000,000 spot tv wonder

- 39** How 27-year-old President McVicker used tv to build sales of children's modeling material from \$25,000 to \$3 million in less than 4 years

Tv's revolutionary videotape

- 40** Part II of this special report on the tape that is changing in industry reveals the very latest developments along with the way stations use it

Selling the premium product with radio

- 43** How Maola Milk & Ice Cream Co. of New Bern, N. C., facing problems similar to those faced by other mid-size accounts, solved them with radio

Box score of network specials, 1958-59

- 44** This season's sold specials fall below last year's, but still amount to \$29.1 million. Chart listing these specials, with prices and network

The current supply of features: How long will it last?

- 44** New York, the country's No. 1 marketplace for feature films, has stocked all that's available. A report on the status of its seven stations

Tv set count for 3,070 U. S. counties

- 47** SPONSOR lists 11 pages of county-by-county figures from new, industry-financed study, just released by Advertising Research Foundation

SPONSOR ASKS: Should stations under joint ownership (am & tv) cross-plug?

- 72** With the increasing need for program promotion, three station men discuss the pros and cons of cross-plugging their radio and tv outlets

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SPONSOR PUBLICATIONS INC.

combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49th & Madison) New York 17, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUperior 7-9863. Birmingham Office: Town House, Birmingham. Phone: FAirfax 4-6529. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOllywood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U.S. \$3 a year. Canada and foreign \$4. Single copies 20c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MUrray Hill 8-2772. Published weekly by SPONSOR Publications Inc. Entered as 2nd class matter on 29 January 1948 at the Baltimore postoffice under the Act of 3 March 1879

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Davenport, Iowa – Rock Island, Illinois 47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

- | | |
|----------------------------|---------------------------------|
| 41 Albany-Schenectady-Troy | 46 Omaha |
| 42 Nashville | 47 Davenport-Rock Island |
| 43 Champaign | 48 Binghamton |
| 44 Miami | 49 Raleigh-Durham |
| 45 Sacramento-Stockton | 50 Asheville |

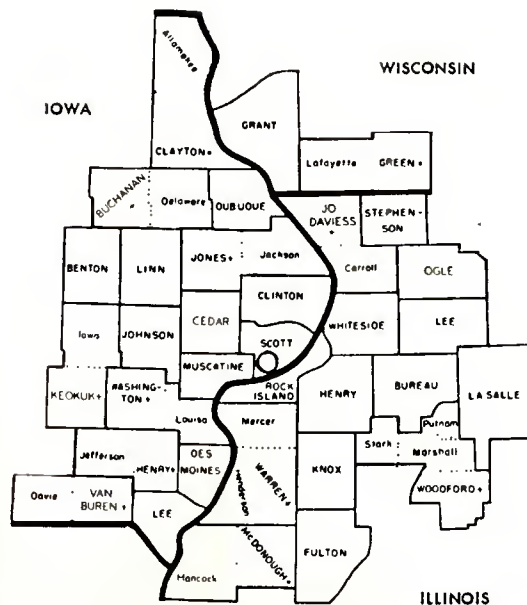
**WOC-TV IS No. 1 IN COVERAGE
IN ALL OF IOWA AND ILLINOIS
(Chicago excepted)**

48 COUNTIES

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	\$2,852,363,000
Retail Sales*	\$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954

NCS 2



Col. B. J. Palmer
President
Ernest C. Sanders
Resident Manager
Mark Wodlinger
Sales Manager
Peters, Griffin, Woodward,
Inc., Exclusive National
Representatives

THE QUINT CITIES

DAVENPORT } IOWA
BETTENDORF }

ROCK ISLAND } ILL.
MOLINE }
FAST MOLINE }



WOC-TV Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio – Des Moines.



SPECIAL ELECTRONIC PRE-TEST, SUPPLEMENTARY

"RESCUE 8" TOPS SYNDICATED

Tests almost 2½ times better

As certified by George Fry & Associates

**"RESCUE 8" was Preferred by
50%-600% Over Nine Currently
Top-Rated Syndicated Shows!**

50%	OVER SHOW A
67%	OVER SHOW B
78%	OVER SHOW C



JIM DAVIS as Wee Cameron and **LANG JEFFRIES** as Skip Johnson star as the intrepid "Rescue 8" equag in the action-packed human-drama series.

"RESCUE 8" PACKS A PUNCH UNLIKE ANY OTHER

...TY DETAILED WRITTEN QUESTIONNAIRE FINDS:

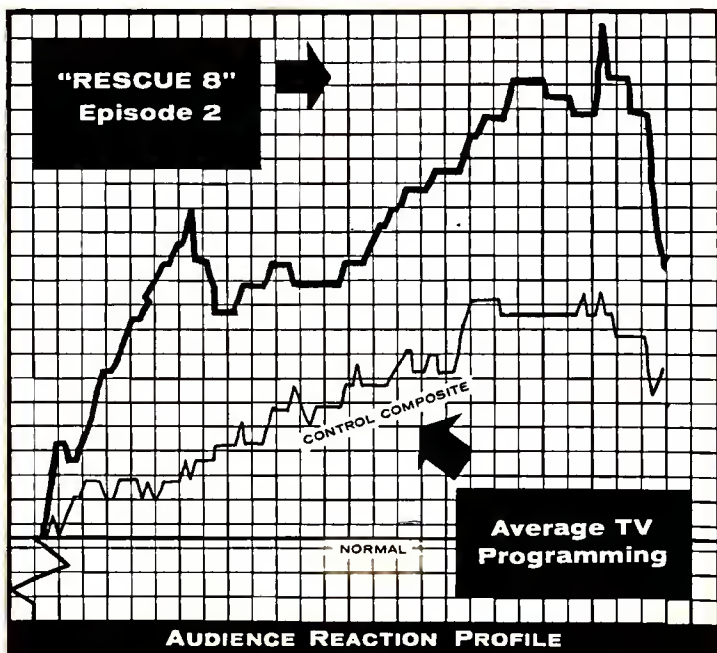
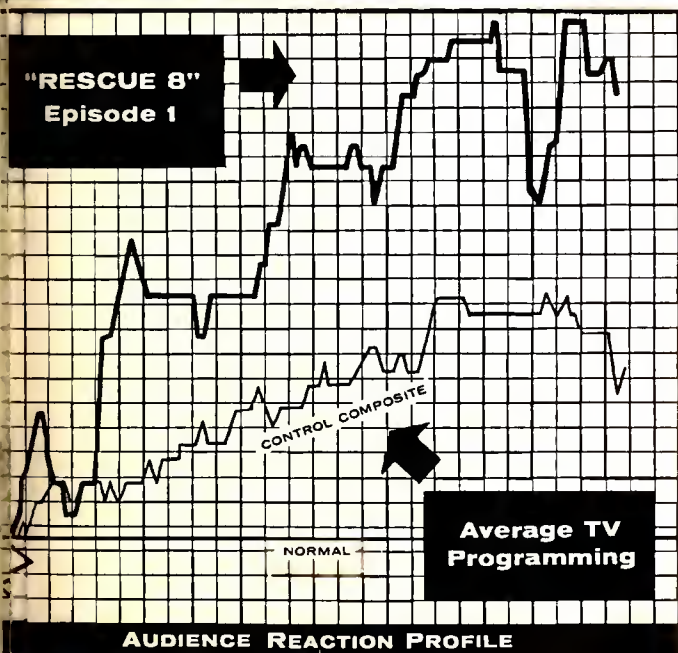
ALL LEADING PROGRAMS!

...han average TV programming!

...ll-known market research firm

A 79% OVER SHOW D
 B 16% OVER SHOW E
 C 75% OVER SHOW F

272% OVER SHOW G
 349% OVER SHOW H
 600% OVER SHOW I



NOTE! The full "RESCUE 8" study is available upon request from:

SCREEN GEMS, INC. TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
 NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONTO

HE SERIES FILMED BEFORE! 39 high-excitement half-hours unprecedented in realism and tenseness and human interest!



PORTLAND OREGON a KING SIZED AREA

that is
covered by

KING SIZED

KGON
Nat'l Rep.
WEED Radio Corp.

leader with



and

SPORTS



assures
all
advertisers

**KING SIZED
RESULTS**



NEWSMAKER of the week

Last week a one-time reporter for AP and the Chicago American stepped into the top executive spot in country's sixth largest advertising agency. Like Norman H. Strouse, president of J. Walter Thompson he's Detroit-trained, and has some strong convictions about the need for "greater creativity" in the planning, buying and use of air media, particularly tv.

The newsmaker: Paul Foley, recently appointed Chairman of the Administrative Council for McCann Erickson's home office operation in New York. He'll supervise 1200 McCann employees in what, on its own, is America's No. 6 agency with billings of \$105 million out of McCann's total \$250 million. He is the first full-time administrative chairman McCann has had for its New York setup.

Interviewed by SPONSOR last week in Detroit, where he was conferring with Buick officials, Foley had this to say about his air media convictions: "I believe advertisers must learn to use tv more creatively than many are doing at present. The medium is too expensive to be bought on just a numbers basis. We've got to search for more creativeness—not just in commercials—but in the programs we buy, the schedules we use, the images we build, and the way we merchandise the whole tv package."

Foley went on to say that, in his opinion, this need for increased creativity in tv thinking is not confined solely to advertisers of durable goods, but applies also to many soft goods manufacturers.



Paul Foley

Until last February senior v.p. in charge of McCann's Detroit office, Foley is given a large share of the credit for bringing the Buick account to the agency in the big GM-Chrysler shift last winter. Previous to joining McCann three years ago, he was executive v.p. at MacManus, John and Adams, Inc., Detroit, with whom he was associated for 10 years. His early training was as a newspaper man and foreign correspondent.

As Chairman of the Administrative Council of McCann's New York office at 185 Lexington Avenue, he'll be ranking and full-time officer of a group of division heads who meet daily to discuss, plan, and coordinate the agency's operation.

One phase of Foley's appointment which has stirred considerable interest in industry circles is the fact that his agency experience is heavily on the creative side. Ordinarily executive spots of this sort are filled by account or management men. Foley's creative background may have long-range significance for McCann's air media activities.

**TREMENDOUS TEST!
TREMENDOUS SALES!**

**RESCUE 8[™] SOLD
IN 75 MARKETS**

to start on the air prior to October 15th!

**SOLD TO THESE REGIONAL
ADVERTISERS:**

- ALKA SELTZER (West Coast)
- PRINCE MACARONI (New England)
- PURITY BISCUIT CO. (Southwest)
- UTICA CLUB BEER (New York State)
- MILLER HIGH LIFE BEER (Florida)
- WEINGARTEN STORES (Southeast Texas)

AND TO...

- HOUSEHOLD FINANCE CORP. (Buffalo)
- DIXIE FOOD STORES (Louisville)
- I.G.A. FOOD DISTRIBUTORS (St. Louis)
- "BIG 8" STORES (El Paso)
- MILLERS MARKETS (Denver)
- PRODUCERS DAIRY (Fresno)
- SUPER DUPER MARKETS (Columbus, O.)
- SALT LAKE MATTRESS CO. (Salt Lake City)
- SAN ANTONIO SAVINGS & LOAN ASS'N.
- PAN AMERICAN BANK (Miami) (San Antonio)
- BOYNTON BROS. TIRES (Bakersfield)
- P-R MACARONI PRODUCTS (Albany)
- CARTER PETROLEUM PRODUCTS (Denver)
- CRESCENT CREAMERY (Reno)

SOLD TO THESE STATIONS:

- | | |
|------------------------|--------------|
| PITTSBURGH | WTAE |
| NEW ORLEANS | WWL |
| TULSA | KVOO |
| CHARLOTTE | WBTV |
| NASHVILLE | WSM |
| SHREVEPORT | KSLA |
| BATON ROUGE | WBRZ |
| COLORADO SPRINGS | KRDO |
| LAS VEGAS | KLAS |
| ALBUQUERQUE | KOAT |
| EUREKA | KIEM |
| MEDFORD | KBES |
| BILLINGS | KGHL |
| SANTA BARBARA | KEY-T |
| PUEBLO | KCSJ |
| CHICO | KHSL |
| IDAHO FALLS | KID |
| LITTLE ROCK | KATV |
| GREAT FALLS | KRTV |
| TWIN FALLS | KLIX |

Don't delay! Some choice markets still available! Contact: SCREEN GEMS INC. TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



**“It’s
bigger
than
both
of
us!”**





TERRYTOONS, long famous for its television and movie cartoons, is now making its biggest hit. Producing animated film commercials which combine creativity with salesmanship. Creating entertaining sales messages for some of the most successful agencies serving major national and regional advertisers.

Like Young & Rubicam for Piel Bros.; Benton & Bowles for General Foods; Marschalk & Pratt Division of McCann-Erickson for Mennen and Genesee; Ted Bates for Colgate-Palmolive, Campbell-Ewald for General Motors; Compton for Socony Mobil; Dancer-Fitzgerald-Sample for General Mills; William Esty for W. J. Reynolds and P. Ballantine; Wherry, Baker & Tilden for Quaker Oats.

It figures. For TERRYTOONS is the *oldest (and second largest) animated film company in the nation*. Its newly-modernized plant houses the very latest camera, sound and animation equipment, and a staff of nearly a hundred craftsmen and artists. The same experts who create cartoon favorites for the CBS Television Network, and theatrical cartoons, in CinemaScope and Technicolor, distributed throughout the world by Twentieth Century-Fox Film Corporation.

Animals your sales picture with cartoon commercials from **TERRYTOONS** ©

Produced by Terrytoons, Inc., 1000 Broadway, New York, N.Y. 10001. Tel. (212) 691-1000. © 1968 Terrytoons, Inc.

From Rochester's CHANNEL 10

A Double Toast to Our Advertisers: —

"EARS TO YOU"



"EYES LOVE YOU"



Yes, you get the majority* of
the eyes and ears in the rich
Rochester area when you ad-
vertise your product on

CHANNEL 10

* Rochester Metropolitan Area TELEPULSE March 1958

NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEG-TV

In Rochester, N. Y.
**IT ALL
ADDS UP TO**



49th and Madison

Commercial Commentary

In the August 16, 1958 issue of SPONSOR there was a very kind column on French's Instant Potato commercials. We think our salesmen would be pleased to see this, and in a few instances may make good use of it with the trade. May we have your permission to make 500 reprints of the article, with appropriate credit to SPONSOR?

George Hamilton
Atlantis Sales Corp.
Rochester N. Y.

● Permission to reprint SPONSOR articles, or excerpts thereof, must be in writing.

Double take?

Business evidently remains brisk for that camel-producing committee of yours. (Horse produced by a committee is a camel—Ten Second Spot)

Wasn't it already at the same noble cause, in the same column of SPONSOR, some six months ago?

John C. Ottinger Jr.

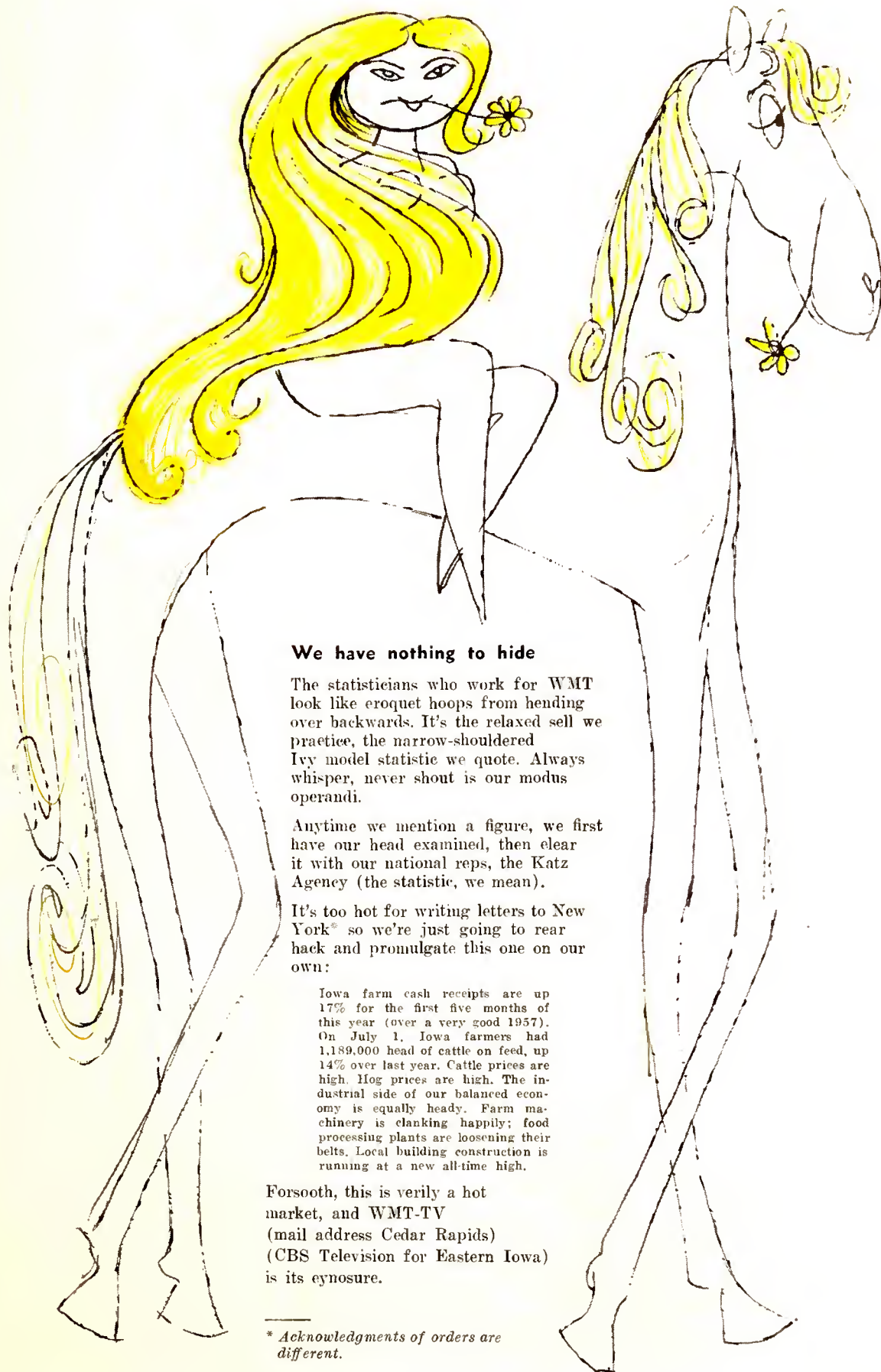
● At least we lifted from ourselves.

Backstage plaudits

I was tremendously impressed by the clear thinking demonstrated in Joe Csida's column in the August 23 issue of Sponsor. This is exactly the position that our company has taken and which expresses itself in somewhat more detail in the attached booklet which we recently distributed to agencies and stations.

For too many years this business has been operated by a cliché. The current ones are *Top 40*, *Rock and Roll*, and *Music and News*. Mr. Csida apparently has grasped the idea that each of these terms is, in itself, virtually meaningless. He apparently also has grasped the key idea that running a good radio station today is a difficult and exacting job and that the sum total of a radio station operation is composed of many important elements. I particularly appreciate your reference

(Please turn to page 12)



We have nothing to hide

The statisticians who work for WMT look like croquet hoops from hending over backwards. It's the relaxed sell we practice, the narrow-shouldered Ivy model statistic we quote. Always whisper, never shout is our modus operandi.

Anytime we mention a figure, we first have our head examined, then clear it with our national reps, the Katz Agency (the statistic, we mean).

It's too hot for writing letters to New York[®] so we're just going to rear hack and promulgate this one on our own:

Iowa farm cash receipts are up 17% for the first five months of this year (over a very good 1957). On July 1, Iowa farmers had 1,189,000 head of cattle on feed, up 14% over last year. Cattle prices are high. Hog prices are high. The industrial side of our balanced economy is equally heady. Farm machinery is clanking happily; food processing plants are loosening their belts. Local building construction is running at a new all-time high.

Forsooth, this is verily a hot market, and WMT-TV (mail address Cedar Rapids) (CBS Television for Eastern Iowa) is its eynosure.

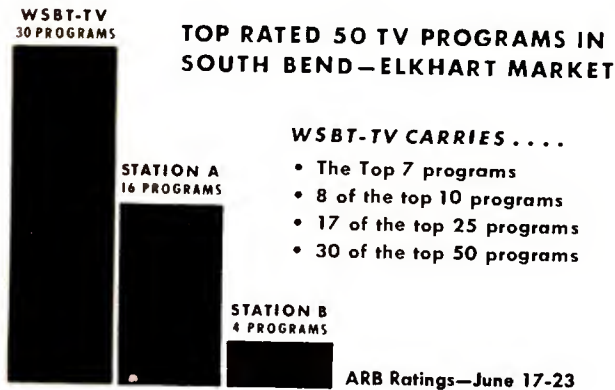
** Acknowledgments of orders are different.*

WSBT-TV SOUTH BEND, INDIANA'S
DOMINANT STATION

PRIMARY COVERAGE —

752,580 TV VIEWERS IN
PROSPEROUS MICHIANA*

Here's How WSBT-TV DELIVERS the South Bend-Elkhart TV Audience



No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated local or national newscasts in the Nation! . . . You're paying for audience—get it with WSBT-TV. Ask your Roymer man for details or write to this station.

* 15 counties in Northern Indiana and
Southern Michigan. UHF set count, 209,050
—3.6 persons per family.

WSBT-TV SOUTH
BEND,
IND.
CHANNEL
22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

49TH & MADISON

(Cont'd from page 10)

to the job that Ben Strouse is doing with his editorials. There are many business advantages to editorializing; but to my mind, the most important thing about it is that Ben is performing a genuine public service rather than trying to fool the public and the Commission. Ben's operation is a perfect example that the use of popular music as program material is entirely compatible with real service to the public. Thank you for being so perceptive about our business.

Wells H. Barnett
Station Operations Mgr.
John Blair & Co.

Joe Csida's comments in your August 23 column are one of the nicest things that ever happened to WWDC.

The issue has only been out a few days and the reaction has been startling. Just this morning, one of our salesmen called me from Baltimore, where an agency timebuyer had clipped the article and circulated it among their account executives.

We are very grateful and determined to do an even better job in the future.

Thanks again.

Ben Strouse
President
WWDC, Inc.
Washington, D. C.

Down under

Your article "What You Should Know About Tv Film," page 40 SPONSOR magazine, May 3, 1958 issue, contains important information for prospective television clients.

Television is anticipated for Brisbane in early 1960 and we believe that your article would be of valuable assistance to proposed television sponsors in Brisbane.

Would you please advise the availability of reprints of this article and the cost of such reprints, or alternatively could we have your authority to duplicate the article for submission to agency clients.

R. F. Mitchell
Tv/radio manager
Cossey White Advt.
Brisbane, Australia

● Reprints of SPONSOR's articles are frequently available. Rates on request. Permission to reproduce articles must be made in writing and will be promptly acknowledged.

YOUNG & RUBICAM, ^{INC.}

Advertising

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • MONTREAL • TORONTO
LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS



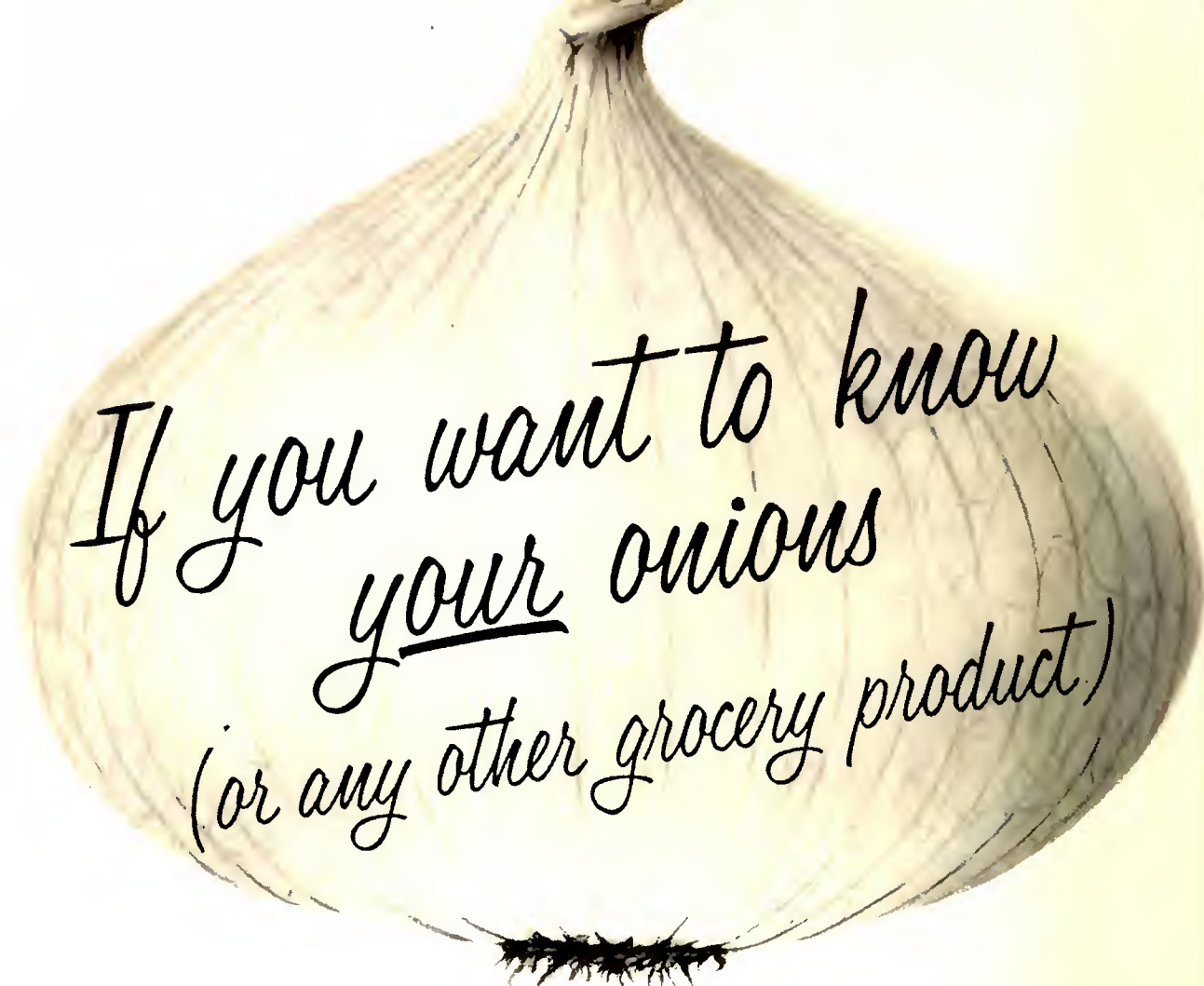
You can play it either way...

Some products call for TV commercials that sell *fortissimo*—with force and directness.

Others are better suited to the *pianissimo* approach—using commercials that sell softly, with

ingratiating indirectness, charm and mood. And being able to create *both* types is important.

It's even more important to know *when* to use *which*, if you want your sales to end up *bravissimo!*



If you want to know
your onions
(or any other grocery product)

It's quite a combination. Baltimore—second fastest-growing city on the Eastern seaboard . . . sixth largest city in the country. Baltimore—a widely diversified *industrial* city, with a healthy median family income of \$4920. A *central* city between north and south, with a balanced representation of tastes and trends. A *progressive* city that is just beginning to “feel its oats,” yet a *conservative* city that acts on facts. *Most* important as a test market, Baltimore is a *concentrated, compact* city. Its better than one

and a half million inhabitants live within a *15-mile radius* of City Hall. This means you can get your test answers in a hurry, and without spending a small fortune. Especially when you use W-I-T-H—the one radio station that gives you *complete, no-waste* coverage of metropolitan Baltimore at guaranteed *lowest-cost-per-thousand* listeners by far . . . and provides powerful merchandising “pluses” no other local station can come close to. Put Baltimore and Station W-I-T-H together . . . to work profitably for *you*.

W I T H

TOM TINSLEY, *President*

R. C. EMBRY, *Vice-President*

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Pittsburgh, New England, Mid-West; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles.

Baltimore's your best test market— and **WITH** your best test station!



Take your choice of one or more of FIVE complete plans—all of them guaranteed to provide *maximum impact* for your product at point-of-purchase. Plan 1 lets you choose your food chain. Plan 2 gives you *three* chains. Plan 3 is a "powerhouse" with a pre-selected chain. Plan 4—Feature Foods Merchandising—covers 60 of the highest volume food stores in Baltimore. Plan 5—Community Club Awards—enlists the *buying* strength of Baltimore's leading women's clubs in your behalf—reaches over 200,000 people. Whichever plan you select, you get the full merchandising treatment—on the air, in the mail, and—most important—at point-of-sale. And it's all yours on a 13-week, test-period basis!



Here's a real test-market "must." With your participation in W-I-T-H Community Club Awards, you can avail yourself of our Consumer Panel of 500 members. These average citizens, representing a cross-section of Baltimore consumers, will provide the basic research you need in any or all of the following ways:

- 1—Testing and sampling.
- 2—Periodic market checks.
- 3—Developing "trend" data.
- 4—Helping to determine buying and usage habits.
- 5—Reaction to advertising.

In essence, the W-I-T-H Consumer Panel can help you *evaluate* your standing in the Baltimore market—accurately, regularly, economically.



This is a brand new and exclusive W-I-T-H merchandising service. A food store audit panel of 12 high-volume outlets will be measured on a continuing basis every other week. Shelf stock will be counted, store-rooms checked and invoices examined. Subscribers will receive reports showing how their product fared as to:

- 1—Unit volume of sales for each brand in a product category.
- 2—Unit share for each brand.
- 3—Dollar sales of each brand.
- 4—Dollar brand share of market.

Available whether or not you're a W-I-T-H advertiser—but far lower in cost if you are!

OUTSTANDING

The America's Cup race is outstanding as a sailing classic. Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown.

WGAL-TV

CHANNEL 8—Lancaster, Pa.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.



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

SPONSOR-SCOPE

13 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

The station rep business this week decided to do some remodeling of its house, both inside and out.

A major part of the plan is that SRA will devise a code of standard practices via a committee headed by Bob Eastman.

The project has, apparently, a two-fold objective: (1) Clarify and standardize procedures for doing business with agencies, stations, and among reps themselves; and (2) create a favorable image of the station rep in his relations with the advertising business and the broadcast industry.

As far as the industry is concerned, the imagery job will be directed especially at the newer generation in both station management and timebuying. One function of the code will be to make clear the more or less complex functions that the rep performs as a bridge between the seller and the buyer.

Among the topics that the architects of the code will attempt to tackle head-on: Procedures for one rep turning over a station to another; standard services due the station and the buyer; commercial content; the use of competitive tapes in competing for business; rules of conduct in accepting various types of dubious products; double and triplespotting; local vs. national rates.

New national spot business is moving along at a smart clip.

Radio activity via New York agencies includes Dodge (Grant), four weeks in 125 markets, starting 4 October; Ford (JWT), 10-15 spots a week, starting 12 October; White Owl (Y&R), 60 markets; Leeming (Esty), 26 weeks of 20 minutes a week, over 100 markets; National Carbon (Esty), Eveready batteries and Prestone, eight weeks.

In Minneapolis, Cream of Wheat (BBDO) was being reactivated in spot radio via 30-seconds in prime time in 30 markets.

On the spot tv side, the action in New York includes Gold Medal Products (DFS); and Standard Brands' Fleischmann's Yeast (JWT), daytime and night participations. In Chicago: Alberto-Culver Co. for VO-5 (Wade), 25 markets for 52 weeks, six night-time minutes per week; Pharma-Craft for Coldene (JWT), daytime and late night minutes for 25 weeks.

Spot tv has the bellwether of the advertising pack, P&G, firmly in its corner for the next nine months.

The Cincinnati giant will spend more money in spot tv than for any like period in the medium's history.

P&G is sold on the idea that for merchandising there's nothing like the reach of tv, and that to capitalize on this drawing power there's nothing like saturation flights.

Foote, Cone & Belding's Chicago office is spearheading a movement to do a survey on the fm audience in that city (probably via the personal-interview technique).

FCB's initial problem is how to get the funds for the project. It's thinking about asking other agencies as well as the Chicago fm interests to contribute.

Meantime Sinclair has joined Shell, Cities Service, and Oklahoma Oil as local users of Chicago fm.

Added note: Bell Savings & Loan this week assumed sponsorship of speakers at the luncheons of the Chicago Executive Club over WKFM.

Two Chicago accounts were testing tv spots this week.

Mars, via Knox Reeves, has a new I.D. going in the Los Angeles market for eight weeks; meantime Quaker Oats is testing for a new dry cereal in Omaha, Albany, N. Y., and other markets.

Another Chicago agency, **Henri, Hurst & McDonald**, is testing a spot radio campaign in Peoria for **Linco Pine-Glo** ammonia.

CBS TV certainly isn't adding any balm to NBC TV's "summer delay" predicament. CBS TV announced this week that it will **not expect affiliates to defray any part of the network's expense** in relaying programs in standard time areas during the 1959 daylight saving season.

NBC TV previously had suggested that its affiliates pay 5 1/4% of such expenses, and the stations' response was anything but favorable.

Network radio's standout sale of the week came from Parker Games, Boston.

Highlights of the transaction with **NBC Radio**: 35 commercials a week from **22 September to Christmas**; covers the whole company's line but stresses the game called **Careers**; a closed circuit will be staged for store buyers across the country 28 October.

CBS Radio's order—from Standard Brands—was five 10-minute segments of **Arthur Godfrey** across the board. Godfrey, incidentally, has been cut down to 55 minutes daily, with the initial five minutes of what had been an hour's show made available for a newscast.

Added note on NBC: Effective last week, 41 advertisers were in line to kick off fall campaigns. Four of them were in the renewal category.

Looks like R. J. Reynolds not only will retain its money-making lead among the cigarette giants for the current calendar year but move ahead of **American Tobacco** as the **No. 1 shipper** of the product.

Authorities in the field estimate that **Reynolds** will gross \$1.1 billion for its three brands as compared to \$1.05 billion by **American Tobacco** for its nine brands.

Reynolds is expected to show its biggest quarter (the third) in history for both sales and profits.

Corollary observation:

Marketing experts hold that **no type of goods is so sensitive to the influence of advertising as cigarettes.**

(For updated report on cigarettes in tv see 16 August SPONSOR, page 33.)

Michigan Avenue reps are getting doleful as they envision more and more of their regular accounts going into the local buying camp.

The cause of their latest twinge: **Norge**, most of whose buying is being done this season on a local basis.

They recognize that it's **part of a current trend among district sales managers, if not distributors, to gain greater control over the advertising dollar** (see page 8, 30 August SPONSOR), but that doesn't assuage the feeling of frustration.

Here's an anecdote, relayed by a rep this week, which illustrates **the degree to which agencies in the Southeast disregard all but the local rate.**

The rep's Atlanta office got a wire from a **regional agency with a cold remedy account** asking it to quote rates for a **southern station**. Added the telegram: **Don't supply SRDS rates as the budget doesn't allow for it.** Also: Give us the latest **Pulse and Hooper ratings** for the station.

Wired back the rep: **Sorry, only the SRDS rates are available** to that account.

Replied the agency: **Never mind the rates; just send us the ratings.**

Latest frustration for reps in that area: The **Westinghouse** representative who travels out of its Atlanta office placing **institutional schedules at local rates.**

If Washington trust-busters take another look at how much control the giant Madison Avenue agencies have over network prime time, they're in for a surprise.

For agency control has been thinned out appreciably and there's been quite a pickup of network nighttime participation among the medium-class agencies.

An analysis of the fall setup by SPONSOR-SCOPE this week shows that the four giants (JWT, Y&R, BBDO and McCann-Erickson) are the agencies of record of only 31½ half-hours of the 112 night-time half-hours filled or partially filled by advertisers.

Herewith is a breakdown of the agency-of-record position of 13 Madison Avenue and Chicago agencies for the fall:

AGENCY	NO. SHOWS	TOTAL ½ HRS PER WEEK
J. Walter Thompson	14	10
Ted Bates	11	9½
McCann-Erickson	10	9
BBDO	10	7
Benton & Bowles	9	7½
Dancer-Fitzgerald-Sample	7	4
William Esty	6	4
Lennen & Newell	6	4½
Young & Rubicam	5	5½
SSCB	5	3
Compton	5	3
Kenyon & Eckhardt	6	3
Leo Burnett	6	3

Note: This compilation does not include specials, news programs, or seasonal campaigns; it refers only to half-hour and hour shows.

P.S.: The agency that's made the most substantial progress on the network tv side is Bates (last season it was agency-of-record for but 3½ half-hours). BBDO meantime has swung its tv billings weight more than ever toward the specials this season. McCann-Erickson leans somewhat in that direction, too.

If Chrysler has plans of putting its foreign car, Simca, on network tv, Renault has beat it to the punch.

Renault, via Needham, Louis & Brorby, this week bought seven broadcasts of *Small World* (Morrow-Friendly) on CBS TV, starting 5 October. Cost of the program: \$28,000 gross.

Chances are that Renault's entry will stir its competitors to take a similar stab at network tv.

More network tv shows are going to have the corporate, or product, name in the program title this season.

The tally this fall is 15, compared to 14 a year ago.

The roster consists of Alco Theatre, Armstrong Circle Theatre, Pat Boone and His Chevy Showroom, the Chevy Show (Dinah Shore), Dodge Dance Party (Lawrence Welk), Ford Theatre (Tennessee Ernie), Goodyear Theatre, GE Theatre, Lux Playhouse, Music from Manhattan (Sammy Kaye), Oldsmobile Show (Patti Page), Plymouth Show (Welk), Schlitz Playhouse, Voice of Firestone, and U.S. Steel Hour.

CBS TV wound up July with a minus mark as against the year before in its reported gross time billings.

According to LNA-BAR, CBS TV's gross of \$18,273,690 was 1.4% less than the figure estimated for July 1957. NBC TV came through with a gross of \$15,702,029, or 13.2% better than the July before, while ABC TV was credited with \$7,083,555, an increase of 11.6% above the previous July.

The three networks collectively showed a plus of 5.9% for July, while the edge for the initial seven months of the year figured 12%.

P&G is introducing via Tie Tae Dough its latest system of revolving the commercials for four products on a single half-hour show.

Each program will be limited to three products. The brands involved: Lilt, Zest, Tide, and Prell.

A major reason for adopting this course: **Increased frequency** for a brand as well as an offset to the medium's rising costs.

CBS, Inc.'s management pointed with pride this week to some company statistics during a businessmen's luncheon in L.A. at which the CBS board were the guests.

The last time the board held a meeting in L.A. was five years ago. In the interim, said speaker Frank Stanton:

CBS, Inc.'s volume has doubled; CBS TV has become the largest advertising medium in the world; and profits from all broadcasting activities have tripled.

Business trend analysts this week harped on a turn in the economy that bodes well for the air media in particular.

The development: **Retailers are showing confidence** in the immediate future by building back their inventories in substantial quantities.

Another sign that consumer activity is on the upswing: July was the worst month in recent history for savings institutions, although consumer incomes have remained sizable; the money thus isn't being socked away.

Media buyers will be interested in the **Farm Markets Facts Sheet** devised by the National Association of TvRadio Farm directors.

It standardizes the sort of information that an agency or ad manager wants from farm stations nowadays.

The sheet goes into such statistical data as coverage, number of farms, income, and farm production units.

It also gives details about a station's programming, personalities (whether they handle commercials), the station's off-the-air activities, background of farm department personnel, and lists of advertisers and their schedules.

Agency management is becoming aware that the **hangdog look timebuyers often have** isn't because of the amount of work so much as because of inner agitation over status.

They feel that the title—timebuyer—has outlived its original meaning and scope, and that a first-rate man or woman in the field has assumed functions and responsibilities that merit a more suitable label—like "media analyst."

Alert agency executives realize that the **timebuyer in an efficiently functioning agency has vastly changed his role.**

If he knows his job, this is his area of operation in order to get the optimum for the client's dollar:

- **Initiate the right spot plan**, once he gets his list of markets.
- **Evaluate what sort of schedule will fit in best** with the product's marketing objectives.
- **Be fully conversant with what all the other groups on the product are doing** so that his schedule or timing don't get out of gear with the others and thereby jam up the machinery.
- **Recheck his lines at intervals** to make sure that the schedule is working out for the best interests of the product and the present marketing campaign.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 74; News and Idea Wrap-Up, page 76; Washington Week, page 89; SPONSOR Hears, page 90; Tv and Radio Newsmakers, page 96; and Film-Scope, page 87.



Shipping . . .

A 60,000,000 TON INDUSTRY IN DULUTH-SUPERIOR

TODAY—World's 2nd largest port!

TOMORROW—Terminus of the great St. Lawrence Seaway!

RADIO

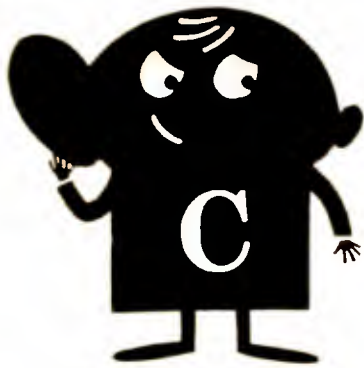


TELEVISION



Dominating Minnesota's Shipping!





“C” is Complex
And hard to appease.
He searches his dial
For something to please!

Every market is just as complex as the individuals within it. To penetrate complex markets, you must first penetrate the complex minds within them. It takes a flexible medium like radio, programmed with the individual in mind to do the job effectively and economically.

In Greater Los Angeles, it takes KHJ Radio. For 36 years, KHJ has featured FOREGROUND SOUND...news, sports, discussion, commentary, quiz, dramatic and variety programs...designed to appeal to the complex minds in America's Second Market.

Never underestimate the variety of tastes that make up the Los Angeles market. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H R Representatives, Inc.



Timebuyers at work

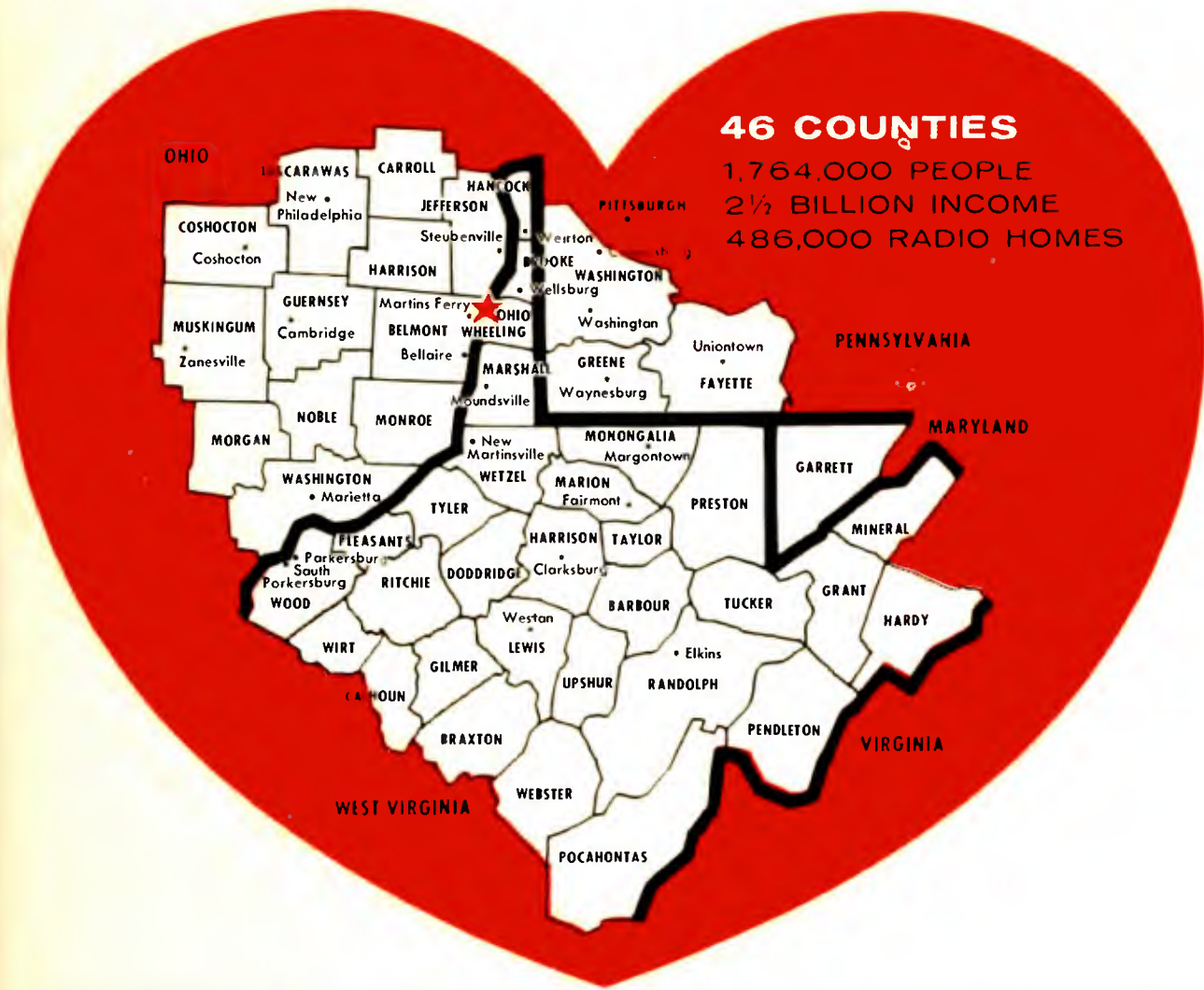
Ed Ratner, Friend-Reiss Advertising, Inc., New York, feels that one of the biggest problems is explaining to the unsophisticated advertiser why his schedules can't be confirmed by the stations five and six months in advance so that he can merchandise his advertising. "At this time of year," Ed says, "our shop is doing a lot of buying for manufacturers whose peak selling period is Christmas. Most of these campaigns break in October and November and are not yet confirmed. Yet one manufacturer with another agency, either by design or ignorance, has put out an elaborate brochure detailing the time, stations and programs of his November campaign. When our clients see this they naturally want to know how come 'he can do it and we can't.' At this point, we produce station logs, letters, etc., proving that to date more than 20% of the programs listed in the brochure won't even be on the air this fall due to network and station changes. We make our point, then present some very effective television pre-merchandising plans—but life would be less hectic if we had earlier confirmations."



Edith Krams Whaley, Stromberger, Lavene, McKenzie, Los Angeles, calls for "all heads out of the sand" when it comes to include or not include timebuyers in original planning, artistic and tv development of a campaign. "We aren't statisticians," she says. "We have specific knowledge about flexibilities of buying time, limitations and availabilities, and what the competition is doing *right now* that should be considered early in the planning."



She cites an example: "In some instances minute commercials have been prepared with a specific audience in mind. It is the buyer's unhappy task to explain that minute announcements are not sold in the time period desired to reach this audience. The commercials then must either be shelved or used in time periods which cannot deliver the size or type of audience desired. The only other alternative is to produce new ones. Edith thinks that the policy of allowing buyers to participate in early planning stages saves time, expense and loss of accounts early in the game. She is present at original planning sessions on all her accounts at SLM."



46 COUNTIES

1,764,000 PEOPLE
 2 1/2 BILLION INCOME
 486,000 RADIO HOMES

WWVA sells the heart of industrial America... **FIRST** in every time period

Did you know that there is only one single medium of any kind that can give you dominant coverage of the 2 1/2 billion dollar Upper Ohio River Valley Market?

Only radio successfully jumps the mountain barriers of this booming area—and only WWVA provides the dominant selling voice you need. The latest PULSE (Jan. 1958) proves again that WWVA is first in every time period, 6 A.M. to midnight, 7 days a week. Its average audience Mondays thru Fridays tops the next 3 stations combined!

Use the 50,000 Watt Voice of WWVA in Wheeling to reach 486,000 radio homes in this key market, plus a big audience bonus in 29 other counties.

See your John Blair rep today

"Famous on the local scene"

Only fulltime **CBS** Network Station in **PITTSBURGH - WHEELING AREA**



Storer Radio

- WWVA**
Wheeling
- WJW**
Cleveland
- WJBK**
Detroit
- WIBG**
Philadelphia
- WSPD**
Toledo
- WAGA**
Atlanta
- WGBS**
Miami



How
DEEP
is the
MARKET?



How
HIGH
is the
COST?

PETERS, GRIFFIN,

S P O T R A

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

Reach or frequency – or both – is a media question that can make big differences in sales results. But there is a way, with Spot Radio, to get the best combination for your advertising.

The **PGW** Colonels have the Answers...

Your sales objectives can be accomplished by the best strategy for each individual market. There's no need to compromise with one plan. Let us consult with you in developing a thorough market-by-market campaign.

THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise 5,000
 KGMB-KHBC—Honolulu-Hilo 5,000
 KEX—Portland 50,000
 KIRO—Seattle 50,000

Midwest

WHO—Des Moines 50,000
 WOC—Davenport 5,000
 WDZ—Decatur 1,000
 WDSM—Duluth-Superior . . . 5,000
 WDAY—Fargo 5,000
 WOWO—Fort Wayne 50,000
 WIRE—Indianapolis 5,000
 KMBC-KFRM—Kansas City 5,000
 WISC—Madison, Wis. 1,000
 WMBD—Peoria 5,000

East

WBZ+WBZA—Boston and
 Springfield 51,000
 WGR—Buffalo 5,000
 KYW—Cleveland 50,000
 WWJ—Detroit 5,000
 WJIM—Lansing 250
 KDKA—Pittsburgh 50,000

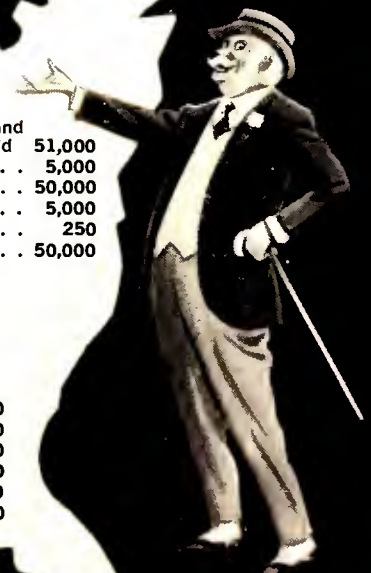
WOODWARD, INC.

Southwest

KFDM—Beaumont 5,000
 KRYS—Corpus Christi . . . 1,000
 WBAP—Fort Worth-Dallas 50,000
 KTRH—Houston 50,000
 KENS—San Antonio 50,000

Southeast

WCSC—Charleston, S. C. 5,000
 WIST—Charlotte 5,000
 WIS—Columbia, S. C. . . . 5,000
 WSVB—Harrisonburg, Va. 5,000
 WPTF—Raleigh-Durham 50,000
 WDBJ—Roanoke 5,000



Commercial commentary

Why the biggest aren't the best

A couple of weeks ago, in this space, I bitterly criticized the current state of P&G commercials, and ended my tirade by asking grumpily, **Is today's best advertising being done by the biggest advertisers?**



I am informed by reliable experts in the publishing business that approximately 71.2% of all editors who ask such loud rhetorical questions (in either headlines or copy) fully expect to answer themselves with a resounding "No." And I find I am no exception to the statistic.

I don't believe that today's best advertising is being done by such titans as P&G, General Foods, General Motors, Lever, American Tobacco, and others in the top 10.

I think you're much more apt to find outstanding examples of advertising creativeness amid the radio and tv commercials of smaller, younger, more imaginative companies (Revlon and Lestoil to name two) who are now fighting their way to the top.

Similarly, I know that it pays to pay attention to the commercials that emanate from some of the smaller agencies (under \$50 million in billing). And, in your search for really outstanding advertising, it's well to look beyond Madison Ave. to such clearer, more truly American climates as Chicago, and the West Coast.

Advertising and the Middle-aged Mind

There's nothing very original, of course, about such statements. Native son admen, and small agency operators have been making them for years (often without very much success).

So far, though, I've never seen any published explanation for the phenomena. Why is it (as any honest adman will admit) that such a staggering amount of mediocre stuff pours forth annually from the offices of some of the biggest advertisers and agencies?

Here are a few theories: I suspect, first of all, that any large formal organization (client or agency) tends to develop middle-aged minds in very young people with lightning-like speed.

When youngsters come bouncing into the ad business, fresh out of college, they are often bursting with enthusiasm, imagination and ideas. Most of the ideas aren't very good. But at least, there's a spark, and freshness, and creative potential in those who suggest them.

However, before many of these kids ever have a chance to learn how to discipline and harness their creativity, they start to get pushed up the ladder toward the "executive type" jobs—supervisors, assistant account men, etc.

Here's where the middle-agedness begins. For they cease to be concerned with imagination and ideas, and tend toward typically middle-aged preoccupations with dollar signs, and costs, and sales figures and statistics, and dividends and pension plans and (God save the mark) whether they can retire at age 55.

As a result, you'll find along Madison Ave. more 51-year old minds
(Please turn to page 30)

Call Bob Brown

KBTV

Channel 9

Denver - Colorado

AMherst 6-3601

or your nearest

P.G.W. Colonel

for the most exciting

60 second availabilities

in "A" time in Denver!

KBTV ^a Channel **9**

John C. Mullins, Pres. Joe Herold, Sta. Mgr.

Represented Nationally by
Peters, Griffin, Woodward, Inc.

THE BIG MOVIES ARE ON

THE GREATEST NUMBER OF THE HOTTEST
TITLES WITH THE MOST FAMOUS STARS IN
THE BEST PACKAGES ARE THE BIG MOVIES!

WARNER BROS, 20th CENTURY FOX, UNITED ARTISTS

CHANNEL 8

WJW-TV

CBS • CLEVELAND, OHIO
Represented Nationally by The Katz Agency, Inc.



Storer Television

WJW-TV
Cleveland

WJBK-TV
Detroit

WAGA-TV
Atlanta

WVUE-TV
Wilmington-Philadelphia

WSPD-TV
Toledo

FLIGHT is aviation's own saga — authentically dramatized exploits
human achievement in the sky. Each episode is presented by Gen. George Kenne
cooperation of the Air Force. **FLIGHT** is the dramatic series for which the comi



NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

inary men suddenly summoned to super-
S. A. F., Ret., and produced with the full
levision season will long be remembered.





Smart advertisers take the KOA-Radia route to the Rocky Mountain West. No other medium in this rich Western market can compare with KOA far:

COVERAGE: KOA travels into 302 counties of 12 states . . . covering over 1,100,000 square miles and populated by approximately 4½ million people.

POWER: KOA's powerful 50,000 watt voice is heard throughout the West . . . reaching listeners on both sides of the Continental Divide.

ACCEPTABILITY: KOA programming is carefully planned for listener enjoyment. Since 1924, KOA-Radia has been a respected friend to Westerners. They have learned to depend on popular KOA and NBC personalities and programs for truly informative and entertaining radio listening.

SALES: The KOA-Radia route is the West's best way to sell your product to over 4 million potential customers. Remember, it's results that count!

**GET ON —
STAY ON* — KOA-RADIO!**
It's the only station you need to route your product directly to the entire Western market.

(*most advertisers do!)

50,000 Watts • 850 Kc

KOA
DENVER *Radio*

One of America's great radio stations.



NBC

Represented nationally by
Henry I. Christal Co., Inc.
© 1958

in 34-year old hodies than almost anywhere else in the world. And creativity, in the big shops where these old young men work, suffers fearfully as a consequence.

A second, somewhat more flattering reason for the low grade of creative work on many large national accounts, is that such advertisers try, with typical business efficiency, to sort out and accentuate the Ponderables—those elements of advertising which can be measured with some degree of exactness.

There's nothing wrong with this. It's just good business to try to develop sound marketing plans and strategies, and to hase them on facts, research, careful budgeting, and precise media buying.

For the truth is (and until you learn this about advertising you haven't graduated from kindergarten) a sound, carefully planned campaign, even though dull, can usually lick the pants off brilliantly imaginative advertising that is rooted in quicksand.

P&G, to my own personal knowledge, has frequently beaten the brains out of its competition with some very mediocre copy.

But this in itself does not constitute an argument against advertising creativeness. A truly great campaign is always a combination of brilliant planning and brilliant creative work. That's the most efficient way to advertise. And it's also the most fun.

Needed: A Creative Revolution

In recent years we've heard a lot of whooping and hollering about the importance of marketing in the ad agency business.

We've seen both media and research emerge as powerful, policy-making factors in agency operations.

But while this has been happening, the creative departments of many large agencies have been sitting on their hands in bewildered frustration at their sudden change of status. If I had to predict the next big development in the agency business, I'd bet on a "creative revolution" in the next 10 or 15 years.

It will happen because it has to.

The day of the old fashioned "copy genius" has passed and I, for one, say good riddance. He was, in many cases, a stuffy poseur with a vastly over-rated reputation built on a handful of flossily written print ads. He was pompous and prejudiced, and difficult to work with and terrihly limited in scope.

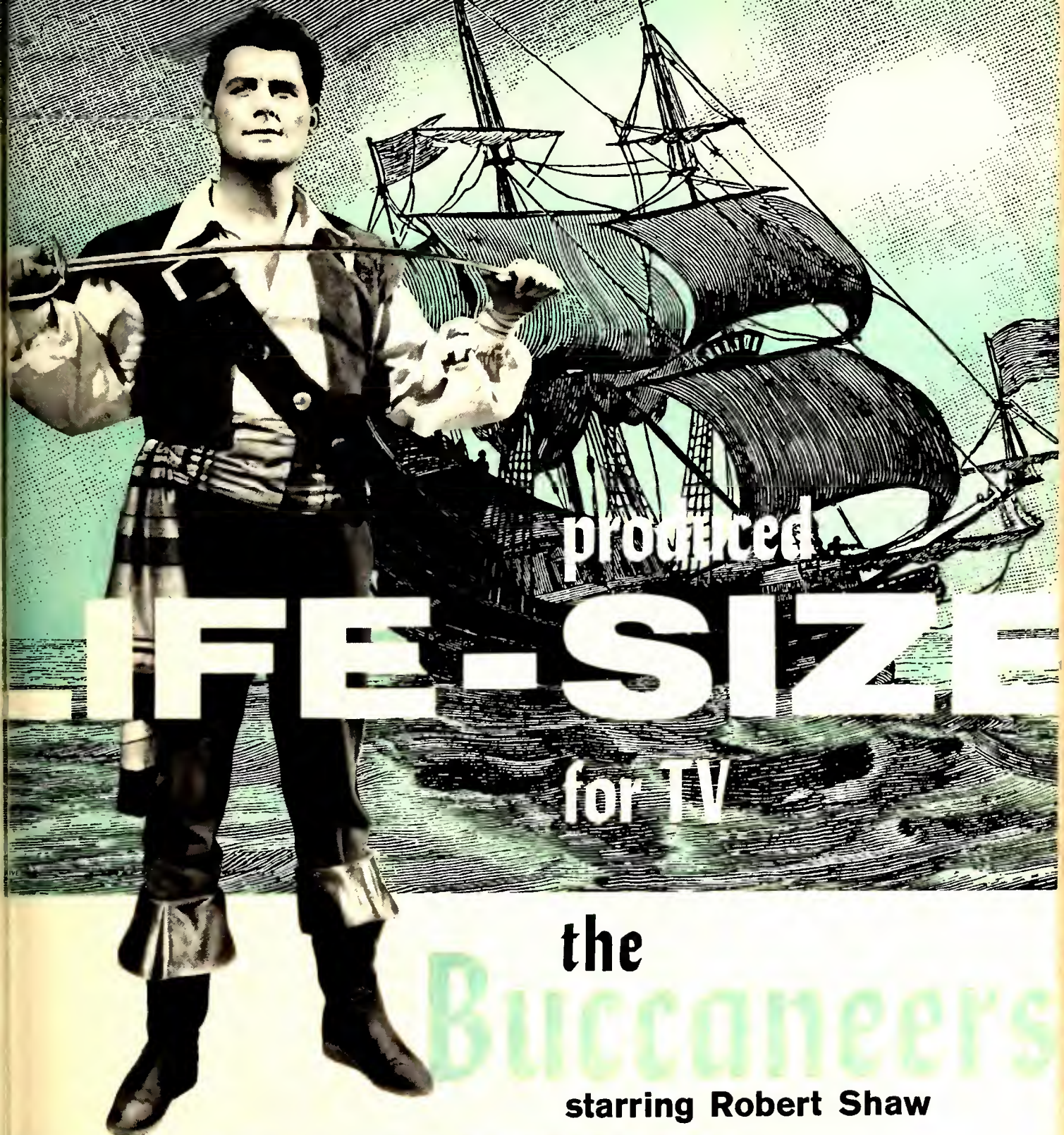
But so far, the silhouette, or profile, of the new type of agency creative man, has not yet emerged very clearly.

Obviously they are going to have to be built around the dominance of tv, and the importance of tv techniques. Obviously, too, they're going to have to be integrated far more closely with media, marketing and research, than they have ever been before.

But in addition, they're going to have to develop brand new techniques for training people in "disciplined creativity"—the ability to come up with imaginative new ideas that are precisely on target. And the ability to execute these ideas with all the resources and technical skill of a thoroughly schooled and disciplined craftsman.

When such a "creative revolution" takes place (and I'll give you five to one that it happens) then you're bound to see better advertising by the biggest advertisers than you're seeing now.

Meanwhile, though, I wouldn't worry about it too much if I were a medium-sized agency or advertiser. You still have an enormous chance, while the big boys are floundering around. If you can strengthen your marketing and maintain your creative superiority, you can take sales and business from them—any day!



produced

LIFE-SIZE

for TV

the

Buccaneers

starring Robert Shaw

NOW AVAILABLE FOR SYNDICATION

the bold panorama and sweep of the Spanish Main and the days of Blackbeard . . . actual battles, real sea battles and slice-of-history series. All this gives the full-scale production of "THE BUCCANEERS" its salty authenticity.

ROBERT SHAW stars as the daring captain of the Buccaneers, searching the pirate-infested seas of the Caribbean for adventure and lost treasure. Now after two years on networks — where it established top ratings and new sales records for sponsors . . . "THE BUCCANEERS" is available in syndication. Its proven appeal for every member of the family makes it a prestige showcase for any product. 39 half-hour adventures.

Look at the markets...large and small...and see that The Buccaneers gets the major share of the audience.

CITY	SHARE	CITY	SHARE
Baltimore	68.7%	New York City	24.9%
Baton Rouge	75.6%	Norfolk	72.8%
Buffalo	59.8%	Philadelphia	57.0%
Charleston	60.4%	Portland, Ore.	55.7%
Chicago	46.7%	Pueblo-Colorado Springs	83.4%
Detroit	44.3%	Salt Lake City	70.4%
El Paso	45.9%	Seattle-Tacoma	42.0%
Honolulu	46.6%	Spokane	59.8%
Los Angeles	34.1%	Washington	41.9%
Louisville	77.5%	Winston-Salem	64.0%
Milwaukee	62.1%		
Minneapolis	39.8%		



OFFICIAL FILMS, INC.
 25 West 45th Street
 New York 36, N. Y.
 PLaza 7-0100

REPRESENTATIVES:
 ATLANTA/Jackson 2-4878
 BEVERLY HILLS/Crestview 6-3528
 CHICAGO/Dearborn 2-5246
 DALLAS/Emerson 8-7467
 FT. LAUDERDALE/Logan 6-1981
 MINNEAPOLIS/Walnut 2-2743
 SAN FRANCISCO/Juniper 5-3313
 ST. LOUIS/Yorktown 5-9231

lively Channel

5

WABD . . .

pioneer television station

in New York

has now become

**WNEW
TV**

METROPOLITAN  BROADCASTING CORPORATION

WNEW AM, FM/TV New York

WTTG CH 5 Washington, D.C.

WHK AM/FM Cleveland

Network radio: new light on a tough fight

- ▶ Rebounding sharply after the past summer slump, nets expect a strong 4th quarter in battle for existence
- ▶ Totals won't reach 1957's \$66 million volume, but autos and other new accounts are coming in fast

Network radio, using competitive sales tactics, much criticized by other branches of air media, continues its tough, tenacious fight for bigger billings and greater advertiser acceptance.

Orders now on the books indicate a strong 4th quarter which should push this year's total close to (but not above) 1957's highly satisfactory \$66 million figure. More significant, net radio has rebounded sharply after a slow spring and soft summer, caused by recession cut-backs, particularly among durables advertisers.

Without going into the sales methods and strategies which have caused deep resentments among stations and reps, here are some new facts about the network picture which are heartening network officials this fall.

• There'll be more *different* advertisers using net radio this year than

ever before in history, at least 10% more than in all of last year.

- Many *new types of products*, and *new industries* are using net radio in 1958 for the first time.

- The *automotives* are coming back strong—after nine months of uncertainty.

- Network radio is figuring in many new *multi-media* campaigns, in combination with magazines, news supplements, tv.

- *Agencies* are using more care, thought, and imagination in developing *special commercials* for net radio.

- *Cost efficiency* (homes per thousand) is reported better than ever.

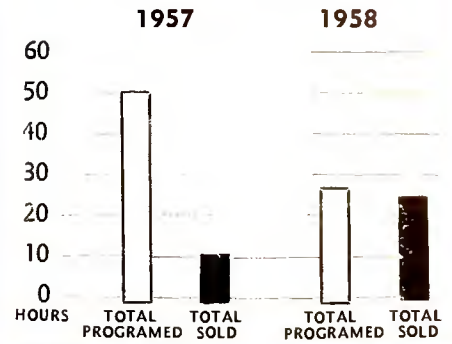
- New *media-marketing* strategies are developing unusual, and productive *network-local* combinations.

- *Stereophonic* broadcasting (in combination with tv) is scheduled on

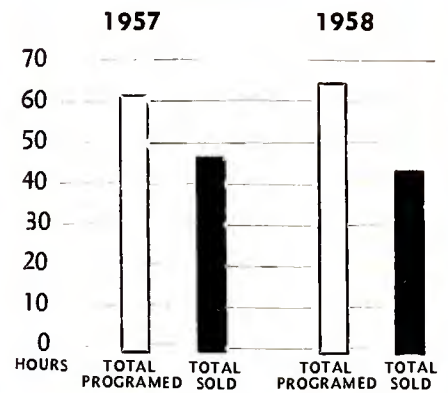
FALL 1958

Sold and unsold

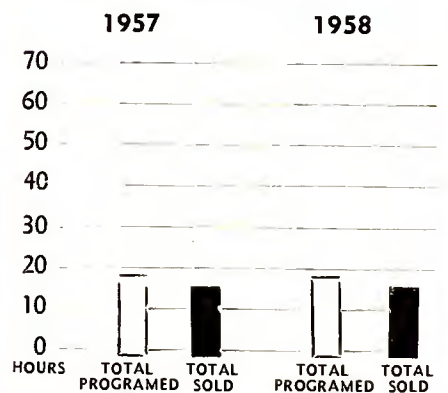
ABC



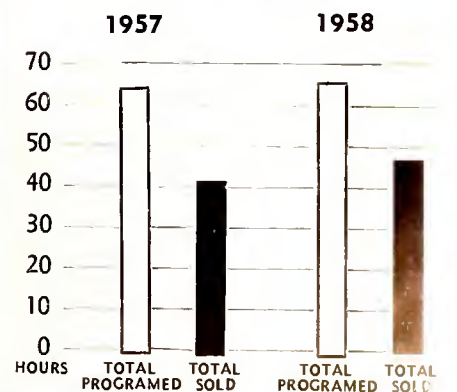
CBS



MUTUAL



NBC



THESE FOUR LEAD NET RADIO'S ALL-OUT FIGHT FOR



Edward J. De Gray,
v.p. in charge, ABC Radio



Arthur Hull Hayes,
president, CBS Radio



Armand Hammer,
president, MBS

network programs this fall. A relatively new concept, it may open up an entirely new range of air media uses.

While the four networks are agreed that these things combine to produce a healthy, even optimistic, outlook for net radio in general, each is pursuing a highly individualistic policy regarding programing and sales, and there are sharp differences in their operating philosophies and billings.

ABC expects strong sales increases this fall, and goes into the 4th quarter with an entirely different program pattern than it used in 1957. Last year (see chart on previous page) ABC programed a 50-hour schedule per week, and succeeded in selling only about 10 hours of these.

This year ABC has cut back its programing schedule to 25 hours, and has already sold twice as much time for the fall quarter, as it had sold by the end of 1957.

Many ABC shows have already reached an SRO status, and ABC has nothing on the air without several segments sold.

ABC's program philosophy in brief is to depend on news, sports and established, proven personalities. Negotia-

tions are already under way with Dick Clark and other ABC TV stars for additional programs which will be added if, says Edward J. DeGray, v.p. in charge of ABC Radio, "the sales atmosphere" warrants. Prospects at this time seem to be that ABC will probably schedule 5 to 10 more hours of network programing during the 1958-59 season than the 25 originally planned.

CBS, long time leader in net radio billings, is facing stiff competition from NBC, and may relinquish its top spot in 1958. However, CBS reports \$4 million already signed for fall business and is expecting a highly successful 1958, with more than 40 of its 65 hours of programing sold.

Arthur Hull Hayes, CBS Radio president is highly optimistic about the sales surge bringing sponsors such as these to the CBS fold: R. J. Reynolds, Oldsmobile, Campbells Soup, Charles Pfizer, Chrysler and duPont. Perhaps even more significant to the network chieftan is "new attention from the industries' young timebuyers," little experienced before in network radio.

In programing, CBS is standing firm on its conviction that "complete pro-

grams give an advertiser the best protection." About half of CBS sales are in complete programs.

CBS schedules offer the widest spread of program types, and focus on programs that require audience attention, such as dramas and news analysis.

NBC, according to Matthew J. Culligan, executive v.p. in charge of the radio network, is "programing 6% more and selling 12% more" than last year. Programing service will probably climb to 65 hours a week with 45 hours sold. NBC is claiming a 37% share of total radio net business.

Among NBC's major programing innovations this year is the "Stardust" package. Quickie programs of two and one-half minutes each will be sprinkled throughout *Nightline* and *Monitor*. So far, Bob Hope has come into the plan for Buick and Bob and Ray for Lucky Strike. Fihher McGee & Molly and Paul Winchell & Jerry Mahoney are also available, and NBC hopes to get Steve Allen, Ernie Kovacs and others to tape the blurh-length entertainment.

NBC's sales attitude, strongly oriented to facts-and-figures, is expressed thus by George A. Graham, director of sales planning. "We don't propose to



Matthew J. Culligan,
exec. v.p., NBC Radio

advertisers that they buy programs. We recommend dispersal and frequency."

NBC is also selling a new concept tagged "Idea Planting." They contend that large expenditures in tv spectaculars and magazines lose impact because viewers and readers are unfamiliar with the campaign. So NBC recommends low-cost net radio in advance of such expenditures, to pre-condition customers to the meat of the sales story.

MBS, least active of the networks, provides the most programing—more than 114 hours a week. Of these, however, only 37 hours are intended for sale. These are scheduled on an unusual 50-50 basis. News on the half hour is sold by the network without local commission. News on the hour is provided for local sale without income to Mutual.

Mutual reports that 15 out of its "own" 18½ hours, under this arrangement, are already sold for fall, the same as in 1957. The balance of Mutual programing—77 hours, mostly music—is provided for stations that may want to use it.

Automotive activity is probably

net radio's biggest single-industry news this fall. The auto companies have jumped back in, tail fins and all, with substantial expenditures. Buick has signed with NBC for Bob Hope. ABC is scheduling Pontiac for the Notre Dame Football Games, and GMC for Howard Cosell's *Speaking of Sports*, plus Cadillac's *John Daly and the News*. CBS reports a surge of fall auto business that includes Chevy News, more Ford road shows, Plymouth, Dodge, Chrysler, Oldsmobile and Rambler.

New advertisers are also brightening the radio net picture. In addition to the Cadillac purchase, ABC has introduced such accounts as Puritron Air Fresheners, Magda Ironing Boards and Angostura Bitters to *Don McNeill's Breakfast Club*. At CBS, Tootsie Toys is scheduling a Christmas saturation campaign. NBC has signed Auto Parts for AP mufflers. Mutual will carry Peter Paul's 40th anniversary promotion, a new use of network for a long time spot radio user.

Established accounts, like Pepsi-Cola are pushing new marketing concepts. Beginning 17 September, Pepsi starts a *four-network* drive designed to reach 100,000,000 listeners in a 13-week period with a new Pepsi jingle. Referring to the song, advertising v.p. John Soughan said, "We can think of no more effective medium through which to present it than radio. Our decision to use all four networks was determined by the fact that that's all the networks there are."

Cost efficiency of net radio is believed to be at an all-time high. In radio's heyday the *Jack Benny* show was figured to deliver approximately 9 million homes for \$40,000. Today's good radio buys, say network statisticians, are bettering these figures considerably—even without taking into account such modern added bonuses as out-of-home circulation.

Better commercials are being produced for net radio than heretofore. A few years ago, it was common practice to use soundtracks from tv commercials. Now, according to the networks, agencies are coming up with carefully produced commercials designed especially for radio.

Stereophonic broadcasting in combination with tv is being scheduled this fall for the first time in network history. Plymouth has made the Wednesday night *Lawrence Welk* show stereo over ABC TV and ABC Radio in five cities—New York, Chicago, Los

Angeles, Detroit, San Francisco. Viewers of the ABC TV show who live within transmission range of the five ABC Radio stations will be able to pick up and mix two entirely different sounds—one from tv, one from radio. With a two-microphone setup, there's a true "two-ear" stereo effect. Agency brass are watching this new development carefully. If it proves popular, a rash of radio, tv stereo may follow. Unlike stereo recordings, no special equipment is needed—just a regular radio and regular television set.

New sources of income have startled even the networks themselves. While convenience products dominated new business in recent seasons, this year's big growth areas are recreation and home maintenance products. For example, NBC signed Alcoa to a saturation campaign next January for aluminum boat hardware, Evinrude for an extensive schedule for its outboard motors, Rubberoid to push its home building supplies and the Edison Electric Institute in an institutional campaign on the additional advantages of electricity for better living. ▀

New net-local tie-ups gain in popularity

Increasingly effective gambit in net radio buying is programing for local station follow-up business.

As a result of Savings and Loan Foundation's network campaign on ABC (27-30 June) local station salesmen sold 2800 spots, according to reports received from 80 ABC stations.

Trick was turned with a sales tool prepared by McCann Erickson. Stations were supplied with names and addresses of local members of foundation. ABC alerted stations to new business possibilities.

Similar follow-up techniques were used by NBC for Sterling Silversmith's Guild in July. Mutual's network programing for T-Pak, a sausage casing, brought Mutual stations a grillful of orders from local hot dog packers.

15

Keys to better timebuyer-timeseller relationships

- Station Representative Robert E. Eastman offers sales road map for faster, clearer spot negotiations
- Defines 15 key areas where salesmen, stations can provide more efficient service to timebuyers



Salesmanship today consists mainly of problem-solving. More than ever that's true in the air media where early novelty has worn off and efficiency now is the key consideration.

This week Bob Eastman, head of his own Robert E. Eastman and Co. rep firm, drew up the following sales road-map for that most complex of air media—spot. True, it was written by a man who has spent a lifetime in sales. But equally true, its value lies in Eastman's ability to "plug into" the time-buyer's problems and necessities and describe the smoothest path.

Here, then—at the start of a rousing new spot season—are 15 Keys to Better Timebuyer-Timeseller Results as Bob Eastman has defined them for his own salesmen and his clients.

Spot radio and tv advertising require especially imaginative and capable salesmen. A rep or station salesman must draw upon his imagination to figure: 1) What will make my product most appealing to this customer? 2) What is the best approach and timing? 3) What will impel him to buy?

This is what your customer will expect of you at the minimum.

1 KNOWLEDGE OF PRODUCT

Too many salesmen of broadcasting do not know enough about their product. Make it a point to know:

- a. Station programing
- b. Competitive programing
- c. Comparative facilities
- d. Rates—especially relating to packages

- e. Competitive rates
- f. Audience characteristics
- g. Accounts using station effectively
- h. Nature of market
- i. General audience picture for all stations on all available surveys

Facile use of this fundamental knowledge will make you "fast on your feet" with answers. Make notes—memorize those things you'll need most frequently.

Moreover, the best salesmen I have known and worked with are extremely well-organized. A forgotten item or a neglected follow-up may mean a lost sale. Establish a system to cover the following:

- a. All pending business
- b. Ideas for follow-up
- c. Pending campaigns
- d. Pre-selling needs
- e. Account executives and client contacts to be made
- f. Status of *all* business in markets
- g. Switching plans

Carefully kept and *used* records will add greatly to your efficiency and sales performance.

2 TIMING

There always is a best time to sell a customer. In many instances 9 a.m., by appointment, is ideal. The buyer is fresh, other problems of the day have not yet beset him. His mind is most receptive to the ideas you wish to impress upon him.

But you cannot see all your prospects at 9 a.m., so you must apply this timing where it fits (probably for your most important and potentially productive of business calls for the day). It bears repeating here that you must make calls—lots of them—but be sure they are carefully timed and well-prepared.

3 THE RECEPTION ROOM

Too often the reception room is used as a sort of club room. Here salesmen happily fraternize and read magazines. I don't mean to overlook the amenities completely, but the effective salesman is the busy one and he is in that reception room for just one purpose—to get inside and get

the order. Far too much highly valuable time is wasted in reception rooms. Here is the proper reception room procedure:

- a. If you have to wait, use the time to review your presentation.
- b. Think of what you are going to say. Review in your mind the right kind of selling words to fit the customer.

Use reception room times as part of your selling time. Don't waste it.

4 PREPARATION

Each sales presentation requires careful advance thought and work. Consider what this buyer is after and how you can best adapt your merchandise to be most appealing. It usually is advisable to have more than one plan in order to offer the buyer a choice. Study all the station data and select the substantiating material which will be most effective with this particular buyer. Frequently the sale is made in the preparation. One desirable method of preparation:

- a. Organize your thoughts and facts in outline.
- b. Put them on paper in letter form.
- c. Talk these with the buyer.
- d. Then leave the letter if it holds up in the discussion.
- e. Otherwise prepare another letter which better fits the results of the discussion and deliver it in person. Don't mail it or you miss a chance to review and get the order.
- f. If the sale is ready to close before d. and e. are needed, close it and proceed to something else.

5 IMAGERY

Study the effect of words. The choice of the right word at the right time often will close a sale. Know which words appeal to which buyers. Use positive words.

There always is an idea—or several—which adds lustre to your merchandise. Use ideas extravagantly. You'll find that the more you use them, the more you will invent and your selling will become vastly more exciting and effective. There is nothing more powerful than an idea.

6 IDEAL SALES SEQUENCE

Many salesmen invariably open their solicitation with ratings or price. This is a serious error.

Considerations other than numbers must be given precedence. Time and again you have read and heard statements from astute buyers regarding the importance they place on factors other than numbers. Take them at their word; they are sincere in their interest in information other than the factual data. Here is what I consider to be an ideal sales sequence:

- a. Open with an idea.
- b. Discuss the nature of station programing and appeal as it fits the product.
- c. Show proof that the station is selling merchandise.
- d. Present a plan or plans to sell for the client.
- e. Give statistical verification of the values involved.
- f. Cost-economy.

Always advise the station regarding upcoming business. Several times a year, I'll guarantee you, the station manager will have a contributing idea or live next door to the influential broker. Advising the station well in advance is well worth the small effort. It pays off in additional orders.

7 COVER INFLUENTIALS

Most sales are influenced by several different people. It is the obligation of the salesman to know all of these people and wherever possible and practical to cover them. Here is the right way to cover influentials:

- a. Give the timebuyer the *complete* details.
- b. See the account executive and give him the story.
- c. Let the buyer know right away that you have seen the account executive.
- d. See the advertising manager and give him the story.
- e. Advise both timebuyer and account executive that you have discussed the situation with the ad manager.

Obviously this type of coverage must be used with discretion and when used, be sure to keep all the parties—especially the buyer—fully informed. Don't cross any wires or the fuse you

blow may be your own.

Some salesmen go only to account executives or ad managers to protest the loss of business. This is the wrong way and should rarely, if ever, be done. Do your selling with the influentials before—not after—the order is placed.

8 PRE-SELLING

This is tremendously important. Too often in the sale of national spot broadcasting, when the buyer is going into 100 markets and must analyze and carefully screen 200, 300, or more stations, he can't find the time to sit still for a full scale pitch on every station. Furthermore, he is working up to midnight for several straight nights and is likely to be justifiably short with the salesman who hasn't been around for six months and now wishes to monopolize his time.

Get your station story across before actual buying begins. Every time you hear a new sales angle on a station, mention it on all of your calls for several days until the thought has been well registered.

Pre-selling takes advantage of the mails. From time to time, jot down a new piece of data or an idea in very brief form and mail it out to the people who should know it. They'll read it, and you'll be amazed how many will remember it at the right time. Pre-sell all the time. Encourage your stations to pre-sell, too, by taking advantage of logical advertising and promotion opportunities.

9 THE GRANDSTAND PLAY

This is an order-getting technique which can be used on certain occasions. Only good judgment will tell you when.

There are many kinds of "grandstand plays." But one which is most helpful in national spot selling is asking the buyer if you may use his telephone collect. The purpose of the call is to serve the buyer better through bringing station management into the transaction in order to work out a schedule, or some other aspect, to fit the buyer's needs more closely.

This extra effort and interest on the part of the seller and station will, if properly used, get additional orders.

Recognition of other "grandstand plays" will come about for the salesman who trains himself to be keenly aware of the dramatics in his situation and be alert for opportunities to apply them effectively.

10 LEAVE A REASONABLE DOUBT

A salesman's position requires that he constantly sell his merchandise. It is in complete contradiction to this responsibility for a salesman ever to agree that another station is a better buy. Often, however, a salesman in a false attempt to be a "nice guy" or a "good loser" will only admit that the purchase of a competitive facility is a good buy. This is strictly taboo!

I do not mean that the salesman should be overly dogmatic. However, he can leave a reasonable doubt by simply stating "you are the buyer and the final decision is yours"—or say nothing, but don't applaud the other purchase.

Leave the buyer feeling that perhaps your product deserved more consideration. This helps pave the way for future sales. When you must lose a sale, never forget it and see to it that your future pre-selling repairs the situation in advance of the next transaction.

11 NEGATIVE SELLING

No salesman or sales organization can prosper for long by trying to build up his product by tearing down that of another. It just doesn't work. As a matter of fact it inevitably is detrimental to the person, organization, and product which tolerates negative selling.

Sell your own merchandise positively. Present all the things good about your product and the reasons why it fits the buyer's needs. You can properly express why it is "better than"—but be sure you use the right words at this point and don't trap yourself into an exposition of all the things wrong with the competition.

Don't publicize the competition by talking about them or you may leave the impression of "methinks he protesteth too much." Negative selling

hurts the industry. This internecine warfare can help other media.

Make it a firm policy that you will not play tapes or show logs of how bad the competition is. No station is ever perfect and starting a witch hunt can cause great harm. There is too much of this being done in broadcasting, and it should be discontinued immediately.

12 WHEN TO QUIT AND GO BACK

Empathy is essential to good selling.

You've got to develop an awareness that tells you how the customer is reacting. If you aren't getting across, and you can see that the buyer isn't with you at all, maybe it's a bad time of day for either you or him. Don't permit yourself to be heavy-handed and plod on with your pitch anyway. Don't quit on the piece of business, but quit for today, and then set a more opportune time to go back.

13 DON'T LET GO

Properly applied persistence is basic to all good selling. When a situation seems stacked against you, think and think some more.

Turn your imagination loose. There always is another idea or approach which can convert what seem to be insurmountable odds to an order. Talk it over with other salesmen in the company, the sales manager, the station. Don't let go—dig and keep digging—you'll frequently find the answer. You'll get more orders.

Always remember that good selling never is wasted, though frequently it will seem that the amount of thought, time, and salesmanship devoted to securing a relatively small piece of business is not worthwhile.

This would be true if a strict cost accounting of commissions in relation to time spent were applied. However, all good selling is an investment. Inevitably the effort expended on a small order will lay the foundation for larger orders from the same buyer.

14 HOW TO CLOSE SALE

The "close" is the most misunderstood aspect of selling. Asking for the

order is basic and should never be confused with begging for the order.

The right and only way to close a sale is to start closing from your first thought, every word written and spoken. You are closing from the beginning. This is important to remember because if you should be deluded into a slow warmup, a more alert competitor will have the order while you're still warming up.

Here's a tip on maintaining momentum in dealing with skeptics: Few buyers are willing to be pioneers; the fact that other well-known customers have bought your station is important. In your written and verbal selling, constantly use the endorsement-through-purchase of other clients.

15 STATION SEQUENCE

All representatives have stations of varying degrees of popularity. Also, all salesmen are eager to please the buyer. There is a constant temptation for the salesman to lead with his most attractive merchandise. Whenever possible a salesman should plan his calls and pre-selling so that he is selling only one station at a time.

Frequently, however, it becomes necessary for him to present and sell for several stations at one time. On these occasions it is very important for him to set up the proper station sequence of presentation. In his effort to please the buyer if he leads with the best facility or highest ratings, all the rest of his merchandise may look pale by comparison. Lead off with your toughest sale. The points you score on this one will pass on a strength to the others you are selling.

* * *

Summary: 1) Know your product thoroughly. 2) Time your selling properly. 3) Use the reception room for reviews. 4) Prepare every presentation in advance. 5) Use ideas and imagery in selling. 6) Program your pitch in proper sequence. 7) Cover all the influentials. 8) Pre-sell your ideas whenever possible. 9) Don't neglect the "grandstand play." 10) Know when to quit, when to go back. 11) Stay away from negative selling. 12) Leave the buyer with a "reasonable doubt." 13) Don't give up. Persistence pays off. 14) Start "closings" at the beginning. 15) If possible, sell one station at a time, but if you can't, then lead off with your toughest sale. ▀



C. A. Black, radio/tv director of Farson, Huff and Northlich agency, Cincinnati, explains Play-Doh's tv demonstration to J. J. Robinson, and J. L. Beck of Rainbow Crafts

PLAY-DOH: \$3,000,000 SPOT TV WONDER

A sales curve that's shot from less than \$25,000 in 1955 to over \$3 million in 1958 is the proud record of brilliant, 27-year Joseph McVicker, president of Rainbow Crafts, Inc., Cincinnati, manufacturer of Play-Doh, a children's modeling material.

McVicker himself is articulate about his success formula: 1) an improved and useful product; and 2) spot tv, used in ways that extract every possible ounce of sales, advertising, and marketing help from the medium.

This year Play-Doh is investing \$150,000 in spot tv (90% of its total ad budget) in 41 markets on the basis of three major drives—winter, spring, and fall. Starting this month Play-Doh hilds toward Christmas business (November and December are the biggest sales months in the toy field). Play-Doh also believes in post-Christmas advertising; it used a strong campaign in January and February to maintain jobber enthusiasm, and shelf space in toy departments, as well as to promote consumer sales.

Actually Play-Doh, under the driving leadership of McVicker and John J. Robinson, v.p. for marketing, uses tv for five separate and distinct purposes:

1. To introduce their product.
2. To demonstrate it.
3. To create consumer demand.
4. To build distribution.
5. To get shelf space.

"If you don't use tv to get distribution for you, you're not making it do its maximum work for you," says v.p. Robinson. In building its campaign around participations in high-rated local children's shows, Play-Doh made certain that its stations knew exactly what its aims and ambitions were via a form known as a Station Promotion Report. According to John L. Beck, Play-Doh's sales promotion manager, the stations co-operated wholeheartedly in merchandising and promoting the product.

Similarly, Play-Doh worked hard with program personalities. Each was scheduled for appearances at store openings, trade shows, even sales calls. "Thanks to one well-known personality," says McVickers, "we've sold one account \$112,000 of Play-Doh this year."

Play-Doh itself has developed from a commercial product once manufactured by President McVicker's father for cleaning wallpaper. Discovered almost by accident, it built from a volume of \$23,000 in 1955 to \$230,000 in 1956. By 1957 McVicker decided the time was ripe for tv advertising. First step was a test-market operation in Evansville, Ind. with 10 spots a week for four weeks over WEHT. Later—because of excellent results—this was extended, and within less than four months the test developed \$12,000 in business at wholesale prices. ▀

VIDEO TAPE STATUS REPORT

Tv's revolutionary videotape: Part 2

- Probably no one is exploring deeper the potential of videotape than tv stations; here's how they're using it
- Biggest news of the moment; first color tape telecast from an individual station—WBTV, Charlotte, N. C.

Like a brush fire out of control, it is hard to follow the spread of videotape. At presstime (13 Sept.), SPONSOR received the following telegram:

"Charlotte, N. C.: The world's first television to be tape recorded and played back on the air in full color by a tv station was originated today by WBTV. The program, *The Betty Freezor Show*, was taped between 11 and 11:30 a.m. on an RCA color videotape recorder and played back between 1 and 1:30 p.m. with perfect sound and picture quality. The show featured a short talk by Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co. . . . The videotape recorder installation which cost in excess of \$100,000 enables WBTV to record either color or black and white programs, network or local . . . (it) stands seven feet high and is 13 feet wide . . . standard reel contains enough tape for 64 minutes of programing. . . . WBTV the first tv station in nation to become completely equipped with all known means of color programing. . . ."

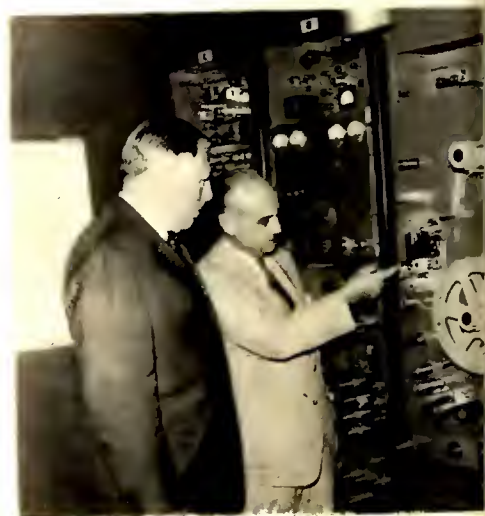
The WBTV recorder is the seventh color b&w prototype to be placed by RCA, first to a local station. Four went to NBC TV center in Burbank, Calif., in April; two have just been delivered to the NBC TV tape center

that will go into operation in N. Y. this fall. Chief difference between RCA and Ampex recorders: RCA builds for color, removal of rack produces b&w; Ampex builds for b&w, addition of a color accessory unit produces color.

First two such color accessory units by Ampex are now on their way to CBS TV City on the Coast. Still another first in the tape story was the delivery this week of the first new tape splicer by Ampex (cost \$780) to KPRC, Houston.

For KPRC, the splicer kit arrives in the nick of time; for sponsor Humble Oil, KPRC General Manager Jack Harrison and staff have set out on perhaps the most ambitious editing of videotape to date. Each Saturday this fall, they will tape the Southwest conference football game of the week, edit it to exactly one hour (yet include every play) and on Sunday from 5 to 6 p.m. will air it as well as feed it live to 22 other tv stations. Humble Oil, sponsor on the full "football network" has already pre-taped more than a score of commercials.

Thus each day videotape takes a new step, leading advertisers and broadcasters on to new opportunities. SPONSOR has attempted to retrace some of these steps with the following coast-to-coast rundown of how a number of



First: Last Friday, at WBTV, Charlotte, the first colortape show was done by a station. New RCA recorder is checked by Joseph Bryan, president Jefferson Standard Bestg. and Tom Howard, v.p.

Sales tool: WFIL-TV, Philadelphia, personalities take part in tape show for agency' top brass to promote new videotape equipment. Show combined live and tape, asked admen to guess which was which





Special event: Action of Gold Cup Race speedboat disaster is picked up at KING-TV, Seattle, studio. Tape was replayed at once

stations and local clients are using tape in tv.

KRLD-TV, Dallas: Tape licked a problem in commercials for local auto accounts! Because of limited studio space, it had been impossible to show more than one model car in a live commercial; since tape, a number of cars can be "shot" ahead of air time, then played back in the one strip of tape. Religious programing had been another problem since local pastors could scarcely desert their pulpits on Sundays to work "live" at studio. With tape, the ministers now record during the week, and the programs are aired at a logical time—Sunday. As for problems of the tape operation itself, they are (1) editing and (2) how to store satisfactorily spots and short program segments.

KENS-TV, San Antonio: Says General Manager Albert Johnson, "Local agencies are enthusiastic about our tape, and several clients are using it regularly for commercials. The Wyatt Agency likes it for their client, San Antonio Savings & Loan, both for convenience and quality control in tv commercials. Piggly Wiggly Stores through the Notzen Agency also uses our tape facilities regularly." KENS uses tape for agency presentations, for weekday pre-taping of week-end shows. "At present," says Johnson, "we find tape a tremendous tool rather than a big saving."

WFLA-TV Tampa: Since this outlet

Who buys videotape recorders and why

QUESTION #1—Who made the decision in the station to make the purchase of Videotape Recorder(s) ?

1. Management	20
2. Station Manager	11
3. Owner	6
4. V.P. of Engineering	3
5. Chief Engineer	3
6. Other	1

TOTAL 44

QUESTION #2—What were his indicated reasons for making the purchase?

1. Save Operating Personnel	11
2. No Specific Reason	8
3. Reduce Overtime	5
4. Experimental Operation	3
5. Make Syndicated Programs	3
6. Make Local Spots	3
7. Better Efficiency	2
8. Multiple Station Program Exchange	2
9. Network Delay by Station	1
10. Remote Truck Facility	1

TOTAL 39

QUESTION #3—How is the station using its recorder(s)?

1. Program Delay (by Station)	
a. Local	19
b. Network	2
2. Making Spot Commercials	9
3. Recorder Not Yet Installed	4
4. Syndicated Shows	1
5. Remote Truck Facility	1
6. Recorder Not Actually Required	1

TOTAL 37

QUESTION #4—Do you know whether they have been able to reduce personnel?

1. Same Personnel/Overtime	20
2. Less Personnel/Overtime	7
3. More Personnel/Overtime	6
4. No Answer at this Time	4

TOTAL 37

NOTE: In July, one of the biggest firms in broadcasting conducted a survey of stations that have videotape recorders. Above are the results. Answers based on station's answering, not on number of recorders. Networks not included in survey. Totals not equal because of multiple answers to same questions. Respondents include four closed-circuit customers.

serves, besides Tampa, both St. Petersburg and Clearwater, it is finding its new videotape facilities valuable in doing remote commercials in those outside areas. Last month, a public service program was taped at noon, aired at 5 p.m. A severe electrical storm, however, interrupted service in the area most concerned with the event. So the next morning WFLA replayed the tape for the benefit of those who had missed it.

WRAL-TV, Raleigh, N.C.: This outlet's recorder has only been in about a month, but it lost no time in promoting it to clients. A full-dress demonstration was put on for advertising agency executives from North Carolina, Virginia, and Washington. This "clinic" for admen included actual rehearsal and taping of commercials; at one point the admen themselves "taped and played back."

WFIL-TV, Philadelphia: To promote its new tape facilities, WFIL aired a contest for agency presidents, vice presidents and account execs; The program comprised sections in both live and tape; admen had to guess which was which. Winner was John Kelly, president of Kelly Associates, Phila. Promotion for the viewing public comprised a half-hour all-tape show, *The Miracle of Videotape*; it showed the studio facilities, included tapes of a Phillies ball game, featured personality Dick Clark and others. Dick Clark and tape solved a problem for College Type Clothes which wanted to schedule commercials just before schools open; trouble was Clark who was to star in them would

be on vacation at that time. Tape made it possible for Clark to do the commercials before he left.

KDKA-TV Pittsburgh: Management considers tape for tv "second only in importance to the development of the image orthicon." Is using its equipment to open up "dead" studio time for live programing. Every day, KDKA records portions of its live schedule, plays them back the same day. During net time, for example, it may tape a special event for airing in the late evening. It pre-records station-break announcements with thematic treatment for personality and image effect. Programs destined for kine are taped and shipped to net for kine recording, thereby avoiding transmission line costs. As with so many other outlets equipped for tape, KDKA is finding it a useful sales tool for auditions and sales presentations to advertisers. Clients using baseball game commercials are effecting a saving with tape announcements; they permit the switch from film to live techniques at substantially less cost. KDKA has entered syndication by taping two of its major live programs: *Slimnastic* (an exercise format) and *KD County Fair* (country music).

WBZ-TV, Boston: First crack out of the box, this station taped its monthly program *Storyville*, a jazz show featuring top stars and aired at 10:30 p.m. The airing hour had never been compatible with the schedules of the top jazz talent they starred, but since tape, they get the artists together on an afternoon, rehearse and tape it.

At WBZ, several clients regularly use tape for commercials. Slumberland Mattress Co. records all commercials for a week in one afternoon. A side-light on Slumberland Mattress, use of tape is that their weather girl, Jane Day, must remember what dress to wear each night to match the one she wore in the pre-taped commercial.

WJZ-TV, Baltimore: A local advertiser that had previously been using film commercials, moved its ad budget over to WJZ after a demonstration of videotape, now tapes its commercials. The same station used a closed-circuit presentation to a major department store, pointed up the flexibility and possibilities of tape to tell an advertising message; result: the department store is now a WJZ client and is using tape. One of the outstanding applications of tape to WJZ programing is speedy station wagon adaptation of a mobile (see picture). Other examples are: A political candidate was able to tape his pitch; now it is aired while he is out stumping the state with personal appearances. Paul Richards, manager for the Baltimore Orioles does a sports show for WJZ; tape has enabled him to appear on tv at the same time he is away with the team or is playing on the field.

KNXT, Los Angeles: Buys services of CBS TV City tape facilities to pre-record morning shows (7 to 9 a.m.) and week-end shows. Feeds taped excerpts of national news into local newscasts. Following telecasts of horse races, replays action via tape for air analysis; plans similar playbacks of highlights or controversial parts of other sports events.

KABC-TV, Los Angeles: Taping two live shows (*Traffic Court*, *Stars of Jazz*) available to o&o's in New York and Chicago. Has taped Dodge (Grant Adv.) commercial which was rolled into a N.Y.-originated *Lawrence Welk Show*.

KRCA, Los Angeles: Pre-records week-end programs during week. "The pressure from advertisers for tape commercials is on," says a spokesman. Among clients using tape are Miles California Co. and All-State Carpet Co. Former, through
(Please turn to page 71)

Tape-on-the-run: For speediest remotes, WJZ-TV, Baltimore, has equipped this prowling station wagon with small vidicon cameras and facilities to beam back to station Ampex





Jingleurs: Collaborating on the Maola Milk commercial are: (l to r) Phil Davis, of Phil Davis Musical Enterprises, N. Y.; Dottie Evans and Art Malvin, vocalists from the Ray Charles Singers, and Harry Gianaris; president of Maola's agency, Harry Gianaris & Assoc., Charleston, S. C.

What Maola did with regional radio

- Maola Golden Guernsey milk is a premium-priced product selling at 2¢ a quart more than regular milk
- When most dairies turned to promoting lower cost items, Maola used a radio jingle to up G-G sales 45%

One of the makeshift marketing patterns that developed during last spring's recession was that of dairy companies switching emphasis from premium-priced high-butterfat milk to the lower-priced, low-fat product. The Maola Milk & Ice Cream Co., of New Bern, N. C., however, reversed the trend and, with a campaign spearheaded by regional radio, increased sales of its premium-priced Golden Guernsey milk by 45% over 1957.

Maola is fairly typical of thousands of companies across the U.S. Its marketing area covers 30 counties; its advertising budget (much of which goes into point-of-sale pieces, truck cards, school annuals) runs between \$50,000 and \$75,000. Its approach to the "soft economy" of April was not so typical.

Maola hiked its ad budget 10% over the year before to \$75,000. General Manager Kenneth G. Reesman gave his agency, Harry Gianaris & Assoc.,

Charleston, S. C., an okay to push Golden Guernsey milk, which sells at the premium price of 2¢ per quart above prices of the popular homogenized milks. Gianaris reasoned that spearheading a campaign with the top quality product will carry the rest of the product line with it. Maola has more than 100 products.

Of its ad budget for the drive, Maola invested about 65% in broadcast media, the lion's share to radio. A total of 12 stations were used. In primary markets through the 30-county area, schedules called for 50 spots a week; in secondary areas, 20 spots a week. They were slotted between 7 a.m. and 6 p.m. with heaviest concentration on the "food days," Wednesday, Thursday, Friday. Three tv outlets and 16 newspapers supplemented the radio push.

Until this time, Maola had felt that jingles were for the sponsors with \$1-

million budgets, but when the agency recommended one for the campaign, Reesman gave them another green light. Phil Davis Musical Enterprises, of New York, producer of commercials for such national accounts as Gillette, Johnson Wax, Camay Soap, Campbell's Soup and Bell Telephone, was called in. Result: e.t.'s of a fresh and bouncy tune by two vocalists from Ray Charles Singers (frequent stars on the *Perry Como Show*) and announcements by Charlie Stark (well-known for his commercials on *Kraft Television Theater*).

By July, the 45% increase of Golden Guernsey sales put that product's production so far behind demand that plans for a fall flight for it had to be dropped; but not the air time. That will still be used to plug a new product. Meanwhile the jingle commercials go on. Maola ice cream got the big play this summer.

"When you hear the commercial being whistled by kids," says Reesman, "and see the sales figures continue to climb even three months after the big push is over, you know something's working hard for you. In this instance, we know it's the combination of a top-notch jingle and the astute use of saturation radio on a bold basis." ❖

\$8 Million less for specs (so far)

Though the dollar output for 1958-59 specials is running behind the prior season, it still will account for a hefty hunk of business. Here's the situation:

- Last year, at this time, a total of \$37.3 million was committed for specials, with an average time-talent cost of \$323,000 apiece; this year the figures are \$29.1 million and \$318,000.

- Last year the total number of specials in the bag was 117; so far this year, it's 91½ (see chart below).

- Last year the line-up included 11 musicals, 17 comedy-variety, 34 straight dramas, and 13 science-documentaries; this year the format numbers, 19, 19½, 29, and 8 respectively.

Unsold specials on CBS TV, at presstime, include: *For Whom The Bell Tolls*, *Treasure Island*, one-quarter of *Wonderful Town*, the *Nutcracker Ballet*, and the Philharmonic concerts. NBC TV still has to unload the two *Mary Martin* Easter day shows, two *Dean Martin* programs, the remaining 4½ hours of *Jerry Lewis*, and the *Emmy Awards*.

However, the networks are still confident that the buying will pick up, with these prospects in the horizon: Texaco, Max Factor, Frigidaire and General Motors institutional. And Pontiac and Oldsmobile are expected to add to what they've got.

Box score of web specials, 1958-59

SPONSOR	PROGRAM (NETWORK)	NO. SHOWS	TOTAL TIME-TALENT COST
Academy of Arts and Sciences	Oscar Awards (NBC TV)	1	\$450,000
Aluminium Ltd., Union Carbide*	Omnibus (NBC TV)	15	2,400,000
Bell Telephone	Science—Musicals (NBC TV)	8	2,700,000
Breck, Hill Bros., National Dairy	Shirley Temple's Storybook (NBC TV)	6	1,600,000
Buick	Bob Hope (NBC TV)	8	3,400,000
Chrysler	Fred Astaire (NBC TV)	2	780,000
Delco	Lowell Thomas (CBS TV)	4	900,000
DuPont	Show of Month (CBS TV)	9	4,200,000
Hallmark	Hall of Fame (NBC TV)	6	2,100,000
Liggett & Myers	Pied Piper (NBC TV)	1	230,000
Lincoln	Concerts (unsettled)	4	620,000
Oldsmobile	Bing Crosby (ABC TV)	2	650,000
Philco	Miss America (CBS TV)	1	220,000
Pontiac	Variety (CBS TV; NBC TV)	5	2,100,000
Rexall	Story Books (NBC TV)		1,700,000
Sheaffer Pen	Story Books (CBS TV)	2	750,000
Timex†	Jazz (CBS TV) Jerry Lewis (NBC TV)	3 1½	1,275,000 510,000
Westclox, Carling Brew	Wonderful Town (CBS TV)	1	350,000
Westinghouse	Ball-Arnaz (CBS TV)	7	2,150,000
TOTAL		91½	\$29,085,000

*Union Carbide contract not yet wrapped up.

†Timex is in for one-half of the first three Jerry Lewis shows.



Dribs and drabs of post-'48 product, such as UA's *Clash by Night*, are continually opening to tv, even though the majors are holding out

CONSERVATION MEASURES

Shortage of

Now that Hollywood has just about turned off the feature-film faucet on the one hand, and more network daytime programming is filling choice hours on the others, what's the status of feature film?

Will the supply start to get skimpy? Will advertiser interest wear thin because of time and quality considerations?

Right off, the answer to both questions currently is No. In detailed evidence of that, SPONSOR this week checked the seven stations in the New York area—the country's No. 1 marketplace for feature product—and this cozy situation is apparent:

- Stations strong in film backlog can program premium features for another six years by spreading top shows throughout the year.

- Stations that don't have so high a premium backlog will take the best pickings after the top stations are finished with them—to hit a still large and untouched audience.

- There is still some pre-'48 product to be released (Columbia Universal especially).

It's obvious that feature film programming has worn its years (ofttimes ten) well. No drop in ratings has yet occurred; they still are fairly consistent. So practically every New York station boasts at least one show sold out for the first week this fall and im-



Repetition of good product adds a large amount of mileage to the life of features. Humphrey Bogart-Kathryn Hepburn drama, *African Queen* (above), has been seen as many as 12 times in the New York market



Thematic grouping not only stretches a limited amount of film, but can renew advertiser and viewer excitement as well. A good example: A Shock group, with thrillers such as *Bride of Frankenstein*

SEE ABOVE) SHOW WHY...

Post-'48's won't stymie feature films

➤ With new supplies cut off indefinitely, backlogs are big enough to keep broadcasters—advertisers—going for years

➤ New York, No. 1 marketplace for feature film, shows a steady gain. A status report on its reservoir and sponsors

pressive sponsor lists for other shows.

What kind of advertisers are buying?

Generally, the roster compares favorably with TvB's list of top spot advertisers, nor does it vary much between daytime and evening. For instance:

A typical week of WCBS-TV's *Early Show* (5:15 p.m.) would include these advertisers: Procter & Gamble, Imperial Margarine, Best Foods, Robert Hall, Lever, L&M, Piel's, TV Guide, Peter Paul, Raleigh, Bromo Selzer, International Latex.

CBS TV's *Late Late Show* (1 a.m.) for the same week: International Latex, Polident, Carter's Liver Pills, Schick, Dristan, Lestoil, Bromo Seltzer, Knickerbocker Beer, Zest, Schaefer Beer, Pledge Wax.

And WOR-TV's current line-up for its mid-evening *Million Dollar Movie* runs like this: R. J. Reynolds, New York Telephone Co., Best Foods, Bromo Seltzer, Anahist, Helena Rubenstein, Del Monte Food Products.

Within the film libraries of New

York's seven stations lies every feature that's been made available to television. You'll find 85 different movies (several with multiple runs weekly) programed among them each week, in every format and at every hour. Yet so vast is the film supply that every station in the market can place a good deal of emphasis on its feature programing.

As for the current mathematics of the supply situation, this is how they work out.

- **WCBS-TV:** Its library of 2,150 films comprises 700 Paramount pictures (none have been broadcast); 723 MGM features (about half have been shown); 287 Warner Bros.; 33 United Artists post-'48 releases; 128 Columbias; and 32 Universals (half of which have been shown at least once); and 197 miscellaneous films from other packages.

With this kind of stockpile, WCBS-TV officials estimate they can keep going at their current rate of 1,200 features a year until all leases expire—about six years.

Advertiser-wise, the station has few

problems for fall. Its *Early* and *Late Shows* and *Picture for a Sunday Afternoon* already are sold out; its *Late, Late Show* is sold out on three nights.

- **WRCA-TV:** Although the live *Jack Paar* show takes a chunk out of what most stations consider prime feature viewing hours, WRCA-TV still manages 10 programs of features weekly (5 p.m. Monday through Saturday; two features each, Saturday and Sunday evenings).

Station officials estimate almost 75% of its features still haven't been run for the first time. Included in the WRCA-TV library are 140 Republic films; 74 of the new United Artists releases; 22 RKO's; 38 from 20th Century; and 13 from Columbia; plus some from independent sources.

- **WABC-TV:** Thematic programing with Screen Gems' Shock packages takes care of what might otherwise present a supply problem. During this past season, the station aired all of its original *Shock* package of 52 films. Another run-through is due this year. In addition the station will incorporate another 20 called *Son of Shock*. With two of these pictures running each week (at 11:15 p.m.), WABC-TV officials figure they are good for at least this year. (Advertisers apparently feel just as secure; the program is about 60% sold for the fall season.)

The network's new stress this fall on

daytime programming will take some pressure off of WABC-TV's feature library. But there undoubtedly will be at least one film scheduled each morning.

• **WOR-TV:** A strong feature film station, WOR-TV has a solid backlog of 1,400 movies, about half of which have been shown at least once. Included in the library are the original Matty Fox package of 700 RKO features and 700 from miscellaneous packages.

The biggest single block of feature programming is WOR-TV's *Million Dollar Movie*, highlighting one feature

each week. Of the total library, only 350 have been deemed of *Million Dollar Movie* caliber. And of these, 200 have been aired over the four-year life of the program. At the current rate of 50 a year, the station can go for at least three years on present supplies.

The rest of the library will be divided up among three new feature programs planned for fall. In addition, the station schedules two thematic feature groups weekly, *Gene Autry* (56 films), stripped daily; and *Roy Rogers* (67 films), on Saturdays and Sundays.

All but two sponsorships have been signed for the fall *Million Dollar*

Movies, says WOR-TV, and the roster is expected to be full by the time the first show kicks off.

• **WPIX:** Other New York stations might compare themselves to *Broadway* theaters; WPIX likes to think of itself as the smaller "art" house. The station doesn't attempt to compete on size of original library; instead it takes the pick of re-runs (both foreign and domestic). All of its 216 films have been run between 18 and 20 times.

Since the station has invested a good deal in first-run syndication for fall, it's concentrating its selling in these half-hour segments. The eight feature programs themselves are not heavily sold.

• **WABD:** Like WPIX, WABD doesn't concentrate on the first-run product, even though it programs features during prime hours three evenings a week. (Other evenings are devoted to syndicated half hours.) Station officials take an approach similar to those at WPIX, state "After Broadway, films always go into the neighborhoods. We're a neighborhood." Consequently, WABD has collected most of its 400-film stockpile from other stations in the market.

Its advertiser list for fall, while not complete, contains what one executive terms "a healthy mixture of local and national sponsors."

• **WNTA:** Looking for more product, but has great plans and impressive list of first year advertisers. That about sums up WNTA-TV's status on feature films.

Its product: a 166-film library, including 102 20th Century features (mostly already shown at least once); 30 RKO-Bank of America releases; eight *Playhouse* 90 shows (six already have been aired); and 26 new releases of pre-'48 Warner Bros. (AAP).

The plans: 13 different feature segments weekly, including film scheduling during prime hours every evening. The station probably will use a minimum of 10 films a week, and will be on the lookout for more film after the fall season.

The advertisers: Station officials say *Movie Night*, a continuous movie shown three times weekly, is completely sold out, with such advertisers as Colgate, Norge, Dristan, Anahist, Con-Edison and Newport Cigarettes.

NEW YORK'S CROP OF TV FEATURE FILMS

PACKAGE	WCBS-TV	WRCA-TV	WOR-TV	WNTA-TV	WABC-TV	WABD	WPIX	TOTAL
MGM	723							723
Paramount	700							700
Warners	287		26	26		120		459
Columbia-Universal	160	13			123	100		396
20th Century	50	38		102			52	242
RKO		22	700	30		30		782
United Artist	33	74				40		147
Republic		140						140
Miscellaneous	197		674	8	50	110	164	1093
TOTAL	2150	287	1400	166	173	400	216	4792
Approximate number aired at least once	400	200	600	100	153	400	216	2069

THE 3070 U. S. COUNTIES

IN ARF TV SET COUNT NO. 3

March 1958

SPONSOR lists complete county-by-county data on tv households from impressive new industry-financed study, just released by ARF

Published this week by the Advertising Research Foundation is its third comprehensive estimate of tv penetration in U. S. homes throughout the country.

Because of the importance of these figures to the entire industry, SPONSOR is publishing on this and 10 subsequent pages the complete county-by-county breakdown of tv households as shown by ARF.

As of March 1958, when the study was made, ARF estimates 42,400,000 tv households out of a total of 50,540,000—an increase of 19.73% as compares with the 35,495,000 tv households shown in ARF tv set count No. 2, made in March 1956.

ARF, a non-profit organization whose directors include outstanding leaders among advertisers, agencies, media and research men, prepared the study at the request and expense

of the three networks, NAB, and TVB.

The estimates have been arrived at by combining two basic sources—the Census Bureau's Current Population Survey and county data developed independently by A. C. Nielsen Co.—according to complex research and statistical formulas worked out and approved by leaders in the research field.

The figures shown here represent, of course, highly educated estimates rather than actual door to door set counts. But SPONSOR believes they will have great and continuing value to timebuyers, media men and station owners everywhere. They are certain to be accepted as standards for the industry, and as a base for projecting tv home growth until the next computation of authoritative figures, as an important guide to all timebuying operations.

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ALABAMA				J. TOWNE	28,300	71	21,000	REDFIELD	11,000	67	7,420
	829,500	71	589,250	FAYETTE	1,100	50	2,310	SAINT CLAIR	6,500	70	4,440
ALTAUGA	4,100	56	2,030	FRANKLIN	6,000	56	3,330	SHREVE	7,700	83	6,360
BALDWIN	11,900	77	9,170	GENEVA	1,000	47	2,660	SMITH	8,100	91	2,580
BARBOUR	9,700	47	3,080	GREENE	1,100	44	1,320	TALLEADEGA	17,300	79	13,150
BIBB	3,800	58	2,210	HALE	12,000	54	2,070	TALLAPOOSA	8,800	73	3,500
BLAUNT	6,600	79	4,650	HENRY	1,700	69	1,860	TUSCALOOSA	1,900	73	18,650
BLOCK	3,500	66	1,840	HOLSTON	15,000	63	8,710	WALKER	11,700	83	12,440
BUTLER	6,100	73	3,420	JACKSON	8,600	78	3,030	WASHINGTON	1,100	47	1,590
CALHOUN	21,200	75	18,110	JEFFERSON	178,600	87	155,740	WILCOX	1,800	67	2,240
CHAMBERS	9,700	63	6,110	JAMAR	7,000	69	2,080	WINSTON	1,100	61	1,960
CHEROKEE	3,700	64	2,400	LAWRENCE	13,800	60	7,910	ARIZONA			
CHILTON	6,400	60	3,820	LAWRENCE	11,000	62	6,890	APACHE	6,000	8	2,280
CHOCTAW	1,100	17	1,920	LIMESTONE	8,100	69	4,960	COCHISE	1,800	11	7,420
CLARKE	6,100	49	2,990	LOWNDES	1,700	49	1,730	COCONINO	8,500	11	3,840
CLAY	3,000	57	1,660	MACON	6,000	77	3,510	GILA	1,100	50	4,860
CLIBBINE	2,700	65	1,750	MADISON	2,600	60	13,360	GRAHAM	1,100	11	1,690
COFFEY	7,300	72	3,810	MARENGO	1,800	77	3,450	GRIFFIN	1,100	11	1,920
COLBERT	11,700	49	5,760	MARION	1,900	62	3,090	MARICOPA	100,400	88	441,130
CONECTH	1,300	19	2,090	MARSHALL	12,100	64	7,700	MOHAVE	2,100	8	870
COOSA	2,500	55	1,380	MOBILE	16,000	83	65,450	NAVajo	7,400	11	3,040
COVINGTON	9,200	92	4,780	MONROE	1,000	47	2,530	PIMA	7,400	77	60,340
CRANSHAW	1,400	56	2,410	MONTGOMERY	13,900	87	38,250	PINAL	1,800	11	1,040
CULLMAN	10,000	84	9,150	MORGAN	1,000	70	10,990	SANTA CRUZ	1,100	11	1,000
DALE	3,200	64	2,000	PIERRY	1,100	78	2,390	YAVAPAI	7,400	66	5,760
DALLAS	14,500	60	8,560	PICKENS	1,100	69	2,360	YUMA	1,100	66	3,800
DE KALE	11,000	57	6,240	PIKE	1,200	57	3,990				
ELMORE	7,100	62	4,600	RANDOLPH	1,500	60	2,840				
ESCAMBA	7,100	62	4,610								

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

STATE & COUNTY	TOTAL TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT NUMBER
ARKANSAS	496,300	66 327,740
ARKANSAS	6,800	69 4,670
ASHLEY	3,200	60 3,110
BAXTER	2,100	45 950
BENTON	10,100	56 5,630
BOONE	4,000	57 2,260
BRADLEY	3,400	56 1,910
CALHOUN	1,400	56 790
CARROLL	3,200	52 1,660
CHICOT	3,400	60 3,230
CLARK	3,300	61 3,210
CLAY	5,600	57 3,180
CLEBURNE	2,000	46 910
CLEVELAND	1,600	56 900
COLUMBIA	6,800	60 4,060
CONWAY	3,600	60 2,170
CRAIGHEAD	13,200	76 10,060
CRAWFORD	5,900	54 3,210
CRITTENDEN	13,700	72 5,020
CROSS	5,800	61 3,770
DALLAS	2,900	61 1,760
DESHA	6,000	55 3,300
DREW	3,700	58 2,150
FALL KNER	3,900	63 3,690
FRANKLIN	2,400	53 1,260
FULTON	1,600	54 860
GARLAND	13,500	72 11,160
GRANT	2,200	58 1,280
GREENE	6,600	57 3,750
HEMPSTEAD	3,300	55 2,910
HOT SPRING	7,000	58 4,090
HOWARD	2,400	65 1,550
INDEPENDENCE	3,400	60 3,260
IZARD	1,500	46 890
JACKSON	7,000	60 4,220
JEFFERSON	24,000	68 16,280
JOHNSON	3,600	53 1,920
LAFAYETTE	2,800	55 1,540
LAWRENCE	4,100	63 2,580
LEE	6,100	62 3,800
LINCOLN	2,800	58 1,620
LITTLE RIVER	2,400	65 1,550
LOGAN	3,800	52 1,990
LONOKE	6,100	69 4,200
MADISON	2,100	52 1,090
MARION	1,300	50 650
MILLER	10,600	81 8,590
MISSISSIPPI	17,800	73 13,070
MONROE	4,700	62 2,930
MONTGOMERY	1,200	55 660
NEVADA	2,800	61 1,700
NEWTON	1,400	52 730
OUACHITA	10,600	60 6,380
PERRY	900	66 590
PHILLIPS	12,800	63 8,090
PIKE	1,800	54 980
POINSETT	6,900	72 4,990
POLK	3,100	55 1,690
POPE	5,200	53 2,770
PRAIRIE	2,700	69 1,860
PULASKI	77,100	78 59,840
RANDOLPH	2,900	53 1,550
ST. FRANCIS	9,600	68 6,090
SALINE	7,000	65 4,550
SCOTT	1,400	52 730
SEARCY	2,300	49 1,130
SEBASTIAN	21,400	81 17,230
SEVIER	2,100	61 1,350
SHARP	1,600	46 730
STONE	1,300	45 590
UNION	15,300	67 10,260
VAN BUREN	1,700	60 1,020
WASHINGTON	14,900	61 9,120
WHITE	9,600	63 6,050
WOODRUFF	3,700	64 2,360
YELL	2,900	52 1,520
CALIFORNIA	4,760,000	87 4,150,730
ALAMEDA	299,900	87 261,710
ALPINE	100	60 60
AMADOR	2,900	66 1,910
BUTTE	25,300	76 19,340
CALAVERAS	3,200	66 2,120
COLUSA	3,300	67 2,200
CONTRA COSTA	108,800	89 96,830
DEL NORTE	5,700	55 3,140
ELDORADO	6,500	66 4,290
FRESNO	192,900	83 85,710
GLENN	4,700	66 3,110
HUMBOLDT	32,000	80 25,710
IMPERIAL	19,000	69 13,140
INYO	4,500	48 2,170
KERN	82,500	85 69,960
KINGS	13,900	87 12,030
LAKE	3,900	66 2,590
LASSSEN	5,100	49 2,510
LOS ANGELES	1,997,000	91 1,775,850
MADERA	11,400	85 9,740
MARIN	39,200	86 33,560
MARIPOSA	1,300	66 860

STATE & COUNTY	TOTAL TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT NUMBER
MENDOCINO	17,300	59 10,190
MERCED	25,200	79 19,910
MODOC	2,700	49 1,330
MONO	800	65 520
MONTEREY	55,300	83 46,110
NAPA	18,500	66 12,210
NEVADA	6,200	62 3,870
ORANGE	174,400	90 156,480
PLACER	15,200	79 11,940
PLUMAS	3,600	65 2,340
RIVERSIDE	88,200	82 71,930
SACRAMENTO	135,100	87 117,030
SAN BENITO	4,200	72 3,020
SAN BERNARDINO	143,500	86 123,180
SAN DIEGO	309,900	89 267,580
SAN FRANCISCO	285,000	88 250,550
SAN JOAQUIN	71,400	85 61,010
SAN LUIS OBISPO	21,100	72 15,130
SAN MATEO	124,000	90 112,070
SANTA BARBARA	37,100	83 30,780
SANTA CLARA	163,500	87 141,970
SANTA CRUZ	28,500	83 23,740
SHASTA	18,400	63 11,560
SIERRA	600	62 370
SISKIYOU	9,200	56 5,180
SOLANO	40,500	85 34,580
SONOMA	46,800	83 38,750
STANISLAUS	46,200	80 36,990
SUTTER	9,500	68 6,450
TEHAMA	7,600	70 4,900
TRINITY	2,700	70 1,890
TULARE	43,800	84 36,930
TULUMNE	5,200	66 3,420
VENTURA	48,700	88 43,080
YOLO	17,000	70 11,850
YUBA	8,700	64 5,550
COLORADO	508,100	78 398,340
ADAMS	20,900	92 19,320
ALAMOSA	3,000	40 1,190
ARAPAHOE	26,100	87 22,600
ARCHULETA	600	45 270
BACA	2,600	43 1,130
BENT	2,300	43 1,000
BOULDER	16,900	87 14,770
CHAFFEE	2,200	57 1,250
CHEYENNE	1,200	43 510
CLEAR CREEK	1,100	65 710
CONEJOS	2,500	40 990
COSTILLA	1,200	47 560
CROWLEY	1,400	66 920
CUSTER	400	60 240
DELTA	5,500	54 2,960
DENVER	170,600	90 154,330
DOLORES	500	46 230
DOUGLAS	1,000	60 600
EAGLE	1,300	53 690
ELBERT	1,100	59 650
EL PASO	40,100	79 31,800
FREMONT	5,300	60 3,200
GARFIELD	3,800	37 1,410
GILPIN	200	65 130
GRAND	1,200	53 630
GUNNISON	1,800	39 710
HINSDALE	100	40 40
HUERFANO	2,900	47 1,350
JACKSON	700	53 370
JEFFERSON	29,000	89 25,890
KIOWA	900	43 390
KIT CARSON	2,800	43 1,190
LAKE	2,000	57 1,140
LA PLATA	4,800	46 2,200
LARIMER	15,500	84 12,980
LAS ANIMAS	8,000	47 3,740
LINCOLN	1,900	59 1,130
LOGAN	5,900	70 4,120
MESA	15,400	69 10,660
MINERAL	200	45 90
MOFFAT	1,900	39 750
MONTEZUMA	3,000	46 1,370
MONTROSE	4,800	52 2,480
MORGAN	5,900	73 4,290
OTERO	8,100	65 5,280
OURAY	600	52 310
PARK	500	56 280
PHILLIPS	1,300	44 570
PITKIN	500	40 200
PROWERS	5,000	44 2,180
PUEBLO	31,500	79 24,980
RIO BLANCO	1,700	37 630
RIO GRANDE	3,200	40 1,270
ROTT	2,700	40 1,070
SAGUACHE	1,300	40 520
SAN JUAN	400	48 190
SAN MIGUEL	700	53 370
SEDGWICK	1,600	44 710
SUMMIT	400	53 210
TELLER	700	57 400
WASHINGTON	2,400	87 1,610
WELD	21,600	88 19,080
YUMA	3,400	44 1,500

STATE & COUNTY	TOTAL TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT NUMBER
CONNECTICUT	692,600	91 627,930
FAIRFIELD	177,500	91 161,030
HARTFORD	187,100	91 169,420
MIDDLEFIELD	34,400	91 31,200
MIDDLESEX	22,400	91 20,300
NEW HAVEN	184,500	91 167,720
NEW LONDON	49,800	90 44,910
TOLLAND	15,700	90 14,180
WINDHAM	21,200	90 19,170
DELAWARE	120,100	90 108,030
KENT	17,000	89 15,050
NEW CASTLE	79,300	91 71,830
SUSSEX	23,800	89 21,150
DIS. OF COLUMBIA	246,800	90 221,500
DIS. OF COL.	246,800	90 221,500
FLORIDA	1,226,700	77 946,380
ALACHUA	17,600	62 10,950
BAKER	1,400	76 1,060
RAY	16,200	71 11,500
BRADFORD	2,800	75 2,100
BREVARD	21,700	68 14,690
BROWARD	74,400	87 65,080
CALHOUN	1,800	56 1,000
CHARLOTTE	1,900	66 1,260
CITRUS	1,600	51 820
CLAY	4,600	73 3,350
COLLIER	4,100	67 2,730
COLUMBIA	5,200	58 3,050
DADE	248,000	88 218,490
DE SOTO	2,400	52 1,240
DIXIE	900	56 500
DIVAL	118,700	84 99,850
ESCAMBIA	43,300	78 33,740
FLAGLER	1,300	68 880
FRANKLIN	1,500	39 580
GADSDEN	8,400	51 4,310
GILCHRIST	600	57 340
GLADES	700	57 400
GULF	2,700	56 1,510
HAMILTON	2,200	58 1,280
HARDEE	3,400	52 1,760
HENDRY	1,800	57 1,020
HERNANDO	2,500	52 1,290
HIGHLANDS	4,900	57 2,780
HILLSBOROUGH	103,800	85 87,970
HOLMES	2,800	49 1,380
INDIAN RIVER	5,100	55 2,780
JACKSON	8,600	50 4,270
JEFFERSON	2,400	50 1,190
LAFAYETTE	700	56 390
LAKE	13,900	67 9,300
LEE	11,400	66 7,550
LEON	15,700	47 7,410
LEVY	2,600	52 1,340
LIBERTY	600	37 220
MADISON	3,400	50 1,700
MANATEE	15,100	75 11,340
MARION	13,800	59 8,180
MARTIN	3,800	55 2,060
MONROE	14,600	70 10,220
NASSAU	3,900	77 2,990
OKALOOSA	12,500	63 7,910
ORCEGOBEE	1,200	63 760
ORANGE	66,600	82 54,700
OSCEOLA	4,900	63 3,070
PALM BEACH	57,500	82 47,250
PANCO	8,100	55 4,470
PINELLAS	95,100	81 77,150
POLK	48,300	73 35,390
PITTMAN	9,100	67 6,120
ST. JOHNS	9,300	73 6,760
ST. LUCIE	8,500	55 4,650
SANTA ROSA	5,800	63 3,670
SARASOTA	17,800	80 10,720
SEMINOLE	10,800	59 6,320
SUMTER	2,900	55 1,590
SUWANNEE	3,800	58 2,210
TAYLOR	3,600	50 1,800
UNION	900	76 680
VOLUNTA	33,600	59 19,840
WAKULLA	1,200	39 470
WALTON	3,700	49 1,810
WASHINGTON	2,700	44 1,190
GEORGIA	998,100	74 743,320
APPLING	3,000	49 1,480
ATKINSON	1,700	50 850
BACON	2,200	69 1,510
BAKER	1,100	49 540
BALDWIN	5,600	56 3,120

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

Georgia (continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BANKS	1,400	70	980
BARROW	3,400	71	2,410
BARTOW	7,000	86	6,020
BEN HILL	3,800	49	1,880
BERRIEN	3,000	50	1,510
BIBB	39,800	74	29,560
BLECKLEY	2,100	60	1,270
BRANTLEY	1,400	51	720
BROOKS	3,600	41	1,470
BRYAN	1,400	58	810
BULLOCH	5,600	54	3,030
BURKE	5,400	54	2,900
BUTTS	2,200	77	1,690
CALHOUN	2,000	50	1,000
CAMDEN	2,400	67	1,610
CANDLER	1,800	53	950
CARROLL	8,500	84	7,140
CATOOSA	4,500	76	3,440
CHARLTON	1,100	67	740
CHATHAM	51,300	83	42,640
CHATHAHOOCHEE	1,800	69	1,250
CHATTOGA	5,400	75	4,030
CHEROKEE	5,200	80	4,140
CLARKE	11,200	72	8,030
CLAY	1,300	56	730
CLAYTON	8,100	88	7,130
CLINCH	1,500	54	810
COBB	23,200	90	23,570
COFFEE	6,100	50	3,070
COLQUITT	9,300	57	5,340
COLUMBIA	2,200	75	1,650
COOK	2,900	41	1,180
COWETA	7,800	72	5,620
CRAWFORD	1,200	62	740
CRISP	4,800	61	2,910
DADE	1,700	75	1,270
DAWSON	700	79	550
DECATUR	7,700	46	3,560
DE KALB	56,200	89	49,980
DOGE	3,800	61	2,310
DOOLY	3,100	61	1,880
DOUGHERTY	16,200	73	11,750
DOUGLAS	3,100	85	2,638
EARLY	4,000	46	1,850
ECHOLS	500	51	270
EFFINGHAM	2,200	54	1,190
ELBERT	4,300	70	3,020
EMANUEL	4,200	48	2,000
EVANS	1,400	58	810
FANNIN	3,500	57	2,000
FAYETTE	1,900	88	1,680
FLOYD	18,700	78	14,540
FORESYTH	3,700	79	2,140
FRANKLIN	3,100	70	2,160
FULTON	158,400	88	140,120
GILMER	2,200	76	1,680
GLASCOCK	600	67	400
GLYNN	11,100	70	7,740
GORDON	4,700	76	3,590
GRADY	4,600	46	2,120
GREENE	2,900	58	1,690
GWINNETT	8,500	76	6,470
HABERSHAM	4,200	66	2,780
HALL	12,000	88	10,600
HANCOCK	2,100	56	1,170
HARALSON	3,700	85	3,140
HARRIS	2,700	67	1,800
HART	3,200	71	2,260
HEARD	1,500	73	1,090
HENRY	3,800	83	3,170
HOUSTON	7,600	74	5,590
IRWIN	2,300	50	1,150
JACKSON	4,300	71	3,050
JASPER	1,600	69	1,110
JEFF DAVIS	2,400	49	1,180
JEFFERSON	4,200	66	2,780
JENKINS	2,300	54	1,240
JOHNSON	2,200	52	1,140
JONES	1,600	56	890
LAMAR	2,400	77	1,840
LANIER	1,300	54	700
LAURENS	7,700	67	5,160
LEE	1,400	58	810
LIBERTY	2,200	58	1,280
LINCOLN	1,300	68	890
LONG	900	50	450
LOWNDERS	13,200	54	7,190
LU PKIN	1,500	57	850
MC DUFFIE	3,000	75	2,240
MC INTOSH	1,600	58	930
MACON	3,100	61	1,890
MADISON	2,600	70	1,810
MARION	1,400	61	850
MERIWETHER	5,100	69	3,510
MILLER	2,000	46	920
MITCHELL	5,200	46	2,400
MONROE	2,500	77	1,920
MONTGOMERY	1,600	48	770
MORGAN	2,500	69	1,720
MURRAY	2,500	76	1,910
MUSCOGEE	41,600	88	36,550
NEWTON	5,000	84	4,180
OCONEE	1,600	69	1,110

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
OGLETHORPE	2,100	58	1,220
PAULDING	2,700	85	2,290
PEACH	3,000	61	1,830
PICKENS	2,100	80	1,670
PIERCE	2,400	51	1,230
PIKE	1,800	69	1,240
POLK	8,200	85	6,960
PILASKI	2,000	61	1,210
PITMAN	1,600	56	890
QUITMAN	700	57	400
RABUN	1,700	66	1,130
RANDOLPH	2,800	56	1,580
RICHMOND	44,600	80	35,480
ROCKDALE	2,200	84	1,840
SCHLEY	800	61	490
SCREVEN	4,100	54	2,200
SEMINOLE	1,900	46	880
SPALDING	8,800	89	7,850
STEPHENS	4,900	67	3,260
STEWART	2,100	61	1,280
SUMTER	6,200	58	3,620
TALBOT	1,800	67	1,200
TALIAFERRO	900	68	610
TATNFALL	3,400	52	1,790
TAYLOR	2,100	61	1,280
TELF AIR	2,600	50	1,290
TERRELL	2,900	59	1,700
THOMAS	9,200	57	5,280
TIFT	6,600	51	3,340
TOOMBS	4,200	52	2,200
TOWNS	1,000	57	570
TREUTLEN	1,400	48	670
TROUP	14,300	77	10,960
TURNER	2,500	50	1,260
TWIGGS	1,700	52	880
UNION	1,700	57	970
ITPSON	7,000	67	4,660
WALKER	11,800	75	8,810
WALTON	4,900	68	3,350
WARE	9,000	71	6,390
WARREN	2,000	67	1,330
WASHINGTON	4,600	52	2,380
WAYNE	3,500	50	1,740
WEBSTER	800	61	490
WHEELER	1,100	50	700
WHITE	1,100	56	790
WHITFIELD	10,300	86	8,900
WILCOX	2,100	60	1,270
WILKES	2,700	68	1,830
WILKINSON	2,200	52	1,140
WORTH	4,200	50	2,110
IDAHO	182,600	72	130,940
ADA	25,400	86	21,920
ADAMS	900	58	520
BANNOCK	12,600	77	9,690
BEAR LAKE	1,700	62	1,060
RENEWAL	1,400	81	1,140
BINGHAM	7,000	75	5,250
BLAINE	1,400	60	840
BOISE	600	63	380
BONNER	4,300	79	3,410
BONNEVILLE	10,800	84	9,070
BOUNDARY	1,600	79	1,260
BUTTE	800	60	480
CAMAS	300	60	180
CANYON	17,900	71	12,740
CARIBOU	2,100	62	1,310
CASSIA	3,900	61	2,390
CLARK	2000	80	160
CLEARWATER	2,100	70	1,470
CUSTER	900	44	400
ELMORE	3,300	72	2,390
FRANKLIN	2,400	62	1,480
FREMONT	2,200	78	1,720
GEM	2,400	63	1,520
GOODING	3,200	61	1,950
IDAHO	3,100	52	1,610
JEFFERSON	2,500	78	1,960
JEROME	3,500	61	2,140
KOCTENAI	8,800	82	7,190
LATAH	6,900	63	4,370
LEMHI	1,800	43	780
LEWIS	1,200	68	760
LINCOLN	1,100	61	670
MADISON	2,300	79	1,810
MINIDOKA	2,300	61	1,410
NEZ PERCE	7,500	63	4,740
ONEIDA	900	61	550
OWYHEE	1,700	92	1,230
PAYETTE	3,700	63	2,340
POWER	800	61	490
SPOKANE	6,700	67	4,500
TETON	700	79	550
TWIN FALLS	13,900	68	8,770
VALLEY	1,100	58	640
WASHINGTON	2,700	63	1,700
ILLINOIS	2,992,800	90	2,683,800
ADAMS	21,300	90	19,270
ALEXANDER	6,700	77	5,190

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BOND	4,100	89	3,630
BOONE	5,400	81	4,380
BROWN	2,100	87	1,820
BUREAU	13,400	89	11,870
CALHOUN	2,000	87	1,740
CARROLL	6,200	85	5,290
CASS	4,000	87	3,460
CHAMPAIGN	33,400	89	29,650
CHRISTIAN	12,500	87	10,880
CLARK	5,500	82	4,490
CLAY	5,700	71	4,070
CLINTON	6,400	89	5,680
COLES	13,500	81	11,300
COOK	1,550,600	92	1,420,220
CRAWFORD	6,800	82	5,570
CUMBERLAND	2,800	81	2,280
DE KALB	16,200	91	14,680
DE WITT	5,600	81	4,680
DOUGLAS	5,500	82	4,510
DU PAGE	73,600	92	67,430
EDGAR	7,700	82	6,310
EDWARDS	2,800	73	2,050
EFFINGHAM	6,600	83	5,460
FAYETTE	7,100	83	5,870
FORD	4,900	87	4,270
FRANKLIN	14,600	77	11,300
FULTON	13,800	89	14,010
GALLATIN	2,200	71	1,570
GREENE	6,000	87	5,190
GRUNDY	7,600	90	6,810
HAMILTON	3,600	71	2,550
HANCOCK	8,900	84	7,480
HARDIN	2,000	73	1,460
HENDERSON	2,400	89	2,130
HENRY	15,700	92	14,440
IROQUOIS	10,300	83	8,520
JACKSON	12,700	84	10,700
JASPER	4,200	82	3,440
JEFFERSON	11,500	80	9,220
JERSEY	4,600	87	3,980
JO DAVIESS	6,500	85	5,540
JOHNSON	2,500	75	1,870
KANE	51,500	93	47,700
KANKAKEE	22,100	91	20,070
KENDALL	3,900	90	3,500
KNOX	18,800	90	17,000
LAKE	72,400	94	67,790
LA SALLE	32,400	82	26,630
LAWRENCE	6,200	78	4,810
LEE	10,300	84	8,650
LIVINGSTON	11,300	83	9,400
LOGAN	8,600	90	7,700
MC DONOUGH	9,600	84	8,070
MC HENRY	18,800	91	17,110
MC LEAN	28,100	81	23,530
MACON	36,100	88	31,690
MACON PINNACLES	14,000	89	12,410
MADISON	68,000	90	61,180
MARION	13,400	88	11,740
MARSHALL	4,200	83	3,470
MASON	5,200	80	4,160
MASSAC	5,900	74	4,390
MENARD	2,700	80	2,160
MERCER	5,800	89	5,140
MCNROE	4,200	90	3,760
MONTGOMERY	10,000	83	8,330
MORGAN	10,400	85	8,820
MOULTRIE	4,200	83	3,490
OGLE	11,000	84	9,190
PEORIA	59,900	91	54,340
PERRY	6,200	83	5,140
PIATT	4,400	84	3,680
PIKE	6,800	86	5,870
POPE	1,500	75	1,120
PULASKI	3,800	77	2,940
PUTNAM	1,200	83	990
RANDOLPH	8,500	90	7,660
RICHLAND	5,800	73	4,230
ROCK ISLAND	46,600	92	42,920
ST. CLAIR	72,700	91	66,410
SALINE	9,200	83	7,660
SANGAMON	45,600	86	39,180
SCHUYLER	2,900	86	2,500
SCOTT	2,100	86	1,810
SHELBY	7,800	83	6,480
STARK	2,400	83	1,990
STEPHENSON	15,400	90	13,830
TAZEWELL	27,400	92	25,160
UNION	5,400	77	4,180
VERMILION	29,500	85	24,940
WABASH	4,500	78	3,490
WARREN	8,200	88	7,250
WASHINGTON	1,400	83	1,160
WAYNE	6,000	71	4,280
WHITE	6,400	71	4,550
WHITESIDE	16,900	91	15,460
WILL	17,400	91	15,810
WILLIAMSON	15,800	82	12,890
WINNEBAGO	58,600	89	52,240
WOODFORD	6,900	83	5,710

PENNSYLVANIA'S

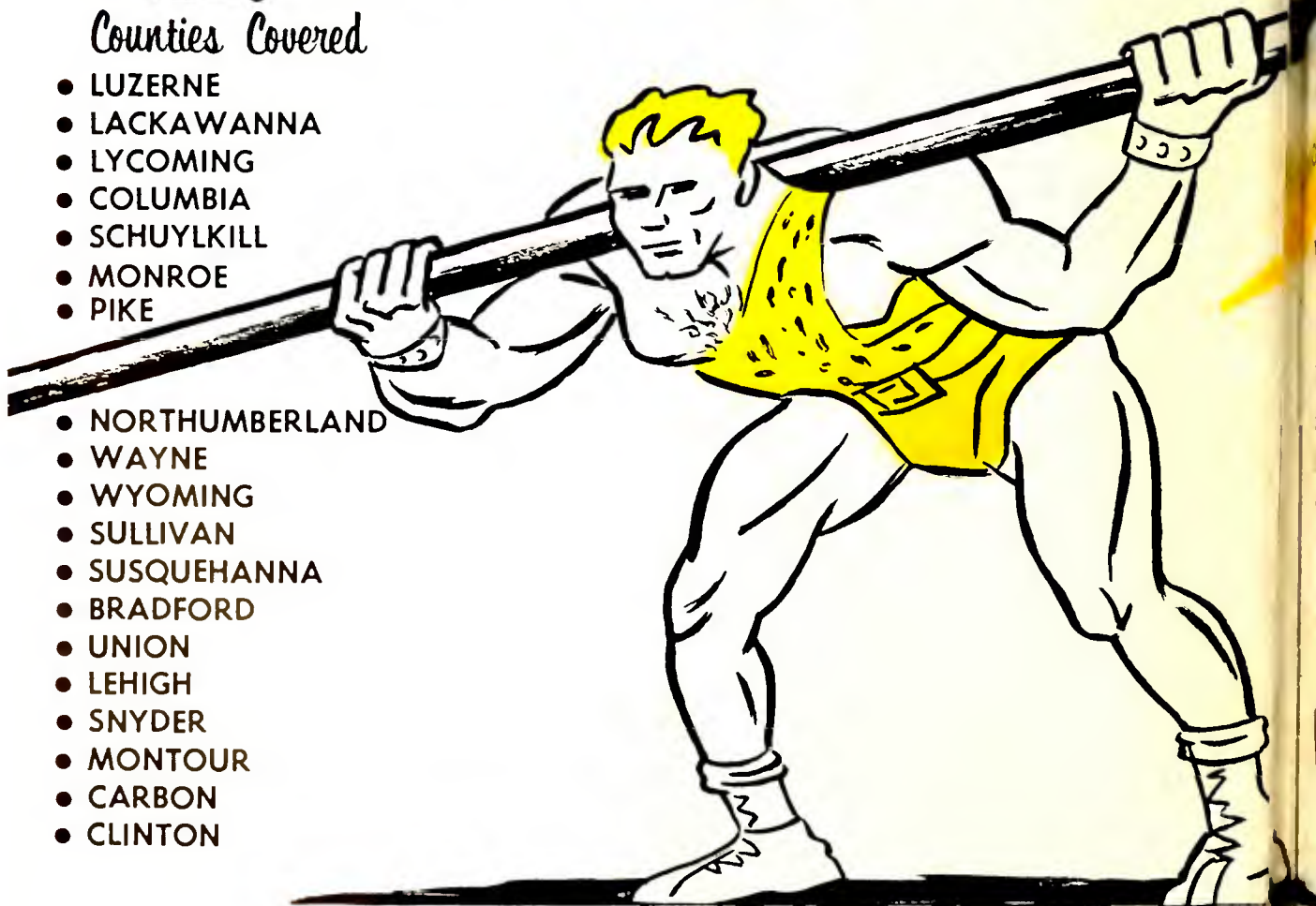
MIGHTY MILLION'S MARKET

AN **NBC** BASIC BUY

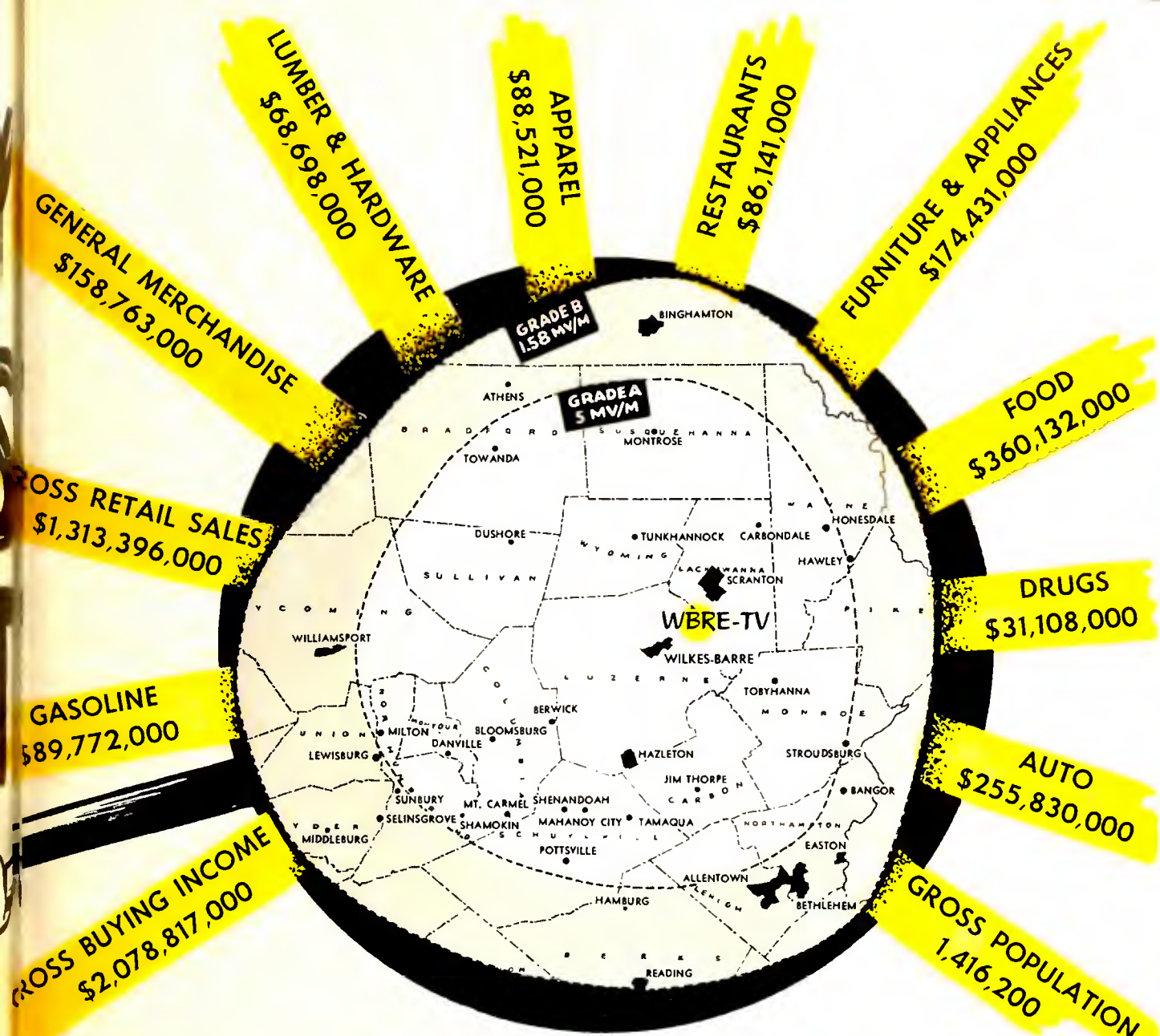
Counties Covered

- LUZERNE
- LACKAWANNA
- LYCOMING
- COLUMBIA
- SCHUYLKILL
- MONROE
- PIKE

- NORTHUMBERLAND
- WAYNE
- WYOMING
- SULLIVAN
- SUSQUEHANNA
- BRADFORD
- UNION
- LEHIGH
- SNYDER
- MONTOUR
- CARBON
- CLINTON



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WILKES-BARRE, PENNA.

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

(Continued)

TOTAL TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

INDIANA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
INDIANA	1,376,000	89	1,223,380
ADAMS	6,700	86	5,750
ALLEN	69,300	91	62,870
BARTHOLOMEW	13,600	91	12,420
BENTON	3,300	87	2,880
BLACKFORD	4,300	80	3,450
BOONE	8,800	91	8,010
BROWN	1,600	83	1,320
CABROLL	5,300	83	4,380
CASS	13,100	90	10,890
CLARK	17,500	91	15,840
CLAY	8,200	81	6,650
CLINTON	10,500	89	9,380
CRAWFORD	2,400	81	1,940
DAVIES	8,200	82	6,720
DEARBORN	8,300	91	7,590
DECATUR	5,100	87	4,980
DEKALB	9,000	90	8,060
DELAWARE	33,900	90	30,480
DUBOIS	7,000	79	5,540
ELKHART	30,800	81	26,020
FAYETTE	7,900	86	6,830
FLOYD	16,000	91	14,830
FOUNTAIN	6,000	86	5,160
FRANKLIN	1,700	86	4,060
FULTON	5,100	86	4,410
GIBSON	10,200	82	8,360
GRANT	22,700	90	20,420
GREENE	8,800	89	7,840
HAMILTON	10,400	91	9,500
HANCOCK	8,000	90	7,200
HARRISON	5,300	83	4,400
HENTZICKS	10,400	89	9,210
HENRY	15,600	86	13,460
HOWARD	19,600	91	17,900
HUNTINGTON	10,900	83	9,100
JACKSON	0,000	83	7,440
JASPER	5,300	88	4,640
JAY	7,400	80	5,950
JEFFERSON	6,700	89	5,950
JENNINGS	1,600	88	4,050
JOHNSON	11,600	89	10,360
KNOX	13,500	90	12,190
KOSCIUSKO	12,100	84	10,210
LAGRANGE	4,400	82	3,590
LAKE	137,800	92	126,220
LA PORTE	26,900	91	24,400
LAWRENCE	11,200	90	10,080
MADISON	38,000	92	35,000
MARION	202,900	92	186,890
MARSHALL	9,700	86	8,380
MARTIN	3,200	82	2,620
MIAMI	10,800	81	8,720
MONROE	15,000	90	13,510
MONTGOMERY	10,200	91	9,240
MORGAN	10,100	91	9,180
NEWTON	3,400	87	2,970
NORLE	8,500	90	7,620
OHIO	1,100	92	1,010
ORANGE	5,100	80	4,090
OWEN	3,100	89	3,030
PARKE	4,700	85	4,000
PERRY	5,300	80	4,250
PIKE	4,400	79	3,490
PORTER	14,800	92	13,630
POSEY	5,900	87	5,140
PLASKI	3,900	86	3,360
PUTNAM	7,700	81	6,250
RANDOLPH	9,100	89	8,360
RIPLEY	6,400	88	5,630
BUSH	6,400	88	5,600
ST. JOSEPH	71,700	91	65,250
SCOTT	4,600	89	4,080
SHELBY	10,400	90	9,370
SPENCER	4,500	79	3,560
STARKE	5,700	86	4,920
STUBEN	5,200	82	4,240
ST. LEEVAN	6,800	81	5,720
SWITZERLAND	2,200	92	2,020
TIPPECANOE	24,500	85	20,780
TIPTON	1,900	85	4,160
UNION	1,700	87	1,480
VANDERBURGH	57,100	87	49,450
VERMILION	5,800	85	4,940
VIGO	31,600	91	31,600
WABASH	9,800	80	7,860
WARREN	2,600	86	2,230
WARREN	7,400	79	5,870
WASHINGTON	5,300	83	4,400
WAYNE	23,100	87	20,470
WELLS	6,300	86	5,400
WHITE	6,900	83	4,960
WHITLEY	6,600	90	5,920

IOWA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
IOWA	834,000	88	734,600
ADAIR	3,600	77	2,700
ADAMS	2,100	77	1,810
ALLAMAKEE	4,500	71	3,210
APPANOOSE	6,000	79	4,190
AUDUBON	3,100	93	3,170

TOTAL TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

KANSAS

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
KANSAS	673,400	79	530,800
ALLEN	5,400	08	3,670
ANDERSON	3,000	61	1,830
ATCHISON	6,400	80	5,480
BARRER	2,800	72	2,020
BARTON	10,800	93	9,990
BOTSWORTH	6,000	68	4,080
BENTON	7,000	93	6,510
BLACK HAWK	35,500	95	33,690
BOONE	7,900	89	7,070
BREMER	5,600	84	4,730
BUCHANAN	5,900	95	5,600
BURNS VISTA	7,100	77	5,440
BUTLER	5,300	83	4,410
CALHOUN	5,100	74	3,750
CARROLL	6,400	91	5,830
CASS	6,100	93	5,660
CEDAR	5,600	90	5,370
CERRILLO GORDO	16,300	95	15,420
CHEROKEE	5,100	92	4,670
CHICKASAW	4,300	75	3,230
CLARKE	3,000	63	1,890
CLAY	6,200	71	4,410
CLAYTON	6,200	71	4,400
CLINTON	17,200	96	16,560
CRAWFORD	5,400	91	4,920
DALLAS	7,500	90	6,750
DAVIS	2,900	78	2,250
DECATUR	3,600	68	2,480
DELAWARE	5,000	95	4,760
DES MOINES	15,300	95	14,470
DICKINSON	3,900	71	2,770
D'URQUIE	20,700	91	18,870
EMMET	4,200	64	2,680
FAYETTE	7,900	77	6,110
FLOYD	7,100	75	5,330
FRANKLIN	5,000	85	4,270
FREMONT	3,200	93	2,960
GREENE	4,600	89	4,110
GRUNDY	4,100	88	3,620
GUTHRIE	4,100	90	3,690
HAMILTON	6,500	94	6,130
HANCOCK	4,100	80	3,280
HARDIN	7,300	94	6,880
HARRISON	5,300	96	5,070
HENRY	5,500	79	4,330
HOWARD	3,800	68	2,580
HUMBOLDT	3,800	69	2,630
IDA	3,200	91	2,920
IOWA	4,700	81	3,790
JACKSON	5,500	90	4,970
JASPER	10,000	95	9,480
JEFFERSON	5,600	79	4,400
JOHNSON	13,400	81	10,910
JONES	5,000	90	5,060
KOOKI'K	5,400	81	4,350
KOSMUTH	7,500	69	5,210
LEE	13,300	78	10,390
LINN	39,500	96	37,880
LOUISA	3,200	81	2,520
LUCAS	3,400	63	2,150
LYON	4,100	91	3,730
MADISON	3,900	89	3,460
MAHASKA	7,900	75	5,930
MARION	7,200	93	6,710
MARSHALL	11,700	94	10,990
MILLS	3,300	90	2,980
MITCHELL	4,000	82	3,290
MONONA	4,800	96	4,600
MONROE	2,000	69	2,010
MONTGOMERY	5,100	90	4,610
MUSCATINE	10,500	96	10,090
ORBEN	5,900	78	4,580
OSCEOLA	2,900	78	2,250
PAGE	7,400	92	6,830
PALO ALTO	1,000	61	2,540
PLYMOUTH	7,200	91	6,550
POCAHONTAS	4,200	68	2,840
POLK	83,500	95	79,660
POTTAWATTAMIE	22,300	94	20,960
POWESHIEK	5,600	75	4,200
RINGGOLD	2,800	77	2,160
SAC	5,200	77	3,980
SCOTT	35,600	94	34,280
SHELBY	1,400	93	4,110
SIOUX	6,800	91	6,190
STORY	13,400	94	12,580
TAMA	6,500	88	5,720
TAYLOR	3,800	77	2,920
UNION	5,700	75	4,270
VAN BUREN	3,500	77	2,710
WAPELLO	16,400	78	12,740
WARREN	5,300	89	4,710
WASHINGTON	6,300	81	5,090
WAYNE	3,700	68	2,530
WEBSTER	13,800	96	13,180
WINNEBAGO	3,800	80	3,040
WINNEBIEK	6,400	68	4,360
WOODBURY	36,000	96	34,540
WORTH	3,200	83	2,640
WRIGHT	6,200	86	5,310

TOTAL TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

KENTUCKY

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
KENTUCKY	831,500	70	584,090
BROWN	4,900	75	3,690
BUTLER	12,400	81	10,030
CHASE	1,400	71	990
CHATTANOOGA	2,100	60	1,250
CHEBOKKE	7,600	70	5,360
CHEYENNE	1,400	40	560
CLARK	1,100	60	660
CLAY	3,600	61	2,190
CLOID	4,900	54	2,650
COFFEY	2,600	61	1,590
COMANCHE	1,000	73	730
COWLEY	15,400	78	9,480
CRAWFORD	14,000	77	10,710
DECATUR	2,000	55	1,090
DICKINSON	7,300	55	3,980
DONIPHAN	3,300	85	2,820
DOUGLAS	9,700	73	7,110
DOUGLASS	1,800	78	1,410
ELK	1,900	59	1,130
ELLS	5,200	70	3,630
ELLSWORTH	2,600	64	1,670
FINNEY	4,300	52	2,240
FORD	6,300	60	3,810
FRANKLIN	6,600	80	5,250
GEARY	7,100	55	3,870
GOVE	1,000	49	490
GRAHAM	1,300	54	700
GRANT	1,400	43	600
GRAY	1,200	61	730
GREELEY	600	42	250
GREENWOOD	3,700	72	2,670
HAMILTON	800	35	280
HARPER	3,000	72	2,160
HARVEY	7,800	79	6,130
HASKELL	700	43	300
HODGEMAN	900	78	700
JACKSON	3,300	75	2,490
JEFFERSON	3,600	75	2,700
JEWELL	2,800	54	1,410
JOHNSON	40,200	94	37,720
KEARNEY	900	43	390
KINGMAN	3,300	72	2,380
KIOWA	1,400	72	1,010
LABETTE	9,400	63	5,960
LANE	900	49	440
LEAVENWORTH	11,200	94	10,580
LINCOLN	1,900	65	1,230
LINN	2,900	78	2,260
LOGAN	1,100	39	430
LYON	7,800	62	4,870
MCPHERSON	7,500	77	5,750
MARION	5,000	71	3,570
MARSHALL	5,300	58	3,090
MEADE	1,600	61	970
MIAMI	6,200	78	4,810
MITCHELL	2,800	51	1,510
MONTGOMERY	16,700	75	12,530
MORRIS	2,500	71	1,780
MORTON	1,000	35	350
NEMAH	4,000	75	3,010
NEOSHO	6,600	70	4,650
NESS	1,700	48	820
NORTON	2,700	51	1,460
OSAGE	4,400	80	3,500
OSBORNE	2,100	58	1,400
OTTAWA	2,300	64	1,480
PAWNEE	2,800	78	2,190
PHILLIPS	3,400	59	1,990
POTTAWATTAMIE	3,700	59	2,170
PRAIRIE	3,900	72	2,820
RAWLINS	1,500	39	590
RENO	19,600	93	18,280
REPTUBLIC	3,500	61	2,130
RICE	4,700	77	3,610
RILEY	7,100	61	4,330
ROOKS	3,000	59	1,760
RUSH	2,000	70	1,400
RUSSELL	3,800	70	2,650
SALINE	11,200	74	10,540
SCOTT	1,300	48	620
SEDGWICK	106,400	93	98,880
SEWARD	3,900	43	1,670
SHAWNEE	42,100	93	39,310
SHERIDAN	1,100	54	590
SHERMAN	1,800	41	740
SMITH	2,600	58	1,520
STAFFORD	2,300		



Best-selling weekly magazine in America



How important sponsors insure their ratings

They advertise their programs in TV Guide, the magazine that 6½ million TV families turn to for the shows they tune to. This audience alone is the equivalent of a 16 rating.

Moreover, TV Guide's 51 regional editions enable you to coordinate your schedule with your station lineup . . . and you can position your ads for maximum exposure at any hour of any day.

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| Eastman Kodak Co. | Quaker Oats Co. |
| Firestone Tire & Rubber Co. | Radio Corp. of America |
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A WEEKLY MAGAZINE... A DAILY HABIT



**"THE
PEOPLE'S
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is
FIRST CHOICE

In its time period in

- WASHINGTON . . 22.5
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- CHICAGO 20.5
ARB 4/58
- LOS ANGELES . . 22.1
ARB 4/58
- ST. LOUIS 25.4
ARB 4/58
- DETROIT 22.9
ARB 4/58
- CLEVELAND . . 23.0
ARB 4/58
- NEW ORLEANS 40.3
ARB 3/58
- HOUSTON . . 26.0
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**for
LAUGHS**



**for
SALES**



*for
Heaven's
sakes*

**THE
PEOPLE'S
CHOICE**



**and
CLEO**

-a talking dog, yep!

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- 3 great years on network
- Huge, growing weekly audiences
 - 1st year — over 7 million homes
 - 2nd year — over 7½ million homes
 - 3rd year — over 9 million homesNTI Total Audience basis
- Sponsored for three years by The Borden Company . . .
co-sponsored second year by Procter & Gamble . . .
co-sponsored third year by American Home Foods.

Get on the bandwagon for 104 hilarious half-hours of *The People's Choice* — now finally available for local and regional sponsorship.

It's exactly what the ~~voters~~ viewers want, as national and local ratings proudly proclaim.

It's exactly what advertisers are looking for: a show that reaches and sells the whole family. ARB Nationals from October '55 through May '58 tally 253 viewers per 100 sets for *The People's Choice* — 30% Men, 41% Women, 29% Children.

This is the winning candidate you've been waiting for a long, long time. Be sure to vote early — and often.



ABC FILM SYNDICATION Inc.

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New York 36
Lackawanna 4-5050

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

Kentucky (continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ALLEN	3,100	71	1,830
ANDERSON	2,400	68	1,640
BALLARD	1,100	75	2,240
BARREN	8,100	71	4,530
BATH	2,500	47	1,170
BELL	8,700	58	5,020
BOONE	500	88	4,830
BOURBON	1,900	61	3,000
BOYD	15,500	91	14,130
BOYLE	5,500	59	3,260
BRACKEN	2,200	80	1,770
BREATHITT	3,500	45	1,570
BRECKINRIDGE	8,800	71	2,820
BULLITT	1,200	89	3,730
BUTLER	2,200	51	1,120
CALDWELL	2,500	45	1,560
CALLOWAY	800	51	2,970
CAMPBELL	28,000	92	25,740
CARLESLE	1,700	57	930
CARROLL	2,700	88	2,370
CARTER	1,800	80	3,820
CASEY	2,600	53	1,910
CHRISTIAN	17,300	61	11,140
CLARK	5,300	47	2,500
CLAY	3,700	37	1,360
CLINTON	2,000	37	730
CRIPPLENDEN	2,700	45	1,210
CUMBERLAND	2,500	51	1,280
DAVLESS	10,900	74	14,780
EDMONDSON	1,700	54	920
ELLIOTT	1,500	79	1,030
ESTILL	3,100	37	1,160
ETAYETTE	31,900	62	21,700
FLEMING	2,500	58	1,450
FLOYD	9,300	75	6,990
FRANKLIN	8,200	70	5,700
FULTON	3,100	51	1,590
GALLATIN	1,000	88	880
GARBARD	2,900	59	1,710
GRANT	2,800	88	2,460
GRAVES	10,900	50	5,470
GRAYSON	1,300	54	2,320
GREEN	3,000	57	1,700
GREENUP	6,900	80	5,490
HANCOCK	1,100	74	1,030
HARDIN	13,900	81	11,260
HARLAN	14,100	62	8,760
HARRISON	1,200	70	2,950
HART	3,800	54	2,050
HENDERSON	11,400	71	8,100
HENRY	2,900	72	2,100
HICKMAN	2,000	55	1,090
HOPKINS	12,100	54	6,540
JACKSON	2,700	36	970
JEFFERSON	118,300	91	162,750
JESSAMINE	3,600	59	2,130
JOHNSON	4,700	68	3,190
KENTON	10,300	91	37,890
KNOTT	3,100	45	1,390
KNOX	6,100	47	2,850
LARUE	2,700	56	1,520
LATHE	6,200	36	2,220
LAWRENCE	3,100	68	2,100
LEE	1,800	42	750
LESLIE	2,900	37	1,070
LETCHER	6,500	50	3,240
LEWIS	2,800	58	1,630
LINCOLN	1,400	53	2,330
LIVINGSTON	1,800	49	880
LOGAN	3,700	66	3,740
LYON	1,600	51	810
McCRACKEN	22,100	59	13,030
McCLARY	2,100	47	1,360
MEADE	2,400	51	1,270
MADISON	9,100	47	4,240
MAGOFFIN	2,100	15	950
MARION	3,800	68	2,600
MARSHALL	2,600	55	3,070
MARTIN	1,800	68	1,230
MASON	1,500	80	4,420
MEADE	2,000	75	1,490
MENIFEE	700	39	270
MERGER	1,300	50	2,550
METZGER	2,200	51	1,130
MONROE	1,900	41	1,530
MONTGOMERY	2,100	47	1,230
MORGAN	2,600	42	1,090
MULLENBERG	2,100	56	4,290
NELSON	3,000	89	4,350
NICHOLAS	2,000	62	1,230
OLDFIELD	3,700	59	2,370
OLDHAM	6,800	72	2,170
OWEN	2,000	70	1,810
OWSLEY	1,100	50	510
PENDLETON	2,900	80	2,320
PERRY	8,200	51	4,180
PIKE	17,800	63	9,890
POWELL	1,400	38	570
PYLAKE	8,100	48	4,090
ROBERTSON	1,500	50	400
ROCKCASTLE	2,700	50	1,170
ROWAN	3,300	58	1,450
RUSSELL	2,000	33	1,380

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
SCOTT	3,900	70	2,740
SHELBY	5,300	72	3,820
SIMPSON	2,800	66	1,840
SPENCER	1,500	89	1,330
TAYLOR	4,100	57	2,320
TODD	3,300	66	2,170
TRIGG	2,200	51	1,130
TRIMBLE	1,400	72	1,010
UNION	4,100	49	1,990
WARREN	13,000	63	8,170
WASHINGTON	2,900	69	1,990
WAYNE	3,500	37	1,290
WEBSTER	1,500	48	2,180
WHITLEY	6,400	47	3,020
WOLFE	1,500	41	620
WOODFORD	3,100	70	2,180

LOUISIANA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ACADIA	13,000	59	7,690
ALLEN	5,500	59	3,270
ASCENSION	0,000	63	3,790
ASSUMPTION	3,900	57	2,210
AVOUELLES	10,500	61	6,360
BEAUBEGARD	5,700	59	3,390
BIENVILLE	4,300	57	2,470
BOSSIERE	13,400	76	10,220
CADDO	61,700	83	51,160
CALCASTEU	36,800	72	26,520
CALDWELL	2,700	62	1,680
CAMERON	1,300	61	790
CATAHOULA	2,700	57	1,550
CLAIBORNE	6,100	58	3,510
CONCORDIA	3,700	57	2,120
DE SOTO	5,700	70	3,970
E BATON ROUGE	64,700	82	52,750
EAST CARROLL	3,900	64	2,490
E FELICIANA	3,400	56	1,900
EVANGELINE	8,800	58	5,060
FRANKLIN	7,100	65	4,610
GRANT	3,400	45	2,200
IBERIA	11,500	65	7,520
IBERVILLE	6,900	58	4,030
JACKSON	3,600	65	2,340
JEFFERSON	47,100	85	39,860
JEFF DAVIS	8,900	60	4,810
LAFAYETTE	18,600	68	12,630
LAFORCHE	11,400	78	8,850
LA SALLE	3,900	62	2,430
LINCOLN	6,900	61	4,180
LIVINGSTON	5,700	63	3,610
MADISON	4,400	64	2,810
MOULDERSE	9,900	62	6,180
NATCHITOCHES	9,300	62	5,740
ORLEANS	193,300	85	164,390
OUACHITA	25,600	76	19,430
PLAQUEMINES	3,700	79	2,940
POINTE COUPEE	5,200	56	2,900
RAPIDES	30,000	73	22,020
RED RIVER	2,600	69	1,800
RICHLAND	6,400	75	4,780
SABINE	5,100	53	2,710
ST. BERNARD	6,900	81	5,800
ST. CHARLES	3,400	73	2,480
ST. HELENA	2,100	55	1,330
ST. JAMES	3,300	73	2,410
ST. JOHN BAPT	3,500	73	2,560
ST. LANDRY	20,700	59	12,110
ST. MARTIN	6,100	66	3,440
ST. MARY	10,500	66	6,880
ST. TAMMANY	8,300	73	6,060
TANGIPAHOLA	16,100	82	13,180
TENNAS	3,200	64	2,040
TERRIBONNE	12,200	81	9,910
UNION	4,700	61	2,850
VERMILION	10,200	58	5,910
VERNON	6,100	53	3,240
WASHINGTON	11,200	78	8,730
WEBSTER	10,400	73	7,600
W. BATON ROUGE	3,200	58	1,870
WEST CARROLL	3,700	75	2,760
W. FELICIANA	1,600	56	900
WINN	4,300	65	2,790

MAINE

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ANDROSCOGGIN	24,400	91	22,220
ARROSTOOK	24,200	77	18,730
CUMBERLAND	51,000	89	45,560
FRANKLIN	5,500	81	4,630
HANCOCK	10,000	85	8,530
KENNEBEC	23,100	90	21,150
KNOX	8,800	86	7,610
LINCOLN	5,100	89	4,550
OXFORD	11,500	88	10,150
PENOBSCOT	31,000	90	27,790
PISCATAQUIS	1,800	85	4,080
SAGadahoc	6,300	80	5,620
SOMERSET	10,900	81	8,790
WALDO	6,000	87	5,190
WASHINGTON	9,300	81	7,850
YORK	27,200	90	24,500

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MARYLAND			
ALLEGANY	27,200	71	19,410
ANNE ARUNDEL	43,900	89	39,200
BALTIMORE	403,800	89	357,710
CALVERT	3,600	83	3,000
CAROLINE	5,800	86	4,980
CARROLL	14,100	90	12,620
CECIL	11,000	86	8,410
CHARLES	6,900	83	5,750
DORCHESTER	8,200	84	6,910
FREDERICK	18,200	86	15,660
GARRET	5,100	58	2,950
HABSPORD	18,100	88	16,010
HOWARD	7,300	85	6,220
KENT	4,300	86	3,680
MONTGOMERY	86,100	91	78,060
PRINCE GEORGES	88,200	90	79,600
QUEEN ANNES	4,300	86	3,680
ST. MARYS	8,600	83	7,150
SOMERSET	5,800	54	3,160
TALBOT	6,000	81	5,060
WASHINGTON	25,100	80	20,170
WICOMICO	14,000	84	11,790
WORCESTER	7,500	54	4,080

MASSACHUSETTS

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MASSACHUSETTS			
1,449,400 91 1,318,920			
BARNSTABLE	17,700	90	15,970
BEBKSHIRE	41,900	91	37,950
BIRISTOL	120,600	91	110,030
DUKES	1,800	88	1,590
ESSEX	169,300	91	154,700
FRANKLIN	17,300	88	15,150
HAMPDEN	118,700	92	108,690
HAMPSHIRE	23,100	88	20,350
MIDDLESEX	327,000	91	296,360
NANTUCKET	1,000	89	890
NORFOLK	133,700	91	121,900
PLYMOUTH	67,800	91	61,900
SUFFOLK	238,600	91	217,740
WORCESTER	170,900	91	155,700

MICHIGAN

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MICHIGAN			
2,266,400 90 2,042,580			
ALCONA	900	81	730
ALGER	2,600	70	1,830
ALLEGAN	16,900	90	15,260
ALPENA	7,100	67	4,770
ANTRIM	2,800	78	2,180
ARENAC	2,700	84	2,270
BABAGA	2,100	72	1,510
BARRY	9,700	89	8,660
BAY	29,300	91	26,610
BENZIE	2,300	79	1,820
BERRIEN	45,700	91	41,580
BRANCH	10,900	84	9,190
CALHOUN	42,100	91	38,250
CASS	11,000	88	9,690
CHARLEVOIX	3,900	73	2,830
CHEBOYGAN	3,600	73	2,620
CHIPPewa	9,000	73	6,540
CLARE	3,400	86	2,940
CLINTON	9,900	91	8,990
CRAWFORD	1,100	81	890
DELTA	9,600	78	7,460
DICKINSON	8,400	82	6,850
EATON	14,100	88	12,460
EMMET	4,700	73	3,420
GENESEEE	105,400	89	93,920
GLADWIN	2,600	87	2,250
GOGERIC	7,900	74	5,840
GR TRAVERSE	8,900	79	7,020
GRATIOT	10,200	90	9,200
HILLSDALE	10,900	82	8,930
HOGHTON	10,200	67	6,880
HURON	9,300	90	8,370
INGHAM	64,000	91	58,270
IONIA	11,500	90	10,360
IOSCO	4,300	84	3,620
IRON	5,700	72	4,080
ISABELLA	8,200	87	7,110
JACKSON	37,000	91	33,590
KALAMAZOO	47,700	92	43,790
KALKASKA	1,200	78	940
KENT	103,700	91	94,360
KWEENAW	600	72	430
LAKE	1,100	86	1,210
LAFER	13,300	90	11,970
LELANAU	2,		

ONLY PULSE DELIVERS THE 100% WHOLE SAMPLE

Of the three major television services, Pulse alone delivers the complete sample contracted for—a pre-determined sample of high accuracy.

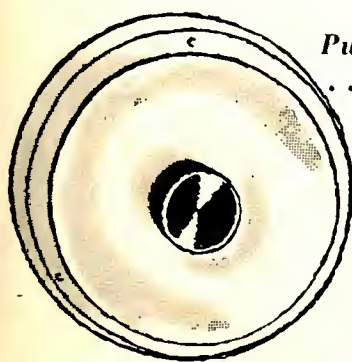
Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack telephones—*Pulse alone uses direct, face-to-face interviewing right in the home.*

Since 1941 Pulse has developed accredited tech-

niques of sampling, a tremendous operation, the largest known to the broadcast industry—in fact, the largest sampling outside the U. S. Census.

Looking at a typical example: you have a nighttime Television Network program? Pulse's sample "Base 6,000" for your show means that Pulse interviewers *actually talk with 6,000 different families about your show.* This sample of identical size—but different families—is repeated next month, and the next, and the next, a staggering cumulative total. No panel bias, no inertia.

In an interesting new slide presentation, we have compressed the essential Pulse pluses. See it. Let your own judgment, not hearsay, decide whether or not your firm can use this vital assist, profitably. We reported 222 different U. S. markets last year, more this year. Please write. Or for an appointment at your own best convenience, phone Judson 6-3316.



*Pulse rings doorbells
... interviews families
in their homes*



*Nothing
takes the
place of
INTERVIEWS
in the
home*

Largest Scientific Sampling

"Only U. S. Census talks with more families"

P

PULSE, Inc.

730 FIFTH AVENUE
NEW YORK 19, N. Y.

LOS ANGELES • CHICAGO • LONDON

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

Michigan (continued)

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
MONROE	29,600	92	24,340
MONTCALM	11,000	91	10,000
MONTMORENCY	1,200	68	810
MUSKINGON	10,500	92	40,080
NAAVAAGO	7,100	86	6,140
OAKLAND	181,200	92	166,330
OCEANA	1,000	78	3,610
OGEMAW	2,600	82	2,120
ONTONAGON	1,000	74	2,210
OSCEOLA	3,800	80	3,370
OSCEOLA	900	82	740
OTOSHO	1,700	81	1,380
OTTAWA	26,700	90	24,080
PRESCOTT	2,000	67	1,950
ROSCOMMON	2,300	81	1,860
SAGINAW	53,000	91	48,080
ST. CLAIR	30,200	91	27,430
ST. JOSEPH	14,900	91	13,500
SANILAC	9,400	87	8,170
SCHOOLCRAFT	2,400	70	1,690
SHAWANSEE	15,900	91	14,450
TUSCULA	12,700	89	11,320
VAN BUREN	18,300	90	16,510
WASHINGTON	43,500	91	39,500
WAYNE	830,600	92	766,540
WEXFORD	5,700	80	4,550

MINNESOTA

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
AITKIN	3,700	73	2,690
ANOKA	16,100	96	15,530
BECKER	6,500	64	4,160
BELTRAMI	6,900	40	2,770
BENTON	4,500	61	2,740
BIG STONE	2,400	57	1,360
BLUE EARTH	11,900	91	10,880
BROWN	8,100	81	6,580
CARLTON	7,000	72	5,050
CARVER	5,300	93	4,920
CASS	5,100	47	2,310
CHIPPEWA	4,800	55	2,620
CHISAGO	4,100	92	3,760
CLAY	10,000	88	8,840
CLEARWATER	2,700	40	1,080
COOK	1,400	69	960
COTONWOOD	4,700	72	3,370
CROW WING	9,500	59	5,560
DAKOTA	17,400	95	16,590
DODGE	3,600	81	2,920
DOTGLAS	6,600	71	3,360
FARIBAULT	7,400	72	5,360
FILLMORE	7,200	72	5,190
FREKBORN	10,100	80	9,270
GOODHUE	10,400	94	9,760
GRANT	2,700	53	1,430
HENNEPIN	214,800	96	235,760
HOSTON	1,400	72	3,170
HUBBARD	2,900	45	1,310
HUANT	2,800	91	2,560
ITASCA	11,100	73	8,150
JACKSON	4,500	82	3,700
KANABEC	2,400	73	1,750
KANDIYOHI	8,200	78	6,860
KITSON	2,600	52	1,340
KOOCHICING	5,000	43	2,130
LAC QUI PARLE	3,900	58	2,260
LAKE	4,700	69	3,220
LAKE OF WOODS	1,200	43	510
LE SUEUR	5,900	79	4,670
LINCOLN	3,000	63	1,890
LYON	6,600	60	3,950
MCLEOD	7,300	87	6,330
MAHONDIEN	1,500	64	960
MARSHALL	4,100	51	2,110
MARTIN	8,100	72	5,870
MEEKER	5,500	78	4,270
MILLE LACS	5,100	61	3,110
MORRISON	7,100	51	3,810
MOWER	13,300	89	11,900
MURRAY	4,500	76	3,400
NOCHEMUN	5,500	81	4,460
NORLES	6,500	82	5,340
NORMAN	3,000	61	1,910
OLMSTED	11,000	95	13,240
OTTERTAIL	13,200	61	8,090
PENNINGTON	2,700	59	2,180
PINE	4,800	72	3,460
PIPESTONE	4,100	75	3,320
POLK	16,600	62	6,600
POPE	8,600	51	1,840
RAMSEY	119,000	96	118,980
RED LAKE	8,000	59	830
REDWOOD	9,000	83	4,770
RENVILLE	7,100	74	5,220
RICE	8,900	91	8,910
ROCK	2,800	75	2,190
ROSEAU	3,700	71	1,900
ST. LOUIS	69,600	89	61,920
SCOTT	4,800	93	4,450
SHERBURN	2,600	86	2,230
SIBLEY	3,800	87	3,300
STEARNS	19,700	82	17,170

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
STEELE	7,000	81	5,690
STEVENS	2,800	57	1,590
SWIFT	4,400	58	2,550
TODD	6,800	54	3,650
TRAVERSE	2,000	57	1,130
WABASHA	5,400	86	4,650
WADENA	3,800	45	1,720
WASECA	1,900	79	3,870
WASHINGTON	11,100	95	10,840
WATONWAN	4,200	72	3,010
WILKIN	2,600	88	2,300
WINONA	11,600	68	7,900
WRIGHT	8,000	80	7,380
YELLOW MED	4,800	63	3,020

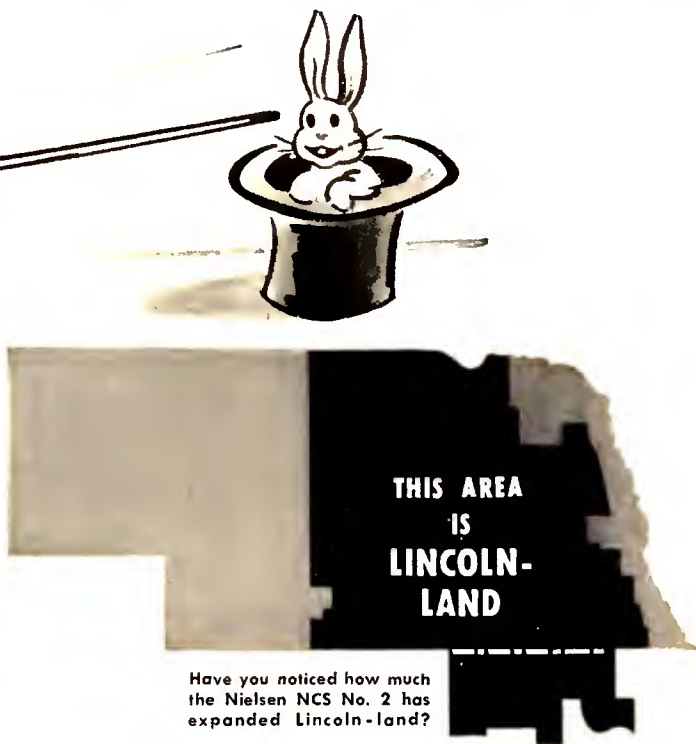
MISSISSIPPI

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
ADAMS	10,200	52	5,350
ALCOON	7,300	52	3,820
AMITE	4,000	42	1,680
ATTALA	5,500	51	2,820
BENTON	1,900	53	1,000
BOLIVAR	15,600	18	7,480
CALHOUN	3,700	41	1,510
CARROLL	3,000	43	1,300
CHICKASAW	4,000	41	1,650
CHOCTAW	2,100	38	800
CLAIBORNE	2,600	52	1,360
CLARKE	4,200	53	2,220
CLAY	3,800	44	1,680
COAHOMA	14,500	50	7,230
COPIAH	7,100	55	3,870
COVINGTON	3,400	54	1,850
DE SOTO	5,300	65	3,420
FORREST	14,000	52	7,300
FRANKLIN	2,400	53	1,270
GEORGE	2,500	49	1,230
GREENE	1,700	49	830
GRENADA	4,800	44	2,090
HANCOCK	2,900	75	2,170
HARRISON	30,200	70	21,100
HINDS	46,300	78	36,140
HOLMES	6,900	53	3,800
HUMPHREYS	4,800	54	2,580
INSAQUENA	1,000	51	540
ITAWAMBA	3,600	51	1,830
JACKSON	11,800	83	9,750
JASPER	4,100	60	2,480
JEFFERSON	2,400	53	1,270
JEFF DAVIS	3,500	51	1,770
JONES	17,300	61	10,470
KEMPER	2,900	50	1,460
LAFAYETTE	4,800	44	2,090
LAMAR	3,300	51	1,680
LAUDERDALE	19,600	72	14,200
LAWRENCE	2,700	50	1,360
LEAKE	4,700	51	2,410
LEE	10,800	62	6,730
LEFLORE	12,700	47	5,940
LINCOLN	7,300	52	3,770
LOWNDES	10,800	41	4,390
MADISON	7,000	58	4,040
MARION	5,700	47	2,670
MARSHALL	5,300	49	2,610
MONROE	8,800	49	4,340
MONTGOMERY	3,400	43	1,470
NESHOBA	5,700	50	2,860
NEWTON	5,100	60	3,080
NOXUBEE	4,000	50	2,010
OKTIBBEHA	6,200	41	2,740
PANOLA	8,000	66	5,250
PEARL RIVER	5,500	75	4,130
PERRY	2,100	48	1,010
PIKE	9,000	53	4,810
PONTOTOC	4,600	40	2,240
PRENTISS	4,500	51	2,290
QUITMAN	6,100	54	3,270
RANKIN	5,800	51	2,960
SCOTT	4,800	51	2,440
SHARKEY	2,600	54	1,400
SIMPSON	5,000	51	2,560
SMITH	3,400	51	1,730
STONE	1,500	49	730
STONFLOWER	13,100	41	5,380
TALLAHATCHIE	6,700	51	3,430
TATE	4,200	65	2,720
TIPPAH	4,100	53	2,170
TISHOMINGO	3,400	53	1,790
TUNICA	5,800	53	3,100
UNION	5,500	49	2,690
WALTHALL	3,200	47	1,510
WARREN	13,300	62	8,290
WASHINGTON	20,100	52	10,446
WAYNE	3,600	53	1,890
WEBSTER	2,700	47	1,280
WILKINSON	2,900	42	1,210
WINSTON	5,100	50	2,560
YALOBUSHA	3,400	44	1,480
YAZOO	8,400	59	4,950

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER	
MISSOURI				
		1,341,400	86	1,153,150
ADAIR	6,700	61	4,090	
ANDREW	3,600	79	2,830	
ATCHISON	3,000	65	1,940	
ATDRAIN	8,500	72	6,110	
BARRY	6,500	63	4,080	
BARTON	3,800	62	2,360	
BATES	5,900	69	4,060	
BENTON	2,700	74	2,010	
BOLLINGER	2,600	70	1,830	
BOONE	14,600	78	11,410	
BUCHANAN	32,400	90	29,310	
BUTLER	10,800	64	6,880	
CALDWELL	3,300	79	2,590	
CALLAWAY	6,200	72	4,460	
CAMDEN	2,100	71	1,490	
CPE GIRARDEAU	11,600	80	9,240	
CARROLL	4,700	72	3,370	
CARTER	1,300	50	650	
CASS	6,500	76	4,940	
CEDAR	3,300	62	2,050	
CHARITON	1,700	57	2,560	
CHRISTIAN	3,700	68	2,510	
CLARK	2,700	76	2,050	
CLAY	25,700	95	24,520	
CLINTON	3,700	89	3,280	
COLE	11,200	85	9,540	
COOPER	4,800	70	3,360	
CRAWFORD	3,100	57	1,780	
DADE	2,700	63	1,690	
DALLAS	2,800	71	1,980	
DARIEN	3,300	78	2,590	
DE KALB	2,400	78	1,880	
DENT	3,200	64	2,060	
DODGAS	2,800	60	1,690	
DUNKLIN	11,100	69	7,680	
FRANKLIN	11,900	79	9,420	
GARCONADE	4,000	70	2,800	
GENTRY	3,200	71	2,260	
GREENE	40,000	94	37,520	
GRINDY	4,100	76	3,100	
HARRISON	1,200	70	2,960	
HENRY	6,500	74	4,840	
HICKORY	1,600	75	1,200	
HOLT	2,660	65	1,680	
HOWARD	3,500	69	2,400	
HOWELL	5,600	46	2,590	
IRON	2,600	57	1,140	
JACKSON	203,600	96	195,550	
JASPER	28,400	86	24,350	
JEFFERSON	18,700	93	17,450	
JOHNSON	8,600	76	6,550	
KNOX	2,600	76	1,970	
LACLEDE	5,900	71	4,200	
LAFAYETTE	8,600	81	6,840	
LAWRENCE	7,200	63	4,520	
LEWIS	3,400	76	2,580	
LINCOLN	5,600	84	4,730	
LINN	6,300	57	3,590	
LIVINGSTON	5,200	76	3,930	
MC DONALD	4,100	70	2,890	
MARION	6,900	72	5,000	
MADISON	2,800	70	1,960	
MARIES	2,000	70	1,400	
MARION	9,800	93	9,070	
MERCER	1,900	71	1,340	
MILLER	4,300	70	2,990	
MISSISSIPPI	5,500	60	3,320	
MONTECALM	3,300	70	2,310	
MONROE	3,100	79	2,450	
MONTGOMERY	3,400	84	2,870	
MORGAN	2,900	70	2,020	
NEW MADRID	9,000	66	5,960	
NEWTON	9,100	70	6,400	
NODAWAY	7,500	64	4,830	
OREGON	2,900	42	1,210	
OSAGE	2,900	69	2,010	
OZARK	2,100	60	1,270	
PEMBERTON	11,500	75	8,600	
PERRY	3,400	78	2,860	
PETTIS	12,600	79	9,910	
PIHELPS	7,400	64	4,760	
PIKE	5,900	79	4,670	
PLATTE	6,300	89	5,580	
POLK	4,800	71	3,400	
PULASKI	3,500	73	2,570	
PUTNAM	2,700	61	1,640	
RALLS	2,300	80	1,830	
RANDOLPH	8,000	69	5,500	
RAY	5,400	81	4,370	
REYNOLDS	1,400	50	700	
RIPLEY	3,000	50	1,510	
ST. CHARLES	11,000	93	10,190	
ST. CLAIR	3,000	75	2,240	
ST. FRANCOIS	11,200	83	9,270	
ST. LOUIS	457,500	96	439,780	
ST. GENEVIEVE	3,100	78	2,430	



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE KOLN-TV!**



**LINCOLN A-Z ARB SURVEY
JANUARY, 1958**

	Viewed Most Before 6:00 P.M.	Viewed Most After 6:00 P.M.
KOLN-TV	29%	48%
Station B	21	19
Station C	16	13
Station D	4	9

No matter how you slice it in Nebraska, you'll still come up with only two big TV markets. One is Omaha, the other is Lincoln-Land.

To cover Omaha, obviously, you need an Omaha TV station. To cover Lincoln-Land—232,397 TV families and 69 counties—you need KOLN-TV. No other station fully covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations

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

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

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

Missouri (continued)

MISSOURI (continued)			MISSOURI (continued)			NEW JERSEY		
STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT NUMBER
SHANNON	1,700	41 700	DODGE	9,600	95 9,100	ATLANTIC	45,300	92 41,790
SHIELBY	3,200	73 2,320	DOUGLAS	98,700	96 94,850	BERGEN	223,100	91 201,960
STODDARD	8,300	75 6,200	DUNDY	1,100	18 530	BURLINGTON	47,300	91 43,140
STONE	2,600	68 1,770	FILLMORE	3,000	72 2,160	CAMDEN	103,300	91 93,960
SULLIVAN	3,300	61 2,020	FRANKLIN	2,000	81 1,610	CAPE MAY	14,100	91 12,800
TANEY	2,900	68 1,970	FRONTIER	1,400	56 790	CUMBERLAND	31,400	91 28,440
TEXAS	5,500	46 2,550	PIRNAS	3,000	80 2,410	ENSEX	295,900	90 266,900
VERNON	6,600	69 4,540	GAGE	8,000	84 6,740	GLOUCESTER	35,400	91 32,100
WARREN	2,300	84 1,940	GARDEN	1,000	51 510	HUDSON	192,500	92 177,450
WASHINGTON	3,800	57 2,180	GARFIELD	800	51 410	HUNTERDON	14,700	91 13,430
WAYNE	2,100	70 1,690	GOSPER	700	81 570	MERCER	71,900	92 65,900
WEBSTER	4,300	71 3,040	GRANT	200	45 90	MIDDLESEX	99,400	91 90,030
WORTH	1,500	71 1,060	GREELEY	1,600	61 970	MONMOUTH	89,900	93 83,380
WRIGHT	4,200	60 2,520	HALL	12,200	86 10,480	MORRIS	39,500	91 34,120
MONTANA			HAMILTON	2,900	80 2,320	OCEAN	24,300	91 22,150
	208,200	58 120,750	HARLAN	1,700	81 1,370	PASSAIC	115,900	91 105,610
BEAVERHEAD	2,500	47 1,170	HAYES	500	56 280	SALEM	17,200	92 15,740
BIG HORN	2,300	43 990	HITCHCOCK	1,700	18 810	SOMERSET	34,800	91 31,350
BLAINE	2,500	43 1,080	HOLT	4,200	40 1,690	SUSSEX	11,800	90 10,590
BROADWATER	800	48 380	HOOKER	200	40 120	UNION	139,500	92 127,950
CARBON	2,900	52 1,520	HOWARD	2,200	60 1,330	WARREN	18,400	90 16,520
CARTER	700	36 250	JEFFERSON	4,400	75 3,290	NEW MEXICO		
CASCADE	23,200	72 16,670	JOHNSON	1,900	84 1,600		226,100	69 156,160
CHOUTEAU	2,300	60 1,390	KEARNEY	2,000	81 1,610	BERNALILLO	63,400	89 58,720
CUSTER	4,200	36 1,520	KEITH	2,500	55 1,380	CATRON	500	56 280
DANIELS	900	37 330	KEYA PAHA	400	45 180	CHAVES	15,100	76 11,550
DAWSON	3,200	43 1,390	KIMBALL	1,300	56 730	COLFAX	3,500	41 1,420
DEER LODGE	5,500	46 2,530	KNOX	4,200	64 2,680	CURRY	8,800	56 4,900
FALLON	1,900	37 370	LANCASTER	45,900	93 42,630	DE RACA	800	53 420
FERGUS	1,600	46 2,130	LINCOLN	91,200	56 5,130	DONA ANA	11,600	83 9,630
FLATHEAD	10,900	61 6,630	LOGAN	400	38 150	EDDY	14,000	69 9,680
GALLATIN	7,800	42 3,310	LOUP	400	53 210	GRANT	5,600	56 3,120
GARFIELD	600	37 220	MC PHERSON	200	10 80	GUADALUPE	1,300	82 800
GLACIER	3,100	50 1,560	MADISON	7,900	89 7,020	HARDING	300	43 130
GOLDEN VALLEY	300	50 150	MERRICK	2,600	58 1,510	HIDALGO	1,400	56 780
GRANITE	1,000	46 460	MORRILL	2,200	56 1,230	LEA	16,900	58 9,720
HILL	5,000	43 2,160	NANCE	1,700	58 990	LINCOLN	2,000	59 1,180
JEFFERSON	1,000	43 430	NEMAH	3,500	78 2,720	LOS ALAMOS	3,500	75 2,620
JUDITH BASIN	800	48 380	NUCKOLS	2,900	72 2,080	LUNA	2,700	60 1,610
LAKE	3,100	54 1,850	OTOE	5,300	92 4,900	MC KINLEY	7,700	44 3,420
LEWIS & CLARK	9,500	47 4,450	PAWNEE	2,000	78 1,560	MORA	1,400	46 650
LIBERTY	500	44 220	PERKINS	1,200	55 660	MORA	8,000	62 4,980
LINCOLN	3,400	52 1,770	PHILIPS	3,100	79 2,700	QUAY	3,800	56 2,110
MC CONE	1,000	44 440	PIERCE	2,600	64 1,660	RIO ARRIBA	5,600	52 2,930
MADISON	1,900	42 800	PLATTE	6,300	89 5,600	ROOSEVELT	4,600	52 2,400
MEAGHER	800	48 380	POLK	2,600	81 2,100	SANDOVAL	2,400	58 1,380
MINERAL	900	47 420	REDWILLOW	1,300	56 2,420	SAN JUAN	10,200	50 5,050
MISSOURI	13,700	63 8,640	RICHARDSON	4,700	76 3,590	SAN MIGUEL	5,100	46 2,330
MUSSELSHELL	1,800	47 850	ROCK	900	41 370	SANTA FE	10,600	69 7,330
PARK	4,400	53 2,310	SALINE	4,500	75 3,370	SIERRA	1,600	62 990
PETROLEUM	300	50 150	SARPY	7,100	95 6,740	SOCORRO	2,300	57 1,320
PHILLIPS	1,700	36 620	SAUNDERS	5,500	96 5,260	TAOS	3,000	52 1,570
PONDERA	1,900	63 1,190	SCOTTS BLUFF	10,800	59 6,350	TORRANCE	1,100	62 870
POWDER RIVER	800	36 290	SEWARD	4,100	75 3,080	UNION	1,700	40 680
POWELL	1,900	46 870	SHERIDAN	2,800	44 1,220	VALENCIA	3,500	68 3,580
PRAIRIE	700	43 300	SHERMAN	1,800	58 1,040	NEW YORK		
RAVALLI	3,800	47 1,780	SIoux	800	15 360		5,012,600	90 4,526,020
RICHLAND	2,800	45 1,250	STANTON	1,800	78 1,410	ALBANY	83,300	91 75,510
ROOSEVELT	3,000	45 1,350	THAYER	3,000	72 2,160	ALLEGANY	13,600	77 10,470
ROSEBUD	1,900	43 820	THOMAS	400	38 150	BRONX	436,700	89 390,330
SANDERS	2,300	47 1,070	THURSTON	2,400	84 2,020	BROOME	62,000	89 55,400
SHERIDAN	1,800	44 800	VALLEY	2,100	58 1,220	CATTARAUGUS	24,800	91 22,490
SILVER BOW	21,000	81 17,100	WASHINGTON	3,600	95 3,420	CAYUGA	21,900	91 19,850
STILLWATER	1,700	53 900	WAYNE	2,900	93 2,700	CHAUTAUQUA	46,700	90 41,840
SWEET GRASS	1,000	52 520	WEBSTER	2,200	84 1,840	CHEMUNG	31,100	86 26,840
TETON	2,100	63 1,320	WHEELER	300	50 150	CHENANGO	12,600	88 11,090
TOOLE	2,400	44 1,060	YORK	4,600	81 3,710	CLINTON	14,300	91 13,250
TREASURY	300	47 140	NEVADA			COLUMBIA	14,100	91 12,880
VALLEY	3,300	36 1,200		79,900	71 57,000	CORTLAND	12,900	90 11,570
WHEATLAND	1,000	17 470	CHURCHILL	1,800	36 650	DELAWARE	14,200	82 11,620
WIBAUX	400	15 180	CLARK	34,600	78 27,080	DUTCHESS	42,200	89 37,640
YELLOWSTONE	23,700	77 18,220	DOUGLAS	500	54 270	ERIE	320,700	91 293,230
NEBRASKA			ELKO	3,900	40 1,560	ESSEX	10,600	78 8,290
	432,800	81 349,200	ESMERALDA	200	40 80	FRANKLIN	12,700	73 9,320
ADAMS	9,900	84 8,030	ETREKA	300	37 110	FULTON	17,800	88 15,670
ANTELOPE	9,300	64 2,100	HUREKALD	1,300	38 490	GENESSEE	14,900	92 13,750
ARTHUR	200	80 80	LANDER	400	40 160	GREENE	9,000	87 7,870
BANNER	100	55 220	LINCOLN	900	41 370	HAMILTON	1,300	86 1,160
BLAINE	200	50 100	LYON	900	54 490	HERKIMER	19,500	90 17,820
BOONE	2,900	58 1,690	MINERAL	2,400	36 870	JEFFERSON	29,900	79 24,280
BOX BUTTE	4,700	44 1,610	NYE	900	41 370	KINGS	792,800	92 730,480
BOYD	1,100	40 560	ORMSBY	1,200	55 660	LEWIS	6,800	82 5,570
BROWN	1,400	40 560	PERSHING	1,100	36 400	LIVINGSTON	11,000	87 9,600
BUFFALO	5,200	78 6,400	STOREY	200	50 100	MADISON	15,000	90 13,480
BURT	6,300	84 2,780	WASHINGTON	25,300	86 21,740	MONROE	178,500	91 162,070
BUYLER	4,500	78 2,740	WHITE PINE	1,000	40 1,600	MONTGOMERY	19,200	89 17,010
CASS	6,500	93 5,100	NEW HAMPSHIRE			NASSAU	370,600	93 344,530
CEDAR	2,600	93 3,330		165,900	89 147,470	NEW YORK	598,500	88 526,960
CHASE	1,100	48 670	BELKNAP	8,400	87 7,340	NIAGARA	66,200	92 61,010
CHERRY	2,900	42 1,230	CARROLL	4,000	89 4,340	ONEIDA	69,600	92 64,170
CHEYENNE	3,100	52 2,640	CHESTER	12,800	89 11,390	ONONDAGA	119,300	91 108,850
CLAY	2,100	72 2,230	COOS	10,400	87 9,030	ONTARIO	18,500	89 16,500
COLFAX	2,200	58 2,580	GRAFTON	13,000	84 10,940	ORANGE	32,500	90 47,280
CUMING	3,600	81 3,030	HILLSBORO	19,200	90 44,380	ORLEANS	9,800	90 8,830
CUSTER	3,500	54 3,180	MERRIMACK	18,800	89 16,730	OSWEGO	24,100	91 22,270
DAKOTA	3,500	54 3,250	ROCKINGHAM	21,600	91 22,280	OTSEGO	17,200	89 15,230
DAWES	2,700	37 890	STRAFFORD	15,200	90 13,640	PUTNAM	6,600	85 5,600
DAWSON	6,100	78 5,010	SULLIVAN	8,600	86 7,400	QUEENS	562,100	91 511,760
DEUEL	1,000	48 480						
DIXON	2,700	92 2,490						

more in view!

Nielsen No. 3 reports

greater growth in Rochester, New York

ONLY WROC-TV can guarantee maximum circulation throughout the 13-county Rochester, New York area...

WROC-TV gives advertisers greater coverage and more circulation. Every advertising dollar spent on WROC-TV delivers more than *five* television homes compared to the other station's *four*. This assures advertisers of the lowest cost per thousand in this rich, prime area where nearly a million people spend more than \$2 billion annually.

MARKET COVERAGE

Homes reached monthly	26.5% MORE than the other Rochester station.
Homes reached once a week	20.8% MORE than the other Rochester station.

DAYTIME CIRCULATION

Homes reached once a week	24.7% MORE than the other Rochester station.
Homes reached daily average	38.8% MORE than the other Rochester station.

NIGHTTIME CIRCULATION

Homes reached once a week	20.8% MORE than the other Rochester station.
Homes reached daily average	28.8% MORE than the other Rochester station.

Represented Nationally by Peters, Griffin and Woodward

Sources: Sales Management 1958; Nielsen #3, Spring 1958

A TRANSCONTINENT STATION

WROC-TV, Rochester, N. Y. • WSVA, WSWA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.



WROC-TV

NBC-ABC-Channel 5
Rochester, N. Y.

TC-7



TWO NEW CHANNELS FOR TOLEDO

the first one, is of course . . .

WTOL-TV, CHANNEL 11

AIR DATE NOV. 1958

which announces the appointment of



H-R TELEVISION, INC.

AS NATIONAL REPRESENTATIVES

the other channel?

The St. Lawrence Seaway, which will make Toledo a deepwater port and trigger an explosive boost to its economy.

Frazier Reams — President Thomas S. Bretherton — Vice President & Gen. Mgr.



Coffer Dam — at the heart of the St. Lawrence Seaway — is exploded to create a new lake which will permit ocean-going vessels to sail through former International Rapids to Toledo and other lake ports.

By a happy public-service coincidence, Frazier Reams also has a significant role in Toledo's second "channel" — he is vice chairman of Toledo-Lucas County Port Authority and is active in Seaway affairs.

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

Oklahoma (continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
JACKSON	7,700	67	4,400
JEFFERSON	2,600	73	1,860
JOHNSTON	2,300	68	1,570
KAY	15,800	80	12,610
KINGFISHER	3,000	76	2,290
KIOWA	4,300	70	3,010
LATIMER	1,900	53	1,000
LE FLORE	7,100	56	3,980
LINCOLN	5,600	79	4,440
LOGAN	5,700	71	4,030
LOVE	1,600	67	1,070
MC CLAIN	1,100	73	2,990
MC CURTAIN	5,300	58	3,090
MC INTOSH	3,200	64	2,040
MAJOR	2,500	70	1,750
MARSHALL	2,000	67	1,340
MAYES	4,900	72	3,520
MURRAY	3,300	68	2,250
MUSKOGEE	16,700	82	13,740
NOBLE	3,000	76	2,270
NOWATA	3,400	80	2,710
OKFUSKEE	3,700	68	2,500
OKLAHOMA	130,500	85	111,530
OKMULGEE	11,200	76	8,500
OSAGE	10,000	84	8,420
OTTAWA	8,800	75	6,590
PAWNEE	3,700	75	2,790
PAYNE	12,700	72	9,120
PITTSBURG	9,300	68	6,320
PONTOTOC	9,100	78	7,120
POTTAWATOMIE	13,300	73	9,740
PT SHAMATAHA	2,500	46	1,150
ROGER MILLS	1,500	63	950
ROGERS	5,000	80	3,980
SEMINOLE	10,500	75	7,870
SEQUOYAH	4,000	60	2,390
STEPHENS	11,100	76	8,480
TEXAS	3,600	47	1,680
TILLMAN	4,400	72	3,150
TULSA	107,700	90	97,250
WAGONER	3,800	68	2,580
WASHINGTON	12,600	83	10,400
WASHINGTON	4,100	70	2,860
WOODS	3,900	58	2,250
WOODWARD	3,500	58	2,020

OREGON

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BAKER	6,200	54	3,340
BENTON	11,200	64	7,220
CLACKAMAS	33,400	83	27,630
CLATSOP	10,000	66	6,570
COLUMBIA	6,700	63	4,230
COOS	20,400	55	11,280
CROOK	2,400	50	1,190
CURRY	5,300	55	2,920
DESCHUTES	6,600	50	3,270
DOUGLAS	23,300	63	14,590
GILLIAM	1,100	59	650
GRANT	2,400	47	1,120
JARNEY	2,000	44	880
HOOD RIVER	3,400	58	1,970
JACKSON	23,900	75	17,940
JEFFERSON	2,500	58	1,460
JOSEPHINE	11,000	63	6,980
KLAMATH	14,500	61	8,850
LAKE	2,000	50	990
LANE	50,900	81	41,330
LINCOLN	9,100	57	5,230
LEWIS	17,700	65	11,520
MALHEUR	8,200	67	4,160
MARION	31,600	77	26,760
MORROW	1,300	61	790
MULTNOMAH	192,900	86	166,100
POLK	7,100	68	4,810
SHERMAN	700	00	420
TILLAMOOK	6,500	61	3,990
WASHELLA	11,200	62	8,790
WASCO	5,400	54	2,910
WALLOWA	2,300	54	1,250
WASCO	8,300	58	4,810
WASHINGTON	29,500	85	25,020
WHEELER	900	47	420
WAMHILL	9,400	64	6,030

PENNSYLVANIA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADAMS	12,800	83	10,660
ALLEGHENY	476,400	92	439,240
ARMSTRONG	22,500	91	20,390
BEAVER	57,400	92	52,900
BEDFORD	10,800	91	9,800
BERKS	80,200	90	71,840
BERKLEY	39,900	90	35,970
BLAIR	15,400	87	13,470
BUTLER	52,100	92	47,750
BUZZARD	28,300	92	26,090
CAMBERTON	7,500	91	6,810
CAMBERTON	1,900	89	1,700
CARLISLE	15,100	88	13,280
CELTIC	18,700	88	16,540
CHESTER	46,800	92	43,590

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CLARION	10,300	89	9,210
CLEARFIELD	22,100	91	20,430
CLINTON	10,900	75	8,210
COLUMBIA	15,800	78	12,370
CRAWFORD	23,300	86	20,020
CUMBERLAND	33,000	84	27,880
DAUPHIN	65,000	90	58,220
DELAWARE	153,700	92	140,870
ELK	9,500	71	6,710
ERIE	69,800	92	64,890
FAYETTE	50,500	92	46,300
FOREST	1,100	67	740
FRANKLIN	21,900	86	18,910
FULTON	2,500	76	1,900
GREENE	12,100	83	10,020
HUNTINGDON	11,000	84	9,730
INDIANA	20,500	90	18,380
JEFFERSON	13,800	90	12,200
JUNIATA	4,100	66	2,700
LACKAWANNA	73,000	89	64,970
LANCASTER	70,200	91	63,650
LAWRENCE	31,300	90	28,240
LEBANON	24,800	90	22,310
LEHIGH	60,000	92	55,350
LUTZERNE	104,300	88	91,750
LYCOMING	31,400	72	22,610
MC KEAN	16,200	77	12,430
MERCER	33,700	90	30,200
MIFFLIN	12,000	89	10,690
MONROE	10,600	88	9,370
MONTGOMERY	133,500	92	123,460
MONTGOMERY	3,600	82	2,960
NORTHAMPTON	54,400	92	50,190
NORTHUMBERLAND	32,300	92	23,410
PERRY	8,800	66	4,480
PHILADELPHIA	647,000	89	578,300
PIKE	3,000	76	2,290
POTTER	4,600	68	3,150
SCHUYLKILL	54,400	87	47,430
SNYDER	6,100	67	4,070
SOMERSET	21,700	82	17,760
SULLIVAN	1,500	83	1,240
SUSQUEHANNA	8,300	88	7,270
TIOGA	10,500	80	8,450
UNION	6,000	67	4,000
VENANGO	18,700	76	14,220
WARREN	12,300	70	9,750
WASHINGTON	63,900	93	59,240
WAYNE	7,500	77	5,760
WESTMORELAND	94,700	93	88,340
WYOMING	4,700	83	3,900
YORK	66,000	91	59,800

RHODE ISLAND

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BRISTOL	9,000	92	8,240
KENT	25,500	92	23,340
NEWPORT	18,400	91	16,770
PROVIDENCE	176,500	91	161,400
WASHINGTON	15,900	91	14,440

SOUTH CAROLINA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ARREVILLE	5,600	70	3,900
AIKEN	26,600	69	18,380
ALLENDALE	3,600	53	1,920
ANDERSON	23,800	73	17,390
BAMBERG	4,000	53	2,130
BARNWELL	7,100	53	3,790
BEAUFORT	7,000	68	4,770
BERKLEY	7,000	73	5,130
CALHOUN	3,300	57	1,890
CHARLESTON	54,200	84	45,330
CHEROKEE	9,700	76	7,410
CHESTER	8,100	73	5,910
CHESTERFIELD	8,100	60	5,340
CLARENDON	6,600	59	3,920
COLLETON	7,200	70	5,010
DARLINGTON	12,500	66	8,200
DILLON	6,700	67	4,490
DORCHESTER	5,600	71	4,170
EDGEFIELD	3,700	60	2,230
FAIRFIELD	4,800	69	3,290
FLORENCE	20,800	76	15,850
GEORGETOWN	8,100	72	5,870
GREENVILLE	55,500	82	45,580
GREENWOOD	12,900	71	9,580
HAMPTON	4,400	68	3,000
HORRY	15,600	50	7,750
JASPER	2,600	68	1,760
KERSHAW	7,500	73	5,510
LANCASTER	9,300	73	6,760
LAURENS	11,700	59	6,850
LEE	4,700	71	3,360
LEXINGTON	13,000	72	9,300
MC CORMICK	2,400	70	1,660
MARION	7,900	88	5,360
MARLBORO	7,000	88	4,640
NEWBERRY	8,200	05	5,370
OCONEE	9,200	59	5,470
ORANGEBURG	10,600	83	10,390
PICKENS	10,300	62	6,340
RICHLAND	45,300	82	36,920

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
SALUDA	3,700	60	2,230
SPARTANBURG	42,200	76	31,950
SUMTER	14,900	66	9,800
UNION	7,600	68	5,150
WILLIAMSBURG	9,100	73	6,670
YORK	21,500	72	15,570

SOUTH DAKOTA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
AURORA	1,200	43	510
BEADLE	6,800	49	3,330
RENNETT	800	46	370
BON HOMME	2,300	73	1,670
BROOKINGS	5,500	67	3,690
BROWN	10,600	61	6,420
BRULE	1,700	48	820
RUFFALO	400	53	210
RUTTE	2,300	40	920
CAMPRELL	800	40	320
CHARLES MIX	4,600	48	2,220
CLARK	2,400	60	1,450
CLAY	3,100	86	2,660
CODINGTON	6,200	60	3,730
CORSON	1,400	39	550
CUSTER	1,600	39	630
DAVISON	5,600	59	3,310
DAY	3,300	62	2,040
DEUEL	1,500	60	900
DEWEY	1,100	40	440
DOUGLAS	1,200	43	510
EDMUNDS	1,800	40	720
FALL RIVER	3,400	46	1,560
FAULK	1,200	48	580
GRANT	2,700	62	1,670
GREGORY	2,300	44	1,010
HAakon	700	36	250
HAMILTON	1,900	60	1,140
HAND	1,800	49	890
HANSON	1,300	60	780
HARDING	500	40	200
HUGHES	3,300	55	1,820
HUTCHINSON	3,000	72	2,170
HYDE	700	74	510
JACKSON	500	34	170
JERARD	1,600	49	790
JONES	600	45	270
KINGSBURY	2,800	07	1,880
LAKE	2,800	79	2,200
LAWRENCE	5,500	38	2,100
LINCOLN	3,700	86	3,170
LYMAN	1,100	51	560
MC COOK	2,300	78	1,800
MC PHERSON	1,700	39	670
MARSHALL	2,100	62	1,310
MEADE	3,000	38	1,140
MELLETTTE	700	46	320
MINER	1,700	82	1,060
MINNEHAHA	26,700	93	24,870
MOODY	2,500	78	1,950
PENNINGTON	19,000	60	11,370
PERKINS	1,800	40	720
POTTER	1,300	39	510
ROBERTS	3,400	62	2,110
SANBORN	1,300	00	780
SHANNON	1,100	45	500
SPINK	3,300	49	1,620
STANLEY	300	43	130
SULLY	800	40	320
TODD	900	46	410
TRIPP	2,400	51	1,230
TURNER	3,000	85	2,560
UNION	3,000	85	2,560
WALWORTH	2,100	40	840
WASIBAUGH	100	40	40
YANKTON	4,900	73	3,480
ZIEBACH	600	38	230

TENNESSEE

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ANDERSON	15,100	75	11,320
BEDFORD	6,700	69	4,650
BENTON	2,800	48	1,350
BLEDSOE	1,700	68	1,120
BLOUNT	18,200	83	13,430
BRADLEY	9,000	72	6,450
CAMPRELL	8,200	00	4,910
CANNON	2,000	71	1,410
CARROLL	7,500	53	3,950
CARTER	11,000	71	7,810
CHEATHAM	2,000	75	1,490
CHESTER	2,		

MEMO

TO: All Katz Associates
FROM: Jim Terrell
SUBJECT: Nielsen Coverage Survey #3-1958



Please see all time buyers soon as possible with 1958 Nielsen #3 information.

Stress the one basic fact that:

Based on monthly coverage

WKY-TV delivers 8% more homes than the 2nd station.

WKY-TV delivers 43% more homes than the 3rd station.

(Incidentally, the figures for weekly coverage show the same spread of superiority between WKY-TV and the other stations.)

Remember, these are homes in the Oklahoma City market.

No fringe County coverage in adjoining states is included.



ASK YOUR KATZ MAN to show you the A.R.B. figures, too. The combination of #1 coverage plus #1 viewer preference is the reason why more people make up their minds to buy while watching WKY-TV than any other station in the area.

WKY-TV

NBC—Channel 4
OKLAHOMA CITY

WKY Television System, Inc.
WKY-TV, Oklahoma City; WKY RADIO, Oklahoma City
WTVT, Tampa; St. Petersburg; WSFA-TV, Montgomery
Represented by THE KATZ AGENCY

★ the
★
WINNER!
★



8		
ARB * TOTE BOARD		
NASHVILLE		
SHARE OF AUDIENCE SIGN-ON TO SIGN-OFF STATION SHARE		
WIN	WSIX-TV	36.4
PLACE	STATION B	35.4
SHOW	STATION C	31.2
* July 1958		

WSIX-TV
NOW NASHVILLE'S
No. 1 RATED STATION . . .
by latest (July) ARB Ratings

From WSIX-TV sign-on to sign-off—latest (July) ARB ratings show WSIX-TV has the largest audience of any Nashville station!

With a 36.4 share of audience and first place in 188* quarter hours, WSIX-TV dominates with 1st or 2nd place in 286* quarter hours out of a weekly total of 388*.

Lowest cost per thousand, top local programming, together with the great new shows planned by Ollie Treyz and ABC, now more than ever make WSIX-TV your most efficient buy in the rich Middle Tennessee-Southern Kentucky-Northern Alabama market.

Call your H-R or Clarke Brawn man for availabilities.

*including ties.

Represented by:
H. R. TELEVISION, INC.
CLARKE BROWN COMPANY



NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958



The **SELLibrated** (and only full powered) station in the **GOLDEN VALLEY** (Central Ohio)

WHTN TV

CHANNEL 13

Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities

A COWLES OPERATION
Get the dollars and cents story
from Edward Peiry Co., Inc.

IMPACT!



**PROVED 3 WAYS
AMERICA'S BEST TV BUY**

ARB, May 1958 — highest rated station in America in markets of three or more stations.

Telepulse 1957 Year-End Review — highest rated station in America in markets of three or more stations for the entire year of 1957.

Telepulse, May 1958 — first in the market 91.3% of rated quarter-hours.



CBS Television Network • Channel 4 • El Paso, Texas
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
Dorrence D. Roderick, Pres. Val Lawrence, V. Pres. and Gen. Mgr.,
Dick Watts, Asst. Gen. Mgr.

Texas (continued)

STATE & COUNTY	TOTAL HOUSEHOLS	TV HOUSEHOLS PER CENT	NUMBER
VAN ZANDT	5,200	78	4,070
VICTORIA	11,100	58	6,420
WALKER	1,100	69	2,840
WALLER	3,000	75	2,250
WARD	1,700	58	2,720
WASHINGTON	5,000	66	3,320
WEBB	15,200	56	8,480
WILARTON	9,800	72	7,070
WHEELER	2,300	52	1,200
WICHITA	35,400	80	28,370
WILRARGER	5,800	70	4,060
WILLACY	6,400	57	3,640
WILLIAMSON	10,000	75	7,480
WILSON	3,100	76	2,370
WINKLER	3,400	58	1,970
WISE	4,200	76	3,190
WOOD	1,900	60	2,940
YOAKUM	1,000	73	730
YOUNG	1,500	69	3,100
ZAPATA	1,000	50	500
ZAVALA	2,700	56	1,510

UTAH

STATE & COUNTY	TOTAL HOUSEHOLS	TV HOUSEHOLS PER CENT	NUMBER
BEAVER	1,000	38	380
BOX ELDER	6,000	90	5,390
CACHE	9,900	87	8,600
CARBON	7,100	55	3,890
DAGGETT	100	10	40
DAVIS	14,100	92	13,010
DUCHESSNE	1,700	44	750
EMERY	1,400	55	770
GARFIELD	700	37	260
GRAND	1,300	58	760
IRON	2,800	36	1,020
JFAB	1,400	61	860
KANE	600	37	220
MILLARD	2,200	61	1,350
MORGAN	700	79	550
PITTE	300	37	110
RICH	500	78	390
SALT LAKE	103,000	94	96,860
SAN JUAN	1,300	41	570
SANPETE	3,300	61	2,020
SEVIER	3,100	61	1,900
SUMMIT	1,400	79	1,100
TOOLE	5,100	83	4,490
UNTAN	2,500	14	1,100
UTAH	26,900	92	24,650
WASATCH	1,300	78	1,020
WASHINGTON	2,700	37	990
WAYNE	300	37	110
WEBER	30,500	92	28,130

VERMONT

STATE & COUNTY	TOTAL HOUSEHOLS	TV HOUSEHOLS PER CENT	NUMBER
ADDISON	4,900	84	4,110
BENNINGTON	7,400	87	6,460
CALEDONIA	6,800	81	5,520
CHITTENDEN	18,200	90	16,460
ESSEX	1,700	87	1,480
FRANKLIN	7,900	85	6,730
GRAND ISLE	800	86	690
LAMOILLE	2,800	85	2,390
ORANGE	4,400	81	3,580
ORLEANS	5,400	87	4,700
RUTLAND	12,800	86	11,000
WASHINGTON	12,100	88	10,590
WINDHAM	8,000	76	6,050
WINDSOR	12,100	80	9,660

VIRGINIA

STATE & COUNTY	TOTAL HOUSEHOLS	TV HOUSEHOLS PER CENT	NUMBER
ACCOMACK	10,000	62	6,160
ALBEMARLE	14,500	62	8,940
ALLEGHANY	7,600	71	5,660
AMELIA	1,700	66	1,130
AMHERST	4,500	70	3,130
APPOMATTOX	1,900	70	1,330
ARLINGTON	74,600	89	66,140
AUGUSTA	18,200	62	11,710
BATH	1,500	56	840
BEDFORD	7,800	62	4,720
BLAND	1,100	57	800
BOTETFORT	4,000	75	2,980
BRUNSWICK	4,200	57	2,400
BUCHANAN	8,000	54	4,310
BUCKINGHAM	2,500	60	1,510
CAMPBELL	22,000	77	16,970
CAROLINE	2,700	75	2,030
CARROLL	6,700	74	3,650
CHARLOTTE	3,200	67	2,200
CHARLES CITY	900	78	680
CHESTERFIELD	13,000	86	11,190
CLARKE	1,800	75	1,350
CRAIG	700	74	520
CULPEPER	3,400	60	2,350
CUMBERLAND	1,600	60	960
DICKENSON	5,100	73	2,680
DINWIDDIE	14,000	88	12,250
ESSEX	1,200	75	1,130
FAIRFAX	17,800	91	43,669

STATE & COUNTY	TOTAL HOUSEHOLS	TV HOUSEHOLS PER CENT	NUMBER
FAUQUIER	5,700	75	4,270
FLOYD	2,700	54	1,460
FLUVANNA	1,700	61	1,030
FRANKLIN	6,000	62	3,730
FREDERICK	9,700	82	7,910
GILES	5,000	73	3,670
GLOUCESTER	3,000	76	2,290
GOOCHLAND	1,700	74	1,250
GRAYSON	5,700	59	3,370
GREENE	1,300	61	790
GREENSVILLE	1,000	67	2,660
HALIFAX	9,500	74	7,020
HANOVER	5,900	74	4,350
HENRICO	92,100	87	80,420
HENRY	13,200	75	9,920
HIGHLAND	800	58	460
ISLE OF WIGHT	3,700	62	2,310
JAMES CITY	2,800	76	2,130
KING & QUEEN	1,400	76	1,060
KING GEORGE	1,700	71	1,210
KING WILLIAM	1,900	75	1,430
LANCASTER	2,300	72	1,650
LEE	7,100	57	4,190
LOU DOU	5,100	86	4,650
LOUISA	2,900	73	2,130
LUNENBURG	3,500	57	1,990
MADISON	2,100	60	1,270
MATHEWS	1,740	76	1,300
MECKLENBURG	8,000	66	5,270
MIDDLESEX	1,900	76	1,440
MONTGOMERY	10,500	85	8,950
NANSEMOND	10,400	77	8,040
NELSON	3,200	70	2,240
NEW KENT	1,000	75	750
NEWPORT NEWS	49,500	88	43,540
NORFOLK	142,100	88	125,640
NORTHAMPTON	4,600	62	2,850
NORTHUMBERLAND	2,400	71	1,710
NOTTOWAY	4,200	66	2,790
ORANGE	3,300	69	2,280
PAGE	3,900	66	2,570
PATRICK	3,700	55	2,020
PITTSYLVANIA	27,800	70	19,470
POWHEATAN	1,200	73	880
PRINCE EDWARD	3,800	67	2,530
PRINCE GEORGE	10,200	75	7,650
PRINCESS ANNE	20,000	82	16,360
PRINCE WM	5,800	86	4,990
PULASKI	7,700	73	5,640
RAPPAHANNOCK	1,300	61	790
RICHMOND	1,400	71	1,000
ROANOKE	41,000	87	35,730
ROCKBRIDGE	7,400	56	4,170
ROCKINGHAM	13,000	73	9,500
RUSSELL	6,200	53	3,260
SCOT	6,600	58	3,840
SHENANDOAH	5,700	66	3,760
SMYTH	7,100	59	4,200
SOUTHAMPTON	6,300	62	3,920
SPOTSYLVANIA	6,700	73	4,890
STAFFORD	3,300	73	2,420
STERRY	1,500	75	1,140
STUBBS	2,900	67	1,930
TAZEWELL	11,600	57	6,640
WARREN	4,300	75	3,220
WASHINGTON	13,300	56	7,390
WESTMORELAND	2,800	72	2,010
WISE	13,100	58	7,660
WYTHE	5,700	58	3,280
YOIK	4,600	76	3,510

WASHINGTON

STATE & COUNTY	TOTAL HOUSEHOLS	TV HOUSEHOLS PER CENT	NUMBER
ADAMS	3,200	78	2,480
ASOTIN	4,100	67	2,740
BENTON	21,600	61	13,830
CHIELAN	11,100	65	9,350
CLALLAM	9,100	80	7,300
CLARK	27,700	84	23,370
COLUMBIA	1,600	66	1,060
COWLITZ	19,100	69	13,250
DOUGLAS	4,500	57	2,560
FERRY	1,100	66	730
FRANKLIN	7,300	69	5,030
GARFIELD	900	67	600
GRANT	11,600	65	9,540
GRAYS HARBOR	19,200	68	13,080
ISLAND	4,300	83	3,590
JEFFERSON	2,400	81	1,950
KING	293,100	86	252,500
KITSAIP	26,500	88	23,440
KITTITAS	6,400	60	3,640
KUOKITAT	4,200	59	2,490
LEWIS	11,900	72	10,670
LINCOLN	3,500	77	2,700
MASON	5,000	82	4,080
OKANOGAN	8,800	58	5,080
PACIFIC	5,500	61	3,370
PEND OREILLE	2,400	67	1,600
PERCE	91,800	88	83,340
SAN JUAN	1,100	83	910
SKAGIT	15,800	74	11,660
SKAMANIA	1,800	73	1,320

NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

Washington (continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
SNOHOMISH	46,900	87	40,980
SPOKANE	91,600	88	80,310
STEVENS	6,400	67	4,260
THURSTON	16,200	83	13,370
WAHIAKUM	1,000	61	610
WALLA WALLA	13,000	64	8,330
WHATCOM	24,700	73	17,950
WHITMAN	9,100	69	6,320
YAKIMA	46,800	82	38,600

WEST VIRGINIA

WEST VIRGINIA			
514,800 74 382,500			
BARBOUR	4,500	54	2,430
BERKELEY	8,000	79	6,300
BOONE	7,700	74	5,710
BRAXTON	3,600	50	1,810
BROOKE	6,800	92	6,260
CABELL	34,800	91	31,520
CALHOUN	2,000	60	1,190
CLAY	3,300	62	2,040
DODDRIDGE	2,000	52	1,030
FAYETTE	20,500	72	14,730
GILMER	1,900	47	900
GRANT	2,100	53	1,120
GREENBRIER	9,100	71	6,500
HAMPSHIRE	2,900	55	1,590
HANCOCK	9,700	90	8,760
HARDY	2,100	53	1,120
HARRISON	22,500	59	13,170
JACKSON	3,400	60	2,040
JEFFERSON	4,300	84	3,630
KANAWHA	70,500	87	61,300
LEWIS	4,500	54	2,410
LINCOLN	4,700	83	3,890
LOGAN	18,000	78	14,000
MC DOWELL	20,500	73	14,980
MARION	19,900	78	15,490
MARSHALL	9,000	87	7,840
MASON	6,000	83	4,960
MERCER	19,400	72	13,990
MINERAL	5,600	55	3,080
MINGO	11,100	78	8,660
MONONGALIA	16,200	81	13,130
MON ROE	3,000	60	1,810
MORGAN	2,100	55	1,160
NICHOLAS	6,600	62	4,070
OHIO	22,600	91	20,560
PENDLETON	2,000	54	1,070
PLEASANTS	1,400	69	960
POCAHONTAS	2,700	53	1,440
PRESTON	7,500	63	4,750
PUTNAM	5,100	83	4,220
RALEIGH	23,400	65	15,260
RANDOLPH	7,200	55	3,970
RITCHIE	2,800	48	1,330
ROANE	3,700	60	2,210
SUMMERS	4,200	60	2,540
TAYLOR	4,300	63	2,720
TUCKER	2,200	54	1,180
TYLER	2,400	68	1,640
UPSHUR	4,800	54	2,600
WAYNE	8,500	78	6,660
WEBSTER	3,900	54	2,090
WEITZEL	4,600	68	3,130
WIRT	1,200	61	730
WOOD	22,800	64	14,700
WYOMING	9,200	67	6,120

WISCONSIN

WISCONSIN			
1,112,300 87 971,630			
ADAMS	2,500	69	1,730
ASHLAND	5,500	78	4,280
BARRON	10,800	81	8,740
BAYFIELD	3,800	73	2,770
BROWN	30,400	91	27,650
BUFFALO	4,300	82	3,530
BURNETT	2,900	74	2,160
CALLUMET	5,600	89	4,970
CHIPPEWA	12,300	82	10,110
CLARK	9,000	76	6,860
COLUMBIA	11,000	81	8,880
CRAWFORD	4,400	73	3,230
DANE	59,000	87	51,090
DODGE	17,200	90	15,550
DOOR	6,500	89	5,790
DODGE	14,100	84	11,820
DUNN	7,700	83	6,360
EAU CLAIRE	17,700	89	15,770
FLORENCE	900	73	660
FOND DU LAC	20,800	88	18,380
FOREST	2,300	73	1,690
GRANT	12,300	80	9,880
GREEN	7,500	80	5,980
GREEN LAKE	4,600	74	3,420
IOWA	5,600	73	4,110
IRON	2,500	78	1,950
JACKSON	4,800	79	3,800
JEFFERSON	13,400	90	12,120
JUNEAU	5,100	69	3,520
KENOSHA	26,200	91	23,910
KEWAUNEE	4,700	89	4,180
LA CROSSE	21,600	83	18,030
LAFAYETTE	5,200	80	4,140

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
LANGLADE	6,000	79	4,710
LINCOLN	6,500	78	5,100
MANITOWOC	20,600	91	18,700
MARATHON	23,300	82	18,190
MARINETTE	10,400	81	8,710
MARQUETTE	2,700	73	2,020
MILWAUKEE	310,200	92	286,860
MONROE	8,600	81	6,950
OCONTO	7,300	89	6,470
ONEIDA	6,700	72	4,840
OUTAGAMIE	25,700	91	23,330
OZAUKEE	7,700	91	7,010
PEPIN	2,100	82	1,730
PIERCE	6,200	82	5,090
POLK	7,400	89	6,580
PORTAGE	9,400	81	7,660
PRICE	4,600	73	3,340
RACINE	37,200	92	34,140
RICHLAND	5,400	73	3,950
ROCK	32,900	86	28,220
RUSK	4,500	73	3,270
ST CROIX	7,900	89	7,070
SAUK	11,300	83	9,390
SAWYER	2,900	73	2,130
SHAWANO	9,600	84	8,060
SHEBOYGAN	26,600	90	24,060
TAYLOR	4,700	73	3,420
TREMPEALEAU	6,800	79	5,380
VERNON	7,400	74	5,450
VILAS	2,900	72	2,100
WALWORTH	15,000	90	13,550
WASHBURN	3,200	75	2,390

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
WASHINGTON	10,300	92	9,470
WAUKESHA	35,100	91	32,240
WAUPACA	10,500	90	9,430
WAUSHARA	4,200	71	3,120
WINNEBAGO	30,500	88	26,870

WYOMING

WYOMING			
97,100 54 52,270			
ALBANY	6,900	52	3,560
BIG HORN	3,700	45	1,660
CAMPBELL	1,300	38	500
CARBON	5,200	55	2,880
CONVERSE	1,600	33	840
CROOK	1,200	38	460
FREMONT	6,200	44	2,730
GOSIEN	3,700	52	1,910
HOT SPRINGS	1,800	43	780
JOHNSON	1,400	40	560
LARAMIE	17,200	82	14,020
LINCOLN	2,300	52	1,200
NATRONA	14,600	53	7,800
NIOBBABA	1,100	46	510
PARK	6,000	47	2,820
PLATE	2,100	46	1,100
SHERIDAN	6,000	45	2,710
SU BLLETTE	900	37	330
SWEETWATER	6,600	43	2,870
TETON	800	48	380
UNTA	1,700	52	890
WASHAKIE	2,100	40	840
WESTON	2,300	38	870
YELLOWSTONE PK	100	50	50

YOU CAN'T MISS! with ...

WEAU-TV
THE
BIG CHEESE
IN WISCONSIN

- Programming the BEST of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving the giant land of 3/4 million people and two million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

See your Hollingbery man—in Minneapolis, see Bill Hurley



Now, you say when

And how often too! For once programs and commercials are recorded on Videotape[®], scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities



©1958 AMPEX CORP.

VIDEOTAPE

(Cont'd from page 42)

Wade Adv., solved rehearsal time problem by taping commercials for one weekly show while doing live commercials for another on the air; thus all commercials for two different shows are managed the same evening between 8 and 10:45 p.m. All-State Carpet probably is first carpet company to show off its line via color tape. NBC (KRCA is the affil) makes no extra charge for color as part of its tape promotion program.

KCOP, Los Angeles: Taping commercials for clients: White Front Stores, Central Chevrolet, Cal Worthington Motors, So. Calif. Dodge Dealers, Howell Chevrolet. The car dealers appear to be using KCOP tape facilities to make "live" saturation campaigns monetarily practical. AFTRA local talent fee schedules permit unlimited tape replays at \$130 per week. (AFTRA basic fee for a local live commercial up to three minutes is \$27.50, and may be repeated six times for \$130). KCOP will tape its upcoming series with Mae West dispensing advice to the lovelorn, but General Manager Al Flanagan does not foresee syndication "for at least six months when there should be more than 10 or 12 markets to syndicate to."

KTLA, Hollywood: Expects its first recorder in October, its second in December. Plans to do commercials, special events telecasts, syndicate, as well as to test videotape for feature film production (KTLA and Paramount Sunset Corp., both on the same lot, are subsidiaries of Paramount Pictures Corp; employees are IATSE).

KHJ-TV, Don Lee Videotape Recording Service), Los Angeles: Program Director James Higson sees biggest present value of tape facilities in "trial work" (commercials, pilots, screen testing for sponsors). A taped pilot can be piped via closed-circuit to an agency, avoiding expense or risk of doing it live. Max Baer, seeking sponsors for his new KHJ show, landed a beer client through a commercial he taped. He and Don Sherwood, another personality, have pitched other clients same way. Station reports it increased its broadcast

hours by 32 a week through accommodating a car dealer who wanted to sponsor daily movies with commercials done by himself. KHJ is close to a deal for syndicating *Hollywood Closeup* through Guild Films.

KTTV, Los Angeles: "Nothing in KTTV's 10-year history compares in significance with the advent of videotape," says President Richard A. Moore. "Its implications in terms of versatile programing and reduced costs are revolutionary." Since March, KTTV has been using tape in just about everything. Its hour-long *Divorce Court* is already in national syndication through Guild Films (30 shows are on tape). Tape is used in station promotion; a taped presentation was recently shown to admen in New York. As for commercials, KTTV has some good "case histories": (1) For Barker Bros. department store, and its agency (Mays & Co.), KTTV taped 23 one-minute in-store commercials within five hours at an estimated one-fifth the cost if they had been filmed. (2) For Squirt Botling Co., KTTV produced five one-minute commercials in three hours making feasible that client's sponsorship of Miss Universe Beauty Pageant. (3) A national record company estimated a saving over film of between \$1,000 in taping two two-and-a-half-minute commercials at the station.

KPIX, San Francisco: All live commercials scheduled for after 10 p.m. release are pre-taped earlier when technical crews are on regular duty; in the day; Saturday morning shows are taped during week. Tape provides a new tool for the pr department; Press previews are now set up at convenient hours or repeated for different groups at different times. Important public service programs are preserved on tape for later promotional use or submission to program awards committees. KPIX maintains revenue when talent goes on vacation by pre-taping commercials, also uses tape for auditions for prospective clients.

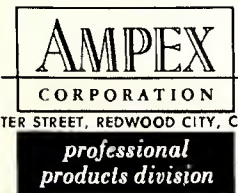
KRON-TV, San Francisco: Experimenting widely in special effects with videotape; has managed many unusual combinations with animated props, unique lighting, reverse polarization, special makeup and costuming. Program Manager Doug Elleison says, (Please turn to page 92)

"How to be in two places at once"



Mr. Joel Chaseman
Program Manager, WJZ-TV
Television Hill, Baltimore

"We Videotaped* a busy candidate's campaign speech. He was on the air "live" and actively campaigning at the same time—literally in two places at one time, thanks to our Videotape* Recorder.



850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

*TM Ampex Corporation

Should stations under joint ownership (am & t

With the increasing need for program promotion, three station men discuss the pros and cons of cross-plugging their radio and tv outlets.

Jim McNamara, national sales manager, WALA, WALA-TV, Mobile, Ala.



Cross-plug your head off and let the fittest survive

No amount of cross-plugging will help a dog. This is a private theory but a valid one. Take any weak show competing with a program the calibre of *Gunsmoke*, and it is my belief that full-page ads in the newspapers, outdoor billboards, taxi posters, saturation radio and television schedules will help a little rating-wise, but will not accomplish an awful lot.

Perhaps the battle for viewer/listeners might be compared to the use of salesmanship in a political campaign. The ultimate goal of the political candidate is to "get a vote from each and every registered voter." The battle of the radio and television station is "to get a vote from each and every viewer/listener" (who might possibly be interviewed or polled). The basic rules of salesmanship apply in both cases. The copy must (1) get the viewers' listeners' attention (2) arouse their interest in the show (3) convince them this is the show they do not want to miss (4) arouse their desire to want to see it, and finally, (5) "ask for the order" (ask for their tune-in).

Of course all of this presupposes that you are programing some broadcast entertainment worth hearing or seeing (there must be "something in it" for the order-signer).

Now, moving to the matter at hand . . . "to cross-plug or not to cross-

plug." Assuming that there is a joint ownership of the radio and television station, it is inconceivable to consider that in "the battle for votes" one would not use every possible medium, consistent with a given budget, and make the wisest choices possible.

Certainly, where there is no outlay of cash (other than bookkeeping swaps), the use of the opposite medium (radio to tv or vice-versa) would be the first consideration of any promotion manager. Next, since every show cannot possibly be allocated the same amount of promos, due to the limitations of any broadcaster's schedule, only the real "vote-getting" shows should be plugged. The hope is that if the promotion man "gets the order" on the good ones, by some miracle, they'll stay tuned through the "dogs," and the station will have won the majority of "votes" for each contest (show) throughout the daytime or nighttime schedule.

The boys on the other side of the cross-plugging fence will undoubtedly scream that to remind radio listeners to watch any given television show is suicide, or for their television station to try to sell its viewers on listening to its sister radio station is asking for a reduced tune-in. In rebuttal, let's review the opening statement of the first paragraph: "No amount of cross-plugging will help a dog" . . . so we might add . . . no amount of air-selling will convince a red-blooded American to turn off *Gunsmoke* and listen to the *Harry Hatband* show on WXXX radio. Conversely, no amount of air-selling will convince a listener to abandon his time-temperature-tunes early morning radio show to watch a travelogue, *Lovely Brushwood, Texas* on the sister tv station.

So, sage gents, cross-plug your head off and let the fittest survive, and as long as it beats those competitors of yours and you get "the numbers," your Madison Avenue trudging will be happy forever after.

Paul H. Goldman, vice president & general manager, KNOE, KNOE-TV, Monroe, La.



Well-planned cross-plugging pays off

Radio and tv stations under the same ownership which do not use their facilities to promote each other's programs and special events overlook the most potent exploitation technique of all.

In the case of KNOE Radio and KNOE-TV, we use both spot and news programs to build listeners and viewers for radio and tv shows, personalities, special promotions and events.

When KNOE Radio schedules anything of a special nature, whether it is a commercial program or a public service promotion or event of community interest, the tv news department promotes it fully with advance pictures, stories and film clips, and runs stories and films during the actual course of the event as well. Naturally, the event or promotion is promoted in advance by a schedule of ID's and spot promos. The same kind of promotion and news coverage is given tv events by radio.

Regular programs on each medium are plugged regularly by the sister station with spot announcement schedules.

Radio d.j.'s are given tv exposure via personal appearances on tv interview programs and on live dance party shows.

At sign-off, whichever station goes off first on a given night always invites the listeners or the viewers to dial or tune to the other station for the remainder of its broadcast schedule and gives a brief rundown of what is in store for them.

I am convinced that this sort of well-planned cross-plugging and promotional campaign is greatly responsible for

cross-plug?

KNOE Radio's share of audience being as high as all the other stations in the market put together, and same goes for Monroe having much higher than average sets-in-use day and night.

Nowhere are there two more effective media to reach and sell a sponsor's product than radio and tv. It is well known and thoroughly accepted (to put it mildly) that radio and tv can sell their sponsors' products and services, so why aren't they used more frequently to sell each other. Jointly-owned operations with an eye for economy and an understanding of both media can not only build an audience but draw from the competitor by cross-plugging.

I believe that most operations where both the radio and tv station are jointly owned do cross-plug—and with a high degree of effectiveness.

Harry Mooradian, gen. sales mgr.,
KGBT & KGB-TV, Harlingen



*Cost-plugging
can build an
audience*

Yes, I believe stations under dual ownership should cross-plug. Nationally, there are conditions and situations that prevail in some operations that make it impossible. Of course, they are rare.

Stations with a dual setup which don't cross-plug are missing a most potent and economical means of securing more viewer/listenership. These operations either have overpowering policy reasons against it or have never realized its potential.

Where cross-plugging does exist it meets with high praise. Probably for the same reasons KGBT & KGB-TV, Harlingen, Texas have continued to use it.

(Please turn to page 94)



**IT'S NORTHERN NEW ENGLAND'S
TOP MARKET WITH A
BILLION DOLLARS PLUS TO SPEND**

**SEE YOUR WEED TV MAN
AND GET YOUR SHARE**

WCSH-TV 6

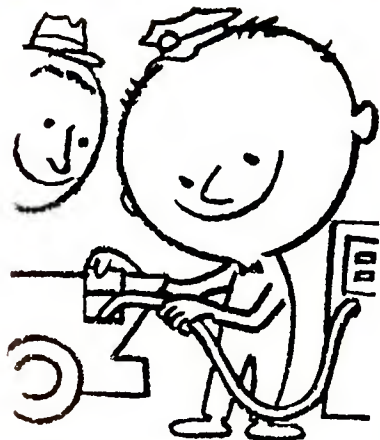
Portland, Maine

NBC Affiliate

A RINES STATION

T.P.T.L.S.N.

brings
them
back
alive!



"GEE! THIS GAS
GIVES MORE MILEAGE!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

The Procter & Gamble Co., Cincinnati, is initiating a campaign for its Oxydol. The campaign starts 15 September, runs for the contract year. Minutes during nighttime periods are being scheduled frequency depends upon the market. The buyers are Walter Teize and Pat Hawley; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

American Home Products Corp., Whitehall Pharmacal Co., New York, as yet has not completed its buying on Anacin. Buying is in both major and minor markets. Minutes during nighttime slots are being lined up; frequencies vary. The buyer is Jim Curran; the agency is Ted Bates, Inc., New York.

Block Drug Co., Inc., Jersey City, N. J., is going into top markets for its Rem cough medicine. The campaign starts 15 September; minutes during nighttime periods are being used. Frequency depends upon the market. The buyer is Al Sessions; the agency is Lawrence C. Gumbinner, New York.

RADIO BUYS

Western Greyhound Lines, San Francisco, is going into West Coast markets to promote fall bus travel. The schedule starts 15 September for nine to 13 weeks, depending upon the market. Daytime and nighttime minutes and packages are being used, during traffic times; frequency varies from market to market. The buyer is Joan Rutman; the agency is Grey Advertising Agency, New York.

McCormick & Co., Inc., Baltimore, is entering top markets for its Fluffy Instant Mashed potatoes. The eight-week campaign starts 15 September. Minutes during daytime slots are being aired; frequency depends upon the market. The buyer is Bob Widholm; the agency is Doherty, Clifford Steers & Shenfield, Inc., New York.

RADIO and TV BUYS

J. H. Filbert, Inc., New York, is planning a radio/tv campaign for its Mrs. Filbert's Margarine. Start date is uncertain, but will probably be late September or early October. The schedule will be for eight weeks. In tv, daytime and nighttime minutes, chainbreaks and I.D.'s will be bought; in radio, daytime minutes. Frequencies will vary from market to market. The buyer is Don Ross; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York.

RADIO RESULTS

United Fruit Co., New York, is kicking off its banana campaign in top markets. The schedules start 15 September, run for 10 weeks. Minutes and 20's during daytime slots are being scheduled; frequency varies from market to market. The buyer is Ted Wallower; the agency is Benton & Bowles, Inc., New York.

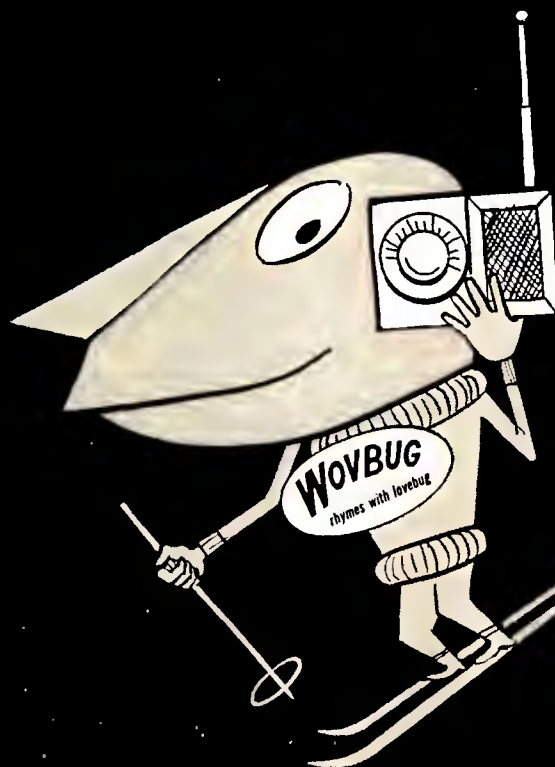
wherever they be

it's

WOV
5000
Watts

IN N. Y. C. and VICINITY

over two million Italians agree



The prosperous "WOV Italian speaking community" encompasses over 2,100,000 people in the 17 county New York area and has spelled profit to countless advertisers through the years.

WOV's "Italian City" is actually larger than Philadelphia—bigger than the entire state of Connecticut—over **TWICE THE SIZE** of any other foreign language group! And it's growing every day. New immigration in the past decade alone (118,330) exceeds the total

population of Phoenix or Schenectady.

If you want all of greater New York you cannot overlook the Italian market. And if you need increased sales the one radio voice reaching this market is overwhelmingly WOV.

WOV NEW YORK—ROME

NEWS & IDEA

WRAP-UP

ADVERTISERS

Bonomo's Turkish Taffy, product of the Gold Medal Candy Corp., mapped out its fall advertising budget, with a 100% increase over last year.

Its tv campaign was launched this week, with more than 20 new markets added and penetrating, for the first time, metropolitan centers in southern and Pacific coast regions, as well as additional states in the midwest.

Last year, Bonomo's campaign centered in markets east of the Mississippi only.

Agency: Emil Mogul.

Other new campaigns include these:

- **La Rosa**, launching its largest ad campaign with saturation tv and radio, to be tied in with a contest offering more than 1485 prizes. Markets scheduled for this: New York, New Jersey, Albany, Baltimore, New Haven, Hartford, Philadelphia, Pittsburgh and Providence. Agency: **Hicks & Greist**.

- **Du Pont** will mark the approach of winter with a concentrated campaign via network and local tv for its Zerex anti-freeze. Beginning next week, and continuing through 9 November, the company will participate on the *Steve Allen Show* (NBC TV), and in a sports program *See The Pros*, to be shown in selected markets

throughout the country.

- **Scott Paper Co.** has realigned its fall tv schedules, giving it a dominant 546 commercial minutes this season, as compared to 156 minutes last season. Leading off is the *Father Knows Best* series, and then participations on the daytime *Play Your Hunch*, *Love of Life*, *Verdict is Yours* and *Secret Storm* shows, all on CBS TV.

- **Bell Telephone** will use the month of October to promote its bedroom extension phones, with one of the most concentrated sales drives in its history. Plans include radio and tv spots, supplemented by newspapers and magazines.

- **Ralston Purina Co.**, starts its campaign the end of this month for its hot and cold cereals, via *Bold Journey* (ABC TV), saturated radio spots in 10 major markets, and print. Agency: **Guild, Bascom & Bonfigli**, San Francisco.

Pillsbury has cleared the way for diversification outside the milling busi-

PICTURE

WRAP-UP



Rep service to agencies is demonstrated by host Howdee Meyers, of Venard, Rintoul & McConnell as he propels Jim Mayfield, of D'Arcy, around pool at second annual pool and picnic party given St. Louis ad people by rep firm, V,R&M

Sealed with handshake: Frank Headley (2nd l), pres., H-R Tv, Inc., Frazier Reams, pres., WTOL-TV, Toledo shake on rep contract. Watching, Frank Pellegrin (l), v.p., H-R; Thomas Bretherton (r), v.p., gen. mgr., WTOL-TV



Miss Peaches & Cream, Marlene Evans, surrounded by d.j.'s who chose her: (l to r) Bill Bainter, KI TI, Yakima; Art Simpson, KOL, Seattle; Gil Henry, KJR, Seattle; Hal Simmons, KIT, Yakima and Frosty Fowler, KING, Seattle



ness.

It has dropped the "Mills" from its name, and become The Pillsbury Co.

Merger: The Squire Dingee Co., Chicago, and **Beatrice Food Co.** Squire Dingee, producers of pickles and jellies under the "Ma Brown" brand, will retain its identity with the same officers, management, products, brand names, distribution and manufacturing plants.

Strictly personnel: Walter Greenwood, appointed manager of marketing for the General Electric Receiving Tube Department . . . **Joseph Osterman,** named Chicago district representative of the Electric Auto-Lite Co.'s Electrical Products Group.

AGENCIES

The J. H. Filbert account, which last year spent about \$300,000 in spot tv, has quit SSCB for Y&R.

Seems that SSCB and the new marketing authorities at Filbert haven't been seeing eye to eye. The account is budgeted at around \$1.5 million.

Agency appointments: Warwick & Legler, for Mennen's Spray Deodorant and Speed Stick for men. Last June, W&L got Mennen's Skin Bracer, Cologne for Men, and its new Gold Crest Toiletries gift line, bringing the total Mennen business at the agency to \$3 million . . . **Ketchum, MacLeod & Grove,** for the Scott Paper Co.'s Hollingsworth & Whitney division. KM&G presently handles Scott's Industrial Packaged Products, DuraWeve, and Foam divisions, and product publicity on its consumer products . . . **Leo Burnett,** for Phillip Morris' Clayfield Menthol Cigarette . . . **Keyes, Madden & Jones,** for Oral Roberts Evangelistic Association . . .

Add more re appointments: Fuller & Smith & Ross, for Cool-Ray, Inc.

of Chelsea, Mass . . . **Calkins & Holden,** for Duofold, Inc., Mohawk, N.Y., manufacturer of underwear and outerwear . . . **Daniel F. Sullivan,** Boston for Clicquot Club Co., Millis, Mass . . . **Powell, Schoenbrod and Hall,** Chicago, for the newly created Slenderella Hosiery division of Munsingwear, Inc., Minneapolis . . . **Abbott & Earl, Inc.,** Houston, for Southern Fabricators Corp., Shreveport . . . **Cole Fischer & Rogow,** Beverly Hills, for Zia of California.

This and Data: James Kelly, v.p. of Ellington & Co., joins the regiment of Madison Avenue novelists. He'll have a novel, *The Insider* (Holt), with an ad business theme, coming out next month.

They're expanding their quarters: J. E. LaShay & Co., Chicago, has moved its offices to N. State St., and changed its name to **Shaffer, Lazarus and LaShay, Inc.** . . . The Detroit office of **Jaqua Advertising,** has



The cat and the mouse: Kitirik, star of *Kitirik's Party*, KTRK-TV, Houston, visits "Mickey Mouse" at Walt Disney sets in Hollywood as guest of ABC TV

Shooting at San Quentin are the film and sound crew of KNXT, Los Angeles, for hour-long factual program dubbed *Thou Shalt Not Kill*. Crew shot at "Que" for two days, interviewing the inmates



99 years of Dr. G. H. Tichenor Antiseptic Co. is celebrated by (l to r) James Noe, Jr., v.p., James A. Noe Radio; James Odom, v.p., Robert Moore Parker, pres., Dr. Tichenor's; John Vath, sls. mgr., WWL, New Orleans; Aubrey Williams, pres., A. Williams Advertising



moved to larger offices at 317 Penobscot Building.

They became v.p.'s: **Harry L. Case**, elected a v.p. of Creamer-Trowbridge Co., Providence . . . **Robert Hawkins**, v.p. and account supervisor, Western Advertising, Chicago . . . **Jerome Greenberg**, v.p. at Scheck Advertising, Newark . . . **Robert Cunningham**, v.p. at William Schaller Co., West Hartford.

Other agency personnel moves: **Harold Cabot**, named chairman of the board and **Edward Chase**, president and treasurer of Harold Cabot & Co., Boston . . . **Ralph Yambert**, named manager of the west coast operation of MacManus, John & Adams . . . **H. Taylor Protheroe**, general manager, Cobak-Jessop Advertising, Akron . . . **Robert Soderberg**, to the Hollywood office of B&B as an agency producer . . . **Harold McCormick**, account manager, D-F-S . . . **George Lucas**, copy supervisor, VanSant, Dugdale & Co., Baltimore . . . **Ralph Braum**, director of public relations, Hazard Advertising, New York . . . **Donald Daigh**, director of the tv/radio department, Henderson Advertising, Greenville, S.C.

More on the move: **Allan Clamage**, copywriter in the Detroit office and **Norman Church**, account executive in the Hollywood office of Grant . . . **James Cornell**, to the tv/radio department of N. W. Ayer & Son as program analyst . . . **H. T. Eckhardt**, account supervisor, W. S. Walker Advertising, Pittsburgh . . . **John Roth**,

account executive, Hicks & Greist . . . **Phil MacMurray**, to the creative staff, Daniel F. Sullivan Co., Boston . . . **Patrick Comer Jr.**, director of marketing and research, Hege, Middleton & Neal Advertising, Greensboro, N. C. . . . **Clyde Rapp**, account executive and manager of the Dayton office, D-F-S . . . **Joel Harvey**, production manager in the Los Angeles office, K&E . . . **Kay Ostrander**, to Anderson-McConnell, Los Angeles, as media supervisor . . . **Newt Mitzman**, manager of commercial production in the tv/radio department, Ogilvy, Benson & Mather . . . **Bart West**, to the creative staff of McCann-Erickson . . . **Jacquelin Molinaro**, media buyer, Donahue & Coe, Los Angeles . . . **Dick Seild**, to the creative staff, Charles Anthony Gross Advertising, Miami.

NETWORKS

All four radio networks combined to do a closed-circuit broadcast re the Pepsi-Cola announcement beginning next week (17 September).

This was the first time that the major networks have produced a broadcast of this type. It featured, along with the top men from each web, Pepsi's new "Refreshment Song."

Pepsi's saturation radio campaign will last through Christmas, and involves 489 million commercial minutes of radio time.

The broadcast went to all network affiliates.

Here's how the RAB ranks the lead-

ing network radio users for the second 1958 quarter, as based on time purchased:

1. Bristol-Myers
2. Ford
3. General Motors
4. Midas Mufflers
5. R. J. Reynolds
6. Brown & Williamson
7. General Mills
8. William Wrigley
9. Pabst
10. Plough
11. Exlax
12. California Packing
13. Colgate
14. Hudson Vitamine
15. AFL-CIO
16. American Motors
17. Lewis Howe
18. Hertz
19. American Optical
20. Liggett & Myers

How the specials did: Nielsen reports a 25.8% average audience rating for all specials aired last season (September-March).

By program type, they ranged from a 15.9 for the eight documentaries, to a 33.0 for the 13 comedies. The most numerous group (18 varieties) averaged 25.4 while the 11 dramas were clocked at 24.8.

(For a table and commentary on this year's specials, see page 41)

Campaign: As part of its Memory Vision campaign, NBC Radio is sending out a new kind of presentation to promote its evening show, *Nightline*.

The brochure contains six pieces of abstract art, designed to match the



That's Why
NOBODY FROM NOWHERE
Can Saturate
TOPEKA
like
WIBW-TV
SATURATES TOPEKA



Topeka has 1 TV Station **WIBW-TV** is it

ALL DAY---ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka market.

• WIBW-TV commands the viewing audience. Note current survey figures:

Share of Audience Monday-Sunday

7:45-12 N.	12N.-6 p.m.	6 p.m.-12 Mid.
57.0%	50.3%	51.1%

- In the 447 rated quarter-hours . . . WIBW-TV ranked FIRST.
- In the top 15 Once-a-Week shows (with an average program rating of 44.13) . . . WIBW-TV had an average rating of 37.69%.
- WIBW-TV serves 38 rural and urban counties in the heart of Kansas . . . where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year.
- WIBW-TV saturates 218,190 TV homes.

Survey Figures

Prove

WIBW-TV's Value

• Not even the combined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Topeka Market, according to a current survey.

Share of Audience Monday-Sunday

	7:45	12N	6 p.m.
	12N	6p.m.	12 Mid.
WIBW-TV, TOPEKA	57.0%	50.3%	51.1%
Sta. A, Kansas City	10.7	10.0	9.7
Sta. B, Kansas City	6.1	10.4	9.6
Sta. C, Kansas City	13.4	14.7	15.3

WIBW-TV CBS-ABC Channel 13 Topeka, Kansas

REPRESENTED BY AVERY-KNOEL, INC.

36% of **KRHM-FM** listeners have annual incomes over \$10,000 a year—70% make over \$7,000 a year. The money is there. Another thing, these people are at the age of acquisition—nearly 89% are between the ages of 21 and 49. They are buying homes—furniture—automobiles.

They are raising families—buying food, clothes, recreation.

A recent independent study easily verifies these points.*

These discriminating listeners choose FM for the kind of programming not generally offered elsewhere. These are loyal and appreciative listeners with high interest in their favorite music. They listen to Milton Cross on **KRHM-FM** who leads an ever increasing number of them to new musical experience.

Ask The John E. Pearson Company about the **KRHM-FM** audience.

KRHM-FM LOS ANGELES

THE HARRY MAIZLISH STATION FOR SOUTHERN CALIFORNIA 58,000 WATTS TRANSMITTING FROM MT. WILSON

Programming designed for FM circulation to America's finest homes

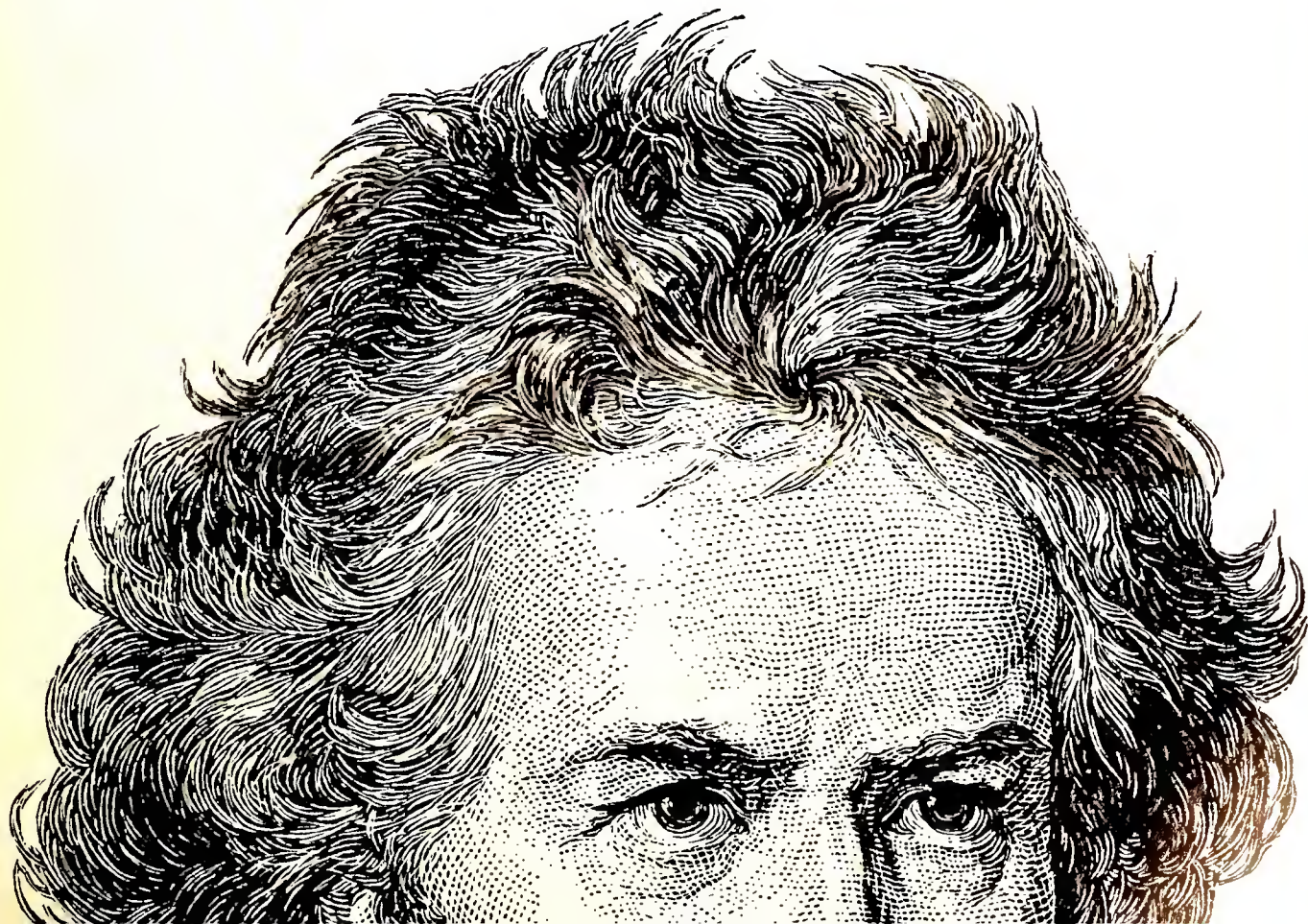
The Milton Cross Show produced for KRHM-FM is also available on FM in major markets throughout the country



Milton Cross

brings me into

America's finest homes





**"GEE! THIS FLOOR
WAX REALLY SHINES!"**

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

JACKSON, MISSISSIPPI

is the #1 market buy!

BUSINESS TREND lists Jackson as city with most improvement (9 point gain) over last year.

FORBES lists Jackson as leading the top 10 cities in business gain over last year.

U. S. NEWS AND WORLD REPORT lists Jackson among "Cities where Business is Best."

WJTV

CHANNEL 12

is the best media
buy in Jackson!

REPRESENTED BY KATZ

copy terms used in describing the program: tuneful, thoughtful, humorous, informal, vital and personal. These designs were put through a m.r. test to determine whether they fit into the mood of the copy.

ABC will broadcast for a couple weeks stereophonic music to its tv and radio audience in five cities via its *Lawrence Welk Plymouth Show*. This experimental "first" requires the home viewer to tune in the music on his tv and radio sets.

Network sales: Lever Bros., for three daytime NBC TV shows, exceeding \$2 million. The shows: *Country Fair*, *Treasure Hunt* and *Haggis Baggis*... The Sweets Co. of America, for two segments of ABC TV's *Mickey Mouse Club*, in addition to *Tales of the Texas Rangers*. Agency: Henry Eisen.

FILM

Schlitz (through JWT) has made another large regional syndication buy.

The buy: CNP's *Flight* in more than 20 southern and southwestern markets.

Other initial buyers for the new series: F&M Schaefer (BBDO), for Philadelphia, New Haven and Albany; Kroger Co. (Campbell-Mithun), in the southeast; General Electric, Louisville; and the Triangle stations.

Other sales:

• Three eight-market regional buys have helped up Screen Gems *Rescue 8* market total to 75. (See **FILM-SCOPE**, 6 Sept.)

Buyers include: West End Brewing, for Utica Club Beer, in eight New York State markets; Prince Macaroni, eight New England markets; Weingarten Markets, eight Texas markets.

Also, Purity Biscuit Co., two Arizona markets; Miles Labs, six west coast markets; Salt Lake Mattress Co., Salt Lake; Millers Markets and Carter Petroleum, Denver; Boynton Bros. Tires, Bakersfield; Crescent Creamery, Reno; Producers' Dairy, Fresno.

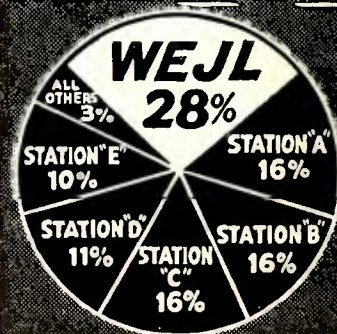
Miller Brewing and Pan American Bank, Miami; San Antonio Savings, San Antonio; Household Finance, Buffalo; Super Duper Markets, Columbus; IGA, St. Louis; Big Eight Stores, El Paso.



HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13

**BILL PIERCE
Show**
SCRANTON'S TOP MORNING SHOW
BY NEARLY TWO TO ONE!



PULSE-NOV. 1957: CHART BASED ON AVERAGE SHARE OF AUDIENCE FOR 12 QUARTER HOURS, 6:00 TO 9:00 AM, MONDAY THRU FRIDAY!

• Ask Meeker



SCRANTON, PENNSYLVANIA

acceptance*

Thirty nine...

talented local personalities are featured on WCCO Radio. By providing entertainment and service keyed perfectly to the tastes and needs of their vast audiences, they have become well-known, well-liked and welcomed. The acceptance they have gained can't help but rub off on your product when it's advertised on WCCO Radio!

WCCO Radio delivers...

MORE ADULT LISTENERS than all other Minneapolis-St. Paul stations combined!†

MORE MARKET . . . 1,014,720 radio families in 114 basic area counties of *Minnesota, Wisconsin, Iowa and South Dakota.*

MORE ACCEPTANCE through vitality of modern programming for the audience you want to reach.
Call or write for full facts.

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Nothing sells like acceptance...

† Nielsen Station Index, May-June, 1958 / Station Total, 6:00 AM - 6:00 PM, Mon. - Fri.



GEE! OUR PUP
GOES FOR THAT DOG FOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with

WGN-TV
Channel 9—Chicago

Things you should know
about

KMSO

- ★ 191,000 WATTS POWER
- ★ CBS, ABC, NBC PROGRAMS
- ★ SINGLE STATION MARKET
- ★ 45,000 TV FAMILIES
- ★ LESS THAN 1⁰⁰ PER M
- ★ SUPER SHOWMANSHIP
- ★ SUPER SALESMANSHIP
- ★ SUPER CRAFTSMANSHIP

... and now that you know

CALL OR WRITE

GILL-PERNA—OR

KMSO channel 13

MISSOULA, MONTANA

Ten stations have also bought the series.

• Thirteen new renewals for ABC Film's 26 *Men* have brought the market tally to 44.

Among the renewing sponsors are Coca-Cola, Pac-a-Sac Stores, Molson's Brewery, El Paso Mutual Federal Savings and Loan, and S. H. Deroy Jewelers.

• The five Triangle stations this week bought segments of AAP's Gold Mine Library. Other features were purchased by KMTV, Omaha; WESH-TV, Daytona Beach; WGEM-TV, Quincy; WJRT-TV, Flint; WZKO-TV, Kalamazoo. In addition, WSOC-TV, Charlotte, bought segments of the *Johnny Jupiter* series.

In the foreign markets:

TPA is negotiating with several Iron Curtain countries for film exchanges.

Foreign operations v.p. Manny Reiner returned this week from meetings with Russian, Czechoslovakian and Polish tv officials. All expressed interest primarily in two TPA shows: *Lassie* and *Fury*.

Here's where negotiations stand in each of the three countries:

- Russians are not yet making any deals, although negotiations have begun.
- Czechoslovakia has worked out a specific agreement with TPA, and officials are now awaiting a formal go-ahead. First trade would be for a series of 13 Czech films.
- An exchange with Poland is still in the talking stage.

Strictly personnel: Richard P. Moran, Jr., named account executive, CBS TV Film. He'll be covering Indiana . . . Stan Levine, appointed press editor, CNP.

RADIO STATIONS

KREM, Spokane, is tooting its whistle as a lost steer rounder-upper. The station recovered three of them for a couple in Fairfield, Wash., who discovered, one morning, that they (the steers) had wandered away.

Success story: Dick Sinclair's *Polka Party*, on KFI, Los Angeles, started as a 15 minute show back in 1953; in 1954, it was lengthened to 30-minutes; in 1955 another 30 minutes was added;

in 1956, it became a two hour show; in 1957, Dick Sinclair was spinning platters for three hours; and today, another hour has been added on Saturday evening.

KFI holds this as proof that the Polka and it's varied tangents has its roots with the listener's of Southern California.

If Mohammed won't go to the mountain, here's how the mountain comes to him: Last week, WBBM, Chicago, staged a "talent airlift," flying nine of its top personalities out to Minneapolis to outline the station's broadcasting philosophy to a Minneapolis agency group.

Covering the news: Just moments after a recent armed robbery in Columbus, WMNI had its news director on the scene, and scored an exclusive interview with the manager of the robbed finance company.

Airing the editorials: WIP, Philadelphia, started expressing its opinion on vital subjects this week, with an editorial in favor of civil defense . . . KNOK, St. Louis, also aired its first "radiotorial" urging the city against

The nation's
highest
audience-
rated
Negro group

Buy		Save
1	WOKJ JACKSON	
2	WKDY LITTLE ROCK	5%
3	WKOK SHELVEPORT	7 1/2%
4	WENN BIRMINGHAM	10%

metendon **ebony radio**
Represented by John E. Pearson



**THE
CLEVELAND
BROWNS**

**Radio for
Grown-Ups
...of
ALL AGES**

WGAR



LORAIN



CLEVELAND



PAINESVILLE



AKRON



WOOSTER



CANTON



NEW PHILADELPHIA



STEUBENVILLE

We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups ... of all ages.

For example, this fall, WGAR presents professional football at its exciting best featuring the Cleveland Browns. Dynamically reported for Northeastern Ohio's big sports-minded radio audience by top sportscaster Bill

McColgan ... whose colorful game descriptions are seats on the 50-yard line for thousands of the Browns' faithful and enthusiastic fans.

WGAR maintains this policy in all its programming ... good music ... variety shows ... sports ... accurate news coverage ... drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

**Radio for grown-ups
... of all ages**

WGAR
CLEVELAND OHIO*

The Peoples Broadcasting Corporation
WRFD-Warthington, O. • WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. • WNAX-Yankton, S. D.
KVTY-Sioux City, Ia.

*Represented by the Henry I. Christal Company

adopting a reduced garbage collection recommendation.

Station transfers: **KRAM**, Las Vegas, sold to Anthony Morici and A. R. Ellman, owners of **KIST**, Santa Barbara . . . **KCMR**, McCamey, Texas, to Robert E. Stuart, Dallas manager for Clarke Brown Co. (Brokered by Hamilton, Stubblefield, Twining & Associates.) **Change in call letters:** **KTSA**, a pioneer in San Antonio since 1922, gave way this week to **KAKI**, which will continue under the same ownership—The McLendon Corp.

Promotion ideas at work:

- Chuck Breece, d.j. on **WFBM**, Indianapolis, has just completed a four-block measuring stint—hot dog, by hot dog. It all started when he announced a contest on his show, to guess the number of hot dogs it would take to stretch from the **WFBM** radio studios to the Hi-Fi distributors, four blocks away. Winner received a year's supply of hot dogs.

- Station manager, Dave Frob, of

WILS, Lansing, aired a "first" live broadcast from a jet bomber. Flying at speeds up to 600 miles-an-hour, he set up direct communication with the station, and described the sights to listeners.

- **WMET**, Miami, is sending out its first progress report, after two months of active ownership and management. Enclosed with it, is the station's new rate card, and a list of studies it made, new programming it plans, and recent advertisers on the station.

- **WIP**, Philadelphia, launched its attack on rock 'n roll last week, by devoting an entire day to the listenable sounds of big bands only—old and new. Also featured was live, tape and beep-phone interviews with leading big band personalities.

Anniversary: **WWRL**, New York, celebrates 32 years of broadcasting under the same management and ownership. A special Homecoming party was held at the station for the occasion.

Station staffers: **Tom Thuman**,

appointed general manager of **WORD**, Spartanburg . . . **Ray Owen**, general manager, **KCEE**, Tucson . . . **Edward Kemp**, program-production manager for **KDYL**, Salt Lake City . . . **Paul Kasander**, named promotion manager for **WABC**, New York . . . **Ray Colonair**, local sales manager and director of community relations, **WICC**, Bridgeport . . . **George Berkeley**, news director, **WILD**, Boston . . . **Robert Hodges**, to be sales staff, **WJBK**, Detroit . . . **Elliott Litt**, program director, **KPAL**, Palm Springs . . . **Larry Lane**, account executive at **WTTM**, Trenton, N. J.

TV STATIONS

WBTV, Charlotte, racked up a first this week: the first tv station to tape a program in color and play it back on the air.

The program, *The Betty Freezor Show*, was taped on an RCA color video tape recorder, and played back an hour later. (See Special Report on Videotape, page 40.)

The Oklahoma Criminal Court of Appeals affirmed the right of tv cameras to cover court trials.

The defendant in a burglary case had appealed the jury's verdict on the grounds that his rights were jeopardized by the admission of tv cameras in court.

The NAB, concurring with the court's opinion, hailed this decision, which gives radio and tv equal status with the press in covering court trials.

BAR is extending its tv monitoring activities to include additional 230 tv stations in 100 city areas. This raises the total number of BAR monitored stations to 312.

One of the major features of this extension will be the monitoring of local breaks around prime network programs.

Each of the 100 new markets will be monitored four times a year.

KTTV, Los Angeles, has climaxed its 18-months research project with the development of a saturation package.

The plan: A single sponsor, by utilizing eight syndicated programs, can reach 85-95% of Southern California homes during a four-week period.

To service twice the number of sponsors (Please turn to page 92)

MEET K. A. CASEY

1st in Audience*

1st in News**

Twenty-two (22) consecutive months of being FIRST in every Tulsa survey (Hooper or Pulse)! An overwhelming FIRST we might modestly add. **KAKC** has an audience as big as the next two Tulsa stations combined, and with a rate lower than either. Your cost-per-thousand is so low it's almost free!

Recipient of the coveted Associated Press Award for best news coverage in 1957 of all A. P. radio and tv stations.

the new

KAKC

Robert J. Hoth, V.P. & Gen. Mgr., American Airlines Bldg. Tulsa LU 7-2401 TWX: TU99 Rep.: Weed Radio Corporation

TULSA'S 24-HOUR MUSIC & NEWS STATION — 970 KC
FIRST IN SALESABILITY — FIRST IN AUDIENCE — FIRST IN NEWS

A PUBLIC RADIO CORPORATION STATION

- The New **KAKC** — 1st in Tulsa
- The New **KIOA** — 1st in Des Moines

LESTER KAMIN, President

**to sell the most Hoosiers
be sure your product
is cooking in the hottest pot!**



every minute is a selling minute on WFBM



● **First all day** . . . "most listened to" and hottest of any as indicated by recent audience studies!*

Why? Because WFBM sounds *good* to Hoosiers—fresh, exciting and neighborly. It's the "goingest and growingest" station in the market! **City's biggest news staff** of 12 men and 3 mobile units keep WFBM's audience best informed. Hot local news gets on-the-spot priority handling . . . fast-moving world-wide coverage

by exclusive WFBM-TIME Washington News Bureau.

Top personalities are warmly human, strongly appealing. Their audiences grow week after week . . . and remain attracted to WFBM's popular, more diversified programming.

You have every reason to place saturation spot campaigns here, where you reach an even larger *cumulative* audience. Check WFBM first—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a.m. - 6 p.m.) June, 1958

Represented Nationally by the **KATZ** Agency

we were talking about good television commercials...



and the name Cascade came up...

FILM-SCOPE

13 SEPTEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

Two more national advertisers are seriously considering syndication as their next tv strategy.

Advertiser #1: Pepsi-Cola, via Kenyon & Eckhardt. Pepsi just bought a heavy radio schedule, and is considering syndication as its tv move (since its original plans for a spectacular were cancelled).

Advertiser #2: Dow-Chemical, via MacManus, John and Adams. Although no presentation has yet been made to the client, the agency thinks syndication is a natural tactic for next year.

First-run syndication will be the heavy ammunition in a pending battle among four brewers for leadership in the Chicago market.

All but one have picked half-hour films as their tv weapons.

The brands and their local tv strategy:

- MILLER HIGH LIFE: Two half-hour shows per week on WGN-TV.
- SCHLITZ: Three half-hour shows on WNBQ and one half-hour on WGN-TV.
- BUDWEISER: A half-hour weekly on WBKB.
- HAMM: The exception to a syndication policy, Hamm is spending about \$6,000 a week for minutes at night, along with supplementary other-type schedules.

Those dribbles of new-to-tv pre-'48 features that are coming from major distributors are being snatched up by stations as soon as they're made available.

The obvious reason: To freshen fading feature film stockpiles.

Two more packages were made available this week. Included are:

- About 50 additional Warner Films, from AAP, that were originally held back for theatrical re-release.
- A new package of 86 20th Century features, from NTA.

In addition there will be another package this fall from Screen Gems, which will include about 50 Columbias and Universals.

(For an up-to-date report on how the current supply of features is holding up, see p. 44)

Nationwide Insurance won't be going into a new series until January, even though cut-off dates on its current Mama series have already started.

Bulk of the cut-offs in its 36 markets will be December. Part of the reason for the delay: Nationwide's agency, Ben Sackheim, still can't find a new series that's as compatible with the product as Mama.

Rheingold's buy (via Foote, Cone & Belding) of CBS TV Film's *Rendezvous* in three eastern markets (New York, New Haven and Binghamton) was something of a record in program costs.

The brewery paid more than \$10,000 for show alone (per episode) in the three markets.

You'll be seeing a lot more merchandising among banks that use syndication. Bankers, especially away from New York, are beginning to apply the latest techniques of promotion and exploitation in going after new business.

(For further news on film developments see NEWS AND IDEA WRAP-UP, page 80.)

MARKETING WEEK

13 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Tv and radio may soon be airing new cigarette themes.

Reason: it looks like the bloom is off the filter sales boom. Filter sales for the second quarter were down from the first three months. But cigarette sales overall were not down. Brisk sales by Pall Mall was cited as one factor in the strong non-filter showing.

The cigarette industry is particularly sensitive to changes in public taste and moves fast when smoking habits show a new trend. If filter sales don't pick up, look for new commercial approaches on the part of both filters and non-filters.

Don't underestimate the marketing importance of the small specialty store, Grey Advertising warns.

Marketers have become so enamored with the retail giants, the agency says in its monthly letter, they are developing blind spots—particularly to the small store designed for 60-second shoppers.

The growth of such stores was ascribed to the failure of big retailers to offer consumers speed and convenience in shopping.

The first national tv spot campaign by a men's hosiery maker will hit the consumer starting 22 September.

The advertiser is Interwoven Stocking Co. Five markets have been bought: New York, Chicago, Philadelphia, San Francisco and Lancaster, Pa. Interwoven will use a song popular in the 30's for its musical theme. Title: Happy Feet.

Station merchandising can be too effective sometimes.

Some station crews have become sharp enough to take orders from stores for advertisers. This is strictly off-the-cuff, of course, and is confined to independent outlets.

However, some stations have begun to complain that clients are beginning to expect this added service. So station men are trying to discourage it. It's an effective technique when used sparingly, said one station man, but can put an impossible burden on merchandising crews if advertisers come to consider it part of the station's regular merchandising service.

Highway retailing has been an important factor in bolstering auto radio listening.

And it looks like it's going to become even more of a factor. Doyle Dane Berbach's merchandising director, E. B. Weiss, calls highway retailing **The Next Great Retailing Revolution**. Weiss takes an in-depth look at this field in the eighth of his marketing and merchandising studies published by the agency.

He describes a fast-growing trend on the part of retailers to open up in solo locations as opposed to the shopping center type of operation. Even the food super is showing an interest in such locations, he says.

The food super's interest, Weiss concludes, shows it is satisfied it can—entirely by itself—draw all the traffic required for a profitable food plus non-food operation.

The growth in highway retailing means: more driving, more nighttime shopping, more Sunday shopping, more drive-in shopping, more family shopping.

WASHINGTON WEEK

13 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

The FCC returned from its August vacation to find that not a single one of its problems had evaporated while it was away.

The Clear Channel case, the appeal of the daytimers for longer operating hours and the specific proposal to duplicate stations on half of the 24 clear channels were among the questions in the immediate mill.

The Barrow Report remains to be acted upon, with its sweeping recommendations for changes in tv network practices. The section of the report dealing with programing is still awaited, however.

Only in the case of allocations of tv channels does the Commission appear to have anything like a breathing spell. The final findings of the Television Allocations Study Organization as to the capabilities of UHF will not be available before the end of the year.

The TASO report, aside from delving into what sort of coverage UHF can really provide, will also concern interference problems, perhaps to the extent of shedding some light on plan such as that proposed by ABC to drop-in new VHF assignments at shorter distances.

Another matter which is causing the Commission more concern than almost anything else took the center of the stage this week.

Specially appointed FCC hearing examiner, retired Pennsylvania Supreme Court chief justice Horace Stern, kicked off the FCC's Miami channel 10 hearings.

The hearings will rehash all the scandal dug up by the Harris House Commerce Legislative Oversight subcommittee. The Appeals Court has directed the FCC to delve into whether any of the applicants should be disqualified because of improper activities in connection with the case. Also whether the final award to Public Service Television should be voided because ex-Commissioner Richard A. Mack should have disqualified himself from voting on the case.

Public Service Television, National Airlines subsidiary, is not the only applicant under a cloud for allegedly improper approaches to Commissioners, although it did win out in the end. Losing applicant Col. A. Frank Katzentine is also in danger of disqualification.

First stage of the hearings saw FCC assistant general counsel Edgar W. Holtz trying to establish that Katzentine had brought as much pressure to bear as he could.

Katzentine was charged with seeing Mack twice, with having had a number of others contact the ex-commissioner, and with attempting to secure the aid of a number of Senators. Later on, the incredible dealings between Mack and Thurman Whiteside—retained by National Airlines—will be explored.

The FCC is not particularly upset because it may be necessary to label these two applicants as miscreants. It appears to have been a time-honored custom to approach Commissioners off-the-record in contested cases.

If the Public Service license must be cancelled, many other contested cases may be similarly reopened.

Even while TASO solemnly measures ulf coverage and potentialities, and while the FCC keeps open its proposal to switch tv to uhf, the last remaining uhf lobbying group went on a part-time basis.

The one-and-only employee of the Committee for Competitive Television, executive director Wallace Bradley took a full time job with the radio-tv center of Syracuse University.

SPONSOR HEARS

13 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Falstaff—mainly because of its production expansion—has nudged **Ballantine** out of its long-held position as **No. 3** seller among beers.

The top two, in that order, are **Schlitz** and **Budweiser**.

If there's any broadcast organization that takes the motto "Plan Ahead" seriously it's **CBS**.

In tv it operates on a five-year forecast, with the blueprint revised each year. The original long-distance plan, set up in 1948, was for **20** years.

If you want an insight into how the print media are faring in the soap-toiletries field, note this:

Benton & Bowles, which is the largest P&G agency, has but one P&G brand—**Crest**—currently in a major magazine campaign.

The marketing director of a food account is observing with impatient eye his ad manager's tactics of playing the tv program executives of two of its agencies against each other.

Already one of the agencies has felt that its own program man on the account wasn't taking the competition bitterly enough and has replaced him. The marketing director now feels that the intramural hubbub may be getting out of hand.

If there's one feature that distinguishes **Lever** from P&G, it's the basic philosophy of production.

P&G is in the business of producing products for itself, whereas **Lever** is more interested in keeping its plants running at capacity—even if somebody else's label appears on the goods.

Hence about **50%** of the shortening **Lever** produces goes to private brands, which not only are in direct competition with but undersell its own brand, **Spry**.

Sponsors of network tv plainly are not interested in the occult.

CBS TV made the admission this week, noting that prospect after prospect during the recent selling season observed he would be glad to watch this type of show but that he wouldn't underwrite it.

Among those put on the market this spring:

Witchcraft, **The Veil**, **Tales of Frankenstein**, **One Step Beyond**, the **Invisible Man**, the **World of Giants**.

Some of the long-lasting programs have interesting origins. Here's one:

Truth or Consequences originally emerged from a sideshow which **Compton** staged with **Ralph Edwards**, who was then one of its announcers, for a meeting of P&G district sales directors.

Another piquant recollection about **T or C**: When the air version was put together, the producer recorded about **30** versions of the **Bronx cheer** before the one with the right pitch and implication was chosen.



*Nothing else quite like it
in Greater New York*

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) it has more listeners than any other radio station not only in New Jersey, but in New York as well.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.

RADIO STATION OF The Network News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J. — covering New York and New Jersey

QUAD-CITIES

ROCK ISLAND • MOLINE
E. MOLINE • DAVENPORT

now the nation's

47th TV MARKET

according to *Television Age Magazine*

↓ RETAIL SALES are above
↓ the national average. Rock
↓ Island, Moline, East Moline
↓ are rated as "preferred
↓ cities" by Sales Management
↓ magazine for the first 6
↓ months of 1958. You too, can
↓ expect above-average sales if
↓ you BUY WHBF-TV NOW!

WHBF-TV

CBS for EASTERN IOWA
and WESTERN ILLINOIS

REPRESENTED BY AVERY-KNODEL, INC.

I DON'T WANT JUST A JOB!

... I want a "position" as a
Promotion Executive.

Heavy Radio-TV experience
ranging from Local to Nation-
al Sales Development, Adver-
tising, Promotion, Merchan-
dising and Exploitation in Net-
work Radio, Local & Network
TV, Film Syndication and Ad
Agency business.

Currently in NYC, but willing
to make move for long range
opportunity.

Excellent references.

For details contact

Box 21

SPONSOR

WRAP-UP

(Cont'd from page 84)

sors possible with a single eight-show package, KTTV is offering two unduplicated packages, "The Big Reach" and "Cover-All".

Station application: Joseph Bryan, president of the Jefferson Standard Broadcasting Co. submitted, this week, an application to the FCC to construct and operate a \$1.5 million tv station in Greensboro.

The company, a wholly-owned subsidiary of Jefferson Standard Life Insurance Co., presently operates WBT AM & TV, Charlotte and WBTW-TV, Florence, S. C.

For public service: WVEC-TV, Norfolk, offered to televise educational programs daily, in case the schools are closed during the intergration crisis.

Paul Schweitzer, chairman of the Norfolk school board accepted the offer this week.

Idea at work: In line with NBC-TV's "Vote for NBC" campaign, and the general political atmosphere of an election year, WFBM-TV, Indianapolis, has launched its audience promotion under the theme: "Mr. Six, Favorite Son in Indiana".

This and Data: WNTA-TV, New York, televised a two-hour spectacular last week, dubbed *What Will Channel 13 Be Made Of?* The special production was designed to tell viewers what they'll be seeing during the coming season.

Strictly personnel: Alvin Slep will head the newly consolidated publicity and exploitation departments of WRCA & WRCA-TV, New York; John O'Keefe remains as publicity manager . . . Keith Royer, named assistant promotion manager, KETV, Omaha . . . John Conley, general sales manager; Robert Pryor, director of promotion and information services; John Dolphe, program director, at WCAU-TV Philadelphia . . . Nicholas Pitasi, named sales account executive, WABC-TV, New York . . . William Flynn, appointed national sales manager, Kenneth Wilson, local sales manager and Henry Davis, program manager at WAGA-TV, Atlanta.

VIDEOTAPE

(Cont'd from page 71)

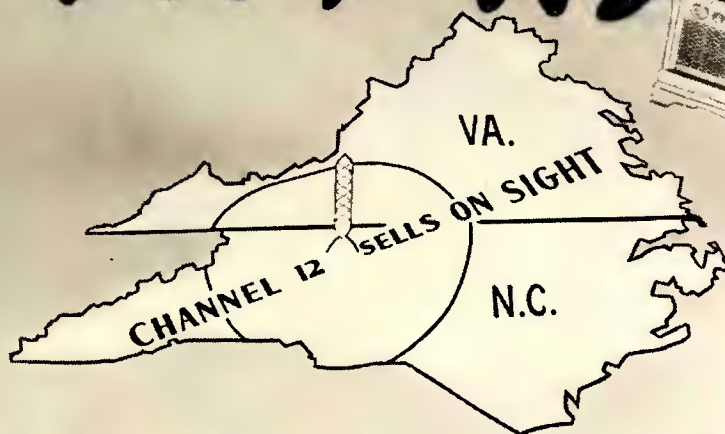
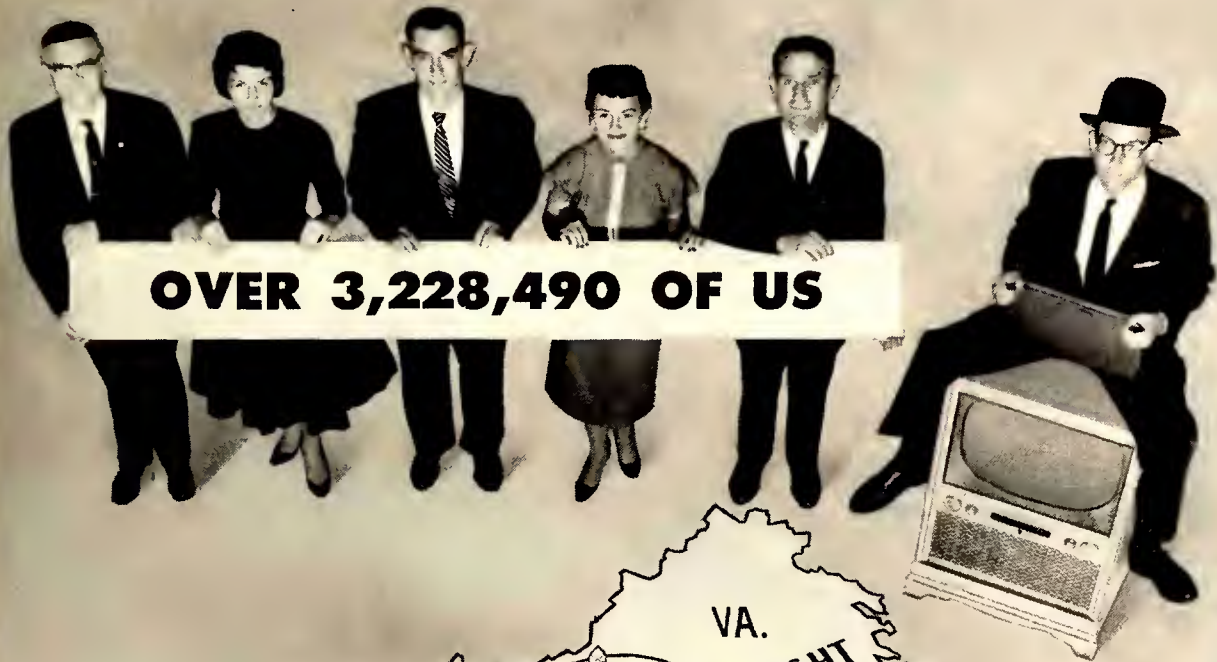
"We're attempting to reproduce animated film commercials that are simple enough in technique to lend themselves to videotape, and find that many animation effects may be achieved at greatly reduced cost." Among commercials KRON has taped are some for: Oscar Mayer Meat Products, Alka Seltzer, Nabisco, Dr. Ross Dog Food, Woolyn Soap, Regal Petroleum. A number of programs are being taped; outstanding examples: award-winning *Science In Action* series for American Trust Co. (Mc-E), and *Sea Power For Peace* produced with the Navy. Program was rehearsed and taped in one Friday evening. One tape was in Los Angeles the next day, two tapes in Washington, D. C. by Monday, a fourth was aired on KRON on Sunday.

KING-TV, Seattle: One of the most dramatic moments in taping occurred during KING's coverage of the recent Gold Cup Races when a hydroplane went out of control at 160 m.p.h. and crashed a Coast Guard picket boat. The disaster sequence was immediately replayed for tv viewers. Tape also is a boon to KING advertisers. *Thriftway Caravan*, a variety series for Associated Grocers scheduled for a nighttime slot when studio facilities were not normally available was made possible by daytime pre-taping. Some other clients who have been using tape are: Nabisco, Frederick & Nelson Dept. Store, Arthur Murray Studios, Block Shoe Stores, Union Oil, West Side Ford, Gold Shield Coffee.

KOIN-TV, Portland, Ore.: This CBS affiliate reports "tape has brought a major change to most departments." It has practically eliminated the need for large technical staffs on weekends; early morning shows are being taped the afternoon before; "live" shows run back to back without crew problems. The KOIN sales dept. also makes full use of tape for presentations and auditions.

WOR-TV, New York: Since June, when tape was put into use, more than a dozen clients and agencies have used WOR facilities for commercials. A lot of interest has been evidenced in tape by other sponsors—but not by sponsors new to WOR. Smaller clients, however, for whom film commercials have heretofore been economically pro-

Your salesman on sight to more than 3 million people in
THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS

TELEVISION

WINSTON-SALEM

Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.



AFFILIATE

for { *Winston-Salem
Greensboro
High Point*

Call Headley-Reed



10,000 POWERFUL WATTS

reaching 5,500,000 people . . .
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE . . .
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

**LUMBER — BLDG. —
HARDWARE SALES
\$192,022,000**

"PULSE" proves WHLI HAS THE
LARGEST DAYTIME AUDIENCE IN
THE MAJOR LONG ISLAND MARKET.

→ 10,000 WATTS

WHLI AM 1100
FM 98.3

HEMPSTEAD LONG ISLAND, N. Y. *the voice of
Long Island*

Represented by Gill-Perna

hibitive are now using tape. WOR reports that a number of sponsors have taken advantage of tape's flexibility to change commercials on a day's notice. In programing, videotape is already producing a regularly scheduled series, *Don Mahoney and His Kiddie Troopers*. Eventually the station hopes to get into syndication via tape.

WNEW-TV (formerly WABD), New York: "In five years," says Bennet Korn, vice president, "we will look back and say, 'How did we ever get along without tape?'" A number of advertisers with limited budgets that permitted only one or two commercial messages are now looking forward to a variety of commercials at reasonable cost. On the programing side, WNEW plans to seek out show properties and talent for syndication. "Prior to the advent of tape," says Korn, "it was impossible for local tv stations to financially compete for the services of top grade talent."

WBKB, Chicago: This center of the ABC web in the midwest is the heart of the network's daylight saving operation with six tape recorders. For the net, it tapes such shows as *Polka-Go-Round, Stars of Jazz, Cowtown Rodeo, Confession, Midwest Hayride* for delayed telecast. At the local level, WBKB is using the tape facilities for commercials and programing. One interesting use was demonstrated on 19 August when the staff was able to go on an annual outing because the entire day's programing had been pre-recorded.

WBBM-TV, Chicago: At the moment, this CBS o&o looks forward to its videotape equipment to effect economies in programing. "We can tape our weekend shows during a regular work week in studio dark times when the network feed is on," they say.

WGN-TV, Chicago: Two recorders are now in operation, another is on order. The station reports "considerable interest" on the part of agencies in its tape operation. WGN is now in the process of compiling a videotape rate card as a service to clients. In the area of syndication, however, the station which had been all set to go with *Ding Dong School*, suddenly thought better of it and withdrew. Reasons: difficulty at present in syndication lies in delay of development in duplication and distribution centers.

SPONSOR ASKS

(Cont'd from page 73)

In a sense it is a public service, but more than that it is beneficial for both station and client. No person views/listens to just one medium. In two-station markets such as Harlingen, cross-plugging takes on an even greater role.

Most of the operations that deprecate the effectiveness of cross-plugging are of the opinion that you are "stealing from one pocket to put it in the other."

The fact is it can build audience. A person who listens to your radio outlet does not necessarily view your tv outlet. Should he hear a plug on radio about a program of especial interest to him, he may skip his regular program on the competition and tune in you. This may be the beginning of steady tuning. The reverse holds just as true for a television plug.

In summary, viewers or listeners have the opportunity of more selection, more information and more entertainment if stations inform them of what can be gained by the turn of a switch or the twist of a dial. It is also of importance to stations—it has won viewers/listeners.



"GEE! THIS SOFT
DRINK TASTES GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

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



WIIC



CHANNEL

11

REPRESENTED BY
BLAIR-TV

BASIC
NBC
AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16



**"GEE! THAT'S
SOME RUG CLEANER!"**

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

Advertisers Love Us

Why?



R E S U L T S

WENTZ MARKETS—Chico, Redding, Red Bluff
11 tons of chickens sold from one spot announcements

JAY SMALL JEWELERS—Chico
Biggest Wyler watch outlet in Northern California

M. OSER & COMPANY—Chico
Largest women's fashion store in Northern California

BUTTE STEEL & CONSTRUCTION CO.—Chico, Redding, Sacramento

The distributor for Butler Buildings in Northern California

*There Must Be A Reason
And It's*

KHSL-TV
CHANNEL 12
THE GOLDEN EMPIRE STATION

CHICO, CALIFORNIA
CBS and ABC Affiliate

Represented nationally by Avery-Knadel, Inc.
San Francisco Representative
George Ross, National Sales Manager
Central Tower

Tv and radio NEWSMAKERS



P. A. (Buddy) Sugg, who joined NBC as head of the o&o's and the spot sales division in April, has been promoted to executive v.p. along with Joe Culligan, top man of NBC Radio. Sugg, who has been in the business for about 30 years, working in all facets of station operation, management and development, came to NBC from the Oklahoma City Publishing group. There he

served as general manager of WKY-TV-AM, Oklahoma; WSFA-TV, Montgomery, Ala., and WTVT, Tampa, Fla. Sugg got his start in radio as a control room engineer at KPO, San Francisco, in 1929. The next step was supervisor of NBC engineers in that city. He then moved to WKY as station manager in 1945. He is regarded as a conspicuously industry-minded executive of the business.

Morton L. Salan has been appointed a vice president of W. B. Doner & Co., advertising, it has been announced by W. B. Doner, president. Headquartered in Baltimore, Salan is supervisor of many of the agency's local, regional and national accounts. In his new position he will assume additional administrative duties. Salan joined the agency last year after a seven-year association with the Joseph Katz Co. At Katz he was copywriter, then account exec until 1952 when he became radio/tv director. He was made general manager of the Baltimore office in 1956. Prior to joining Katz, Salan spent three years as production manager and copywriter for a small retail agency. He is a graduate of Baltimore City College.



Pax Shaffer has been appointed sales manager of WOC and WOC-TV, Davenport, Ia. according to a recent announcement by Ralph Evans, executive v.p. of Central Broadcasting Co. and Tri-City Broadcasting Co. Shaffer returns to Davenport from Chicago where he was director of the new business dept. for the Midwest office of Peters, Griffin, Woodward, national radio/tv

representatives for WOC-AM-FM-TV. Prior to joining PGW, Shaffer was vice president and partner in the L. W. Ramsey Advertising Agency in Davenport. A graduate of the State U. of Iowa, he has been active in the advertising field as a copywriter, account executive and consultant. With his wife and two children he resides in Glenview, Ill., will shortly move to Davenport. He is a member of SRA.



TAMPA-ST. PETERSBURG

...market on the move!

Important cargo is on the move in the MARKET ON THE MOVE — TAMPA-ST. PETERSBURG—via swift, modern air transports that link the Twin Cities of the South with important world markets. Excellent air transportation facilities help spark the amazing industrial expansion in TAMPA-ST. PETERSBURG—NOW IN TOP 30 MARKETS—30th in retail sales, 27th in automotive sales, 29th in drug sales!

And, keeping pace, is the station on the move—WTVT—with 30 of the top 50 programs*—the station with top-rated CBS and local programs that blanket the MARKET ON THE MOVE — TAMPA-ST. PETERSBURG.

**Latest ARB*

station on the move...

WTVT

TAMPA - ST. PETERSBURG



Channel 13

The WKY Television System, Inc.

WKY-TV
Oklahoma City

WKY-RADIO
Oklahoma City

WSFA-TV
Montgomery

Represented by the Katz Agency

SPONSOR SPEAKS

Pooled public service

The plan proposed by NBC Chairman of the Board Robert Sarnoff to eliminate unwarranted duplication and triplication of public service programming by the tv networks has rapidly developed into a heated and healthy debate.

Proponents of the plan cite the wasteful economics to both sponsors and networks of an unharnessed policy; the negative aspects of a public service that sometimes (unnecessarily) cuts off all but one program in a market. Opponents stress the damages in tampering with public service programming in any way; the importance of network competition at all times, even when it results in duplication; the problems inherent in one and two station markets.

As we understand the plan nothing will prevent duplication or even triplication of programming when, in the opinion of the networks, extra coverage is desirable. Pooling techniques so common in newspaper and magazine coverage can be frequently employed. What is involved basically is an inter-network committee that will weigh the merits of duplication in each instance and reach a mutually acceptable decision. This decision will favor duplication and pooling techniques whenever necessary.

Such a plan could well result in better (and perhaps more) public service offerings by the networks—and within the boundaries of simple business economics as well.

Next Week—Chrysler's new air strategies

In our next issue, SPONSOR's editors report in detail the new media and marketing planning that will accompany Chrysler Corporation's introduction of its 1959 line.

You will want to read this story carefully, both for the light it throws on Detroit's forthcoming strategies and as a fascinating discussion of the methods used by one giant corporation in introducing and pre-selling its new models. Among other important facts: a new corporate concept built for Chrysler by Leo Burnett.



THIS WE FIGHT FOR: *Continuing and relentless pressure by agencies, advertisers, stations and representatives, for greater simplification of spot radio and television buying and selling. Let's cut down the paper work.*

10-SECOND SPOTS

Ultimate: Martin Katz, sales development director for Blair-Tv, has developed a show of his own, certainly worth serious consideration by the networks. It's called *Name That Game*. Four panelists must guess the identification of film clips taken from all the game shows on tv. Prizes are sponsors' merchandise from the other shows. Transportation is supplied by Greyhound Bus.

Next idea: Another wag suggests a network tv series about a circuit judge to be titled, *Have Gavel, Will Travel*.

Winner: The current D.A. investigation into tv prizes which throws suspicion on tv winners has led to this Madison Avenue gag about that fellow who never loses—Wyatt Earp. "It's fixed," they say.

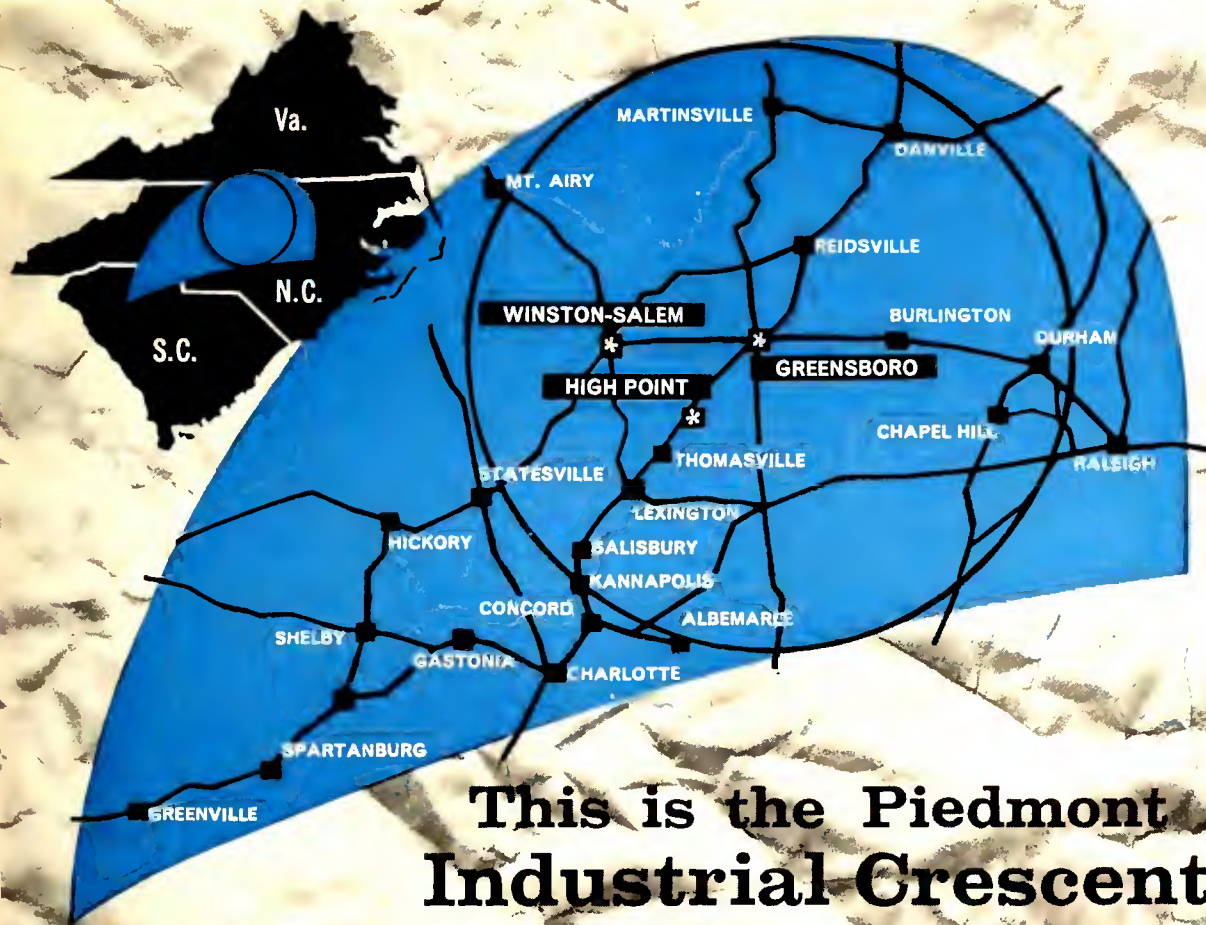
Rocketry: A spaceman landed his flying saucer on Chicago's Michigan Avenue bridge during a noon hour when it was crowded with agency people. His antennae bristled with rage and his little green face turned purple as he shouted, "Okay, which one of you promotion-minded wise guys sent up that mouse in a nose cone? It scared bell out of my wife!"

Addendum: On the same subject and also from Chicago comes this one by Norman Ross, tv emcee: "When the mouse landed on Mars, his first utterance was, "Take me to your Liederkranz."

Tv-guidance: A dump truck was observed the other day over in New Jersey which carried the names of two tv shows on the mud skirts of its rear fenders. On the left-hand side (okay for passing) the skirt bore the legend: "*This is Your Life*." The right-hand skirt said, "*Medic*."

Beau jest: Columnist Earl Wilson said it: "What most people are looking for in a cigarette is a less-irritating commercial."

The clock-watch: Madison Ave. executives whose secretaries arrive late are reported to be presenting them with gift copies of the new kiddie book, "How to Tell Time" published by Simon & Schuster in cooperation with the Gruen Watch Co. The Cover features a Gruen clock face with movable hands which the boss can set at 9 o'clock. *Don't punch the clock; punch the boss.*



This is the Piedmont Industrial Crescent

Vast New Urban Complex

(defined by the Ford Foundation)

dominated by wfmy-tv

Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area Laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing. Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

Basic



Since 1949

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold by WFMY-TV.

*GREENSBORO-HIGH POINT-WINSTON-SALEM

(2 Stations)
Greensboro, High Point - Qualified Counts - Map
Winston-Salem - Full-Service Counts - Map
See "How to Use This Map" on Page 10 of the "How to Use This Map" booklet.

wfmy-tv 2

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... number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- *over 200,000 more TV homes covered than its nearest competitor*
- *lowest cost-per-thousand, by far*
- *highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening*

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit \$3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

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"Best Buy by Any Known Source."