

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Best-Selling Movies
at
A Great New Time!

10 A.M. Monday Through Friday

"THE HEIRESS"

"HOTEL BERLIN"

"WHIPLASH"

"BORN IS GREEN"

"Monsieur BEUCAIRE"

"KING'S ROW"

"THE SISTERS"

"MIGHTY BUT NICE"

"MARKED WOMAN"

Best Movies of
Paramount, M-G-M,
Warner Bros.,
United Artists

Mr. Katz man
other details. He has
the information on
all availabilities in
the Spectacular."

MORNING SPECTACULAR

Followed by

NEWS AND WEATHER AT A BRAND NEW TIME

11:45

Chick McCuen's
Midday News

Stuart A. Lindman
with the weather



ABC-TV 11 WTCN-TV

MINNEAPOLIS - ST. PAUL

DO AGENCIES NEGLECT RADIO COPY?

Sloppy writing, lack of radio specialists costing industry new business, survey shows

Page 33

The SRA awards —and the men who won them

Page 36

Why your tv commercials are costing more

Page 40

Latest Nielsen figures on tv home saturation

Page 44

IT'S ALL SEWED UP!



Key to ABC Radio personalities above



ENTERTAINMENT

1. Don McNeill
2. Peter Lind Hayes
3. Mary Healy
5. Fran Allison
7. Frankie Avalon
10. Alene Dalton
13. Fiddie Gorme

NEWS

4. John Daly
8. Quincy Howe
9. Paul Harvey
11. Bill Shadel

SPORTS

6. Howard Cosell
12. Notre Dame Football

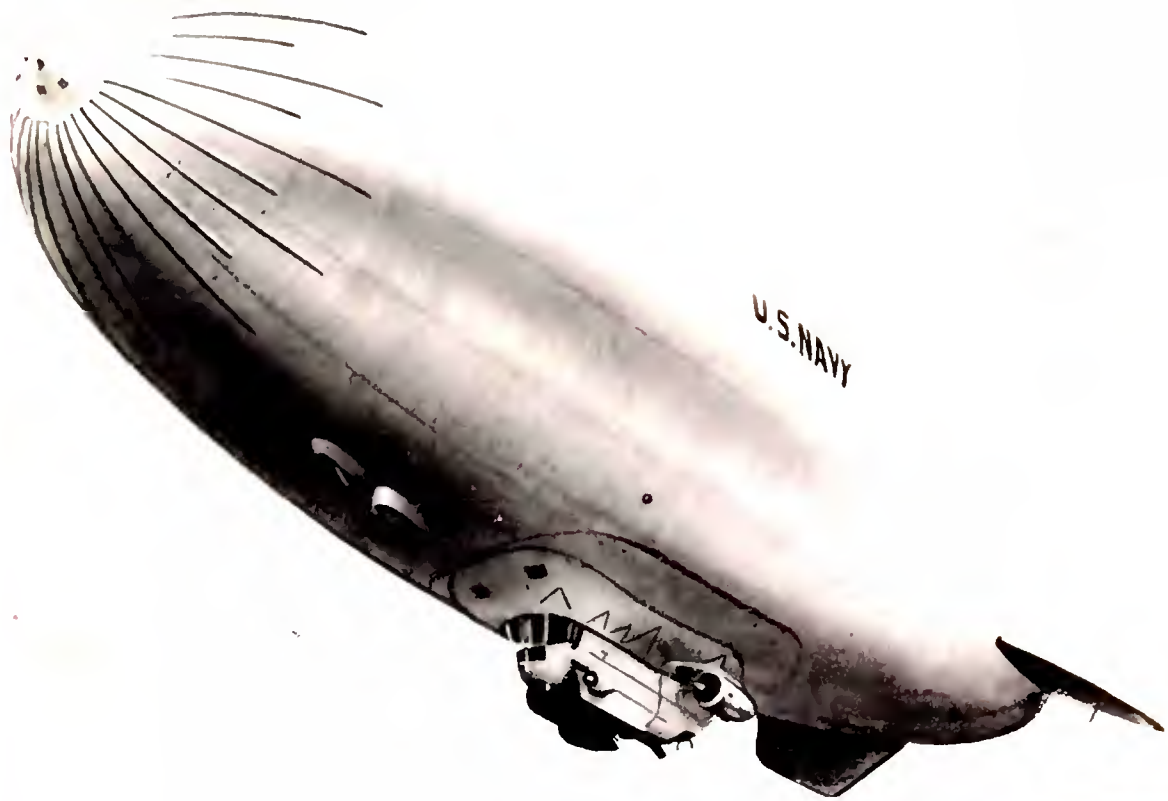
Now more advertisers than ever before can piece together some of the strongest – and largest – station line-ups ever made available over network radio. Where? On the *expanded ABC Radio Network!*

With the addition of Don Lee (a No. 1 regional network) and the affiliation of the important Intermountain and Arizona Networks, ABC has added more than 50 new stations to its powerful line-up. A line-up, by the way, that carries an extensive array of talent – with entertainment, sports and news personalities like those illustrated above, and a 125-man national and international news staff.

Result: An advertiser can sew up the top 50, top 100 or even the top 200 markets with ABC's superior inside coverage – now stronger than ever before!

We wouldn't want to needle the competition, but if you're looking for penetration, where else would you look but ABC?

ABC RADIO NETWORK



YOU MAY NEVER FLY A BLIMP*

BUT... Your WKZO Radio Will UP Your Audience In Kalamazoo - Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

**KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY**

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

The one sure way to get *highest* listenership in Kalamazoo-Battle Creek and Greater Western Michigan is to use WKZO Radio. Pulse rates WKZO Radio undisputed leader (6 A.M.—12 Midnight, Monday through Friday) in 360 quarter hours.

And that's not all—WKZO Radio's audience is 43% larger, *day and night*, than that of the next station.

Ask Avery-Knodel for avails!

**U.S. Navy blimp ZPG-2 made a record flight of 8 days, 8 hours, 4 minutes in May, 1955.*



The Feltzer 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
WBBD RADIO — PEORIA, ILLINOIS
WBBD-TV — PEORIA, ILLINOIS

WKZO

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Are agencies neglecting radio copy?**
- 33** SPONSOR survey shows many agencies are missing out on new business and losing billings in permitting sloppy radio copy, hiring inept writers
- Media men of the year**
- 36** William Dollard, Y&R and William Dekker, Mc-E, honored by the Station Representatives Assn. for their "part in keeping U.S. economy in light"
- How Hood whooped up ratings**
- 38** This New England milk, ice cream manufacturer tested brand awareness with an audience, sales-building promotion for its syndicated Western
- What's behind rising commercials costs?**
- 40** Today's tv commercials are costing around 200% more than five years ago with upgraded creative objectives plus higher talent and production costs
- Look out, termites! Radio will get you**
- 42** Selling termite control via tv, newspapers, direct mail brought uneven response to Pittsburgh firm, but radio spiced up the subject and sales as well
- Nielsen updates tv homes by counties**
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- SPONSOR ASKS: What types of local programing do advertisers often overlook?**
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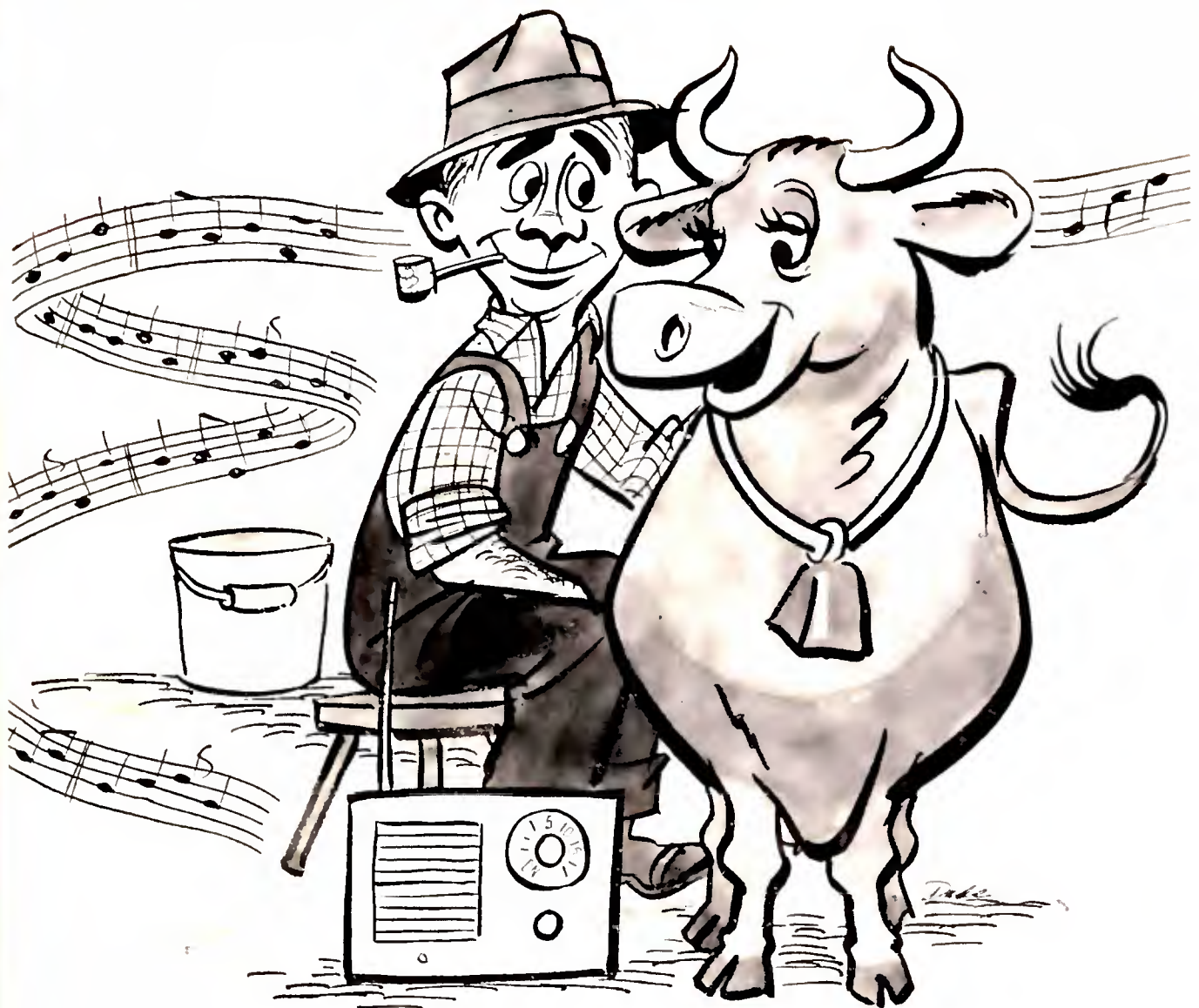
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Here's how to reach 'em...down on the farm!

Gross farm income for 1958 exceeded 38 Billion dollars. Big . . . and getting bigger. A great market . . . a vital market for all products of American industry. How to reach this able-to-spend, anxious-to-buy market? Keystone Broadcasting System's 1067 affiliated, locally programmed radio stations

reach 86% or 4,113,753 farms at the local level!

821 of Keystone's affiliates broadcast farm programs daily directed to the local farmer.

We'll be happy to send you our up to date Farm Market Analysis. Write us today!

Send for our new station list

CHICAGO
111 W. Washington
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUTter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



eyestone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

**"Sparkle and
enthusiasm
produce the
sound all
Jacksonville
talks about!"**

says
DICK FELLOWS
Operations
Manager
WPDQ
Jacksonville



Most people who have good voice quality and can enunciate clearly, can find a job in radio. Here at WPDQ our announcer-producers must have more than the ability to talk well. They must have sparkle in their voice and enthusiasm for their sponsors' products and services. In short, they must be true extroverts, and this quality must be made evident to our listeners by the sound of their voices.

It isn't enough for us to merely tell our listeners . . . we sell them with top flight commercial production, sparked by an enthusiasm on the part of our men which reflects their pride in being a vital part of one of the nation's top radio stations.

You'll be surprised what can happen to your product in Jacksonville when it's sold with sparkle and enthusiasm on WPDQ.

Dick C. Fellows

Represented by
Venard, Rintoul and McConnell
James S. Ayers, Southeast

5000 Watts

600 KC

WPDQ

Robert R. Feagin, Pres. & Gen'l. Mgr.
Where alert listeners tune by choice,
not by chance . . .

NEWSMAKER of the week

In an unexpected move, Whitehall Laboratories shifted its tv-created Dristan account, billing \$7 million, from Bryan Honston to Tatham-Laird, Chicago. The acquisition of this business brings some important changes to the Chicago scene.

The newsmakers: A. E. Tatham and Kenneth Laird, in bringing Dristan into their 13-year-old shop, now handle the second largest drug account in a Chicago-based agency (No. 1 is still Miles Laboratories out of Geoffrey Wade, billing \$16 million).

Dristan's growth can be traced directly to the effects of tv advertising, and that is where a great deal of the money will remain, Art Tatham told SPONSOR in an exclusive interview, though exact media plans have not been formulated.

Most of Dristan's previous media decisions have been the work of Harold D. Frazee, Bryan Honston v.p. who supervised the account. Speculation over the move centers on what future role, if any, Frazee will play in the Whitehall picture.

According to the partners, they did not pitch the account. "There was no solicitation or negotiation involved on our part with Whitehall at all," Tatham told SPONSOR, the decision, he said, being on the basis of the agency's past performance with Kolynos. (T.L. acquired Whitehall's Kolynos account a year and a half ago.)

To service the account, the agency will expand its New York office, which up to now has been chiefly a service office for tv and radio commercials. Though the account will be considered Chicago-based, with all creative work and account planning done there, the agency intends to build a "compact but complete team of creative and marketing people to work on the account in New York."

The additional Whitehall billing moves Tatham-Laird from fifth to fourth place among Chicago agencies. (See SPONSOR SCOPE for a rundown of present billings among top Chicago agencies.) But Dristan and its \$7 million billing (with an additional \$1 million in test products) will not be the largest account in the T.L. shop. The agency's portion of P&G (Fluffo, American Family, Mr. Clean) is its biggest single slice of business. Other principal accounts: Abbott Laboratories, General Mills, Parker Pen, P&G, C. A. Swanson (Campbell Soup subsidiary), Toni, Wander Co., Wiedermann Brewing.

According to the partners, "their growth philosophy has been to consider only the big ones." They started out with Abbott Laboratories and Bendix washing machines in 1916 and have grown to their present \$25 million billing position in 13 years.

The partners met at Y&R's Chicago office in the late '30s. Tatham had been advertising-merchandising director of the Kendall Co., Laird had been advertising v.p. of Weco Products.

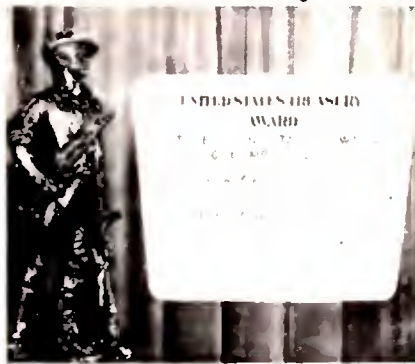
After serving Navy stints, the two men founded their own agency in Chicago. Laird is president, Tatham is chairman of the board. ▀



this is
leadership

THE TAFT STATIONS . . . every year win an impressive number of awards for leadership in broadcasting and public service. This is leadership where it counts most. It is another reason why Taft Radio and Television Stations can guarantee larger and more responsive audiences for advertisers. This is why men whose business is selling products, put their advertising dollars in Taft Stations to get the best sales results.

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



TAFT
 the **radio and television stations**

WKRC-TV
 Cincinnati, O.

W
K
R
C

RADIO and FM

WTVN-TV
 Columbus, O.

W
T
V
N

RADIO and FM

WBIR-TV
 Knoxville, Tenn.

W
B
I
R

RADIO and FM

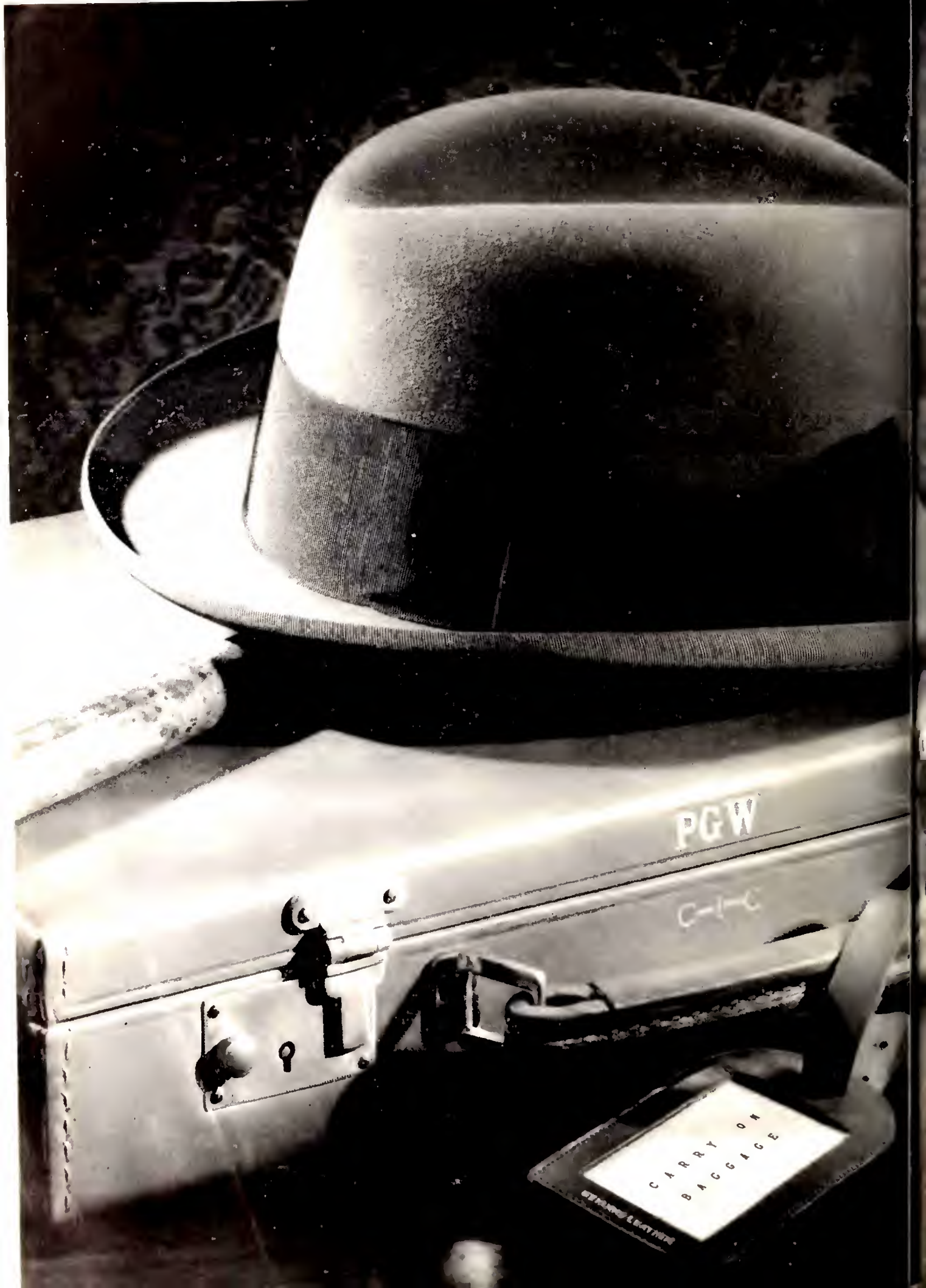
WBRC-TV
 Birmingham, Ala.

W
B
R
C

RADIO and FM

WKYT-TV
 Lexington, Ky.

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



PGW

C-100

CARRY ON
BAGGAGE

W. L. GARDNER & SONS

THE PGW COLONEL SAYS:

“The C.I.C.

is a V.I.P.

at PGW”

Every station represented by **PGW** has a C.I.C. . . . a “Colonel-in-Charge” who is that station’s special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don’t you?

P E T E R S ,

G R I F F I N ,



W O O D W A R D , I N C .

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

be
in
touch
with
12
BILLION
CSI*
in

The nation's top city for
greatest gain in business,
and the area served by its
two television stations.

JACKSON
MISSISSIPPI

WJTV 12
Katz

WLBT 3
Hollingbery

* Consumer Spendable Income

Sponsor Backstage

D. j. clambake—1959

In March of 1958 one of the brightest and most hard-working of the independent radio chain operators, Todd Storz and his very capable crew, put together the first annual Radio Programing Seminar and Pop Music Disk Jockey Convention. It was an unqualified success. Close to 2,000 jockeys, as I recall, went to Kansas City to attend. And almost every single business session had a respectable, if not a SRO turnout. As I reported in a column following the conclave, the meeting highlighted a then current rebellion of substantial numbers of jockeys against what they felt were the restrictive characteristics of formula radio.



Many important jockeys who constituted part of that rebellion (Bob Larsen, Barry Kaye, Don Bell, Ed McKenzie are just a few whose names come to mind) have left the stations they were with in March, 1958, and some are doing better and some not quite as well . . . and the rebellion, with variations, continues. The continuing rebellion, however, is just one reason why this year Storz's second annual RPSPMDJ Convention (Hotel Americana, Miami Beach, 29, 30, 31 May) is a significant one. It is important, not only to the disk jockeys themselves, but to station managers, and to national, regional and local advertisers and their agencies.

Three thousand d.j.'s Miami-bound

The word is already out that some 3,000 jockeys will attend this year's doings. Key station managers like Harold Krelstein, John Box, Harvey Glascock and Gordon McLendon; reps like Adam Young and Bob Eastman are slated to participate in the panels this year. Harold Fellows, president of the National Association of Broadcasters is making the keynote speech on Friday, the 29th, and even the hard-driving Matthew (Joe) Culligan, president of the NBC radio network is going to say a few words to the boys.

There is no question in my mind that—the beckoning beaches notwithstanding—this convention will have a more profound bearing on the direction radio programing takes in the next year than any other industry gathering. Just a couple of months ago my wife, June, and I went to the National Association of Broadcasters Convention in Chicago. The single set of speeches on radio programing were inadequate, to define them with utmost charity. They were dull, uninspired and even though some of them were made by friends of mine, I must say that they left me with the impression that the speakers themselves weren't too interested in the whole discussion.

And this is understandable enough. The NAB Convention, particularly the 1959 edition, was put together for the purpose of enabling top level management members of television and radio stations to discuss all of their complex and important problems. It is not that radio programing isn't important. It is just not as impor-

(Please turn to page 12)



fyi

Select morning participations now available in Washington, D.C., on WRC-TV's INGA'S ANGLE (9:05-9:30 a.m.) and unusual nighttime program availability, RUSS WARD AND THE NEWS (11:10-11:15 p.m.).

■ Inga Rundvold is Washington's First Lady of Television, on first-name terms with top entertainment stars and homemaking pros. Her "Figure Formula" is a favorite of D.C. women, and a regular feature of her WRC-TV program. Pretty as her picture, she's the perfect hostess to introduce your product to her loyal following. ■ Russ Ward is an expert on the local scene in the nation's capital. A regular contributor to the NBC Radio Network's Monitor, World News Roundup and News on the Hour. His WRC-TV nighttime reports have won him the admiration of a large viewing audience and his associates as well. A solid background for a quality product or service that demands an atmosphere of authority. ■ Call WRC-TV or NBC Spot Sales and reserve your schedule with Inga and Russ *now!*

NBC LEADERSHIP STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES

WRC-TV•4



Serving all Chicagoland!

WGN-Radio's 'copter service gets flood of favorable comments!

WGN-Radio scored a Chicago "first" several months ago with evening rush hour traffic and news bulletins beamed from a helicopter by Chicago police officer Leonard Baldy.

Recently when this service was expanded to the morning hours, the flood of approving comments by phone, wire and letter proved that the program had built a sizeable audience of loyal WGN-Radio listeners.

- "Thank you for your kindly tip on traffic the other night. I saved a half an hour on the outer drive thanks to your advice."

Mr. D. J. Freeze, 7621 Wilsham Ave., Chicago 31, Ill.

- "... and Officer L. Baldy, is cutting down on accidents—believe me! And it's the best guide for all on the road. Thanks for the swell service."

Harry J. Axal, 6243 S. Ashland Ave., Chicago, Ill.

- "... I'd like to express my appreciation for the late afternoon and early evening broadcasts covering the traffic movements in and around the Chicago area from a helicopter. Keep up with the good work."

Mr. Floyd N. Gatrell, 406 Morgan Blvd., Valparaiso, Ind.

- "... tell Officer Baldy I am most grateful for the fine service being rendered by the Chicago Police Department."

Genevieve Austin, C. S., 16918 S. Wood St., Hazel Crest, Ill.

- "... the traffic reports are terrific and more cities should adopt this same technique."

Mrs. W. F. Gruning, Jr., 3718 N. 92nd St., Milwaukee, Wis.

In providing this valuable service to the people of Chicagoland, WGN-Radio and the Chicago Police Department have the full cooperation of the Traffic Communications Center of Chicago's Department of Streets and Sanitation; the Citizens Traffic Safety Board; the National Safety Council and The Chicago Motor Club.

This type of programming is just one reason why WGN-Radio delivers loyal audiences for advertisers who want to sell all Chicagoland.



WGN-RADIO

THE GREATEST SOUND IN RADIO

441 North Michigan Avenue • Chicago 11, Illinois



PHIL DAVIS MUSICAL COMMERCIALS

are

*"setting the tone"
and providing headlines
for advertising
in all media...*

SCHLITZ

Attunes Beer Drive To 'Joy of Living'

A bright new song, "The Joy of Living," is setting the tone of the Jos. Schlitz Brewing Co.'s 1959 advertising program.

"The Joy of Living" was created for Schlitz by Phil Davis, one of the country's top commercial song writers.

*Advertising Age
March 30, 1959*

PHIL DAVIS MUSICAL ENTERPRISES Inc.

Murray Hill 8-3950

59 East 54 Street New York 22

tant to a television station manager as the many other problems (labor, sales, promotion, programing in tv, etc.) which he faces.

But the Storz convention takes an area of radio programing that is very much the heart of the whole, i.e. music and delves deeply into the ways and means both management and the performer-personality-disk jockey may best utilize it to build and hold audiences.

This year's convention was planned by a very able group of practical, successful working jockeys, spearheaded by Bill Stewart, Storz's brilliant national program head, and coordinator for the convention. On the planning committee are: Paul Berlin, KNUZ, Houston; Ira Cook, KMPC, Hollywood; Paul Cowley, WKLO, Louisville; Tom Edwards, WERE, Cleveland; Bob Larsen, WRIT, Milwaukee; Robin Seymour, WKMH, Detroit and Joe Smith, WILD, Boston.

I would have liked to have seen one jockey from New York, and one from Chicago on the panel, as well as a couple of jockeys from considerably smaller markets than those represented. But little do I know the problems Stewart had in lining up his planning group. The group is, at any rate, a good one. And they have come up with a number of interesting panels.

Any or all of these sessions could turn up much interesting and useful information, not to say considerable entertainment. As any one who has ever attended one of these meetings knows, unscheduled and often fascinating side issues are often developed in the course of these panel discussions. Last year, for example, one panel got on the question of how radio disk jockeys who happen to be on the air at the same time as the daily Dick Clark ABC TV show program against him. Since Clark is more potent than ever, and several hundred local television bandstand shows also buck radio jockeys in many key areas around the country, a panel on programing against tv "jockeys" might be useful.

Star-studded lineup of programs, talent

But whether this particular phase is covered or not, you can count on much more informative and entertaining activity throughout the three days of the meet than I can convey to you here. For example, as I finish this piece (5 May, a full 24 days before convention time), I just talked to Bill Stewart, in Omaha. Bill has just lined up Dr. Shane MacCarthy, chairman of President Eisenhower's Council on Youth Fitness, to tell the assembled jockeys how they may help in this pet, and tremendously vital, project of Ike's.

Bill has also been working with some high-placed people in Washington to try to arrange for the surprise appearance of a major star at the convention's show on Saturday night. Whether this particular star shows or not, however, there will be plenty of high-powered entertainment at the banquet and show. The list of names scheduled to appear includes Pat Boone, Peggy Lee, George Shearing, Andy Williams, Mike Nichols and Elaine May, Chris Commors, Dianne Carroll, the Kirby Stone Four, Jack Scott and many, many others.

The record companies, who sponsor breakfasts, lunches, cocktail parties, dinners and you-name-it at the event are outdoing one another in devising super stunts this year. And all of them add up to make this convention a real *must* for every disk jockey in the country, for smart station operators and agency men and their key clients. Don't miss it.





NINE REASONS WHY:

You miss **HALF** of the Pittsburgh-Wheeling Tri-State Market... if you are not using **WWVA**

Personality selling has always been one of the reasons for success of advertising campaigns on WWVA. This picture represents programming designed for the entire family which, with CBS network programming and the famous WWVA Jamboree, can be heard only on WWVA in the Pittsburgh-Wheeling area. On WWVA you buy unduplicated programming which means undivided audience with top ratings. Pulse shows WWVA first by far in average ratings for every time period in this 46-county area of 486,700 radio homes.

* Vivian Miller "Sundown Serenade" • Lew Clawson "Sports Director" • Jeanne Hamn "Report to the Women" • Frank Thompson "Panorama" • Dick Reeves "News Director" • Lee Moore "Coffee Drinkin' Nitehawk" • John Corrigan "1170 Club" • Lee Sutton "Home Folks Gatherin'" • Hard-rock Gunter "Good Morning Show."



"Famous on the local scene"

WWVA

Only fulltime CBS Network Station in
PITTSBURGH - WHEELING AREA

See your John Blair man today.

Storer Radio



WWVA Wheeling WIBG Philadelphia WSPD Toledo WJW Cleveland WJBK Detroit WGBS Miami



THE FAMOUS FURY

*All-family favorite, renewed for fifth year on NBC-TV network
by General Foods Corp. and The Borden Company!*

*61.1% Share of Audience (Nielsen, July-Dec., 1958)
the highest attained by any series!*

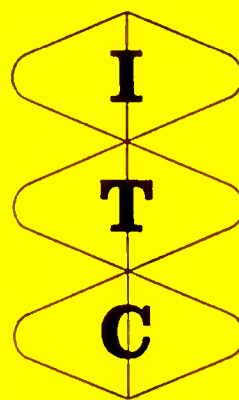
*17.3 Rating (Nielsen 1-season average, July '55 to Jan. '59)
proof of continued popularity!*

RUNAWAY SALES SUCCESS SOLD IN 74 MARKETS

**INCLUDING: BOSTON, MIAMI, DENVER,
SEATTLE, TAMPA, SAN DIEGO, ATLANTA,
NEW ORLEANS, SPOKANE, FORT WAYNE,
SALT LAKE CITY, CHARLESTON, W. VA.!**

BRAVE STALLION

**Some choice markets still available!
Phone or wire collect or talk to your
local ITC representative today!**



**INDEPENDENT
TELEVISION
CORPORATION**

488 Madison Avenue • New York 22
PLaza 5-2100



BIG AGGIE RATES HIGH IN HAVANA (SOUTH DAKOTA)

Havana is just one of thousands of cities and towns in Big Aggie Land — the vast, 175-county coverage area defined and delivered by WNAX-570. Whichever town you choose, you'll find Big Aggie an old and trusted friend.

There are 660,000 radio homes in Big Aggie Land. And WNAX-570 delivers a 66.4% share of audience. It's a well-to-do market, too. The 2-1/4 plus million people who live in Big Aggie Land have a spendable income of over \$1 billion.

Profitable promotion in Havana — or anywhere in Big Aggie Land — begins with WNAX-570.

See your Katz man.

WNAX-570 CBS RADIO



PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

1400 East South Dakota Street, Sioux Falls, S.D. 57105

PEOPLES BROADCASTING CORPORATION	
WGAR	Cleveland, Ohio
WRFD	Wilmington, Ohio
WTM	Trenton, New Jersey
WMMN	Madison, Wisconsin
WNAX	Sioux Falls, South Dakota
KYTV	Sioux Falls, South Dakota

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

SPONSOR-SCOPE

16 MAY 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC

ABC TV has begun to swing the axe in earnest on affiliates who impinge on network commercial program time with spot announcements.

Several of the network's stations were notified last week that their service on nine sponsored shows was about to be chopped off because of infringement complaints.

In each instance, before many hours had passed, ABC's stations relations department received assurances from these stations that the practice would be stopped immediately.

P&G agencies have been particularly voluble in complaining about ABC stations with a penchant for substituting their own announcements for the last commercial on P&G shows. Another irate customer was Chevrolet (Pat Boone).

Chicago (John W. Shaw) came up with the week's juiciest national spot radio campaign for the immediate future.

It's John Morrell's Red Heart Dog Food in 44 markets, involving minutes and I.D.'s Wednesday, Thursday, and Friday through June and July.

You'll find that a number of perceptive reps are disturbed by the slowness of their tv stations to grasp the potentials of tv-tane for spot.

The concern is two-fold: (1) Few stations have facilities, and (2) some that have the equipment are blocking interested national advertisers by making what these reps call an "annoyance charge" for the service.

Note: On the local level, a number of stations have built up quite an empathy with retailers by doing remote tapes at reasonable cost after the store closes.

The "pre-emptible" type of ratecard seems to be making more headway among buyers of spot tv.

They like it for two reasons: (1) Its basic principle has worked exceptionally well for Lestoil, and (2) schedules become more flexible and economic.

The type of ratecard which provides this added flexibility is framed roughly along these lines:

SECTION I: Spots at straight cardrate (less annual discounts).

SECTION II: Categories are the same as above; but there's a 40% discount from Section I rates because Section 2 spots are pre-emptible on two weeks' notice to advertisers willing to pay the Section 1 rate.

SECTION III: Available for those who want the lowest possible rate. The spots are pre-emptible on two weeks' notice for Section 2 occupants and one week's notice for Section I advertisers. (Section 3 thus is virtually a run-of-schedule contract.)

Among accounts that have lately made heavy use of this type of pre-emption plan are Bissel and Pillsbury (via Burnett) and Toni (via North). About 50% of Necco's buying for next season (La Roche) is harnessed to the same concept.

For stations the plan has the virtue of keeping sold out on the basis of supply and demand, but the added headache of continuous paperwork. For reps it means more servicing responsibilities, and for buyers it involves greater policing of schedules and approving of make-goods.

The exposure of commercials among America's 44 million tv homes today can be figured only in outer-space mathematics.

SPONSOR-SCOPE asked Nielsen to calculate how many home-commercial-impressions the medium delivers, and this is his answer:

- Per day: 3,520,000,000.
- Per week: 24,503,000,000.
- Per month: 98,032,000,000.

The assumptions in these calculations: (1) Two spots at each break—15 minutes daytime and 30 minutes the rest of the time; (2) program commercial time as per NAB code; (3) all daytime M-F 15-minute programs; (4) Saturday divided equally between 15- and 30-minute programs; and (5) Sunday daytime divided equally between 30- and 60-minute programs.

New York agencies buying substantial spot tv campaigns for the fall report that the tightest market they're encountering is Los Angeles.

Another tough one is San Francisco.

Spot—both tv and radio—looms big in the 1960-model plans for Pontiac.

The budget as it now stands calls for sponsorship of the Notre Dame games, plus eight tv network specials, plus spot saturations in between.

One of the earliest of all earliest radio users (Marshall Field, Chicago) after a long interval has returned to the medium—specifically fm.

The station: WFMT.

Even though the trend toward split sponsorship is stronger than ever, there'll be at least 31 shows in prime network time this fall with single sponsors.

What has kept the number of single sponsors at almost last season's level is that leading advertisers—like P&G, General Foods, and Lever—have each increased their exclusive commitments.

Total single-sponsored programs by network as of now: CBS TV, 14; NBC TV, 11; ABC TV, 6.

Few network tv advertisers seem to be taking advantage of the right to eliminate some of the old "must" markets next fall.

According to the networks, the lineups by and large are just as big as in the past season. In the case of NBC TV, the average is 125-150 stations.

Apparently advertisers are sold on the thesis that if enough smaller markets are added, they can count on a much higher national rating. The reasoning is that smaller markets have fewer stations, hence the audience per program will be relatively higher than in a big market.

The snuff business, which once depended largely on sampling for its promotion, has begun to make radio and tv the mainstays for the product.

This curious swing can be attributed to a great extent to the wandering of the snuff user. Many have migrated out of the South, so snuff manufacturers have turned to the air media to keep up with the market.

Some estimates about snuff: (1) About 36 million lbs. of snuff are sold a year, making it a better than \$50-million business; (2) tv and radio spot expenditures are somewhere around \$750,000; (3) the firms that do the heaviest buying of air media for that field are U. S. Tobacco, G. W. Helme, American Snuff, and Brown & Williamson.

SPONSOR-SCOPE *continued*

NBC TV has no intention of selling its prime nighttime in anything less than half-hour units for the fall.

So says the network's chief sales v.p. Walter Scott.

Both CBS TV and ABC TV meantime are offering 20-minute units in several 60-minute shows, with the right to spread out the allowable two minutes of commercial over two consecutive weeks.

Relative sell-out positions: Scott estimates that the networks as of 1 May this year were about where they were 1 July last year.

Lever Bros. has taken only an alternate week of the Groucho Marx show for next season; so NBC TV is beating the bushes for a second sponsor.

The talent price asked: \$53,000.

Miles Laboratories, yielding to the siren call of discount advantage, this week took away three alternate quarter-hours it had been carrying on CBS TV daytime and gave them to NBC TV.

(Loss to CBS: about \$1.5 million per year.)

Miles now will have four daytime quarter-hours weekly on NBC, with billings worth \$2.7 million. The previous Miles commitment with NBC was four alternate quarter-hours.

The demand for network sports is just about sure to exceed the supply.

Already NBC TV, for instance, is lining up a number of extra events in addition to the mass of baseball, basketball, football, and golf it normally carries—among them the Russian-American track meet, Little League World Series, and pro-football exhibitions.

Two problems facing that network: (1) There's just so much Saturday and Sunday time before 7 p.m. EST, and (2) National Professional Football League president Bert Bell's desire to keep sponsorship localized.

ABC TV still has hopes of coming up with some minor league football to spot in the Saturday 10-11 p.m. period this fall.

One possible hitch: Objections about showing the games in big cities where the pros might be holding their own games at that time.

Chalk this up as without precedent in either radio or tv: NBC TV next season will get over 70% of the network expenditures coming out of Detroit.

NBC's explanation for this extraordinary imbalance: The record of acceptance it has built up with the automotives over many years.

Here's an allocation by network of Detroit money (either already committed or about to be committed) in terms of total time and talent costs:

ADVERTISER	ABC TV	CBS TV	NBC TV	TOTAL
Buick	—	\$1,600,000	\$3,300,000	\$4,900,000
Chevrolet	\$5,500,000	—	7,500,000	13,000,000
Dodge	5,500,000	—	—	5,500,000
Ford Motor Co.	—	—	23,000,000	23,000,000
Oldsmobile	—	6,000,000	—	6,000,000
Plymouth	—	—	11,500,000	11,500,000
Pontiac	900,000	1,300,000	1,300,000	3,500,000
FMS-A/C Spark	—	—	3,500,000	3,500,000
Total	\$11,900,000	\$8,900,000	\$50,100,000	\$70,900,000

Note: ABC TV's share figures about 17%, and CBS TV's 12%.

Nielsen next week will introduce a monthly report called **Network Radio's Leading Advertisers**.

It will show the **top 20 buyers of network radio time** in terms of (1) total number of home-delivered broadcasts per month and (2) total number of home-delivered commercial minutes per month.

Though final price of the packages are yet to be worked out, the tv networks this week started to put out feelers for sponsorship prospects of the **Presidential convention and election returns in 1960**.

CBS's package for the events in 1956 covering both tv and radio ran somewhat over \$5 million.

Here's a radio development that maybe worth watching: **Two leading independent groups—Storz and McLendon—are making some changes in music policy.**

Storz' **KOMA, Oklahoma City**, has taken the accent off current pop releases and put it on **long-playing albums**, while McLendon's **KBAL (formerly KROW), San Francisco**, deserted the ranks of rock-'n'-roll for what the station termed "**good music.**"

Network tv finished the first quarter of this year with gross time billings of \$156,480,418, or 8.9% better than in 1958.

For March of 1959 alone, the collective edge was 12.2%. The March billings per network (and percentage margins over 1958): **ABC TV, \$11,565,031, 23%**; **CBS TV, \$23,226,385, 9.5%**; **NBC TV, \$20,728,315, 9.8%**. Total: \$55,519,731.

Plan-Ahead Dept.: NBC TV already is troubled by what may happen to its evening schedules this fall should the Los Angeles Dodgers or the San Francisco Giants be a party to the World Series.

California goes back to standard time at the end of September, putting it **four hours behind New York time**. One o'clock starting time in the Coast will be 5 o'clock EDST. Should the games run over substantially, **early evening shows would be knocked off**, in addition to the NBC News.

As the result of its award of more Whitehall business (notably Dristan), Tatham-Laird moves up a notch among leading Chicago agencies.

The Whitehall allocation (\$7 million) also makes **Dristan Chicago's second biggest drug account**, exceeded only by the approximately \$16 million spent by Miles Laboratories via Geoffrey Wade.

The five leading Chicago-based agencies line up thus in total billings:

1) **Leo Burnett, \$100 million**; 2) **Grant, \$96 million**; 3) **Needham, Louis & Brorby, \$38 million**; 4) **Tatham-Laird, \$25 million**; and 5) **Wade, \$18 million.**

(See **Newsmaker of the Week**, page 4, for more on Dristan shift.)

All three tv networks this week were in the process of tacking down some more or less important night-time sales for the fall.

The Sunday 9-9:30 p.m. period on ABC TV has gone to **L&M and P&G for the Rebel**, of the western species. That gives **L&M four shows on that network and P&G five.**

For other news coverage in this issue, see **Newsmaker of the Week**, page 4; **Spot Buys**, page 52; **News and Idea Wrap-Up**, page 78; **Washington Week**, page 73; **SPONSOR Hears**, page 76; **Tv and Radio Newsmakers**, page 90; and **Film-Scope**, page 74.

THE

STATION

KPRC-TV



HOUSTON, TEXAS

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

COURTESY OF BUICK

Now! **TRUE STORIES** of . . .

The **ACCUSED!**

The **CONVICTED!**

The **CONDEMNED!**


"The state employs thousands of people to put you in jail if you do wrong. There is not one to help you if you have been unjustly convicted. That's where I come in" . . . says

HERBERT L. MARIS

ZIV's
Powerful New TV Series

"LOCK UP"

Stories of people unjustly accused . . .
and the one man who brings them their
ONLY CHANCE OF HOPE!



The DRAMA of people in
trouble with the Law ...
of the innocent who cry

**"I DIDN'T
DO IT!"**



MACDONALD CAREY

stars as HERBERT L. MARIS
successful corporation lawyer
who risks his reputation and life
to see that JUSTICE IS DONE!



Radio Buying is
NOT a Toss-up!



**Little Rock
and
Central
Arkansas**



Join the ranks of
successful advertisers on:

KVLC

where:

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



NATIONAL REPS.:

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

. . . and in nearby

LAKE CHARLES, LA.

it's



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

NOW

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

**Timebuyers
at work**

Jack E. Dube, Cole Fischer Rogow, Inc., New York, feels that an increasing number of station men are echoing the complaint that buyers are relying exclusively on "the numbers" in buying. "They beef that buyers don't take into account sufficiently the many qualitative factors that separate one station from another. But it is many of these selfsame station men who force buyers into this heavy reliance on ratings by their failure to supply in-depth information on their operations. Sure, almost every station keeps its rep supplied with program log, rate card, coverage map, and usually program profiles. But here, all too often, it ends." Jack would like to see data on a market's employment and wage levels, by industries; market characteristics, such as working hours of offices, factory shifts; success stories and testimonial letters; lists of prominent local advertisers; detailed descriptions of all merchandising services. "Supply us with what we need," Jack says, "and ratings will become less important as a factor in the buying picture."



Flo De Benedetto, Ralph Allum Co., New York, feels that the rating services are trying to keep pace with the needs of advertising. "'Am I reaching prospects for my product?' is a serious media problem, and the trend toward depth studies by the rating services is a healthy sign." Flo says, "Pulse has a new audience composition measure that is tremendously helpful. This service tells you such facts about your audience as the amount spent during the period of time for food and groceries, drugs and toiletries, drinks and beer. Nielsen can tell you not only how many homes are listening to any one program or spot, but how many different homes will be reached by several programs or spots and how often the average home will hear the announcement.



ARB's Arbitron gives you a minute by minute picture of the tv audience. All these are covering important areas of buying and help give us that extra dimension we need in market appraisal in today's highly competitive business. The services are making good progress toward the ultimate goal of not only how many, but who."

THE EAST
THE EAST
THE EAST
THE EAST
THE EAST

M

MOVIELAB
MOVIELAB
MOVIELAB
MOVIELAB

FOOT
FOOT
FOOT
FOOT
FOOT

STMAN
STMAN
STMAN
STMAN

MOVIELAB
MOVIELAB
MOVIELAB

BLOW-UPS

COLOR

BLACK & WHITE

INTERNEGATIVE
INTERPOSITIVE
INTERNEGATIVE
INTERPOSITIVE
INTERNEGATIVE
INTERPOSITIVE
INTERNEGATIVE

movielab
movielab
movielab
movielab

Kodachrome
Kodachrome
Kodachrome
Kodachrome
Kodachrome
Kodachrome
Kodachrome

color
color
color
color

EASTMAN COLOR

- DEVELOPING 35MM (5248) COLOR NEGATIVE
- DEVELOPING 35MM (5253) AND 16MM (7253), INTERMEDIATES
- 35MM ADDITIVE COLOR PRINTING
- 16MM CONTACT AND ADDITIVE COLOR PRINTING
- INTERNEGATIVES FROM 16MM (7270) FROM 16MM KODACHROMES
- BLOWUPS FROM 16MM KODACHROME TO 35MM COLOR
- KODACHROME SCENE TO SCENE ADDITIVE COLOR PRINTING
- 35MM COLOR FILM STRIP PRINTING

MOVIELAB
MOVIELAB
MOVIELAB
MOVIELAB

Film Strips
Film Strips
Film Strips

NEGATIVE
NEGATIVE
NEGATIVE
NEGATIVE

POSITIVE
POSITIVE
POSITIVE
POSITIVE



WSBT-TV**... SOUTH BEND, INDIANA'S
DOMINANT STATION****MIKE MAY... Pied Piper of South Bend**

Mike May's "Popeye Theater" is South Bend's top TV show for children. With puppets and personality, Mike weaves a special brand of make believe magic. And the kids love it, whether at home or participating in the studio audience.

The Jan.-Feb. ARB gives this daily afternoon show a 23.8 rating—more than double the combined ratings of all area stations (4:00-5:00 P.M.). Advertisers' success stories are legion on WSBT-TV's "Popeye Theater". It is typical of the many highly rated local personality shows on WSBT-TV.

WSBT-TV dominates South Bend . . . the focal point of Indiana's prosperous second market. This station carries 8 of the 10 top rated shows; averages 45.2% share of sets in use. Effective Buying Income in WSBT-TV's 15-county coverage area is \$1,613,896,000!

For free market data book and remaining "Popeye Theater" availabilities, see your Raymer man or write this station.

WSBT-TV



SOUTH BEND, INDIANA • CHANNEL 22
ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

**49th and
Madison**

Circulation story

Last Monday evening, I addressed the student body member-operators of the Yale Broadcasting Company, at their end-of-season banquet. During the cocktail party preceding the banquet, I was tremendously impressed to find that SPONSOR magazine was quoted rather liberally by the young gentlemen of the intramural broadcasting group. When asked in what issue they had seen something quoted, I was told, with surprise, "Why, today's, of course, the same one with Lou Hausman's article." I really hate to make a commercial out of this, but the feeling amongst the boys there was that in order to be *au courant* with what they were doing, the magazine was a necessity to them.

Name withheld
executive, CBS, Radio

Who' happen?

That was a fine story by Daniel Sullivan on page 38 of the May 2 issue, describing, "The Best Radio Pitch I Ever Heard." How good a pitch WBZ-A made is amply proven by the whopping sale made to Hampden Harvard Breweries through Mr. Sullivan's Boston agency.

Now I'd like to read a sequel, by the same author. The title might not be printable, but the text would be based on an item on page 66, same issue, reading, ". . . Hampden Harvard Breweries of Willimansett, Mass., to Cohen & Aleshire, New York."

So just what did happen?

Kenneth F. Small
dir., WRUF
 Gainesville, Fla.

• Well, that's how the cookie crumbles.

Horness the beat

Just finished reading the Sponsor Backstage column in the April 18 issue of SPONSOR, and felt that I must write to commend you on a fine piece of objective reporting. Needless to say, we were pleased that you used

(Please turn to page 28)

TRIPLE EMMY WINNER

Best New York Program (Open End), Outstanding Male Personality (David Susskind), Station Achievement Award

AND WE'RE ONLY ONE YEAR OLD!

A happy first birthday indeed!

CHANNEL **13** WNTA-TV

the new station in town

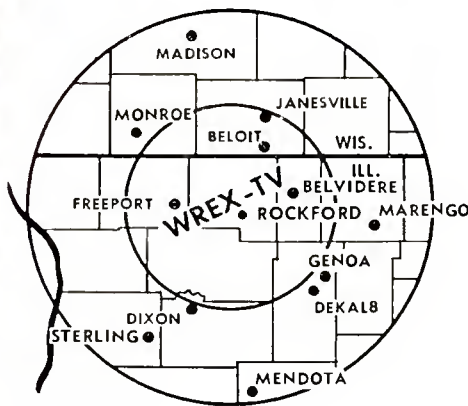


Also selected for the Newspaper Guild Page One Citation in Radio and Television for Imaginative and Stimulating Live Programming on a Local Level / WNTA-TV. OWNED AND OPERATED BY NTA

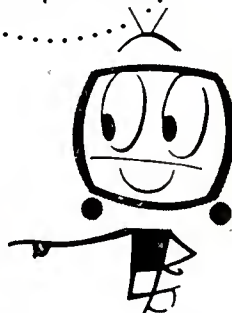
WREX-TV

new, wide range

with **HIGH POWER** 229 KW VIDEO
115 KW AUDIO



Spans a
Billion \$ Rockford
primary market



COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass \$1.1-billion potential . . . widens the "secondary" range of influence to include a total \$2.5-billion.

ROCKFORD MARKET

TOPS IN SALES POWER!

WREX-TV "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.

The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year!

WREX-TV COVERAGE

WREX-TV spans audience interest . . . comparative rankings of top programs, ARB area survey, shows 23 of top 25 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day:

Rockford Metropolitan Area
station share of sets-in-use summary
for 4 weeks
Source: ARB

TOTAL MARKET:

Population	1,343,651
Households	413,099
Spendable Income	\$2,502,773,000
Retail Sales	\$1,768,295,000

	WREX-TV	Station B
Mon. - Fri.		
Sign-on to Noon	60.2*	40.3
Noon to 6:00 PM	62.0	37.0
6:00 PM to Mid.	54.7	44.5
All Week Sign-On to Sign-Off	59.9	39.6

* Share is taken on less than the station telecasts for the most quarter hours during particular period.



WREX-TV

CHANNEL 13 ROCKFORD

J. M. BAISCH, Gen. Mgr.

ABC - CBS AFFILIATION

Represented By H-R TELEVISION, INC.

49th & MADISON

(Cont'd from page 26)

WABC's Alan Freed as the prime subject for your article.

There are many admen who have "harnessed that beat," and we feel that it is just a matter of time until more people realize the importance of an Alan Freed and begin to buy radio on the basis of what sells merchandise, rather than on their own personal feelings.

Ben Hoberman
mgr, WABC
New York

Commercial Commentary

We felt that the Commercial Commentary column on creativity in your April 25 issue was outstanding.

We would like to prepare an agency mail piece for our company using the article as its feature.

Would you be good enough to grant us permission on this? Naturally, we would be glad to clear the piece with you before production if you so desire.

John Forney
Robert Luckie & Co., Inc.
Birmingham

* SPONSOR likes to be quoted in mailing pieces.

Up & down

In the 2 May edition of your excellent publication, you have an article on daytime network television. In the table on page 33 you have a sub-head reading: "The Number of Homes Viewing TV Has Been Decreasing Slightly."

Much as I look at this table, I still come up with only one conclusion: namely, that time period viewing is on the increase—both in absolute number of homes and percent of total U. S. homes.

Explanation, please?

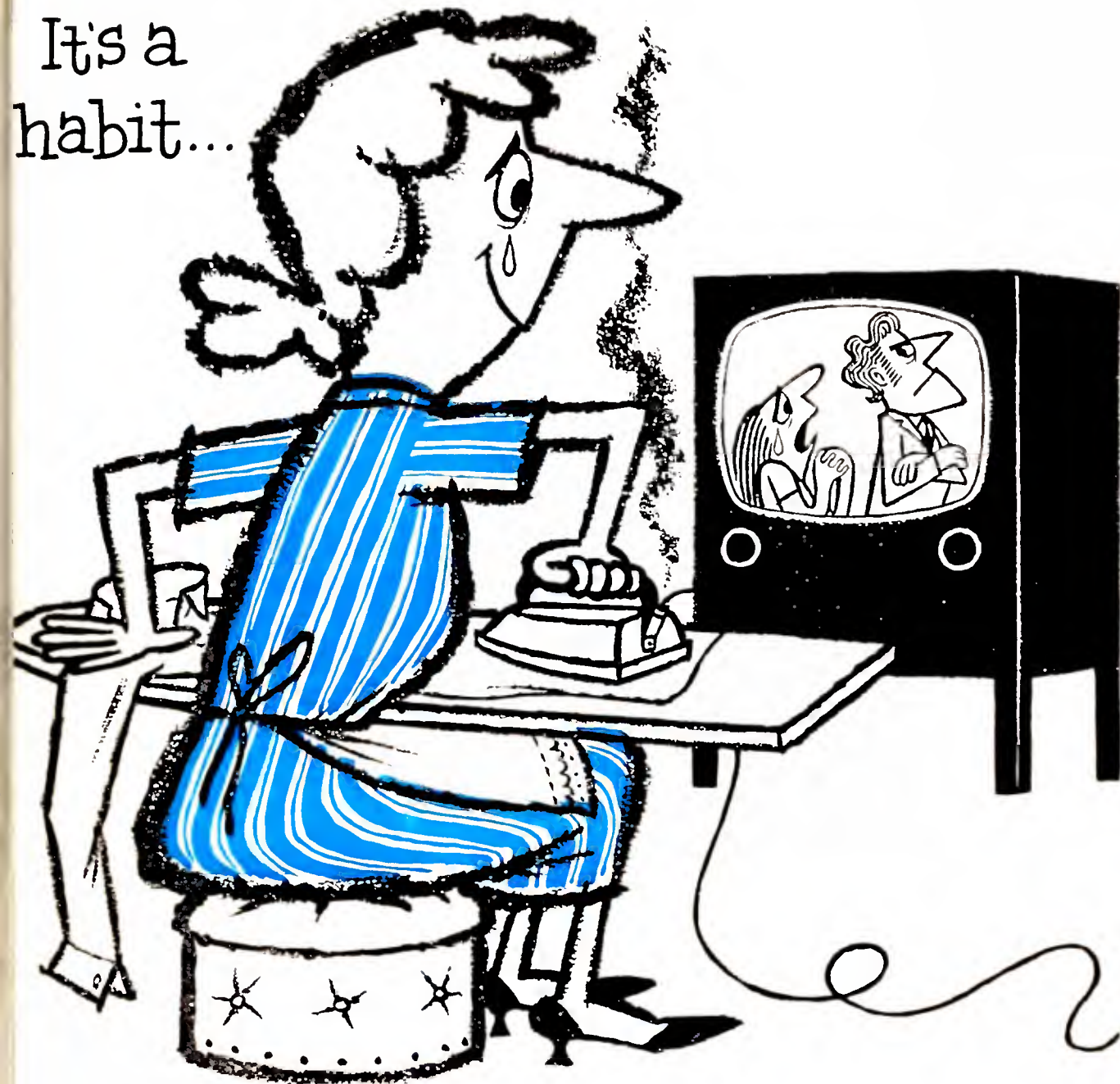
Jaye S. Niefeld
vice president
Keyes, Madden & Jones
Chicago, Ill.

* SPONSOR regrets that the figures in this chart were transposed in printing. Our 23 May issue will carry the corrected chart.

Any Comments?

SPONSOR likes to hear from its readers. Your comments or your criticism represents one of our best methods of insuring that we are accomplishing our purpose.

It's a habit...



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

LEADS IN NEW RATINGS

KMJ-TV has more quarter-hour wins during total rated time periods

58% more than second station
42% more than third station

KMJ-TV has more quarter-hour wins Monday through Friday - daytime

156% more than second station
229% more than third station

KMJ-TV Movie Matinee has 54% more audience than any other weekday movie

KMJ-TV also has top-rated late movies

Data source: ARB four-week survey, Fresno Metropolitan Area, Jan. 19 — Feb. 15, 1959.

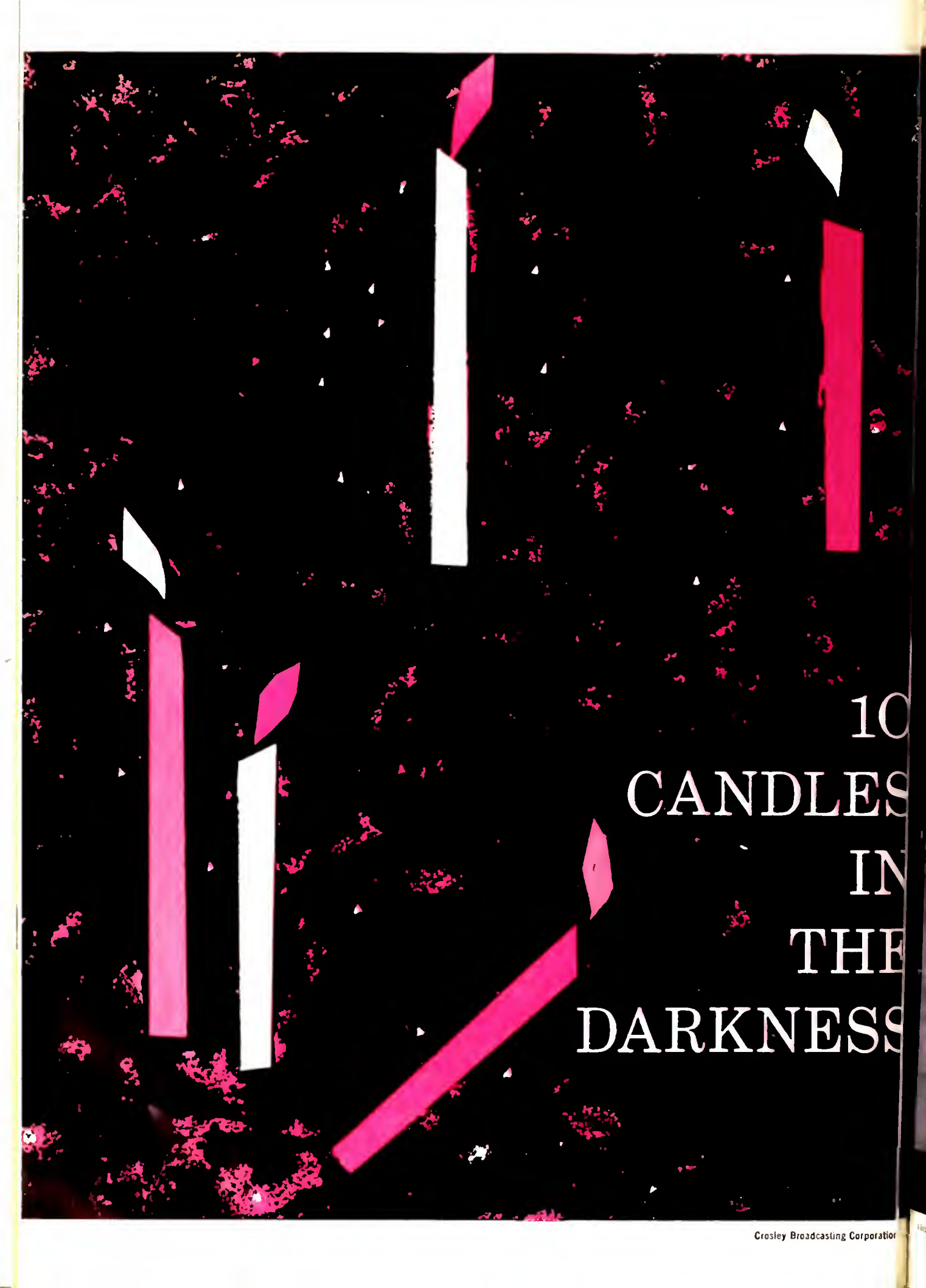
All quarter-hour figures shown taken during periods when KMJ-TV and at least one other Fresno station were on the air.




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



THE KATZ AGENCY, NATIONAL REPRESENTATIVE



10
CANDLES
IN
THE
DARKNESS



You won't find our ten birthday candles on a cake. Instead, you'll find them scattered out there in the darkness—wherever they are needed to make some lives a little brighter.

Because our ten birthday candles represent not only our ten years in television—but more important, our ten years of public service in television.

For it has long been the principle of the Crosley Broadcasting Corporation that a Television Station or a Radio Station must be truly a good neighbor in its community—by putting public service above all other considerations.

So on our tenth birthday at WLW-C Columbus and WLW-D Dayton, we don't look back, but forward to the many ways in which we can continue to fulfill this public service responsibility in keeping with the tradition of the WLW Stations.

WLW-C
Television
Columbus

WLW-D
Television
Dayton

*2 of the 6 dynamic
wlv stations*

KFI

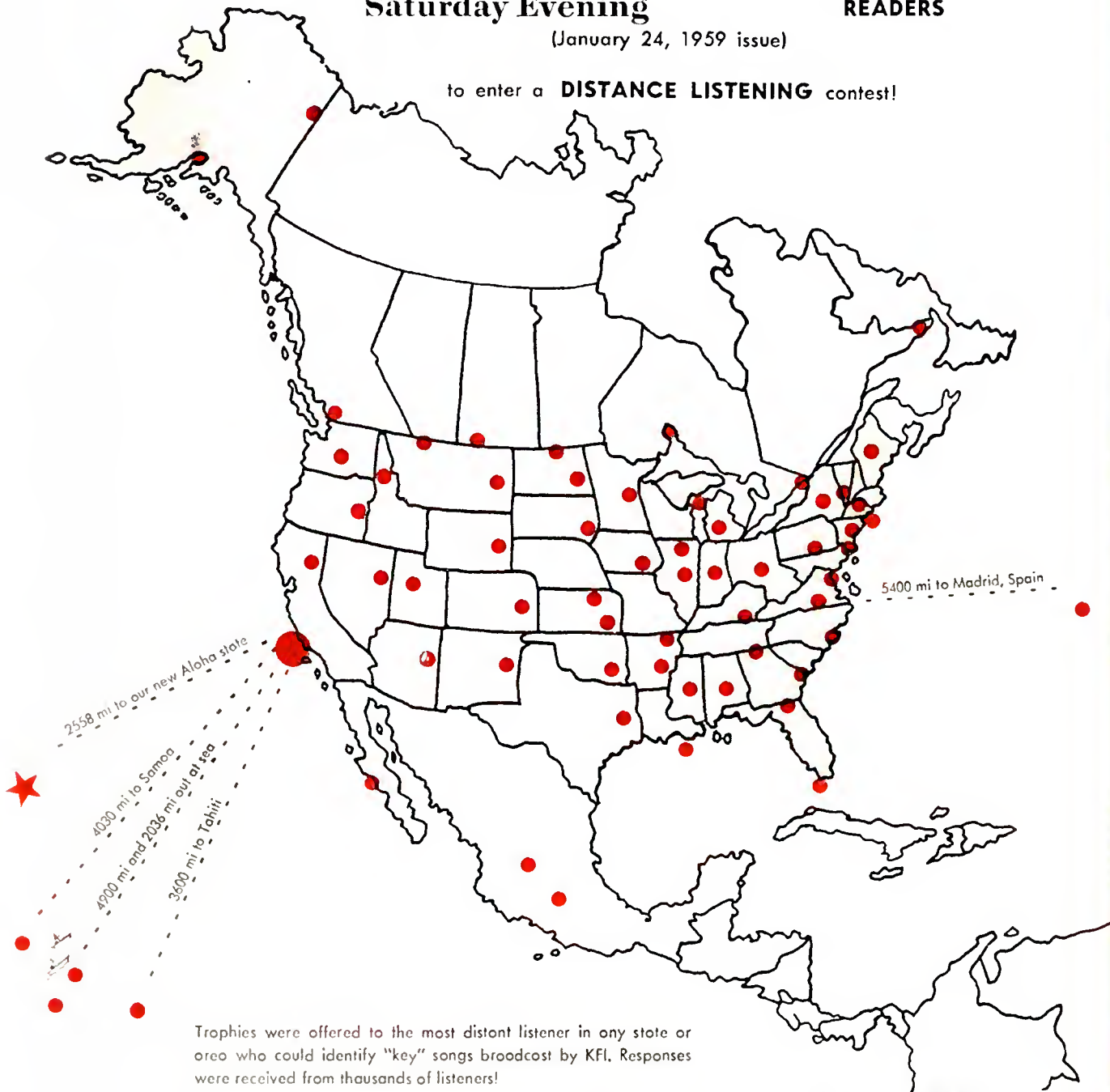
ASKED

Saturday Evening

(January 24, 1959 issue)

READERS

to enter a **DISTANCE LISTENING** contest!



Trophies were offered to the most distant listener in any state or area who could identify "key" songs broadcast by KFI. Responses were received from thousands of listeners!

The winners, represented by red dots, responded from 49 states, 6 provinces of Canada and many foreign countries! Yes, wherever you may be, chances are you can hear California's "covering" station — KFI!

P.S. It's interesting to note that while only the farthestmost county in California could be a winner, we heard from every one of the 58 counties! **THIS IS THE COVERAGE WE WANT YOU TO KNOW ABOUT!**

KFI

NBC
for
Los
Angeles

50,000 WATT

Barclay C. Anthony Inc.

WHY POOR COPY ROBS RADIO

Too few agencies are equipped to produce top radio commercials such as those which are shown here

How many time sales is the radio medium losing because of sloppy, amateurish, hastily written radio commercials?

To get the answer to this provocative question, SPONSOR last week interviewed copy and creative heads in top New York agencies, including several well known in the trade for their insistence on high radio copy standards.

Net of SPONSOR's survey findings:

- At many agencies, including some of the biggest shops, radio today is being "creatively short-changed."

- In radio, boys are being hired to do a man's job.

- Writers get around to thinking (and then only fleetingly) about radio after tv and print sales messages are polished to a luring luster.

- There's a tendency to rely on frequency of commercial exposure rather than on imaginative content, a costly maneuver for a client.

- Too many agencies take the easy way out in radio copy, favoring the

RADIO HONOR ROLL OF BEST-LIKED, MOST-REMEMBERED COMMERCIALS

PRODUCT	AGENCY	CITY
BORDEN'S <i>Instant coffee</i>	Doherty, Clifford	N.Y.C.
CHESTERFIELD <i>cigarettes</i>	McCann-Erickson	N.Y.C.
CLARK <i>gasoline</i>	Tatham-Laird	Co.
TETLEY <i>tea</i>	Ogilvy, Benson & Mather	N.Y.C.
OASIS <i>cigarettes</i>	McCann-Erickson	N.Y.C.
ALKA-SELTZER	Wade Adv.	Co.
BUDWEISER <i>beer</i>	D'Arcy Adv.	S.C.
L&M <i>cigarettes</i>	Dancer-Fitzgerald-Sample	N.Y.C.
PIEL'S <i>beer</i>	Young & Rubicam	N.Y.C.
ZEE <i>paper products</i>	Cunningham & Walsh	N.Y.C.

THE 10 BEST-LIKED AND MOST-REMEMBERED radio commercials of the past six months were for the products listed above (with their agencies) and selected from 196 entries in a survey of 3,000 persons conducted by The Pulse for John Blair & Co. and released in new study last week. Two questions were asked in 12 major markets: Which commercials do you remember hearing on the radio this week? and Which did you like best? Most are for food items.

AGENCIES GETTING THE BEST RADIO RESULTS

QUESTIONING



CREATIVE



PERSUASIVE



PROFITABLE RADIO SELL requires professional radio writers with combination of talents, intuitions. Shown (l to r): Davidyne Saxon, DCS&S

raucous, strident-scream technique.

These slipshod tactics mean everyone loses—the agency, the client and the radio medium itself. The agencies in which these practices are most prevalent are invariably the ones with the lowest radio billings. Shops with high radio copy standards have a high-profit broadcast department because they're heavy on radio billings.

In surveying top copy people who know their way around the radio medium, SPONSOR asked what could be done about this short-changing of radio copy. How do you get advertisers to move into radio? And how does copy sell for them once they do use radio?

Every agency writer expounded this basic theory, though in different ways: The best plug for radio is in radio itself. When it's used effectively, radio is sold effectively. Radio is its own best—or worst—salesman.

Radio's first measure of effectiveness is simply "to be heard," says Joan Sack of McCann-Erickson, who

writes for such accounts as Ajax, Buick and Columbia Records. "Just having a commercial on the air, however, does not mean it *will* be heard." The margin of difference between being heard and not heard is commensurate with the range in commercial creativity and the copy approach.

But too many agencies operate with the theory that quantity makes up for quality, and they load the airwaves with an aural hammerlock. Davidyne Saxon, copywriter at Doherty, Clifford, Steers & Shenfield (on such accounts as Borden's, Mm, McCormick spices and teas, Ipana) says "It's easiest to make a mistake with a heavy budget. The simple act of repetition works and, even though your copy is sloppy, you can make a big sales dent." Her thesis, and that of her prize-winning copywriting colleagues (see chart on opening page) is that although the heavy-up technique works well it would deliver far more if the copy had been closely tended and based on higher profes-

sional standards of production.

One writer told SPONSOR this lackadaisical interest in radio tends to make better commercials. Why? "Because the client is so disinterested and so tv-happy that he doesn't care *what* we do in radio! So if you've got an enthusiastic and imaginative writer this lack of client concern gives him his best chance to be really creative and to reach into left field as far as he wants to." When this happens—as it does in many agencies—account people and clients who would never knowingly take a bold step suddenly find they have—and that it's paid off.

When a radio commercial pays off, it means a three-way gain. The agency may well attract new radio business and get increased radio billing; the client makes more listener impacts and sales; the medium, itself, increases in stature and responsibility with audience, agency and advertiser.

How do you make radio copy pay off? The one rule is that writers

INSIST ON HAVING COPYWRITERS WHO ARE . . .

HUMOROUS



Tom Lisker, L. C. Gumbinner agency

Effective radio commercials come from imaginative ad specialist-writers who are backed by their agencies. The creative pace starts with agency management; moves outward to the client, inward to the staff. Top copy comes from facile writers who act, react as consumers, have open minds, see a total commercial as comprised of words plus production elements

should have *no* rules, says August Lerch, copywriter at William Esty who concentrates on Ballantine beer and ale. He thinks you need "a hard sell story in a soft sell atmosphere" with entertainment replacing the straight copy approach. A heavy user of jingles, Mr. Lerch thinks this musical form "establishes mood and product image" then implemented with an announcer delivering major copy points.

Every good copywriter must have a discriminating ear and a feeling for rhythm and pacing, natural dialogue and idiomatic phrasing, alleges Tom Lisker, copywriter at Lawrence C. Gumbinner agency. It's this appeal to the ear which makes radio copy sing and sell.

"And it means you can make a real impact because the listener has to fill in the video portion of the commercial. When your radio audience actually works with you in building a picture and a story, you can make a much stronger impact." That's why he characterizes the tele-

vision audience as more apathetic.

Mr. Lisker, in common with other effective copy specialists, sees the radio announcement — usually 60 seconds—as a unit within which all the dramatic variety of Broadway play can be capsuled. He draws heavily on sound effects, music and musical effects for punctuation to create mood and style.

The most-remembered commercials and those which are the most popular are written by people who are advertising specialists and salesmen as well as copywriters.

Margaret Throne of Esty, who writes for Pacquin and Ben-Gay, puts it this way: "A successful radio writer—and this is one who helps sell merchandise—has to *be* a consumer, think and feel like one before he can sell the listener. We have to approach the copy problem with the total merchandising problem in mind — what kind of radio is being used to accomplish what kind of a goal, what kind of people do we want to reach, and what product benefit can

we tell the listeners they will have."

McCann's Joan Sack agrees that radio copy has never been more exciting, and never more difficult to get across. "We write with the knowledge that we're competing with electric razors in the bathroom, crowds on the beaches and traffic on the highways. We no longer have the family attentively tuned to radio sitting down in the living room."

This new living pace for radio listeners—from the sedentary to the mobile—demands a new and lively pace for radio copy. This is why there's been an influx of jingles—bad ones—and a continued stress on raucous, strident and insistent copy. "Music is still good," says Miss Sack, "but it takes a lot of money to turn out a really unusual jingle which will put you ahead of the competition."

The commercial must be most arresting in terms of the product itself rather than the device used, in Davidyne Saxon's opinion. "The most

(Please turn to page 88)

Two big 'Bills' honored

▼ Dekker of Mc-E and Dollard of Y&R get the Gold Key and Silver Nail awards for their contribution to broadcast advertising



A pair of "Bills" made it last week as media men of the year when the Station Representatives Association handed out its awards for 1959.

At a 7 May luncheon on the Starlight Roof of New York's Waldorf Astoria, Bill Dekker, vice president and director of media at McCann-Erickson, received the Gold Key Award as advertising agency executive of the year while Bill Dollard, media account supervisor at Young & Rubicam, took away the Silver Nail Award as timebuyer of the year.

By what routes did these admen move to these honors? Why were they voted tops in their field? What have been their relations with members of SRA?

"In the case of Bill Dekker," a station rep told SPONSOR, "he has always impressed me with his treatment of us reps and his understanding of our problems. Dekker's patience with and help for younger reps as well as younger admen in his own agency has been something for which he will be long remembered."

"Dekker runs an excellent department," said another. "He has a tremendous reputation and a lot of friends in the industry."

Bill Dollard possesses many of the same characteristics. "Dollard is hard-working, conscientious and has a great devotion to his job and the industry," said an SRA member. Said another, "He's a very gracious guy, very popular with sellers, always ready to put himself out. Besides which, if he doesn't buy your stations, he's never averse to giving the reason why not."

Both the Silver Nail and Gold Key awards are made on such qualifications not for any single street-shaking accomplishment. Lawrence Webb, SRA managing director who

BILL, THE TIMEBUYER: Y&R's William Dollard who copped the Silver Nail Award as timebuyer of the year

by SRA

conceived the awards, explains the basis of voting: (1) for knowledge of the business; (2) for integrity; (3) for stature in the air media field. Both of this year's recipients filled the bill.

William C. "Bill" Dekker got into advertising for a very practical reason. While still an undergraduate at the University of New Hampshire, he was a reporter and editor on the *Manchester (N. H.) Union Leader*, looked around him and noticed that the advertising staff was making more money, and promptly gave up reporting to become classified ad manager. He went on to join the national advertising department of the *N. Y. Herald Tribune*, then to Ted Bates as a time and space buyer, was media director for P&G.

In 1943 he joined McCann-Erickson as director of radio time and station relations. When a radio/tv operation was instituted at Mc-E in 1949, Dekker was named its director. Three years later, the agency unified its media set-up for better planning and coordination, and Dekker was selected to head up this new unit.

Dekker's interests outside of the media world include his three children, fishing, sailing and clam-digging.

For William Dollard, the Silver Nail Award had special significance. His first job was with BBDO back in 1928 and he remembers from that time the man in whose honor the award was named—Frank Silvernail.

Bill Dollard grew up in New York, attended parochial school and New York University. At BBDO, he began as a worker in the accounting department, went on to become an assistant account exec, servicing such accounts as General Baking, Bon Ami and Black Horse Ale. In 1946, he went to Dancer-Fitzgerald-Sample as timebuyer on the Whitehall account. When the account moved in 1949, Dollard found himself out of an ad job for the first time in 20 years, remained jobless for about



BILL, THE AGENCY EXEC: Mc-E's William Dekker, recipient of the new SRA Gold Key Award

seven months until January 1950 when he got relocated at Young & Rubicam as head of its estimating department. By August of that year, he was back at timebuying again, has handled such clients as Borden Co., Beech-Nut (baby foods and gum), Johnson & Johnson, Royal McBee Corp., Tussy cosmetics. He recently was named media account supervisor at Y&R.

Dollard is married, has three children, lives in Uniondale, L. I. on enough land to allow him to follow his hobby of gardening.

"I've always felt," Dollard told SPONSOR, "that a buyer's success depends greatly on his relations with station reps. I've relied on them over the years and they've been extremely helpful to me. I've never known another business except advertising." Dollard went on, "and frankly, I'd be lost without it. It's a business of people, and I like people."

Timebuying has come a long way in the more than 30 years Dollard has been in advertising. Dollard feels a lot of the change has come about through the switch from specialization to all-media respon-

sibility, that this has increased the importance of the buyer and has made his contribution to accounts and agency of more magnitude.

The Silver Nail Award was presented by Frank Silvernail (for whom it was named and who was its first winner last year). The Gold Key Award, given for the first time this year, was presented by H. Preston Peters, of Peters, Griffin, Woodward and president of SRA. Peters also presided at the luncheon. The awards committee was headed by Lewis H. Avery of Avery-Knodel.

SRA decided last year to perpetuate the annual Silver Nail plaque for timebuyers, has now added the Gold Key as a companion award for other agency executives.

The winners were selected by secret ballot. The Silver Nail winner was decided by the vote of rep firm salesmen; the Gold Key selection was based on the vote of the SRA rep firms. Ballots went out on 1 March, were returned by 15 April.

The awards program was attended by more than 300 guests, including prominent advertising and agency executives, SRA members, and broadcasters.

How Hood

▼ Hood & Sons devised contest to lure audience into second chapter of '26 Men'

What the braves in the accompanying picture are trying to do is whoop up the ratings of a syndicated film show sponsored by H. P. Hood & Sons (dairy and food products) in New England.

Hood originally had contracted for 52 episodes of *26 Men* in nine markets, then signed up for 52 more after the first go-round proved successful. Then came these problems:

(1) How can you sustain audience interest in the extension of a show—and thus keep the cost-per-1,000 low?

(2) What sort of human assistance will help the celluloid characters in the can?

Paul Eaton, Hood ad manager, points out that Hood had been getting lower cost-per-1,000 per-commercial minute than the average half-hour network program. But neither Eaton nor the agency, Kenyon & Eckhardt in Boston, cared to trust to luck the second time.

"In all but one market," says Eaton, "we were slotted against *Lassie*, and in all markets program competition was stiffening."

They decided to try a contest promotion. A salient point was that it should involve as much "human assistance" as possible. "Stations will respond," says account executive Lou Nicholas, "if you devise a contest that is in their interests. Since our aim was audience-building, we knew that with the right ingredients we could count the stations in." Plan was to divide costs equitably among advertiser, stations, and producer (Russell Hayden).

The contest itself required merely a post card entry in 26 words: "Why I'd like to appear in a *26 Men* tv program." Since only five of the nine markets would be involved, five winners (plus husband or wife) would result. Prizes: Trips to Arizona where the show was filmed.

Responsibilities for the success of the contest were divided thus:



SPICE for the SRA luncheon was supplied by WNEW (New York) team of Klavan & Finch. Klavan (l) portrays visiting station manager making life complicated for a N.Y. rep, (Finch)

whooped up ratings of film show

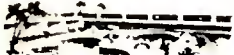
WANTED



A WINNER FOR
THE "26 MEN" CONTEST
To Appear In A Coming
'26 MEN' TV SHOW
Contest Winner Will Receive:



1 Round trip for two to Phoenix, Arizona aboard a luxurious AMERICAN AIR LINES DC 7 Triplash.



2 An all-expense vacation for two at the fabulous SAFARI HOTEL in Scottsdale, it is the winter home of the Red Sox.

3 And will be filmed in costume on authentic western location for a coming episode of '26 Men'

HERE'S HOW YOU CAN WIN
(OVER PLEASE)



HUMAN INTEREST via contest was way Hood Dairy stirred up new interest in syndicated show. Ad mgr. Paul Eaton and winner figure in doings

- *Stations.* The five stations started the contest rolling by putting up a local framework: running on-the-air promotions with slides and on live personality shows. They also arranged for newspaper publicity. Moreover, each station handled its own mail, screening the entries and submitting five finalists to an independent judging outfit for the usual character check and final decision. Due to variations in the tv markets, it was agreed that no "mail pull" count would be involved. (Stations were: WBZ-TV, Boston; WHYN-TV, Springfield, Mass.; WCSH-TV, Portland, Me.; WTIC-TV, Hartford; WJAR-TV, Providence.)

- *Client and agency.* A filmed contest "adapt" was prepared for commercials of *26 Men* for all stations participating in the promotion. A bottle hanger point-of-sale piece (see picture above) was developed and distributed by Hood Retail milk routemen. Details of the coming trek

to Arizona for filming the winners was worked out.

- *American Airlines.* In addition to arranging the round-trip transportation for the five winners, client and agency personnel, the airline prepared additional promotional material for distribution on the milk routes.

- *Safari Hotel.* The hotel in Scottsdale, Arizona, where the *26 Men* cast and crew encamped provided accommodations, meals and publicity.

- *Russell Hayden Productions.* The job of finding safe, foolproof ways of integrating the five contestants into the extra ranks was up to Hayden. ABC Film, the syndicator, worked with Hayden on entertainment for the winners.

The local emphasis of the five contests increased the complexity of things once the contestants were in Arizona. Photographing winners in action had to be worked out on an individual basis because local rather than regional publicity was the aim.

"The tremendous amount of newspaper space which the local winners racked up," says Nicholas, "made the promotion pay off publicity-wise."

In the area of mobilizing tv station support, ad manager Eaton estimates 40 to 60 promotional plugs were aired by each of the five stations during the three weeks of the contest. Plenty of newspaper promotions came along.

As for sponsor recognition, Nicholas notes that 20% of the entries mentioned the Hood name. This correlates very well, he says, with the 85% recognition for Hood that the *26 Men* sponsor got in an earlier questionnaire.

Client and agency feel that the identification question so commonly raised with Westerns has been licked for them. This is particularly important for Hood because of the complexity of its marketing picture, the very factor that brought Hood into tv programing.

Why your 1959 bills for tv commercials are up 20% over 1954

- Five-year rise in commercials cost due as much to higher creative demands as new talent, filming costs
- The 1959 tv spot averages 15%-20% higher in price than 1954, but items like talent have climbed 80%

A commercials producer of a Madison Avenue agency remarked the other day, "The campaigns that used to cost us \$10,000 five years ago seem to be costing us \$12,000 today, but I haven't quite stopped to figure out why."

This comment is typical of today's opinion among agency and film men: commercials are costing more now than they use to, but no one seems to agree why they cost more.

Some agencies accuse film producers of higher prices. Most film producers, in turn, point a finger at higher union rates for technicians, and the technicians note that talent costs have risen considerably. But, while it's undoubtedly true that simple day-to-day costs of doing business in the commercials field have risen, there's actually another equally important reason for rising costs.

It's this: commercials cost more

because they are doing more and doing it better than, say, five years ago. *Point one:* heavier competition and the rise of new brands has resulted in more demands on commercials; *Point two:* a general rise in the level of production values; *Point three:* widespread use of original music and scoring.

In defense of higher costs, one production executive said this: "Sure, commercials cost 20% more in 1959 than in 1954—but no one apparently realizes that they're 33% to 40% better than they used to be. Take out an old commercial and look at it: you'll be laughed right out of the projection room. Tastes have changed drastically upwards in the last few years."

Many brands, today faced with a competing product spending more on its commercials, are making the decision to retaliate in kind. While a few have moved from the \$6-7,000 "moderate" range into the "luxury" \$10-15,000 range, the big shift is for brands with inexpensive \$3-1,000 commercials, to upgrade what they're producing. It's not unusual for commercials to add \$1,500 to new budgets for the single item of original music and scoring. Furthermore, selling via visual "gimmicks" and complex presentation have added greatly

HERE ARE TYPICAL PRICES 5 YEARS AGO AND TODAY

	1954	1959
OVER-ALL RANGE, FILM	\$2,000-\$12,000	\$3,000-\$15,000
ANIMATION (one character)	\$6,200- \$6,500	\$6,500- \$7,500
SIMPLE LIVE-ACTION (one actor)	\$2,500- \$3,800	\$3,000- \$4,500
ELABORATE COMMERCIAL (large scale production)	\$8,000-\$12,000	\$10,000-\$15,000
	OVER-ALL RANGE	\$1,000-\$5,000
VIDEO TAPE	"AVERAGE"	\$2,000-\$2,500

to camera and optical bench time for special effects. Many of these details are double or triple over what was spent on the same line in the production budget for a previous method.

It's therefore the *creative decision* that's largely responsible for the new higher costs. What's the solution? According to one account supervisor, "You've got to live with the new costs. The only alternative is to call it a day and let your brand strangle."

While talent costs have shot up 60-85% in five years and production costs have gone up 10-30% over the same period, the mushrooming has not affected every area. Animation, for example, has gone up only 5-10%. Producer profits have not increased, and in many cases have even gone down slightly: the same film companies that once regarded 10% as minimum end-of-year profit are now very happy if they can clear 6%.

Other areas have countered the rising price tide to register reductions in costs—a fact that's often completely overlooked. Besides economies involved in redesigning a campaign for tv tape rather than film, many clients have enjoyed the benefits of new film techniques that save both time and money. Among these time and cost savers are (1) the infra-red process, which permits mixing of separate foregrounds and backgrounds without expensive and tedious manual matting, (2) aerial image stands, which allow live-action and animation to be combined simultaneously and right on the work bench, and (3) careful planning and scheduling of commercials in groups in order to deliver a "free" commercial for every three or four made. But despite money-savers, few brands seem willing to cut commercials budgets. The typical money-saver delivers more in a commercial for the same price, or adds to production values at the smallest possible increase of price.

The over-all range of commercials prices has gone up from \$2,000-\$10,000 per commercial five years ago to \$3,000-15,000 today. An animation job with one character that used to cost \$6,200-6,500 now costs only slightly more, \$6,500-7,500. A simple live-action spot with one actor that used to come in for between \$2,500-3,800 now carries a price tag

THESE ITEMS COST MORE:

PERCENTAGE RISE OVER '54

OVER-ALL INCREASE:	15%-20%
ANIMATION:	5%-10%
LIVE-ACTION:	10%-25%
TALENT:	60%-85%
PROCESSING:	20%-50%
PRODUCER PROFITS:	0%-2%
AGENCY COMMISSION:	2%-3%

in the \$3,000-4,500 range. At the other extreme, the elaborate production commercial that once came in for \$8,000-12,000 is now on sale only at the \$10,000-15,000 counter. And the middle-range spot, which used to be \$5,000-6,000, is \$6,000-7,500 today.

The video-tape commercial, incidentally, generally varies from between \$1,000-5,000 per spot, with the "average" at \$2,000-2,500. These commercials naturally are simpler in their demands than many film commercials, accounting for part of the price differential between tv tape and film.

While the cost of the new commercials is up around 15% to 20% over five years ago, there's wide variation in where the added money goes. What's not generally recognized is the fact that the biggest part of added new expense goes into better, more detailed production values. The biggest item that costs more today than it used to is talent: rates are up for initial payments and so's the repayment scale. Processing costs, too, have climbed upwards in the area of 20% to 50% in five years.

The two groups which seem to have benefited least from the price rise are the producer and the agency. At 6% profit, a 20% rise in billing is giving the producer only 1c or 2c more, and figured against the same 20% increase, the agency's 15% commission is costing the client only 3c more; that is to say, of each added dollar now being spent on commer-

cial, film producer and agency together keep less than a nickel.

While it's generally assumed that rises in film production costs will result in added effectiveness, the more elaborate production is also closely linked to the corporate image function of commercials.

There's been in recent months a tendency to completely re-evaluate thinking about commercials. It's occurred to some clients that they're spending twice as much out of the print dollar on advertising production costs than out of the tv dollar. Account men are aware that some half-hour program costs have climbed from \$40,000 to \$50,000 per week, a 25% increase. Research men point out that today's three-network economy inherently divides up the audience more. Marketing executives are concerned over shifting tastes in product consumption and in the flurry of new brands. Each of these factors seems to add up to this: there's more competition today than before, and there'll be even more competition—not less—coming in the next five years.

In today's market the role and importance of the commercial has become the subject of new controversies. Many admen hope that something can be done to roll back commercials cost to former levels. But there's more concern along Madison Avenue over what will happen next year in 1960 than over what did happen in 1954, five years ago.



LOOK OUT.... TERMITES!

Radio will get you in Pittsburgh

▼ Termite exterminator finds light-hearted radio hook superior to grim visual portrayals, does record business

How would you like to see a swarm of termites crawling across your tv screen five nights a week?

The question would be less squeamish and less theoretical if you were in the termite-exterminating business—or, for that matter, in any business where your actual product portrayal evokes a wince.

Termitol Co. in Pittsburgh is such a company. They had discovered in past years that termites in newspaper ads aren't appealing, and termites on tv slides take on somewhat the character-

istics of a trailer for a *Shock* movie.

Moreover, this drawback is compounded by the fact that termite-killing is a seasonal business. In Pittsburgh, you have to wrap up your major sales between March and June—hence you need a dramatic sell in fast doses.

To get that effect—without shocking prospects half to death—Termitol this year decided to emphasize a medium used only as backup for newspapers and tv before: spot radio.

"The main reason for switching to

spot radio," says Termitol president L. L. Crosby, "was our need for a medium that would give us a light-hearted lead-in to a pretty serious business."

In essence, the Termitol approach was to create a veritable carnival in and around Pittsburgh for the three months of the termite season.

An agency switch in February brought the Termitol topside—president L. L. Crosby, his brother Stanford, v.p., and son William, secretary—into association with Price & Price, Pittsburgh agency headed by two brothers: president Harry and exec v.p. John.

The job was to find a combination of advertising elements that would



TOO GRIM FOR TV, visual portrayal of termites is now confined to "sideshow" (trailer exhibit, above) after radio circus has made them more palatable. At work humanizing termites on the opposite page are (l to r) actors Bob Trow and Karl Hardman, Price & Price v.p. Robert Dickey, and d.j. Rege Cordic (who created the spots). At right, working out details are (l to r) KDKA's Zoel Silverman, Dickey, and Cordic. Radio proved adaptable to light-hearted mood which Pittsburgh campaign needed. Technique proved more telling than last year's visual realism in other media



interact on each other best says Harry Price. This was the strategy:

- **Radio**, the basic medium, would create a light-hearted, circus-like atmosphere. Fifteen thousand dollars was earmarked (last year's \$9,000 tv allocation added to last year's \$6,000 radio budget). Nine stations within a 100-mile radius of Pittsburgh were selected. The excitement created on radio was intended to stimulate calls for free inspection and encourage people to see the termites in action *after* being introduced to them as humorous characters.

- **A trailer exhibit** provided the termite east of characters. Costing \$15,000 it was tricked out like a circus sideshow (the money coming from last year's direct mail allocation, which was also canceled).

- **Newspapers** would carry over the circus atmosphere, calling further attention to the trailer exhibit.

Rege Cordic, Pittsburgh disk jockey (KDKA), was turned loose on the commercials. Cordic and his partners (Bob Trow and Karl Hardman) specialize in wildly imaginative commercials (viz. *D.j. spoof creates pale stale ale*, SPONSOR, 13 December '59), and this was what was needed for recognition in a hurry. Termitol felt.

The circus effect was carried through in the spots. Three out of the four commercials actually weave in the trailer exhibit. Each pitches free inspection, the exhibit itself, and ends with the phone number. The situations themselves dramatize the dangers of termites:

(1) While a barker gathers a crowd around the Termitol display, one deaf remains on his front porch, deaf to all warnings about termites—until his porch collapses and he accepts the Termitol telephone number.

(2) A flagpole sitter invites a

friend up to see the Termitol display from above. Before he can make it to the top, the termites claim another victim—the flagpole.

(3) A board of directors meeting tries to compete with the caliope and barker outside the window. The conflict winds up with the "board" collapsing—literally—over "a couple termites."

(4) Cordic interviews a termite who warns him not to lean too heavily on his desk: "My wife an' the kids are havin' a snack inside your left rear desk leg." Comes the crashing sound and the Termitol phone number reminder.

Here's how the spots were scheduled, beginning with a late start (30 March) because it didn't warm up so fast as in previous years:

- KDKA, Pittsburgh. Alternate schedules. One week they are heard (Please turn to page 71)

TOTAL TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

CALIFORNIA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
CALIFORNIA	1,929,000	89	1,368,610
ALAMEDA	207,500	89	271,040
ALPINE	100	60	60
AMADOR	2,000	60	1,990
BUTTE	25,000	79	20,280
CALAVERAS	8,100	69	2,140
COLUSA	2,300	69	2,290
CONTRA COSTA	112,100	90	100,980
DEL NORTE	5,900	70	3,480
ELDORADO	7,000	60	4,820
FRESNO	101,600	85	89,210
GLENN	1,700	69	3,250
HUMBOLDT	30,800	81	25,460
IMPERIAL	19,100	72	13,820
INYO	1,100	52	2,150
KERN	81,700	87	73,370
KINGS	11,000	88	12,340
LAKE	4,100	69	2,840
LASSEN	1,700	51	2,550
LOS ANGELES	2,010,100	91	1,866,460
MADERA	11,500	87	10,020
MARIN	41,500	87	36,030
MARIPOSA	1,900	69	900
MENDOCINO	15,900	63	10,050
MERCED	25,300	82	20,620
MODOC	2,600	51	1,410
MONO	700	69	480
MONTEREY	57,000	85	48,660
NAPA	19,200	70	13,350
NEVADA	6,000	66	3,940
ORANGE	214,100	91	194,620
PLACER	15,100	81	12,490
PLUMAS	3,100	63	2,400
RIVERSIDE	91,700	81	76,800
SACRAMENTO	143,000	88	126,140
SAN BENITO	4,500	75	3,210
SAN BERNARDINO	153,100	88	134,260
SAN DIEGO	281,300	90	253,850
SAN FRANCISCO	281,300	89	253,850
SAN JOAQUIN	71,500	87	64,950
SAN LUIS OBISPO	22,100	75	16,810
SAN MATEO	129,000	91	117,260
SANTA BARBARA	47,500	85	40,370
SANTA CLARA	176,800	88	156,290
SANTA CRUZ	28,100	85	24,220
SHASTA	17,100	87	14,410
SIERRA	600	63	290
SISKIYOU	2,000	64	5,660
SOLANO	35,900	87	31,250
SONOMA	18,200	83	40,900
STANISLAUS	16,700	82	38,330
STUTTER	2,700	71	6,850
TEHAMA	7,200	73	5,250
TRINITY	3,100	73	2,480
TULARE	14,000	86	37,920
TUOLUMNE	1,200	69	2,890
VENTURA	51,700	90	46,450
YOLO	17,200	73	12,530
YUBA	7,200	67	4,820

COLORADO

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
COLORADO	511,900	81	412,690
ADAMS	19,200	93	17,920
ALAMOSA	2,900	41	1,296
ARAPAHOE	27,700	88	24,430
ARCHULETA	700	50	350
BACA	2,400	48	1,150
BENT	2,900	18	1,100
BOULDER	17,800	89	15,820
CHAFFEE	2,100	60	1,450
CHEYENNE	1,100	47	520
CLEAR CREEK	1,000	68	680
CONELIOS	2,500	41	1,110
COSTILLA	1,200	51	610
CROWLEY	1,300	68	890
CUSTER	100	63	250
DELTA	5,100	78	3,210
DENVER	173,000	92	159,020
DOLORES	500	52	260
DOUGLAS	1,100	51	700
EAGLE	1,300	57	740
ELBERT	1,100	63	690
EL PASO	15,900	82	29,350
FREMONT	5,500	61	3,510
GARFIELD	3,800	42	1,600
GILPIN	200	70	140
GRAND	1,500	57	740
GUNNISON	1,700	41	750
HINSDALE	100	50	50
HIERFANO	2,000	51	1,470
JACKSON	700	47	400
JEFFERSON	29,100	91	26,620
KIOWA	800	48	380
KIT CARSON	2,500	47	1,180
LAKE	2,500	41	1,520
LA PLATA	5,100	51	2,710
LARIMER	15,700	86	13,450
LAS ANIMAS	5,700	51	3,930
LINCOLN	1,800	53	1,130
LOGAN	6,200	73	4,510
MESA	15,900	72	11,520
MINERAL	200	50	100
MOFFAT	2,000	45	890

TOTAL TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
MONTEZUMA	3,100	51	1,740
MONTROSE	2,000	40	2,820
MORGAN	6,100	67	4,830
OTERO	8,000	60	5,450
OLNEY	700	67	400
PARK	500	60	300
PHILLIPS	1,000	68	630
PITKIN	500	41	310
PROWERS	1,000	48	2,120
PIEBBLE	10,000	82	26,980
RIO BLANCO	1,000	42	670
RIO GRANDE	1,000	47	1,380
ROTT	2,700	41	1,200
SAGUACHE	1,100	45	630
SAN JUAN	600	63	210
SAN MIGUEL	800	68	460
SEDGWICK	1,500	69	730
SUMMIT	400	68	230
TELLER	900	61	550
WASHINGTON	2,300	70	1,610
WELD	21,500	86	19,650
YUMA	2,100	69	1,650

CONNECTICUT

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
CONNECTICUT	699,900	92	642,330
FAIRFIELD	179,700	92	165,020
HARTFORD	189,100	92	173,350
LITCHFIELD	31,600	92	31,760
MIDDLESEX	22,800	92	20,920
NEW HAVEN	185,700	92	170,830
NEW LONDON	36,100	91	46,040
TOLLAND	16,200	91	14,820
WINDHAM	21,400	92	19,590

DELAWARE

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
DELAWARE	128,700	91	117,290
KENT	19,600	90	17,620
NEW CASTLE	81,200	92	77,210
SUSSEX	21,900	90	22,460

DIST. OF COLUMBIA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
DIST. OF COLUMBIA	211,600	91	219,610

FLORIDA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
FLORIDA	1,344,700	80	1,074,160
ALACHUA	18,100	66	11,980
BAKER	1,100	78	1,090
BAY	16,700	74	12,430
BRADFORD	2,900	78	2,250
BREVARD	26,200	71	18,590
BROWARD	92,000	89	81,840
CALHOUN	1,800	69	1,070
CHARLOTTE	2,000	76	1,390
CITRUS	1,700	65	940
CLAY	4,600	56	3,480
COLLIER	1,600	70	3,220
COLUMBIA	5,200	82	3,220
DADE	271,500	90	243,050
DE SOTO	2,500	69	1,400
DIXIE	500	76	530
DUVAL	12,200	88	107,680
ESCAMBIA	21,700	81	36,010
FLAGLER	1,100	71	990
FRANKLIN	1,500	72	650
GADSDEN	8,700	69	4,910
GILCHRIST	600	66	360
GLADES	700	61	430
GULF	2,700	69	1,610
HAMILTON	2,200	62	1,360
HARDEE	2,500	69	1,960
HENDRY	1,800	61	1,090
HERNANDO	2,600	69	1,450
HIGHLANDS	5,200	60	3,140
HILLSBOROUGH	110,100	87	100,510
HOLMES	2,800	61	1,520
INDIAN RIVER	8,000	8	3,270
JACKSON	8,700	69	4,780
JEFFERSON	2,100	64	1,290
LAFAYETTE	700	60	420
LAKE	112,900	77	10,130
LEE	12,200	70	8,490
LEON	16,000	71	8,440
LEVY	7,300	66	1,390
LIBERTY	700	61	290
MADISON	9,300	61	1,850
MANATEE	15,000	68	12,950
MARION	11,000	64	8,900
MARTIN	4,100	71	2,400
MONROE	16,000	71	11,680
NASSAU	4,900	70	3,160
OKALOOSA	11,900	67	10,640
OKEECHOBEE	1,200	67	800
ORANGE	26,800	81	64,710
OSCEOLA	7,100	66	3,360
PALM BEACH	17,000	81	56,730
PASCO	8,500	70	5,250
PINELLAS	102,100	87	85,380
POLK	11,500	70	41,670
PUTNAM	6,200	71	6,700
ST. JOHNS	9,800	75	7,390
ST. LUCIE	8,800	69	5,160
SANTA ROSA	5,500	71	3,950
SARASOTA	29,000	81	12,920

TOTAL TV HOUSEHOLDS
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
SEMINOLE	1,000	61	1,000
SHARPE	1,000	61	1,000
SUWANNEE	1,000	61	1,000
TAYLOR	1,000	61	1,000
UNION	1,000	61	1,000
VOLUNSA	1,000	61	12,200
WAKULLA	1,000	61	630
WALTON	1,000	61	2,000
WASHINGTON	1,000	61	1,200

GEORGIA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER
GEORGIA	1,011,600	77	780,990
APPLEY	2,000	64	1,610
ATKINSON	1,000	61	920
BACON	2,000	61	1,590
BAKER	1,000	61	590
BALDWIN	2,000	61	2,300
BANKS	1,000	61	1,020
BARLOW	2,000	61	2,510
BARTOW	2,000	61	6,210
BEN HILL	2,000	61	2,040
BERRIEN	3,000	61	1,610
BIBB	10,000	70	30,930
BLECKLEY	2,100	61	1,340
BRANTLEY	1,100	61	780
BROOKS	1,000	61	1,600
BRYAN	1,000	61	860
BULLOCK	5,800	61	3,370
BURKE	1,000	61	3,160
BUTTS	1,000	61	1,740
CALHOUN	2,000	61	1,090
CAMDEN	2,000	61	4,760
Candler	1,000	61	1,020
CARROLL	2,000	61	7,210
CATOOSA	1,000	61	3,620
CHARLTON	1,100	61	780
CHATTAHOOCHEE	10,100	65	48,200
CHATTANOOGA	2,000	61	1,970
CHATTOOGA	1,100	61	4,170
CHEROKEE	1,000	61	4,250
CLARKE	1,100	61	8,560
CLAY	1,000	61	780
CLAY			

TV SET COUNT (Cont'd from page 45)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS		STATE & COUNTY	TOTAL		TV HOUSEHOLDS		STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER		HOUSEHOLDS	PER CENT	PER CENT	NUMBER		HOUSEHOLDS	PER CENT	PER CENT	NUMBER
LI MPKIN	1,500	61		910	TRETTLEN	1,400	52		730	IDAHO	3,100	57		1,760
M. DUFFIE	3,000	77		2,320	TROUP	13,800	79		11,750	JEFFERSON	2,500	80		2,010
MCINTOSH	1,600	62		990	TURNER	2,500	55		1,370	JEROME	3,600	64		2,320
MALON	3,100	61		1,990	TWIGGS	1,700	56		950	KOOTENAI	9,000	84		7,520
MADISON	2,500	73		1,820	UNION	1,700	61		1,030	LATAH	7,000	67		4,690
MARION	1,100	61		900	UPSON	7,100	70		4,960	LEWIS	1,800	48		860
MERIWETHER	7,100	72		3,670	WALKER	12,000	78		9,320	LEWIS	1,200	67		800
MILLER	2,000	51		1,010	WALTON	4,900	72		3,510	LINGOLN	1,100	65		710
MITCHELL	5,200	91		2,640	WARE	9,100	74		6,720	MADISON	2,300	81		1,860
MONROE	2,500	79		1,980	WARREN	2,000	70		1,400	MINIDOKA	2,300	65		1,490
MONTGOMERY	1,600	55		840	WASHINGTON	4,500	56		2,510	NEZ PERCE	7,500	67		5,010
MORGAN	2,500	72		1,800	WAYNE	3,500	51		1,890	ONEIDA	900	64		580
MURRAY	2,500	79		1,970	WEBSTER	800	65		520	OWYHEE	1,700	75		1,280
MC SCOGEE	13,800	89		39,120	WEBBER	1,400	51		760	PAYETTE	3,700	66		2,460
NEWTON	5,000	85		4,260	WHITE	1,400	60		840	POWER	800	65		520
OCONEE	1,600	73		1,160	WHITEFIELD	10,500	88		9,240	SHOSHONE	6,700	70		4,690
OGLETHORPE	2,100	62		1,300	WILCOX	2,000	61		1,280	TETON	700	80		560
PALMDING	2,700	86		2,330	WILKES	2,700	71		1,920	TWIN FALLS	14,100	67		9,440
PEACH	3,000	64		1,930	WILKINSON	2,200	56		1,320	VALLEY	1,100	62		680
PICKENS	2,100	81		1,710	WORTH	4,200	55		2,290	WASHINGTON	2,700	66		1,790
PIERCE	2,100	55		1,330	IDAHO	181,300	75		137,360	ILLINOIS	3,040,500	91		2,760,050
PIKE	1,800	72		1,300	ADA	25,000	88		22,770	ADAMS	21,200	92		19,420
POLK	8,300	86		7,170	ADAMS	900	61		550	ALEXANDER	6,700	80		5,340
PULASKI	2,000	64		1,280	BANNOCK	12,700	80		10,110	BOND	3,900	90		3,500
PUTNAM	1,600	59		950	BEAR LAKE	1,700	65		1,110	BOONE	5,500	83		4,570
QUITMAN	700	61		430	BENWAH	1,400	84		1,170	BROWN	2,200	88		1,940
RABUN	1,700	70		1,190	BINGHAM	7,200	78		5,580	BUREAU	13,400	90		12,050
RANDOLPH	2,800	60		1,680	BLAINE	1,400	61		890	CALHOUN	2,000	89		1,770
RICHMOND	11,100	82		36,400	BOISE	600	67		400	CARROLL	6,200	87		5,380
ROCKDALE	2,200	85		1,880	BONNER	4,300	81		3,500	CASS	4,000	88		3,510
SCHELLY	800	65		520	BONNEVILLE	11,100	86		9,500	CHAMPAIGN	43,300	90		30,010
SCREVEN	1,100	58		2,360	BOUNDARY	1,600	81		1,290	CHRISTIAN	12,500	89		11,070
SEMINOLE	1,900	51		970	BUTTE	800	64		510	CLARK	5,500	84		4,590
SPALDING	8,900	90		8,050	CAMAS	500	63		190	CLAY	5,000	74		4,140
STEPHENS	5,000	70		3,490	CANYON	18,200	71		13,500	CLINTON	6,300	80		5,660
STEWART	2,100	63		1,350	CARIBOU	2,200	65		1,440	COLES	13,600	86		11,640
SUATER	6,200	62		3,840	CASSIA	3,900	65		2,520	COOK	1,071,200	92		1,455,480
TALBOT	1,800	70		1,260	CLARK	200	80		160	CRAWFORD	6,800	84		5,690
TALLAFERRO	900	71		640	CLEARWATER	2,100	73		1,530	CUMBERLAND	2,900	85		2,420
TATNALL	3,400	56		1,920	CUSTER	900	19		440	DE KALB	15,900	92		14,590
TAYLOR	2,100	61		1,350	ELMORE	2,900	75		2,180	DE WITT	5,600	85		4,770
TELFAR	2,600	54		1,400	FRANKLIN	2,400	69		1,560	DOUGLAS	4,700	84		4,780
TERRELL	2,300	62		1,800	FREMONT	2,200	80		1,770	DUPAGE	77,800	93		72,030
THOMAS	9,600	62		5,940	GEM	2,400	67		1,600	EDGAR	7,700	81		6,450
TIFT	6,700	55		3,670	GOODING	3,200	61		2,060	EDWARDS	2,800	75		2,110
TOMBS	4,200	66		2,370										
TOWNS	1,000	64		610										

WGR

Selling the Western New York radio market

SYMBOL OF SERVICE



A TRANSCONTINENT STATION



STATE & COUNTY	TOTAL		TV HOUSEHOLDS		STATE & COUNTY	TOTAL		TV HOUSEHOLDS		STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	PERCENT	NUMBER		HOUSEHOLDS	PERCENT	PERCENT	NUMBER		HOUSEHOLDS	PERCENT	PERCENT	NUMBER
EFFINGHAM	6,600	81	5,570		PERORIA	60,000	92	55,650		DAVIESS	5,200	81	6,870	
FAYETTE	7,100	81	5,990		PERRY	6,300	87	5,330		DEARBORN	7,400	81	7,750	
FORD	4,900	88	4,330		PIATT	1,700	83	4,010		DECATUR	10,100	80	5,030	
FRANKLIN	14,300	89	11,410		PIKE	6,900	88	6,050		DE KALB	10,000	80	8,130	
FULTON	15,700	90	14,130		POPE	1,600	77	1,230		DELAWARE	11,100	81	31,340	
GALLATIN	2,200	71	1,620		PLASKI	3,700	80	2,950		DE BOIS	10,000	81	5,690	
GREENE	6,000	88	5,270		PLUM	1,200	81	1,010		ELKHART	11,100	80	27,020	
GRINDY	7,800	91	7,070		RANDOLPH	8,600	91	7,850		FAYETTE	10,500	80	6,850	
HAMILTON	3,500	73	2,570		RICHLAND	5,800	75	4,360		PIAYI	10,100	82	15,160	
HANCOCK	8,500	86	7,540		ROCK ISLAND	16,800	90	43,540		FOUNTAIN	10,100	80	5,330	
HARDIN	1,900	77	1,430		ST. CLAIR	71,800	92	69,060		FRANKLIN	1,600	84	1,040	
HENDERSON	2,100	90	2,160		SALINE	9,000	87	7,670		FULTON	10,100	80	4,480	
HENRY	15,800	93	14,680		SANGAMON	15,600	88	39,950		GIBSON	10,900	81	8,660	
INDIANA	10,600	87	8,980		SCHUYLER	2,000	88	2,630		GRANT	20,300	80	21,150	
JACKSON	12,500	86	10,770		SCOTT	2,100	88	1,840		GREENE	10,100	80	7,850	
JASPER	1,100	81	3,430		SHELBY	7,900	85	6,700		HAMILTON	11,100	80	10,240	
JEFFERSON	11,500	83	9,490		STARBUCK	2,400	85	2,030		HANCOCK	8,100	80	7,640	
JERSEY	4,800	88	4,220		STEPHENSON	15,500	91	14,110		HARRISON	10,100	80	4,570	
JO DAVIESS	6,500	87	5,640		TAZEWELL	27,100	93	25,420		HENDERSON	10,200	80	9,600	
JOHNSON	2,500	77	1,930		TENNESSEE	5,300	80	4,220		HENRY	10,800	88	13,890	
KANE	32,800	91	49,350		VERMILION	29,700	88	25,650		HOWARD	20,100	80	18,560	
KANKAKEE	23,700	92	21,780		WARASH	4,300	80	3,430		HUNTINGTON	11,100	87	9,480	
KENDALL	1,000	91	3,630		WARREN	8,200	90	7,340		JACKSON	10,100	80	7,850	
KNOX	18,700	92	17,120		WASHINGTON	1,500	81	3,800		JASPER	7,100	80	4,710	
LAKE	71,500	91	70,220		WAYNE	6,000	71	4,430		JAY	7,100	80	6,100	
LA SALLE	35,000	81	29,510		WHITE	6,500	71	4,780		JEFFERSON	6,800	80	6,120	
LAWRENCE	6,100	80	4,870		WHITESIDE	16,900	92	15,630		JENNINGS	1,700	81	4,190	
LEE	10,200	86	8,760		WILL	19,500	92	45,600		JOHNSON	12,000	80	10,850	
LIVINGSTON	11,300	87	9,630		WILLIAMSON	15,300	81	12,820		KNOX	13,600	81	12,350	
LOGAN	8,500	91	7,720		WINNEBAGO	61,000	90	55,170		KOSCIUSKO	10,100	80	10,430	
McDONOUGH	9,100	86	8,050		WOODFORD	7,300	85	6,170		LAGRANGE	1,500	81	3,750	
McHENRY	20,000	92	18,410						LAKE	115,000	80	134,210		
McLEAN	28,100	86	24,330		INDIANA	1,401,700	90	1,263,900		LA PORTE	27,100	82	24,880	
MACON	36,400	89	32,480		ADAMS	6,800	87	5,930		LAWRENCE	11,100	80	10,300	
MACOUPIN	11,100	80	12,690		ALLEN	70,800	92	65,020		MADISON	38,700	81	36,010	
MADISON	69,500	91	63,320		BARTHOLOMEW	11,100	92	13,020		MARION	208,800	80	194,290	
MARION	13,400	89	11,940		BENTON	3,200	88	2,830		MARSHALL	9,800	88	8,680	
MARSHALL	1,200	81	3,540		BLACKFORD	4,400	82	3,620		MARTIN	4,200	81	2,680	
MASON	5,200	81	4,260		BOONE	9,000	92	8,270		MAHON	11,000	83	9,090	
MASSAC	5,900	77	4,540		BROWN	1,700	81	1,430		MONROE	13,200	81	13,870	
MENARD	2,700	82	2,210		CARROLL	5,300	81	4,470		MONTGOMERY	10,300	82	9,430	
MERCER	5,700	90	5,120		CASS	12,200	91	11,130		MORGAN	10,600	82	9,730	
MONROE	1,100	91	3,990		CLARK	17,900	92	16,400		NEWTON	1,100	80	3,810	
MONTGOMERY	10,200	85	8,700		CLAY	8,200	83	6,810		NORLE	8,600	81	7,800	
MORGAN	10,500	87	9,090		CLAYTON	10,500	90	9,490		OHIO	1,100	83	1,020	
MOTTRIE	1,200	85	3,560		CRAWFORD	2,100	83	1,990		ORANGE	1,100	82	4,190	
OGLE	11,300	85	9,660						OWEN	11,100	90	3,070		

THE TALK OF BUFFALO is WGR Radio's new *fresh-air* programming concept. It features the sound that's all around... modern album music specially selected for young adults and flexibly presented by personalities with a sense of humor. Carefully mixed with frequent newscasts that travel the news faster, top sports coverage in the area, and think-programs to keep informed people informed, WGR's new concept is winning *bigger audiences and greater community acceptance* in Western New York.

But that's not all! For grocery product advertisers, WGR Radio offers at no extra cost the most effective point-of-purchase merchandising plan in Western New York. Qualified thirteen-week advertisers get one week of preferred-position displays in Buffalo food stores, including 120 A&P and Nu-Way super markets.

WGR's mobile "Studio 55" broadcasts from different high-traffic super market locations every week...another sales extra when you advertise on Buffalo's first station.

For more information about merchandising and *fresh-air* availabilities on WGR, at the top of the dial in Buffalo, call Peters, Griffin, Woodward.

NBC • 550 KC • BUFFALO

Topeka has 1 TV Station WIBW-TV is it



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



ALL DAY- ANY DAY

survey-proved WIBW-TV
tops all competition!

- WIBW-TV is the ONLY station in Topeka—the 2nd largest market in Kansas;
- Serves 38 rich rural and urban counties (Telepulse) with 349,300 set count;

Share of Audience In Area (Telepulse)

7:45 a.m.	12 N.—	6 p.m.—
—12 N.	6:00 p.m.	Mid.
57.0%	50.3%	51.1%

In Topeka (Nov. '58 ARB)

33.9%	42.5%	38.0%
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- From sign-on to sign-off WIBW-TV has practically TWICE the audience of either the second or third station that can be seen in metropolitan Topeka; (Nov. '58 ARB).
- In the top 15 Oncc-A-Week Shows, WIBW-TV had an average rating of 37.69%.

WIBW-TV
CBS — NBC — ABC
Channel 13 Topeka, Kansas

Represented by
Avery-Knodel, Inc.

TV SET COUNT (Cont'd from page 47)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	PER CENT
PARKER	1,700	87	4,070	
PERRY	5,200	82	4,270	
PIKE	1,500	81	3,660	
PORTER	13,500	93	14,420	
POSEY	5,840	88	5,130	
PULASKI	1,100	88	3,330	
PUTNAM	7,800	86	6,480	
RANDOLPH	9,700	90	8,550	
RIPLEY	6,100	89	5,710	
RUSH	6,100	89	5,680	
ST. JOSEPH	72,500	92	66,570	
SCOTT	1,700	90	4,220	
SHELBY	10,760	91	9,750	
SPENCER	1,100	81	3,570	
STARKE	5,900	88	5,170	
STELLEN	1,300	89	4,420	
SULLIVAN	6,700	86	5,740	
SWITZERLAND	2,200	93	2,040	
TIPPECANOE	25,300	87	21,910	
TIPTON	9,500	86	4,580	
UNION	1,700	88	1,500	
VANDERBURGH	6,100	88	49,470	
VERMILION	5,700	87	4,940	
VIGO	11,550	92	31,870	
WABASH	3,900	82	8,140	
WARREN	2,300	87	2,270	
WARRICK	7,500	84	6,100	
WASHINGTON	5,300	85	4,490	
WAYNE	23,400	89	20,820	
WELLS	6,500	87	5,490	
WHITE	6,100	81	5,150	
WHITLEY	6,700	91	6,080	

IOWA

	813,200	89	753,940
ADAIR	3,600	78	2,790
ADAMS	2,300	78	1,790
ALLAMAKEE	1,400	71	3,260
APPANOOSE	5,900	73	4,300
ARTHUR	3,100	91	3,190
BENTON	5,000	94	6,560
BLACK HAWK	4,200	96	35,530
BOONE	7,800	91	7,060
BREMER	3,700	86	4,900
BUCHANAN	3,060	96	5,730
BEN AVENUE	7,200	79	5,690
BUTLER	5,200	85	4,410
CALHOUN	5,100	76	3,890
CARROLL	6,500	92	5,980
CASS	6,100	93	5,700
CEDAR	7,100	96	5,300
CERRO GORDO	19,100	95	15,810
CHEROKEE	5,200	93	4,810
CHICKASAW	1,300	78	3,340
CLARKE	9,000	66	1,990
CLAY	6,100	71	4,510
CLAYTON	6,100	71	4,510
CLETON	17,600	97	17,020
CRAWFORD	5,100	92	4,970
DALLAS	7,100	91	6,730
DAVIS	2,800	80	2,240
DECATUR	3,100	71	2,570
DELAWARE	1,900	96	4,690
DES MOINES	15,500	95	14,850
DICKINSON	4,000	71	2,960
DUBUQUE	22,000	92	20,290
EMMET	4,300	67	2,880
FAYETTE	7,900	80	6,320
FLOYD	7,200	78	5,580
FRANKLIN	5,000	87	4,340
FREMONT	7,200	93	2,980
GREENE	1,700	90	4,070
GRIFFIN	1,200	90	3,760
GUTHRIE	1,100	91	3,730
HAMILTON	6,100	95	6,070
HANCOCK	1,100	82	3,360
HARDIN	7,300	95	6,920
HARRISON	6,100	96	4,900
HENRY	6,600	81	4,530
HOWARD	6,700	71	2,630
HUMBOLDT	7,800	72	2,750
IDA	7,200	92	2,950
IOWA	1,600	83	3,800
JACKSON	7,100	91	4,930
JASPER	10,200	95	9,730
JEFFERSON	5,500	81	4,440
JOHNSON	11,300	81	11,960
JONES	5,500	91	5,110
KEOKUK	4,200	83	4,290
KOSSUTH	7,100	73	5,370
LEE	10,600	81	10,980
LINN	10,900	96	39,420
LOUISA	7,200	83	2,640
LUCAS	4,400	66	2,190
LYON	1,000	92	3,680
MADISON	2,800	90	3,410
MAHASKA	5,700	78	5,970
MARION	7,200	91	6,760
MARSHALL	11,700	95	11,070
MILLS	3,200	91	3,040
MITCHELL	9,000	81	3,360
MONONA	1,700	96	4,520
MONROE	2,800	73	2,030

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	PER CENT
MONTGOMERY	5,100	91	4,660	
MUSCATINE	10,700	97	10,140	
OBRIEN	5,300	80	4,710	
OSCEOLA	2,800	80	2,240	
PAGE	7,100	93	6,890	
PALO ALTO	1,100	67	2,730	
PLYMOUTH	9,900	92	6,340	
POCAHONTAS	1,200	71	2,980	
POLK	85,900	96	82,420	
POTTAWATTAMIE	23,000	95	21,780	
POWESHENK	5,700	78	4,420	
RINGGOLD	2,700	79	2,140	
SAC	5,200	79	4,100	
SCOTT	10,900	97	35,690	
SHELBY	1,700	91	4,140	
SIoux	9,800	92	6,250	
STORY	11,900	95	13,150	
TAMA	6,500	89	5,800	
TAYLOR	3,700	79	2,930	
TAYLOR	5,100	78	4,340	
VAN BUREN	3,100	80	2,710	
WAPELLO	16,500	80	13,250	
WARREN	5,100	90	4,860	
WASHINGTON	6,100	83	5,290	
WAYNE	3,600	72	2,580	
WEBSTER	11,100	96	13,540	
WINNEBAGO	3,700	82	3,030	
WINNESHIEK	6,300	71	4,490	
WOODBURY	35,900	96	34,610	
WORTH	6,100	81	2,610	
WRIGHT	6,100	87	5,310	

KANSAS

	678,100	81	519,630
ALLEN	5,100	71	3,840
ANDERSON	3,100	61	1,990
ATCHISON	6,100	87	5,570
BARBER	2,800	75	2,100
BARTON	10,800	93	10,070
BOURBON	6,000	71	4,270
BROWN	1,900	78	3,810
BUTLER	12,800	83	10,640
CHASE	1,400	71	960
CHAUFQUA	2,100	63	1,320
CHEYENNE	7,500	73	5,490
CHEYENNE	1,100	15	630

(Please turn to page 56)

One hundred
eleven*
national
and
regional
spot
advertisers
know
Terre Haute
is not covered
effectively
by outside
TV

*Basis: 1958

WTHI-TV CHANNEL **10** CBS
ABC

TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,

Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

SPONSOR • 16 MAY 1959

Hits home!

Available now, for the first time off-network, "This is Alice" brings you 13 fresh new first run episodes teamed with 26 first-run, off-network half-hours. They're all designed to hit homes with all-family appeal . . . and all come to you complete with built-in local sales ability. Angel and pixie, this engaging little minor has major appeal and absolutely no rating inhibitions.

FOR EXAMPLE, IN THE HIGHLY COMPETITIVE SEVEN STATION LOS ANGELES MARKET, "ALICE" RATED* FIRST IN HER 7:00 P.M. TIME PERIOD WITH A 22.6 AUDIENCE SHARE. IN PROVIDENCE, "THIS IS ALICE" SCORED A 26.5 RATING, 55.3 SHARE; CINCINNATI, 21.7 AND 41.8 SHARE. IT HAPPENED AGAIN AND AGAIN, MARKET AFTER MARKET!

And now the dynamic selling force behind this vivacious little star is available for every local sponsor seeking network quality programming that hits home with everybody in the family, everywhere! For details contact:

A Division of National Telefilm Associates, Inc., 10 Columbus Circle, N. Y. 19, N. Y., JUdson 2-7300 **NTA PROGRAM SALES**

This is Alice



TV RESULTS

FOOD PRODUCTS

SPONSOR: Continental Baking Co. AGENCY: Ted Bates & Co.

Capsule case history: The Omaha branch of Wonder Bread has been successfully using KETV, Omaha, for quite some time. Ross Garrantono, sales manager for the territory, has used a most unusual sales building gimmick of any baking firm. Each Tuesday at 9:30 p.m. Garrantono has been running what is known to Omaha as "Salesman's Pledge," which is a live commercial done each week by a different local route salesman. Any of the salesmen appearing on KETV must in some way have improved his route to earn the privilege. Each one is assigned a number of jobs to be done on his route in the way of improving his displays in stores, gaining more display space, securing non-stops, etc. The salesman who performs the assignments best appears and recites the Wonder Bread Fresh Bread Pledge. "This promotion has really given us maximum results for the Omaha area," stated Ross Garrantono, sales manager for the Wonder Bread Co. "KETV gives us the kind of exposure we need."

KETV, Omaha

Announcements & Programs

CANDY & CONFECTIONS

SPONSOR: Fenn Bros., Inc. AGENCY: Campbell-Mithun

Capsule case history: "There is no question in our minds of the tremendous impact of tv on the consumer to introduce; to promote increased volume; and to sustain volume on an item," stated H. R. Scheid, president of Fenn Bros., Inc., makers of Butter Brickle, Royal Brazils, Walnut Crush and Big Bogie candy. Butter Brickle used television to crack two new markets—Boston and Chicago; and later to increase volume in Los Angeles. Fenn and the Campbell-Mithun agency were convinced television could best introduce Butter Brickle in Boston. Mr. Scheid cited three advantages of tv: Speed (tv would reach more people in less time), Efficiency (tv's reach would offer the lowest possible costs) and Impact (tv's sight-sound-motion would be the most forceful salesman to distributors and to consumers). The tv plan in Boston meshed co-sponsorship of half-hour syndicated films with flights of 20-second spots over 26 weeks. "Results in Boston on WNAC-TV were most impressive," remarked Mr. Scheid.

WNAC-TV

Sponsorships & Announcements

NEW TIRES

SPONSOR: Economy Auto Stores AGENCY: Direct

Capsule case history: After testing a variety of small television campaigns, Earl E. Tennyson, Jr., mgr. of Chattanooga's Economy Auto Store, launched a heavy saturation campaign on WRGP-TV. From the sixth largest seller of new tires last year in the Economy chain, Tennyson's sales have risen so meteorically that he is now the largest seller of tires in the company's chain of 21 outlets. Store volume is currently 22 to 23% ahead of last year. Three years ago, the store's sales were lowest of the entire chain. This store is the only one in the chain using tv. Tennyson buys heavy saturation waves of 24 announcements (75% I.D.s, 25% minutes) starting on Wednesday and running through late Friday evening. The bulk of his spots are in early morning and evening time periods, preferably around news and adult westerns for a large male audience. Tennyson now budgets 75% of his funds for tv. "Tv is dynamite," he reported. "It is the best-pulling medium for tires I've ever used."

WRGP-TV, Chattanooga

Announcements

DETERGENTS

SPONSOR: Trend Detergents AGENCY: FC&B

Capsule case history: Two independent research organizations recently reported to the delight of Trend Detergents that both their liquid and dry detergents had made outstanding advances since they began advertising on WOR-TV, New York. Trend has been running a medium-sized spot schedule for the past few months supplementing it with other local media. As always in a market the size of New York it is months before actual sales results are felt, however in less than three months Trend reported that for the two-month period, October-November, 1958, Liquid Trend more than doubled its share of the market over the previous two-month period and Dry Trend moved into the number one position in the light-duty, dry-detergent category—surpassing both of its major competitors. "We are now in the planning stage for resumption of advertising activity in New York and WOR-TV will be uppermost in our plans when the schedule is formulated," the advertiser's agency wrote the station.

WOR-TV, New York

Announcements

Hits hard!

It's available now, for the first time, first run off-network! In 26 all new first run adventures and 26 hard-hitting, fast moving half-hours, "Man Without a Gun" tells the story of a dynamic frontier newspaper editor. It stars Rex Reason as the "Man Without a Gun" who fights for a free press and a free people in early days of the west. While the editor carries no gun, he pulls no punches!

MAN WITHOUT A GUN HIT HARD IN THE TOUGH PHILADELPHIA MARKET WITH A 23.1 RATING*, 52.0 SHARE . . . HIT 21.2 IN COLUMBUS, OHIO WITH A 46.2 AUDIENCE SHARE . . . AND HIT HARD IN OTHER MAJOR MARKETS, TOO.

Meet the maximum in all-action, all-adventure western drama. Meet the man who builds and multiplies your local audience. Meet "Man Without a Gun!" For details contact: **NTA PROGRAM SALES**

A division of National Telefilm Associates, Inc., 10 Columbus Circle, N. Y. 19, N. Y., JUdson 2-7300

Man Without a Gun



The TOP DOG



skipped a beat in his Pulse

But it won't happen again! With top ratings for 355 quarter hours in the week, we shame-facedly admit that we missed one segment, Monday through Friday by 0.2% — according to the March, 1959 Pulse.



For more information — for a gold mine of sales results on KONO... call your nearest

KATZ AGENCY

Representative
or write direct to

KONO

Jack Poth, Manager
P. O. Box 2338
San Antonio 6, Texas

National and regional buys
in work now or recently completed

SPOT BUYS

RADIO BUYS

Bristol-Myers, Grove Laboratories Div., St. Louis, is placing schedules in major markets for its Ammens powder. The 15-week campaign starts the third week in May. Minutes during daytime slots are being slotted; frequencies depend upon the market. The buyer is Bob Widholm; the agency is Doherty, Clifford, Steers & Shenfield, Inc., New York.

The American Tobacco Co., New York, is entering various markets with schedules for its Half & Half Tobacco. The announcements start the last week in May for a four-week run. Minute announcements during traffic hours are being used; frequencies vary from market to market. The buyer is Fred Spruytenburg; the agency is Sullivan, Stanffer, Colwell & Bayles, Inc., New York.

TV BUYS

5 Day Laboratories, Div. of Associated Products, New York, is kicking off a campaign in top markets for its 5 Day deodorant. The eight-week schedules start the last week in May. Minute, 20- and 10-second announcements are being placed; frequencies vary from market to market. The buyer is Ken Allen; the agency is Grey Advertising Agency, Inc., New York.

The Procter & Gamble Co., Cincinnati, is going into various markets with schedules to test a premium offer for its Duz detergent. The schedules start the third week in May; minute announcements during both daytime and nighttime segments are being used. Frequencies depend upon the market. The buyer is Bob Liddel; the agency is Compton Advertising, Inc., New York.

Lever Bros. Co., Lipton Div., Hoboken, N. J., is initiating a new campaign in top markets for its Instant Tea. Start dates are staggered through late May and June for about six weeks. Minute and 20-second announcements are being scheduled, with frequencies varying. The buyer is Lorraine Ruggiero; the agency is Young & Rubicam, Inc., New York.

RADIO-TV BUYS

The Texas Co., New York, is placing a new schedule in both radio and tv in top markets for its Texaco gasolines and oils. The four-week run begins the first week in June. In tv, chainbreaks and I.D.'s during nighttime segments are being purchased; in radio, minute announcement during traffic and nighttime slots. Frequencies vary. The buyer is Bill Santoni; the agency is Cunningham & Walsh, Inc., New York.

Hits the jackpot!

Now for the first time off-network, *HOW TO MARRY A MILLIONAIRE* steps into syndication with 26 all-new, first run escapades and 26 first-run, off-network half-hours, produced by 20th Century-Fox with the same lavish backgrounds. Adapted from the best-selling novel by Doris Lilly and audience winning motion picture, the pre-accepted adventures of three millionaire-happy gals hits the entertainment and rating jackpot again and again all over the country.

THEY HIT THE RICH HARTFORD-NEW HAVEN MARKET WITH A 17.0 RATING,* 41.2 AUDIENCE SHARE — GRAND RAPIDS, 23.1 RATING AND 57.0 SHARE—MOBILE, 27.7 RATING, 52.2 SHARE. EVERYWHERE YOU LOOK, THEY RATE!

For the full track record and all the details on the ways "How to Marry a Millionaire" hits the jackpot with big audiences and punched-up local sales in your market, contact: **NTA PROGRAM SALES**

A division of National Telefilm Associates, Inc., 10 Columbus Circle, N. Y. 19, N. Y., JU'dson 2-7300

How to Marry a Millionaire



What type of local programming do agencies often overlook in their

Agencies and advertisers are not aware of the sales impact of many local programs, is the consensus of what stations told SPONSOR

Kitty Broman, *director of women's activities, WWLP, Springfield, Mass.*

Sometimes I feel that agency "market research" is a myth. Certainly many agencies overlook one of the



Programs with feminine interest

most important and affluent audience segments in a community when they bypass the local women's program in any market.

Strange as it may seem, this agency weakness shows up mainly in national accounts. The local advertisers in most markets learned a long time ago the power of the distaff members of the family and selected their programs accordingly. But the big national advertiser, through its agency, still clings to that old-fashioned idea that the woman of the house doesn't have much to say about where the family budget goes.

How wrong can you get? Year after year statistics show with increasing impact the fact that women control the greatest share of our nation's wealth and in many cases have the only say in where the family budget is spent and on what.

I would suggest that some of these agency people send their researchers out to the shopping centers on any given Friday or Saturday and see just how many men are spending the family budget. They "saturate" the high-rated, high-budgeted shows looking for that "man-sized" audience and neglect the little woman who says "I'll take this and this and this," including cigarettes, tooth paste, de-

tergents, shaving lotion and other "manly" items.

Many agencies overlook the fact that women's programs, or homemakers' program, develop a local audience that is extremely loyal and that when the homemaker, who has developed a following in a community recommends a product you can bet that product is going to get a boost when the little lady goes shopping.

They overlook the fact that the personality on the homemakers' program has developed what amounts to a friendship with the viewer. And they also overlook the important fact that when a viewer buys a product recommended by a homemaker the product has itself a repeat customer.

Also because woman is by nature a social creature, a woman personality doing a homemaking show can out-merchandise the male. Women love to make personal appearances, go to parties, speak out at luncheons and socials and, when they do, they don't mind plugging their sponsor's product a bit.

On my program over WWLP we have had countless "success" stories on sales from brief mentions of a product and strangely enough, many of the sales were to men who "just happened to catch the show" at lunch.

Some one once said a long time ago, "Never underestimate the power of a woman." I think that agencies might pay closer attention to a modern version of that "Never underestimate the buying power of a woman"—and apply it to their planning in the future.

James R. Agostino, *v.p. & gen. mgr., KALY & KALY-TV, Spokane, Wash.*

Local programs, some of the best buys in television, are often by-passed by national timebuyers with huge budgets.

Obviously, tv stations do not carry local programs to lose money. Stations schedule them only because there is a demand from local advertisers. These advertisers, the tough-

est timebuyers in the world, rely heavily on local programs to carry the bulk of their advertising effort. And the programs have to be good or these merchants don't buy.

Some of the local features often overlooked nationally are news programs, sports programs and local sports features. In addition, afternoon women's shows have always been standard, sold-out fare offered up by the local program departments. Occasionally a top entertainment figure appears on the local tv scene and quickly becomes a *must buy* for discerning timebuyers. One such character is currently starring in his own show on KXLY-TV. This five-times-a-week half-hour strip called *The Cliff Carl Show* currently has the "no-vacancy" sign up. This is a good example of what we are talking about: the local merchant getting aboard a good thing while the national timebuyer misses a good bet.

Feature-length movies in both afternoon and late night periods are another example of local programming often featuring outstanding emcee personalities. Local timebuyers are keeping the cash register ringing with shrewd use of these movies.



Programs with local personalities

To sum up, ratings tell only half a story and that not too well. The rest of the story is found in local features, local programs and local personalities.

Robert Z. Morrison, *sls. mgr., WKBT, La Crosse, Wis.*

Within the past nine months WKBT has noticed a new interest on the part of regional and national advertisers, directly and through their agencies, in locally produced service shows. By this, I refer to our nightly news,

ADAM YOUNG ASKS:**buying?**

weather, sports and farm programs.

During our first four years of operation we seldom had a national or regional sponsor for these shows. But this was not a big problem because our local La Crosse merchants found



Weather, sports and farm shows

them to be their best tv vehicle. They liked having local station people selling their products and services and they liked local live demonstrations.

At least half of our present service shows are sponsored by the same advertisers since WKBT began telecasting on August 1, 1954. There is only one conclusion: These shows sell goods and services immediately and constantly; otherwise, sponsorships wouldn't be almost five years old.

Last fall several different types of national advertisers began to buy in to our news, weather and farm shows. Blatz is nearing the end of its second full year of sponsoring six sports shows a week, and is easily the oldest of this type of tv user with us. Starting last year we sold service shows to Standard Oil, Ripon Foods, and Page Paper Division of Ft. Howard Paper Co. This year to date we have made similar sales to Equitable Assurance Society, American Dairy Assn., Association of Independent Insurance Agents, Pfizer Co., and to Sealtest.

It appears now that we will continue to have a good representation of leading national advertisers as sponsors of news, weather, sports and farm programs. It's been a long time since we've had an unsponsored news, weather or sports program on WKBT—this is the best indication I know that this type of sponsorship on our station is selling for the advertisers.

(Please turn to page 89)

Who gets the top drawer in a spot bureau?



Adam Young

Delighted to note new interest in an organization to unify telling of spot radio's story.

The bureau now selling radio wholesale obviously can't major in spot. To all intents, advertisers are getting only 1½ points of view, if that many. *Radio* comes in, sells radio. Then networks come in, sell their "economy," "efficiency," "prestige."

Which single voice tells their spot is more efficient, more flexible, skips no needed markets, buys no excess ones, affords the best a market offers, not what a network happens to have?

Who points out that spot is so much more rewarding in product sales, that it's well worth the extra time and trouble involved?

For several years, we have been active in this work, to an extent far beyond the call of duty for *one* company. We've spent many dollars and many dollars worth of time sponsoring research projects and publicizing their findings. Examples: Continuing analysis of audience leadership by type of station; role of power; audience composition; accurate measurement of out-of-home listening. Right now we're embarked on a pioneering "Advertiser Area Project," to determine size and shape of audience-measurement areas considered vital by advertisers.

(We'll share this information with any advertiser, agency or radio station.)

We've advertised our findings; spoken about them at conventions; reviewed them with editors; distributed printed reports. We've become in effect a bureau for spot radio, albeit the most efficient *kind* of spot radio.

What is the most efficient kind? Our studies repeatedly show modern radio stations to be more efficient than old line network affiliates in virtually every market.

So the effort has been under way. Frankly, we welcome company—namely all modern, well-managed, efficient radio stations who benefit from this work. Call it "spot bureau," or "modern radio bureau?" No matter: Just so advertisers are told today's spot story, so that when they buy, they buy on modern, objective, factual bases. When they do, they won't be disappointed; they'll be good, fast friends of spot radio.

Any comment? Want to take part? Whether you are represented by Adam Young Inc. or not, let's discuss how you can help. Give me a call, or drop me a note.

ADAM YOUNG INC.

Representing all that's modern and most efficient in radio today

NEW YORK (3 E. 54TH ST.) • ATLANTA • CHICAGO • DETROIT
LOS ANGELES • ST. LOUIS • SAN FRANCISCO

TV SET COUNT (Cont'd from page 43)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CLARK	1,100	51	700
CLAY	3,600	61	2,310
CLOFF	1,800	68	2,780
COFFEY	2,600	63	1,680
COMANCHE	1,000	76	760
COWLEY	12,500	79	9,910
CRAWFORD	11,100	79	11,260
DECATUR	2,000	59	1,170
DICKINSON	7,300	55	4,260
DONIPHAN	4,300	87	2,870
DODGE	10,300	76	7,830
EDWARDS	1,800	81	1,450
ELK	1,800	63	1,130
ELLIS	3,300	73	3,860
ELLSWORTH	2,300	67	1,680
FINNEY	4,200	57	2,440
FORD	6,300	64	4,060
FRANKLIN	6,600	82	5,390
GEARY	7,200	58	4,200
GOVE	1,000	93	530
GRAHAM	1,300	58	750
GRANT	1,100	69	690
GRAY	1,200	15	780
GREELY	600	17	280
GREENWOOD	1,700	45	2,760
HAMILTON	800	10	320
HARPER	2,000	75	2,240
HARVEY	2,900	81	6,380
HASKELL	700	19	340
HODGEMAN	900	80	720
JACKSON	2,300	78	2,570
JEFFERSON	2,600	78	2,790
JEWELL	2,500	58	1,450
JOHNSON	11,100	95	39,610
KEARNEY	900	19	440
KINGMAN	1,200	75	2,470
KIOWA	1,100	67	1,050
LABETTE	3,200	65	6,170
LANE	900	50	480
LEAVENWORTH	11,300	95	10,750
LINCOLN	1,300	68	1,290
LINN	2,800	80	2,240
LOGAN	1,100	11	480
LYON	7,900	66	5,190
MCPIERSON	7,500	79	5,930
MARION	3,000	71	3,710
MARSHALL	5,200	62	3,220
MEADE	1,600	61	1,030

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MIAMI	6,200	80	4,950
MITCHELL	2,700	58	1,560
MONTGOMERY	16,700	78	13,030
MORRIS	2,100	71	1,780
MORTON	1,000	10	400
NEMAH	4,000	78	3,110
NEOSHO	6,500	73	4,770
NESS	1,700	53	900
NORTON	2,700	58	1,570
OSAGE	1,100	82	3,590
OSBORNE	2,300	62	1,420
OTTAWA	2,300	67	1,550
PAWNEE	2,800	80	2,250
PHILLIPS	3,100	62	2,110
POTTAWATOMIE	3,700	62	2,300
PRATT	3,900	71	2,930
RAWLINS	1,500	11	660
RENO	19,800	91	18,620
REPUBLIC	3,500	61	2,250
RICE	1,600	79	3,640
RILEY	5,100	69	4,160
ROOKS	3,000	62	1,870
RUSH	1,900	73	1,390
RUSSELL	3,800	73	2,760
SALINE	13,500	77	10,430
SCOTT	1,200	52	680
SENEGONIA	110,200	91	103,350
SEWARD	1,100	19	1,990
SHAWNEE	13,300	91	40,770
SHERIDAN	1,100	37	630
SIBBOLAN	1,800	16	820
SMITH	2,600	62	1,610
STAFFORD	2,200	80	1,840
STANTON	600	10	240
STEVENSON	1,200	10	480
STINEBAUGH	9,000	75	6,730
THOMAS	2,200	13	970
TREGON	1,500	51	810
WABAUNSEE	2,200	66	1,450
WALLACE	700	16	320
WASHINGTON	5,600	61	2,310
WICHITA	700	11	310
WILSON	1,700	73	3,450
WOODSON	2,000	65	1,290
WYANDOTTE	61,500	95	58,500

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
JEFFERSON	177,200	92	163,590
JESSAMINE	3,500	63	2,190
JOHNSON	5,000	71	3,550
KENTON	11,700	95	39,490
KNOTT	3,700	19	1,830
KNOX	6,300	52	3,290
LARUE	2,800	60	1,680
LAFAYETTE	6,500	11	2,660
LAWRENCE	3,100	71	2,200
LEE	1,800	17	840
LESLIE	3,200	12	1,340
LEITCH	6,500	55	3,580
LEWIS	3,000	62	1,850
LINCOLN	4,300	67	2,450
LIVINGSTON	1,900	51	1,030
LOGAN	5,000	69	3,870
LYON	1,500	55	820
McCRACKEN	19,400	63	12,270
McCREARY	2,800	51	1,440
McLEAN	2,500	55	1,380
MADISON	9,200	52	4,800
MAGOFFIN	2,200	50	1,100
MARION	3,900	72	2,790
MARSHALL	5,100	59	3,020
MARTIN	1,800	72	1,290
MASON	5,100	82	4,450
MEADE	2,000	77	1,540
MENEFEE	800	13	350
MERCER	4,000	63	2,510
METCALFE	2,300	56	1,280
MONROE	5,100	55	1,710
MONTGOMERY	2,800	52	1,450
MORGAN	2,500	17	1,170
MURKINBERG	7,100	61	4,510
NELSON	1,900	90	4,410
NICHOLAS	2,100	65	1,370
OHIO	4,100	55	2,410
OLDHAM	3,100	75	2,330
OWEN	2,600	73	1,890
OWSLEY	1,100	11	580
PENDLETON	3,000	82	2,460
PERRY	8,100	56	4,540
PIKE	16,100	67	10,820
POWELL	1,500	13	630
PULASKI	9,100	53	4,990
ROBERTSON	500	82	410
ROCKCASTLE	2,700	41	1,110
ROWAN	2,500	62	1,540
RUSSELL	2,800	77	1,600
SCOTT	3,800	73	2,780
SHELBY	5,000	75	3,740
SIMPSON	4,000	69	2,070
SPENCER	1,500	90	1,350
TAYLOR	1,900	60	2,960
TODD	4,200	69	2,210
TRIGG	2,100	76	1,170
TRIMBLE	1,100	75	1,050
UNION	1,000	53	2,120
WARREN	12,700	67	8,480
WASHINGTON	2,900	72	2,080
WAYNE	1,800	52	1,590
WEBSTER	1,300	53	2,380
WHITLEY	6,600	52	3,410
WOLFE	1,500	17	700
WOODFORD	3,100	73	2,270

KENTUCKY

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADAIR	3,800	60	2,290
ALLEN	1,700	78	1,960
ANDERSON	2,100	72	1,720
BALLARD	2,900	59	1,710
BARREN	8,200	58	4,750
BATH	2,500	51	1,280
BELL	8,300	62	5,160
BOONE	6,000	89	5,340
BOYD	1,300	65	3,190
BOYD	11,800	92	13,650
BOYLE	1,500	63	3,450
BRACKEN	2,200	82	1,810
BREATHITT	3,600	19	1,780
BRECKINRIDGE	7,800	77	2,920
BULLITT	1,500	90	4,050
BUTLER	2,200	51	1,210
CALDWELL	1,500	19	1,730
CALLOWAY	9,800	75	3,210
CAMPBELL	28,900	96	26,830
CARLISLE	1,700	69	1,010
CARROLL	2,500	89	2,230
CARTER	1,700	82	3,840
CASEY	3,600	57	2,050
CHRISTIAN	10,100	68	6,850
CLARK	5,100	72	2,790
CLAY	1,100	12	1,840
CLINTON	2,000	12	830
CRITTENDEN	2,700	10	1,340
CUMBERLAND	2,500	57	1,380
DAVLESS	19,600	77	15,150
EDMONSON	1,700	58	990
ELLIOTT	1,300	82	980
ESTILL	2,500	12	1,400
PAYETTE	6,700	66	23,610
FLEMING	2,300	62	1,600
FLOYD	9,500	78	7,420
FRANKLIN	8,300	73	6,070
FULTON	3,300	65	1,770
GALLATIN	1,100	84	980
GARRARD	2,700	63	1,690
GRANT	3,700	89	2,410
GRAVES	9,700	57	5,370
GRAYSON	1,600	58	2,860
GREEN	2,900	60	1,750
GREENUP	2,000	82	5,710
HANCOCK	3,100	76	1,070
HARDEN	11,000	81	11,660
HARLAN	1,100	56	8,790
HARRISON	1,200	73	3,080
HART	7,700	78	2,140
HENDERSON	6,000	57	7,900
HENRY	3,100	77	2,330
HICKMAN	2,000	72	1,180
HOPKINS	13,200	88	7,180
JACKSON	2,900	12	1,190

LOUISIANA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ACADIA	13,100	63	8,310
ALLEN	5,500	64	3,460
ANDRESON	6,000	66	3,980
ASSUMPTION	3,900	60	2,350
AZOFF	10,500	65	6,790
BEAUREGARD	6,800	63	3,650
BIENVILLE	4,900	61	2,570
BOSSIER	11,200	79	8,860
CADDO	62,100	87	53,010
CALCASIEU	18,800	75	29,250
CALDWELL	2,700	66	1,770
CADREAU	1,200	61	770
CATAHOULA	2,700	61	1,650
CLAIBORNE	6,000	61	3,670
CONCORDIA	2,700	61	2,260
DE SOUD	1,600	71	4,070
EAST BATON ROUGE	66,100	81	55,350
EAST CARROLL	7,800	67	2,540
EAST FELICIANA	7,100	60	2,830
EVANGELINE	8,900	62	5,510
FRANKLIN	1,100	69	4,870
GRANT	5,300	68	2,240
IBERIA	12,100	69	8,350
IBERVILLE	6,800	62	4,210
JACKSON	3,800	68	2,450
JEFFERSON	50,000	86	43,190
JEFFERSON DAVIS	8,100	84	5,150
LAFAYETTE	19,000	71	13,540
LAFORCHE	11,500	80	9,230
LA SALLE	3,900	64	2,560
LINCOLN	9,900	61	4,410
LIVINGSTON	5,700	66	3,790
MADISON	1,700	17	2,880
MOREHOUSE	9,600	88	6,370
NATCHITOCHE	9,300	88	6,110



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RATINGS...?
 COVERAGE...?
 COST PER THOUSAND...?

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in America's 71st TV market

Your PETRY man will fill in details
 E. Newton Wray
 Pres. & Gen. Mgr.



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The game is fun to play. It quickens the pulse (or do we mean Trendex) like any other form of gambling.

But if you're looking for more of a sure thing, magazines are a pretty good bet. With your chips on The Saturday Evening Post, for example, you're sure of the circulation, market by market, week by week. You're sure of your audience and its quality. You're

sure of audience responsiveness. And in the Post, you're sure that 29 million times each issue, someone turns to *your* ad page. (Repeat Ad Page Exposure costs you not an extra cent.)

So before you start to play, make sure your carfare home is in a safe place. Safe, but — as many an ad-man will tell you — a mighty exciting place, too!

A CURT S. MAGAZINE



TV SET COUNT (Cont'd from page 56)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ORLEANS	195,600	87	169,660
OTCAHITA	25,800	79	20,320
PLAQUEMINES	8,700	82	7,140
POINTE COUPEE	8,200	60	4,920
RAPIDES	30,500	77	23,385
RED RIVER	2,000	72	1,440
RICHLAND	6,500	77	5,005
SABINE	5,100	57	2,907
ST. BERNARD	8,000	87	6,960
ST. CHARLES	3,500	75	2,625
ST. HELENA	2,100	70	1,470
ST. JAMES	3,000	76	2,280
ST. JOHN BAPTIST	3,000	76	2,280
ST. LANDRY	20,800	63	13,070
ST. MARTIN	6,100	70	4,270
ST. MARY	10,600	69	7,314
ST. TAMMANY	8,100	76	6,156
TANGIPAHOA	16,300	81	13,190
TENSAS	1,200	67	804
TERREBONNE	12,600	88	11,088
UNION	1,500	69	1,035
VERMILION	10,200	72	7,344
VERNON	6,200	57	3,534
WASHINGTON	11,300	81	9,153
WEBSTER	10,100	76	7,676
WEST BAYOU ROUGE	1,200	75	900
WEST CARROLL	3,600	77	2,772
WEST LILLIANA	1,600	60	960
WINN	1,300	68	884

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MAINE	259,300	89	230,510
ANDROSCOGGIN	24,100	92	22,180
ARDOOSTOOK	21,200	80	16,960
CUMBERLAND	51,300	91	46,660
FRANKLIN	5,100	84	4,284
HANCOCK	10,000	87	8,700
KENNEBEC	21,700	92	20,000
KNOX	8,700	88	7,644
LINCOLN	5,100	90	4,590
OXFORD	11,100	90	10,000
PENOBSCOT	20,800	91	18,928
PISCATAQUIS	1,700	87	1,479
SACCADEGAN	5,100	90	4,590
SOMERSET	11,000	81	8,910
WALDO	7,900	88	6,952
WASHINGTON	9,200	86	7,912
YORK	27,200	87	23,664

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MARYLAND	815,900	89	718,920
ALLEGANY	27,200	75	20,330
ANNE ARUNDEL	47,300	91	42,810
BALTIMORE	412,000	90	370,350
CALVERT	3,600	85	3,060
CAROLINE	5,600	87	4,870
CARROLL	11,100	91	10,070
CECIL	11,900	87	10,390
CHARLES	7,100	85	6,040
DORCHESTER	8,200	86	7,040
FREDERICK	18,100	88	16,130
GARRETT	1,700	61	1,037
HARFORD	18,500	90	16,610
HOWARD	7,700	87	6,680
KENT	1,400	87	1,218
MONTGOMERY	88,000	92	80,720
PRINCE GEORGES	91,500	91	83,340
QUEEN ANNES	1,300	87	1,131
ST. MARYS	8,800	85	7,460
SOMERSET	5,700	78	4,446
TALBOT	6,100	86	5,246
WASHINGTON	25,100	86	21,586
WICOMICO	11,600	86	10,016
WORCESTER	7,100	88	6,248

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MASSACHUSETTS	1,155,600	92	1,063,770
BARNSTABLE	16,600	91	15,110
BERKSHIRE	41,900	92	38,420
BOSTON	120,700	92	111,380
DUKES	1,800	89	1,602
ESSEX	169,800	92	156,810
FRANKLIN	17,100	89	15,210
HAMPDEN	119,300	90	107,430
HAMPSHIRE	23,000	90	20,700
MIDDLESEX	328,600	92	301,330
NANTUCKET	1,000	90	900
NORFOLK	155,900	92	143,520
PLYMOUTH	68,700	92	63,410
SUFFOLK	239,100	92	220,590
WORCESTER	171,800	92	158,330

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MICHIGAN	2,296,100	91	2,095,690
ALCONA	900	82	750
ALGER	2,600	73	1,898
ALLEGAN	15,100	91	13,741

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ALPENA	7,300	70	5,110
ANTRIM	2,900	80	2,320
ARENAC	2,700	86	2,310
BARAGA	1,800	71	1,280
BARRY	10,200	90	9,220
BAY	20,100	92	18,690
BENZIE	2,300	81	1,870
BERRIEN	46,700	92	42,990
BRANCH	11,500	86	9,910
CALHOUN	41,100	92	38,060
CASS	11,100	80	10,180
CHARLEVOIX	3,000	75	2,250
CHEBOYGAN	3,600	75	2,700
CHIPPewa	9,100	75	6,830
CLARE	3,500	88	3,070
CLINTON	9,800	92	9,000
CRAWFORD	1,100	83	910
DELTA	9,300	80	7,440
DICKINSON	7,000	83	5,840
EATON	11,900	90	10,710
EMMETT	1,400	75	1,050
GENESE	108,100	90	98,060
GLADWIN	2,500	88	2,200
GOGEBIC	7,900	76	6,020
GRAND TRAVERSE	9,100	81	7,370
GRATIOT	10,300	91	9,310
HILLSDALE	10,000	81	8,100
HOGHTON	9,000	71	6,390
HURON	9,500	91	8,650
INGHAM	64,800	92	59,690
IRONIA	11,700	91	10,680
IOSCO	1,600	86	1,376
IRON	5,700	71	4,047
ISABELLA	8,200	88	7,220
JACKSON	38,400	92	35,290
KALAMAZOO	18,200	93	16,820
KALKASKA	1,100	81	890
KENT	105,500	92	97,050
KEWLENAW	900	73	657
LAKE	1,400	88	1,232
LAFAYETTE	12,200	91	11,100
LEELLANAU	2,500	81	2,025
LENAWEE	21,000	92	19,380
LIVINGSTON	10,100	91	9,190
LITCH	1,500	73	1,100
MACLENAW	2,700	76	2,040
MACOMB	103,600	91	94,236
MANISTEE	3,100	82	2,542
MARQUETTE	13,500	75	10,125
MASON	6,900	81	5,580
MECOSTA	7,500	90	6,750
MENOMINEE	7,500	84	6,270
MIDLAND	10,200	89	9,078
MISSAUKEE	1,900	80	1,520
MONROE	27,800	93	25,720
MONTCALM	11,500	92	10,580
MONTMORENCY	1,100	70	770
MUSKOGON	11,000	93	10,230
NEWAYGO	7,200	88	6,336
OAKLAND	88,300	93	82,040
OCEANA	4,700	81	3,807
OGEMAW	2,500	83	2,075
ONTONAGON	1,000	76	760
OSCEOLA	1,600	90	1,440
OSCODA	800	81	650
OTSEGO	1,800	80	1,440
OTTAWA	27,800	91	25,400
PRESQUE ISLE	2,900	70	2,030
ROSEMOUNT	2,200	82	1,804
SAGINAW	41,100	92	37,810
ST. CLAIR	10,000	92	9,200
ST. JOSEPH	13,500	92	12,410
SANILAC	3,700	88	3,266
SCHOOLCRAFT	2,300	73	1,680
SHAWANSEE	15,600	92	14,350
TISSEDALE	1,100	90	990
VAN BUREN	17,900	91	16,270
WASHINGTON	10,500	92	9,660
WAYNE	878,100	92	807,850
WEXFORD	8,100	82	6,640

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MINNESOTA	967,900	86	832,820
AITKEN	3,600	76	2,736
ANOKA	16,300	97	15,801
BECKER	6,100	87	5,297
BELTRAMI	4,800	76	3,648
BENTON	4,500	61	2,745
BLUE EARTH	2,100	61	1,281
BROWN	12,000	82	9,840
BROWN	8,200	84	6,872
CARLTON	7,100	73	5,183
CARVER	7,100	91	6,451
CASS	1,000	76	760
CHIPPewa	6,800	88	5,984
CHISHAGO	11,200	93	10,416
CLAY	10,500	90	9,450
CLEARWATER	2,700	71	1,917
COOK	1,200	71	852
COTTONWOOD	3,800	73	2,766
CROW WING	9,600	82	7,872
DAKOTA	18,500	76	14,060
DOBSON	3,600	83	2,988



What Is It?

... IT'S



the effort of little hands . . . a child's imaginative creative mind . . . that of a 4½ year young Miss . . . ITS her idea and drawing of BOZO The Clown, viewed Manday through Friday on the Channel Two, Stu Kerr, Early Riser Show, 7-8 A.M. . . . Of course Stu daes ather things . . . presenting News, Weather, Sports, Cartoons, Puppets, Pantamine . . . You name it! He daes it well. The impartant point is that thousands of children, and encouraging parents, mailed in elaborately colared and same mounted pictures as the result of a few simple cantest annauncements. Let's suppage Stu had asked them to go to the carner store to purchase your product? . . .

See your Katz Man now or call . . .

WMAR-TV, CHANNEL 2

SUNPAPERS TELEVISION
MU 5 5670 BALTIMORE 3, MD.



**Michigan Week
May 17-23**



We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM
RADIO

The World's First Radio Station



*original
affiliates*

WWJ-TV

Michigan's First Television Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

WMBD

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in
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with

AUDIENCE!

6:00 A.M.—12:00 N.

6:00 A.M.—6:00 P.M.

6:00 A.M.—12:00 MID.

(NOV. '58 PULSE)

FIRST

with

ADULTS!

6:00 A.M.—6:00 P.M.

(NOV. '58 PULSE)

(AUDIENCE COMPOSITION)

FIRST

with

**NATIONAL
ADVERTISERS**

70% USE WMBD
EXCLUSIVELY!

Week of March 16, 1959

44 National Advertisers

in Peoria Market

(Scotti Bureau)

Exclusive National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

TV SET COUNT (Cont'd from page 53)

STATE & COUNTY	TOTAL		TV HOUSEHOLS		STATE & COUNTY	TOTAL		TV HOUSEHOLS	
	HOUSEHOLS	PER CENT	NUMBER	PER CENT		HOUSEHOLS	PER CENT	NUMBER	PER CENT
DOUGLAS	6,600	55	3,640		JONES	16,400	63	10,600	
PARIBAUT	7,100	55	5,570		KEMPER	2,900	51	1,580	
PILLARUE	7,300	75	5,470		LAFAYETTE	4,700	18	2,270	
FREERORN	10,800	90	9,770		LAMAR	3,300	56	1,840	
GOODHUE	10,300	95	9,740		LAUDERDALE	19,600	76	14,840	
GRANT	2,700	57	1,540		LAWRENCE	2,800	55	1,530	
HENNEPIN	217,700	97	239,580		LEAKE	4,600	55	2,550	
HOUSTON	4,500	75	3,370		LEE	10,760	66	7,090	
HUBBARD	2,800	50	1,390		LEFLORE	12,500	72	6,540	
ISANTI	2,800	92	2,580		LINGOLN	7,200	56	4,020	
ITASCA	11,300	77	8,650		LOWNDES	10,300	47	4,830	
JACKSON	1,100	84	3,700		MADISON	7,100	62	4,410	
KANABEC	2,300	76	1,740		MARION	7,900	51	3,030	
KANDIYOH	8,100	80	6,700		MARSHALL	5,200	54	2,790	
KIPTSON	2,600	56	1,450		MONROE	8,600	55	4,700	
KOCHIHING	1,900	17	2,310		MONTGOMERY	4,500	18	1,680	
LAC QUI PARLE	3,900	62	2,420		NEEDORA	4,600	54	3,050	
LAKE	1,900	72	3,510		NEWTON	3,900	61	3,190	
LAKE OF THE WOODS	1,200	48	570		NOXUBEE	4,900	57	2,150	
LE SUEUR	6,000	81	4,870		OKTIBBEHA	4,600	50	2,930	
LINCOLN	3,000	67	2,000		PANOLA	7,900	70	5,510	
LYON	6,700	63	4,240		PEARL RIVER	5,600	78	4,340	
MCLEOD	7,500	88	6,600		PERRY	2,100	53	1,120	
MAHONMEN	1,500	67	1,010		PIKE	8,900	58	5,190	
MARSHALL	1,700	59	2,220		PONTOTOC	1,700	51	2,530	
MARTIN	8,300	75	6,240		PRENTISS	1,700	56	2,620	
MECKER	5,500	80	4,390		QUITMAN	6,900	58	3,450	
MILLE LACS	5,100	64	3,280		RANKIN	5,900	73	3,260	
MORRISON	7,200	58	4,150		SCOTT	1,900	55	2,700	
MOWER	13,600	91	12,340		SHARKEY	2,700	58	1,560	
MURRAY	3,900	78	3,040		SIMPSON	3,100	55	2,820	
NICOLLET	5,600	84	4,650		SMITH	2,500	55	1,930	
NOBLES	6,600	84	5,540		STONE	1,600	51	860	
NORMAN	3,000	67	2,000		SUNFLOWER	12,900	45	6,090	
OLMSTED	11,200	95	13,520		TALLAHATCHIE	6,900	56	3,880	
OTTER TAIL	13,000	65	8,490		TATE	1,200	58	2,870	
PENNINGTON	3,700	62	2,320		TIPPON	1,600	68	2,300	
PINE	1,800	75	3,590		TISHOMINGO	7,500	57	2,010	
PIPESTONE	1,200	78	3,270		TUNICA	2,700	57	3,270	
POLK	10,600	66	7,020		UNION	5,400	51	2,910	
POPE	4,600	75	1,990		WALTHALL	4,300	52	1,710	
RAMSAY	126,700	96	121,730		WARREN	12,800	66	8,480	
RED LAKE	1,100	63	880		WASHINGTON	20,600	57	11,750	
REDWOOD	6,500	76	4,940		WAYNE	2,600	57	2,040	
RENVILLE	7,200	76	5,480		WEBSTER	2,600	53	1,370	
RICE	9,600	91	9,070		WILKINSON	900	37	1,400	
ROCK	3,000	78	2,340		WINSTON	2,100	55	2,810	
ROSEM	3,700	75	2,050		YALOBUSHA	4,500	18	1,690	
ST. LOUIS	71,100	90	64,190		YAZOO	8,800	63	5,440	
SCOTT	5,000	95	4,670						
SHERRILNE	2,700	87	2,350		MISSOURI	1,312,300	88	1,175,110	
SIBLIE	2,800	88	3,350		ADAIR	6,700	61	4,310	
STEARNS	20,200	89	17,910		ANDREW	2,500	81	2,830	
STEELE	7,200	87	5,990		ATCHISON	2,900	68	1,980	
STEVENS	2,800	61	1,710		AUDRAIN	8,500	75	6,350	
SWIFT	4,100	62	2,730		BARRY	6,100	66	4,220	
TODD	6,800	58	3,920		BARTON	2,700	65	2,420	
TRAVERSE	2,000	61	1,220		BATES	3,800	72	4,170	
WABASHA	5,500	87	4,810		BENTON	2,700	77	2,080	
WADEN	3,900	50	1,940		BOLLINGER	2,500	79	1,830	
WASCO	4,900	81	3,970		BOONE	13,700	81	11,060	
WASHINGTON	11,700	96	11,190		BUCHANAN	2,500	92	29,770	
WATONWAN	4,300	71	3,200		BUTLER	10,700	67	7,220	
WILKIN	2,600	90	2,330		CALDWELL	5,200	81	2,580	
WINONA	11,600	71	8,290		CALLAWAY	4,500	75	4,560	
WRIGHT	8,800	87	7,680		CAMDEN	2,000	71	1,480	
YELLOW MEDICINE	1,800	67	3,200		CAPE GIRARDEAU	11,700	82	9,440	
					CARROLL	1,500	75	3,430	
MISSISSIPPI	357,600	61	339,310		CARTER	1,300	55	710	
ADAMS	10,300	57	5,910		CASS	6,500	58	5,100	
ALCORN	7,200	57	4,110		CEDAR	3,200	65	2,090	
AMITE	4,200	17	1,970		CHARITON	1,100	51	2,670	
ATTALA	5,800	56	3,220		CHRISTIAN	3,600	71	2,560	
BENTON	1,900	57	1,090		CLARK	2,600	78	2,040	
BOLIVAR	15,100	64	8,220		CLAY	26,900	96	25,810	
CALHOUN	3,900	57	1,820		CLINTON	3,600	90	3,230	
CARROLL	2,900	68	1,400		COLE	1,300	87	9,820	
CHICKASAW	4,300	57	1,980		COOPER	1,700	73	3,430	
CHOCTAW	2,300	48	990		CRAWFORD	3,000	61	1,830	
CLAIBORNE	2,700	56	1,520		DADE	2,600	66	1,710	
CLARKE	4,300	57	2,450		DALLAS	2,700	71	1,990	
CLAY	1,100	50	2,040		DAVENS	3,200	81	2,580	
COAHOMA	15,800	75	7,610		DE KALB	1,500	80	1,850	
COFFAH	7,400	50	4,390		DENT	3,100	68	2,110	
COVINGTON	3,600	59	2,120		DOUGLAS	2,700	61	1,720	
DE SOU	5,700	68	3,880		DUKE	10,000	73	7,940	
FORREST	1,700	57	7,830		FRANKLIN	11,000	82	9,720	
FRANKLIN	2,100	55	1,370		GASCONADE	1,000	73	2,920	
GEORGE	9,500	74	1,340		GENTRY	9,100	71	2,280	
GREENE	1,800	56	960		GRENE	10,400	95	38,190	
GRENADA	4,700	68	2,270		GRINDY	1,000	78	3,120	
HANCOCK	3,100	57	2,400		HARRISON	1,100	73	3,010	
HARRISON	29,000	81	21,520		HENRY	5,100	77	4,930	
HINDS	4,600	81	37,330		HICKORY	1,600	78	1,240	
HOLMES	7,900	69	4,180		BOLT	2,500	68	1,700	
HEMPHREYS	4,600	48	2,830		HOWARD	3,300	72	2,440	
ISSAQUEEN	1,000	58	580		HOWELL	3,100	51	2,750	
ITAWAMBA	5,100	66	2,060		IRON	1,900	61	1,150	
JACKSON	10,200	84	10,330		JACKSON	201,800	96	197,630	
JASPER	1,100	62	2,620		JASPER	28,700	87	24,920	
JEFFERSON	2,600	52	1,480		JEFFERSON	18,100	91	18,920	
JEFFERSON DAVIS	3,600	57	1,970		JOHNSON	8,000	79	6,280	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
KNOWLTON	2,600	78	2,030	
LACLEDE	5,900	71	4,370	
LAFAVETTE	7,900	82	6,550	
LAWRENCE	7,100	68	4,680	
Lewis	2,400	78	2,660	
LINCOLN	7,700	86	4,900	
LINX	6,200	61	3,760	
LIVINGSTON	5,100	78	3,980	
McDONALD	1,100	73	3,010	
MACON	7,000	75	5,260	
MADISON	2,800	72	2,040	
MARIES	2,600	73	1,460	
MARION	9,500	83	9,050	
MERCER	1,900	71	1,400	
MILLER	4,300	78	3,120	
MISSISSIPPI	5,400	81	3,440	
MONTEAU	3,200	73	2,340	
MONROE	2,000	81	2,430	
MONTGOMERY	5,300	86	2,840	
MORGAN	2,800	76	2,040	
NEW MADRID	8,800	79	6,140	
NEWTON	9,100	79	6,670	
NODAWAY	7,100	68	5,030	
OREGON	2,800	66	1,300	
OSAGE	2,900	72	2,100	
OZARK	7,000	61	1,280	
PEMISCOT	11,300	78	8,790	
PERRY	7,300	80	2,650	
PETTIS	12,500	81	10,310	
PHELPS	7,500	68	5,090	
PIKE	5,900	81	4,790	
PLATTE	6,700	90	6,010	
POLK	3,700	71	3,470	
PULASKI	7,200	74	3,200	
PITTSAM	2,600	61	1,670	
RALES	2,200	82	1,800	
RANDOLPH	7,900	72	5,680	
RAY	5,100	83	4,470	
REYNOLDS	1,100	81	760	
RIPLEY	2,900	83	1,580	
ST CHARLES	11,300	84	10,560	
ST CLAIR	2,900	77	2,240	
ST FRANCOIS	11,200	85	9,500	
ST LOUIS	160,800	87	444,990	
STE. GENEVIEVE	3,100	81	2,500	
SALINE	7,900	71	5,870	
SCHUYLER	1,500	61	960	
SCOTLAND	2,100	78	1,880	
SCOTT	8,800	77	6,800	
SHANNON	1,600	68	730	
SHELBY	3,100	77	2,330	
STODDARD	8,200	78	6,370	
STONE	2,500	71	1,780	
SULLIVAN	1,200	81	2,060	
TANEY	2,900	61	2,060	
TEXAS	5,100	61	2,750	
VERNON	6,500	72	4,670	
WARREN	2,300	86	1,980	
WASHINGTON	5,700	81	2,260	
WAYNE	2,100	74	1,760	
WEBSTER	1,200	74	3,090	
WORTH	1,500	73	1,100	
WRIGHT	1,100	83	2,600	
MONTANA	212,100	62	141,280	
BEAVERHEAD	2,700	51	1,380	
BIG HORN	2,100	18	1,140	
BLAINE	2,100	18	1,190	
BROADWATER	800	61	410	
CARRON	2,600	67	1,470	
CARTER	700	71	290	
CASCADE	22,100	73	16,530	
CHOCTEAU	2,300	61	1,600	
CUSTER	1,500	62	1,740	
DANIELS	900	62	380	
DAWSON	1,500	69	1,720	
DEER LODGE	3,100	60	2,970	
FALLON	1,000	62	420	
FERGUS	1,900	61	2,480	
FLATHEAD	10,800	65	6,990	
GALLATIN	7,800	67	3,670	
GARFIELD	600	67	250	
GLACIER	6,000	63	1,660	
GOLDEN VALLEY	200	63	160	
GRANITE	1,000	60	500	
HILL	5,100	68	2,440	
JEFFERSON	1,000	68	480	
JUDITH BASIN	700	61	360	
LAKE	900	60	1,940	
LEWIS AND CLARK	60,100	61	5,160	
LIBERTY	500	68	240	
LINCOLN	6,000	67	2,040	
MAGONE	1,000	60	500	
MADISON	1,800	67	840	
MEAGHER	800	61	410	
MINERAL	900	61	460	
MISSOULA	14,100	67	9,640	
MUSSELSHELL	1,500	61	820	
PAIK	1,100	67	2,550	
PETROLEUM	500	60	160	
PHILLIPS	1,700	62	710	
PONDERA	1,900	66	1,260	
POWDER RIVER	800	60	330	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
POWELL	2,000	59	1,000	
PRAIRIE	700	60	340	
RAWALLI	3,700	59	1,890	
RICHLAND	2,700	60	1,350	
ROOSEVELT	2,500	60	1,610	
ROSEBUD	2,600	58	950	
SANDERS	2,600	61	1,270	
SHERIDAN	1,900	60	950	
SHAW BOW	21,900	60	17,980	
SPILLWATER	1,500	67	970	
SWEET GRASS	900	60	500	
TETON	2,100	67	1,400	
TOOLE	2,700	69	1,220	
TREASURE	2,900	60	150	
VALLEY	3,500	63	1,370	
WHEATLAND	900	61	460	
WYBARK	100	60	200	
YELLOWSTONE	22,000	60	20,380	
NEBRASKA	147,700	64	362,120	
ADAMS	9,600	85	8,190	
ANTELOPE	1,500	67	2,200	
ARTHUR	200	66	90	
BANNER	100	66	240	
BLAINE	200	66	110	
BOON	2,900	62	1,790	
BOX BUTTE	6,700	69	1,820	
BOYD	1,400	66	630	
BROWN	1,500	67	720	
BIFFALO	8,200	80	6,580	
BURT	1,500	80	2,830	
BUTLER	6,100	81	2,740	
CASS	2,600	69	5,230	
CEDAR	2,600	69	3,360	
CHASE	1,100	69	740	
CHEERY	2,600	68	1,200	
CHEYENNE	6,900	77	2,940	
CLAY	2,100	71	2,320	
COLFAX	3,100	80	2,730	
CUMING	1,600	80	3,090	
CLUSTER	2,100	61	3,320	
DAKOTA	1,400	61	3,280	
DAWES	2,200	77	1,430	
DAWSON	6,700	80	5,230	
DEUEL	1,000	72	520	
DIXON	2,500	69	2,510	
DODGE	9,800	70	9,340	
DODG	102,000	92	98,500	
DUNDY	1,100	61	590	
FILLMORE	2,000	77	2,240	
FRANKLIN	2,000	81	1,650	
FRONTIER	2,100	64	850	
FURNAS	4,000	85	2,470	
GAGE	8,000	80	6,870	
GARDEN	1,100	67	610	
GARFIELD	800	66	440	
GOSPER	700	83	580	
GRANT	200	79	100	
GREILEY	1,500	61	1,020	
HALL	12,300	88	10,770	
HAMILTON	2,100	82	2,380	
HARLAN	1,700	82	1,400	
HAYES	700	60	300	
HITCHCOCK	1,500	68	790	
HOLT	1,200	63	1,890	
HOOKER	500	60	130	
HOWARD	2,200	81	1,400	
JEFFERSON	1,100	77	3,400	
JOHNSON	1,000	86	1,630	
KEARNEY	2,000	80	1,650	
KEITH	2,600	66	1,550	
KEYA PAHA	100	60	200	
KIMBALL	2,700	61	1,030	
KNOX	1,200	67	2,810	
LANCASTER	16,000	91	43,400	
LINCOLN	9,100	89	5,650	
LOGAN	100	67	170	
LOUP	1,600	68	230	
McPHERSON	200	65	90	
MADISON	8,000	94	7,200	
MERRICK	2,500	62	1,600	
MORRILL	2,200	64	1,330	
NANCE	1,700	63	1,050	
NEMAH	9,000	89	2,640	
NIWCOLLS	2,800	77	2,090	
OTOE	6,700	88	5,310	
PAWNEE	2,600	84	1,600	
PERKINS	1,300	69	710	
PHELPS	2,200	63	2,610	
PIERCE	2,500	69	1,740	
PLATTE	2,200	69	6,480	
POLK	2,600	74	2,150	
REDWILLOW	1,600	64	2,420	
RICHARDSON	1,800	74	3,780	
ROCK	900	60	410	
SALINE	1,800	70	3,480	
SARNEY	6,000	66	6,500	
SAUNDERS	1,500	66	5,280	
SCOTTS BLUFF	2,000	66	6,690	
SEWARD	1,100	66	3,180	
SHERIDAN	2,800	69	1,380	
SHERMAN	1,800	61	1,100	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PERCENT	NUMBER	PERCENT
BOJIA	1,000	60	400	
SPANTON	1,000	67	1,410	
PHAYTON	1,000	67	1,640	
THOMAS	1,000	67	1,700	
THURSTON	2,000	60	2,050	
VALLEY	1,000	60	1,210	
WASHINGTON	1,000	60	1,640	
WAYNE	1,000	60	1,720	
WEBSTER	1,000	60	1,800	
WHEELER	1,000	60	160	
YORK	1,000	60	2,800	
NEVADA	388,100	75	66,100	
CHURCHILL	1,900	67	290	
CLARK	26,000	61	33,860	
DODGAS	1,000	60	290	
ELKO	1,000	60	1,790	
ESMERALDA	1,000	60	90	
EURICA	1,000	60	200	
HUMBOLDT	1,000	60	560	
LANDER	1,000	60	100	
LINCOLN	1,000	60	400	
LYON	1,000	60	580	
MINERAL	1,000	60	740	
NYE	1,000	60	370	
ORMSBY	1,000	60	1,060	
PERMUNG	1,000	60	410	
STOWEY	1,000	60	380	
WASHOE	27,000	67	24,170	
WHITE PINE	1,000	60	1,840	
NEW HAMPSHIRE	166,800	90	150,120	
BELKNAP	8,700	89	7,360	
CARROLL	1,000	60	4,400	
CHESTER	11,800	90	11,740	
COOS	16,000	88	9,280	
GRAFTON	16,000	89	11,100	
HILLSBORO	44,700	93	45,410	
MERRIMACK	18,900	90	17,660	
ROCKINGHAM	21,200	90	22,190	
STRAFFORD	1,300	92	14,100	
SULLIVAN	1,300	92	7,610	
NEW JERSEY	1,723,600	92	1,587,620	
ATLANTIC	17,600	92	44,350	
BERGEN	227,800	90	208,640	
BURLINGTON	17,900	90	44,170	
CAMDEN	199,000	90	97,970	
CAPE MAY	11,200	90	69,120	
CUMBERLAND	11,800	90	29,160	
ESSEX	298,700	90	272,740	
GLOUCESTER	10,000	90	33,080	
HUDSON	190,800	90	183,100	
HUNTERDON	11,300	90	11,160	
MERCER	71,000	90	67,440	
MIDDLESEX	100,800	90	94,110	
MONMOUTH	28,200	91	31,950	
MORRIS	20,000	92	35,630	
OCEAN	21,700	92	22,770	
PASSAIC	117,100	92	107,870	
SALEM	17,000	90	16,190	
SOMERSET	27,000	90	11,930	
SUSSEX	11,800	91	10,730	
UNION	112,000	90	114,930	
WARREN	18,000	90	18,920	
NEW MEXICO	231,100	72	168,790	
BERNALILLO	67,500	67	61,240	
CATRON	500	60	200	
CHAVES	1,500	60	12,400	
COLFAX	1,000	60	1,440	
CURRY	8,000	60	4,810	
DE BACA	800	60	460	
DONA ANA	10,200	60	8,670	
EDDY	11,000	60	10,130	

TV SET COUNT (Cont'd from page 61)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
NEW YORK				GENESESE	15,100	93	14,070
	5,079,900	91	1,613,920	GREENE	9,200	89	8,160
ALBANY	90,000	92	82,580	HAMILTON	1,300	90	1,170
ALLEGANY	13,700	80	10,920	HERKIMER	19,800	92	18,120
BRONX	331,100	91	303,250	JEFFERSON	27,300	82	22,270
BROOME	62,100	91	56,550	KINGS	784,300	93	729,630
CATTARAUGUS	25,200	92	23,130	LEWIS	6,700	84	5,610
CAYUGA	22,000	92	20,190	LIVINGSTON	11,600	89	10,300
CHAMPAIGN	17,700	91	16,030	MADISON	15,200	91	13,820
CHENANGO	31,300	88	27,520	MONROE	183,900	92	169,000
CLINTON	11,500	92	10,600	MONTGOMERY	19,200	90	17,360
COLUMBIA	11,300	92	10,400	NASSAU	392,700	94	368,230
CORTLAND	12,900	91	11,730	NEW YORK	684,100	89	626,710
DELAWARE	11,100	84	9,330	NIAKARA	68,900	93	63,270
DUTCHESS	15,600	90	14,060	ONEIDA	72,300	93	67,330
ERIE	327,100	92	302,240	ONONDAGA	122,100	92	112,520
ESSEX	19,800	81	16,030	ONTARIO	18,700	90	16,920
FRANKLIN	12,700	77	9,720	ORANGE	53,500	91	48,810
FULTON	17,900	89	16,010	ORLEANS	10,100	91	9,200
				OSWEGO	24,600	92	22,710

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
OTSEGO	17,300	90	15,550
PUTNAM	7,100	86	6,130
QUEENS	567,800	92	522,660
RENSSELAER	11,100	92	10,460
RICHMOND	61,000	93	56,490
ROCKLAND	30,600	93	28,370
ST. LAWRENCE	32,300	77	24,930
SARATOGA	25,800	90	23,290
SCHENECTADY	52,900	91	48,300
SCHOHARIE	7,500	87	6,540
SCHUYLER	1,700	89	1,490
SENeca	6,300	90	5,670
STETEN	29,700	83	24,660
SUFFOLK	155,500	91	149,930
SULLIVAN	15,700	90	14,390
TIOGA	10,900	90	9,840
TOMPKINS	19,800	86	16,990
ULSTER	34,600	90	31,240
WARREN	13,500	90	12,210
WASHINGTON	14,100	91	12,770
WAYNE	18,000	91	16,410
WESTCHESTER	232,700	91	218,200
WYOMING	9,200	91	8,340
YATES	6,100	89	5,410

WHLI

"THE VOICE OF LONG ISLAND"

the only station that;

- completely covers the independent Long Island Market (NASSAU-SUFFOLK) and its Huge, Quality-Buying ADULT AUDIENCE
- delivers GREATER LONG ISLAND... 2nd LARGEST MARKET IN NEW YORK STATE

WHLI'S GREATER LONG ISLAND COVERAGE

	Nassau	Suffolk	Total	Rank*
Population	1,305,700	591,900	1,897,600	5th
Net Income	\$3,349,052,000	\$1,043,397,000	\$4,392,349,000	5th
Per Family Income	\$8,663	\$6,428		4th
Retail Sales	\$1,944,710,000	\$676,185,000	\$2,620,895,000	6th
Food Store Sales	561,200,000	263,161,000	764,361,000	5th
Auto Store Sales	302,396,000	106,573,000	408,969,000	5th
Gas Station Sales	128,381,000	45,725,000	174,106,000	5th

"PULSE" proves that WHLI has the LARGEST DAYTIME AUDIENCE IN THE GREATER LONG ISLAND MARKET... BIGGER THAN ANY NETWORK OR INDEPENDENT STATION!

*Rank among Counties in the U.S.

WITHIN WHLI'S COVERAGE AREA	Population	Net Income	Retail Sales
	5,668,100	\$1,139,675,000	\$6,846,081,000

10,000 WATTS

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N.Y.
the voice of Long Island

Represented by Gill-Perna

NORTH CAROLINA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
	1,107,200	77	850,300
ALAMANCE	21,600	90	19,370
ALEXANDER	3,500	86	3,010
ALLEGHANY	2,100	69	1,440
ANSON	6,000	72	4,320
ASHE	5,000	69	3,440
AVERY	4,100	65	2,600
BEAUFORT	9,500	86	8,160
BECKETT	5,900	70	4,130
BLADEN	6,600	53	3,530
BRIENSWICK	1,500	59	2,640
BUNCOMBE	36,700	75	27,390
BURKE	11,900	80	9,570
CABARRUS	18,100	90	16,210
CALDWELL	11,300	78	8,780
CAMDEN	1,100	75	1,050
CARTERET	6,900	62	4,260
CASWELL	1,300	72	3,090
CATAWBA	18,700	89	16,680
CHATHAM	6,100	67	4,070
CHEROKEE	4,200	48	2,030
CHOWAN	2,900	63	1,820
CLAY	1,300	18	630
CLEVELAND	16,400	78	12,830
COLLINGSBURY	12,600	57	7,130
CRAVEN	14,300	81	11,550
CUMBERLAND	30,500	60	18,340
CURRITUCK	1,800	74	1,340
DARE	1,300	63	820
DAVIDSON	17,200	87	15,010
DAVIE	3,200	79	3,070
DEPLIN	9,600	62	5,910
DURHAM	29,900	84	25,240
EDGECOMBE	12,200	79	9,590
FORSYTH	49,600	88	43,630
FRANKLIN	7,000	58	4,040
GASTON	63,200	81	27,050
GATES	2,300	73	1,690
GRAHAM	1,700	19	830
GRANVILLE	6,800	70	4,760
GREENE	6,600	69	2,500
GUILFORD	61,500	89	54,730
HALIFAX	13,200	68	9,010
HARNETT	13,200	59	7,730
HAYWOOD	10,300	66	6,800
HENDERSON	9,600	66	6,360
HERTFORD	1,800	73	3,510
Hoke	3,300	58	1,920
HYDE	1,100	62	870
IREDELL	15,600	80	12,550
JACKSON	4,300	60	2,570
JOHNSTON	15,700	66	10,300
JONES	2,300	62	1,420
LEE	6,600	67	4,410
LENOIR	16,500	71	10,040
LINCOLN	6,900	71	5,140
MCDOWELL	6,900	71	4,900
MACON	1,200	60	2,330
MADISON	1,300	57	2,440
MARTIN	6,100	70	4,260
MECKLENBURG	71,100	88	65,040
MITCHELL	3,100	61	2,080
MONTGOMERY	1,300	73	3,140
MOORE	8,200	67	5,530
NASH	11,400	68	9,760
NEW HANOVER	21,500	75	16,090
NORTHAMPTON	5,900	73	4,320
ONSLow	6,000	68	4,070
ORANGE	9,200	82	7,550
PAMLICO	2,500	62	1,540
PASQUOTANK	7,100	75	5,290
PENDER	1,300	59	2,540
PERQUIMANS	2,500	74	1,860
PERSON	5,400	72	3,870
PITT	11,700	88	12,940
POLK	3,000	83	2,500
RANDOLPH	11,100	83	11,760

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	PER CENT
RICHMOND	10,100	82	8,290	
ROBERSON	20,100	67	13,510	
ROCKINGHAM	17,800	86	15,220	
ROWAN	22,100	83	18,640	
RUTHERFORD	11,300	81	9,160	
SAMPSON	11,500	63	7,190	
SCOTLAND	6,200	58	3,620	
STANLY	10,900	90	9,760	
STOKES	4,800	78	3,730	
SURRY	12,000	83	9,960	
SWAIN	2,100	18	1,010	
TRANSYLVANIA	3,800	60	2,270	
TYRRELL	1,200	63	760	
UNION	10,300	77	8,340	
VANCE	8,500	73	6,240	
WAKE	11,100	81	33,140	
WARREN	4,900	58	2,820	
WASHINGTON	3,000	63	1,880	
WAYNE	1,100	61	2,640	
WAYNE	16,900	78	13,140	
WILKES	10,900	69	7,560	
WILSON	11,100	77	10,910	
YADKIN	5,600	79	4,400	
YANCEY	3,500	57	1,990	

NORTH DAKOTA

	172,500	71	122,410
ADAMS	1,200	53	640
BARNES	1,800	88	4,220
BENSON	2,100	64	1,350
BILLINGS	500	18	240
BOTTINEAU	2,700	62	1,680
BOWMAN	1,000	49	490
BURKE	1,700	66	1,120
BURLEIGH	9,800	80	7,840
CASS	19,900	91	18,080
CAVALIER	2,100	55	1,310
DUCKEY	2,500	67	1,680
DIVIDE	1,300	48	620
DUNN	1,600	61	980
EDDY	1,200	64	770
EMMONS	2,000	76	1,520
FOSTER	1,500	61	960
GOLDEN VALLEY	800	49	390
GRAND FORKS	13,200	79	10,410
GRANT	1,600	84	1,340
GRIFFS	1,300	88	1,140
HETTINGER	1,800	74	980
KIDDER	1,500	76	1,140
LA MOURE	2,000	67	1,340
LOGAN	1,200	68	810
MCHEMERY	2,700	62	1,680
MCINTOSH	1,700	66	1,130
MCKENZIE	1,800	48	860
MCLEAN	5,200	78	2,990
MERCER	2,000	61	1,220
MORTON	5,600	81	4,670
MOTHRILL	2,700	68	1,190
NELSON	1,600	81	1,300
OLIVER	500	78	290
PEMBINA	1,100	60	2,040
PIERCE	1,900	63	1,200
RAMSEY	5,100	71	1,680
RANSOM	1,900	77	1,460
RENVILLE	1,100	63	880
RICHLAND	5,700	77	4,230
ROLETTE	2,200	74	1,190
SARGENT	1,800	77	1,390
SHERIDAN	1,100	63	690
SIOUX	500	82	500
SLOPE	500	48	240
STARK	1,000	51	2,170
STEELE	1,500	88	1,060
STUTSMAN	6,800	71	5,040
TOWNER	1,200	55	660
TRAIL	2,800	88	2,470
WALSH	4,600	69	2,740
WARD	12,300	80	9,790
WELLS	2,600	63	1,640
WILLIAMS	10,100	18	4,960

OHIO

	2,851,800	92	2,635,890
ADAMS	6,600	89	5,890
ALLEN	31,100	91	28,180
ASHLAND	11,900	92	10,940
ASHTABULA	20,300	92	26,990
ATHENS	12,800	88	11,300
AUGLAIZE	10,500	92	9,620
BEAUMONT	26,100	92	24,180
BROWN	7,300	89	6,520
BUTLER	53,100	93	49,290
CARROLL	5,600	90	5,040
CHAMPAIGN	9,200	92	8,440
CLARK	39,600	92	36,580
CLERMONT	20,800	92	19,230
CLINTON	9,200	90	8,310
COLUMBIANA	32,800	92	30,120
COSHOCTON	10,000	87	8,670
CRAWFORD	14,200	91	12,890
CUYAHOGA	491,900	93	458,700

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	PER CENT
DARKE	12,100	91	12,240	
DELAWARE	9,000	91	8,180	
DELAWARE	9,500	93	8,840	
ERIE	19,600	91	17,800	
FAIRFIELD	18,700	93	17,380	
FAVETTE	7,800	80	6,920	
FRANKLIN	196,800	91	184,600	
FULTON	8,700	90	7,810	
GALLIA	7,200	88	6,340	
GEAUGA	10,200	91	9,310	
GREENE	22,500	93	20,940	
GUERNSEY	11,500	87	10,050	
HAMILTON	269,200	92	248,930	
HANCOCK	17,000	91	15,430	
HARDIN	9,100	91	8,570	
HARRISON	5,800	90	5,230	
HENRY	7,000	91	6,370	
HIGHLAND	9,600	89	8,500	
HOCKING	5,700	91	5,190	
HOLMES	5,200	89	4,640	
HURON	14,100	92	12,320	
JACKSON	9,100	90	8,160	
JEFFERSON	29,000	92	26,570	
KNOX	12,500	92	11,490	
LAKE	38,200	93	35,580	
LAWRENCE	15,200	92	13,990	
LICKING	25,100	91	23,080	
LOGAN	11,000	91	10,060	
LOKAIN	78,400	93	54,350	
LUKAS	115,000	93	134,920	
MADISON	7,500	90	7,050	
MAHONING	82,100	93	76,440	
MARION	18,100	92	16,670	
MEDINA	16,100	91	15,070	
MERIGS	6,800	89	6,070	
MERGER	9,200	90	8,280	
MIAMI	21,800	91	20,390	
MONTGOMERY	1,100	89	3,640	
MONTGOMERY	150,300	93	150,600	
MORGAN	3,700	89	3,100	
MORROW	5,600	91	5,090	
MUSKINGHAM	21,300	88	21,320	
NOBLE	3,300	88	2,920	
OTTAWA	10,900	91	9,910	
PAULDING	5,100	89	4,540	
PERRY	7,700	92	7,050	
PICKAWAY	8,500	92	7,820	
PIKE	7,600	90	6,820	
PORTAGE	22,200	92	20,350	
PREBLE	9,600	92	8,870	
PUTNAM	7,900	89	7,020	
RICHLAND	32,500	92	29,840	
ROSS	18,100	92	16,710	
SANDUSKY	19,300	92	17,790	
SCIOTO	30,600	92	28,100	
SENECA	17,800	91	16,120	
SHELBY	9,100	91	8,550	
STARK	37,000	92	34,950	
SUMMIT	151,900	92	144,820	
TRUMBULL	56,500	92	51,950	
TUSCARAWAS	23,300	91	21,160	
UNION	8,700	90	6,050	
VAN WERT	9,700	90	8,730	
VINTON	2,800	91	2,540	
WARREN	17,000	92	15,670	
WASHINGTON	11,900	89	13,300	
WAYNE	19,500	91	17,730	
WILLIAMS	9,600	90	8,670	
WOOD	29,600	93	19,120	
WYANDOT	6,500	89	5,790	

OKLAHOMA

	678,100	80	515,010
ADAIR	3,000	63	1,890
ALFALFA	2,500	73	1,830
ATOKA	2,700	71	1,930
BEAVER	1,800	56	1,010
BECKHAM	5,800	79	3,420
BLAINE	3,600	79	2,830
BRYAN	7,500	79	5,260
CADDO	7,600	78	5,940
CANADIAN	6,700	81	5,640
CARTER	11,500	71	10,360
CHEROKEE	3,500	71	2,340
CHOCTAW	3,800	51	1,920
CIMARRON	1,100	72	570
CLEVELAND	11,500	86	9,940
COAL	1,400	71	990
COMANCHE	18,800	81	15,830
COTTON	2,600	71	1,930
CRAIG	1,100	75	3,060
CREEK	12,500	84	10,740
CUSTER	5,100	79	3,590
DELAWARE	2,900	75	2,170
DEWEY	1,700	67	1,140
ELLIS	2,100	61	1,290
GARFIELD	15,300	81	12,410
GARVIN	9,400	78	7,290
GRADY	9,500	84	8,000
GRANT	2,200	73	1,610
GREER	2,400	61	1,460

(Please turn to page 66)

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TV SET COUNT (Cont'd from page 63)



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CHANNEL



KOCO-TV

OKLAHOMA CITY

Charlie Keys, General Manager



STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
HARISON	1,600	61	970	CAMBRIA	56,900	92	52,210
HARPER	1,300	65	840	CAMERON	1,900	72	1,370
HASKELL	2,500	57	1,420	CARRON	14,900	89	13,320
HUGHES	1,300	67	2,880	CENTRE	16,500	89	14,690
JACKSON	8,900	61	4,860	CHESTER	52,500	93	48,640
JEFFERSON	2,500	71	1,860	CLARION	10,200	91	9,250
JOHNSTON	2,200	71	1,570	CLEARFIELD	22,000	92	20,300
KAY	15,800	82	12,990	CLINTON	10,800	78	8,450
KINGFISHER	2,900	79	2,280	COLUMBIA	15,400	81	12,450
KIOWA	4,200	73	3,070	CRAWFORD	23,200	88	20,320
LAFAYETTE	1,800	57	1,020	CTABERLAND	33,300	86	28,750
LE FLORE	6,900	61	4,190	DAUPHIN	66,400	91	60,300
LINCOLN	5,500	81	4,470	DELAWARE	151,900	93	143,400
LOGAN	5,600	71	4,120	ELK	9,400	71	6,970
LOVE	1,600	79	1,120	ERIE	69,400	93	64,220
MC LAIN	1,100	76	3,100	FAYETTE	49,800	93	46,150
MCGUIRTAIN	5,200	63	3,260	FOREST	1,100	71	780
MCINTOSH	3,100	67	2,070	FRANKLIN	22,200	88	19,530
MAJOR	2,400	73	1,750	FULTON	2,500	78	1,960
MARSHALL	1,900	70	1,330	GREENE	12,000	85	10,180
MAYES	1,800	75	3,580	HUNTINGDON	10,800	90	9,700
MURRAY	3,300	71	2,350	INDIANA	30,200	91	18,340
MUSKOGEE	17,000	81	14,350	JEFFERSON	13,500	91	12,280
NOBLE	2,900	78	2,260	JUNIATA	4,000	68	2,770
NOWATA	3,400	82	2,780	LACKAWANNA	72,300	90	65,290
OKFISKEE	5,600	71	2,550	LANCASTER	69,700	92	63,970
OKLAHOMA	136,100	87	118,930	LAWRENCE	30,800	91	28,150
OKMULGEE	11,000	79	8,660	LEBANON	21,100	91	22,240
OSAGE	10,100	86	8,690	LEHIGH	59,300	93	55,250
OTTAWA	8,600	78	6,700	LUZERNE	102,800	89	91,910
PAWNEE	3,700	78	2,880	LYONING	31,200	75	23,510
PAYNE	11,900	75	8,940	MCLEAN	15,900	79	12,640
PITTSBURG	9,100	71	6,490	MERCER	33,400	91	30,340
PONTOTOC	9,600	81	7,760	MIFFLIN	11,600	90	10,480
POTTAWATOMIE	14,200	76	10,850	MONROE	10,300	90	9,250
PUSHMATAHA	2,400	59	1,210	MONTGOMERY	131,200	93	125,260
ROGER MILLS	1,400	66	930	MONTGOMERY	3,500	81	2,940
ROGERS	1,900	82	4,000	NORTHAMPTON	54,200	93	50,500
SEMINOLE	11,500	78	8,960	NORTHUMBERLAND	31,700	76	24,020
SEQUOYAH	3,900	63	2,460	PERRY	6,500	69	4,500
STEPHENS	11,800	79	9,350	PHILADELPHIA	615,700	91	584,940
TEXAS	3,500	51	1,780	PIKE	3,000	79	2,360
TILLMAN	4,300	71	3,200	POTTER	4,500	72	3,220
TULSA	108,500	91	99,220	SCHUYLKILL	52,900	89	46,930
WAGONER	3,700	71	2,630	SNYDER	6,000	70	4,200
WASHINGTON	12,400	85	10,490	SOMERSET	21,200	81	17,810
WASHINGTON	4,000	73	2,910	SULLIVAN	1,500	85	1,270
WOODS	3,800	61	2,330				
WOODWARD	3,600	61	2,210				

OREGON

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
OREGON	579,800	78	419,580
BAKER	5,700	58	3,300
BENTON	11,500	68	7,840
CLATSOP	31,900	85	29,590
CLATSOP	9,500	69	6,580
COLUMBIA	6,600	66	4,370
COOS	20,100	60	12,230
CROOK	2,100	51	1,290
CURRY	6,400	60	3,810
DESCHUTES	6,700	51	3,590
DOUGLAS	20,700	67	13,770
GILLIAM	1,100	63	690
GRANT	2,400	51	1,220
HARNEY	1,900	48	920
HOOD RIVER	3,100	61	2,090
JACKSON	25,500	78	18,330
JEFFERSON	2,500	62	1,550
JOSEPHINE	10,300	67	6,910
KLAMATH	11,700	63	9,570
LAKE	2,000	68	1,090
LANE	17,300	81	39,470
LINCOLN	8,700	61	5,320
LINN	17,000	63	11,680
MAHEER	6,200	70	4,340
MARION	66,000	80	28,810
MORROW	1,200	61	770
MULTNOMAH	191,800	88	170,980
POLK	6,900	71	4,870
SHERMAN	700	63	440
TILLAMOOK	6,100	67	3,950
TUMATHLA	11,200	66	9,360
TION	1,000	58	2,830
WALLOWA	2,100	58	1,220
WASCO	8,200	62	5,050
WASHINGTON	29,200	87	25,300
WHEELER	800	51	410
YAMHILL	8,900	68	6,040

PENNSYLVANIA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
PENNSYLVANIA	3,211,300	91	2,938,100
ADAMS	12,700	85	10,830
ALLEGHENY	476,600	93	443,670
ARMSTRONG	22,100	92	20,550
BEAVER	57,200	93	53,220
BEDFORD	10,700	92	9,830
BERKS	80,600	91	73,200
BLAIR	39,300	91	36,440
BRADFORD	15,100	89	13,700
BUCKS	86,800	93	80,850
BUTLER	27,900	92	25,980



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STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
SPRINGHANA	8,100	89	7,210
TIOGA	10,100	83	8,610
UNION	5,900	70	4,130
VENANGO	18,600	70	14,670
WARREN	12,000	82	9,810
WASHINGTON	63,200	91	59,120
WAYNE	7,100	79	5,620
WESTMORELAND	95,000	91	89,350
WYOMING	1,600	85	3,900
YORK	65,800	92	60,360

RHODE ISLAND

216,900	92	220,150	
BRISTOL	9,100	93	8,420
KENT	26,300	93	24,340
NEWPORT	18,800	92	17,330
PROVIDENCE	176,100	92	163,080
WASHINGTON	16,500	92	14,980

SOUTH CAROLINA

583,700	75	138,780	
ABBEVILLE	5,600	75	4,070
AIKEN	21,700	75	15,790
ALLENDALE	3,800	57	2,180
ANDERSON	23,800	76	18,150
BAMBERG	1,000	57	2,290
BARNWELL	6,700	57	3,840
BEAUFORT	7,100	71	5,060
BERKELEY	7,100	76	5,430
CALLHOON	3,300	63	2,010
CHARLESTON	55,500	86	47,500
CHEROKEE	9,300	79	7,840
CHESTER	8,100	75	6,170
CHESTERFIELD	8,100	70	5,630
CLARKENDON	6,600	61	4,200
COLLETON	7,200	73	5,230
DARLINGTON	12,600	60	8,720
DILON	6,700	71	4,750
DORCHESTER	5,600	77	4,310
EDGEFIELD	3,700	61	2,360
FAIRFIELD	1,800	72	3,440
FLORENCE	21,100	79	16,670
GEORGETOWN	8,200	76	6,210
GREENVILLE	56,800	81	47,860
GREENWOOD	13,300	77	10,280
HAMPTON	4,100	71	3,140
HORRY	16,500	75	9,060
JASPER	2,600	71	1,840
KERSHAW	7,500	77	5,750
LANCASTER	9,100	76	7,140
LAURENS	11,700	63	7,360
LEE	1,700	71	3,490
LEXINGTON	13,200	75	9,890
McCORMICK	2,100	72	1,520
MARION	8,000	71	5,680
MARLBORO	6,300	79	4,820
NEWBERRY	8,200	69	5,670
OCONEE	9,200	81	5,860
ORANGEBURG	16,700	67	11,110
PICKENS	10,300	66	6,750
RICHLAND	11,900	81	35,070
SALUDA	3,700	61	2,360
SPARTANBURG	42,600	79	33,490
SUMTER	14,000	69	9,710
UNION	7,600	71	5,390
WILLIAMSBURG	9,100	76	6,960
YORK	22,100	76	16,730

SOUTH DAKOTA

200,200	66	132,750	
AURORA	1,200	48	570
BEADIE	6,800	71	3,670
BENNETT	800	71	410
BON HOMME	2,200	75	1,660
BROOKINGS	5,500	70	3,870
BROWN	10,600	65	6,860
BRULE	1,300	83	1,010
BUFFALO	400	58	230
BUTTE	2,300	45	1,030
CAMPBELL	800	45	360
CHARLES MIX	3,500	53	1,870
CLARK	2,200	85	1,420
CLAY	3,000	87	2,620
CODINGTON	6,100	61	3,910
CORSON	1,500	11	660
CUSTER	1,600	11	710
DAYTON	5,600	63	3,510
DAY	3,300	65	2,160
DEUEL	1,500	81	960
DEWEY	1,100	65	490
DOUGLAS	1,200	18	570
EDMUNDS	1,700	45	760
FALL RIVER	3,300	51	1,690
FAULK	1,200	52	630
GRANT	2,800	66	1,840
GREGORY	2,300	50	1,140
HAAKON	700	11	290
HAMLIN	1,900	64	1,220
HAND	1,800	51	970
HANSON	1,300	63	820

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PERCENT	NUMBER
HARDING	500	41	220
HUGHES	2,500	60	2,000
HUTCHINSON	3,100	75	2,550
HAPE	700	59	410
JACKSON	500	40	200

JERARD	1,000	53	530
JONES	500	50	300
KINGSBURY	2,000	70	2,040
LAKE	2,000	81	2,420
LAWRENCE	3,600	43	2,420
LINCOLN	3,700	87	3,220
LYMAN	1,100	55	610
McCOOK	2,100	80	1,930
McPHERSON	1,700	11	750
MARSHALL	3,100	66	1,390
MEADE	2,300	13	990
MELLETTTE	600	72	310
MINER	1,700	66	1,120
MINNEHAHA	27,400	94	25,750
MOODY	2,700	80	2,170
PENNINGTON	20,000	61	12,810
PERKINS	1,700	45	760
POTTER	1,500	11	570
ROBERTS	3,400	66	2,240
SANBORN	1,400	61	890
SHANNON	1,800	51	920
SPINK	3,100	61	1,680
STANLEY	800	49	390
SULLY	700	11	310
TODD	1,300	51	660
TRIPP	2,700	56	1,510
TURNER	3,300	87	2,860
UNION	3,200	87	2,780
WALWORTH	2,100	45	1,080
WASHINGTON	200	15	90
YANKTON	1,800	71	3,610
ZIEBACH	600	13	260

TENNESSEE

936,100	76	715,570	
ANDERSON	15,500	78	12,080
BEDFORD	6,000	73	4,350
BENTON	2,300	93	1,320
BLEDSON	1,500	80	1,040
BLOUNT	16,100	85	13,930
BRADLEY	9,100	75	7,050
CAMPBELL	7,500	64	4,810
CANNON	2,000	71	1,470
CARROLL	6,900	57	3,910
CARTER	11,200	71	8,340
CHEATHAM	2,100	77	1,620
CHESTER	2,100	57	1,200
CLAIBORNE	4,700	72	2,430
CLAY	1,700	56	960
COCKE	5,300	55	2,930
COFFEE	8,500	73	6,230
CROCKETT	1,700	69	3,230
CUMBERLAND	4,700	50	2,370
DAVISON	107,600	89	94,740
DECATUR	1,300	50	790
DE KALB	2,300	60	1,580
DICKSON	4,700	60	3,220
DYER	7,900	77	6,100
FAYETTE	6,100	72	4,380
FENTRESS	3,000	62	1,550
FRANKLIN	8,100	48	2,930
GIBSON	11,500	65	9,410
GILES	6,700	62	3,500
GRAINGER	2,900	61	1,490
GRENE	11,100	60	6,680
GRINDY	2,800	69	1,410
HAMBLEN	8,200	57	4,530
HAMILTON	11,600	83	62,090
HANCOCK	1,800	61	970
HARDEMAN	4,800	61	3,140
HARDIN	4,100	67	2,330
HAWKINS	8,000	68	4,380
HAYWOOD	5,800	66	4,050
HENDERSON	3,200	59	1,680
HENRY	7,700	54	3,100
HICKMAN	2,700	60	1,850
HOLSTON	1,100	52	790
HUMPHREYS	2,700	71	1,920
JACKSON	2,100	66	1,180
JEFFERSON	5,100	66	2,860
JOHNSON	2,700	61	1,640
KNOX	68,800	89	61,220
LAKE	3,100	58	1,810
LAUDERDALE	6,100	72	4,400
LAWRENCE	6,400	66	3,610
LEWIS	1,500	48	1,020
LINCOLN	8,300	68	3,020
LOUDON	6,500	70	4,580
McMINN	8,800	59	5,230
McNAIRY	1,700	67	2,680
MACON	1,000	68	2,050
MADISON	17,800	71	12,560
MARION	5,000	69	3,470
MARSHALL	1,600	72	3,330
MAURY	11,700	71	8,620
MEIGS	1,700	60	780

In the big, rich
CHARLOTTE MARKET...



THE LATEST N.S.I.
(Nov.-Dec. '58)
again

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WIST

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much more for
your radio dollar*
than any other Charlotte Station

More
TOTAL COVERAGE
METRO AREA COVERAGE
of the fabulous Charlotte Market

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For a revealing comparison, check the Nov.-Dec. N.S.I., or call your nearest P.G.W. Colonel.

Compare.... discover why
WIST is your **best radio buy** in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives 391

TV SET COUNT (Cont'd from page 67)

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
MONROE	900	71	4,220	STILLMAN	29,300	71	21,600	ARKANSAS	1,100	58	640
MONTGOMERY	10,600	81	8,590	STAINER	8,900	88	7,820	ARCHER	1,700	73	1,240
MOORE	1,000	18	480	TIPTON	7,600	74	5,630	ARMSTRONG	100	80	320
MORGAN	2,000	71	1,340	TITUSDALE	1,000	68	680	ATASCOSA	1,700	76	3,590
ORION	7,300	68	4,370	UNION	3,700	66	2,070	AUSTIN	2,800	67	2,560
OSBERTON	1,100	66	1,920	VAN BUREN	2,100	72	1,090	BAILEY	2,200	80	1,750
PERRY	1,200	48	580	WARREN	8,000	70	420	BANDERA	1,200	78	930
POCKETT	1,000	72	520	WASHINGTON	1,200	69	4,040	BASTROP	1,800	63	3,040
POLK	3,000	72	2,150	WAYNE	16,000	79	13,340	BAYLOR	1,600	73	1,170
PUTNAM	7,500	61	4,560	WEAVER	2,800	19	1,360	BEE	2,000	67	3,990
RAIFORD	1,200	80	2,510	WHITE	3,800	73	3,090	BELL	2,200	80	20,040
ROANE	10,600	78	8,250	WILSON	2,700	71	1,870	BEXAR	176,100	86	151,210
ROBERTSON	7,100	77	5,680	WILLIAMSON	6,100	81	5,140	BLANCO	1,100	73	800
RUTHERFORD	11,800	81	9,520	WILSON	7,600	71	5,400	BORDEN	200	75	150
SCOTT	3,800	52	1,970	TEXAS				BOSQUE	2,800	67	1,870
SEQUOIA	1,900	69	900		2,723,100	80	2,166,000	BOWIE	20,200	76	15,320
SEYLER	2,900	58	3,550	ANDERSON	7,900	64	5,040	BRAZORIA	18,300	86	15,790
SHIPLEY	18,800	80	145,890	ANDREWS	3,100	67	2,080	BRAZOS	12,000	66	8,550
SMITH	2,000	68	1,780	ANGELINA	11,500	67	7,700	BREWSTER	1,600	19	780
STEWART	1,800	72	1,280				BRISCOE	900	59	530	

IN FOOD SALES

the Beaumont-Port Arthur-Orange market is 84th in the Nation*... 4th in Texas.* And KFDM-TV delivers this entire area of over 1 million prosperous Texas buyers. If you're looking for Food Sales... Buy... KFDM-TV in Beaumont-Port Arthur-Orange.

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SEE PETERS, GRIFFIN WOODWARD, INC.

*S. M. Survey of Buying Power, 1958

BROOKS	2,500	61	1,520	DECATUR	1,800	68	2,580
BROWN	8,800	63	5,530	DELTA	1,700	61	1,030
BURLESON	2,800	66	1,850	DENTON	12,700	81	10,730
BURNET	2,700	73	1,970	DE WITT	6,100	65	3,990
CALDWELL	1,500	72	3,250	DICKENS	1,700	61	1,040
CALHOUN	1,300	59	1,940	DIMMIT	2,100	57	1,360
CALLAHAN	4,100	65	1,360	DONLEY	1,500	73	1,100
CAMERON	1,700	70	29,010	DYAL	2,900	62	1,810
CAMP	2,300	63	1,460	EASTLAND	6,100	65	4,150
CARSON	1,800	79	1,430	ECTOR	21,600	78	19,110
CASS	5,800	73	4,210	EDWARDS	800	50	400
CASTRO	1,400	69	960	ELLIS	12,100	81	10,090
CHAMBERS	2,200	81	1,840	EL PASO	79,900	81	67,160
CHEROKEE	2,300	64	5,930	ERATH	4,700	67	3,140
CHILDRESS	2,900	67	1,640	FALLS	6,400	66	4,210
CLAY	2,200	80	1,770	FANNIN	7,100	65	4,590
COCHRAN	1,160	79	1,110	FAYETTE	1,600	61	3,580
COFFEY	1,000	71	710	FISHER	1,200	71	1,560
COLEMAN	1,300	68	2,240	FLOYD	2,800	76	2,120
COLLIN	10,000	81	10,910	FOARD	900	66	590
COLLINGSWORTH	2,100	57	1,190	FORT BEND	8,700	82	7,130
COLORADO	1,000	64	3,140	FRANKLIN	1,200	61	730
COMAL	6,100	73	4,440	FREESTONE	800	69	2,050
COMANCHE	2,500	58	2,030	FRIEO	1,700	76	2,060
CONCHO	1,200	59	710	GAINES	1,000	67	1,610
COOKE	1,100	80	5,700	GALVESTON	8,800	81	32,700
CORYELL	1,100	74	3,030	GARZA	1,800	73	1,320
COTTELL	1,300	55	720	GILLESPIE	100	60	1,870
CRANE	1,700	61	1,040	GLASSCOCK	300	70	140
CROCKETT	1,200	53	630	GOLIAD	1,300	67	870
CROSBY	2,500	76	1,910	GONZALES	300	72	3,910
CULBERSON	500	66	330	GRAY	1,300	74	6,850
DALLAM	1,300	82	1,880	GRAYSON	2,100	78	19,820
DALLAS	277,760	99	248,960	GRIFFIN	27,200	75	16,730
DAWSON	4,700	67	3,140	GRIEVE	1,000	12	2,380
DECATUR	1,800	68	2,580	GUADALUPE	1,100	79	5,850
DELTA	1,700	61	1,030	HALE	11,600	78	8,570
DENTON	12,700	81	10,730	HALL	1,800	60	1,670
DE WITT	6,100	65	3,990	HAMILTON	700	67	1,810
DICKENS	1,700	61	1,040	HANSFORD	1,200	80	1,000
DIMMIT	2,100	57	1,360	HARDEMAN	1,000	67	1,930
DONLEY	1,500	73	1,100	HARDIN	800	62	3,620
DYAL	2,900	62	1,810	HARRIS	107,000	89	125,580
EASTLAND	6,100	65	4,150	HARRISON	11,800	79	9,860
ECTOR	21,600	78	19,110	HARTLEY	700	82	410
EDWARDS	800	50	400	HASKELL	1,000	72	2,170
ELLIS	12,100	81	10,090	HAYS	1,200	73	3,790
EL PASO	79,900	81	67,160	HEMPHILL	1,200	69	710
ERATH	4,700	67	3,140				
FALLS	6,400	66	4,210				
FANNIN	7,100	65	4,590				
FAYETTE	1,600	61	3,580				
FISHER	1,200	71	1,560				
FLOYD	2,800	76	2,120				
FOARD	900	66	590				
FORT BEND	8,700	82	7,130				
FRANKLIN	1,200	61	730				
FREESTONE	800	69	2,050				
FRIEO	1,700	76	2,060				
GAINES	1,000	67	1,610				
GALVESTON	8,800	81	32,700				
GARZA	1,800	73	1,320				
GILLESPIE	100	60	1,870				
GLASSCOCK	300	70	140				
GOLIAD	1,300	67	870				
GONZALES	300	72	3,910				
GRAY	1,300	74	6,850				
GRAYSON	2,100	78	19,820				
GRIFFIN	27,200	75	16,730				
GRIEVE	1,000	12	2,380				
GUADALUPE	1,100	79	5,850				
HALE	11,600	78	8,570				
HALL	1,800	60	1,670				
HAMILTON	700	67	1,810				
HANSFORD	1,200	80	1,000				
HARDEMAN	1,000	67	1,930				
HARDIN	800	62	3,620				
HARRIS	107,000	89	125,580				
HARRISON	11,800	79	9,860				
HARTLEY	700	82	410				
HASKELL	1,000	72	2,170				
HAYS	1,200	73	3,790				
HEMPHILL	1,200	69	710				

TOTAL				TOTAL				TOTAL			
STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER	STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER	STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER
HENDEBSON	5,600	59	3,300	SHELBY	5,300	50	2,790	ARLINGTON	71,800	90	67,280
HIDALGO	17,800	72	33,890	SHERMAN	7,700	80	560	ATLANTA	19,800	60	13,060
HILL	7,900	87	6,890	SMITH	24,200	75	18,230	BATH	1,500	80	900
HOCKLEY	6,100	80	4,850	SOMERVELL	800	98	540	BEDFORD	8,000	67	5,230
HOOD	1,300	79	1,030	STARR	3,100	51	1,670	BLAND	1,000	51	850
HOPKINS	5,900	61	3,600	STEPHENS	4,100	65	2,010	BOTETFORT	1,600	77	3,160
HOTSTON	5,000	59	2,960	STERLING	200	65	130	BRUNSWICK	1,200	61	2,350
HOWARD	9,800	71	7,240	STONEWALL	900	70	630	BUTCHANAN	8,000	70	4,760
HUNSPETH	700	63	440	SUTTON	900	63	480	BUCKINGHAM	2,000	60	1,660
HUNT	12,900	85	10,910	SWISHER	2,100	68	1,640	CAMPBELL	22,800	80	18,210
HUTCHINSON	10,800	80	9,630	TARBANT	178,900	88	156,540	CABOLINE	2,800	78	2,170
IRION	300	67	200	TAYLOR	25,300	79	20,030	CABBOLL	7,800	78	4,550
JACK	1,800	79	1,420	TERRELL	800	79	420	CHARLOTTE	7,600	79	2,320
JACKSON	3,600	67	2,410	TERRY	4,800	76	3,640	CHARLES CITY	1,000	78	780
JASPER	7,300	61	3,210	TIBBOCKMORTON	800	73	580	CHESTERFIELD	11,700	88	12,900
JEFF DAVIS	300	60	180	TITUS	2,100	77	2,930	CLARKE	1,800	77	1,470
JEFFERSON	70,000	85	58,290	TOM GREEN	22,200	76	16,890	CRAIG	1,800	78	610
JIM HOGG	1,100	55	580	TRAVIS	59,200	81	47,920	CULPEPER	3,500	72	2,530
JIM WELLS	7,900	53	4,680	TRINITY	2,200	67	1,480	CUMBERLAND	1,000	61	1,010
JOHNSON	11,300	85	9,690	TYLER	2,800	61	1,780	DICKENSON	5,100	57	2,920
JONES	5,800	71	4,110	UPSHUR	4,700	65	2,980	DINWIDDIE	11,100	89	12,550
KARNES	3,900	65	2,590	UPTON	1,600	65	1,040	ESSEX	1,600	68	1,240
KAUFMAN	7,000	80	5,620	VALDE	4,900	69	2,920	FAIRFAX	57,700	82	53,270
KENDALL	1,600	78	1,240	VAN VERDE	5,900	69	2,490	FAUQUIER	5,100	27	4,720
KENEDY	100	60	60	VAN ZANDT	5,000	80	4,020	FLOYD	2,600	53	1,510
KENT	400	60	240	VICTORIA	16,200	62	10,080	FLYVANA	1,900	61	1,220
KERR	1,300	60	2,590	WALKER	1,100	72	2,970	FRANKLIN	6,100	67	4,190
KIMBLE	1,200	60	720	WALKER	3,000	78	2,330	FREDERICK	10,100	85	8,420
KING	200	60	120	WARD	1,500	62	2,770	GILES	1,800	75	3,650
KINNEY	500	76	280	WASHINGTON	1,900	70	3,420	GLOUCESTER	7,100	70	2,440
KLEBERG	7,100	60	4,260	WEBB	15,800	60	9,550	GOODLAND	1,800	76	1,370
KNOX	2,100	66	1,390	WHARTON	9,800	75	7,390	GRAYSON	1,600	63	2,910
LAMAR	12,900	51	6,550	WHEELER	1,200	56	1,240	GREENE	1,200	61	770
LAMB	6,000	79	4,760	WICHITA	15,500	83	29,290	GREENSVILLE	1,100	70	2,860
LAMPASAS	2,900	73	2,120	WILBARGER	7,100	73	3,940	HALLFAX	1,800	77	7,550
LA SALLE	1,800	62	1,120	WILLAMCV	5,100	61	3,270	HANOVER	9,500	76	5,040
LAVACA	3,500	65	3,470	WILLIAMSON	10,500	78	8,170	HENRICO	97,800	80	84,220
LEE	2,200	61	1,400	WILSON	3,100	70	2,440	HENRY	13,900	78	10,850
LEON	2,500	62	1,580	WINKLER	3,700	61	2,150	HIGHLAND	800	61	490
LIBERTY	7,900	81	6,590	WISE	1,000	78	3,210	ISLE OF WIGHT	1,000	60	2,630
LIMESTONE	5,300	66	3,490	WOOD	1,800	65	3,040	JAMES CITY	2,000	75	2,280
LIPSOMB	1,000	58	580	YOAKUM	1,000	76	760	KING AND QUEEN	1,500	78	1,170
LIVE OAK	1,900	62	1,180	YOING	1,500	72	3,240	KING GEORGE	1,600	71	1,180
LLANO	1,600	56	890	ZAPATA	1,000	51	540	KING WILLIAM	1,900	78	1,480
LOVING	100	50	50	ZAVALA	2,800	60	1,670	LANCASTER	2,500	74	1,860
LIBROCK								LEE	6,000	61	4,040
LYNN	19,800	81	40,170					LOUISIANA	5,800	88	5,080
McCULLOCH	2,800	71	2,060					LOUISA	1,100	76	2,590
McCLENNAN	2,600	59	1,540					LOUISBURG	1,500	61	2,120
McMITTEN	13,300	84	36,550					MADISON	2,100	67	1,340
	300	60	180					MATHEWS	1,800	79	1,420
MADISON	1,600	69	1,000					MECKLENBURG	7,900	69	5,490
MARION	2,200	73	1,600					MIDDLESEX	1,900	58	1,490
MARTIN	1,100	67	940					MONTGOMERY	10,500	87	9,130
MASON	1,300	55	720					NANSEMOND	11,000	80	8,800
MATAGORDA	7,600	67	5,090					NELSON	2,500	72	2,410
MAVERICK	3,000	67	1,700					NEW KENT	1,100	77	850
MEDINA	1,700	77	3,640					NEWPORT NEWS	80,000	80	44,700
MEXARD	1,000	59	590					NOBLES	138,000	90	123,920
MIDLAND	18,000	82	14,790					NORTHAMPTON	1,600	67	3,000
MILAM	6,600	64	4,240					NORTHAMBERLAND	2,500	71	1,850
MILES	1,100	71	1,020					NOTTOWAY	2,800	70	2,650
MITCHELL	3,000	72	2,810					ORANGE	3,100	72	2,450
MONTAGUE	4,400	80	3,530					PAGE	5,900	63	2,700
MONTGOMERY	7,000	77	5,420					PATRICK	1,800	58	2,220
MOORE	5,100	82	4,410					PITTSYLVANIA	27,000	71	20,540
MORRIS	2,400	72	1,730					POWHATAN	1,200	74	910
MOTLEY	1,000	57	570					PRINCE EDWARD	6,500	70	2,660
NACOGDOCHES	7,900	62	4,890					PRINCE GEORGE	12,000	78	10,080
NAVARRO	10,600	82	8,720					PRINCESS ANNE	20,100	81	21,910
NEWTON	2,300	60	1,390					PRINCE WILLIAM	7,800	87	6,820
NOLAN	6,000	71	4,250					PULASKI	1,700	78	5,850
NUECES	69,100	79	54,910					RAPPAHANNOCK	1,200	64	830
OCHELTREE	2,000	60	1,190					RICHMOND	1,500	71	1,110
OLDHAM	100	58	270					ROANOKE	13,000	80	38,130
ORANGE	17,100	77	13,470					ROCKBRIDGE	7,100	60	4,630
PALO PINTO	7,900	79	5,560					ROCKINGHAM	13,700	76	10,450
PANOLA	1,100	52	2,140					RUSSELL	6,100	57	3,670
PARKER	7,500	79	5,950					SCOTT	6,800	62	4,240
PARMER	1,800	63	1,220					SHENANDOAH	7,800	60	4,020
PECOS	2,700	52	1,400					SMYTH	7,100	61	4,490
POLK	3,600	68	2,430					SOUTHAMPTON	6,700	66	4,120
POTTER	42,100	88	37,000					SPOTSYLVANIA	2,300	66	5,300
PRESIDIO	1,100	48	670					STAFFORD	2,200	69	2,810
RAINS	600	80	480					SURRY	1,900	70	1,180
RANDALL	7,200	82	5,870					STARBUCK	1,000	70	2,100
REAGAN	900	61	580					TAZEWELL	11,100	62	7,030
REAL	700	61	430					WARREN	1,000	78	3,100
RED RIVER	1,900	57	2,810					WASHINGTON	13,200	60	7,950
REEVES	4,900	67	2,800					WESTMORELAND	2,700	71	2,010
REPTO	2,600	59	1,530					WISE	12,000	60	7,730
ROBERTS	200	60	180					WYTHE	7,500	69	3,360
ROBERTSON	1,600	61	2,950					YORK	6,200	79	4,090
ROCKWALL	1,100	78	1,090								
RUNNELS	1,200	68	2,850								
RUSK	12,100	68	8,210								
SABINE	1,700	60	1,020								
SAN AUGUSTINE	1,600	57	910								
SAN JACINTO	1,600	68	1,080								
SAN PATRICK	10,100	72	7,290								
SAN SABA	2,200	75	1,220								
SCHLEICHER	700	58	370								
SCURRY	8,000	70	5,580								
SHACKELFORD	1,100	65	720								

TV SET COUNT (Cont'd from page 69)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	PER CENT
COWLITZ	19,100	75	13,860	
DOUGLAS	4,600	61	2,810	
FERRY	1,100	69	760	
FRANKLIN	6,100	72	4,610	
GARFIELD	900	70	630	
GRANT	1,100	69	10,380	
GRAYS HARBOR	19,300	71	13,790	
ISLAND	5,000	85	4,260	
JEFFERSON	2,200	88	1,830	
KING	300,200	88	263,370	
KITSAPI	26,300	90	23,620	
KITTITAS	6,100	61	3,880	
KLWIKITAT	1,200	63	2,640	
LEWIS	11,100	75	10,800	
LINCOLN	3,500	79	2,780	
MASON	5,000	85	4,170	
OKANOGAN	8,800	61	5,400	
PACIFIC	5,400	67	3,490	
PEND OREILLE	2,300	70	1,600	
PIERCE	95,000	89	85,360	

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	PER CENT
SAN JUAN	1,100	85	930	
SKAGIT	16,600	77	12,770	
SKAMANIA	1,800	76	1,370	
SNOHOMISH	47,500	89	42,220	
SPOKANE	93,900	89	83,710	
STEVENS	6,400	60	4,440	
THURSTON	16,500	85	13,960	
WAHKIAKUM	1,000	61	640	
WALLA WALLA	13,500	68	9,020	
WHATCOM	21,600	76	18,580	
WHITMAN	9,100	73	6,610	
YAKIMA	46,700	85	39,490	

WEST VIRGINIA

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	TV HOUSEHOLDS NUMBER
BARBOUR	4,100	59	2,580
BERKELEY	7,800	81	6,340
BOONE	7,600	77	5,870
BRANTON	3,500	75	1,910
BROOKE	6,700	93	6,230
TOTAL	512,300	77	394,890

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	NUMBER	PER CENT
CABELL	31,100	92	31,540	
CALHOUN	1,900	63	1,200	
CLAY	3,200	65	2,080	
DOUGLASS	1,900	56	1,070	
FAVETTE	20,100	75	15,120	
GILMER	1,800	52	930	
GRAFT	2,000	78	1,150	
GREENSBRIER	8,900	75	6,660	
HAMPSHIRE	2,800	59	1,640	
HANCOCK	10,100	91	9,240	
HARDY	2,000	78	1,150	
HARRISON	22,000	63	13,830	
JACKSON	3,300	63	2,090	
JEFFERSON	1,200	86	3,610	
KANAWHA	70,900	89	62,750	
LEWIS	1,400	78	2,560	
LINCOLN	1,600	85	3,890	
LOGAN	17,800	80	14,310	
MCDOWELL	20,000	76	15,250	
MARION	19,600	80	15,770	
MARSHALL	8,800	89	7,860	
MASON	5,900	84	4,980	
MERCER	20,300	75	15,310	
MINERAL	5,500	59	3,240	
MINGO	11,000	81	8,870	
MONONGALIA	16,200	89	13,490	
MONROE	2,900	64	1,750	
MORGAN	2,600	59	1,180	
NICHOLAS	6,500	65	4,220	
OHIO	22,700	92	20,890	
PENDLETON	2,600	58	1,150	
PLEASANTS	1,500	72	930	
POCAHONTAS	2,600	57	1,490	
PRESTON	7,100	67	4,960	
PUTNAM	5,000	81	4,220	
RALEIGH	23,100	69	15,900	
RANDOLPH	7,100	60	4,250	
ROCHE	2,700	52	1,400	
ROANE	3,600	63	2,270	
SUMMERS	1,100	61	2,620	
TAYLOR	1,200	67	2,810	
TUCKER	2,100	58	1,210	
TYLER	2,300	71	1,640	
UPSHUR	1,700	59	2,760	
WAYNE	8,500	81	6,880	
WEBSTER	3,800	78	2,190	
WETZEL	1,500	71	3,210	
WIRT	1,100	65	710	
WOOD	15,300	68	17,250	
WYOMING	9,200	70	6,440	

WISCONSIN

STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	TV HOUSEHOLDS NUMBER
TOTAL	1,134,900	89	1,008,620
ADAMS	2,200	72	1,580
ASHLAND	5,100	80	4,320
BARRON	10,300	83	8,570
BAYFIELD	2,300	75	2,480
BROWN	22,400	92	29,810
BUFFALO	3,700	81	3,100
BURNETT	2,100	77	1,610
CALUMET	1,900	90	4,400
CHIPPewa	12,100	81	10,450
CLARK	8,900	79	7,010
COLUMBIA	12,200	83	10,130
CRAWFORD	1,200	76	3,180
DANE	60,700	88	53,530
DODGE	17,200	92	15,740
DOOR	6,100	90	5,500
DOUGLAS	11,500	86	12,350
DUNN	7,100	81	5,990
EAU CLAIRE	17,900	90	16,180
FLORENCE	800	75	600
FOND DU LAC	21,200	90	19,030
FOREST	1,500	76	1,140
GRANT	12,500	83	10,330
GREEN	7,100	82	6,050
GREEN LAKE	1,800	76	3,670
IOWA	5,500	78	4,160
IRON	2,500	80	2,010
JACKSON	4,100	81	3,330
JEFFERSON	16,200	92	14,840
JENEAU	5,000	72	3,580
KENOSHIA	30,500	92	28,150
KEWAUNEE	4,000	90	4,410
LA CROSSE	21,200	85	18,110
LAFAYETTE	1,500	82	4,410
LANGLADE	4,100	81	4,920
LINCOLN	4,700	81	5,400
MANITOWOC	21,200	92	19,480
MARATHON	24,700	81	20,860
MARINETTE	10,500	86	9,000
MARQUETTE	5,100	77	1,850
MILWAUKEE	11,100	93	290,380
MONROE	8,700	83	7,230
ONTARIO	6,200	90	5,830
ONEIDA	6,700	75	5,000
OSHAGAMIE	28,300	92	24,160
OZAUCHEE	8,100	92	8,640
PEPIN	2,500	81	2,100
PIERCE	6,600	81	5,540
POK	7,700	90	6,930
PORTAGE	9,100	81	7,870
PRICE	1,000	75	2,250

Budweiser's Dollar buys More on WKOW



... with on-the-spot, hard-hitting merchandising that paid off. Personal calls and mailings to every area tavern, liquor and grocery store by WKOW's dynamic Merchandising Director Jim Miller . . . more than double the number of 'Pick a Pair' action displays put up than we hoped for. . . .

"This kind of selling help from 'Wisconsin's Most Powerful Radio Station' gave us the extra strength we needed for real market penetration. . . ."

Al Frank
Frank Beer Distributors, Inc.
BUDWEISER BEER

Thank you, Harry Renfro of D'Arcy for the opportunity to prove that WKOW is "First in selling a buying Madison and Southern Wisconsin."

Ben Hovel
General Manager

Represented Nationally by Headley-Reed

WKOW
MADISON, WISCONSIN

TV-abc
RADIO - 10 KW - 1070

TERMITOL

(Cont'd from page 43)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS	
	HOUSEHOLDS	PER CENT	PER CENT	NUMBER
RACINE	39,500	93		36,640
RICHLAND	5,200	77		3,920
ROCK	35,700	87		31,230
RUSK	1,300	75		3,230
ST. CROIX	7,200	91		6,520
SALIK	11,400	85		9,700
SAWYER	3,000	74		2,270
SILAWANO	9,460	86		7,730
SHEBOYGAN	28,260	92		25,830
TAYLOR	1,600	75		3,450
TREMPEALEAU	7,400	81		6,010
VERNON	7,200	76		5,540
VILAS	2,300	75		1,720
WALWORTH	15,800	91		14,450
WASHBURN	3,200	77		2,540
WASHINGTON	12,000	93		11,150
WAUKESHA	38,700	92		35,650
WAUPACA	11,200	91		10,190
WAUSAU	3,700	76		2,830
WINNEBAGO	30,900	90		27,660
WOOD	15,800	83		13,170

WYOMING				
	100,000	58	57,960	
ALBANY	7,000	56		3,900
BIG HORN	2,700	19		1,820
CAMPBELL	1,300	13		560
CARBON	5,200	60		3,110
CONVERSE	1,600	58		920
CROOK	1,200	43		520
FREMONT	6,700	50		3,120
GOSHEN	3,700	54		2,090
HOT SPRINGS	1,800	19		880
JOHNSON	1,100	16		640
LARAMIE	17,200	81		14,470
LINCOLN	2,300	55		1,200
NATRONA	15,100	58		8,980
NORRARA	1,200	51		610
PARK	7,000	51		3,590
PLATTE	2,100	50		1,200
SHERIDAN	6,300	54		3,120
SUBLETTE	900	42		380
SWEETWATER	6,200	50		3,240
TETON	800	38		410
WYONA	1,700	50		860
WYOMING	2,700	16		1,150
WESTON	2,800	53		1,490
WYOMING	160	50		70

Monday through Friday on Cordie's morning show, "Cordie & Co." (6-10 a.m.), and on weekends (run of station). The next week, 20 spots are heard Monday through Friday on run of station, 6 a.m. to 3 p.m.

• Other markets: 15-25 spots per week on WWVA, Wheeling, West Virginia; WSTV, Stenbenville, Ohio; WJAC, Johnstown, Pa.; WKBN, Youngstown, Ohio; WMBS, Uniontown, Pa.; WMBA, Ambridge, Pa.; WKRZ, Oil City, Pa.; WHJB, Greensburg, Pa.

In general, the agency bought time on stations carrying either the Pittsburgh Pirate or Cleveland Indian baseball games, considering this a surefire way to attract homeowners.

Now past the midway point in its campaign, the Termitol people see this spring as their most successful in four years, with their biggest May in 25 years. They measure the success of the radio spots in three ways:

(1) The big response to the "phone for free inspection" pitch, and the even distribution of the calls. Heretofore, there was always a tail-off.

(2) Large crowds attracted to the mobile display (on two recent days in Pittsburgh, an attendance of 5,000 was chalked up). Record crowds were attracted to the exhibit throughout the entire broadcast area.

(3) Actual sales: If the warm weather holds up in Pittsburgh, Termitol will chalk up its biggest volume of business in its 25-year history. An unprecedented number of "pre-ventative" jobs is reported.

Exhibit personnel say that visitors frequently mention the radio spots. Incidentally, the spots do double duty. To add to the carnival flavor of the whole thing, the spots are played over a loudspeaker from the trailer as it moves through the streets.

Point-of-sale material is the complete cast of characters inside the trailer: live termites, models of powder-post beetles, carpenter ants, old house-borers. Also included are samples of their work.

Robert Dickey, v.p. and account executive at Price & Price says the complete integration of newspaper, trailer, and point-of-sale with the radio campaign is what made the termite carnival a sales success.

Announcing... FM RADIO & MULTIPLEXING SEMINAR

June 4, 5 and 6, 1959

CHAMBERLIN HOTEL -- OLD POINT COMFORT, VIRGINIA

Over 125 FM Radio Stations operators, Multiplexers and Background music operators are already registered...

MAIL YOUR REGISTRATION to...



WGH
RADIO
P.O. BOX 98
NEWPORT NEWS, VIRGINIA

36%
W
M

Nothing succeeds like selling for one's advertisers . . . the big reason why KNX Radio's first quarter local sales have shot up a full 36% over the same quarter last year! (And first quarter '58 was 12% over the same '57 period!) Good broadcasting means good business. More than ever, KNX is Southern California's leading radio station — in quality programming, attentive audiences — and in commercial **success!**



REPRESENTED BY CBS RADIO SPOT SALES

R
S

WASHINGTON WEEK

16 MAY 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

Another evidence that Congress usually doesn't put money where its mouth is: After a year of probes into ad practices and vigorous questioning of the Federal Trade Commission on why enforcement isn't stronger, the House Appropriations Committee has proposed to cut funds requested for the FTC.

The Committee split the difference quite neatly between the amount the FTC has available in the current fiscal year and the amount the administration requested for fiscal 1960. The vote was to give the FTC \$230,000 more than the current year and that same amount under the budget request, or a proposed total for fiscal '60 of \$6,745,000.

Of the \$460,000 increase FTC asked, \$144,000 was to go for increased ad screening.

The FCC met a similar fate. During the current fiscal year it has \$9,759,904 available. It asked \$11 million for the coming year, with much of the added money to be used to reduce application backlogs in AM radio. The Committee voted the FCC \$10,400,000.

The FCC's probe into network programming practices, before chief hearing examiner James D. Cunningham, last week built a record out of the facts already submitted by the webs to the Barrow network study group.

Then the hearings adjourned indefinitely, at least until July, and perhaps until the Fall.

No new information was requested or received at the first sessions.

Filing time came around again on the question of whether daytime-only radio stations should be permitted to operate longer hours.

The FCC has only recently concluded that a Daytime Broadcasters Association proposal that these stations be permitted to operate from 5 a.m. to 7 p.m. would cause more interference and lose more service than it would gain.

The earlier proceeding was an all-out "rulemaking" one. The current proceeding is merely an inquiry as to whether the FCC should get into full-scale proceedings on whether or not to permit compromise 6 a.m. to 6 p.m. operation.

Arguments were much the same: The full-timers argued that the daytimers would interfere with the full-timers and even with themselves; the daytimers argued that people no longer listen to distant stations when they have a local station available.

The Appeals Court has held that off-the-record approaches to FCC commissioners are just as serious in so-called rulemaking proceedings as in contests for channels.

With this ruling, it set the FCC off on reconsideration of the shift of tv channel 2 from Springfield, Ill., to St. Louis, Mo.

This was the case—involving Harry Tenenbaum—which was probably more sensational than the Miami channel 10 affair when it was heard by the Harris House Commerce Legislative Oversight subcommittee. Testimony included buying FCC commissioners lunches and Christmas turkeys for two consecutive years.

FILM-SCOPE

16 MAY 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

Don't be surprised if tape syndication limits itself to a circuit of 30 or 40 top cities rather than aiming for the 200-plus market coverage customary in film.

Fixed handling and print copying costs are much higher for tape than syndication, which immediately makes it unprofitable to syndicate tape into the nation's very small markets.

Furthermore, it's harder for smaller stations to handle tape properly and **grope with such problems as integrating tape programing and film commercials.**

But don't forget that tape still has kinescope as a sister device for solving its small-market problem.

A flurry of 60-minute shows tapping new entertainment sources cropped up last week.

United Artists tv came out with a dramatic anthology which would utilize Hollywood producers, talent and story material to which it has access.

Screen Gems slanted two new shows at golfing fans, both with PGA backing, Match Play and Medal Play, and offering up to \$1.25-million in cash prizes to golf winners over a three-year period.

Look for syndication spending to pick up after 1 June, by which time network problems will have been largely gotten out of the way.

The dilemma of film buying has been to sew up time as soon as possible to assure the best availabilities while trying to hold off film buying as late as possible to capitalize on film market opportunities.

One solution: **buy the time as early as possible, then buy the film as late as is practical.**

As generally realized, the station itself can have a substantial influence on the future rating record of an established show.

Just as a case in point take the switch in New York recently of Ziv's Sea Hunt from WCBS-TV to WABC-TV at 10:30 p.m. Saturday: it lost more than 50% of its rating in the process.

On April 25, WABC-TV played Sea Hunt for the first time, and on that night WCBS-TV, which pushed the show off in anticipation of the coming debut of Markham, put in a feature film, "Key Largo."

Here are the week-by-week ARB reports on how audiences were more loyal to the station than to the show:

DATE	WCBS-TV	WABC-TV	SETS-IN-USE
4 April	26.9 (Sea Hunt)	1.8 (Billy Graham)	53.7
11 April	23.4 " "	0.1 " "	49.1
18 April	27.1 " "	3.2 " "	53.5
25 April	20.1 (Key Largo)	11.5 (Sea Hunt)	46.1

Screen Gems' *Rescue 8* will go into a second year of production, even though it's been supported for the most part by local rather than regional money.

The so-called rule is that only shows with mammoth regional renewals merit into a second year, but many other shows in the last year have also been exceptions: MCA's *Mike Hammer*, CNP's *Silent Service*, and ABC Films' *26 Men*.

Falstaff and Dancer-Fitzgerald-Sample have turned out to be an astute bellwether of programing trends in syndication.

For many seasons, with one brief exception, Falstaff backed an MCA show with Rod Cameron as star.

Three years ago they typified the shift from detective shows to westerns by discontinuing *City Detective* and putting Cameron into *State Trooper*.

Now Falstaff has reportedly bought *Coronado 9*, also starring Cameron, symbolizing, apparently, the twilight of the Western's popularity and the ascent of the detective show.

A number of local tv spenders caught with the problem of making a brand new decision on program buying have turned to complete sponsorship of local feature film programs as a predictable investment.

Schaeffer beer, for one, which found itself with unspent tv money as a result of the shuffle of New York baseball teams, has turned to sponsorship of six Saturday night feature films a year on WCBS-TV's *Late Show*.

Each of the shows were Academy Award winners when initially released.

Look for an increasing trend towards putting pilot films into anthologies and then selling series out of them after the pilot has already gone on the air.

Advantages of the scheme are (1) pilot costs are absorbed even before selling starts, (2) there's no mental-block for the potential buyer since someone else has already had the confidence to pay for the episode and air it, and (3) there's nothing left to dispose of in the event the pilot doesn't sell.

COMMERCIALS

There's been an increase of up to 20% in the cost of producing commercials today compared to five years ago, but it's as much due to new creativity as the higher cost of doing business.

The range of the minute commercial has climbed from \$2,000-12,000 to \$3,000-15,000 since 1954 with the simple live-action spot taking the step up from the \$2,500-3,800 area to \$3,000-4,500.

While talent has increased as much as 85% and processing up to 50%, there have been some areas such as animation which have gone up only 5% to 10%.

(For details, see p. 40, this issue.)

Film commercials producers with a yen to diversify into programing are finding their film background an obstacle with the unions regarding video-tape.

Van Pragg Productions, for example, made an audition film of the *Ad-Libbers*, a live improvisation show with Broadway actors, even though such a show was a ripe prospect for tape treatment.

SPONSOR HEARS

16 MAY 1959

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PUBLICATIONS INC.

Revlon can't help but show a solid profit for the current quarter. It's unloaded—very comfortably—60% of the Scheering Co.'s stock it acquired not so long ago. Likely reason for selling: It couldn't gain Scheering control.

Don't be surprised if IBM comes into tv this fall as a co-sponsor with Bell & Howell of the hour news specials which CBS has scheduled for prime time. If IBM doesn't pick up its option this week, an oil account is ready to move in.

Arthur Godfrey's indefinite hiatus, because of his operation, already is giving CBS some economic problems.

An agency with a couple accounts in Godfrey periods has asked the network to read-just the talent end of the bill.

Another myth laid to rest: that each division of General Motors operates as a completely autonomous unit.

Among the contrary evidence: All agency recommendations for tv network campaigns in behalf of a division must pass muster at the corporate level.

One of the tv networks patently means business when it states advertisers next season won't be able to pull out of a contract with impunity.

There's a clause in the 1959-60 time contract which makes it mandatory to shortrate the advertiser \$1 million if the full terms are not met.

Contrary to reports, General Foods has still a continuing interest (as well as investment) in MGM's pilot, *Father of the Bride*.

MGM TV described as baseless trade talk that GF had decided to pay off its share of the pilot's costs and drop out of the project.

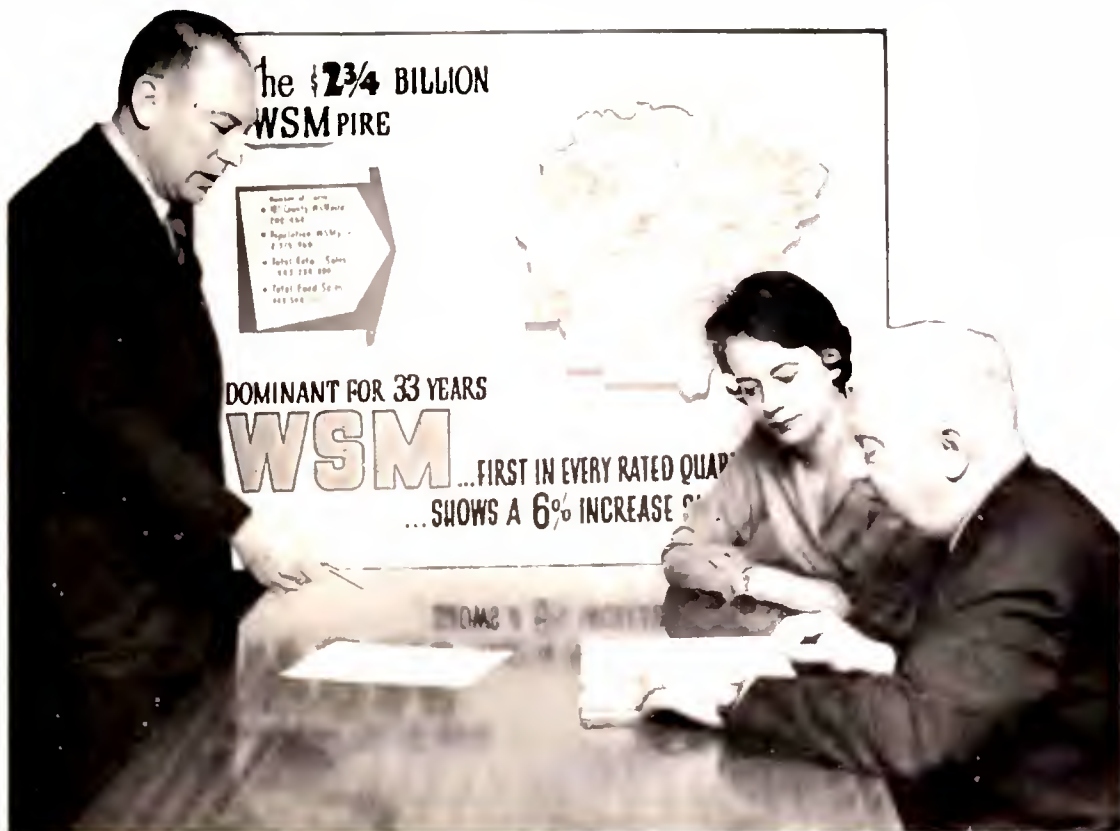
An accumulation of internal personal rifts may force the resignation in the near future of the sales v.p. for an important syndicator.

Included among the "indictments": (1) Failure to take the initiative on decisions; (2) the practice of letting subordinates arrange deals so that he can step in the last minute to sign the contract—thus taking away the credit.

The two advertisers will likely resolve the argument, but the American Dairy Association (Campbell-Mithun) doesn't favor having Pharmaceuticals as a co-sponsor of the Lawrence Welk Thursday night show.

The ADA doesn't think that Geritol and tired blood mix very well with milk and milk products.

In other words, notes the association, you can't gracefully pitch milk-for-energy one week and Geritol-for-energy the next week.



"In Broad Coverage Plus Influence, Station WSM is Right at the Top..."

Says Joan Rutman, Grey Advertising's Media Manager for Southeast Greyhound

In the photograph above, Blair's Bud Neuwirth checks out the latest WSMpire Market Data with Joan Rutman, Greyhound Media Manager and J. L. Laube, Southeast Greyhound Account Executive, both of Grey Advertising Agency.

Grey Advertising backs its belief in the coverage and influence of WSM by using pre-Grand Ole Opry time (7:00 — 7:15 P.M. Saturdays) to sell the comfort, convenience and economy of Greyhound travel to the biggest single radio station audience in America.

If you want to put the "coverage plus influence" of one of the Nation's great Radio Stations behind your product, call Bob Cooper or any Blair man. Ask for proof that WSM actually has measurable audience in more than one fourth of all the counties in the entire United States!

WSM Radio

Key to America's
13th Radio Market

50,000 Watts • Clear Channel
Blair Represented
Bob Cooper, Gen. Mgr.

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

WRAP-UP

NEWS & IDEAS

PICTURES

TAKING OVER THE CONTROLS during the NABET strike, Mary Kilday, sls. svc. mgr., WRC-TV, Washington, D.C., gets low-down from L. A. McClelland (l) opns. dir., John Lavan, bus. mgr.



HOMEMAKERS HOLIDAY, day-long event conducted by WRAP, Norfolk, attracted visitors (l to r) John Riley, Lever Bos.; Leola Dyson, WRAP's women's director and Clarence Holte, BBDO



6

ADVERTISERS

Gasoline and oil companies in 1958 spent \$26.5 million in tv—a 9.3% increase over their 1957 spending.

The total gross expenditures by petroleum advertisers spending \$1 million or more in tv in 1958:

OIL COMPANY (NETWORK & SPOT)	1958 (add 000)	% CHANGE '58 vs. '56
Atlantic	\$1,144.3	+141%
Esso	2,338.9	+ 7%
Phillips	1,595.1	+158%
Shell	3,272.4	+ 64%
Standard Cal.	1,004.1	+112%
Standard Ind.	1,621.0	+ 14%
Texas	1,860.5	+ 77%
Sunoco	1,970.2	+3027%
Socony	1,711.2	+ 39%
Gulf	2,465.0	6%

Source: Spot tv: TVB-Rorabaugh; Network tv: LNA-BAR



MILLION-DOLLAR FIRE at nearby chemical company was picked up recently by WDAF-TV (Kansas City) cameras via telephoto lens, later put on video tape for NBC TV



FIVE-HANDLED SHOVEL helps five d.j.'s at CFPL, London, Ont., turn up the sod for the station's new 10,000-watt transmitter

Campaigns:

• **Paper Mate Co.**, out of FC&B, is currently in the midst of a big spring and summer push to cover Fathers' Day and graduation, with 99% of its ad budget invested in this campaign. They are using 33 network tv and radio shows, with multiple exposures on *People Are Funny*, *Friday Night Fights*, *Groucho Marx* and *American Bandstand*. Paper Mate's next big campaign will come up in September, with a back-to-school theme.

• **Lutz Tire & Supply Co.** kicked off its 60-day dealer promotion last week. Dealer enthusiasm will be boosted via a contest sending the winner to Las Vegas. Proluding the campaign will be 1,000 radio I.D.'s, followed by self-mailers to the dealers with full contest rules. Agency: Dan Lawrence Co., San Diego.

• **Leslie Salt's Fingertip-Pak**, introduced in the West last November, will begin a new campaign in the Intermountain states. It will follow the same pattern as the initial

campaign: Print plus concentrated tv buys. Agency: Honig-Cooper, Harrington & Miner.

• **Nalley's Montana Co.**, for its Potato Chips, is launching a six-week "Vacation Fun" contest, via the Intermountain Radio Network. Each of the 16 stations involved will conduct six one-week contests at the local level, with winners qualified for the big prize: vacation trips. Agency: Pacific-National, Seattle.

• Promotion stunt the biggest for **Lever's Breeze**, will feature as the first prize, the winner's height in dollar bills. The contest, aimed at consumers, is a 15 words or less why-I-like statement, to be promoted in June via spot network tv and spot radio.

Meeting note: The ANA national open meeting will be held 21-22 May at the Edgewater Beach in Chicago.

Theme: Advertising as a dominant force for national economic growth and prosperity.

Strictly personnel: New top operating responsibilities in the Vick Products colds business: v.p. **Ernest Zobian**, placed in charge of over-all advertising for colds products and v.p. **Albert Elias** now directs merchandising strategy, sales and sales promotion for that division. . . **F. E. Teeter** has joined Capital Airlines, Washington, D. C. as assistant to the director of advertising.

AGENCIES

This has been an active week for termination notices.

Within the space of a couple days Madison Ave. was notified of these coming divorcements: **Hudson Paper** (\$2-million) from Norman Craig & Kummel; **Northam Warren Corp.** (\$1.5-million) from Doyle Dane Bernback and **Eagle Pencil** (\$750,000) from BBDO.

Agency appointments: **Whitehall Labs' Dristan** and test products, bill-



A CONTEST TO FIND A CONTEST run by WUSN-TV, Charleston, S. C., among time-buyers got winner B&B's Grace Porterfield free air ride! Presenting tickets are Bob Graf (r) and Zang Golobe, of Select Station Reps




JUST TO SAY 'THANK YOU', Phil Williams (r) throws party for ABC Films' employees before leaving to join UA-TV. Shown here with Williams, Henry Plitt, pres., ABC Films, Lee Francis, promo-adv. dir.

ICE 'NEATH THE PALMS was the setting in which KNX, L. A., a.m. personality Bob Crane selected skaters to appear in his Ice Capades act. Station set the rink in front of its studio, to catch Crane in action, assisted by Ice Capade lovelies Karol Lee (l) and Shirley Edgcomb



Chosen
as
"The Hi-Fi Club"
Station
For Los Angeles
by the
COCA-COLA
Bottling Co.
of Los Angeles



KPOP
1020 KC
"THE POPULAR STATION"
5,000 watts Los Angeles
BROADCAST TIME SALES
New York • Chicago • Detroit • San Francisco
DORA-CLAYTON
Atlanta

The station for whirl-wind sales
action!

WWRL

beamed to sell New York's
2,455,000

NEGRO & PUERTO RICAN MARKET

WWRL
THE FAMILY STATION

5000 WATTS

NEW YORK

DE 5-1600

ing \$7 million, from Bryan Houston to Tatham-Laird, Chicago (See "Newsmaker of the Week," page 4, and SPONSOR-SCOPE for more details.) . . . Borg-Warner Corp.'s institutional advertising, billing \$1 million, from JWT to Clinton E. Frank, Chicago . . . Mars Oil Co., to Allmayer, Fox & Reshkin, Kansas City . . . Usen Canning Co., maker of Tabby Cat Foods, to The Brennick Co., Boston . . . The McLendon Corp., headquartered in Dallas, to Honig-Cooper, Harrington & Miner, San Francisco.

They were elected v.p.'s: Bill Treadwell, v.p. and manager of the public relations department of Leo Burnett, joins Grey Advertising as v.p. in charge of special assignments . . . Paul Freyd, director of marketing and Robert Stefan, manager of the Hollywood office, to v.p.'s of BBDO . . . Ernest Byfield, Henry Covington and Franklyn Dyson, to v.p.'s of Ellington & Co. . . Edward Garvey, to v.p. and account executive at Lennen & Newell . . . Ruth Graze, v.p., sales promotion at Alvin Epstein Advertising, Washington, D. C.

Other people on the move: Clifford Dillon, to head the new creative board at Compton . . . Ern Westmore, Hollywood make-up man, to creative director of radio-tv production at Product Services, New York . . . Bud Hemmick, to executive art director of the New York office of K&E . . . William Reese, to director of radio and tv for Friend-Reiss Advertising, New York . . . William Callender, to copy group supervisor for D-F-S . . . Fred Cammann, to tv commercial producer; J. Stuart Doyle, to account executive and Paul Walsh, to copy group head at Compton . . . Len Levy, to head radio-tv production for North Advertising, Chicago . . . Frank Callahan, to account executive for Allmayer, Fox & Reshkin, Kansas City.

Resignation: J. Raymond Lenahan, from Grant Advertising where he was v.p.

FILM

Sports and hobbies figured importantly as new subjects being

tapped in film programs unveiled last week.

Among these shows were the following:

- Lakeside Television's *Hobbies in Action*.
- Guild Film's 60 minute *Jai Alai* (video-tape).
- Jerome Balsam Films' *The Big Red Mile*, on harness racing.

Programs: *Phil Silvers Show* goes into off-network syndication via CBS Films . . . Bernard L. Schubert will make and distribute a comedy series entitled *Alexander the Great*, starring Jonathan Winters . . . TV Spots reports a production record in animating close to 1.3 million feet of film in slightly more than one year on 260 episodes of *Crusader Rabbit*.

Sales: Goodson-Todman's *The Rebel* sold to ABC-TV for P&G and L&M . . . Screen Gems' *Undercover Man* to CBS TV for Pharmaceuticals, Inc. . . . WPIX, New York, purchased Flamingo Films' *Deadline* plus additional Three Stooges comedies from Screen Gems . . . Trans-Lux TV's *Felix the Cat* series to Triangle stations WFIL-TV, Philadelphia; WNBC-TV, Binghamton; WNBC-TV, New Haven; WFBG-TV, Altoona; KFRE-TV, Fresno; and WLYH-TV, Lancaster . . . NTA reports sale of *Bishop Sheen* series to Twin City Federal Bank in Minneapolis-St. Paul on KMSP-TV; and to stations KTNT-TV Seattle; WISH-TV, Indianapolis; WWL-TV, New Orleans; and WJR-TV, Buffalo; also reported were other video-tape syndication sales on *Peter Potter's Juke Box Jury* to Magnolia Builders in Indianapolis, Louisville and Flint, to Canada Dry in Denver on KJZ-TV, and to stations WBBM-TV, Chicago; KFJZ-TV, Dallas and KTNT-TV, Seattle.

Trade note: Carl Reiner will be MC at FPA awards dinner in New York this week.

Commercials: Robert Lawrence Productions reports a rise in the use of big-name talent in commercials . . . Commercial Recording Corp. of Dallas, Texas, has named Dick Morrison general sales manager and Bob Farrar has been made a v.p. . . . Music Makers added Charlene DeMar to its service department . . . Gifford Animation is promoting itself



SELL the family board of directors...
with your local Meredith Station!

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . *appealing* to the entire family, *motivating* the entire family. Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience *and* the advertiser.

Contact the Meredith Station manager or the rep . . . get the facts on audience loyalty, coverage area and low cost circulation.

Meredith Stations Are "One Of The Family"

KANSAS CITY
 SYRACUSE
 PHOENIX
 OMAHA
 TULSA

KCMO
 WHEN
 KPHO
 WOW
 KRMG

KCMO-TV
 WHEN-TV
 KPHO-TV
 WOW-TV

The Katz Agency
 The Katz Agency
 The Katz Agency
 John Blair & Co. — Blair-TV
 John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

with a series of messages posted on the box of the shoe-shine man who serves J. Walter Thompson in New York.

Strictly personnel: Arthur Gross named sales v.p. of Flamingo Telefilm . . . **John B. Lauria** to press department of Lou Smith Organization.

NETWORKS

CBS TV will schedule regular one-hour informational shows once-a-month in prime evening time this fall.

So reported CBS president Frank Stanton before the Ohio State University Institute for Education and Radio-TV.

The network's future plans: in the following year make this a bi-weekly, and after that, a weekly, program—"if networks are permitted to maintain their present structure."

(See SPONSOR HEARS for prospective sponsors.)

In agreement: All tv network presidents expressed themselves as favoring Senator Vance Hartke's bill to

BROADCAST INDUSTRY EXECUTIVES ONLY!

Remember the old adage: "If you want anything done right—do it yourself?"

Not really! You can be smart.

You can hire this female assistant

A gal whose assets include:

- *action-packed career in the important phases of radio, tv film*
- *creative skills and experiences*
- *a love for the industry*
- *a love for her work and responsibility*
- *the will to put job before money*

If you don't want TO DO ALL JOBS YOURSELF—Inquire SPONSOR, Box 5 for immediate delivery of facts.

This is a gal in a hurry to meet you!

amend Section 315 of the Federal Communications Act, which makes equal time for all political candidates mandatory.

ABC TV president Ollie Treyz, at the University of Missouri's School of Journalism, urged the radio-tv students to adopt the "Jeffersonian approach to tv programming."

The Jeffersonian approach, as opposed to the Alexander Hamilton approach, said Treyz, "makes the producer conscious of quality from the stand-point of the people. The opposite attitude is taken by critics who think they can determine arbitrarily what the people need and should get from tv."

New network tv business: Robert Taylor's *Captain of Detectives* bows on ABC TV 16 October for P&G (B&B) . . . Mystery-adventure series *Johuny Staccato* will air 10 September on NBC TV, for alternate weeks with **R. J. Reynolds (Esty)** . . . Three sponsors for ABC TV's *Cheyenne*, which moves to Mondays, 7:30-8:30 on 21 September: **Johnson & Johnson (Y&R)**, **Ralston Purina (Gardner)** and **National Carbon (Esty)** . . . **Barelite and Barelady Products (Gore Smith Greenland)** for spots on NBC TV's *Today*, to run 4 June through October . . . **General Mills (DFS)**, for four quarter hours per week of a Monday through Friday 5:30-6 p.m. ABC TV series. (For further details, see SPONSOR SCOPE, 2 May.)

Network tv renewals: Ford, National Biscuit and R. J. Reynolds for next season of *Wagon Train*, NBC TV . . . **Continental Baking (Bates)** for another year of half-sponsorship of NBC TV's *The Howdy Doody Show* . . . **P&G (B&B)** will join **American Tobacco (SSCB)** next season on *Tales of Wells Fargo*, NBC TV.

Five new sponsors for ABC Radio: Union Carbide, General Foods, Savings & Loan Foundation, The R. M. Hollingshead Corp. and Eugene Stevens, Inc., plus Cadillac's renewal of *John Daly and the News*.

Thisa 'n' data: The true cases of **Raymond C. Schindler** is the subject for a new tv series to be produced by H. Pierson Mapes, president of

Creative Merchandising Co. . . . On the specials front: *The Golden Circle*, one-hour live musical starring Eydie Gorme and Steve Lawrence is scheduled on ABC TV 25 November, for **John Oster Mfg. Co. (Brady)** . . . *The Bob Cummings Show*, now in its fifth season on nighttime tv, acquired by ABC TV for its daytime lineup, starting October.

Network affiliations: Mutual and the Yankee Network have completed preliminary arrangements for direct affiliation, involving a five-state area . . . KGB, San Diego, to ABC Radio.

Kudos: To NBC TV's *Omnibus*, for "Capital Punishment," the Mystery Writers of America's Edgar Award . . . To ABC TV's *Open Hearing*, the National Association for Mental Health's special award for "service in the fight against mental illness."

REPRESENTATIVES

Because of the great demand today for minutes and spot, this observation is timely:

A tabulation by The Katz Agency of 239 tv stations found 85 instances where minute rates differed from 20-second rates.

Katz see this as "a trend developing toward the establishment of different rates for minutes and 20-second announcements."

Based on a sample of all stations, this is currently the average difference:

	NIGHTTIME	DAYTIME
Minutes	100%	100%
20-second	95%	93%

Peters, Griffin, Woodward is distributing a "Summertime is selling time" marketing kit to its radio "Colonels" as sales-stimulators.

The kits highlight these facts: Radio is the only medium that increases its audience during the summer: over 55 million radio sets are used for out-of-home listening; out-of-home listening is over 25% higher than in-home listening during the summer months.

Rep appointments: KROW, San Francisco-Oakland, to the **Daren F. McGavren Co.** . . . K-EZY, Orange County, Cal., to **Bob Allen**, for the San Francisco area and **Jack Masla**, for the East.



WFBM-TV more than doubles your Indianapolis potential

**for every 10 cars in the
Indianapolis Trading Area . . . there
are 13 in its Satellite Markets.**

Maybe hard to believe—but true! Well-heeled Hoosier car owners in the big 18-county Indianapolis Trading Area are “out bought” by families in Satellite Markets. Sales potential per advertising dollar spent is bigger here than almost *any* market—and Mid-Indiana is big. That’s why the Indianapolis Television market *is* different!

Where else will you find satellite markets that are 33%

*only basic NBC coverage of America’s
13th TV Market—760,000 TV homes.*



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



11 SATELLITES—Each market within WFBM-TV’s verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

richer and 50% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study #3 confirms these facts . . . and we’re proud of our ARB. Let us show you how to test regional marketing ideas with amazing results.

Represented Nationally by the KATZ Agency

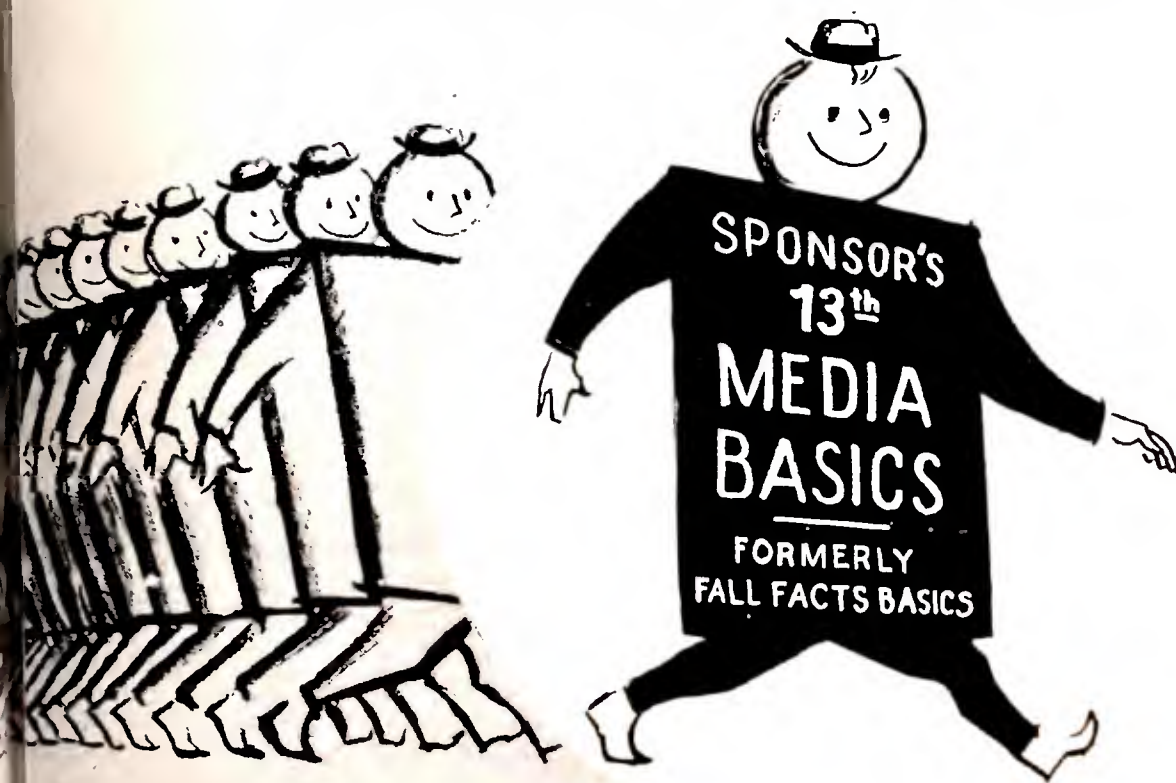


OUR 10TH
ANNIVERSARY



TIME & THE TIMEBUYER

Today's timebuyer (whose job is more demanding than ever) is involved in far more than a rating. Alert station managers and sales managers visiting New York and Chicago note with interest that many new factors are influencing the buying decision. SPONSOR's Timebuying Basics, Radio Basics, Tv Basics and Film Basics (key sections in MEDIA BASICS) provide a fistfull of handy tools to help the buyer make his decision with a minimum of waste effort. The 13th Annual MEDIA BASICS (formerly Fall Facts Basics) is the only workbook of its kind. Your ad message in MEDIA BASICS guarantees call letter recognition for your station. Regular rates apply. Out 18 July. Enter your reservation today for your best buy of the year.



W O P A

is the
most
effective
sales force
in the

CHICAGO NEGRO MARKET

with
Chicago's Greatest
Air Salesman

1490 kc.
102.7 mc.

represented
by
Stars
National, Inc.



**BIG
BILL
HILL**

Same ownership as WDIA—Memphis

**KOSI put the
DARNEST SOCK
in Denver Radio**



In Denver the *influence* station is KOSI. Because KOSI has listener loyalty, the folks with money to spend respond to KOSI advertisers—and buy!

Contact Petry about 10% discount when buying KOSI and KOBV, San Francisco! For Greenville, Miss., it's WGVM.

KOSI

5000 Watts
Denver is
KOSI-land!

Plan to stay at the Imperial Motel, 1728 Sherman, downtown, when in Denver after July

Mid-America Broadcasting Co.

New offices: The Bolling Co. has opened headquarters in Memphis and Atlanta with Cecil Beaver in charge of the Southeast, and in Denver, with Mary Briley covering Colorado and the Mountain states.

Strictly personnel: Douglas Yates, to Tv Advertising Reps as an account executive . . . Robert McCarthy, to the Chicago office of AM Radio Sales.

RADIO STATIONS

Radio stations were urged last week to concentrate on fighting with the medium's competitors, and not with each other.

The advocate: Stephen Labunski, general manager of WMCA, New York, before the Peoria Advertising Club.

His observation: "If radio men aren't fighting with each other about music then it's apt to be something else—double spotting, taking mail order copy, having too many rate cards, appealing only to teen-agers, raising rates too often, and the like.

"By concentrating on the enemy, and not on each other, we might increase radio's share of the advertising dollar, with more for everybody."

What a couple agency people think is a reason for radio stations losing some advertising dollars:

They do not provide ad agencies with the proper types of market analysis and qualitative data.

The agency people: Earl Timmons and Shirley Crowder, of Stroumberger, LaVene, McKenzie. Their comment was made at the Southern California Broadcasters Association meeting.

More than 1,000 students, broadcasters, and faculty attended the first broadcasting day sponsored by the University of Florida's School of Journalism and Communications.

Among the headliners present: Robert E. Lee, FCC Commissioner; John Day, CBS Director of News; Harold Krelstein, president, Plough Broadcasting; Matthew J. Culligan, NBC's executive v.p.; Dr. Robert Hudson, v.p. in charge of programming, National Educational Tv and

Radio Center; and Charles Fernandez, president, Florida Association of Broadcasters.

Ideas at work:

• They've buried the competitive hatchet: To promote National Radio Month, Cleveland stations KYW, WHK, WJW and WDOK have joined forces for a campaign aimed at advertisers and agencies. Along with sending eye-catching mailers on the advantages of their markets, models will be delivering "Martini Bags" to admen—a ready-made cocktail, complete with olive, sealed in plastic.

• For mustache-lovers only: Ted McKay, d.j. on WKRC, Cincinnati, grew a handle-bar mustache the other week, and is persuading other males to do likewise and join his mustache club. To promote it, station hired a bearded lady to circulate in the downtown area, stopping mustached men and awarding them \$5 if they were club members.

• Spot the man in the derby: That's the promotion by 15 staff members at WRVA, Richmond, Va. They wore black derbys for a week to tie-in with the station's promotion of straw hats on sale at a department store. Each staffer spent half a day at the store, giving a 10% discount to listeners who came in and identified them.

• WJDX, Jackson, Miss. has come out with an "Ad-Sean Plan" for advertisers. The plan: A calendar listing the daily Jackson events, and national holidays and celebration weeks, which clients could use as a product tie-in.

• To cut paperwork confusion, WIP, Philadelphia has a new rate card with all charges, time, music copyright, news and all talent costs included in each price, completely commissionable to the agency.

Add daffodils: WINS, New York, is locking its d.j. Murray Kaufman in a trailer at the opening of the World Car Show at the Roosevelt Raceway. Some 10,000 keys will be distributed to patrons, with Kaufman living in the trailer until someone with the right key releases him . . . D.j.'s at KAKC, Tulsa literally were "all wet" at the recent Jaycee Boat Show. The reason: they presented their shows while completely submerged in a tank of water.

Station purchases: **KGMS**, Sacramento, to **KRAM**, Las Vegas, whose principal stockholders are Anthony Moreci and A. R. Ellman . . . The McLendon Corp.'s purchase of **KROW**, San Francisco, approved by the FCC.

Meeting note: The **Multiplexing Seminar** this year to be at the Chamberlin Hotel, Old Point Comfort, Va., 4-6 June, with the FM Association holding their first meeting at that time.

This 'n' data: **WCHB**, Detroit, has a new "platter wagon"—a special station wagon with glass-enclosed back housing broadcasting equipment plus a d.j. . . The third annual **Potts-Woodbury Radio-tv Farm Clinic** in Kansas City drew some 150 radio and tv people . . . To expand its news-in-depth and behind-the-scenes reporting, **WOR**, New York, has signed Martha Rountree to air a weekday show . . . Business note: Dortch Baking Co., in for the fourth consecutive year on **WLOK**, Memphis . . . **WWRL**, New York, is sending its sales manager to Mexico to arrange for an exchange of Spanish programs with several Mexican stations.

Station staffers: **Robert Owens**, elected a member of the board and v.p. of **KVOX** Broadcasting, Moorhead, Minn.-Fargo, N. D. . . **Arthur Casey**, to station manager, **Edgar Francisens**, local sales manager, and **Sterling Harkins**, to program manager of **KSD**, St. Louis . . . **Bill Enis**, to program director, **KLX**, San Francisco-Oakland . . . **Sol Radoff**, to station manager, **WML**, Milwaukee . . . **Robert Gambel**, to news manager of **WFBM**, Indianapolis . . . **Fred Gardella**, to McKee Broadcasting Co. as director of station services for **WKCB & WKCQ**, Berlin, N. H.

The 1958 space sales in newspapers for this same group were \$364 million—a decrease of 1.5% from 1957.

Ideas at work:

- **Top 10 Dance Party**, live, syndicated teen-age tv series, recently concluded its Miss Top 10 contest to choose the prettiest teen-ager in the locality of each tv station carrying the program. Viewers voted for the finalists via post cards. Sample of the mail return: **WJBF**, Augusta, averaged 2,500 cards each week during the contest; **WIBQ-TV**, Memphis received 2,307 votes in one week and **WDAM-TV**, Hattiesburg, Miss., 2,133 mail-ins during the contest's final week.

- For the first time, **WXYZ-AM-FM & TV**, Detroit, will be housed under one roof come 4 June. That date marks the official opening and dedication ceremonies for the \$4 million Broadcast House, with invited guests in store for what the station calls "a valuable stake in the future of ABC."

This 'n' data: **WDAU-TV**, Scranton-Wilkes-Barre joined the growing

list of single-rate tv stations via its issuance of a new rate card . . . **WAVY-TV**, Norfolk-Portsmouth invited some 100 local Amoco dealers to its studios for a premier showing of the client's new program, *Border Patrol* . . . Business note: Associated Grocers Food Stores, for 52-weeks of *Cannonball*, via **WSOC-TV**, Charlotte, N. C.

Kudos: To **KABC-TV**, Los Angeles, the National Safety Council's Public Interest award for 1958 . . . To **KMOX-TV**, St. Louis, a plaque for outstanding public service in airing the Army's weekly series, *The Big Picture* . . . To **WSOC-TV**, Charlotte, N. C., three awards for civic contributions in 1958 from the North Carolina American Legion, the Junior Chambers of Commerce and the Charlotte Junior Women's Club.

They were elected: New officers at **WMT-TV, Inc.**, Cedar Rapids: President, William Quarton; v.p., treasurer, Helen Mark; secretary, Helen Hermann; v.p. charge of sales, Lew Van Nostrand and v.p. in charge of operations, Douglas Grant.

TV STATIONS

The nation's top 100 newspaper advertisers upped their tv gross dollars by 15.9% in 1958 and cut down on their newspaper expenditures by 4.5%.

According to TvB reports, tv gross time sales, spot and network, for the leading group of newspaper advertisers totaled \$531,983,460 in 1958 compared with \$502,137,986 in 1957.



Miss Fran from
KWTW
OKLAHOMA CITY
thrills youngsters
throughout
the KWTW
Community

BUY the TOWER with SALESpower in Oklahoma!

See your **PETRYman**

Name a new puppet . . . and in just 9 days, youngsters from more than 75 towns, in the KWTW Community, submit names.

Miss Fran is a big plus in KWTW's *Community Coverage* . . . especially in the hearts of busy mothers!





JUST LIKE SIGMUND AND HIS COUCH



people
REACT
to the
voice and vision
of NBC in
South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON

"Where Mid-America
Lives and Buys . . ."

NOW! AMERICAS

★ 55th

**METROPOLITAN
MARKET**

COMBINED SPRINGFIELD —
DECATUR — CHAMPAIGN —
URBANA METRO-AREAS
SERVED GRADE "A" TV
ONLY BY WICS-WCHU
NBC-TV
AVAILABILITIES: YOUNG

RADIO COPY

(Cont'd from page 35)

drama and the best dramatic elements come from the product, and the problem we have is to humanize the product and to get the message across. The various production and writing devices help us to make this transition."

But too many agency people tend to downgrade their client and his products "by assuming the listener is stupid and treating him as such with a hysterical pace that makes the audience uneasy, with noisy blasts and insincerity," says Miss Saxon. In her opinion, the hit-on-the-head tactic pays off only when saturation is so intense that anxiety is built to a point where the listener has barely enough strength left to squeak "uncle."

Some repetition is vital. Says Gumbinner's Tom Lisker: "We have to assume few listeners will hear every word or musical phrase from beginning to end. The listener tunes in to a commercial sporadically — in and out for the 60 seconds. This means we have to repeat the product name at intervals and that we have to hit the same product theme and develop it in different ways."

Every writer interviewed by SPONSOR agrees that brevity and simplicity are "musts" if any sell is to seep through the screened listener's mind. Radio, in addition, needs flow and continuity, says Angie Lerch of Esty. "You need to be a storyteller with the words that you use and the way you see them."

This is why writers must have a strong production sense. They conceive of a commercial as a unit before the producer ever steps in. Production people will make changes and additions, of course, but the initial concept of the total commercial must come from the writer.

This means writers, as they envision the approach which will solve the client's immediate problem, must have an idea of pacing, sound and dramatic flair. They must know how a voice will fit into the copy pattern and what kind of a voice is needed: whether dialogue would be more effective than a straight announcing job; whether the audience will respond more to a waltz background than to a calypso beat.

It's not only the writer who should

"hear" written copy. So should the account man, for he's the one who makes the final "sale" of the agency's copy to the client. The more sophisticated account people never *show* radio copy to a client; they read it or, on occasion, sing it in an attempt to give an aural impression.

Agency writers lament their need for a hard-selling job within their own shop. But, as one says, "We have to sell all up and down the line in our own shop before it's ever shown to the client. And then we have to start at the bottom and move up through channels there, too.

"So the first thing any good writer has to do is believe in himself and in what he's writing. If we don't believe what we're writing, it's a lead pipe cinch the listener never will!"

Copywriters think a sure way to see that any writer develops conviction and confidence is to expose him to the client and to all aspects of the advertised products. When the writer starts from a position of strength—knowledge of the product and its uses—copy has a built-in sell.

The more progressive agencies, large and small alike, want their writers to range far afield in researching the product and its claims and in relying on their intuition and instincts for commercial treatment. Good fodder for the feeding of intuition, says McCann's Joan Sack, is "an awareness of everything new in the entertainment business—every single phase of it, because this sparks creative commercial ideas." She thinks travel also does this. But the biggest factor in creativity is "an open, intelligent and aware mind."

Margaret Throne sums up the same theme in this way: "Radio writers need empathy with their audience, they need to be sympatico. This means that we must get close to a person and that part of a person that needs or wants our product."

Even though too many agencies neglect radio copy (and are less than professional in other areas, too), there's an increasing awareness among agency managers that the modern concept of hiring all-around ad specialists also frequently applies to the copy staff. They know you don't just happen to run across a combination salesman-ad professional-psychologist-writer . . . and you don't buy his services cheaply. ◆

SPONSOR ASKS

(Cont'd from page 55)

Gordon Gray, pres. & gen. mgr.,
WKTV, Utica-Rome, N. Y.

When television began commercial operation in the late 1940's it automatically put many radio programs on the air and called them television



Shows with homemaking features

programs. Some eventually became television programs but some always remained radio programs on television.

One of the genuinely successful types of programs inherited from radio was the "women's program." This was one of the radio program types that made an excellent transition to television. Although these programs bear little resemblance to their early forerunners, they are still called "women's programs" for want of a better title.

Advertisers who buy live participations in women's programs receive a number of important pluses. For example, advertisers who purchase participation in WKTV's *Good Living* receive the added benefits of Jean Phair's personal endorsement and demonstrations. Particularly with live commercials, she is able to integrate the product's sales message into the program format, and actually demonstrate its use. For this reason, advertisers are urged to send copy for live delivery, plus product samples for demonstration, use in recipes, and on-camera display all week on Mrs. Phair's work table.

A good look at the mail that *Good Living* receives will tell you how much it is appreciated and how much the viewers favor the sponsor's products. It's a built-in sales tool used successfully here in this region by a meat packer (for five years), a baker, a milk company, all of whom use the time-tested Nielsen of the sales result chart. They wouldn't know a rating book if it were thrown at them, but they do know the jingle of the coin that a show of this type brings in, when done with showmanship by a real pro.



WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives



Each day, 6:00 a.m. to midnight, Cumulative Pulse proves we reach 61% of the radio homes in the Columbus Metro Market. It goes without saying we are the number one station.

MUSIC ?

FOR PERFECT RECORDINGS

PRESTO

Only PRESTO makes the famous PRESTO MASTER, the ultimate in disc recording surfaces. Only PRESTO, alone among manufacturers, handles every intricate step in the production of its discs. Those flaws and flecks that are waiting to hex your recording sessions can't get past the skilled eyes of PRESTO's inspectors. Why settle for discs that aren't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.

DOMINATE



says Frank Palmer, Gen. Mgr.

WFBG-TV

ALTOONA, PA.

High ratings are top sales argument with sponsors. And because Warner Bros. features dominate the competition, they're a cinch to sell. Frank Palmer writes:

"Warner Bros. features help us capture the late night audience. In November, for example, we ran four Warner Bros. features from 11:15 p.m. to sign off in one week. They netted us an average share of better than 70% of the audience! How's that for dominating?"

Warner Bros. features have produced such stand-out ratings morning, noon and night . . . weekdays and week ends. They break records for audiences and sponsorship time after time. Latch on to these profit-makers for your station. They're sure-fire!

U.A.C.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323

CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030

DALLAS, 1511 Bryan St., RIVERSIDE 7-8553

LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

Tv and radio NEWSMAKERS



Richard H. Schutte, West Coast manager of Robert E. Eastman & Co., has been elected a v.p. He has been with the rep firm since it was established. Schutte's background includes a stint with CBS Radio Spot Sales in San Francisco and general sales manager of the CBS o&o radio station in that city. In line with Eastman's continued expansion, a Los Angeles office was opened this week, headed by Don Ross, formerly with CBS Spot Sales and KXX. John Thackaberry will be associated with him.

Robert L. Eskridge has been named manager of cereals advertising and promotion for Ralston Purina Co. He was previously assistant manager. Eskridge joined Ralston in 1948, in the Purina Dog Chow division. Prior to that, he was a radio writer for KNOK, St. Louis, and a reporter on the *St. Louis Globe Democrat*. In another move to expand the advertising department, Ralston has named Richard R. Vinyard to manager of Chow advertising and promotion. He was formerly an a.e. with D'Arcy in Atlanta.



Grant H. Keeler has been promoted to advertising manager of Fels & Co. He will work with Max Brown, director of sales, in coordinating national advertising and sales promotion for Instant Fels Naptha, liquid dishwashing detergent and Fels' new liquid household cleaner, Speedy Fels. Previously, Keeler spent four years in the Fels sales department, and then joined the *Saturday Evening Post* as assistant manager of drug and toiletry. He returned to Fels last October as assistant advertising manager.

Max Bice has been named manager of KTNT-AM & TV, Seattle-Tacoma. He was formerly manager of the radio station. His appointment is the result of a move to coordinate programming efforts of the sister radio and tv operations. Bice joined KTNT in 1948 as director of engineering. In 1953 he held that position for both the radio and tv outlets. He was named radio manager last year. Also named to television program director was Del Spencer. He was formerly traffic-operations manager for the stations.



When it counts— Oklahomans turn first to **WKY** Radio



For example: Oklahomans count on WKY Farm Coverage.
It's a tradition.

When you know that more people are tuned to you
than any other station in Oklahoma, you've got
to be good! And accurate! And believable! We guard
our acceptance with a high fence of truth. That's why
no other station can get around it, over it,
or through it.

LATEST SHARE OF AUDIENCE

Station	Hooper	Pulse
WKY	49.9	37.5
"B"	22.8	22.5
"C"	7.8	13.5
"D"	5.3	11.0

Daytime Averages
Jan.-Mar. Hooper & March '59 Pulse



The WKY Television System, Inc.
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by The Katz Agency

SPONSOR SPEAKS

SRA does it right

Amid all the criticism of broadcast awards, it was refreshing to attend an awards luncheon that really registered. We're referring to the SRA Advertising Awards given annually to the "outstanding timebuyer of the year" and "for distinguished broadcast advertising leadership."

The affair spelled "prestige" from beginning to end. The packed house in the Starlight Roof of the Waldorf in New York was treated to comic entertainment, two winners whose merit was evident to all, a warm friendly atmosphere, and a departure time that still allowed the reps present to call on a few timebuyers the same afternoon. Even the food was good.

This was the second annual luncheon announcing the Silver Nail Award and the Gold Key Award. We'll be waiting for the next award.

Oh, yes, we had a critical comment. Next time we'd like to hear a bit more about the factors that determined the two winners. That's the human side and shouldn't be neglected.

Radio's big local mystery

In the last couple of weeks we've heard a lot from station men about radio's "national-local" mystery?

"Why," they ask, "should our national business be so sluggish when local business is so terrific?"

According to some station owners local revenues will be up 15-30% over 1958 while income from national spot and network is fighting to hold its own.

We don't know the complete answer, nor do we yet know the full facts. The recent NAB survey showed that most radio station men expect bigger business this year but contained no breakdown between local and national sales.

We'd like to hear more about this. If you are a radio station operator, we'd welcome a letter from you telling how your local and national sales compare with 1958.

Radio's "local" mystery doesn't make much sense to us. But let's get the facts before drawing conclusions.

THIS WE FIGHT FOR: *First-hand knowledge of America's radio air markets by advertisers, agency men, and net executives. Nothing can take the place of a "grass roots" trip for a real understanding of local conditions.*



10-SECOND SPOTS

Sunset strip: If Longfellow were alive today, he would be astonished to find "The Children's Hour" now consists of cartoons and Westerns.—Charles V. Mathis.

Critique: From a letter addressed to "SPONSOR"—

"My mother and I often watch the *Perry Mason* series. It is different from most crime series and is certainly to be usually the best.

"Last Saturday's show on —, which Colgate and others sponsored was very much degraded. One of the actresses wore a transparent gown under which appeared to be panties and a bra. No actress should be a walking underwear add on T.V. The proof of the actress is in the acting. It is easy to write a letter of complaint but in this case it is needed. Let the camel get its nose under the tent and soon it will be in it." *Better under the tent than under that underwear.*

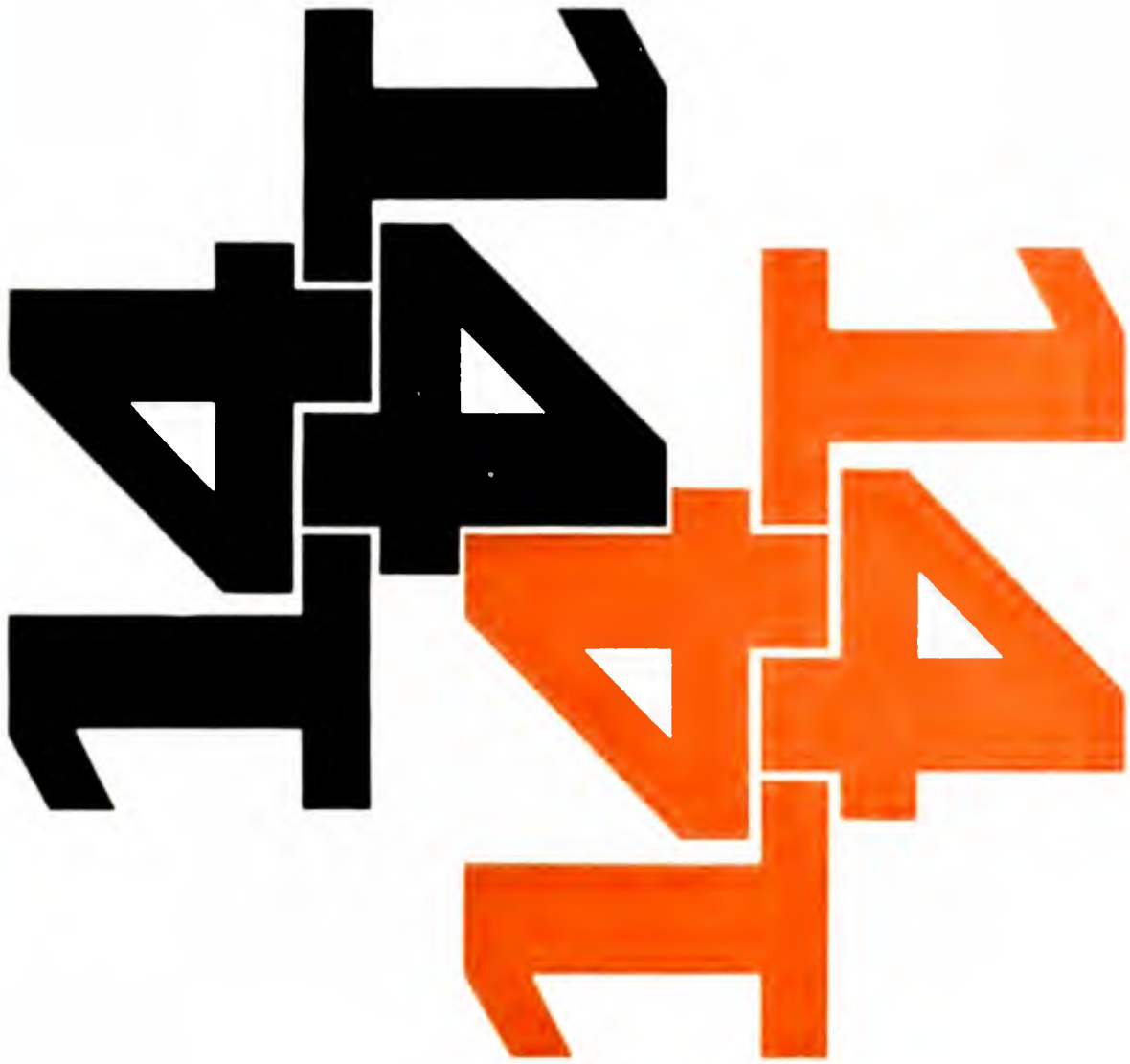
Hit: From a Product Services press release for Green Stamps—"Under the new plan, shoppers can exchange merchants green stamps for tickets to top Broadway hits like "Sweet Birth of Youth. . . ." *Fly away, little birth.*

Cultural: Sign on the parking lot of a Glendale, Cal., barbershop—**PARKING FOR LONG-HAIRS ONLY.** Phil Stone, CHUM, Toronto.

Casting: Larry Stewart, assistant to emcee Merv Griffin of ABC TV quiz show *Play Your Hunch*, was looking in picture files to find a girl who would look like an airplane stewardess, ran across a typical one in Margaret Lennon, a secretary. "I'm not a secretary any more," Miss Lennon told Stewart when he called "I've just become a TWA stewardess."

Add slogans: "If you can't understand it, oppose it."

Quote: "We seem to be the most anonymous show on the air. We're well received; we have a steady audience. But somehow we're anonymous."—Robert Costello, producer of *Armstrong Circle Theater* in *TV Guide*. *Don't worry, Costello, we all feel lonesome sometimes.*



First for four ... in the 14th

WISH-TV is first in the nation's 14th television market ... as it has been *in every survey* for the last 4 years! This great station serves almost



2,500,000 people with over \$4 billion in disposable income. Represented by Bolling

© WISH-TV INDIANAPOLIS

A CORINTHIAN STATION *Responsibility in Broadcasting*

OTV Tulsa • KGUL-TV Houston • KXTV Sacramento • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis



sunrise to supper...



SALE BROKERAGE INC.
30 ROCKEFELLER PLAZA - M.
NEW YORK 20 N.Y.
- 51 -

WRCA-TV LEADS NEW YORK DAYTIME TV!

From 6 a.m. to 6 p.m., Monday through Friday, WRCA-TV is No. 1 in New York—delivering more homes than any other station! More homes, more total viewers, more adults... at rates well under those of the nearest competitor. Programming is what makes the difference. New York prefers Channel 4's variety of daytime entertainment and service programs, including such shows as: *The Price Is Right*, *Today*, *Hi Mom*, *Dr. Joyce Brothers*, *Treasure Hunt*, *Tic Tac Dough*, *County Fair* and *Movie • 4*. Dawn to dark, no matter what **WRCA-TV•4** you're selling, the proper setting for your product is WRCA-TV! NBC IN NEW YORK SOLD BY NBC SPOT SALES

Source: New York NSI, April '59 (average ¼ hour homes) / New York NSI, Mar.-Apr. '59 (audience composition)